more listeners...more often

WOR is preferred over all other New York stations for news.

"Which station do you prefer for news?"

**WOR** 27.7%

The third biennial Pulse survey of news listening in New York reveals almost twice as great a preference for WOR as for the next best station.

Today, WOR newscasts are delivering audiences as large as in pre-TV 1946!

Source: Special Pulse Study, August, 1952
NO FLYING SAUCERS IN RICHMOND

Military men often achieve their objectives with secret weapons.
This is not true with advertising men.
Broadcast sales strategy, in particular, calls for heads-up use of a time-tested media.
The Havens and Martin stations, for example, have a unique record of sales achievements in Richmond, the first market of Virginia.
Long years of experience in radio and television have won for WMBG, WCOD, and WTVR the confidence and loyalty of Richmond's populous and prosperous market.
You can't overlook these result-producing facilities in planning your fall and winter campaign.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.

Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by
The Bolling Company
One of the nation's top test markets

Pennsylvania's 3rd City

HAS 3 OUTSTANDING ADVERTISING MEDIA

One alone can do the job... but together they can do it QUICKER and BETTER

In Erie, Pa., you get complete assistance and merchandising help when you specify an Edward Lamb Property to do the job for you. Whether plans call for Radio, TV, or Newspapers—or all three, we can be of merchandising assistance. Write or call today for complete Market Data—the Erie Dispatch is Erie's oldest and best read newspaper, daily and Sunday; Radio Station WIKK has Erie radio's highest operating all day long; WICU is Erie's only TV station, 4 networks.

One alone can do the job—but together they can do it quicker and better!

Edward LAMB ENTERPRISES INC.

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

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co. WQUO—Orlando, Fla.—Avery-Knodel, Inc.
WTVN-TV—Columbus, O.—Headley-Reed Co. WIKK—Erie, Pa.—H&H Co.
WTOD—Toledo, O.—Headley-Reed Co. ERIE DISPATCH, Erie, Pa.—Reynolds-Fitzgerald, Inc.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction
The Lancaster, Pennsylvania, Aero Club recently held an unusual breakfast meeting. Members had fruit juice at one airport, flew to another airport for bacon and eggs, finished breakfast at a third airport. Not just another "stunt", the breakfast flight was intended to focus attention on the current national campaign of the Civil Aeronautics Patrol to enlist 100,000 cadets. WGAL-TV, in line with its public-service activities, took sound films of the flight, used them on its news programs to highlight the CAP recruiting campaign. A distinguished participant in the proceedings was Lancaster County's District Attorney, John Beyer, shown in the photograph at the WGAL-TV microphone.

WANTED:
100,000
CAP CADETS

WGAL-TV
LANCASTER, PENNSYLVANIA

Represented by
ROBERT MEEKER ASSOCIATES
New York * Chicago * Los Angeles * San Francisco

Page 4 * September 22, 1952
SALE OF KGHL, Billings, Mont., to Walter E. Schott, industrialist of Cincinnati and Cleveland, in final negotiation last Friday. Price of approximately $1,500,000 includes 26,000-acre ranch, 2,600 head of cattle, 560-acre farm and distribution rights of Friedlander & RGA and auto parts in Billings area. KGHL is NBC-affiliated, operates on 170 kc with 5 kw. Transaction handled through Blackburn-Hamilton Co.

REPERCUSSIONS to FCC's actions last week on so-called show cause cases involving several pioneer TV stations were coming thick and fast at last weekend. Setting of hearings involving Steinhart stations (WGL-C TV Lancaster and WDEL-TV Wilmington) and of Crosley stations (WLWC-TV (Columbus), WLWT-TV (Cincinnati) and WLWD-TV (Dayton), raising for first time the specter of a national trend (duopoly), generally regarded as dragging in totally unrelated and extraneous issue. Moreover, charges of bad faith being leveled against Commission in cases of those 31 stations which were asked to shift channels to permit enforcement of final allocation plan.

WHILE OPINION in Washington generally was that no existing stations could possibly lose out, observers were contemplating prospect that whole allocation project could be undermined because of these actions. Certain to arise again is question of limitation on ownership of TV outlets, now restricted to five, as against pending proposals to increase number by allowing two or more uhf outlets to same entity.

NOW THAT ABC has completed plan for outside sales representation of its owned and operated stations (5 AM, 6 TV) entire industry will watch trend in station representation of networks. Several years ago major networks began effort to assume representa- tion of certain key affiliates because of substantial revenue involved. Case was carried to FCC by station representatives (formerly NARTSR) and it stopped there. ABC has now reversed that trend by assigning to Perry three of its markets (New York, San Francisco and Los Angeles) and to Blair remaining two markets (Chicago and Detroit).

CONELRAD developments recalled to FCC Comr. George E. Sterling, FCC's representa- tive, that Joseph H. Short Jr., press secretary to President Truman who died last Thursday, had been a pioneer in development of broadcasters in sometimes lively deliberations. Assigned by President to Conelrad's council, Mr. Short paid particular attention to welfare of broad-}

**NARTB BOARD SESSIONS SLATED IN DECEMBER**

COMBINED NARTB Radio and Television Boards will meet Dec. 5 at Roney Plaza Hotel, Miami Beach, Fla., to take up new draft of association by-laws. Extensive changes proposed in document, amended hastily in 1951 when TV stations were association. If combined boards approve changes, they go to membership for ratification.

Radio Board will meet Dec. 5 at conclusion of by-laws discussion and continue through following day. Proposed revival of radio Standard Protections of Practice, including ethics of rate-making methods, likely to be on agenda.

Television Board will hold separate meeting Dec. 8-9 at Miami, Fla. Developments in fast-growing TV industry, including TV Code, to be considered among other topics.

**STANDARD, FOX AGREE**

FINIS to station involvement in dispute between Standard Radio Transcription Services and Harry Fox, agent and trustee for a number of music publishers, concerning mech-}

**CBS-TV AFFILIATES MEET**

FIRST MEETING of CBS-TV affiliates advisory committee with network officials held Friday in New York, with five-man group con-}

**BROADCASTING • Telecasting**

**BUSINESS BRIEFLY**

AMERICAN LOOKS — American Tobacco Co. ( Lucky Strike cigarettes) through BBDO, New York, reportedly interested in sponsoring radio show featuring Horace Heidt, whose Youth Opportunity program was sponsored for many years by rival Philip Morris' Beagles. ABC, CBS Radio and NBC are pitching time proposals at advertiser. NBC radio is offering Thursday, 9:30-10 p.m. slot which will be vacated Oct. 5 which Gulf Oil's Teller Spy moves to Sunday 5:30-6 p.m. period.

CAMAY NIGHT RADIO — Procter & Gamble, Cincinnati (Camay), through Benton & Bowles, New York, preparing nighttime radio announcements campaign to start Oct. 21 for 26 weeks in 31 markets.

VICEROY CAMPAIGN — Brown & Williamson Tobacco Co., Louisville (Viceroy cigare- ettes), through Ted Bates Inc., New York, setting up $1,600,000 radio promotion campaign to be launched next Monday.

SUPER SUDS DELAY — Colgate-Palmolive-Peet (Super Suds) will delay its Oct. 1 scheduled radio spot campaign to one that will start sometime early in 1953. Budget for earlier campaign going into newspapers. Agency: Cunningham & Walsh, New York.


AGENCY ADDS TO STAFF

SHERMAN & MARQUETTE Inc., New York, on Friday announced following additions to its staff: Richard J. Keegman, Vib Chemical Co., named account executive; Chet Kulesza, head of TV commercial dept., Ellington & Co., placed in charge of TV film commercials; James S. Campbell, TV copy supervisor Ken- yon & Eckhardt, to same position with S&M; Harry Wholley, also Kenyon & Eckhardt, to merchandising dept., and Janet A. Gilbert, Harold Cabot & Co., Boston, named media buyer.

Group Seeking RKO Would Sell to TV

CURRENT backlog of RKO movies will be released to television if anticipated sale of RKO Radio Pictures Inc., to Chicago syndicate headed by Ralph E. Stolkin is consummated.

Deal, in negotiation since Labor Day weekend, expected to be closed soon. Group reportedly buying stock interest of Howard Hughes for $7,500,000.

Mr. Stolkin, vice president of National Video Corp., Chicago, tube manufacturer, is also identified with Screen Assn. Inc., Beverly Hills. He has oil and ranching interests. Others reported in syndicate are his father-in-law, A. L. Koolish; Edward G. Burke Jr., San Antonio oil man; Ray Ryan, also an oil man, and attorney Arnold Grant.

Messrs. Stolkin and Burke are listed among new owners of KOIN and KOIN-FM Portland and KJIR Seattle [B*T, Aug. 15] and reportedly supplied major money for their purchase from Marshall Field for $1,600,000.

Potential new owners reported concerned primarily with backlog of RKO-controlled movies for TV distribution rather than production of feature films. They plan TV produc-}

for more AT DEADLINE turn page

September 22, 1952 • Page 5
In this Issue--


FIRST commercial uhf TV station goes on air in Portland, Ore. Uhf premiere is months ahead of expectations and probably will do much to arouse interest in uhf. Page 25.

FCC calls halt to processing of all competitive applications for same TV channels. It's a measure to push non-competitive grants through. Page 65.

Despite late start, eight advertisers are trying to whip fall broadcasting plans into shape. Page 38.

FCC raises new policy question which could mean life or death to some existing TV stations and some that are proposed. If signals of commonly-owned TV stations overlap, under channel changes required in Sixth Report, duopoly may be invoked. Page 65.

CBS is 25 years old. Special articles tracing the network's history begin on Page 44.

How an independent automotive chain built a booming business by radio advertising. A success story told at the NARTE District 12 meeting. Page 40.

ABC and NBC think their affiliates will approve new radio rate and discount structures which will make those networks competitive with CBS Radio. Page 26.

Theatre Owners of America vow to fight government anti-trust suit to compel sale of 16mm feature films to TV. They're also urged to become TV operators themselves. Page 27.


Last week's TV grants and applications begin. Page 26.

STANDARD Radio says that anyone who buys its radio library doesn't have to worry about mechanical rights fees. Standard will indemnify any purchase if suits arise. Page 25.

Upcoming

Sept. 22: ABC-TV meets with advisory committee, ABC headquarters, N. Y.

Sept. 22-25: National Electronics Distributors Assn. convention, Atlantic City, N. J.

Sept. 28-30: Adv. Fed. of America, 10th district meeting, Mayo Hotel, Tulsa.

Sept. 29: ABC Western Div. radio affiliates annual fall meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC, Room 2230.

‘(Other Upcomings, page 36)’

COLUMBIA PACIFICadopts RATE-DISCOUNT REVISION

New rate and discount structure for Columbia Pacific Radio Network scheduled to go into operation Sept. 21, conforming in general to pattern set by CBS Radio Network.

New structure includes "slight increase in daytime costs for most advertisers and decrease through discount that night-time costs," William D. Shaw, general manager of CPN and KNX Hollywood, announced Friday station hour discounts are retained rather than annual dollar volume discounts. Fifty-two consecutive weeks discount remains at 12 1/4%. Present advertisers will be protected against any increase in costs for six months from effective date of new rate and discount structure, Mr. Shaw said.

Folsom to europe

Frank B. Folsom, RCA president, was to fly Saturday to Europe for business trip. He expects to cover more than 12,000 miles in his visit to Near East and return in late October. He follows by fortnight trip to Europe made by RCA Board Chairman David Sarnoff. He does not plan to cover same ground, however.

WFMI-TV Plea Denied

WFMI-TV Youngstown, Ohio, denied petition for waiver of TV temporary processing procedure in Friday ruling by FCC. Station asked waiver so it could file for change of CP from Channel 73 to 21 [B+T, Sept. 1]. FCC also denied petition challenging legality of rule and dismissed application which had been tendered for filing.

Wannamaker Heads WBIG


Deny Field Hearings

Citing limited funds for holding hearings in field, FCC Friday denied requests of applicants in TV hearings at Tampa-St. Petersburg, Fla., Denver and Portland, Ore., to move proceedings from Washington to those cities. Commission said it cannot switch hearing to field "except upon the strongest showing by the parties involved that a particular hearing should be transferred."

Page 6 • September 22, 1952
Half a Billion is Big League, Brother!

And that's what the entire Savannah Seaboard Market is—$557,206,000 in retail sales. To reach it, to sell all the million plus people in 79 counties in three states, you need a big league medium.

That's what WSAV is—top medium in this big league market. With WSAV at 630 KC you reach 3½ times more people, 4 times more area. And you reach it with the station that sells best because it serves best. Ask for proof!

It's 630 in Savannah WSAV

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE: HARRY E. CUMMINGS

BROADCASTING • Telecasting

September 22, 1952 • Page 7
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 you 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.

WGY

Represented Nationally by
HENRY I. CHRISTAL

Studios in SCHENECTADY, N. Y.
JUST WHAT GOOD ARE PROFITS?

During the last 20 years a great many uncomplimentary things have been said about profits. Left Wing propaganda has been so successful that many honest Americans were actually beginning to wonder if maybe there wasn't something evil about profits after all. But the answer is plain if we understand one of the most important functions of profits in our economy. It is simply this:

The chance for profit constantly encourages the development of new and improved products. Because of the competition for profits, every business strives to put out better and more useful products, with greater efficiency, at lower prices. (At Union Oil, for example, we're spending $10,000 per day on research—and our competitors work just as hard as we do on product improvement.)

Because of this essential function of profit the American people have better products in greater abundance than the people of any other country. As a consequence, we enjoy the highest standard of living the world has ever known.

It's not hard to see, then, why the profit motive must be preserved. Yet present tax policies and government controls are discouraging production by destroying the profit motive. And without this incentive we Americans cannot possibly show the progress in the future that we have shown in the past.

UNION OIL COMPANY
OF CALIFORNIA
INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you'll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.
DAVID HALE HALPERN, vice president in charge of radio and television for Owen & Chappell Inc., N. Y. [B&T, Sept. 15], to Blow Co., that city, as account supervisor on Jacob Ruppert Brewery.


ROBERT N. AYLIN, president, Aylin Adv. Agency, Houston, apparently has always wanted to be an advertising man.

Even back in his high school days, in Little Rock, Ark., he began learning about the advertising business. Today he is still learning, although there are those who would say: "He knows his business."

At the U. of Missouri and at Tulane U., Mr. Aylin combined school work with practical experience in advertising and selling. He wrote newspaper articles, sold magazines door-to-door and did research and copy work for Young & Rubicam.

Following his graduation with a B.A. degree in journalism from Tulane, Mr. Aylin decided to equip himself still further by seeing something of the world. Aboard a freighter, he traveled to Portugal, Spain and France.

Back in the U. S. after a few months, Mr. Aylin began selling want ads door-to-door for the New Orleans Times-Picayune. He later became a copywriter for Fitzgerald Adv. Agency of New Orleans.

Moving to Houston, he became advertising manager for the Gulf Coast Lumberman, a lumber industry trade journal. Within six years, he had become vice president of that publication.

Then came World War II and the Coast Guard. Mr. Aylin served as senior watch officer on the USS General W. H. Gordon, which saw duty as a troop transport in both the Atlantic and Pacific. Mr. Aylin left the service a full lieutenant. A book he wrote, USS General W. H. Gordon, is highly-regarded by the Coast Guard.

At the war’s end, Mr. Aylin opened his own ad agency—a one-man operation with three much-prized accounts. That was six years ago. Now there are 12 employees, servicing 36 accounts.

Through daily staff meetings, Mr. Aylin thoroughly familiarizes himself with the advertising and gives advice, when needed.

In its six years of operation, he estimates that his agency has produced 370 TV spots, created 3,200 radio and video programs and placed more than 23,500 radio spots. Enough ad copy has been written by the agency to fill 54 full-length novels. And this year, Mr. Aylin adds with a note of pride, his TV Dept. created the first animated cartoon for television to be produced in Houston.

To equip himself, a member of the Houston Advertising Club, the National Industrialist Advertiser's Assn., the Houston Sales Executives, Houston Country and the Briar Clubs. Also he is a vestryman of his Episcopal church and is active in civic affairs. He has served as president and as director of the Houston Chapter of the Southwestern Assn. of Advertising Agencies.

A native of St. Louis, Mr. Aylin was born Aug. 1, 1913. In 1939, he married the former Betty Wellborn, of Alvin, Tex. They have three children: Robert Jr., 11; Betsy, 7, and Martha, 5.

In retrospect, Mr. Aylin is glad that he knew what he wanted to do early in life. That way, he was able to begin learning early about his chosen vocation. He learned much on his way to the top. Now that his own agency is firmly established, Mr. Aylin wants to continue learning.
SIEBRAND H. NIEWENHOUS Jr., account executive, BBDO, Pittsburgh, to Sullivan, Stauffer, Colwell & Bayles, N. Y., in executive capacity.

EMIL MOGUL Co., N. Y., relocates in larger quarters at 250 W. 57th St. New personnel includes: LESTER J. MALLETS, account executive, Harry B. Cohen, named business manager of radio-TV staff; NAT B. EISENBERG, TV producer-director, Al Paul Lefont Co., appointed supervisor of creative programming. FLORENCE KATZ, Mogul radio timebuyer, named radio-TV timebuyer and MARVIN SCHLAFFE promoted to production supervisor.

JERNARD LONDON, sports and special events director, CBS, to Kudner Agency television department, N. Y., as producer of General Motors-NCAA Television Game of the Week.

HUNTER & SCOTT Inc., Hollywood, has been dissolved. MILT SCOTT now heads M. B. SCOTT & Assoc., 1540 N. Highland Ave. BILL HUNTER heads HUNTER Adv., 1852 N. Highland Ave. ALLEN ROSS, producer, WOR New York, and DON OTIS, Hollywood free lance disc m.c., to former as media director and account executive, respectively.

BOGART KARLAW, copy chief, Biow Co., N. Y., has resigned.

JOHN F. McMANUS, advertising manager, Thayer Inc, Gardner, Mass., to Zimmer, Keller & Calvert Inc., Detroit, as account manager.

WILLIAM ROSS HOWARD, account executive, Ruthrauff & Ryan, Hollywood, resigned.

EDWARD E. KEELER, president of Western Adv., L. A., elected first vice president and program chairman of Southern Calif. Adv. Agencies Assn. He succeeds EARL TAGGART, resigned, who has left agency field.


BILL BROWN, Young & Rubicam Inc., N. Y., supervisor for Singer Sewing Machine Co.'s Four Star Playhouse on CBS-TV, transfers to Hollywood office. Others transferred there are JOE SCIBETTA, agency producer for General Electric on NBC-TV I Married Joan; JOHN FRIEDKIN, publicity director for latter program, and BARBARA DEMARAY, copywriter for General Foods on CBS-TV Our Miss Brooks.

BESSIE GALBRAITH, regional director, Foote, Cone & Belding Inc., Mexico City, to Los Angeles office as account executive.

JOSE ROBERTO LEME, radio-TV production staff of United Nations, to radio-TV staff of J. Walter Thompson's Sao Paulo, Brazil, office.

JULES HACK, radio-TV commercial writer, Erwin, Wasey & Co. Ltd., L. A., promoted to commercial supervisor on Carnation Co. (evaporated milk) account.

DOROTHY NICKERSON, art and production department, Foote, Cone & Belding Inc., Chicago, to Mogge-Privett Inc., L. A., as production supervisor. She replaces JOE FERNANDEZ, resigned to open own art and production service, L. A.

JOHN S. COERNE, advertising manager, Capitol Records, L. A., to Elwood J. Robinson & Co., that city, as creative director.

JEROME M. COWLE, Erwin, Wasey & Co., N. Y., to Anderson & Cairns, that city, as member of copy staff.

GEORGE ELWERS, Chicago regional editor and later machinery editor, Iron Age magazine, to publicity staff, G. M. Basford Co., N. Y.


LADIES' MAN par excellence IN BUFFALO ...especially at lunchtime

Every day is ladies' day for personable Ed Dinsmore, head man of WBEN's popular Luncheon Club, Monday through Friday afternoons from 12:30 to 1:00. Ed's musical potpourri of old tunes and new tunes, spiced with celebrity interviews, and topped off with interesting bits of Western New York miscellany, make for an unusually popular noon-time show.

Ed has a (selling) way with the ladies, and how they love it! When Dinsmore dines 'em . . . sponsors sell 'em . . . and everybody's happy! If you're yearning for an introduction to Western New York housewives, WBEN's Ed Dinsmore will be happy to do the honors . . . and the selling!

WBEN

NBC BASIC BUDDOLO

The Henry I. Christal Co. — National Representatives

September 22, 1952 • Page 11
SOME SPOTS ARE BETTER THAN

For the best spot, at the right time, at the right place
Specifically, the ten NBC Spot Sales markets account for:

43% of U.S. Population 45% of U.S. Drug Sales
48% of U.S. Retail Sales 42% of U.S. Automobile Sales
49% of U.S. Food Sales 50% of U.S. Effective Buying Income

Just think—one phone call, one contact can put your sales messages in the richest two handfuls of markets in the country. These ten trading areas equal the effective buying power of all other U.S. markets combined.

(Source: Sales Management 1952)
KLZ - IN OUR 32ND YEAR

Tops In Public Service

—wherever
the need
may arise!

KLZ Manager Hugh Terry (left), receives a certificate of appreciation awarded the station for outstanding public service in aiding the 1952 Central City Opera Festival, presented by the Honorable Maple T. Harl, Chairman of the Federal Deposit Insurance Corporation.

Not content with serving only the organizations within its own community, KLZ carries its public service activities throughout the entire Rocky Mountain area.

Wherever and whenever Denver's first station can be of service to the people, KLZ is there.

This recognition from one of Colorado's famous mountain towns is further support of KLZ's local and national reputation for outstanding public service broadcasting.

Spot . . .


CANADIAN CANNERS (WESTERN) Ltd., Vancouver (canned foods), will start spot announcement campaign on western Canadian stations in October. Agency: James Lovick Ltd., Vancouver.

Network . . .

TONI Co., Chicago, (Prom Home Permanent and White Rain shampoo), to sponsor Fun for All, starring Arlene Francis and Bill Cullen, on CBS Radio starting Sept. 27, Sat., 1-1:30 p.m. EDT. Agency: Weiss & Geller, N. Y.

ARMSTRONG CORK Co., Lancaster, Pa., renewed Armstrong Theatre of the Air over CBS Radio, Sat., 12 noon-12:30 p.m., effective Sept. 20, for 52 weeks. Agency: BBDO, N. Y.


ROMAN MEAL Co., Tacoma (muffin mix, hot cereal), starts five minute participations in news broadcasts of Chet Huntley, thrice weekly, and Bob Garred, twice weekly, on ABC radio, for 13 weeks from Sept. 29. Agency: Guild, Bascom & Bonfigli Inc., S. F.

MILES LABS, Elkhart, Ind. (Alka Selzer and One-A-Day Brand tablets), renews CBS Radio's Curt Massey Time, Mon.-Fri., 5:45-6 p.m. EDT and Hilltop House, Mon.-Fri., 3:315 p.m. EDT, both for 52 weeks effective next Monday. Agency: Geoffrey Wade Adv., Chicago.

Agency Appointments . . .

PAGE MILK Co., Pittsburgh, appoints Waaser, Kay & Phillips, same city, for introductory advertising campaign for Slim, non-fattening milk product. Radio will be used.

BUSCH KREDIT JEWELRY Co., N. Y., appoints Hilton & Riggio Inc., same city, for radio-TV advertising. LOUIS MEISEL is account executive.


LELAND ELECTRIC Co., Dayton, Ohio, appoints Fletcher D. Richards Inc., N. Y.

Adpeople . . .

SEYMOUR MINTZ, advertising director, Admiral Corp., Chicago, elected vice president in charge of advertising.

MACK KEHOE, public relations director, Greater Milwaukee Committee, to Miller Brewing Co., same city, as head of publicity and community relations. GALE BRENNAN, Miller's merchandising staff, now heads brewery's publications. Both report to VERNON S. MULLEN JR., director of advertising.

Page 14 • September 22, 1952
Seniority Counts

WWJ, world's oldest radio station, celebrates its 32nd Anniversary

Naturally, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ’s pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.

WWJ

FIRST radio station, August 20, 1920
FIRST election returns, August 31, 1920
FIRST radio dancing party, September 4, 1920
FIRST fight results, September 6, 1920
FIRST vocal concert, September 23, 1920
FIRST World Series scores, October 5, 1920
FIRST church chimes, December, 1921
FIRST symphony concert, February 10, 1922
FIRST radio orchestra, May 28, 1922
FIRST radio wedding, June 18, 1922

(MICHIGAN FIRSTS)
FIRST eyewitness football game, October 25, 1924 (Mich.-Wisconsin)
FIRST eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)
FIRST eyewitness boat races, August 2, 1924 (Gold Cup)
FIRST Michigan FM station, May 9, 1941

Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.

THE WORLD'S FIRST RADIO STATION
Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
Associate Television Station WWJ-TV
Annapolis and not
Inconsistent

open mike

Vest-Pocket Bible
EDITOR:
That miniature edition of BROADCASTING TELECASTING entitled "Goes Nationwide" is the handsiest bible of its kind that I have ever seen. Within 30 days, I'll wager that my copy will be dog-eared and dirty. But it will have served a very useful purpose.

Please accept my personal congratulations on your journalistic enterprise.

Lewis H. Avery
President
Avery-Knodel Inc.
New York

Missing Watts
EDITOR:
B*T has just low rated us by 292,500 watts.

WMIT radiating 325,000 watts from the highest point in Eastern United States might have appeared unbelievable to the editor who so kindly mentioned our after-hours hurricane service (page 74, Sept. 16 issue).

WMIT has been called "the world's most powerful station" (in terms of interference-free coverage) and those 325 radiated kw are making sense to our sponsors. So could we please have them back?

Wallace E. Stone
General Manager
WMIT (FM)
Clingman's Peak, N. C.

[EDITOR'S NOTE: Not an unhearing editor but a stray decimal point was responsible for the error. The 292,500 were herewith restored with apologies.]

* * *

Kill The Umpire
EDITOR:
A serious protest is brewing in the sales, promotion and other departments of WLS against the tactics of Station Manager Glenn Q. Snyder.

The said Snyder appointed himself umpire and final and complete arbiter of a softball game played last Friday between the men and women of Prairie Farmer-WLS. He was heard to say in swift succession: "Batter up, ball one, two, three, four, take your walk" before the male team's pitcher had even thrown the ball. On occasions when the men were at bat, he is reported to have called a man out for merely stepping to the plate, bat in hand...

It is further alleged that the said umpire stepped out of behind the screen long enough to catch a foul fly ball hit by a male batter, and then and there called the man batter out.

We felt your publication would wish to know of this possible trouble brewing in an old, established radio station.

John C. Drake
An innocent bystander
WLS Chicago

[EDITOR'S NOTE: Glenn Q. (for Que-culous) Snyder, comes naturally by his umpiring talents. He used to be a rhubarb grower in Nebraska.]

* * *

Available
EDITOR:
Mr. [Julian M.] Kaufman's article, "Tips on TV Operation in City of Medium Size," [B*T, Sept. 8] reveals comprehensively the problems that each new TV station will meet some day.

However, there is one salvation to the problems of 'finding' experienced personnel. Why is it that stations are not aware of the few good television production schools in this country? Why is it that the capable directors, came...

(Continued on page 20)
"Top Spot" in Wisconsin SPORTS Broadcasting*

- MARQUETTE UNIVERSITY FOOTBALL
- MILWAUKEE BREWERS BASEBALL
- MILWAUKEE HAWKS BASKETBALL
- WISCONSIN UNIVERSITY BASKETBALL

NOW... exclusive in Milwaukee All-

GREEN BAY PACKER FOOTBALL GAMES!

- This year thirty-eight Wisconsin, Michigan, Minnesota and Iowa radio stations chose for their home town audiences the exclusive play-by-play reports of the Green Bay Packer Football games originated by WEMP's Earl Gillespie.

These alert station managers know that their listeners will applaud the fresh vigorous exuberant style which has projected WEMP to the top in Wisconsin sports broadcasting.

Just another reason why WEMP is your best round-the-clock Milwaukee radio buy. Dollar-wise, statistics show you get 2 1/2 times more audience on WEMP than any Milwaukee network station.

Get the facts before you buy... call, write or wire collect your nearest Headley-Reed office or WEMP, Milwaukee 3, Wisconsin.

*Sorry, none of these sports broadcasts are for sale. All are sponsored by Miller Brewing Co., Brewers of Miller High Life Beer, except the University of Wisconsin Basketball games which were renewed again this year by Lowel and Co., Wisconsin Investment Securities Inc. All adjacencies are sold, too.

COMPLETE COVERAGE—ALL MAJOR MILWAUKEE AND WISCONSIN SPORTS...
feature of the week

PRIMING for another edition of 'Meat Magic' are (1 to r) Mr. Levy, Miss Martin, Mr. Chaney and Jack Burke, of WBAL-TV's sales staff.

A FIVE-MINUTE participation on WBAL-TV Baltimore's Mollie Martin's Feminine Fair has produced results which the sponsor himself describes as phenomenal.

The brief segment — entitled "Meat Magic" — is sponsored by Edward A. Levy, president, Eddie's Super Markets Inc.

Once a week, Pat Chaney, representing the food chain, appears on Mollie Martin's program and demonstrates the most efficient, practical method to cut up any given piece of meat. One week it's ham, another week turkey or lamb.

Supplementing the on-the-air demonstration, a meat cutting chart is prepared for each program and may be obtained by viewers simply by writing Mollie Martin.

Commenting on the sales impact, Mr. Levy told Mollie Martin, "Even though our show is only a five-minute presentation, taking place once a week, the results have been phenomenal.

"We have received many letters from enthusiastic housewives commending us on the educational values passed along to them through 'Meat Magic.'

"Recent sales promotions featuring meat and poultry items featured on 'Meat Magic' have shown increases up to 150%. This surpasses by far any other promotions heretofore recorded in our organization.

"Eddie's Super Markets are extremely elated with the results and reactions received through the presentation of 'Meat Magic' as a part of Feminine Fair and are of the opinion that the results will be even greater in the weeks to come."

strictly business

PETER M. ROBECK, general manager of Consolidated Television Sales, Los Angeles and New York, doesn't claim to be a master-mind, but he is firmly convinced "live" television programming is in danger of pricing itself out of existence.

It's his belief the real future of TV programming lies in top-notch films, sold and distributed at the local or regional level.

Mr. Robeck finds advertisers becoming increasingly "economy minded" and "double-checking to make sure that every cent of their advertising dollar is put to the best possible use."

"The day is past when a national advertiser is willing to buy television or radio time in cities where he has no sales problem or distribution of product," Mr. Robeck says. "This he must frequently do when buying a 'live' network production.

"On the other hand, local and regional sponsors, particularly those whose product has a national competitor, have come to realize that in order to buck the competition, they must advertise in an equally an effective, if not more

Mr. ROBECK ... TV future in films?

so, manner than the competition." Mr. Robeck believes a filmed syndicated TV program supplies the answer in all cases and maintains that the trend in the past few years has been in that direction, because:

"It offers the national advertiser (Continued on page 48)
COAL INDUSTRY ACHIEVES SAFEST MONTH ON RECORD.
The U. S. Bureau of Mines recently announced that a new all-time safety mark has been established by America's coal industry. The month of May, 1952, saw fewer fatalities than any previous month on record. From January to July, 1952, the coal industry's effective safety program has bettered the safety mark by 11.5% over the same period of a year ago.

NEW U.S. ATOM PLANT MAY USE EIGHT MILLION TONS OF COAL A YEAR.
The Atomic Energy Commission has selected a site near Portsmouth, Ohio, for a new 1.2-billion-dollar gaseous diffusion plant to make explosive Uranium 235. The plant will have twice the capacity of the Oak Ridge (Tenn.) installation. Several huge generating stations will be built to serve the new atom plant. It is estimated that it will take eight million tons of coal a year to supply the needed electric power.

COAL MAY BE MAJOR POWER SOURCE IN EXPANDING TITANIUM PRODUCTION.
Titanium has suddenly become a vital metal, especially to the nation's jet aircraft program. Its properties of lightness and extreme toughness make it especially suitable to replace aluminum—which softens at the extreme temperatures caused by air friction at supersonic speeds. But at the present, there is not nearly enough titanium. The yearly production is only about 1,400 pounds. To expand titanium production, a plan is being considered that requires great amounts of electric power. If this plan is put into effect, additional huge tonnages of coal will be required by the electric utilities to meet this new demand.

COAL DERIVATIVES PLAY LEADING ROLE IN GROWING CHEMICAL INDUSTRY.
Expansion plans for the nation's chemical industry represent production goals four to five times larger than would be undertaken in normal times . . . so says Dr. George Holbrook, head of the National Production Authority's chemical division. By the beginning of 1955, America's capacity to produce certain chemicals vital to defense is expected to be 50% greater than it was in January of 1951. Coal is a basic source of many of these chemicals, and, as this expansion program continues, coal will become increasingly important as one of the nation's vital raw materials of industrial chemistry.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
Open Mike
(Continued from page 16)

eramen, producers, writers and other technical experts who are now, or have been graduated from these highly versatile production schools are overlooked? ... That is in more and commentary on the "Big Freeze"—those who had the talent and experience to direct, create and produce were stopped cold because there was no place for them to go. That is why thousands who had fresh ability to produce shows have bided their time until now, or have gone on to other fields of endeavor. I haven't made up my mind yet. Raymond Maurine
Former Writer
WTAC Flint, Mich.  

All in The Head
EDITOR:
The FCC has rules that prevent the broadcasting of an unlicensed radio station, but do they cover such things as license when it comes to "mental" communication? Our "Lady in Blue," Anne Lawrence, received the following in a letter from a fan: "... there is something I can't wait to ask you. Would it be all right for me to communicate with you mentally? Would you permit my kissing you mentally? ... Perhaps we should ask the Commission for permission?"

Patrick M. Dubney Jr.
WBGB Atlanta, Ga.

Cancer Drive
EDITOR:
On Sept. 1 you ran a story on page 81 regarding the radio-tele- vision contribution to the D. C. Cancer Crusade. I think this was a wonderful job, but as chairman of the public relations committee of the San Diego Cancer Society drive, I am particularly proud of what San Diego radio and television did. We contributed 3,202 radio and television spot announcements and special programs. This included a half-hour tumor clinic, using honest-to-goodness patients and honest-to-goodness doctors; the first of its kind ever presented on television, we are told.

Howard Chernoff
General Manager
KFMB San Diego, Calif.  

Why Help Competition?
EDITOR:
Although I am not acquainted with Frank McIntyre of KLIX [Twin Falls, Ida.], his reaction to B&F suggestion that stations use newspaper space strikes me as a good one [OPEN MIKE, Sept. 16]. I enjoy good, clean competition with the Niagara Falls Evening Review. Some people are critical that they don't print radio list- ings, but I respect and admire them. However, I have no cause to spend money with them. As far as Niagara Falls is concerned, we have ample promotion facilities of our own.

B. Howard Bedford
President
CHVC Niagara Falls, Ont.  

Wrong Killer
EDITOR:
Your story on the Stow, Mass., tax on TV sets [B&T, Sept. 15] states that the Pennsylvania Liquor Board tax on TV receivers was "killed by a state court." Not so. The Pennsylvania Supreme Court upheld the tax. The legislature repealed it.

John W. Willis
Washington, D. C.  

Money's Worth
EDITOR:
After several months of sub- scribing to BROADCASTING • TELE- CASTING, I feel confident that I have not been away from the radio- TV industry since my entry into the United States Air Force. Your magazine has done a wonderful service to radio men everywhere. All the latest developments are reported with a factual basis, the editorials are thought provoking, and generally, being away from actual radio-TV work is made easier by your terrific publication. Beat seven bucks I ever spent.

Louis M. Sirota
664th A&ES Squadron
Bellefontaine, Ohio  

Palsy Walsy
EDITOR:
As one of the industry may I be permitted to air my favorite gripe. It is directed to the disc jockey who, when referring to a band leader, musician or vocalists, insists on calling them by their first names, as if he was on real intimate terms with the party.

I am particularly referring to the all night jocks, the gabby kind, or the kind that conduct interviews etc. This type usually chatters 30 minutes before and after each three minute record.

George R. Turpin
George R. Turpin & Assoc.
Fort Worth

KRNT Donation
KRNT-AM-FM Des Moines has do- nated its old FM tower and an- tenna to the Des Moines public schools system for use by Tech- nical High School which operates KDPS (FM) Des Moines. KRNT is now using its new 705-ft. downtown tower for FM broadcasting.
"While few realize it, the future of our kind of life is involved in the kind of communications policies we have. All over the world, the avenues of communications are in the hands of the state. Only in the United States do we have a free, privately owned system. We want to keep it that way."

— An official statement by Senator Ernest W. McFarland, Chairman Senate Communications Subcommittee, Senate Interstate and Foreign Commerce Committee, and Majority Leader.

Today, America has the largest, most modern and most efficient independent telegraph system on earth—Western Union. It is still "free, private." It can be "kept that way"—by your support.

And it is to your own interest to keep it that way. Why? Because the first step of dictators is to get control of public thought and action by seizing the communications systems.

There is no danger that America's great telegraph system will fall prey to state ownership so long as it remains useful to the public, dynamic in growth and profitable to its thousands of private owners—most of them small, thrifty shareholders who believe in the American Way—the "free enterprise" way.

Western Union in the past seven years alone has invested over $100,000,000 of private capital in new mechanized equipment. This step has greatly improved the speed, accuracy and dependability of telegraphic communications in America. More than 40,000 highly trained, courteous Western Union workers are ready to serve you in thousands of Western Union offices throughout the country.

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

ROBERT F. JONES, militant minority member of the FCC, last Friday tendered his resignation to President Truman to return to private practice of law. He will join the law firm of Arthur W. Scharfeld in Washington.

A name that arose spontaneously in the wake of Mr. Jones' resignation was that of William P. Massing, assistant secretary of the Commission and a staff executive for two decades. Until the recent staff reorganization he had headed the License Division of the full Commission. He is a graduate accountant.

Mr. Massing is a native of Indiana and a Democrat. His appointment, it is thought, would be generally applauded. Because of his long stewardship with the FCC and its predecessor, Federal Radio Commission, he is one of the best-known officials in government. He has made many friends and known enemies.

It was learned that Mr. Massing's name is before President Truman — having reached his desk almost coincident with Mr. Jones' resignation last Friday. Whether Mr. Massing—a career official—would accept the appointment if proffered, could not be ascertained. Although only 58, he is already eligible for retirement at his option. As a Commissioner he would continue to retain civil service status for retirement purposes.

Terminating five years as a member of the FCC, Mr. Jones will become a partner of the law firm. Mr. Scharfeld, president of the Federal Communications Bar Assn., announced that the firm name will be changed to Scharfeld, Jones and Baron. Theodore Baron, former FCC attorney, has been with the firm since 1948.

Formal word of Mr. Jones' resignation came following a visit Friday morning to the White House, which time he presented his resignation to President Truman. His letter of resignation follows:

I hereby tender my resignation as a member of the Federal Communications Commission effective immediately.

I want to thank you again for the opportunity which you gave me to serve on this important commission of the federal government. I have found a great deal of pleasure in

LATE FALL STIR Eight Sponsors Seek Time, Shows

By FLORENCE SMALL

LAST WEEK saw a belated stir of behind-the-scenes action, with eight advertisers maneuvering for suitable time and programs to meet starting dates for the fall campaign.

Although talent and program factors are reckonable in some cases, a Broadcasting • Telecasting spot check indicates scarcity of acceptable time periods is a major block among five aspirants for network representation. The three others are jockeying for spot availabilities.

Cannon Mills Inc. (Cannon towels), for example, which first sponsored a portion of the Kate Smith Show on NBC-TV and then switched to its own TV program, Give and Take, until the end of the season, now is seeking another TV show. Client representatives confide, however, that the issue could be settled if a suitable time slot were opened. The advertiser continues to sponsor Give and Take on NBC radio. Young & Rubicam, New York, is the agency.

Falstaff Brewing Corp., St. Louis (Falstaff beer), whose Mutual baseball Game of the Day will conclude this month, is considering sponsoring three quarter-hours on the same network with a western-music show.

Continue Spots

The brewers will continue sponsoring television spots in about 16 markets. It also has just bought China Smith to replace Dangerous Assignment in seven of these markets with starting dates in September and October. As for the firm's spring baseball plans, renewal will hinge on the major league ball clubs' decision on rights. Dancer-Fitzgerald-Sample, New York, handles the account.

General Foods, New York (Jell-O), currently sponsoring a portion of Today, morning NBC-TV show, plus heavy local radio, still is negotiating with Bob Hope for a daytime radio show, with a decision expected next month.

Meanwhile, Jell-O, which sponsored Young Mr. Bobbin on NBC-TV last season, still is considering another TV show of its own, but no acceptable network time has opened. Young & Rubicam, New York, is the agency.

Pontiac Cars through McManus, John & Adams, Detroit, after considering flight telecasts, has decided to sponsor Herman Hickman in a quarter-hour sports round-up following the NCAA football games Saturdays on NBC-TV. The NCAA games are sponsored by General

(Continued on page 98)

BOBSTRADING • Telecasting

Massing Is Possible Successor

WILLIAM P. MASSING

...at informal gathering last week

adding this experience to my years of public service. I am grateful to have participated as a Commissioner in the development of administrative law which is playing such an important part in the everyday life of the American people.

Comr. Jones made a "back door" visit to the White House. Following custom, it is expected that the White House shortly will release the President's letter accepting the resignation.

He is the first commissioner to resign since the McFarland Act amendments were adopted last July. The Act carries a proviso barring members of the Commission from practice before that agency for a year following termination of tenure, but this provision does not apply to Comr. Jones since he resigns within a year of enactment of the new proviso. There is a specific exemption in that instance and where a commissioner has served the full term for which he had been appointed.

Comr. Jones, who served 10 years in Congress from the Lima, Ohio, district, several times in the past couple of years has contemplated leaving the Commission to engage in private law practice. He was in the forefront of the color television fight, and was the lone overall dissenter from the Final Television Allocations Report (Sixth Report) which brought about the lifting of the freeze last July.

Although Comr. Jones is one of the three Republican members of the seven-man agency, the President is not necessarily bound to appoint a Republican as his replacement. The law specifies that not more than four members of the Commission shall be of the same political faith. There are now three Democrats (Walker, chairman; Hennock and Bartley); three Republicans (Hyde, vice chairman; Sterling and Mr. Jones) and one Independent, Webster. Hence the
PROGRESSIVES
Still Badger Stations

BROADCAST stations continued to be harassed last week by letters from the Progressive Party which are utilized FCC reprisals unless it received equal time with the major political parties. North Carolina broadcasters received a ruling from the State Board of Elections informing them that the Progressive Party "is not a legally qualified political party in this state." The ruling was made in a letter from R. C. Maxwell, executive secretary of the board, to E. J. Gluck, WSOC Charlotte. WMKY New Orleans informed the party it has not carried acceptance speech of any candidate and does not intend to do so. Mort Silverman, of WMKY, wrote C. B. Baldwin, secretary and campaign manager of the party, that the station "would appreciate it greatly if you would stop annoying us with your uncalled for communications."

P&G Appoint
Two to Radio-TV Posts

GAIL SMITH has been named as associate manager of Procter & Gamble's advertising production division. He will supervise radio and television and other activities, the company announced Thursday. Appointment is effective today. (Monday.)

Simultaneously, appointment of W. F. Craig as television director of Procter & Gamble Productions Inc., effective today, was announced by P&G. W. M. Ramsey, radio director, continues to handle daytime-nighttime radio programming for the production subsidiary.

NBC TANDEM PLAN

Emerson Drug First Client

SIGNING of Emerson Drug Co. as the first participating sponsor of NBC radio's three Tandem Plan programs this fall was announced last Thursday by John K. Herbert, NBC vice president, in charge of radio and TV network sales.

To be used by Emerson to promote its Bromo-Seltzer, the three programs are: Red Skelton Show (Tues., 8:30-9 p.m.); Barrie Craig, Confidential Investigator (Wed., 10-10:30 p.m.); Judy Canova Show (Thurs., 10-10:30 p.m.). Agency is Lennen & Mitchell, New York.

Spanish Programming

USE of Spanish-language radio by 80 national accounts to reach more than three million Mexican-Americans in Arizona, California, New Mexico and Texas was reported last week by National Time Sales, New York, station representative firm specializing in the Spanish-language field. Stations carried the advertising of such well-known advertisers including Procter & Gamble Co., Colgate - Palmolive - Peet Co., American Tobacco Co., R. J. Reynolds Tobacco Co. and Sterling Drug Inc.

K-F May Expand

KAISER-FRAZER Dealer Assn., through William H. Weintraub & Co., New York, has sponsored a quarter-hour Night Edition in six key eastern cities since Sept. 9 with such favorable response that the firm is considering extension of the one-man presentation show in other markets.

WBS PROMOTES
Friedheim, Weis, Lawrence

PROMOTIONS of Robert W. Friedheim, general manager of World Broadcasting System Inc., to vice president, Pierre Weis to general manager and Richard Lawrence to sales manager were to be announced yesterday (Sunday) by John L. Sinn, president. Mr. Weis and Mr. Lawrence form sales manager and assistant sales manager, respectively.

Mr. Friedheim will coordinate various Ziv activities as manager of the New York office in addition to his duties with World. (Ziv Television Programs and World Broadcasting are subsidiaries of the Frederic W. Ziv Co.)

In his new post, Mr. Friedheim will assume part of the responsibilities formerly handled by Herbert Gordon, who recently was transferred to Hollywood. A veteran of 25 years in radio, Mr. Friedheim joined World in 1948 and was appointed general manager last year. Previously, he had served with NBC 15 years, resigning as director of NBC's Radio-Recording Division to join World. Mr. Weis, a native of Paris, France, joined World in June 1951 as sales manager. He previously was general manager of Lang-Worth Feature programs. During World War II, Mr. Weis served with the French army as a lieutenant until France surrendered, then escaped to Africa and made his way to the U.S. He joined the U.S. Army as a private, later becoming a second lieutenant in the Transportation Corps. Before joining WBS in July 1950, Mr. Lawrence was sales manager and account executive with WVJX New York three years. Previously, he worked several years for Davidson-Lawrence, package program producers.

Mr. Weis
Mr. Lawrence

Army, Air Force
Name D-F-S

of Dancer-Fitzgerald-Sample Inc. will be utilized for radio, TV, and other media advertising programs on behalf of Air Force and Army recruiting effective Oct. 1.

The two departments last Monday jointly announced the appointment of the agency to handle their $1 million recruitment advertising until the end of fiscal 1953.

Dancer-Fitzgerald-Sample has been among the top advertising agencies in domestic billings, including radio and television network expenditures. In 1951 it reported combined radio-TV expenditures of $968,290,990 for gross time.

It was one of 22 eligible agencies which competed for the account and one of six finalists whose names were placed before a joint Air Force-Army selection board. Only those organizations — about 90 — with annual domestic billings of $5 million were eligible [B.T., Aug. 18, 4].

Present Contract to Oct. 1

It was understood that the other finalists were N. W. Ayer & Son, Ruthrauff & Ryan, Grant Adv. Inc., McCann-Erickson and Calkins-Holden, Carlcock, McClintock & Smith. Grant has serviced the account since January 1950. Its present contract expired Oct. 1.

In announcing the appointment, recruiting authorities stressed they felt the choice of D-F-S was not guided the determination of "the best agency" but the one they felt could provide the services and best suited to the service account. The agency's New York office will service the program. The contract provides for re-ap

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FIRST COMMERCIAL UHF

By EARL B. ABRAMS

MONTHS ahead of all expectations, the first commercial uhf television signal was scheduled to go out into the ether Saturday from KPTV (TV) Portland, Ore.

This also will be the first tv service in that northwest city.

Station put its Channel 27 transmitter on the air within minutes after it received word Thursday that the FCC had granted a request for permission to operate commercially on an interim basis.

KPTV is owned by Empire Coil Co., New Rochelle, N.Y., electronics parts manufacturer. Herbert Mayer is president. Empire Coil is the licensee of XEL (TV) Cleveland which began operation in 1949 and holds a construction permit for a substation in Denver.

The company also applied for St. Petersbur- g-Tampa, Fla., and San Juan, P.R. Those applications were withdrawn recently.

Ability to get on the air so quickly—stations received its CP July 11—is attributed to the purchase of the 23/4-year-old RCA Bridgeport experimental uhf tv station last month (BROADCASTING, Sept. 4).

Bridgeport 1-kw transmitter was dismantled Aug. 28, shipped by fast freight and truck to Portland, and reassembled by the same RCA engineers who operated the station in the East. All parts were coded and a day and night shift of workers aided in its installation which was completed Sept. 8.

Special RCA Victor 21-gain antenna was expressed from Camden Sept. 6, arrived in Portland Sept. 11 and was installed that evening. Two hundred-and-fifty persons were present, and the station was begun Sept. 9 and completed Sept. 11, in time to receive the antenna.

Claims Viewers' Calls

Although Mr. Mayer admitted that he had no idea of the number of TV sets in Portland capable of picking up its 17.5 kw signal, he said that calls from viewers began to come in last Thursday.

A special BROADCASTING * TELECASTING check of major receiver manufacturers indicated that all were rushing complete sets to the market as fast as they could. Most were also sending in uhf strips so that turrent tuners could be adapted for the uhf channel.

Open day's gala program was due to begin with a reception and luncheon at Portland's Multnomah Hotel, to be followed by a visit to the city-owned Creston Crest Park site in the western hills of the Columbia River metropolis. First regular program was due to start at 7:30 p.m. with action brought on telecasts at the Benson Hotel. Notables were to include state and city officials.

Mr. Mayer was scheduled to lead off the first telecast. He was to be followed by the RCA-sponsored film of the Bridgeport experimental uhf operation. Following the film, KPTV was scheduled to be hooked into the NBC-TV network for All Star Revue and Show of Shows. First day on the air was due to end at 7:30 p.m.

Regular, full-scale programming is scheduled to begin Oct. 1 with the World Series, Mr. Mayer said. Until then the station will be on a test basis, although programs will be broadcast several times each hour.

Station is putting an 87 db signal over the entire city of Portland, Mr. Mayer reported, with the 1-kw transmitter and 17.6 kw of uhf power. This is due to putting a Grade A signal (74 dbu) into the adjoining cities of Vancouver, Wash.; St. Helens and Oregon City, Ore.; and a Grade B signal (64 dbu) into Salem, Ore., and Longview, Wash.

KPTV's CF calls for an effective radiation of 87.9 kw. In his request for the STA, Mr. Mayer reported that delivery of a 5-kw uhf transmitter was not promised until November 1955. He also stated that the visual modulation monitor was promised for February 1955, but that aural modulation monitor and visual and aural frequency monitor were due to be delivered in 30 days.

In his application for the STA, Mr. Mayer stated he intended to operate for an interim period with network feeds and local film shows only, pending completion of studio facilities in downtown Portland at 755 S. W. 20th Place.

AT&T coaxial cable runs to Portland, where TV signals are transposed to microwave facilities for the 150-mile hop to Seattle.

KPTV is at the north end of Council Crest Park, located in the western hills of Portland. The 14-bay antenna is 1,023 ft. above average terrain and more than 1,300 ft. above sea level.

There has been some talk in Portland of the city erecting a 700-ft. tower in so far as the uhf spectrum is concerned, but all TV stations can be located at that point, but nothing definite has yet taken place.

The antenna near the KOIN antenna and field measurements were necessary to insure that no interference would be caused to that station's directional radiation pattern.

Work Continues

Transmitter went into the shell of the transmitter building when it arrived earlier this month. Work is continuing to finish the cinder-block housing, both structurally and with power and water facilities.

As to uhf TV receivers, most manufacturers were humping to get enough stock in the hands of their distributors and dealers. Only problem seems to be that upswing in TV sales in recent months has necessitated quotas for all distributors, and not necessarily ones they can get enough sets into Portland to meet demand.

RCA Victor planned to have (Continued on page 88)

Mr. Mayer

ASSURANCE that stations with performing rights licenses may broadcast any transcriptions purchased, as well as leased, from Standard Radio Transmission Services without needing to worry about recording licenses (mechanical rights) has been given by Standard to its subscribing stations.

Standard's letter follows one sent Sept. 10 to all stations by Harry Fox, owner of the 450 music publishers for recording rights. He alleged that stations buying the Standard recordings outright will have to obtain "proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before using these recordings on the air (BROADCASTING, Sept. 16).

Standard, which proposes to discontinue its monthly library releases and to sell outright to stations the collection of recordings already available, will loan out its subscriber stations that its counsel considers Mr. Fox's position "entirely groundless." Furthermore, Standard states, it can discontinue service by Mr. Fox or his clients against any radio station resulting from the purchase of our library.

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SRTS LIBRARY

Stations Assured on Licenses

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Standard's letter, in full text reads:

"To all our subscribers:

"We understand that you have received a letter from Harry Fox regarding the purchase of our library transcriptions. Our counsel, Sydney Fox, assures us that we are entitled to our compensation from Fox's Music Corp. and other publishers concerning rights and copyrights included in any transcriptions purchased from Standard. We have taken legal action to protect our rights.

"Standard considers wholly unwarranted the implication contained in Mr. Fox's letter to stations dated Sept. 10, that use of transmissions purchased from Standard will be subject to clearance by stations of mechanical or other rights. It has written to all of its customers advising them to get the clearance from us. If you have not received this letter, please call our offices immediately.

"Standard does not consider this to be an infringement of copyright law. We have taken legal action to protect our rights. You are protected by your contract with Standard.

"We have many stations that have no written agreements with Fox or his clients. These stations have not been侵害ed by their transmissions. We have taken legal action to protect our rights.

"It is important that you do not receive any transmissions from Fox or his clients. If you have any questions or need further information, please call our offices immediately.

"Thank you for your cooperation.

"SRTS LIBRARY"
COUNTING returns from their respective Audimeter tests, NBC and ABC have appeared confident last week that their new radio rate and discount structures [B&T, Sept. 15,8] will win station acceptance and thereby put them back into competitive standing with CBS Radio, whose changes went into effect Aug. 25 and which on Friday reported signing of its last two holdouts, WGAR Cleveland and WJR Detroit.

NBC, a week and a convention ahead of ABC in the move to realign costs to advertisers, reported Thursday that it had received signed affiliation contract amendments from more than 75% of its affiliates and assurances from others to indicate acceptance would be virtually 100% complete. There were “no known holdouts,” it was said.

**Gives Some Returns**

ABC, which put contract riders and letters explaining its plan into the mails to affiliates over the weekend of Aug. 18-19, sent out a letter below and outlined it orally to them in a conference call last Monday, being to get scattered returns of signed amendments. Although it admitted that, even though ABC departed from NBC and CBS procedure by not holding a convention of affiliates, its final acceptances would be substantially complete.

NBC, while not formally announcing a proposed effective date for its change, has been aiming at Sept. 29, and authorities said it would take effect on that date or very shortly thereafter. ABC’s target is Oct. 1.

In expecting affiliate approval of their plans, both networks have reaped heavily on the fact of CBS Radio’s already having taken the plunge, which they feel makes it essential for them to follow suit promptly. And the reason why affiliates generally have appeared to accept this line of reasoning.

The same factor is expected to impel Mutual to adopt comparable changes, thus completing the cycle among the four national radio networks. MBS officials said they still were studying the problem last week. They indicated no definitive action may be taken before the network’s Sept. 30 board meeting [B&T, Sept. 15].

**CBS Radio, meanwhile, came to terms with the last two holdouts on its rates** affiliates, including WJRT Lansing, Mich., and the day CBS Radio’s new plan was given voice approval by affiliates at the rate meeting in Chicago Aug. 12. Both stations, whose present affiliation contracts expire Sept. 30, have renewed. Their signing was announced in a joint statement by John F. Pettit, president; Goddard Willliams, and Herbert V. Akerberg, CBS Radio vice president in charge of station relations. They said: “We have reached an entirely satisfactory agreement. Both stations have renewed their affiliations, which makes it 100% among CBS Radio affiliates.”

It was understood the renewals were on an "as is" basis, in order to give both sides time for further negotiations toward regular renews.

With some variances, the CBS Radio, NBC and ABC plans all aim at increasing the line of rates, the same. Changes include: An average 25% reduction (through increased discounts rather than rate slashes) in the afternoon; increases in Monday-through-Friday daytime rates (with smaller increases in the actual cost of the advertiser in these segments); and 14 to 15% average increases in the work’s compensation to affiliates.

CBS Radio also made reductions to put its Saturday and Sunday morning and afternoon rates on a uniform basis, while ABC proposed a cut in Saturday morning and Sunday afternoon time rates to achieve competitive status with the other networks.

NBC and ABC plans involve 11.1% increases in Mon.-Fri. daytime rates to restore their 10% cuts of July 1951. But both are increasing discounts for these periods, so that the actual cost to advertisers will be up about 5.5%, morning and afternoon, in the case of CBS Radio, and, in the case of NBC, by about 4%, morning only, with no change in afternoon time. ABC, which achieves desired rate reduction by adjusting discounts rather than rates, is boosting Mon.-Fri. daytime rates 6% above the pre-1951 level but revising discounts so that only the morning costs will go up.

Unlike CBS Radio, both NBC and ABC came up with extensions of their respective “contiguous rate” plans, making it possible for a day’s coverage, to get contiguous rate benefits on a program which they sponsors at night. In NBC’s plan, however, the advertiser must sponsor a quarter-hour strip to get contiguous-rate credit for a program in the opposite portion of the broadcast day; under ABC’s “vertical contiguity” plan, the programs need not be broadcast on the same day.

Programs of less than 15 minutes duration will not be eligible for contiguous rates under either the NBC or the ABC proposal. This represents a departure from ABC’s present policy since five-minute strips in any part of the broadcast day will no longer qualify for contiguous rates (present advertisers are excepted: Three Betty Crocker strips sponsored by General Mills, and Philco’s five-minute evening strip). ABC also pointed out that its proposed "subcontiguous" policy for evening periods—special benefits to advertisers buying at least 60 minutes of evening time, no discount on rates effective to Oct. 1 each—will be continued. The network said Gulf Oil had renewed its John Daly program, originally placed as a summer show, “on a regular basis directly as a result of this policy.”

**ABC Annual Meets**

While ABC decided against holding a convention of affiliates to explain the proposed changes to them—to a great extent, it was said, because officials felt the stations realized the moves by NBC and CBS made a comparable ABC move almost mandatory—the network’s annual regional meetings of affiliates start shortly (first is Sept. 29). The new structure is expected to get a large spot on those agendas. Nevertheless, ABC asked its affiliates to put their signed contract revisions into the mail no later than last Friday.

First of the regional meetings is scheduled in Hollywood next Monday, when ABC President Rob-}

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**FULL TEXT OF ABC LETTER TO AffILIATES ON RATES**

**NBC, ABC Confident**

GEORGE B. STORER, president of Storer Broadcasting Co. and chairman of the CBS Radio Affiliates Committee, has explained to affiliate members last week that he had been forced to resign because of illness and an enforced leave of absence for medical activities.

Mr. Storer has taken a leading role in discussions between CBS affiliates and the network over radio rate procedure and has been credited with effective leadership in the negotiations over contracts.

Expressing gratitude to committee members for their cooperation in the proceedings, Mr. Storer said he has regained some degree of hearing following his illness but was forced to remain inactive for a time.

Some weeks ago he suffered a hemmorhage in the inner ear, attributed to allergic strain and overwork. About 25% of his hearing has returned, it is understood. The ear condition was not caused by flying in a non-pressurized plane, as originally reported, according to Mr. Storer’s office.

"I believe ABC’s rate structure is competitive in the field," Mr. Storer asserted, "and I believe that the cost of radio broadcasting is now as much over the air as any other medium and should be treated as such. I would like to see a fair price to the consumer, thus it is very important that the stations maintain their leadership in the industry so that the consumer will be served and will continue to buy the product."

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**STORER EXPLAINS Committee Resignation**

Page 26 • September 22, 1952

BROADCASTING • Telecasting
By J. Frank Beatty

OPERATORS of 10,000 U. S. theatres wound up a week-long convention in Washington determined to fight the government’s anti-trust suit designed to compel sale of 16mm movies to TV stations.

They left the convention city with an eloquent plea still ringing in their ears—a plea by Mitchell Wolfson, operating WTVJ (TV) Miami and the Wometco theatre chain, that they apply for TV stations in the list of theatre TV owners, CP holders and applicants, B&T, Sept. 11.

Mr. Wolfson is retiring president of the exhibitors’ trade association, Theatre Owners of America.

These theatre operators, openly resentful over TV’s impact on the box office, spent much of last week working on ways to build up attendance. One method—television—is still in the trial-and-error stage but Mr. Wolfson predicted it is “just around the corner.”

Obviously caught off balance by the Dept. of Justice 16mm suit, TOA members linked their convention action to stormy criticism of the department and resentment over what they call the year’s big mystery: Who inspired the suit?

TOA was notified by the Dept. of Justice that it will have a chance to state its case prior to entry of any consent decree. Survey of the TOA membership on its intervention program will start at once, Herman M. Levy, TOA general counsel, said Thursday. He reminded that consent decrees “are not overnight matters.”

Eric Johnston, president of Motion Pictures Assn. of America, addressing the Thursday banquet, predicted “a marriage of motion pictures and electronics.”

“We are going to use television to sell pictures in the theatre,” he said. “Some are already starting to do so with remarkable success. When this selling job is done intelligently, it can produce happy days at the boxoffice.”

Mr. Johnston flatly told exhibitors the producing industry will make films for televisions. He claimed TV programs “will be predominately on films, no matter who makes them. If we don’t make them somebody else will. It’s as simple as that. The constantly increasing market for films televisions will provide an additional source of income for producers that will enable Hollywood to make even better pictures for theatrical exhibition.”

Although he didn’t discount TV as a competitive medium, Mr. Johnston called it “an evident falsehood” to predict TV will put motion pictures out of business. He said newspapers, radio, baseball and prizefights have been affected.

The recent Supreme Court censorship decision “was an important victory,” he said, promising a continuing fight in legislatures and courts to eliminate censorship. Referring to the rash of litigation and government suits, he scoffed at those who see a “conspiracy” every time two or more people got together.

The new TOA president, Alfred Starr of Nashville, asked this question: “Why this insistence on films for television that have been made for the express purpose of exhibition in theatres? Why does not the television industry make its own films especially for telecasting, shorter films and special films made for a special medium?”

Mr. Starr called TV “just one more popular device for mass communication” and predicted the time will come when 2,000 or more TV stations, press, theatres, and radio stations will work at their jobs “in harmony, all prospering nightly.”

Their sole enemy, he added, “will be that man or that force which attempts to harass or to shackle freedom of expression or freedom of speech.”

He cited the recent Supreme Court decision holding motion pictures to be within the free press and free speech guaranty of the First Amendment.

In an informal and unscheduled address Wednesday, Mr. Wolfson reviewed progress in theatre TV equipment. He said the Eidosoph system of color TV for theatres, promoted by 20th Century-Fox, needed about a year of experimentation before it would be ready.

At that point he predicted that 20th Century-Fox would come up with a theatre TV program service when its Eidosoph system is perfected.

In urging theatre operators to get TV stations he said, “I believe motion picture exhibitors can contribute much to television by participating as TV broadcasters. Many operators already have decided to apply. Not all will qualify because of competitive applications, but I think you’ll see many theatre exhibitors operating TV stations.”

TOA to Brief FCC

Marcus Cohn, of Cohn & Marks, special counsel to TOA for theatre TV, said the association is planning active participation in FCC theatre TV hearings starting Oct. 20. These cover technical and accounting phases. A thorough exhibit has been prepared, based on extensive preparation, he said. En banc hearings start Jan. 12.

The problem of censorship of theatre TV arose during the general discussion of the subject. Mark Chartrand, Wometco Theatres, suggested telecasts of Broadway productions to theatres might offend audiences around the country where moral standards are higher. It was pointed out that neither NARTB TV nor motion picture cable would apply to such theatre telecasts.

Robert O’Brien, United Paramount Theatres, speaking as chairman of the TOA Theatre Television Committee, said :

BROADCASTERS represented at Theatre Owners convention reception included (left photo, 1 to r): Earl S. Gammons, CBS Washington; FCC Chairman Paul Walker; Loyd C. Sigmon, KMPC Los Angeles, right, Stuart L. Bailey, Jonsky & Bailey; FCC Commr. Edward M. Webster; John J. Laux, WSTV Steubenville.

September 22, 1952 • Page 27

TOA FORMS BATTLE LINES To Fight 16mm Film Anti-Trus Suit
WHO is ultimately responsible for radio and TV programs? The sponsor, the advertising agency, the production company, the network or the local broadcaster?

The House Commerce subcommittee, investigating "immoral and offensive" programs [B.T., June 9 et seq.], seemed to be seeking answers to these questions, as it reviewed hearings last week in Washington.

Networks Heard

Committee, under the chairmanship of Rep. Oren Harris (D-Ark.), heard NARTB and ABC, MBS and DuMont network witnesses explain the working of the TV Code and how network continuity acceptance departments operate.

Hearings resume tomorrow and Wednesday in Room 1305, Federal Bldg., for Foyle hearings in Washington. Scheduled to be heard are CBS-TV President Jack Van Volkenburg, NBC Vice President Charles R. Denny Jr. and National Television Film Council's Melvin Gold. An MBS official is also due to explain Mutual's policy on programs.

The committee, however, is hoping additional witnesses from advertising agencies, sponsors and program producers will volunteer testimony.

In a statement to reporters after the close of last week's hearing, Rep. Harris said:

"Agencies and others are invited to appear. It would be very helpful if they would come before the committee and be ready to answer the questions."

Mr. Harris said he thought agencies and sponsors are as "deeply involved" in the probe as networks and stations.

In questioning one witness, Mr. Harris observed: "Could there be a cartel relationship between the producer, the sponsor, the network and the local broadcaster? . . . At the least, there is some kind of close relationship among them?"

At another point, he declared that the main question confronting the committee was the extent of the licensees' responsibility in their dealings with sponsors, networks and agencies.

He added: "To what extent has someone else moved in and taken over the responsibility of the licensee?"

Witnesses' testimony, emphasizing that the local broadcaster has the final authority in deciding what goes on the air in his community, obviously did not satisfy Mr. Harris or other members of the committee present.

More Sessions in D. C.

Mr. Harris said that the question of subpoenaing witnesses would be examined by the committee after it completes another two-day session in Washington this Thursday and Friday. At that time, the committee is scheduled to hear representatives of the FCC, U.S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, and others.

Committee last week seemed impressed with charts furnished by Mrs. Geraldine B. Zorbaugh, ABC secretary and acting general attorney. Based on FBI Uniform Crime Reports, charts compared auto thefts, murders, assaults, etc. for 1946 through 1951 in 10 TV cities and 10 non-TV cities. The cities were chosen on the basis of equivalent populations, and showed that the crime rate had not increased in cities with TV.

Such statistics scotch the oft-repeated charge that juvenile delinquency can be blamed on TV crime and horror programs, Mrs. Zorbaugh pointed out.

The year 1946 was chosen because TV was not a factor then, she said. In 1951, TV had become established and could be shown to have an influence, she emphasized.

Auto thefts declined from 5,446 in 1946 to 4,184 in 1951 in TV cities, and from 4,155 in 1946 to 3,758 in non-TV cities.

Murders declined from 213 in 1946 to 181 in 1951 in TV cities; from 98 in 1946 to 43 in 1951 in non-TV cities.

Aggravated assaults declined from 2,693 in 1946 to 2,315 in 1951 in TV cities, but rose from 817 in 1946 to 844 in 1951 in non-TV cities.

Burglaries declined from 10,460 in 1946 to 9,736 in 1951 in TV cities, and from 7,276 in 1946 to 6,919 in 1951 in non-TV cities.

Robberies declined from 1,751 in 1946 to 1,784 in 1951 in TV cities, and from 1,503 in 1946 to 529 in 1951 in non-TV cities.

Cities used for the comparison were: With TV—New Haven, Columbus, Kansas City, Indianapolis, Wheeling, Cincinnati, Nashville, Albuquerque, Charlotte, Phoenix, Without TV—Syracuse, Portland, Ore.; Scranton, Denver, Roanoke, Va., Wilkes-Barre, Pa., Wichita, Duluth, Austin, Tex.; Peoria III. (Continued on page 24)

CONFERRING before they individually testified before House Commerce subcommittee investigating "immoral and offensive" radio-TV programs were these first network witnesses last week in Washington: Chris J. Witting, director of DuMont Television Network, and Geraldine B. Zorbaugh, ABC secretory and acting general attorney.

casting, she told the committee.

DuMont Television Network Director Chris J. Witting urged that broadcasters be allowed to police themselves. He objected to any "unbending standards" to be applied to the "vastly diversified makeup of the American audience." He said broadcasters are aware of the nature of their responsibility and are capable of meeting the challenge.

One of the facts of telecasting that the committee must take into account, Mr. Witting said, was that of programming seven to 12 hours a day, seven days a week, 365 days a year.

Cites TV Code

Mr. Witting said the TV Code represented a "uniform and well considered study of a basically responsible medium" and cited the nebulous intangibles.

DuMont has received no mail complaining of immoral or offensive programs, Mr. Witting declared.

In answer to a question about offensive commercials, Mr. Witting said that DuMont's commercials were of the "heavily sexual" variety.

Appeal to audience is not the only criterion, Mr. Witting told the committee members. He cited the low initial ratings for DuMont's Verna Hopkins Science Review and the Bishop Sheen talks and told how their audience popularity had risen to such an extent they were

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MORAL climate of radio-TV programs is what these gentlemen, members of the House Commerce subcommittee, are probing. Last week in Washington they heard industry witnesses. They will reconvene this week in New York to continue their sessions. L to r: Reps. Homer Thornberry (D-Tex.), F. Eitel Carlyle (D-N.C.), Arthur G. Klein (D-N.Y.), Chairman Oren Harris (D-Ark.) and Harmon D. Denny Jr. (R-Pa.).

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Like hard crabs go with beer

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

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

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

*IN BALTIMORE WITH*  
*TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJ OE AND COMPANY*
GROSS billings of the four radio and four TV networks in July fell more than $6 million below the June level. The July total does not include radio-TV time purchased by Admiral Corf, Philco Corp. and Westinghouse Electric Co. for the networks' coverage of the Republican and Democratic national conventions.

Gross time sales of the four nationwide radio networks in July totaled $9,538,394, against $12,387,970 in June; gross TV network time sales aggregated $10,351,177 in July, against $13,394,972 in June, according to Publishers Information Bureau.

The bureau released its monthly summary of network broadcast advertising with the note that the data for the convention coverage does not include coverage from the two July conventions for both radio and TV much nearer the June figures. Care should be exercised in making any general comparison of July with any other month until the amended total is available.

Excluding the conventions, the July network picture reflects the summer season and the reduced billings traditional for that time of the year. Procter & Gamble Co., for example, retains its position as the leading network timebuyer in both radio and TV (Tables I and IV). But its July radio network time purchases are down a half-million dollars and its TV network time purchases are off $800,000 from June to July [This Aug. 11]. Each top ten list contains eight of the same advertisers.

(Continued on page 8)

**TABLE I**

Top Ten Network Advertisers for July 1952

<table>
<thead>
<tr>
<th>Product Class</th>
<th>Network</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allied-Chilmark Mfg. Co.</td>
<td>$232,333</td>
</tr>
<tr>
<td>Automotive, Auto.</td>
<td>General Motors Corp.</td>
<td>59,490</td>
</tr>
<tr>
<td>Beverages, Wine &amp; Liquor</td>
<td>Wilcox, Shilling &amp; Co.</td>
<td>67,425</td>
</tr>
<tr>
<td>Grocery, Food &amp; Drug Stores</td>
<td>J.A. Bowman &amp; Co.</td>
<td>19,825</td>
</tr>
<tr>
<td>Tobacco &amp; Tobacco Products</td>
<td>Reynolds Tobacco Co.</td>
<td>547,495</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>Home Furniture Shoppers' Assn.</td>
<td>219,124</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Furniture Castle Co.</td>
<td>16,838</td>
</tr>
<tr>
<td>Personal Products</td>
<td>Shulton Inc.</td>
<td>15,000</td>
</tr>
<tr>
<td>Record &amp; Phonograph Sales</td>
<td>RCA Victor Co.</td>
<td>17,600</td>
</tr>
<tr>
<td>Telephone Service &amp; Repair</td>
<td>Western Electric Co.</td>
<td>13,400</td>
</tr>
</tbody>
</table>

**TABLE II**

Top Ten Radio Network Advertisers by Product Group for July 1952

<table>
<thead>
<tr>
<th>Product Class</th>
<th>Advertiser</th>
<th>Gross Time Expenditures</th>
</tr>
</thead>
<tbody>
<tr>
<td>Industrial Materials</td>
<td>E. I. du Pont de Nemours &amp; Co.</td>
<td>$13,907</td>
</tr>
<tr>
<td>Insurance</td>
<td>Prudential Insurance Co. of America</td>
<td>121,688</td>
</tr>
<tr>
<td>Medical Products</td>
<td>Perkin-Elmer Corp.</td>
<td>25,074</td>
</tr>
<tr>
<td>Music Instruments &amp; Accessories</td>
<td>RCA</td>
<td>61,446</td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>Dr. Hiss Shoe Stores</td>
<td>2,688</td>
</tr>
<tr>
<td>Smoking Materials</td>
<td>P. LeVillard Co.</td>
<td>163,165</td>
</tr>
<tr>
<td>Tinplate &amp; Steel Packaging</td>
<td>Procter &amp; Gamble Co.</td>
<td>607,715</td>
</tr>
<tr>
<td>Tobacco &amp; Tobacco Products</td>
<td>Gilette Co.</td>
<td>309,549</td>
</tr>
<tr>
<td>Travel Agents &amp; Hotels</td>
<td>Assn. of American Railroads</td>
<td>327,512</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>American Federation of Labor</td>
<td>98,169</td>
</tr>
</tbody>
</table>

**TABLE III**

Gross Radio Network Time Sales by Product Groups for July and First Seven Months of 1952 Compared to Same Period, 1951

<table>
<thead>
<tr>
<th>Product Class</th>
<th>July 1952</th>
<th>Jan.-July 1952</th>
<th>Jul. 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$232,333</td>
<td>$380,219</td>
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<td>Tobacco &amp; Tobacco Products</td>
<td>19,825</td>
<td>19,825</td>
<td></td>
</tr>
<tr>
<td>Household Equipment</td>
<td>199,920</td>
<td>299,630</td>
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<td>219,124</td>
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</tr>
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<td>13,400</td>
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</tbody>
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(Continued on page 8)

**TABLE IV**

Top Ten TV Network Advertisers for July 1952

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**TABLE V**

Leading TV Network Advertiser in Each Product Group During July 1952

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**TABLE VI**

TV Network Time Sales by Product Groups for July and First Seven Months 1951-1952

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<tr>
<td>Telephone Service &amp; Repair</td>
<td>13,400</td>
<td>13,400</td>
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(Continued on page 8)
Congratulations

KPTV

PORTLAND, OREGON

First Commercial UHF TV Station on the air

RCA-EQUIPPED THROUGHOUT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
ZIV GROWTH

Adds Four Radio Salesmen

ADDITION of four new salesmen to the radio sales staff of the Frederic W. Ziv Co. to handle increased radio sales for the transcribed series, Freedom, U. S. A., other Ziv radio properties and an expanded program of future radio shows was announced yesterday (Sunday) by John L. Sinn, executive vice president:

Sales on Freedom, U. S. A. were reported at 315 by the week-end. Alvin E. Unger, radio sales vice president for Ziv, said that the most recent multiple-market sale for the program was to Frederick & Nelson department store, Seattle, for sponsorship on KOMO Seattle, KFUG Bellingham, and KEBS Aberdeen, all in Washington state.

The new Ziv salesmen, added to the south and midwest districts, are Earl J. Brewer, Arthur E. Watson, George J. Williams and Jesse S. Peaver Jr.

Mr. Brewer, who will report to Jack Howard, division manager, recently resigned as district manager of the George S. May Co., broadcasting division firm. He has held several advertising and selling positions with firms in the midwest and southwest.

Mr. Watson will report to Tom Privette, southwestern division manager. For the past five years, Mr. Watson was sales manager of the Americana Corp., New York.

Reporting to Division Manager Bill Nevin will be Mr. Williams. He was formerly an account executive with the Craigie Adv. Agency, Minneapolis, and previously an account executive and radio time-buyer with the Mason-Gold-Miller Agency, Minneapolis.

Mr. Peaver also will be under Mr. Privette’s supervision. He was a WAFM-TV Birmingham, Ala., salesman the past two years.

ABC AFFILIATES

Western Div. to Meet

FALL season network plans and review of the proposed ABC-United Paramount Theatres merger will be key topics on the agenda at the annual autumn meeting of ABC Western Div. radio affiliates in Hollywood, Calif., next Monday. Alfred L. Black, executive vice president and director of ABC radio-TV station relations, will preside over the session at the Beverly Hills Hotel.

ABC President Robert Kintner and other network executives will attend. Also participating will be Ernest Lee Jahncke Jr., vice president and assistant to the president; Charles T. Ayres, vice president, ABC radio network; Ted Oberfelder, director of ABC radio O&O stations; James Connolly, vice president, San Francisco division; William Phillipson, director of ABC Western Div. operations.


‘DOUBLE-BILLING’ Rochester Group Hits Practice as ‘Harmful’

PRACTICE of double-billing—using billing procedures for advertisers to the radio industry by the Radio Rochester, N. Y., was adopted Sept. 5, were: S. W. Townend (for WARC), William Fay (WHAM), Gunnor O. Wilg (WHHC), W. E. Huff (WRNY) and Ervin F. Lyke (WVET).

To further the impact of its declaration, the council bought a full-page advertisement in at least one trade paper, and reportedly was contemplating commitments in others.

The group comprises WARC WHAM WHEC WRNY WVET, with top executives of these stations affirming their approval of the resolution. Only station off the council reservation—and thus not signing the resolution—was WSAY, whose president and general manager, Gordon Brown, has been a constant critic of network affiliation practices.

In announcing its stand, the Rochester management group said it took the action after “recognizing the danger” of such a practice. “Double-billing” generally involves national advertiser-local dealer co-op tie-in campaigns for which advertisers are billed the national rate and dealers at the local scale.

The council claimed that the “entire segment of the radio industry in one community has been blacklisted by national advertisers and advertising agencies” because of the “malpractice” of one station. The resolution did not identify the community or station, but held that “such operation methods” have resulted in blacklisting of all stations there, including the guilty one.

Signers of the resolution, both local and national rate scales, has been denounced as “harmful” by Broadcast Management Council of America.

PETRY FOR KECA

KFI Appoints Christal

ARRANGEMENTS were completed last Thursday for Edward Petry & Co. to take over representation of ABC’s KECA Los Angeles, effective Oct. 1, thus rounding out ABC’s appointment of independent representatives for all of its O&O stations with the exception of KABC.

The KECA appointment was held up by negotiations for termination of the Petry company’s representation of KFI Los Angeles, to avoid conflict in that city.

Appointment of the Petry firm to represent KECA-TV, WJZ-AM-TV New York and KGO-AM-TV San Francisco had been made effective Sept. 1, at which time representation of the other ABC stations was taken over by John Blair & Co. (WENR Chicago and WXYZ Detroit) and Blair-TV (WENR-TV and WXYZ-TV).

It was reported in Los Angeles, Friday, that KFI had appointed Henry L. Christal Co. as its national representative effective Oct. 1. The firm was expected to name a West Coast manager with offices in San Francisco.

With the KECA appointment, what was described as the most extensive spot representation agreement in broadcasting history was completed, involving an estimated $8 million in annual billings on the 10 stations.

Concurrent with ABC’s announcement that the Petry organization would represent KECA as well as KECA-TV, Petry’s TV division announced that L. D. (Bill) Larimer, ABC manager of TV spot sales in Los Angeles, has joined the Petry firm as TV account executive in Los Angeles.

Entering broadcasting in 1953, Mr. Larimer was executive for Central States Broadcasting Co. in the Omaha-Lincoln area; worked with CBS Radio Sales in Chicago and in Los Angeles, where he was ABC’s Los Angeles manager, and joined ABC four years ago as network sales manager in that city. Two years later he was named Los Angeles manager of TV spot sales for ABC.

BULLITT Nominated

Seeks House Seat

STIMSON BULLITT, stockholder and director of KING-AM-FM-TV Seattle, will be the Democratic candidate for member of Congress from the First District of Washington. He won the nomination in the state primary election Sept. 9.

Mr. Bullitt is the son of Mrs. A. Scott Bullitt, president of KING and a member of the NARTB Television Code Committee. He will run against Thomas M. Pelly, Seattle businessman. The district seat has been held four years by Hugh B. Mitchell, nominated at the primary as Democratic candidate for governor of Washington.

JOHN HEINEY NAMED

To Ford Radio-TV Post

JOHN H. HEINEY, associated with J. Walter Thompson Co. in New York until last April, has been appointed head of radio and TV relations of the Ford Motor Co.’s public relations office. Mr. Heiney was with the agency for the past five years and previously with CBS in Washington.

Other changes in the Ford public relations realignment involve John E. Stock, named manager of the New York public relations office; C. Gayle Warnock, who will manage the Chicago office, and William A. Lashley, who heads the San Francisco office.
Akron University Study Shows
Huge Car Radio Audience

In Akron, Ohio . . . WCUE delivers
lowest cost-per-thousand listeners*

For every 1,000 cars on the streets of Akron,
there are 469 "bonus" radio listeners. That's the
finding of a survey of the car radio audience com-
pleted by Akron University students.

WCUE can give you their share of this bonus
audience at the lowest-cost-per-thousand of any
Akron station. WCUE can give you up to 96% more
listeners for your advertising dollar than other
Akron stations (see chart below). Survey after sur-
vey has shown that whether it's a car radio audience
or an at home radio audience, you get more lis-
teners for your advertising dollar on WCUE.

What's more, this Akron University survey
points up another interesting fact: Music and news
were preferred by 83.5% of the car radio listeners
. . . WCUE devotes the greatest percentage of
their total programming to music and news.

Put WCUE, Akron's only independent and
fastest-growing station on your schedule . . . for
saturation . . . for lowest cost-per-thousand . . .
for direct results.

* Based on Survey from Akron University car radio survey

WCUE gives you 32.5% more listeners for your advertising dollar than Akron station "A".

WCUE gives you 96.3% more listeners for your advertising dollar than Akron station "B".

WCUE gives you 53.6% more listeners for your advertising dollar than Akron station "C".

One of Ohio's Outstanding
Independent Stations

WCUE
SEE YOUR FORJOE MAN FOR DETAILS

BROADCASTING • Telecasting

September 22, 1952 • Page 33
desired now by commercial sponsors. 'Morals' Group Probes Responsibility (Continued from page 28)

Mr. Seavey, MBS director of Washington operations, introduced that network's program standards, but begged off answering policy questions. He was asked to have a Mutual official testify in New York on policy matters.

Apparent for NARTB were Ralph W. Hardy, director of government relations, and Thad H. Brown Jr., TV director and counsel. Mr. Hardy detailed the care taken by local broadcasters to bring listeners the best programs in the best of taste. Mr. Hardy said:

"I know of no business enterprise where good will is so completely the paramount criterion in the success of the undertaking as it is in broadcasting. Remember, in our business, the people do not even have to go to the trouble of calling up to cancel their subscription. All it takes is a simple twist of the wrist—even by a child—and your competitor is enjoying front and center stage...."

He explained in detail how a broadcaster handles a letter of criticism, particularly how it is weighed to determine whether it is bona fide or only in response to a pressure group.

Mr. Hardy promised that NARTB would make a study of a recent survey of Los Angeles children's TV programs made by TV Magazine of that city. He showed, said Mr. Harris, that in one week 124 programs used crime as their basic appeal. It enumerated, the committee chairman said, 857 crimes, including 167 murders, four suicides and one attempted rape. The survey showed, Mr. Harris said, that 78% of children's shows were crime programs, and that 85% of crime programs are telecast before 9 p.m.

Brown Testifies

Mr. Brown gave an historical resume of events leading up to the adoption of the TV Code and explained how the Code Review Board and the NARTB TV Board operate respecting violations.

Only a little more than 100 complaints have been received since the Code became effective March 1, Mr. Brown said. He also reported that more than 23,000 copies of the Code had been sent out by NARTB, of which 1,200 went to American Assn. of Advertising Agencies for distribution to its members.

No disciplinary actions have been taken by the Review Board yet, Mr. Brown divulged, but several complaints concerning what he termed the "corrective" stages. In answer to queries by committee men, Mr. Brown said that the Code Review Board has been thinking of asking stations to relay complaints to Washington. He also responded that after the Code has been in operation for some time, the Review Board might monitor programs.

Mr. Harris told NARTB witnesses that he had received more than 100 complaints and that he would turn them over to the Review Board. He also suggested that NARTB more widely publicize the fact that the public can complain to NARTB's Review Board.

He also brought up the question of "irritating" cigarette commercials. He alluded to an article in the Journal of the American Medical Assn. which objected to the impersonation of physicians in cigarette commercials. Rep. Homer Thornberry (D-Tex.) also questioned industry witnesses on the effect of commercials.

Rep. Harmar D. Denny Jr. (R-Pa.) expressed his disappointment that neither the TV Code, nor the policy statements submitted by ABC and MBS contained anything about respect for the U.S., the Constitution or American institutions. He was assured that everyone in the industry was aware of his responsibility in that direction.

Two other witnesses who appeared last week were 84-year-old temperance leader Dr. Clinton Howard, of the International Reform Federation, and metaphysical lecturer and practitioner Walter H. Wilson of Washington and Indian Head, Md. Mr. Wilson asked that Congress forbid the broadcasting of public service spot announcements about diseases on the ground that listeners actually become stricken because of the fear engendered by hearing about the symptoms.

CONGRESSIONAL investigators of radio and TV programming are keenly interested in local station operations. Ralph W. Hardy, NARTB government relations director, told NARTB District 13 (Texas) delegates Thursday as their annual meeting opened at the Texas Hotel, Fort Worth.

Mr. Hardy, who testified Tuesday in the House Commerce subcommittee probe into radio and TV (see story page 28), gave delegates a review of developments at the Washington investigation.

Kenyon Brown, KWFT Wichita Falls, District 13 director, opened the meeting Thursday morning. He introduced NARTB President Harold E. Fellows, who reviewed progress in association affairs and discussed problems of broadcasters and telecasters.

Mr. Brown named the following Resolutions Committee: James R. Curtis, KFRO Longview; Gordon Thompson, KFYO Lubbock; Carl O. Wyler, KCTM El Paso; Jack McGrew, KFRC TV Houston; Lewis O. Siebert, KGKL San Angelo.

NARTB headquarters also was represented by Richard P. Doherty, employee-employer relations director, and William T. Stubblefield, station relations director. Mr. Doherty reviewed trends in station operating costs and conducted a management clinic. Mr. Stubblefield directed a discussion of NARTB membership problems.

Named to a new Membership Committee representing Texas and District 13 were Ray F. Herndon Jr., KTRH Houston; Marshall H. Pengra, KGBB Tyler; Tom Crites, KGNC Amarillo; Eugene J. Roth, KONO San Antonio; Richman G. Lewin, KTRE Lufkin; George W. Marti, KCLE Cleburne; Willard Deason, KVET Austin.

Harold Hough, WBAF-TV Fort Worth, a member of the NARTB Television Board, represented the board at the district session and was named to direct a Friday television clinic.

WOAI BIRTHDAY

Marks 30 Yrs. in Radio

WOAI San Antonio, which claims to be the first U. S. radio station to pay talent for appearing on its programs, celebrates its 30th anniversary Thursday.

The 50 kw station, founded by the Fox (i.e. G. A. C.) Half, went on the air for the first time Sept. 25, 1925, with a power of 50 kw.

In May 1925, its power was increased to 5 kw, highest wattage then permitted by the government. In 1930, WOAI upped to its present power of 50 kw. It has been an NBC affiliate since 1928. WOAI-AM-TV was added in 1949.

Since its beginning, WOAI has devoted a large portion of its schedule to programs of special interest to farmers and ranchers.

Station executives include Hugh A. L. Half, president, and Arden X. Pangborn, general manager of Southland Industries Inc., licensee of WOAI-AM-TV.

In commemoration of its anniversary, the station is sending advertisers and agencies a bronze plaque in the form of a circular paperweight.

Demo Booking Post

MARY BETH LARRABEE, special assistant to Bryson Rush, ABC Washington, White House correspondent, has joined the Democratic National Committee. She will handle booking arrangements in the Speakers' Bureau for radio-TV appearances of Democratic members of Congress on network public service political campaign programs.

MOUNTAIN area broadcasters met at Denver Sept. 11-12 for NARTB District 14 sessions. Seated (1 to r): William C. Grove, KBFC Cheyenne, Wy., district director; Sen. Edwin C. Johnson (D-Col.); NARTB President Harold E. Fellows; Don Scool, KOA Denver; Bernard Koteen, special counsel, NARTB. Back row, Rex Howell, KFJY Grand Junction; Col.; S. S. Fox, KOVI Salt Lake City; A. G. Meyer, KMYR Denver; Hugh B. Terry, KLZ Denver; Frank Bishop, KFEL Denver.

(Also see District 12 pictures, page 40)
in building racing cars...

or broadcast transmitters

There can be no substitute for sound, logical, advanced engineering processes — whether you’re building Indianapolis Speedway winners or the new Collins 300J Broadcast Transmitter. Enclosed in the full-size, two-tone grey cabinet of this 250 watt transmitter are the engineering accomplishments that have established Collins as the leader in broadcast equipment quality.

Collins engineered features in the 300J give you superior performance — minimum operating and maintenance costs — and maximum dependability. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly accessible from the rear. All tubes are visible at a glance.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.

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

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd St. NEW YORK 36
1930 Hi-Line Drive DALLAS 2
2700 W. Olive Ave. BURBANK
Dogwood Road, Fountain City KNOXVILLE
TRADE RESOURCES

Educators Asked to Realize

A "HANDS - across - the - microphone" relationship between educators and the radio-TV industry was urged by Michael R. Hanna, general manager of Cornell U.'s WHCU Ithaca, before the annual fall conference of the New York State chapter of American Women in Radio and Television.

Participating in a panel discussion of "Educational and Commercial Television: Can They Live and Work Together?" Mr. Hanna called upon educators to recognize the program and financial relationships of radio and television broadcasters. Ralph Steeple of the Joint Committee on Educational TV, another panel participant, cited the need for better showmanship among educators.

Other panel participants include Doris Cornworth of NBC, national president of AWRT; Duncan McDonal duMont TV; Geraldine Zorbaugh of ABC, and John Herring, New York State Adult Education Dept.

The conference, which was urged by educators, was held Sept. 12-14 at Ithaca, was attended by 61 registrants, according to Conference Chairman Anita Mosees of WHCU. Cornell President Deane Malott urged the group to a welcoming address to help develop a better informed public by providing leadership in communities. Gertrude Grover of WHCU, chairman, presided.

U. S. CONSTITUTION

Judge Miller Discusses

THOROUGH training in the meaning of the Constitution should start in grammar schools and proceed through secondary schools and colleges, Judge Justin Miller, NARTB board member, said in an address at the National Conference on Citizenship. Judge Miller was overall chairman of the convention, which met at the Hotel Statler, Washington, D. C.

Recalling that framers of the Constitution probably never dreamed about radio, television, auto, telephones and similar inventions, Judge Miller warned that the greatest danger to the document comes "from insidious efforts to amend it by distortion and misinterpretation." He cautioned against governmental restraints which he said always have been precursors of state censorship.

Hunter Named

JAMES HUNTER, vice president in charge of manufacturing and engineering of Columbia Records Inc., has been named vice president and director of production engineering and research. In this newly-created post, Mr. Hunter will coordinate all engineering and research activities related to the development of production innovation in line with Columbia's long-range program for developing new manufacturing processes.

DISCUSSION on desirability of cooperation between radio broadcasters and educators was preceded by a welcoming address from Cornell U. President Malott (standing) and WHCU General Manager Hanna.

MAJOR MEDIA USERS Rise Noted By MAB

NUMBER of national advertisers spending $25,000 or more in any of the major advertising media—network radio, network television, magazines and newspapers (excluding medium only tabulation) as of Sept. 30 in 1939 to 1951, as shown in an analysis released last week by Magazine Advertising Bureau.

Expenditures of these advertisers, meanwhile, rose from $353,157,000 in 1939 to $1,470,478,000 in 1951, MAB reported, with the average expenditure rising from $2,350,900 in 1939 to $479,200 in 1951.

Tableau of dollar volume of national advertising in these four media (limited to advertisers spending $25,000 or more in each medium in any year), made by MAB, is shown below.

Noting that in the time covered by the tabulation, national advertising has increased 267% in magazines, 213% in newspapers, 109% in network radio despite recent losses, and network television has gone from zero to more than 10% of the total in 1951, MAB explodes the theory that TV's rise has been at the expense of printed media in the following comment:

"The 1949 to 1951 figures are of particular interest, since this covers the entire period of the development of this new medium. It is interesting to note that while television has shown a 1949-1951 increase of $114.1 million in billings, the two printed media—magazines and newspapers—have shown an even larger increase of $118.3 million. And, in total numbers of national advertisers using each medium, the percentage increase from 1949-1951 net increase was 132 while the number of national advertisers using magazines increased by 214.

"There is an interesting parallel

JAMES B. RYAN

Is Football Fatality

JAMES BERNARD RYAN, 16, son of BAB President William B. Ryan and Mrs. Ryan, was fatally injured during football scrimmage at Iona Preparatory School, New Rochelle, N. Y., where he was a junior, last Tuesday afternoon.

He died Wednesday afternoon in New Rochelle Hospital, where he had been taken when he collapsed shortly after he was injured while tackling a classmate. He was said to have suffered a cerebral hemorrhage. His father, in Birmingham for a BAB sales clinic, was summoned and arrived home Wednesday morning.

Requiem mass was said Saturday morning at Our Lady of Fatima Church in Scarsdale, N. Y., where the family resides. Survivors include the parents; a brother, William C. Ryan, a student at George town U., Washington, D. C., and two sisters, Barbara Ann and Mary Louise Ryan.

RACING SHOWS

KYA Asks License Renewal

KYA San Francisco, one of a group of radio and TV stations whose license renewal applications were set for hearing earlier this year, has renewed its applications this fall. KYA said it would ask for renewal of its license if the FCC were to contact any station to which it has been granted. It also indicated the problem should be dealt with through a general policy proceeding [B&T, Sept. 15, 1.]

KYA in its petition contended the news it aired was taken from the regular United Press wire, hence was delayed in most cases for more than an hour. "KYA said it wished to carry certain feature race news from time to time in the future because of the great interest in racing in that state."

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BROADCASTING * Telecasting
September 12, 1952

TO ALL RADIO STATIONS:

We understand that you have received a letter from Harry Fox regarding the purchase of our library transcriptions.

Our counsel, Sydney Kaye of Rosenman Goldmark Colin & Kaye, advises us that Mr. Fox's position on behalf of his publishers is entirely groundless.

We, therefore, repeat to you our complete assurance that transcriptions purchased from us may be used by you as long as you have performance licenses. Furthermore, we will defend any action brought by Mr. Fox, or his clients, against any radio station resulting from the purchase of our library.

Very truly yours,

STANDARD RADIO TRANSCRIPTION SERVICES, INC.
TOA Forms Battle Lines
(Continued from page 27)

Committee [B&T, Sept. 18], said some theatre interests predicted a theatre consolidation of 200 to 300 stations will eventually carry regular service. He told of plans to test the medium, using Broadway pu

TOA and the Theatre Equipment Supply Mfrs. Assn. will hold a combined trade show Oct. 31-Nov. 5, 1953 at the Conrad Hilton Hotel, Chicago, during the time the two groups will hold conventions along with Theatre Equipment Dealers Assn.

Alan D. Golden, director of NPA’s Motion Picture & Photographic Products Div., described trends in controls over equipment and building materials, predicting a "tremendous upsurge" in construction of drive-in theatres the next few years as controls are relaxed.

Manchester’s Proposal
Proposal for a teamwork arrangement between major companies, including interests in similar products and theatre operators, was submitted to the TOA by Donald S. Manchester, vice-president of Dancer-Fitzgerald-Semple. He said the General Mills spends $100,000 a day on consumer advertising, including sampling at cost of 25 to 50 cents a house.

Eugene Kohak, general manager of General Mills and other firms, introduced Mr. Manchester and Clift Samuelson, advertising manager of General Mills, who hosted the Wednesday luncheon.

Sam Pinanski, TOA representative on the Council of Motion Picture Organizations, reported that the industrywide unity drive is bringing results. Promotion efforts, particularly “Movietime U. S. A.” campaigns, have utilized radio, television, and press, and are reported in connection with nationwide tours of artists, producers, directors and writers.

Reporting as chairman of the publicity committee, Mr. Manchester and C. Rhode, for Midwest Theatres, scoffed at what he called "the defeatist attitude toward television." After the "first numbing shock is over," he said, "experience again shows that the motion picture theatre can still attract a huge audience—currently more than 55 million a week—on the strength of shrewd showmanship and good pictures."

Mr. Rhode continued:
"Television has an economic problem in the United States, being, in effect, a free commercial support—i.e., the advertising dollar can be stretched only just so far. Furthermore, there is a programming problem that is becoming increasingly acute, due to the high viewing rate of performers and shows. On the other hand there is the danger that the motion picture theatre, if not solidly entrenched, we are economically all youngsters, and the old merchantize that cannot be duplicated any longer. Television is in influence, and probably will not give it away for "free" we sell it at the service within the reach of all. We have yet to learn to use television to our advantage, so that day may not be far distant when television will be the only picture theatre, and we must join our forces to make the public in every city, town and hamlet more conscious of the motion picture industry.

Mr. Rhode referred to the 13-week mutual benefit test in New York, with radio-TV and theatre advertising of each other's programs.

In his keynote address to the convention, Mr. Rotheen voiced industry anger among exhibitors over the judgments in 16mm profit-sharing suit, calling for united action to fight the "shocking" litigation. Investment of $150 million in the U. S. theatres is threatened, he said, and is the world's screen dominance for American-made movies.

"What is behind this conspiracy suit?" he asked. "Who inspired it?"

Perhaps a Senate investigation might bring out the facts, he suggested. Terming it a matter of record that "one government official, since charged with bribery and embezzlement in connection," he said, a supposed influence for American-made movies. "What is behind this conspiracy suit?" he asked. "Who inspired it?"

"Perhaps a Senate investigation might bring out the facts, he suggested. Terming it a matter of record that "one government official, since charged with bribery and embezzlement in connection," he said, "we find a supposed influence for American-made movies."

Mr. Rhode suggested the government "give this clear air policy to producers who have shown the courage and good judgment of a few quick dollars" from sale of older pictures to television. He said exhibitors should "recognize and appreciate" the decision by many states to reserve their talents to the screen."

His TV optimism was based on this premise:
"After one more year's experience, we have found that the threat does not grow, but becomes less apparent as time goes on. In our own experience in Kansas City it has been hopeful, and we are now playing television programs of normal movie material to advertise our theatre. This is particularly true with children. In 1952 to date we have played children's shows Saturdays in the same period. In 1951, there were not enough shows to entertain in the Kansas City viewing radius as there were last year, and 15,000 sets, one for every two families."

Mr. Rhode commented enthusiastically on the "excellent" of the Edishopper color TV equipment for theatres.

Sullivan Resigns
A surprising development as the convention got under way was announcement by Gae Sullivan, executive director, that he was resigning immediately. The announcement was made Sunday evening and Mr. Sullivan promptly left Washington for New York.

Mr. Sullivan, ending a four-year term as TOA’s executive director, said he would announce his plans soon. The TOA Executive Committee lauded him for his service to the association.

In his opening address to the convention Mr. Wolfson compared current television problems with the "dilemma of radio in 1930."

At that time theatre operators were panicry over radio's rapid development. He foresaw progress in theatre TV as a box office booster.

TV’s power as an advertising medium brought this comment: "With the recent sensationally successful TV campaigns on several pictures, we find our industry working up to intelligent use of television, this new and great sales force."

Network Billings
(Continued from page 30)

in July as in June, although the amounts are reduced and the order considerably altered. Radio networks in July are Gillette and Wrigley, replacing Philip Morris and Liggett & Myers; TV additions are General Mills and Kellogg, replacing Lorillard and General Foods. Lists of leading advertisers in the various product categories (Tables II and V) show: (1) for network radio, no jewelry advertising in July and five changes in leading advertisers from the June list of 24; (2) for network TV, no political advertising in July but with some consumer service business that month, none of this type on in June, and changes in five classes of leading firms.

Total time purchases of each advertising class for July 1952 and January-July of this year, compared to the 1951 figures for the same month and seven month period, are reported in Tables III and VI.

McDonald Named
APPOINTMENT of Richard A. McDonald, on leave from Crown-Zellerbach Corp., San Francisco (paper products), as National Pro- duction Authority administrator was announced last Monday by Secretary of Commerce Charles W. Sawyer. He succeeds Henry H. Fowler, recently named as director of the Office of Defense Mobilization. Mr. McDonald, who has been serving as acting deputy adminis- trator of NPA, is a vice president and chairman of the executive committee of Crown-Zellerbach.

Charles C. Bevis Jr. (II), who is leaving KOA-AM-FM Denver to work with NBC in an executive capacity, and William Grant (c), president, Metropolitan Television Co., which bought KOD for $22.5 million, greet Don Sevall, who succeeds Mr. Bevis on KOA, as new general manager.

ABC-UP' Case
Deadline Extended
ON the plea of FCC counsel that they needed more time to prepare proposed findings on the intricate Paramount case—which involves primarily the merger of ABC and United Artists Theatres Inc.—FCC Hearing Examiner Leo Resnick granted all parties a two-week extension of the deadline— to Oct. 3.

In which none of the parties need to file proposed findings before the new date, it is understood that a joint ABC-UP' brief may be submitted this week. At the same time, a new picture, "Pictures," is said to be prepared to file its proposed findings on the renewal of the license of KTLA (TV) Los Angeles and kindred matters before the Oct. 3 deadline.

Filed Thursday were the proposed findings of CBS, which is due to purchase WBBK (TV) Chicago from a group of ABC affiliates. CBS now pays a $2 million annual fee. Its proposals ask the examiner to authorize the purchase on the grounds that: (1) Neither CBS nor its immediate stockholders or employees have participated in any violations of state or federal anti-trust laws; (2) Operation of WBBK will be expanded, if sale is approved, through additional facilities, staff and programs; (3) Sale cannot be called trafficking in licenses since if the merger is approved ABC-UP' must sell two owned stations in Chicago (ABC already owns WGN-TV)."
YOU'RE SURE WHEN YOU BUY

TRANSL RADIO

10,321,366* CUSTOMERS PER WEEK
AT $1 OR LESS PER THOUSAND!

THE TRANSIT RADIO AUDIENCE IS EXCLUSIVELY YOURS!

MARKETS
CINCINNATI WRC
WASHINGTON, D.C. WWDC
ST. LOUIS KXOK
KANSAS CITY KCMO
PITTSBURGH WKJF
WORCESTER WGTR
TRENTON WTOA
TACOMA KTNT

1. ACCURATE, AUDITED AUDIENCE
   There is no guesswork about the size of the Transit Radio audience. It is tabulated minute by minute, hour by hour, day by day. It is NON-COMPETITIVE!

2. DEEP COMMERCIAL PENETRATION
   95% of people WANT music as they ride. They're relaxed and in the mood to listen to your sales message. This means almost 100% penetration!

3. LOW...LOW...COST!
   All of these millions of customers are YOURS at a cost of $1 or less per thousand!

*Fares paid, audited and reported to Public Utilities Commissions.

FORJOE NATIONAL, INC.
EXCLUSIVE REPRESENTATIVES
NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA

MUSIC! NEWS! SPORTS! TIME! WEATHER!
DELEGATES to the NARTB District 12 meeting, which ended Tuesday at Wichita, Kan., after two days of sessions, on Monday heard how “the world’s press” independent radio and television chain flourished and grew radio.

*card for production costs paid by the advertiser and two others for local and national advertising.

Tuesday afternoon sessions featured a sales panel headed by Ben Ludy, WIBW Topeka, with Arden Booth, KLWN Lawrence, Kan.; Bob Schmidt, KAYS Topeka; Bud Blust Jr., KTUL Tulsa, and Guy Farnsworth, KCRC Enid, Okla. The resolutions committee was headed by Hale Bondurant, KFBI Wichita, with Mr. Schmidt and Cy Casper, WBBZ Ponca City, Okla.

The meeting was called to order Monday by Jack Todd, KAKE Wichita, District 12 director, and Wichita Mayor Russell Jupp officially welcomed delegates.

Resolutions were passed asking for increased NARTB membership, commending NARTB efforts to purchase-tower insurance on a group basis, deploiring rate cuts and asking NARTB to encourage training for young people entering radio.

Registration for the District 12 meeting follows:

District 12 members were (seated 1 to r) Fred Conger, WREN Topeka; Greg Reeser, RC Thesaurus, Chicago; John Esau, KTUL Tulsa; standing, are Cy Casper, WBBZ Ponca City, Okla.; Ben Ludy, WIBW Topeka, and Allen Page, KSWO Lawton, Okla.

Among those at NARTB District 12 meetings were (seated 1 to r) Fred Conger, WREN Topeka; Greg Reeser, RC Thesaurus, Chicago; John Esau, KTUL Tulsa; standing, are Cy Casper, WBBZ Ponca City, Okla.; Ben Ludy, WIBW Topeka, and Allen Page, KSWO Lawton, Okla.

New York; Lamer, KLIP Salinas; Langlois, Cy Langworthy, New York; Ludy, Ben, WIBW Topeka; Martin, Al, BMI, Topeka; Murphy, Pat, KWSH Wichita, Okla.; Newby, Harold, KAKE Wichita; Page, Allan, KWSO Lawton, Okla.; Parker, Kenneth, KERAC Inc., New York; Platt, Jim, KICK Junction City, Kan.; Pratt, Robert E., KFBI Wichita; Raburn, T. M., KGYN Gaynor, Okla.; Rector, Gregory, RC Thesaurus, Chicago; Richie, John E., KVSO Ardmore, Okla.; Ross, Byrne, KLPR Oklahoma City; Rynne, Edward A., KSKI Woodward, Okla.; Salathiel, Leon, KSCO Liberal, Kan.; Schmidt, Bob, KAYS Hays, Kan.; Seaton, R. M., KGOF Coffeyville, Kan.; Sewell, Clarence, KFBI Wichita; Shaw, Bill, Broadcasing & Telecasting, Chicago; Shulder, Mrs. Eule, WIBW Topeka; Slavick, H. W., WMC-WMTM Memphis; Stubblefield, Bill, NARTB, Washington; Taylor, O. L. Ted, KANS Wichita; Thompson, Al, KASL Salina; Todd, Jack, KAKE Wichita; Varnum, Norman, KFBI Topeka; Vreeland, Kansas; Williams, Jay, southwestern Bell Telephone Co., Topeka.

HIGHER RECORDING FIDELITY

May Result From Standards of Device

THE PROBLEM was to establish high fidelity speech standards for records used in the Library of Congress “talking books” for the blind. The answer was development by the National Bureau of Standards of a device permitting measurement of the most minute sound in pronouncing a vowel or consonant. The result may be higher fidelity for radio and TV recordings.

NBS was called in by the Library of Congress, which has been supplying “talking books” to blind "readers" for more than a decade, to set up specifications for the purchase of records and reproducers.

In setting up a technique to study speech records, a spectrogram of the recorded speech was used, but NBS scientists found there was no device that could present visually all the variations of a speech sound. A Panoramic Analyzer, which can sweep through the audio frequency range once a second, was modified to provide a higher rate so all the frequencies in a syllable could be studied. A cathode ray tube. These were photographed so they could be studied in arriving at specifications for "talking books."

NBC Election Plans

NBC claimed last week it will install the "most elaborate radio and television news center in broadcasting history" in its Radio City headquarters in New York on election night. Staff of 800 men will process and report latest developments gathered by some 1,000 newsmen with NBC affiliated stations throughout the country in addition to coverage of political headquarters in New York and Washington by TV camera crews and reporters with tape-recording equipment, officials said. An "electronics brain," or a huge tabulator, is to be used in New York to give rapid tally on returns in key contests.
WHK GENERAL MANAGER

"As Ohio's pioneer station — on the air since 1923 — we've tried just about every wire service. We're sticking with the best — AP!"

K. K. Hackathorn, General Manager
WHK, Cleveland, Ohio

WHK SALES MANAGER

"Our salesmen like the idea of selling news that carries the prestige of the world's biggest news agency."

J. B. Maurer, Sales Manager
WHK, Cleveland

WHK ACCOUNT EXECUTIVE

"AP's reputation for fast, accurate service makes it easy when I go to a client to renew a newscast contract. Half my selling job is done by having AP."

Joseph A. Beres, Account Executive
WHK, Cleveland

WHK NEWS EDITOR

"For reliability, I stick with AP — especially on the tough stories that break fast. And salutes to AP's Cleveland Bureau for fast action on our requests and questions!"

Wayne Skakel, News Editor
WHK, Cleveland

WHK SPONSOR

"Marshall's has been using AP news on all ten weekly newscasts for ten years. We feel that AP news coverage is the finest available."

E. V. Swisher, Merchandising Manager
The Marshall Drug Company, Cleveland

For full details on how you can join The Associated Press, contact your AP Field Representative or write

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS"
What a heavenly spot, Mr. Hooper!

WOODlanders (the prosperous inhabitants of greater Grand Rapids — the marketing center of Western Michigan) have three good reasons for walking on clouds...

- Most families own at least one car
- Most families own at least one house
- Most families listen to one radio station

That station, of course, is WOOD ... Grand Rapids' only 5000-watt station ... where home-grown personalities, on locally produced shows, vie capably with network. Compare, for example, the lofty ratings of WOOD's locally produced programs ... with those of stations B, C, D and E. (Quoting chapter and verse by Mr. Hooper*) ...

Monday - Friday 8:00 a.m. to 6:00 p.m. (average ratings)
WOOD B C D E
3.5 2.7 2.6 2.7 2.3

Monday - Friday 6:00 p.m. to 7:30 p.m. (average ratings)
WOOD B C D E
5.9 2.4 3.5 Daytime Only

The sales results you get from programs like these are, quite naturally, supernatural. And the low cost per thousand is positively out of this world, especially when you consider your bonus coverage of nine additional counties!

Obviously, a heavenly spot, for spots — and programs, too!

* — C. E. Hooper — Fall-Winter, '51 - '52

Strictly Business

(Continued from page 18)

What a heavenly spot, Mr. Hooper! Daily at 3 a.m. to prepare for a 6 a.m. broadcast.

Later, he served for six months as assistant to the regional director of special events and public affairs. Moved to the promotion department, he was appointed merchandising manager for KNX and the Columbia Pacific Network.

When KTTV (TV) Hollywood, then 49% owned by CBS, with the Los Angeles Times 51% stockholder, went on the air Jan. 1, 1949, Mr. Robeck joined the station as an account executive. By mid-1960 he was assistant sales manager.

Mr. Robeck was national sales manager of Consolidated Televisi-son Productions Inc. in Aug. 1951. When Consolidated agreed on a merger with Jerry Fairbanks Inc., he was made general manager of Consolidated Television Sales, Aug. 1, 1962. The firm is owned by the Los Angeles Times and Hallett Mfg. Co. of that city.

He was married to the former Gertrude Mann Aug. 5, 1944. The Robeck household is located in suburban Brentwood, just 25 minutes from Hollywood & Vine. Victoria, Susan, Trudie and Jerry, 22, are their children.

A Delta Tau Delta, he also is a member of Town Hall, a current events discussion group. Sailing is his chief hobby.

DIRECTORS GUILD

Holds Strike Meet Tomorrow

RADIO & Television Directors Guild in Hollywood has called a membership strike meeting for to-morrow night (Tuesday), following a stalemate of its negotiations with CBS-TV, NBC-TV and ABC-TV on wages, working conditions and air credits.

Covering some 195 staff and free lance directors, associate directors and floor managers, RTDG is asking the same wage scale that exists in New York. Negotiations began Aug. 8. Guild also is in negotia-tion with CBS Radio and NBC radio. Its contract with ABC ra-di-o, which has been in effect for the past two years, expires in Feb-ruary 1953.

RTMA Sports Committee

SELECTION of Dr. John M. Miller of the Naval Research Lab, as winner of the Institute of Radio Engineers' Medal of Honor for 1953 was announced last week, along with winners of other honors and elevation of 48 to IRE's top membership grade of Fellow.

The awards will be presented March 25 at the annual banquet during IRE's national convention in New York.

Dr. Miller, superintendent of the Naval Research Lab's Radio Div. I, Washington, D. C., was selected for IRE's highest award "in recognition of his pioneering contributions to our basic knowledge of electron tube theory, of radio instruments and measurements, and of crystal oscillators."

Among contributions credited to him were "the first single-dial receiver of commercial importance, and a radio circuit for high fidelity reception which is still being used in almost every radio receiver manufactured."

The 1953 Morris Liebmann Memorial Award, for a recent contribution to the radio art went to John A. Pierce, senior research Fellow at Harvard U., noted for contributions to the development of the long-range radio navigation, and, more recently, for his conception of the RADUX system of long-range navigation now under development for the government.

The Vladimir K. Zworykin Television Prize Award was voted to Frank Gray, Bell Telephone Labs. research engineer, who was credited with developing, in the early 1930s, principles whose importance has been recognized only recently, and which are embodied in the color TV system being developed by the industry-wide National Television System Committee.

Recipients of the IRE Fellow award, effective Jan. 1:

Edward W. Allen Jr., FCC chief eng.

KTFI AIDS FAIR

Promotion Spurs Attendance

TWIN Falls, Id a. County Fair promotion was sagging. A new approach obviously was needed to spur interest and boost attendance.

KTFI's Twin Falls found that new approach and the fair enjoyed perhaps its most successful season.

KTFI dug the new angle from Dept. of Agriculture releases which show the Twin Falls County has a right to be proud of its achievements. The station praised farmers and showed non-farmers how prosperity had been brought to the county's farmers. It urged all to attend.

Due in part to KTFI efforts, the four-day fair was host to nearly 26,000 visitors. The promotion received noteworthy praise from the mayor, county commissioners, the Chamber of Commerce, the Fair Board, the Granges, businessmen and farmers alike.

Dr. Miller Wins '53 Medal of Honor

What a romantic place, Mr. Pulse!

WOODLAND TV

WOODlanders (the prosperous folk of Grand Rapids, Muskegon, Battle Creek, Kalamazoo and surrounding territory) find their hearts beat as one . . . when it comes to watching WOOD-TV.

According to Pulse*, WOODlanders palpitate — both to network programs and to an unusual variety of local live programs on Monday, Tuesday and always. Or, more specifically . . .

WOOD's Share of Audience

Monday - Friday 10 a.m. - 12:00 90%

12:00 - 6:00 p.m. 60%

6:00 p.m. - 12:00 51%

Saturday 10 a.m. - 12:00 85%

12:00 - 6:00 p.m. 63%

6:00 p.m. - 12:00 58%

Sunday 12:00 - 6:00 p.m. 63%

6:00 p.m. - 12:00 50%

Incidently, WOOD-TV offers you much more than affection. To wit:

* - Survey of Grand Rapids, Battle Creek, Muskegon, Kalamazoo — February, '52.

Want to feel our Pulse?

Also 225,000 TV families

The only live TV facilities outside Detroit and Michigan's largest outstate market.

H. M. Bitner, President

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WDFE — Flint, Mich.

Grandwood Broadcasting Company

H. M. Bitner, Jr., Vice President

H. M. Bitner, Jr., Vice President

Woods Broadcasting Company

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WDFE — Flint, Mich.

Grandwood Broadcasting Company

H. M. Bitner, President

H. M. Bitner, Jr., Vice President

Also WFBM-AM and WFBM-TV — Indianapolis, Ind., WDFE — Flint, Mich.

NBO — Basic; CBS, ABC, Dumont — Supplementary National Representatives: Katz Agency

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CBS PASSES THE 25-YEAR MARK


With that, broadcast competition entered the radio network field, and has raged for a quarter-century as Columbia Broadcasting System vied with the older (by nearly a year) Red and Blue networks of NBC.

But the CBS story really began a year before when a promoter named George A. Coats addressed NAB's fourth convention on the pressing subject of ASCAP's performance rights fees. As Gleason Archer recalls in his Big Business and Radio, Mr. Coats urged broadcasters to fight ASCAP by organizing "a great radio program bureau."

Sold by his own eloquence, Mr. Coats forthwith contacted Arthur Judson, manager of the Philadelphia Symphony and New York Philharmonic Symphony Orchestras, and on Sept. 20, 1926, Judson Radio Program Corp. was formed in New York.

When NBC rejected a proposal for an artists' bureau to be headed by Mr. Judson, he and Mr. Coats determined to form their own network and on Jan. 27, 1927, United Independent Broadcasters came into being. Mr. Coats and Mr. Edward Ervin, an associate of Mr. Judson's who had invested in the new company, signed up 16 stations on a novel affiliation plan whereby the network was to purchase 10 hours a week from each station at $50 an hour.

Where to find sponsors to pay for this $8,000 a week, plus other costs, and how, without either capital or clients, to get telephone lines to connect the stations, loomed as almost insolvable problems. Then Mr. Coats met Louis Sterling, a Columbia Phonograph Co. official, who was alarmed over rumors of a merger of Victor Talking Machine Co. with RCA. Beating Victor to the punch, Columbia made a fast deal to take over the 10 hours a week to be resold to other advertisers while Columbia advertised its own products through network identification announcements on "the Columbia Phonograph Broadcasting System." For the name change the phonograph concern paid $163,000, according to Big Business and Radio.

Armed with cash, UIB secured telephone lines and on CPBS broadcast its first program over a network extending from WOR New York to KMOX St. Louis. Other original affiliates were WABC New York, WEAN Providence, WMOK Lockport, N. Y., W2FL Syracuse, WCAG Philadelphia, W2CAO Baltimore, W2AC Pittsburgh, W2AC Akron, WAIU Columbus, W2AC Fort Wayne, W2AM St. Louis, W2AC Cincinnati, W2AC Pittsburgh, W2CAU Cleveland, W2AM Chicago, KOL Council Bluffs, Iowa.

When a month put the network $100,000 in the red, Columbia Phonograph, which was paying time and talent costs, decided to exercise the 30-day cancellation clause in its contract. Mr. Judson went to Dr. Leon Levy, WCAU owner, for help and arranged to sell the network to Jerome H. Louchheim, millionaire Philadelphia sportsman. The deal was completed against advice of Mr. Louchheim's lawyer, Ralph Colvin, who soon became a CBS director and general counsel, and the network shortened its name to Columbia Broadcasting System.

To give CBS a fighting chance, the $8,000 a week to affiliates needed to be reduced, so Maj. White, now president, toured the network, securing more reasonable contracts. Even so, losses mounted and Mr. Louchheim began looking for a way out.

ONE of the few CBS sponsors was Congress Cigar Co., whose La Palina Smoker sales had been raised from 400,000 to one million a day and concurrently raised the curiosity in radio of the company's advertising manager, 27-year-old William S. Paley, almost to the boiling point. Learning CBS was for sale, he persuaded relatives to join him in buying it, and when the transfer took place—Sept. 2, 1928—took a three-month leave to whip the network into shape. Within a month Bill Paley realized his future lay in broadcasting and settled down to turn CBS into a money-making venture.

His first move combined network (CBS) and operating company (UIB) into a single corporation; he then acquired the kind of executives to make it a success, and Maj. White stayed on as managing director until 1930; Arthur Judson merged seven concert bureaus into Columbia Concerts Corp., a subsidiary insuring CBS adequate talent.

To handle station relations, Mr. Paley in February 1929 persuaded Com. Sam Pickard to resign from the Federal Radio Commission. Herbert V. Akerman, who subsequently succeeded Mr. Pickard as station relations head, was hired from Bell Labs, which had spent millions to install new equipment at WABC New York, after that station received (Continued on page 48)

CBS GROSS BILLINGS

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<td>1951</td>
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EDITOR'S NOTE: Source, 1927-46 Broadcasting Yearbook; 1947-51, Publisher's Information Bureau.

PRESIDENT STANTON...in post since 1946

Page 44 * September 22, 1952
COOKING on the FRONT BURNER for the FOLKS at HOME!

- It's "GRASS ROOTS" acceptance that counts in RADIO advertising. KTUL programming appeals to listeners in the TULSA MARKET!
- That's why KTUL has MORE LOCAL PROGRAM SPONSORS than ALL other Tulsa network Radio Stations.
- Get the KTUL story from your nearest AVERY-KNODEL, Inc. office.
placed WOR as CBS key outlet. He joined CBS as head of planning and development.

Edward Klauber, night city editor of the New York Times, joined CBS in 1929, soon becoming executive vice president. Lawrence W. Lowman, a Paley classmate at U. of Pennsylvania, became vice president in charge of operations. From Lenman & Mitchell, Mr. Paley attracted two more top men, Hugh K. Boice to head sales and Paul W. Kesten to handle sales promotion. Henry Bellows, WCCO Minneapolis general manager and a former Federal Radio Commission member, became CBS midwestern vice president when CBS acquired WCCO ownership. Mefford R. Runyon joined CBS as accountant in 1931, becoming, successively, comptroller, vice president and director. H. Leslie Atlass became Chicago executive in 1931 after CBS completed purchase of WBBM Chicago from Leslie Atlass and his brother, Ralph. CBS had bought part interest in WBBM in 1929 from the two brothers, who started the station in Lincoln in 1923, moving it to Chicago in 1925.

Frederic Willis, with a finance and advertising background, became head of public service programming, as assistant to the president. In 1930, when radio often was regarded even by broadcasters as "nothing but a huge three-ring vaudeville and circus," as Broadcasting • Telecasting commented some years later, "Mr. Paley was already evining the unique sense of awareness for which he has since become so distinguished, and he was already looking forward to the day when American broadcasting would rapidly and necessarily evolve into a great cultural medium."

Meanwhile, CBS finances and personnel received the Paley treatment. After reorganizing CBS' capital structure for a bookkeeping credit of $340,000, enabling CBS to show a 1929 profit of nearly half a million dollars, the young network president negotiated a Hollywood alliance — giving CBS access to movie talent. Through an arrangement with Adolph Zukor, half the CBS shares went to Paramount-Publix Corp. in exchange for 59,000 shares of the movie company's stock which then—September 1929—was selling at $85 a share.

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 Paramount-Publix agreed that on March 1, 1932, it would repurchase its stock at $85 a share, but only on the apparent unlikelihood that CBS, meanwhile, had earned a net profit of $2 million or more. When that date arrived, the CBS net was nearly $2 million and Paramount was faced with paying $85 a share for stock then valued at less than $10. Mr. Paley promptly seized this opportunity to regain full CBS ownership by accepting the CBS stock back from Paramount in lieu of $5 million cash.

By this time, the American public thought of CBS as the source of Ida Bailey Allen's National Home-makers' Club, of Ted Husing's sports broadcasts, of The March of Time and of Bing Crosby, Paul Whiteman and Alexander Woollcott. In October 1930, CBS began broadcasting the Sunday concerts of the New York Philharmonic-Symphony Orchestra.

EARLIER that year, CBS had covered the London Five-Power Naval Disarmament Conference, one of radio's first major jobs of trans-Atlantic reporting. And shortly before Christmas CBS aired the voice of Henrik Willem Van Loon from Amsterdam in the first foreign pick-up of a commercial program. That series also made radio history as the first network commercial program, a pre-Christmas series of talks on gems and precious metals sponsored by local jewelers in a number of cities, with commercials cut in locally by the CBS outlets.

Although CBS in 1930 sold more than $7.6 million in time (before discounts), NBC sales were nearly three times that amount and CBS salesmen had a hard time explaining away NBC's program that topped the Crosley Rating list. To provide annunciation, Paul Kesten conceived the first study of network popularity.

The accounting firm of Price, Waterhouse & Co. was employed to send 200,000 cards to radio owners in 67 cities asking, "What radio station do you listen to most?" The answers, showing more CBS affiliates were listened to more frequently than other stations, helped boost CBS' 1931 sales to nearly $12 million gross, despite the depression.

The following year CBS undertook a survey to test radio's sales effectiveness by checking use of brand products, both those advertised on the air and those not so advertised, in radio and in non-radio homes. Conducted by Robert S. Elder, then assistant professor of marketing at Massachusetts Institute of Technology, this study showed radio families purchased more radio-advertised goods and fewer non-radio-advertised articles than non-radio families and that furthermore, the proportion of homes using radio-advertised products went up as average listening time increased.

On July 21, 1931, Mayor Walker of New York officiated at the inauguration of the network's experimental TV station, W2XAB, fore-runner of WCBS-TV, which telecast beginnings images on a regular daily schedule for a year and a half, under direction of William Schudt Jr., now director of CBS station relations. W2XAB used transmitting equipment developed by William B. Lodge, CBS development engineer, now vice president in charge of engineering.

That fall Wrighley gum was first advertised on radio, its Myrt-and-Marge serial attracting wide interest by going on CBS at 7-7:15 p.m., opposite Amos 'n Andy, then the most popular program on the air. CBS also made news with its migrating microphones, which originated programs in a moving train, on an aquaplane, in a balloon ten miles above the earth and a bathy-sphere 2,200 feet below sea level. By March 1932, the CBS network comprised 91 stations—five

(Continued from page 48)

NORMAN BROKENSHIRE, announcer for the Chesterfield programs in the '30s, finds the sextet of stars who appeared on the shows. Shown returning his smile are (clockwise, starting at top), Ruth Etting, songstress; Arthur Tracy, the famed "Street Singer," the Boswell Sisters, leading vocal trio, and Nat Shilkret, orchestra leader.

"MYRT and MARGE," heroines of a 1931 serial drama which was Wm. Wrigley Jr. Co.'s first radio vehicle, daringly placed on CBS opposite Amos 'n Andy (then radio's top attraction) on NBC. Portrayed as sisters in the drama, "Myrt" was Myrtle Vail, who also wrote the series, and "Marge" was her daughter, Marge Damore.

BROADCASTING • Telecasting

(Continued from page 48)

EDWARD KLAUBER
Chairman of Executive Committee in 1943

PAUL W. KESTEN
Vice Chairman of Board in 1946

Page 46 • September 22, 1952
what makes WLAC click:
Programming with personalities who draw, hold and SELL listeners!

This is GENE NOBLES, WLAC's famous all-night disc jockey, who for five years has held the undisputed claim to selling more recordings by direct mail than any other announcer in the world. His average of 2,000 orders per day the year 'round has never been challenged.

This is ANDY WILSON, one of WLAC’s many popular folk music (hillbilly) stars, whose (December, 1951) achievement of pulling 40,952 pieces of mail from 3,387 towns in 25 states in three weeks gives him top billing in this field of entertainment.

This is AUDREY HOLMES, the "Question-Answer Lady" of the CBS Garden Gate show, whose own "Lady of the House" program on WLAC has frequently led all daytime Hooperatings in Nashville. Her sales ratings on products advertised have kept pace with her Hooperatings.

This is YOUR ESSO REPORTER, now in his 13th year of 4-a-day news broadcasting for the Esso Standard Oil Company. Over 16,000 programs for a single sponsor earns for WLAC a niche in radio's Hall of Fame.

This is MARY MANNING, producer and announcer of two of WLAC's most sought-after shows—"Woman's World" and "Interesting People". An independent survey proved that, out of four media used, her advertising messages were the most often remembered.

This is F. C. SOWELL, WLAC's radio-newspaper editor (and general manager) whose weekly summary of news from county newspapers has cemented strong bonds of friendship between WLAC and the rural editors. Over 1,000 complimentary press notices in 5 years.

All these and many more—plus radio’s best network programming, via CBS Radio, combine with 50,000 watts power to make WLAC a productive station.

WLAC - Nashville’s SALES Power Station

THE KATZ AGENCY, INC., NATIONAL ADVERTISING REPRESENTATIVES
CBS Passes The 25-Year Mark
(Continued from page 48)

owned outright (WABC New York, WBBM Chicago, WBT Charlotte, WCCO Minneapolis and WKRC Cincinnati) with CBS also owning 61% of KMOV St. Louis and leasing WPG Atlantic City. In July, CBS page boys with lapel mikes interviewed delegates at the 1932 political conventions in Chicago, and Sept. 1, the broadcast charge for West Coast stations was eliminated and rates reduced for the South Atlantic group. Chrysler Corp. in November bought a 25-city CBS network to hold a nationwide meeting of some 75,000 Plymouth dealers and salesmen, insuring this first radio sales meeting for $600,000 against line breaks or equipment failure. In a 1932 sequel to his 1931 study, also

financed by CBS, Dr. Elder found sales of radio-advertised products in radio homes 35% ahead of non-radio homes.

In February 1933, CBS broadcast an eye-witness account of the attempted assassination of President-elect Roosevelt in Miami that same evening, arranged by E. K. Cohan, CBS technical director, and broadcast in Miami. Newspapers' resentment at such rapid transmission of news to the public, fanned by radio's emergence as a competitor for advertising, led publishers to refuse news to the networks. So CBS formed Columbia News Service, headed by Paul White, which aired two five-minute newscasts a day under General Mills sponsorship.

Legalization of beer and the end of prohibition, both covered by CBS on-the-scene, led to a CBS decision to accept beer and wine advertising but not liquor. A new "transition" rate of two-thirds the nighttime scale was instituted for the 6-6:30 p.m. period after a drop in business early in the year. By fall the tide had turned and CBS raised rates of some of its major market stations.

In the opening weeks of 1934 the press-radio war ended and, with establishment of the Press Radio Bureaus, which provided two five-minute newscasts a day, CBS dropped its news collecting. On-the-scene special events coverage increased, however, and CBS developed a technique of dramatization which brought "concrete, fast-moving accounts of still other out-

(Continued on page 56)

CBS' ORIGINAL NETWORK

TWENTY-FIVE years ago last Thursday, Maj. J. Andrew White, vice president (and later president) of CBS, himself read the announcement that first told the listening public that a new network was beginning operations.

Even for such a broadcasting veteran as Maj. White, who in 1921 had made radio history by broadcasting a blow-by-blow description of the championship fight between Jack Dempsey and Georges Carpentier over a two-station hookup (WJZ New York and WGY Schenectady), the original network announcement was a mouthful. It read:

"Good evening, ladies and gentlemen. This is the Voice of Columbia.

"The Columbia Broadcasting System is owned and operated by the Columbia Phonograph Co. Our programs originate in the New York studio of WOR of Newark, N. J. The system comprises the following stations:

"WEAN Providence, R. I.; WNAC Boston, Mass.; WFBF Syracuse, N. Y.; WMAK Buffalo- Lockport, N. Y.; WCAU Philadelphia, Pa.; WJAS Pittsburgh, Pa.; WADC Akron, Ohio; WAU Columbus, Ohio; WKRC Cincinnati, Ohio; WGBP Detroit, Mich.; WCCO Chicago, Ill.; KMOX St. Louis, Mo.; WCAO Baltimore, Md.; KOIL Council Bluffs, Ia.; WOWO Fort Wayne, Ind., and to the entire civilized world through its low wave station at Fort Wayne, Ind."

At that time, WEAN Providence and WNAC Boston were owned by the Shepard Stores in those cities, while the station at Lockport had 5kW of power and was executive of both stations. WEAN broadcast on 550 kc, with power of 500 w daytime and 250 w at night. WEAN had begun broadcasting in 1922; WNAC in 1921.

WFBF Syracuse was owned by the Onondaga Hotel and the Post-Standard. It broadcast on 1490 kc, with 1 kw. Sam Cook was manager. WFBF first went on the air in 1922.

WMAK Buffalo-Lockport was owned by Norton Laboratories. It broadcast on 900 kc with 750 w. J. R. Locarno, now WGR director, was manager. The station (now WGR) started operations in 1922.

WCAU Philadelphia was licensed to Universal Broadcasting Co. It broadcast on 1170 kc with 10 kw. Dr. Leon Levy was in charge of the WCAU operations.

WJAS Pittsburgh was owned by the Pickering Stores and the Pittsburgh Sun-Telegraph. It operated with 1 kw on a frequency of 1290 kc. Hugh Brennen was the head of the station, which began broadcasting in 1921. His son, H. K., is now operating head.

WADC Akron had three owners—Allen Thomas, the Beacon-Journal and the Times-Press. Its power was 1 kw; it broadcast on 1320 kc; its manager was Allen T. Simons, now owner as well. WADC began broadcasting in 1925.

WAIU Columbus was licensed to American Insurance Union and had gone on the air in 1921. It broadcast on 940 kc with 500 kw power. Manager was Herbert V. Akerson, now CBS vice president in charge of station relations. WAIU later became WHKC.

WKRC Cincinnati was owned by Kodel Radio Corp. Its frequency was 550 kc; its power was 500 kw. Gene Mittendorf was manager. WKRC went on the air in 1926.

WGBP Detroit (now WXYZ) was owned by George Harrison Phelps, who also headed its operating staff. On 1240 kc, its power was 750 w. The station was started in 1925.

WMQ Chicago was owned by the Chicago Daily News (and now by NBC). In 1927 it operated with 5 kw on 1790 kc. Its manager was the radio editor of the News, William S. Hedges, now NBC vice president in charge of integrated services. WMAQ went on the air in 1922.

KMOX St. Louis was owned by the St. Louis Globe-Democrat; today it is a CBS-owned station. It operated with 5 kw power on 1090 kc. William West was manager. KMOX was licensed in 1925.

WCAO Baltimore was owned then (and now) by Monumental Radio Co. Beginning operations in 1922, in 1927 it broadcast with 250 w on 600 kc. Manager was J. Thomas Lyons.

KOIL Council Bluffs belonged to Mona Motor Oil Co. Licensed in 1925, it broadcast on 1260 kc with 2.5 kw daytime, 1 kw at night. Don Searle, now vice president and manager of KOIL Denver, was manager of KOIL in 1927. KOIL, now Omaha, is owned by Central States Broadcasting Co.

WOWO Fort Wayne was owned by Main Auto Supply Co. in 1927; today it is one of the Westinghouse Radio Stations. Licensed in 1925, WOWO broadcast the first CBS program with 10 kw on 1160 kc. Its manager was Fred C. Sieg.

WOR New York in 1927 was owned by Bamberger Broadcasting System, which had started it in 1922. In 1927 WOR used 5 kw power on 710 kc. Manager was Alfred J. McCookler, now retired. WOR today is one of the radio properties of General Teleradio Inc. WOR's affiliation with CBS ended after a few months, when WABC (now WCBS) first shared with it and then took over exclusively the position of New York key station of the Columbia Broadcasting System.

(Continued from page 56)

Maj. J. Andrew White, founder of CBS, is shown in 1951 at the microphone of KNX Los Angeles during his program on that station.

Started With 16 Outlets

MICROPHONES of stations of the original CBS network as well as microphones of other pioneer outlets of the network are shown at CBS headquarters.

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YOU MIGHT GET A 1600-LB. BULL MOOSE —

BUT . . .

YOU WON'T BAG MUCH IN WESTERN MICHIGAN WITHOUT THE FETZER STATIONS!

Fetzer Broadcasting Company stations give you incomparable coverage of the rich Western Michigan market—and do it economically!

**WKZO-TV**

WKZO-TV is Channel 3 . . . is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. It serves a far bigger market than you'd guess—a 28-county area with a Net Effective Buying Income of more than two billion dollars. There are more than 200,000 television homes in these 28 Western Michigan and Northern Indiana counties, or more TV homes than are available in such cities as Atlanta, Houston, Rochester or Seattle. And here's the payoff: An August 1952, Videodex Diary Study proves that WKZO-TV delivers 93.3% more television homes than Western Michigan's other TV station!

**WKZO-WJEF RADIO**

WKZO, Kalamazoo, and WJEF, Grand Rapids, are consistently the top stations in their home cities. Together they deliver about 57% more city listeners than the next-best two-station combination in Kalamazoo and Grand Rapids—yet they cost 20% less! The rural picture is equally bright—the 1949 BMB Report credits WKZO-WJEF with a 46.7% increase over 1946 in unduplicated daytime audience, a 52.9% nighttime increase!

Write direct for the whole Fetzer story. Or ask Avery-Knode.

*F. D. Fetherston and D. G. MacDonald got one this size on the Magnassippi River, Quebec, in 1889.*

**WKZO-TV**

**WJEF**

**ALL THREE OWNED AND OPERATED BY**

**FETZER BROADCASTING COMPANY**

**AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**
Cutting ribbon in front of new CBS building at 485 Madison Ave., New York, at opening ceremonies Sept. 18, 1929, are William S. Paley, then CBS president, and Olive Shea (holding scissors), "Miss Radio of 1929." Flanking Mr. Paley on the right are Lucile Black, hostess-pianist; Miss Shea; Minnie Blauman, director of male quartet; G. Clayton Irwin Jr. (standing sideways), director of the 4th Radio World's Fair held at Madison Square Garden, and (at extreme right front) Lawrence W. Lowman, CBS vice president; G. Stanley McAllister, manager of building operations, Nicholas Copolono, captain of CBS page staff; to left of Mr. Paley is Sam Pickard, director of station relations. At extreme left (reading to right) is unidentified lieutenant of CBS page staff; Joyce Conlon, secretary to director of press and publicity; Herbert B. Glover, director of press and publicity. Group also included Warren H. Pierce, executive director of sales; William H. Ensign, assistant to the president, and Hugh Cowham, radio representative of AT&T.

CBS Passes The 25-Year Mark

(Continued from page 48)

Standing national and international events," as Mr. Paley stated in his annual report for 1934.

In February, CBS stock was changed from no-par value to a par value of $5, with five shares of the new stock exchanged for each share of the old, and a 50% stock dividend in December. Cash dividends of 25 cents a share for the first quarter and 50 cents for each succeeding quarter were declared, plus an extra fourth-quarter dividend of $1 a share. Year’s net profits were $2,274,120.

CBS now had 67 stations to serve the nation’s 21.4 million radio homes with 64.2 million listeners. Continuing audience research, CBS made studies on the “degree of penetration” of individual CBS programs, finding programs broadcast less than six months had been heard in more than two-thirds of total radio homes by an audience of 42 million. Working with universities on basic research, CBS distributed a study by Dr. Frank Stanton of Ohio State U. of the relative memory value of advertising copy seen or heard.

Henry A. Bellows resigned in 1934 to join the NAB executive staff, Harry Butcher succeeding as CBS vice president in Washington. General Foods and CBS made history with weekly broadcasts from the Byrd Expedition in Little America.

Early in 1935, CBS increased rates for basic stations 22.5% but with compensating discounts for many supplements, so that the boost for full network advertisers was only 3.1%. A new discount system was adopted, based on number of “station hours” used per week, with a 10% discount for 62-week broadcast.

CBS also instituted new policies, limiting advertising on sponsored programs to 10% of the program time at night, 15% in the daytime; prohibiting advertising of laxatives and some other products; and establishing more exact standards for children’s programs. Dr. Arthur T. Jersild, child psychologist, became consultant and Gilson Gray, from D’Arcy Co., was named commercial editor to administer the new policies.

I N April 1938, as the FCC prepared for an investigation of network rates, Mr. Paley aired radio’s case to the public over the network in his annual report as CBS president. He urged that regulations be kept to the minimum necessary, and that the industry be left free from government interference.

With the Austrian Anschluss in March focusing attention on Europe, news chief Paul White inaugurated the world news round-up with CBS correspondents in London, Paris, Berlin, Vienna and Washington reporting, in a matter of minutes, reaction to each new development in each capital. The world round-up paid off in September, when the Munich crisis brought Europe to the brink of war, with Capt. V. Kallenborn, delivered a dozen or more times a day, winning further kudos for CBS.

A different kind of acclaim came the following month. Orson Wells devoted a CBS Sunday evening broadcast to “War of the Worlds,” which startled many listeners into believing momentarily that men from Mars actually had landed in New Jersey. The confusion brought from CBS and the other networks prompt pledges never again to simulate a news-
Many hundreds of radio towers are Truscon-designed and Truscon-engineered. Among them are these three strong slender steel spires erected for WRSW, Warsaw, Indiana. Two 287-foot Truscon guyed towers and one 312-foot Truscon self-supporting tower constitute the AM array, the latter performing double duty with its Collins 8-ring side-mounted FM antenna.

Whether your own current or future requirements are for AM, FM, TV, or MICROWAVE, trust Truscon with tower design and manufacture. Use Truscon’s many years of engineering knowledge and experience. Benefit from Truscon’s modern, efficient production facilities that can build ‘em tall or small . . . tapered or uniform in cross-section . . . guyed or self-supporting.

Your first move toward getting prompt, capable tower engineering and design assistance is a phone call or letter to your nearest Truscon district office, or to our home office in Youngstown. Call or write today.

TRUSCON® STEEL COMPANY
1074 ALBERT STREET
YOUNGSTOWN 1, OHIO
Way up! In towering New York and its fabulous suburban market, WCBS stays way up above all the other radio stations, delivering your sales message to 30 per cent more potential customers than any other station... winning 10 out of the top 10 daytime and 6 out of the top 10 nighttime programs!* And advertisers—in a wise new reckoning of radio—are investing 28 per cent more on WCBS this year than in '51. Want your New York sales to reach new heights? Let us give you a lift. Just get in touch with CBS Radio Spot Sales or WCBS, the number one station in the number one market.

*Pulse, January-August 1952
THE WAY of future uhf operations will be made easier by the entries of Herbert Mayer, president of Empire Coil Co., who last weekend was to put the nation's first commercial uhf station on the air in Portland, Ore.

It was fortunate for uhf development that the first station should go into production in an important market well before then had been without TV. The uhf interest thus stimulated in Portland cannot help but spread elsewhere. Mr. Mayer and RCA, whose engineers moved from Bridgeport, Conn., to Portland in what must be a record of efficiency and speed, are to be commended for their resourcefulness. Their work will do much for the general expansion of uhf service.

How About It, Adlai?

THIS journal, during 21 years of publication, has meticulously avoided partisan politics. Through a half-dozen Presidential campaigns, we have never supported one Presidential candidate.

Rather, we have dealt with policies and platforms as they might affect the freedom and the welfare of the broadcast media. There have been many ambitious bureaucrats who have fostered government ownership of radio or restraints upon its freedom, but these never have been debated issues in a campaign.

This campaign, which gets hotter with each passing day, is being waged largely through the air the broadcasters and telecasters husband.

Yet nary a word has been spoken directly about the well being of the media. The platforms of each party contain no mention of freedom of radio, although each had been asked to say a kind word about the media that were certain to carry the campaign burden.

Except for stereotyped messages to the NAATB this week, each platform makes its elder brother's point about the need for greater freedom of Press and Radio. If freedom of the air means more freedom of the press, then freedom of the press means more freedom of the air. Both are interdependent.

Mr. Stevenson's public relations advisor, however, has shown a penchant for correct facts. The Stevenson TV campaign is not as powerful as the others.

In fact, the Stevenson TV campaign has not been powerful enough to keep this journal from inserting a editorial page adlai.

To the rare and hard-gained qualities of top salemanship—loyalty, faith in the product, personality, ability and plain pavement-pounding—Mr. Patterson adds a service to the client or sponsor.

This service is counseling—giving the client the benefit of the salesman's own (and in Mr. Patterson's case, extensive) experience in evaluating the market, product and price in strict relation to the medium to be used.

This quality plays right along with his belief in long-range selling, and with his strong sense of loyalty may be partly responsible for the fact he is in a top spot with the New York New York TV outlet, having begun his career in that newspaper's merchandising department after his graduation from Williams College in June 1932.

Personally responsible for such WPIX accounts as Consolidated Edison Co. of New York Inc., Chesterfield cigarettes, Esso Standard Oil Co., Vin Stores and Metropolitan New York Dodge Dealers Inc., his advice on selling might well be worth listening to.

For instance, he thinks the glamour of televised advertising has worn off. In its early infancy, he believes, the ease of selling television could be compared to the war-time vogue of "order-taking." But today: "The average salesman has got to sell, and unless he knows the problems of his prospective clients, is and able to translate them into actual campaigns, he is at a disadvantage in a highly competitive market."

Mr. Patterson believes the counseling factor in his recipe for salesmanship goes back to his days with the News beginning in 1932. Here he trained two years in marketing and merchandising, with high emphasis on surveys at the retail level, pricing, distribution and point-of-sale display. This training turned itself into service for the prospective client.

Here also he learned to appreciate advertising and promotional impact at the point of sale—the coordination of sales and promotion which makes for successful merchandising.

Later he went out on the street to sell products and advertising at the local level. Then he was promoted to national advertising, which he sold successfully for three more years.

Next he joined Standard Oil Co. of New Jersey, picking up valuable experience in that...
On the publication date of this magazine, U.S. population reached

Every month, in fact, your potential U.S. market grows by 240,000 customers. They are people moving up the economic ladder—people who may never have heard of your product. You have to keep telling your advertising story over and over again!

What's the most efficient way to cover this ever-changing market? Radio! It's the only medium that reaches 96 percent of all homes. And for the most effective use of radio, with practical help in program selection and promotional activities, depend on Westinghouse radio stations. They are at your service in six of the nation's leading sales-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.

WESTINGHOUSE RADIO STATIONS Inc

KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
CBS Passes The 25-Year Mark
(Continued from page 50)

The network's gross for 1938 was $12,662,989; its net, $3,541,741. CBS the following year bought American Record Corp. for $700,- 000, acquiring ownership of Columbia Phonograph Co., an ABC subsidiary, and renewing on a somewhat different basis the relationship between the network and the phonograph company in 1927. Reorganized as Columbia Record Corp. and (subsequently Columbia Records Inc.), CBS named Edward Wallenstein, who had headed RCA Victor's recording operation, as president.

In March 1939, CBS announced a new summer hiatus policy, which shortened the conventional 13-weeks summer layoffs by CBS refusals to hold time periods open longer than eight weeks and encouraged year-round broadcasting by offering annual discounts from 10% to 12½%, with a corresponding decrease in weekly discounts.

With outbreak of war in Europe in the fall of 1939, news became of paramount importance. During this year also, CBS applied for FM CPs in New York and Boston. Its shortwave activities were expanded, with foreign language programs a week. Several stations joined CBS, bringing the total to 119, including 16 50-kw stations. CBS gross income for 1939, including that of Columbia Recording Corp. for the first time, was $45,845,394; its net was $5,001,529.

EXPANDING news coverage, CBS in 1940 made 2,081 radio pickups from 19 European countries, two points in the Far East and seven Latin American countries. A short-wave listening center was established in London to cover the "propaganda front" of foreign governments. Edward R. Murrow, chief of the CBS European staff, received the first prize for radio news reporting given by the Overseas Press Club, with second honors going to CBS Berlin correspondent William L. Shirer, William L. White, Helsinki, CBS correspondent, won the National Headliners Club award for best radio coverage of a news event. Sigma Delta Chi gave Albert Warner, CBS Washington correspondent and news analyst, its award for the best radio news writing of the year.

In the fall CBS started construction on two new 50 kw shortwave transmitters for broadcasting to Latin America. Mr. Paley and other CBS officials made a seven-week tour of Latin America, which resulted in a Latin Amer-
Sew up the holes in the net—with FM

There are over 4 million FM sets in use nationally, according to the most recent estimates.

FM is a necessity in a wide list of static and “white spot” areas that stretch from Florida to Minnesota, from upstate New York to San Francisco. If you want to catch all your prospects, include FM in your coverage.

FM fills "holes" in 352 communities*

In 28 communities, FM is the only local radio buy.

In 67 communities, FM is the only local radio buy after sunset.

In 257 communities, FM is used to supplement AM, because AM is directionalized after sunset.

*If you want the complete list, simply write to: ZENITH RADIO CORPORATION, Chicago 39, Illinois

Special to Broadcasters

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.

© 1953
CUTLINE on this picture circulated by the CBS press department in 1930 began "Chain television broadcasting isn't for off, Columbia Broadcasting System executives believe, and they're installing an experimental television laboratory at their New York headquarters." Shown in the picture were: (l to r) Edwin K. Cohan, technical director; William S. Paley, president; H. V. Akerberg, chief engineer; and Stanley McAllister, chief construction engineer.

CBS Passes The 25-Year Mark

(Continued from page 56)

guishable from news.

Like most of American radio, CBS got along without ASCAP licensed tunes for most of the year, returning to them only after a new licensing agreement was signed in October. CBS also pledged support to BMI to insure competition in the music field.

The Columbia Workshop series presented "26 by Corwin," and Norman Corwin received the annual Advertising Award for distinguished service to radio advertising. Lyman Bryson, chairman of the CBS Adult Education Board from 1926, was named director of education.

On July 1, WCB$ was licensed commercially and began video program service 15 hours a week. Experimental color broadcasts were made almost daily through the last half of the year. The new WABC New York transmitter on Columbia Island began operations. CBS opened the year with 121 stations, added two and lost four (including one in Manila that fell into enemy hands).

A new 50 kw shortwave transmitter, WBCX, was inaugurated the last of the year (and a second of equal power, WCBC, launched on Feb. 12, 1942). Broadcasts were made in ten languages, with shortwave news stepped up 40% after Pearl Harbor. The CBS Latin American network launched Calling Pan America, originating weekly in Latin American cities for rebroadcast by CBS in North America.

CBS disposed of its artist management subsidiaries, realizing a profit after taxes of $220,000, after the propriety of the network's ownership had been questioned by the FCC. Other proposed regulations of the FCC were less acceptable to CBS and it instituted court action.

Edward Klauber, long executive vice president, was elected executive committee chairman and Vice President Paul W. Kesten became general manager. Frank Stanton, research director, and Paul Holister, in charge of advertising, were elected vice presidents. Will B. Lewis, broadcasts vice president, resigned in November to become assistant director of the war-time Office of Facts and Figures with Douglas Coulter becoming acting director of broadcasts. CBS in 1941 had gross income of $59,456,305 and a net of $4,804,734, or $2.91 a share.

In the first war year, Dec. 7, 1941 to Dec. 7, 1942, CBS operated 6,280 hours, carrying 6,471 war broadcasts, not counting 3,723 war announcements. The network also presented 4,158 broadcasts of war news and news analyses. Its listening centers recorded, transcribed and translated more than 30,000 broadcasts from 40 points on the globe.

CBS continued its shortwave activities until Nov. 1, 1942, when all shortwave licenses leased their time to OWI and CIAA. TV activities were cut to four hours a week in June.

In June, CBS instituted a full network plan, offering special discounts to advertisers using all available stations of the network. Designed to encourage advertisers to use the maximum nationwide system and to strengthen small stations not getting many top-ranking CBS programs, the plan by the year's end had been accepted for 27 sponsored programs resulting in rebroadcasting or tripling network commercial hours, 34 increasing this time by half or more, and 40 by a third or more.

A pension plan was instituted in December. In 1942, CBS grossed $82,211,573, with a net of $4,123,698.

When the CBS report for 1943 was issued, it was signed by Paul W. Kesten, executive vice president, Mr. Paley having become one of the 724 CBS employees in military service by accepting a special OWI assignment to serve as colonel in the Army's Psychological Warfare Branch at SHAPE. Three CBS vice presidents—Harry B. Butcher, Mefford R. Runyon and Lawrence W. Lowman—had been on military leave for more than a year. Edward Klauber left CBS in October to become associate OWI director under Elmer Davis. Douglas Coulter was promoted to vice president.

As the behest of affiliates, CBS on Oct. 1 eliminated "hitch-hike" and "cow-catcher" announcements from network-sponsored programs. The CBS Affiliates Advisory Board, formed earlier in the year to confer with the network's management on problems of mutual concern, cooperated by limiting station-break announcements.

Despite wartime projects, CBS continued researches into audience

(Continued on page 60)
What's the difference between SERVICE-Selling Tools and PROMOTIONAL-Selling Tools?

an understanding of the difference is helping stations sell time

All station sales executives use the same selling tools. You know: salesmen, advertising, direct mail ...

But how these sales tools are coordinated, used, can make just as big a difference in the sales efficiency of selling time as it does in the competitive performance of any sales organization.

First step in the strategic use of available sales tools is to adapt them to the buying habits and needs of the customer. Standard Rate has completed a report on its continuing study into time buying practices (see description of the Spot Radio Promotion Handbook on this page) which reveals that a station's tools of selling group themselves into two main headings:

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

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

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

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

Here is a good example of a SERVICE-Selling Tool at work

Manuals based on hundreds of interviews with advertisers and agency men reveal kind of information wanted.

The 32-page Copy Organizer shown at right is essentially a set of specifications for preparing the kind of information advertisers and agency men tell us they would like to have at hand when working on radio lists. Those who would like to see it, look over the examples of Service-Ads which meet these specifications, can have a copy for the cost price of fifty cents.

Those who want to dig deeper, behind the specifications in the Copy Organizer, may want to send for the Spot Radio Promotion Handbook. Here are the quoted comments of advertisers and agency men—hundreds of them—who told our interviewers how they analyze markets, what they need to know about stations, how they go about getting this information. Copies are available for the nominal charge of $1.00.

STANDARD RATE & DATA SERVICE, INC.
the national authority serving the media-buying function
Walter E. Bothof, Publisher
1740 RIDGE AVENUE • EVANSTON, ILLINOIS
SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES
publishers of consumer newspaper rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising
rates and data • A.B.C. weekly newspaper rates and data • consumer markets, serving the market-radio selection function

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behavior. In July tests of audience reaction to specific kinds of programs were begun with the program analyzer developed by Dr. Stanton and Paul Lazarsfeld. After the U. S. Supreme Court had upheld the FCC's so-called "network monopoly" rules, giving the FCC implicit broad program control, CBS and other broadcasters began working for legislation to keep broadcasting free from governmental control.

Although 36% of its operating hours in 1943 were devoted to war topics, CBS' 90 clients purchased enough commercial hours to give CBS a gross income of $75,166,441, and a net, after taxes, of $4,535,941, $2.64 per share.

In April 1944, CBS proposed that TV be moved above 200 mc at the war's end, with 16 mc bands replacing the prewar 6 mc TV channels, to permit better and larger pictures and colored as well as monochrome images. The network commissioned Federal Radio & Telegraph to construct a color transmitter of CBS design, to be installed when war priorities permitted. In May CBS resumed live telecasting in New York.

Operating its own FM stations in New York and Chicago, CBS made all its network programs available without cost to FM stations operated by AM affiliates. Eleven stations joined CBS in 1944, bringing its U. S. total to 148. For the year, CBS reported a gross income of $84,905,830 and a net of $4,078,361. CRC resumed recording in November, when the company agreed to make royalty payments to AFM after a strike of more than two years.

After V-J Day, Mr. Paley returned to CBS and resumed active direction of broadcasts. Vice President Frank Stanton was named general manager and, with Vice Presidents Joseph Ream and Frank White, became a director. Edward R. Murrow was made vice president and director of public affairs, and Davidson Taylor, vice president and director of programs.

**CBS sold WBT Charlotte to Jefferson Standard Life Insurance Co. for $1.5 million.** In October CBS achieved "actual broadcast transmission and reception of high definition full-color TV pictures." Its monochrome station, WCBW New York, offered advertisers a "working partnership" deal, for commercial TV experiments, with the advertiser paying talent and production costs and the station contributing its facilities without charge. Audience reaction to nearly a third of all telecasts was analyzed by the CBS Television Audience Research Institute.

CBS gross income for 1945 was $56,357,388; net was $5,348,641.

In January 1946, Mr. Paley became board chairman with Mr. Kesten named vice chairman. Later in the year Mr. Kesten resigned to contest for the Senate. Mr. Paley was made president and Joseph Ream, executive vice president. Adrian Murphy, Earl H. Cameron and Frank White later were named vice presidents.

After many tests of its color system, CBS applied for establishment of engineering standards and commercial stations for color TV. FCC hearings at which RCA opposed the CBS petition, arguing it (RCA) should be given time to perfect its all-electronic system then under development. WCBS-TV New York began selling time to advertisers and by the end of the year 22% of its broadcast hours were sponsored.

CBS gross hit a new high of $91,934,222 in 1946. Its annual report, signed jointly by Messrs. Paley and Stanton, pointed out operating income before taxes was 14.9% of gross and that CRC operations accounted for 32.4% of this, compared to 4.6% of the 1945 net income. Postwar curtailment of advertising budgets produced a decline of 8% in time sales; overhead and operating expenses rose sharply. Net for the year, after taxes, was $5,795,896.

**IN 1947, Rubbell Robinson Jr., Victor Ratner and James Seward were named vice presidents, while Mr. Murrow resigned his vice presidency to concentrate on news activities. Edward Wallerstein became board chairman of Columbia Records, Frank White moving from vice president and treasurer of CBS to the presidency of CRI. Samuel R. Dean was named CBS treasurer.**

CBS went into the packaged program field intensively during the year, which saw 15 CBS-owned programs sponsored and 21 more as network sustainers. A co-op department was established to provide network programs for sale by individual affiliates. CBS acquired ownership of the Housewives Protective League programs. Radio Sales, broadcasting unit of CBS, began representing affiliated but non-owned stations, provoking station representatives promptly to protest the network's interest in stations for other than CBS programs. CBS sold its 45% interest in WAPI Birmingham and acquired a like interest in KQW San Francisco.

After the FCC had decided color TV was not yet suitable for commercial operation, CBS concentrated on black-and-white TV, expanding its New York studios and new building some programs to other eastern cities.

For the 53-week fiscal year, CBS and its subsidiaries grossed $101,045,047, with a net of $5,020,104.

In the fall of 1948, CBS introduced a new twist to its competitive strategy by buying one of NBC's top ranking shows, Amos 'n Andy, under a capital gains deal, also new to radio. Within the next few months the Jack Benny, Burnett, Harriet, Bing Crosby and Red Skelton shows had become CBS properties and for the first time in 20 years CBS programs held the top positions on the rating lists. CBS also reported 29 of its "package programs" were sponsored. During the year, CBS advertisers used more of the domestic nighttime network increasing 25%, the average daytime network 37%.

These gains, the annual report stated, were the result of a single basic policy initiated in anticipation of the impact of TV: "To obtain for CBS the most effective program schedule and the strongest grouping of stations in the entire industry."

**COLUMBIA RECORDS introduced its 33 1/3 rpm long-playing records at CBS. RCA countered by bringing out its 45 rpm discs, causing a period of confusion among both buyers and sellers of records.**

Getting a foothold in Pacific Coast television, CBS purchased a 49% interest in KTTV (TV) Los Angeles. Gross income for the year was $86,377,288; the net, $15,941,682.

Early in 1949, CBS bought the remaining 55% in KQW San Francisco, concurrently selling to the Washington Post a 55% interest in WTOP Washington, formerly a wholly owned CBS station. Arthur Hull Hayes, manager of KQW (shortly renamed KCBS), also was made vice president, as were J. Kelly Smith, William B. Lodge, Howard L. Sabbar, Harry S. Ackerman and J. L. Van Volkenberg. Mr. Van Volkenberg succeeded Lawrence W. Lowman as television vice president. Mr. Lowman becoming a general vice president with broadened administrative duties.

Frank Stanton signed a 10-year contract to continue as CBS president, with a base salaray of $100,000 a year. Frank White resigned as CRI president to become president of Mutual. Howard Meighan was made chief CBS officer on the Pacific Coast.

In September, the FCC began new hearings on color TV, with CBS, RCA and Color Television Inc. each seeking endorsement of...
You can't miss these call letters in Birmingham, either. For practically all of Birmingham's viewers watch WAFM-TV... practically all the time they are watching television.

Latest evidence: WAFM-TV has 13 of the top 15 weekly shows in town, 8 of the top 10 multi-weekly shows, according to the August Telepulse... 114% more quarter-hour wins than Birmingham's second TV station.

For availabilities, just call or write WAFM-TV, “Television Alabama,” or CBS Television Spot Sales.
GET "TRIPLE POWER"—ORDER YOURS TODAY!

G-E 12 KW TRANSMITTER—Highest power available in the industry today—order yours now!

15 KW KLYSTRON TUBE—A General Electric product and the heart of the 12 kw transmitter. You get three times the power of any other klystron tube. Remember the usable output for TV of a 15 kw klystron tube is 12 kilowatts for good amplitude linearity.

G-E UHF HELICAL ANTENNA—boosts radiated power 20-25 times for wide area coverage.

NOW OPERATING—This transmitter is currently operating at Electronics Park—the only installation of its power in existence today.

LET YOUR MARKET BE YOUR GUIDE—Check the General Electric UHF Transmitter program providing a Transmitter-Antenna combination to fit your requirements in markets large or small. Choose from transmitters ranging in power from 100 watts to 12 kw or more plus helical antennas with power gains of 5 to 25 times!

SAME DRIVER UNIT POWERS ALL UHF TRANSMITTERS—First in the industry to announce a clear cut UHF Transmitter program, General Electric uses a 100-watt unit to power all UHF transmitters from 1 kw to 12 kw or higher.
G-E DEVELOPMENTS ESTABLISH UHF LEADERSHIP

Three years ago, it was recognized in G-E electronics laboratories that the klystron tube was far superior to conventional tubes in achieving high transmitting power for UHF. At the same time, it was discovered that high amplification in the klystron tube, joined with a 100-watt driver unit under development, would result in kilowatts of power. Success was apparent when, in 1950, G.E. exhaustively tested a 6 kw transmitter utilizing a 7.5 kw klystron tube. That test showed that even higher power could be achieved from klystron tubes.

Today General Electric offers you a 12 kw transmitter—highest power in the industry and the only complete plan of equipment requirements for UHF television operations!

Future power needs can only be obtained by advancing klystron tube development. General Electric is years ahead in realizing that basic fact. That's why G.E. is ready now with a 12 kw transmitter—ready with invaluable experience needed to go on and meet maximum power requirements as established by the FCC for UHF station operations.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
there's a man-sized "cop" with all the attributes of Roy Rogers, Gene Autry, the Range Rider, and Kit Carson rolled into one . . . and then some. He's a two-fisted fighter with a friendly grin and a big pack of loyal kids who call him "hero."

Now, cops may be cops, but Officer Curtis Aaron has a very special place in the hearts of Houston kids. He fights for lives. His main weapon is the medium of television over the facilities of KPRC-TV where he does daily battle against the dangers of traffic accidents.

The City of Houston has grown so rapidly that the problem of traffic suddenly loomed with terrifying force before the public eye. Children and adults needed to be taught to save their own lives by the simple expediency of caution on the road. It was clear that immediate action had to be taken . . . action that would reach the individual.

KPRC-TV offered all of its services—time, facilities, talent—plus the "know-how" of its Production Department—to the Houston Police Department for the purpose of SELLING SAFETY with the same dramatic impact used for commercial television advertising.

Within a few months, Officer Curtis Aaron became Mr. Traffic Safety . . . and a hero whose word was gospel . . . to the children of Houston and the surrounding territory. A total of 131 separate safety programs were planned and given, consuming a total of 36½ television hours PLUS 25 one minute announcements. These shows marked only the beginning of the Safety Crusade on KPRC-TV.

On April 30, 1952, KPRC-TV won the National Safety Council 1951 Public Interest Award for exceptional service to safety. KPRC-TV is proud of this award, and prouder still that it has a share in making traffic safety part of the daily thinking and conduct of the people in and around Houston.

The work of promoting public safety goes on at KPRC-TV, not as a hit and miss proposition, but as a year round program that’s paying off in reduced traffic fatalities.

It's a BIG job . . . this job of saving lives . . . and in Houston, it's a big "cop" whose friendly grin is seen on KPRC-TV daily, convincing kids that SAFETY, first, last and always is their job, too!
NEW FCC SPEED-UP EFFORT
Post-Thaw Authorizations Hit 60

POLICY QUESTION of the overlap of signals from TV stations which are in contiguous areas and under common ownership was posed by FCC last week in two major cases. They bring to practical test the issue of multiple ownership in the new visual medium and raise the problem of possible "life or death" to certain existing stations and some proposed outlets.

In one proceeding, the Commission advised Crosley Broadcasting Corp. that applications to change the channels and powers of WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, pursuant to show cause orders of the Sixth Report finalizing the TV reallocation, "would cause Grade A overlap between Cincinnati and Dayton stations and Grade B overlap between all three stations and involve multiple ownership which indicates necessity of a hearing."

Conditional grants were issued, however, for the switch of WLWT from Channel 4 to Channel 5, WLWC from Channel 3 to 4 and WLWD from Channel 2 to 5 pending final determination of the overlap question, but FCC specified that the stations must continue with their present operating power and so amend their applications to specify such power. Comr. George E. Sterling disented and favored granting of full power as requested. The three Crosley stations also were granted license renewals subject to issuance of appropriate orders modifying their licenses to reflect channel shifts required by the show cause orders.

In the other proceeding, that of WYAN-TV Lancaster, Pa., the Commission raised the issue of overlap between WYAN-TV and WLBN TV Wilkesboro, N.C., and recommended that the application for operation on Channel 12 be denied on the ground of "minimum power."

Comr. Sterling also dissented in this WYAN-TV proceeding, stating, "I am of the opinion that the overlap results from the engineering standards adopted by the Commission and hence must be recognized as such."

Many policy problems have been brought forth by the Commission action in these cases, Washington attorneys pointed out, noting, as did Comr. Sterling, that the matter has been of outlay to a climax by the new engineering standards of the Sixth Report which have had the effect of broadening the signal contours of existing and proposed stations and thus the overlap potential has been magnified, it was noted. There are among the questions asked by industry counsel last week following FCC's action in the Crosley, Steinman Involved

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NEW STATION GRANTS


MONTGOMERY, Ala. — Capitol Rest. Co. (WOCY-AM-FM). Granted Ch. 27 (488-493 Mc) 4 kw visual, 4 kw audio; antenna height above average terrain 300 ft., above ground 350 ft.; engineering condition. Estimated construction cost $225,000; first year operating cost $300,000. Post Office address Post Office Box 1029, Montgomery. Studio and transmitter location on Narrow Lane Road. Geographic coordinates 31° 25' 15" N., 86° 28' 25" W. Long. Transmitter and antenna RCA. Legal counsel Morgan, Washington, Consulting engineer Sunnyside R. Morgan, Washington. Principals include John H. Atchison, Atchison. Principals include President Carl R. Covington (13.66%), owner; Treasurer Hugh M. Smith (12.78%), treasurer; Vice President R. L. Sisson (12.0%), Vice President Ethel Covington (10.88%), treasurer; George H. Ferguson (7.6%), field representative; King A. Bailey, (13.86%), treasurer; other officers (13.86%); Karl B. Covington (13.88%). For application, see B.D., July 7. City priority status: Gr. A-2, No. 36.


COLUMBIA, S. C. — Radio Columbia (WOCR). Granted Ch. 61 (469-473 Mc); ERP 89 kw visual, 43 kw audio; antenna height above average terrain 650 ft., above ground 694 ft.; engineering condition. Estimated construction cost $347,117, first year operating cost $294,415. For application, see B.D., June 17. Location: Columbia.

COLUMBIA, S. C. — Palmetto Radio Corp. (WNOK). Granted Ch. 60 (469-473 Mc); ERP 89 kw visual, 43 kw audio; antenna height above average terrain 650 ft., above ground 694 ft.; engineering condition. Estimated construction cost $500,000, revenue $566,000. Post Office address 1000 Trade St., Columbia. Studio on 2700 N. Main St., Columbia. Legal counsel F. J. Stowell, Columbia. Consulting engineer J. H. Johnson, Columbia. Principals include owner and President John Jr. H. Johnson (25%), President James H. Johnson (25%), Treasurer Mrs. J. H. Johnson (25%), Secretary-Treasurer Margaret B. Fields (25%). For application, see B.B., July 6. City priority status: Gr. A-2, No. 37.

FRESNO, Calif. — McClatchy Res., Co. (K-VED). Granted Ch. 36 (566-36 Mc); ERP 105 kw visual, 53 kw audio; antenna height above average terrain 200 ft., above ground 248 ft.; engineering condition. Estimated construction cost $256,000, first year operating cost $300,000. Post Office address 601 Jefferson St., Fresno, Calif. Studio location 300 S. Jefferson St., Fresno; Transmitter location 37° 14' 5" N., 120° 56' 40" W. Long. Transmitter and antenna RCA. Legal counsel U. V. Jansky, Fresno, Consulting engineer George P. Sterling, Washington. Principals include President Lee F. Mitchell (45%), 45% owner and President, Franklin W. Mitchell (15%), 45% owner and Secretary-Treasurer, Kenneth W. Mitchell (15%), 15% owner, Mitchell Clothing Co.; Director Thomas Howard Beasley (13.3%), 55% owner, Beasley Produce Exchange and Beasley Ordinance; Director Wallace S. Clement (14%), food broker and warehouseman.

KPVF (TV) PORTLAND, Ore. — Granted temporary authority (See story page 25).

NEW APPLICATIONS

(Listed by States)

TERRE HAUTE, Ind. — Polen Industries uhf Ch. 63 (764-775 Mc); ERP 25 kw visual, 12.1 kw audio; antenna height above average terrain 538 ft., above ground 534 ft.; Estimated construction cost $246,000, first year operating cost $250,000, revenue $225,000. Post Office address 330 35th St., Terre Haute. Reduced power, pending delivery. Transmitter location about 31 mi. west of Terre Haute. (Continued on page 74.)

TV RULE LOOPEHOLE

WGRD Scores Versus

CLAIM that Versus Radio & Television Inc. proposes to establish a television station WGRD, using a Muskegon frequency is made by WGRD Grand Rapids in a petition asking FCC to set the parative data involving WLV-TV and WGRD.

"The contract for purchase (of WLV-TV) shows that $400,000 was paid for the physical assets referred to," it is charged, "$100,000, or $80,000, for theondeer set because the stations was sold by certain return for the station's operating costs. WGRD's" frequency is then as a separate issue when the purchased the station. WGRD petition is added to the WGRD's application for an amended license.

The WGRD petition that on Oct. 18, 1951, the day that the station was granted a license to operate in the Grand Rapids area, the WGRD petition is also being considered by the FCC. For full details, see story, page 22.

The WGRD petition that on Oct. 18, 1951, the day that the station was granted a license to operate in the Grand Rapids area, the WGRD petition is also being considered by the FCC. For full details, see story, page 22.

In the separate petition for rule-making, WGRD declares a loop-hole exists in the rules, with the allocation principle defeated if the applicant is granted Channel 35 at Muskegon. "For a separate signal in another community for which a channel assignment is made in the rules."
LANCASTER SNARL

Competitive Hearing Ordered by FCC

IN CONTROVERSIAL and complex allocation actions, FCC last week took steps to solve channel assignment problems at Lancaster, Pa., and Nashville, Tenn.

In the Lancaster action, strongly opposed by Comr. George E. Sterling, the Commission:

1. Denied petition of WLAN Lancaster to reconsider and set aside the show cause order of the Sixth Report which would switch WGAL-TV there from Channel 4 to Channel 5.

2. Granted WLAN's further petition for comparative hearing of its new station bid for Channel 8 with the application of WGAL-TV for move from Channel 4 to 8.

3. Conditionally approved WGAL-TV's request for modification of license to operate on Channel 8 with the express provision that such grant is subject to being withdrawn in the event of the competitive hearing on the bid of WGAL-TV for regular permit on Channel 8 and the application of WLAN for the same facility.

Concurrently, FCC advised WGAL-TV and WLAN that their bids for Channel 8 are mutually exclusive and require consolidated hearing, "including an issue on the financial and other qualifications" of WLAN.

WDTE-TV Notified

The Commission further notified WDTE-TV Philadelphia, Del., under common ownership with WGAL-TV, that its bid to change from Channel 7 to 12 (also required by the Sixth Report) and increase power raises questions of overlap between WGAL-TV and WDTE-TV, indicating necessity for the application of WDTE-TV to be set for hearing with the WGAL-TV hearing. The Commission also requires WDTE-TV to file application to operate with minimum power on Channel 12.

At the same time, in the Nashville proceeding, the Commission majority:

Acknowledging error in the Sixth Report, deleted vhf Channel 5 from Nashville to satisfy minimum 190-mile co-channel separation from transmitters of WMC (TV) Memphis.

Announced rule-making proceeding to allocate Channel 5 to Old Hickory, Tenn., community of 8,500 pop. 11 miles from Nashville but in its metropolitan area.

In the latter action, FCC set answer questions of overlap between WMCT-TV's transmitter site and Nashville.

The Commission further denied petitions of WMCT requesting modification of the FCC show cause order in order that it might change from Channel 4 to Channel 3 instead of to Channel 5.

Comrs. E. M. Webster and Frieda B. Hennock dissented from the Commission majority in the Nashville proceeding but did not detail their reasons.

Comr. Robert F. Jones, who is leaving FCC to join a private law firm, did not participate in any of the week's actions (see story page 23).

Meanwhile, other allocation developments last week included:

- Refusal by FCC to reconsider the application of WMCK to assign vhf channels to La Crosse, Green Bay, Wauau and Eau Claire, Wis., for noncommercial educational use in lieu of presently assigned uhf channel 9. FCC refused further request of State Radio Council to switch the reservation at Madison from uhf Channel 21 to vhf Channel 5. Chairman Paul A. Walker announced Comr. Frieda B. Hennock dissented.

- Denial by Commission of petitions of WHIS Bluefield, W. Va., and WOAY Oak Hill, W. Va. (both applicants of Channel 3 in one-year rule so as to amend allocations table to add channels there.

- Protest of FCC's proposal to allocate vhf Channel 4 to Irwin, Pa. ([B*], Sept. 1), filed by WSWW Pittsburgh, which charges Commission is seeking to add channel to Pittsburgh area by "indirect" means.

- Support of the Irwin proposal, filed by WMCK McKeesport, Pa., which would be entitled to seek the channel in its license area.

- Petition by WBRB Waterbury, Conn., that FCC waive the one-year rule so as to add uhf Channel 83 there and thus eliminate competitive hearing between WBRB and WATR for uhf Channel 53. WBRB said Channel 83 is available without conflict and must have been overlooked by Commission in final allocation.

- Setting WGAL-TV's application for switch to Channel 8 (as required by FCC's show cause order) on a competitive hearing with the new-station bid of WLAN drew sharp protest from Comr. Sterling, who in his dissent pointed out that the Third Notice of Further Rule Making on Channel 8, upon which the Sixth Report is based, clearly indicates the show cause orders for existing stations to change channels were part of the national re-allocation plan and do not fall under Sec. 309 of the Act. Sec. 309 requires FCC to hold comparative hearings for competitive applicants seeking the same facility in a given area.

"I am convinced," Comr. Sterling said, "that the 31-line concepts concerned been advised by the Commission that they might be subjected to hearings on competing applications when the show cause orders were issued requiring a move to a different channel from the one occupied, the Commission would still have been in the 'ice age' because these licensees, for that reason, have objected to the show cause orders in order to avoid competitive hearings with new applicants for the new assignments in their respective communities."

WGAL long sought to intervene in the show cause proceeding whereby FCC would require WGAL-TV to change from Channel 4 to 8 and even before the U. S. Court of Appeals some weeks ago. WLAN dropped its appeal when FCC acknowledged that Channel 8 had been finally assigned to WGAL-TV. WLAN opposed the show cause order, and indicated WLAN had lost no right to compete for the channel (B* [Aug. 4].)

The Commission majority in its memorandum opinion on Simon's motion said WLAN's "request for reconsideration of the (FCC) dismissal of its request to intervene in the WGAL show cause proceeding is based upon a misconception of the action taken by the Commission in its Sixth Report and Order and in the memorandum opinion and order of April 4. In these proceedings the Commission endeavored to establish a new and revised television channel assignment table which would provide a truly national public service network without minimum of interference. . . . It was, therefore, critical to the establishment of an efficient nationwide interference-free television service that growth of communities be effected without conflict between stations.''

Separation Noted

The opinion noted that WGAL-TV on Channel 4 is 122 miles from WNBCT (TV) New York and 86 miles from WNBW (TV) Washington, also on that frequency.

To accomplish the separation objectives, the majority said, "presented two questions with respect to Lancaster. First, the question was presented whether as a matter of research and public interest, the frequency in use should be retained in the community or whether another frequency should be assigned in place of the deleted frequency. As a matter of presentation, whether in the event that the assigned frequency were deleted and a new frequency substituted, the existing station should be authorized to operate on the new frequency in place of the deleted one."

"These are separate and distinct questions," the majority found. "The first is a rule making question of a quasi-legislative nature, while the latter is solely a licensing problem, adjudicatory in nature."

The Commission noted that both WLAN and WGAL-TV supported the Third Notice proposal to allocate Channel 8 to Lancaster in lieu of Channel 4 and said FCC's "decision in the Sixth Report and Order was limited solely to the assignment decision, but regardless of the decision was made concerning the licensees who would be authorized to operate Channel 8 in Lancaster."

The Commission pointed out it "expressed this conclusion with respect to [WLAN's] right to comparative consideration, were it to make (as it now has) appropriate amendments to its application prior to final action on the WGAL-TV show cause order."

Refutes Contention

The FCC majority stated it finds "no merit" in WGAL-TV's contention that additional channel must be provided for "a competitive hearing for the reason that the show cause order was promulgated not prior to Sec. 309 but pursuant to Secs. 309(f) and 309(g) as a measure of being legislative in nature and not warranting comparative hearing.

"The sole rule making determination with respect to Lancaster and Channel 8 was that which related to the assignment of specific television channels to Lancaster," the majority explained. "This determination, by rule making . . . is not, however, to be confused with the entirely different adjudicatory determination with respect to the licensing of permission to operate stations on these channels. And in particular, the specific question presented here as to whether an authorization should be issued to operate a television station at a point which interfered with the existing licensees of station WNBW or to the new applicant [WLAN], in no respect presents any rule making question."

FCC based this conclusion upon the Ashbacker case as decided by the Supreme Court and now Sec. 309(b) of the Communications Act. Pending final determination of the comparative hearing, FCC said it has three alternatives with respect to continued operation of WGAL-TV. It said WGAL-TV could contest the assignment or, at that time, it could terminate Channel 4 operation, or third, could issue a conditional authority to operate on Channel 8. FCC preferred the third course of action and indicated it would continue the sub-minimum spacing problem and the second would leave Lancaster without service entirely.

The majority ruled that WGAL-TV should operate on Channel 8 with minimum power since "we recognize that permitting the existing station to incur substantial additional (Continued on page 76)
Signal Overlap
(Continued from page 65)

May and WGAL-TV proceedings:

- Does the scarcity of channels in TV mean that FCC will be more strict in its duopoly prohibition than in AM?
- How much overlap will be considered significant? ... Grade A overlap only or both Grade A and Grade B?
- How much "common control" of stations will be required for them to be considered under common control for duopoly proceedings? What percentage of dual ownership is significant?
- In considering overlap cases, how much weight will be given to other TV services available or proposed to the area involved?
- What about factors of other holdings in radio, movies, newspapers etc., within the same or adjacent communities?
- How much weight will be given to the program offerings of the stations involved? Will it be more significant if the stations each are offering diverse programs rather than duplicating network shows?

The impact of television as a medium of communication as well as its economic value are other factors cited as possibly affecting the Commission's consideration of the multiple ownership problem.

Also pointed out was the psychological effect that would be put upon the Commission in ruling on a duopoly case involving an applicant which has multiple other TV holdings, as contrasted to an applicant which might have stations only in the two markets involved.

This brought observation that the Commission may be expected to rule on the multiple-ownership cases on a case-to-case basis as it has in the radio field. Multiple TV holdings in diverse markets are now limited to five stations.

Sec. 3.366 of the Commission's rules pertaining to multiple ownership, as finalized by the Sixth Report [B*7, April, 14], provides:

(a) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

(b) No person (including all persons under common control) shall, directly or indirectly, own, operate, or control more than one television broadcast station that would serve substantially the same area as another television broadcast station owned, operated, or controlled by such person.

The word "control" as used herein is not limited to majority of the ownership but includes actual working control in whatever manner exercised.

Would Enlarge Issues

In reply to the latter conjecture, some counsel noted the issue of coverage and area comparison in consolidated hearings is under contest and a number of petitions have been filed with the Commission to enlarge issues in various hearings so as to allow such comparison. They contend that the problem may yet be resolved through court appeals.

Other potential overlap cases mentioned by industry attorneys included the Storer stations WSPD-TV Toledo, Ohio, and WJLB-TV Detroit. Both, however, received renewal of license for the regular period by the Commission last week. Toledo is 63 airline miles from Detroit.

Another overlap case is that of Greater Rockford TV Inc., applicant for Channel 13 at Rockford, Ill., which is mutually exclusive with the bid of WROK there. In notifying the firm that comparative hearing is required [B*7, Sept. 15], FCC interjected the overlap issue along with another on anti-trust. Wisconsin theatre operator Roland F. Gran, 22.4% owner of Greater Rockford, also is 50% owner of Milwaukee Area Telecasting Corp., Channel 12 applicant at Milwaukee. FCC has said there would be overlap of 13 miles in Grade A coverage and 46 miles in Grade B coverage between the two proposed stations at Rockford and Milwaukee.

Meanwhile, FCC has interjected overlap issues into TV cases involving KYNO Fresno, Calif., and WACO Television Co., Waco, Tex. (see page 65). The KYNO issue concerns part-owner Seldon Anderson in view of his bid for Tulare, Calif., where he operates ECOOK. Overlap issues for Waco Television concerns Texas State Network bid at Fort Worth. Latter owns 40% of Waco firm.
UNITY has won the major awards in Billboard's 2nd National TV Film Survey.

Once...

when UNITY won the 1st Billboard TV Film Survey it could just have happened.

But...

the second time makes us kinda proud and thankful.

Our thanks...

to every station in the nation for voting UNITY top honors.

~ ~ ~ and thanks to BILLBOARD for the many kudos accorded to UNITY in the first and second TV Film Surveys.

Write, wire or phone for UNITY’S new 50 page catalog of films to fit every time segment and type of programming.
ditional expense involved in the construction of a television station operating with full power as proposed by WAGL Inc. in its application for a construction permit could result in an advantage to WAGL Inc. in a competitive consideration of its application with the competing application of WILDAN.

"In addition, there is a further reason for the limitation of this conditional grant to minimum power, in that WDEL-TV Wilmington has filed pursuant to another show cause order to switch from Channel 7 to 12 and increase effective radiated power from 0.476 kw to 316 kw.

The majority continued:

In view of the common ownership of WAGL Inc. and WDEL-TV, this application, together with the pending application of WAGL Inc., proposes a situation in which the applications proposed would be in contravention of 309 of the Communications Act relating to ownership. This situation was not avoided by the operation of WAGL-TV on Channel 8 and the power provided for by the Sixth Report and Order. The operation of WDEL-TV on Channel 12 is at present the subject of a Show Cause Order for the Sixth Report and Order.

In the case of the applications of WAGL Inc. and WDEL-TV, we find that the comparative hearing we believe that the application for a Channel 12 assignment will not be granted. The application should be consolidated in that proceeding since it raises the same issue of common control and common ownership. The Commission has previously referred the application to the Office of the General Counsel to determine the grant of authority at this time to WAGL Inc. for operation on Channel 8 and WDEL-TV on Channel 12. With respect to the comparative hearing, the Commission finds that the comparative hearing of the qualifications of WAGL Inc. and WDEL-TV is unnecessary. The consideration does not, of course, apply with respect to WDEL Inc. WDEL Inc. does not, however, have an application before us requiring consideration. Therefore, we find that the applications involving Channel 12 in Wilmington with minimum power, does WAGL Inc. with respect to Channel 12 in Lancaster. Since WAGL Inc.'s application has not been filed, specifications cannot be applied to the proposed assignment and therefore, to authorize the operation of WAGL Inc. on Channel 12 in Wilmington with minimum power, WDEL-TV on Channel 12, would be inconsistent with the comparative hearing of the qualifications of WAGL Inc. and WDEL-TV. This consideration does not, of course, apply with respect to WDEL Inc. WDEL Inc. does not, however, have an application before us requiring consideration. Accordingly, WDEL Inc. is requested to file an application seeking authorization to operate a television station on Channel 12 in Wilmington with minimum power.

Taking issue with the majority's conclusions in several instances, Comr. Sterling dissented as follows:

"... and it necessary to dissent from the action of the majority which holds a comparative hearing is necessary for the purpose of determining the success of the common ownership of WAGL Inc. and WDEL-TV in the City of Wilmington and in the Commonwealth of Pennsylvania. The Commission in this decision finds that the comparative hearing was unnecessary. Further, Proposed Rule Making concerning the operation of television facilities in the 31 cities concerned. This rule making is continued in paragraph 8 as follows:

In the light of the information set forth in paragraph 7 herein, it is the judgment of the Commission that the operation of WAGL Inc. for a Channel 12 assignment must be discontinued. This conclusion results in a better utilization of television facilities. We also reconsider and rescind the Commission's decision in the matter of Channel 12 in Columbus and Cincinnati by eliminating the assignment of Channel 12 in all areas of the country in which stations already on the channels are involved. This action which would be caused to new stations to be sought in the assignment question in question; will promote the public interest, convenience and necessity; and will more fully and completely carry out the purposes of the Communications Act of 1934, as amended or hereinafter, pursuant to the provisions of sections 303 (f) and 303 (h) of the Communications Act of 1934.

WAGE CONTROLS

WSB Defines 'Engineers'

AN OFFICIAL order interpreting the amended Defense Production Act with respect to wage-salary exactions for professional engineers was issued by the Wage Stabilization Board last Wednesday.

In substance, the interpretation makes plain that radio-TV broadcast technicians and others—maintenance, sales, stationary, etc.—do not properly fall within the definition, and that they are not exempt. Wage contracts negotiated for non-supervisory technicians with union (IBEW, NABCT) membership are subject to WSB jurisdiction.

Further, the bulk of radio consulting engineers are "professional ... employed in a professional capacity" and hence exempt from wage or salary controls. The definition includes only those employed in connection to engineers in electronics firms, depending on the nature of their work.

Rules Change

In a MOVE to simplify administrative procedure, the FCC last week amended its rules and delegated to the Chief, FCC Field Engineering & Monitoring Bureau, the power to authorize the Secretary to suspend the licenses of commercial radio operators when they violate the rules. Authorization could also be granted by the Secretary, with Notice of Hearing, if requested by the holder of the license. Similar authority was given to the Chief of FCC's Safety & Special Radio Services Bureau to give authorization to the Secretary for the issuance of orders suspending the licenses of amateurs.

Above are directed to show cause in their proceedings hereinafter set forth why their licenses should not be suspended. The orders should not be modified as set forth in subparagraph (a) above and only in the cases where the Commission deems it necessary, will the Commission accept their order. The order is issued under the heading "Present Channel Assignment Proposed Rule Making." The order makes it abundantly clear why the Commission found it necessary to abandon the assignment of station WAGL from Channel 8 in favor of a national television allocation plan which would better utilize the channels.

In addition, the proceeding was not one under case 309 of the Commission. The Commission must hold a comparative hearing in the case of an application seeking a particular frequency in a particular city.

If the Commission anticipated that it would be required to entertain competing applications for Channel 12 in all the cities, it should have so indicated in the Notice of Proposed Rule Making. Moreover, if consideration had been given to competing applications for the WAGL channel only involved in these proceedings and if applications were necessary, it would have been, in my opinion, impossible to have lifted the "freeze." On April 11, 1952, WAGL was amended to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer- ing board. The Board hearing was based on the Communications Act of 1934, as amended. It is, however, apparent that the Board was established to provide for an engineer-
and in Detroit they're sure looking at WJBK-TV because:

8 OUT OF 10 TOP TV SHOWS ARE ON CHANNEL 2

Isn't this the best reason in the world for giving your selling message the extra sock that only WJBK-TV can give you in Detroit?

Here are the Top Ten TV Shows in Detroit:

1st BOSTON BLACKIE ................. WJBK-TV
2nd GODFREY'S TALENT SCOUTS .... WJBK-TV
3rd WHAT'S MY LINE? ............... WJBK-TV
4th BOXING .......................... WJBK-TV
5th BIG TOWN ....................... WJBK-TV
6th DANGER .......................... WJBK-TV
7th DRAGNET ......................... WWJ-TV
8th GODFREY AND HIS FRIENDS .... WJBK-TV
9th RACKET SQUAD ................. WJBK-TV
10th TELEVISION PLAYHOUSE ........ WWJ-TV

According to Pulse July Program Averages
Lancaster in Competitive Hearing Snarl
(Continued from page 70)

visioners nor are we aware of any reason for waiving the provisions of this rule, or for amending it to permit the consideration of such petitions as the instant ones.

WWSW Pittsburgh, respecting the Irwin proposal, noted FCC deferred action of the petition of WLOA Braddock, Pa., for reconsideration of the Sixth Report on the grounds that if Channel 4 is allocated to Irwin it may be applied for in Braddock.

"In other words," WWSW contended, "the Commission thus get its willingness to assign Channel 4 to Braddock but only by indirect action of the petition for Braddock." WWSW charged. "Since the plain purpose of Mayor [David L] Lawrence's petition (to assign Channel 4) to Irwin is to increase RTMA Mfrs. Assn.'s Sales Managers Committee, as recorded in the grounds of the petition, and compares 'average' expenses not covered by tuition, and manufactures will provide equipment to be used in the course.

5,775,000 TV Sets Seen for '52

An industry advisory board will also be set up to counsel with both the teacher and the school. In the phonograph industry conference, J. A. Berman of Shure Bros. Inc., Chicago, was named chairman of a combined industry committee of representatives from the radio-TV equipments and parts industry and the phonograph manufacturing, records, and needle industries. John W. Griffin of the Record Industry Assn. was appointed chairman of a subcommittee to devise a slogan or theme promoting music in the home, while Norman C. Owens, of Web-ster-Chicago Corp., was designated to head a subcommittee to promote cooperation with other associations.

The ham operators contest plans, approved by the Amateur Activi
ties Section of the RTMA Parts Div., envisage some 200 prizes for a Radio Club and Radio Contest being sponsored by RTMA and Bowling Life magazine in cooperation with American Radio Relay League and other amateur radio operators and publications.

Contest is open to youths who are not already licensed amateur operators and who have not reached their 18th birthday by Jan. 1, when the competition opens, and prizes will be awarded in two categories: One, where manufactured receivers (including converted surplus) are used, and the other where home-built receivers (including those built from kits) are employed.
SAN ANTONIO VOTES KEYL FIRST!

KEYL HAS TOP TWO PROGRAMS!

KEYL HAS 7 of top 10!

KEYL HAS 10 of top 14!

KEYL IS THE ADVERTISER'S TOP SPOT FOR SALES!

*According to August 1952 Pulse, KEYL has 7 out of 10 (including the first two) and 10 out of the top 14.

1. Wrestling—KEYL
2. Amos and Andy—KEYL
3. Best of Groucho Marx—Station-B
4. Playhouse of Stars—KEYL
5. Dangerous Assignment—Station-B
6. Television Playhouse—Station-B
7. Boxing—KEYL
8. Lone Ranger—KEYL
9. Toast of the Town—KEYL
10. Danger—KEYL
11. Arthur Murray Dance Party—KEYL
12. Martin Kane, Private Eye—Station-B
13. Suspense—KEYL
14. Summer Theatre—KEYL
CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permit applicants:

WTVT (TV) FL Lauderdale, First permit applicant, WTVT (TV), Ch. 7, was preassigned by WTVT-AKRO (TV), Ch. 49, WMAC-TV, Miami, Ch. 9, was preassigned by WCGB-TV, Ch. 21, WARK-TV, New York, Ch. 2, was preassigned by WHUT-TV, Reading, Pa., Ch. 16, was preassigned by WHTV-TV, Ch. 30, and WHTV-AM, Trenton, N. J., was preassigned by WHTV-AM, Ch. 16.

APPLIED MODIFICATIONS

LOUISA, Va., John Paul Best Co., (KHIG) (modification of application, Ch. 36-S); ERP 540 kw visual, 1,000 kw audio; antenna height above average terrain 1,800 ft., first top 1,110 ft.; cost of change $50,000; Post Office address: Wellington, Mass., 02894.

APPLICATIONS MODIFIED

GLOUCESTER, N. J., John Paul Best Co., (KHIG) (modification of application, Ch. 36-S); ERP 540 kw visual, 1,000 kw audio; antenna height above average terrain 1,800 ft., first top 1,110 ft.; cost of change $50,000; Post Office address: Wellington, Mass., 02894.

PROPOSED MODIFICATIONS

GLOUCESTER, N. J., John Paul Best Co., (KHIG) (modification of application, Ch. 36-S); ERP 540 kw visual, 1,000 kw audio; antenna height above average terrain 1,800 ft., first top 1,110 ft.; cost of change $50,000; Post Office address: Wellington, Mass., 02894.

EXISTING STATIONS

Changes Requested

WKBW-TV Buffalo, N. Y., (mod. to turn off for 15 minutes); ERP 150 kw visual, 300 kw audio; antenna height above average terrain 300 ft., first top 180 ft.; cost of change $25,000; Post Office address: Buffalo, N. Y., 04000.

WKBW-TV Buffalo, N. Y., (mod. to turn off for 15 minutes); ERP 150 kw visual, 300 kw audio; antenna height above average terrain 300 ft., first top 180 ft.; cost of change $25,000; Post Office address: Buffalo, N. Y., 04000.

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Are you sick of BLOOD, SEX and STEERS?

This is a message to stations, advertisers and agencies who are seeking a television program that will appeal to a family audience.

We are now releasing the famous Encyclopedia Britannica series of "Great Men" films for television.

There are 26 films in the series. Each is timed exactly to 12 minutes.

Sponsors like Southwestern Bell Telephone (Kansas City)...North Pole Real Ice Cream (Pittsburgh)...Pate Oil (Milwaukee)...Third National Bank (Nashville)...and others have found them to be superb examples of class advertising with universal appeal.

The subjects are listed below. The cost is reasonable. Audition prints are available.

"the library that pays for itself"

Story of Christopher Columbus
Robert Cavelier, Sieur de Las Salle
Benjamin Franklin
George Washington
Thomas Jefferson
Daniel Boone
Lewis and Clark
Alexander Hamilton
John Marshall
John Quincy Adams
Eli Whitney
Andrew Jackson
Daniel Webster
John C. Calhoun
Henry Wadsworth Longfellow
Horace Mann
John C. Fremont
Abraham Lincoln
Andrew Carnegie
Booker T. Washington
Susan B. Anthony
Washington Irving
James Fenimore Cooper
John Greenleaf Whittier
Oliver Wendell Holmes
Louisa May Alcott
WICC-TV PLANS
Building, Promoting Begins

CONSTRUCTION of WICC-TV Bridgeport, Conn., is slated to start this week, with completion scheduled by January. Arrangements already are made for production, described as New England’s first uhf outlet, to contribute to Bridgeport’s continuation as a uhf testing ground.

President Philip Merryman, signing a $270,000 contract with Graybar Electric Co. for both studio and transmitting equipment, said agreement terms provide for Federal Telecommunications Labs., which will supply equipment through Graybar, to use WICC-TV to field test its laboratory developments in new TV equipment under actual operating conditions.

Bridgeport is noted as the site of RCA’s pioneering experimental uhf station, which Bruner leased to Empire Coil Co. and sent to Portland, Ore., where it was slated to go on the air over the past weekend (see story page 25). Under the arrangement withFederal, Mr. Merryman reported, that company will use WICC-TV to test any laboratory developments it wishes, including color as well as monochrome.

Mr. Merryman said total construction and equipment cost of WICC-TV will be about $385,000. A new building is under construction a quarter mile north of Bridgeport to house both the TV station—on Channel 43—and WICC studios. WICC-TV will use a 455-ft. tower and effective radiated power will be about 20 kw initially, going to 200 kw upon delivery of equipment expected about mid-1963. The station will be affiliated with ABC-TV with a seven-day sweep, and with the NBC stations in the state.

Federal is supplying transmitter, master control and studio equipment as part of a complete station package, which also will include tower, antennas, cameras, lighting and wiring and other electrical equipment, all supplied through Graybar.

Mr. Merryman said he expected about 15,000 uhf sets to be in the area by the time the station goes on the air. Several manufacturers are cooperating by holding training sessions for service men, in addition to instituting set promotion campaigns, he said.

WNBTV (TV) Buys

WNBTV (TV) New York has bought the syndicated film series, The All American Game of the Week, for presentation 13 weeks, starting this Wednesday from 7-7:30 p.m. Consolidated Television Sales is distributing the series, produced by Sportvision Inc., Hollywood, Calif. The series will be shown over WBEN-TV Buffalo, starting this week, under the sponsorship of Coca-Cola. Agency: Comstock & Co., Buffalo.

COLUMBUS COURSE
Planned for ABC-TV

ACTUAL seminar in American civilization given by Columbia U. School of General Studies will be presented in a weekly series over the ABC-TV network, starting Sat., Oct. 4, 7-7:30 p.m. EST.

In a joint statement to be released yesterday (Sunday) by Robert E. Kintner, ABC president, and Louis M. Hacker, dean of Columbia U. School of General Studies, the release entitled "Seminar," was described as a study of the major contributing factors of civilization in the U. S., as derived from the impact of great thinkers, great writers and great artists.

Program will be based on a regular course given at Columbia and will examine such books as Toynbee’s Civilization on Trial, Marx and Engels’ Communist Manifesto, Freud’s Civilization and Its Discontents, and works by St. Augustine, John Calvin, John Locke, Adam Smith and Ralph Waldo Emerson.

Dean Hacker observed that only 75 students are permitted to register at Columbia for the course but through TV millions of viewers will be permitted to take part. The audience, he said, may obtain a syllabus of the new course from the School of General Studies and may take a final examination. The TV audience will receive no academic credit. The series will be conducted by Donald N. Bigelow, assistant professor of history at Columbia U., and will be produced at ABC’s 56th St. Theatre in New York under the supervision of John W. Pacey, director of public affairs for the network.

SKIATRON STOCK
108,000 Shares for Sale

COPFIN, Betz & Co., Phila., is offering 108,000 shares of additional common stock, par value 10 cents, of Skiatron Electronics & Television Corp. at $2.60 per share.

Proceeds will be used by the company to carry on a public test of its pay-as-you-see television system known as Subscriber-Vision in the New York metropolitan area. The company, according to the offering statement, is applying an application to the FCC for authorization to embark on this public test in the scheduled development of Subscriber-Vision.

Bishop Sheen to Resume

BISHOP Fulton J. Sheen’s television program, Life is Worth Living, will be resumed over the Dumont Television Network’s Nov. 18 in the Tuesday 8 p.m. time spot it occupied last season, Chris J. Witting, Dumont’s general manager, has announced.

COLORADO Television Corp., licensee of KVOD Denver and grantee of vhf Channel 9 that city, announced on engineering test programs next Monday and its interim commercial program operation Oct. 12 as KTBV (TV), it was reported last week.

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PAMPHLET, "Television Does Do’s and Don’ts," designed to aid religious broadcasters in making more forceful presentation on TV, has been compiled by a committee of advertisers, distributors, broadcasters, religious organizations and religious broadcasting groups. National Council of Churches of Christ, New York.
THE MAURER 16mm TAKES THE HIGH ROAD, TOO!

It's a high road to Scotland for a commercial documentary . . . high in time and expenses. Results must be perfect! So Ken Richter, filming "The Romance of Silver Design" for Reed and Barton, uses the Maurer "16" . . . as you'd expect. Professionals everywhere use the camera designed for professional work. Study the unique features of the Maurer "16."

maurer means fine motion pictures!

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd., Los Angeles 35, California

THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finders, sunshade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.

THE MODEL F PRIME RECORDING OPTICAL SYSTEM AND GALVANOMETER, a complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).
A much-needed fresh new concept of TV musical programming... now available!

New Faces! New Talent! Name Stars! The pick of perennial Favorites, Pops and Standard Hit Tunes! "Hit Parade" story production technique for greater visual impact, more effective programming and sponsor success

You've been hoping and waiting for a service like this. At last, here it is! A solid, well-balanced library with top-notch entertainment quality, sure-fire audience appeal. Made right, priced right for easy sale to your sponsors. Backed by an organization with a reputation for delivering the goods—UNITED TELEVISION PROGRAMS, Inc., the same people who for 18 years have made the STANDARD RADIO TRANSCRIPTION LIBRARY a buy word for quality, dependability and service in the radio industry. When you have the UTP MUSICAL-FILM LIBRARY you have a service tailor-made to your programming and sponsor needs... because you are equipped with...

A Hand-Picked, Well-Balanced Basic Library
A wide selection of standard pops, all-time show hit tunes, perennial favorites, sparkling novelties. No deadwood. All fresh, live stuff. You'll want to use—and re-use—every single selection.

Supplemented by Monthly Releases
Fresh, new favorites—all the very best in TV musical entertainment.

Outstanding "Name" Talent
Featuring The Ink Spots, Connee Boswell, Phil Brito, June Valli, Marion Morgan, Sunny Gale, Irving Fields and many other stand-out musical performers.

Production Quality
Each film a finished story production with special settings, costuming, reaction shots and full supporting cast... in production for more than a year by Studio Films, Inc., Cleveland, Ohio, on their modern sound stages with the latest and best equipment.

Sound on Film—complete sound track
Each selection has complete sound track right on the film... no need to sync action with phono platters, etc.

Merchandising Support
UTP know-how backs you all the way with mats, glossies, publicity and other merchandising aids to help you sell your sponsors.

Realistic Pricing
Rates are well within the lowest budget and made to attract prospective advertisers. You'll find it easy to sell this service on a quality-at-low-cost basis.

UTP IS TODAY'S BEST BET FOR MUSICAL FILM LIBRARY SERVICE.

Write or phone for full particulars.
Bob Haymes Featured in more than 25 Columbia Pictures. Starrred on radio and in top nightspot appearances.

June Valli Currently featured on the Lucky Strike "Hit Parade" television program, NBC TV network, Saturdays.

Maureen Cannon Star of Paul Whiteman TV show; "Up in Central Park" Broadway Musical hit, and others.

Phil Brito "The Music Man" Top recording star of MGM and Musicraft Records.

The Ink Spots Favorites of millions for years. Many of their recordings have never been equalled in sales.
**Weekly TV Stations**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sees in Area</th>
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**City of Laredo**

**电视台**

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<td>KROU, KROU</td>
<td>26,999</td>
</tr>
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**TOTAL GRAND**

| Total | 2,406,757 |
GIVE 'EM THE OLD ONE-TWO

...FOR A KNOCKOUT IN THE DAYTON MARKET

Here's the combination for real saturation—of a rich, free-spending market. There's proof in just one look at the figures.

WHIO-TV coverage
1st in Dayton
14 of the top 15 once-a-week shows—seen on WHIO-TV. 8 of top 12 multi-weekly shows, with locally-produced WHIO-TV "Front Page News" leading them all. (July Pulse)

WHIO coverage
1st in Dayton
37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (Hooper average for the past year)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 19 months.

YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION
President could name a Republican, Democrat or independent to the post.

Another name mentioned was Benedict P. Cotrone, FCC general counsel, who has been with the Commission since 1936.

The unexpired portion of Mr. Jones' seven-year term runs until June 30, 1954. Since Congress is not in session, the appointment of his successor would be on a recess basis and subject to confirmation by the new Congress when it convenes in January.

The other possibility is that with only six weeks remaining until the Presidential elections, Mr. Truman might elect to allow the vacancy to lapse until his successor takes over in January. Under the Communications Act, the Chief Executive selects the chairman of the FCC from among its seven-man membership. Hence the President might be disposed to permit the Jones post to remain vacant in order to permit the new Chief Executive—whether Eisenhower or Stevenson—to select his own chairman at the same time.

Chairman Walker, who passed the statutory retirement age of 70 in January of 1951, indicated recently that he has no intention of retiring in the foreseeable future. It is a fact, however, that he is continuing to serve at the pleasure of the President and that the new President would in a free election name his own chairman. Comr. Walker's term of office nominally does not expire until June 30, 1953—six months after the new Chief Executive takes office.

Mr. Massing was born in Crawfordsville, Ind., Dec. 10, 1893. He served in the Army in World War I, afterward learned accounting and has several jobs in private industry until entering the U.S. Coast Guard in 1925.

In March 1931 he was honorably discharged from Coast Guard and joined the Federal Radio Commission as chief of the broadcast section. In June 1932, he became chief of the license bureau of the PRC.

When the radio commission was succeeded by the Federal Communications Commission, following passage of the Communications Act of 1934, Mr. Massing became chief of the FCC license division, a position he held until last March when he was appointed assistant secretary of the FCC.

Mr. Massing is married and has two children, Richard Massing, now serving in the armed forces in Trieste, and Mrs. Patricia Reynolds.

When Comr. Jones was sworn in as a member of the FCC on Sept. 5, 1939, he inherited the hard-earned reputation for self-effacing labor and the plaudits of his fellow colleagues on Capitol Hill.

He came to Congress in 1939 and won acclaim for his service as chairman of the House Appropriations Subcommittee which pared Interior Dept. funds by 80%—a move which cut heavily into patronage jobs. Democratic leaders even joined forces with regular Republicans in closing ranks behind him.

Born in Cairo, Ill., he worked through high school and began Ohio Northern U.—emerging as an orator and fighter which was to stand him in good stead later for bitter skirmishes which characterized some of the controversial issues involving the Commission in succeeding years.

Armed with a law degree, he opened private practice in Lima, Ohio, and in 1936 became county prosecuting attorney. Then came successive tenures in Congress, beginning with the 76th, as representative from Ohio's fourth district. Generally regarded as a member of the GOP conservative bloc in Congress, he had embarked on his fifth term.

Appointed in 1947

Comr. Jones was named to the FCC by President Truman in June 1947, following withdrawal of the nomination of Ray C. Wakefield, a California Republican. He had been confirmed unanimously by the Senate that July, following initial approval, 13-0, by the Senate Interstate & Foreign Commerce Committee. Hearings were heated, characterized by controversy. Comr. Stevenson's virtual one-man campaign to link him with the Black Legion.

Before joining FCC, Mr. Jones notably in the agency he had sold his 18% interest in Northwestern Ohio Broadcasting Corp., then FM permittee and AM applicant, now WIMA-AM-PFM Lima.

Comr. Jones was a major figure—and often dissenter—in a number of FCC decisions touching vitally on key broadcast cases and issues. His dissents were often stinging, sometimes to the discomfort of his fellow Commissioners.

In February 1948 he lashed out at the Commission for its proposed ruling on the controverted WHLS Port Huron case involving consent to censor political broadcasts containing libelous material. Comr. Jones sternly chastised the Commission for enunciating "dangerous" dicta and held that WHLS did not act unlawfully in the first instance.

He also attacked Commission application of the so-called Act of April 1933 in certain cases involving station transfers. He frequently held that FCC had overstepped its jurisdictional bounds in broadcast cases and applied the word "dicta" more than occasionally.

Comr. Jones has been equally stern with industry on such questions as color TV, with respect to possible anti-trust violations by manufacturers. He also brought out a "power segments of the industry" and multiple interest operations. He predicted the imminence of color TV as early as 1948. Radio's "economic thinking" also commanded his attention.

SET DEALING

Austin Distributors Meet

THERE will be no questionable TV set dealing practices in Austin, Tex. (where one vhf and two uhf channels have been granted), according to J. C. Kellam, general manager of KTBV and the projected KTBV-TV on Channel 7 there.

KTBV-TV sponsored a meeting of some 60 distributors and factory representatives to work out plans to "avoid the pitfalls which showed up in Denver" in the matter of undesirable set dealing by TV service men. KTBV-TV expects to be on the air by Dec. 1 if RCA delivery schedules hold up, Mr. Kellam said. Austin dealers are Texas Broadcasting Co. (KTBV), Channel 7 [B*T, July 14]; Capital City Television Co., Channel 18 [B*T, July 14] and Tom Potter, Channel 24 [B*T, Aug. 26].

First Commercial Uhf

(Continued from page 28)

from 500 to 750 sets, equipped for uhf reception, in the hands of its dealers in time for the opening.

Philco has sufficient sets in the city to take care of demand, it reported. It has been carrying on a sales and service training program there ever since the CP was issued.

Admiral has rushed a shipment of sets to Portland, with uhf strips to convert one of its turret tuner channels to the uhf band. It has also shipped sets to the city from Standard Coil Co., Los Angeles tuner maker. Admiral officials doubted that they could have enough receivers in the market to take care of demand.

Emerson reported it was making "a particular effort" to get sets into the area, with some shipments already made. Emerson also reported that special field engineers have been conducting training sessions for service men and helping dealers set up service departments.

DuMont Meeting

DuMont scheduled a special dealers' meeting to be conducted by the DuMont distributor in the area, Nash-Kelvinator Sales. Dr. Allen B. DuMont is scheduled to address the group. Details on current and projected DuMont shipments into the market could not be immediately ascertained.

Zenith has been sending strips to the Portland area where the CP was issued. It has not been able to send more than the original allotment of sets due to the tightness of its inventory.

Motorola is sending sets into the market, with uhf strips ordered from Standard Coil in Los Angeles.

Hallcrafters reported it was shipping receivers with uhf tuners and vhf sets with converters.

Sentinel reported that it was sending sets, with uhf strips to come from Standard Coil Co. in Los Angeles.
...now television

has been added to make it...

Radio WCCO 830 KC

Basic CBS Affiliates

IN THE MINNEAPOLIS-ST. PAUL MARKET

Represented Nationally by

Radio Spot Sales...for Radio  •  Free and Peters...for Television
PUBLIC BUYING
Would Finance R. I. Outlet
CITIZENS of Rhode Island are being offered an opportunity to become owners of a TV station in Providence at $1 per share. Shares are being sold by Television Assoc. of Rhode Island Inc. (TVARI), which hopes to lay a formal application before the FCC soon.

All bona fide residents of Rhode Island are eligible to purchase up to 25 shares with first option on any further issues of stock by the corporation. The board of directors, of which Philip A. Ostrow is chairman, has been authorized to issue shares of stock up to the amount of $566,686. Each shareholder will have one vote for each share held in the policy and operation of the station.

TVARI wants Rhode Islanders to act quickly so that it may apply soon for one of the two yet unassigned commercial franchises. One commercial station (WJAR-TV) already is in operation. Also unassigned is an educational sta
tion franchise.
The association estimates that $25,000 would be sufficient to cover initial expenses, including the placing of deposits on tower, antenna and transmitter equipment. It was estimated that about $250,000 would be needed to cover further costs. In case TVARI should not be licensed, unspent funds would be returned, the association reported.

Another 1st
for WOW-TV
in the rich
Omaha Area Market

"Live" Camera Facilities
from Sign-On 'til Sign-Off

For commercials, giving you greatest advertising impact, flexibility, low cost, and convenience—PLUS—sales results.

For full information, rates and availa
bilities—call or write
FRED EBERER, Sales Mgr.
or any
JOHN BLAIR-TV Office

WOW-TV
OMAHA

NBC & DUMONT AFFILIATE A MERIDIAN STATION
Frank P. Fogarty, Gen'l Mgr.

WAB Urges Green Light
For Independents

WESTERN Canadian broadcasters have urged the Canadian federal government to give independent stations encouragement and an im-
member of the Western Assn. of Broadcasters, meeting at Banff Springs Hotel, Banff, Alta., Sept. 11-15, unanimo
ously endorsed the resolution to be sent to the Canadian government.

E. A. Rawlinson, CKBI Prince Albert, and WAB president, pointed out that TV is the only luxury, service or convenience which Canadians do not have on an as wide a basis as do U.S. citizens.

Jim Allard, general manager of Canadian Assn. of Broadcasters, Ottawa, urged independent station owners to study the suitability of wire TV for their communities in view of the present TV licensing which only permits the government-owned Canadian Broadcasting Corp. to operate TV stations.

George Chandler, CJOR Vancouver, warned WAB members that TV will drain off skilled tech
nicians from AM stations when it comes to Canada on a large scale, just as it has in the U.S. Pat. Freeman, CAB sales director, Toronto, pointed out that while AM radio would suffer under the initial impact of TV, it would con-
tinue as an important and effective advertising medium.

The WAB annual meeting also dealt with civil defense. Chairman Rawlinson told the meeting that the radio industry knows less today of its role in civil defense than it did a year ago. The biggest problem, he stated, was the lack of a clear-cut government policy affecting radio stations.

WAB went on record opposing the present annual license fee, which it described as a fee "on the right to hear radio broad-
casts." It urged Ottawa to elimi-
nate the annual $2.50 license and not to create such an annual.

A Winning Loser

VOICING her ambition paid off for Alice McCoy who was a contestant for the title of "Miss Television Sept. 1950" sponsored by WATV (TV) Newark and U.S. Treasury Bond Div. At the quarter-final eliminations, Bob Brown, m.c. of the show, questioned Miss McCoy about her career in which she was most inter-
ested. "Advertising and public relations" was the reply. Alice was the judges' second choice but before she left the studio she was presented with a card from Harold Friedman, one of the con-
test judges. One week later Alice started a new job—publicity assistant at Harold Friedman & Assoc., Newark public relations and publicity consultants.

ELABORATE preparations by KTUL, Tulsa, based on its application for vhf Channel 8, assigned to Muskogee, are being made for the station's projected entry into television, according to Mr. Abbott, vice president-gen
eral manager of the CBS Radio affiliate.

Last week Mr. Abbott was named head of the new KTUL television development department. Mr. Abbott recently returned from a tour of top West Coast TV stations.

Taking over as KTUL radio con-
tinued chief is Rudy Cohen.

Roy Pickett of the KTUL an-
nouncing staff, who also is experi-
enced in photography and film production, will assist Mr. Abbott, Mr. Essau said.

Mr. Essau said the two TV heads and the station's engineering staff will devote much of their time making ready for the station's TV debut—"when and if . . ."

KTUL's application for Channel 8 (BT, July 7) plans opera-
tion of a maximum power station.

Mr. Essau said KTUL would erect a tower atop Concharty Mountain midway between Tulsa and Muskogee, and studios both in Muskogee and Tulsa.

Mr. Essau said the station has practically all its TV equipment on hand. KTUL is licensed to Tulsa Broadcasting Co., owned by the Griffin radio and television interests, which also own KFPP, Fort Smith, Ark., and KOMA Oklahoma City, the latter also a television applicant.

Telecast Draws Throngs

THOUSANDS of TV-hungry resi-
dents of Ogden, Utah, flocked downtown to see a special closed circuit telecast, presented jointly by the Ogden Chamber of Com-
merce and KSL-TV Salt Lake City Sept. 5-6. Ogden does not now receive a regular TV signal. Ogden's first telecasts were presented to some 200 TV sets in 30 local appli-
cance dealers' stores over 9,000 feet of coaxial cable.
SARNOFF MEDAL
SMPTE Honors Jensen

AXEL G. JENSEN, director of television research at Bell Telephone Labs, has been
receive the David Sarnoff Gold Medal presented
each year by the Society of Motion
Picture & Television Engineers. Award will be
presented at Society's convention
in Washington
Oct. 6-10 [B * T, Sept. 16]

Mr. Jensen

Mr. Jensen joined the laboratory in 1922, spending four years in radio
work. Later he directed a London
test station for trans-Atlantic telephone service, returning to the
U. S. in 1928 to work on coaxial
cable projects. He has been working
on TV projects since 1935. He is a native
of Copenhagen and holds an electrical engineering degree
from Royal Technical University.

CASTLE NAMED
Special CBS Sales Agent

WILMOT CASTLE Co., Rochester, N. Y., manufacturer of operating
room appliances, is the exclusive sales
agent for the industrial color
television system developed for
medical use by the CBS Labs. Div.
of the network, Frank Stanton,
CBS president, and Wilmot V.
Castle, Wilmot Castle president,
announced jointly last week.

Sales agreement calls for the
firm to supply the special color-balanced operating room lights for
the unit and to handle sales and
distribution while CBS Labs. Div.
will provide equipment and all
general engineering and development work.

The closed circuit color television equipment already has been
installed at the U. of Pennsylvania,
the U. of Kansas, the U. of
Chicago and at the College of
Surgeons, Lisbon, Portugal.

UP LIBRARY

Stations to Air Oct. 1

UNITED Television Program's new
musical library will add six
artistic and informative
programming to the 275
station total effective Oct. 1,
Milt Blink, firm's executive vice
president, announced last week. He
noted five stations are ready to
sign, adding he expects to have
more than 10 subscribers by that
date.

The UTP library, produced by
Studio Films Inc., Cleveland,
consists of film musicals.

BROADCASTING • Telecasting

film report

Sales . . .

Miller Brewing Co, Milwaukee,
starts March of Time, weekly half-
hour TV film series, on KTTV (TV)
Hollywood. The 26-week program,
260 minutes long, is distributed by
2. Contract was negotiated by
Harry Smart, from Blair-TV, Chi-
cago, station's national sales represen-
tative, with Mathison & Assoc.,
Milwaukee, agency serv-
ing beer account.

Gibson Co, Indianapolis (distribu-
tors, Arvin radio-TV sets), started
Invitation Playhouse, two quarter-
hour films weekly, on WFBM-TV
that city, for 13 weeks from Sept.
26. Negotiations were concluded
by Robert De Vinny, midwestern
sales manager for Guild Films Inc.,
and Rolf Brandis, representing
Ruben Adv. Agency, that city,
which services the account.

Serutan Co, Newark, has bought
United Television programs' half-
hour film series, Hollywood Ode-
O, for KNXT (TV) Los An-
geles; WCCO-TV Minneapolis;
KSL-TV Salt Lake City, and
KMTV (TV) Omaha.

KTTV (TV) Hollywood has sched-
uled its recently purchased half-
hour film series, as The Big
Night, to be seen every Tuesday,
starting Oct. 7 for 26 weeks. Dale
Sheets, station film director, has
concluded negotiations on the fol-
lowing:
Ramar of the Jungle, filmed by
Arrow Productions, Hollywood,
features Jon Hall as the American
educated doctor who returns to the
jungle for medical research. The
purchase amounted to about $45,-
000 and was negotiated with Leon
Paredes, firm's production firm's
executive producer.
Abbot and Costello, filmed by
TCA Productions, Culver City,
was purchased from MCA-TV Ltd.,
Beverly Hills, for a reported
$104,000.
Heart of the City, filmed by
Green-Krause Inc, Culver City, is
the second run of CBS-TV Big
Town and features Patrick McVey
as the crusading newspaper report-
er. Series was distributed by United
Television Programs Inc., Holly-
wood, for an approximate $22,000.

Lippert Pictures Inc., Hollywood,
utilized 32 spot announcements,
15 to 80 seconds in length, in a
$4,200 TV saturation campaign
for the Los Angeles opening of
firm's feature film release, "Hell-
gate." TV guest appearances
were made by film's stars Joan
Leslie, Sterling Hayden and Ward Bond,
and writer-director Charles Marquis
Warren.

Alexander Film Co, Colorado
Springs, Col., announces the re-
cent TV commercial productions for
the following organizations:
Maurice Newsom, Corp., Kansas
City, Mo., two 20-second films
through C. Wendel Muench & Co.,
fearing Rodeo Brand Meats.
Stark, Wetzel & Co, Indianapolis,
Ind., 14 films featuring meats
through Baker, Johnson & Dickinson,
Milwaukee, Wis., Keebler-Weyl
Baking Co., Philadelphia, one 20-
second Town House Cracker film
through McKee & Albright. Con-
tinental Airlines, Denver, two 20-
second films through Galen E.
Breyloes Co. B, Goodrich Co.
Akron, Ohio, eight films featuring
Brunswick Tires through Griswold-
Eshelman Co., Cleveland. Diamond
Milk Co, Columbus, Ohio, one 60-
second and three 20-second cartoon
films through Harry M. Miller Inc.
Morton Potato Chip Co, Dallas,
Tex., four 10-second films through
Trans Film Inc, Carter City Corp.,
St. Louis, Mo., six 15-second films
through Oakleigh R. French &
Assoc. Avco Manufacturing Corp.,
Connersville, Ind., 26 films featur-
ing Ambrosia Kitchen, Ruthrauff
& Ryan, Chicago. Magic Chef Inc.,
St. Louis, six 12-second films
through Krupnick & Assoc. Inc.

Five Star Productions, Hollywood,
has announced TV film commercial
production for the following organ-
izations:
Coast Borax Co, New
York, for Death Valley Days
through McCann-Erickson Inc.,
that city. Standard Oil Co. of
California, San Francisco, 15
commercials for Chevron Theatre
through BBDO, that city. Parker
Pen Co., Janesville, Wis., through
J. Walter Thompson Co, Chicago.
Acme Brewing Co, New Or-
leans, through Walker Sassy Adv.,
that city, featuring Regal Beer.
Carnation Co., Los Angeles, one
20-second film commercial for
CBS-TV Burns and Allen through
Erwin, Wasey & Co. Ltd., that city.

United Artists Television, New
York, has sold two of its syndicated
 programs, Sports Parade and John
Kieran's Kaleidoscope, to CBFT
(TV) Montreal, according to John
Mitchell, UA-TV vice president.
Another UA-TV program Tele-
sports Report, was one of the films
two series programs ever sold commercialy
to CubTV (TV) Toronto.

Distribution . . .

Sterling Television Co, New York,
handling distribution for Going
Places With Gadabout Gaddis,
package of 26 quarter-hour outdoor
adventure films produced by Beacon
Television Features, Boston. Series
has been sold to Pontiac Dealers'
Assn., Boston, through the William
Small Agency; Bresia Bros. Dept.
Store, Schenectady, through the
Nelson Agency; the Old Stone
Bank, bvidently, through T. Rob-
ley Lostitt Agency, and to WHEN
(TV) Syracuse on participating
basis.

Production . . .

Filmcraft Productions, Hollywood,
completed two quarter-hour and
twelve one-minute TV film pro-
grams, featuring Gov. Adlai Sten-
venson, within an hour, Sept. 12.
Informed the preceding evening that
the Presidential candidate had
stolen his schedule to cover the film-
ning, the firm turned a hotel room
into a small sound stage within
45 minutes the following morning.
Commissioned by Hollywood-For-
Stevenson Committ e e, the pro-
grams will be televised on the
networks during campaign.

Random Shots . . .

Castegnaro Productions Inc., 8746
Sunset Blvd, Hollywood, has been
commissioned by Castegnaro to
offer special effects and rear-pro-
jection equipment to TV advertisers
and their agencies. Pioneer in mo-
picture process photography, Mr.
Castegnaro's innovations have
already been used in The Files
of Jeffrey Jones, Boston Blackie and
The Unexpected TV film series.

125,000 TV SETS
IN THE QUAD-CITY AREA

Each month this TV set total is ascertained by Quad-City wholesalers
serving this area. Actually, the total of TV homes reached by WHBF-TV is
cost for, as it is a reading of how our TV signals are received over an extensive area
by these TV homes.

Increased power has doubled WHBF-TV radiated strength; the staff and
facilities have recently moved into enlarged quar-
ters.

True to a 25 year tradition of service to the Quad-City broadcast-
ing, WHBF-TV now also serves Quad-Citians far and wide, advertisers pro-
fiably.

Les Johnson, V. P. and Gen. Mgr.
its system of color telecasting. CBS reported a gross of $106,997,580 during 1942, with a net of $4,184,075.

Further realigning top personnel to coordinate AM and TV operations, CBS early in 1950 promoted sales vice president William Gittinger to the senior management group as vice president and assistant to the president; Hubbell Robinson became vice president in charge of TV as well as radio programs; J. L. Van Volkenberg was made vice president in charge of network sales for both radio and TV; James Seward became vice president for business affairs and Frank B. Falknor was named vice president in charge of program operations. Daniel T. O'Shea joined CBS as vice president and general executive. Dr. Peter C. Goldmark, in charge of engineering research and development, and Louis Hausman, sales promotion and advertising head, were made vice presidents.

CBS won a major victory when the FCC in October announced the CBS color system as standard for the rest of the country, but RCA instituted a court battle to have the Commission decision rescinded. Its monochrome TV network schedule virtually sold out at night, CBS added a 15-minute afternoon TV period. In radio, CBS programs averaged 14 out of the Nielsen "Top 20" lists for the year, with eight of the top ten daytime "Top Ten." CBS Radio Network time slot sales hit a new high of $70,746,000, up 12% over 1949. CBS gross for the year, $124,105,408; net was $145,399.

Early in 1961, CBS bought KTSL (TV) Los Angeles, renaming it KNXT (TV), and disposed of its minority interest in KTVV (TV). In June, Hytron Radio & Electronics Corp., tube manufacturer, was acquired along with its making subsidiary Air King Products Co., whose name was changed to CBS-Columbia Inc. Bruce A. Coffin, Hytron president; Lloyd H. Coffin, chairman of the board, and David H. Cogan, president of CBS-Columbia Inc., were elected CBS vice presidents.

WITH addition of tube and set manufacturing organizations to CBS, the company's operations were divided into six units, each with its own president. CBS vice president. The units and their top executives, in addition to Hytron and CBS-Columbia, were: CBS Radio, Howard S. Meighan; CBS Television, J. L. Van Volkenberg; CBS Labs, Adrian Murphy; Columbia Records, James B. Conkling.

In May the Supreme Court upheld the FCC decision on color and on June 25, when commercial color standards became effective, CBS broadcast the first full hour commercial color TV program in history.

Plans for marketing color receivers were under way and regular periods of color-casting were added to the CBS-TV schedule, but in October Charles E. Wilson, director of defense mobilization, asked that plans for color sets be suspended to conserve critical material. CBS compliance halted both manufacture and broadcasts of color sets.

Although CBS maintained its leading position among radio networks during 1951, its advertising revenue was curtailed by a 10% reduction in network rates, forced by advertisers who claimed the increasing TV audience was seriously diminishing the number of radio listeners, particularly during evening and weekday hours. To attract new business, CBS offered the Red Skelton Show on a week-by-week basis and sold other programs on alternate week plans or in other forms of shared sponsorship. A widespread facilities plan was introduced whereby a program sponsored on only part of the full CBS Radio Network was made available to other sponsors on a regional or local basis.

Gross income of CBS and its subsidiaries in 1951 was $175,695,587; net was $6,360,697.

Early in 1952 American Safety Razor bought Red Skelton for 12 broadcasts and Westinghouse Electric Corp. became first "selective facilities" sponsor (subsequently buying the full CBS Radio as well as CBS-TV networks) for coverage of both political conventions and election night, plus an interim "Get Out the Vote" campaign, and it looked as if the tide had turned. But CBS Radio time sales continued to drop; during the year gross was down 24.4% from the 1951 level) and rumors spread that the network was contemplating "stabilizing" rate cuts of 50% or more.

CBS Radio affiliates met in emergency session in New York July 1 and 2, adopting a strongly-worded resolution which not only opposed any further radio rate reductions but demanded restoration of the 10% cut of the year before, with 20% increase in daytime rates. George B. Storer, Storer Broadcasting Co., one of the organizers of the station meeting, was named chairman of an affiliates committee authorized to confer with CBS officials on a solution to the pressing rate problem.

Six weeks later at another general affiliates session, this time in Chicago, a new discount plan which amounted to an average 25% cut in CBS Radio nighttime rates was announced, together with an increase in weekday daytime charges of about 5.5%. The plan, immediately approved by more than 95% of the affiliates, who took a 15% reduction in CBS payments for their commercial hours (the network standing the difference), went into effect Aug. 25, and the next few weeks saw similar reductions advanced by NBC and ABC radio networks, with Mutual admittedly planning to follow suit. By Sept. 15, the Goodwill stations, WJR Detroit and WGR Cleveland, were the only CBS Radio regular affiliates not accepting the new plan.

Awaiting Commission action on the proposed ABC merger with United Paramount Theatres, which would clear the way for its acquisition of WBBK (TV) Chicago from UPT, CBS secured approval to merge WOCO and WTCK-TV Minneapolis into a new company with CBS holding 47% of the stock, and also acquired a 45% interest in KQV Pittsburgh, a TV applicant. CBS-TV holdings also include WCBS-TV-New York, KNXT (TV) Los Angeles and 45% of WTOP-TV Washington. The $7 million CBS Television City in Hollywood was completed and work had begun on a $2 million radio-TV building in Washington.

With gross time sales for the first six months nearly double those for the like period of 1951, CBS TV endeavored to keep time sales up through the summer through: special discounts of 10% on time and 25% on talent. An NPA decision in July to permit limited manufacture of color receivers, provided military orders were not affected, found video engineers of CBS and CBS-Columbia Inc. fully occupied with defense work, CBS reports that in view of the relative or passive resistance by most of the TV manufacturers to the CBS color system, further broadcast or manufacturing efforts to push production of the system "are not justified at this time." CBS, which in March had demonstrated its color system, received via a tri-color tube as well as a revolving color wheel, stated it would continue color research, however.

Adrian Murphy was named CBS Radio president in March, Howard Meighan moving from that post to the overall CBS management. Mr. Murphy and J. L. Van Volkenberg, president of CBS-TV, were elected to the CBS board in August, the month Joseph H. Ream retired as executive vice president. Richard Salant, attorney from Rosenman, Goldmark, Colin & Kaye, CBS counsel, was made a CBS vice president.

Ad Recognition Week

ADVERTISING Recognition Week will be observed Feb. 15-21, the Advertising Aasm. of the West announced last week. Howard Willoughby, senior vice president, AAW, is in charge of preparations.

Blue Skies

. . . don't fool little Bismarck. He knows it doesn't take long for a few grey clouds to change the picture. In your case, KFYR can be the key to rich new markets which help you weather changing conditions. Any John Blair man will tell you How and Why.

KENCYC BISMARK, N. DAK.

5000 WATS- NBC AFFILATE
Rep. by John Blair

SEPTEMBER 22, 1952

Page 86

BROADCASTING • TELECASTING

MAKE YOUR ADVERTISING A HIT IN THE SOUTH

Use WCKY's Famous JAMBOREE

7:05 to 11 PM

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

For results in the South—

PUT YOUR ADVERTISING ON WCKY'S JAMBOREE

---

UPT, CBS secured approval to merge WOCO and WTCK-TV Minneapolis into a new company with CBS holding 47% of the stock, and also acquired a 45% interest in KQV Pittsburgh, a TV applicant. CBS-TV holdings also include WCBS-TV-New York, KNXT (TV) Los Angeles and 45% of WTOP-TV Washington. The $7 million CBS Television City in Hollywood was completed and work had begun on a $2 million radio-TV building in Washington.

With gross time sales for the first six months nearly double those for the like period of 1951, CBS TV endeavored to keep time sales up through the summer through: special discounts of 10% on time and 25% on talent. An NPA decision in July to permit limited manufacture of color receivers, provided military orders were not affected, found video engineers of CBS and CBS-Columbia Inc. fully occupied with defense work, CBS reports that in view of the relative or passive resistance by most of the TV manufacturers to the CBS color system, further broadcast or manufacturing efforts to push production of the system "are not justified at this time." CBS, which in March had demonstrated its color system, received via a tri-color tube as well as a revolving color wheel, stated it would continue color research, however.

Adrian Murphy was named CBS Radio president in March, Howard Meighan moving from that post to the overall CBS management. Mr. Murphy and J. L. Van Volkenberg, president of CBS-TV, were elected to the CBS board in August, the month Joseph H. Ream retired as executive vice president. Richard Salant, attorney from Rosenman, Goldmark, Colin & Kaye, CBS counsel, was made a CBS vice president.

Ad Recognition Week

ADVERTISING Recognition Week will be observed Feb. 15-21, the Advertising Aasm. of the West announced last week. Howard Willoughby, senior vice president, AAW, is in charge of preparations.
ROBERT C. MAYO, sales manager, WOR-TV New York, named director of sales.

WARREN ABRAMS, CBS-TV Spot Sales research department, N. Y., named manager of CBS-TV Spot Sales' Detroit office. RALPH PATT, who has represented both Radio and Television Spot Sales there, will concentrate on Radio Spot.

R. K. WOOD elected vice president and appointed general manager, WWSO Springfield, Ohio.

RUSSELL G. WINNIE, assistant general manager of WTMJ-AM-TV Milwaukee, elected to board of directors of The Journal Co., licensee of stations, succeeding L. W. HERZOG who resigns from board.

WILLIAM A. COOK, manager, KWRO Coquille, Ore., to KCOY Santa Maria, Calif., in similar capacity. He succeeds JO W. BENES, now manager, KDB Santa Barbara. Mr. Cook is replaced by GEORGE W. STRATTON, former news editor, WKYW Louisville. W. CHASE IDOL, Jr. appointed employee service supervisor, Jefferson Standard Broadcasting Co., Charlotte, N. C., licensee of WBT-AM-FM and WBTV (TV) there.

HERB STEWART, former vice president-general manager, WICU Erie, Pa., to Orange Television Broadcasting Co., Tampa, Fla., as executive vice president and member of board of directors.

J. G. PALTRIDGE, former general manager, KYA San Francisco, appointed assistant to SHELDON F. SACKETT, president, KROW Oakland, Calif. RUSS COGLIN, program director, KROW, adds duties of assistant to Mr. Paltridge.

R. G. ROBERTSON, commercial manager, KWKH Shreveport, to KTHS Little Rock, as general manager, replaced by FRED A. WATKINS, local sales manager, KWKK. RICHARD WILCOX, KTBG Shreveport, succeeds Mr. Watkins.

Mr. Paltridge

ROY H. HOLMES, sales manager WINS New York, to WPAT Paterson, N. J., as national sales manager. DONALD A. THURSTON, WTWN St. Johnsbury, Vt., appointed resident manager of station.


William Yonan, ABC Chicago radio executive, to NBC same city, as coordinator of sales services.

HANK FORBES, WLYN Lynn, Mass., appointed station's general manager in charge of programming and sales.

GORDON BURNETT, commercial manager, CFCH North Bay, named manager of CJKL Kirkland Lake. BILL KING, salesman, CJKL, appointed commercial manager of CFCH.

ARTHUR E. DAHL, account executive, Frederie W. Ziv Co., to sales staff, KMBC-KPRM Kansas City.

HERBERT FLEIG, sales staff, WLWT (TV) Cincinnati, to WKRC-TV same city, in same capacity.

GRANT H. WILLSON named assistant manager, KYWO Cheyenne, Wyo. J. G. SANDISON, sales staff, WTMJ Milwaukee, transfers to WTMJ-TV in same capacity.

Personals . . .

WILLIAM S. HEDGES, vice president, NBC, appointed chairman of radio division of 1962 fund raising drive, Travelers Aid Society of New York. . . . B. FLOYD FARR, vice president and general manager, KEEN San Jose, appointed to advisory board of San Jose State College. . . . DWIGHT HAUSER, director, ABC Western Div., father of boy, Erich, Sept. 8.

ROBERT FEHLMAN, manager, WHBC Canton, Ohio, presented "Governor's Award" at Ohio Newspaper Assn. banquet Sept. 18 in Columbus. Mr. Fehlan represented broadcasters of Ohio who were recognized for "outstanding job in publicizing the state of Ohio this year." . . . WILLIAM J. DEMPSEY, partner, Dempsey & Koplovitz, Washington, D. C., law firm, will teach Federal Communications Law course at Georgetown U. as guest professor during current term. . . . KEITH KIGGINS, former owner, WKK Erie, Pa., and recently in charge of TV sales for Edward Petry & Co., N. Y., is in Mercy Hospital, San Diego, Calif. . . . ELDRED WALTER STEINMANN, promotion manager, WCUM Cumberland, Md., and son of KARL F. STEINMANN, owner, married Donna Sue Foley, Sept. 13.

First with the Most . . . the MeBS story

FIRST in Maine —

WCSH 1925 — WLBD 1926 — WRDO 1932

FIRST in Prestige and Public Service

M-O-S-T complete coverage of state's concentration of buying power.

M-O-S-T listenership—only state group regularly programmed for Maine people.

THE QUILL

Should radio and television cover press conferences?

"The Decline and Fall of The Press Conference"

By Walter T. Riddler, Washington Correspondent in the September Issue now out

The QUILL, 35 E. Wacker Dr., Chicago 1, Ill. A monthly magazine for newsman-editors of radio-tv

$3 a year

FOUNDED 1912

INDUSTRY EMPLOYMENT

Some 10% Rise Seen

INCREASE of 10% in employment by Dec. 15 expected by communications equipment manufacturing industry, according to the Dept. of Labor's Bureau of Employment Security, with "severe shortages" faced in professional, technical and skilled occupations.

Two-thirds of the equipment firms are experiencing difficulty in finding qualified workers, it was stated, including electronic engineers. Strong demand for TV sets as a result of approval of new stations and high defense work expenditures are cited as main causes of the labor shortage.

WILLIAM YONAN, ABC Chicago radio executive, to NBC same city, as coordinator of sales services.

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WILSON BERNs, ABC radio's program production supervisor, to WJZ New York as program director, succeeding RAY DIAZ (B-T, Sept. 15).  

BERTHA KURTZMAN, ABC-TV telecast coordinator, to network's WJZ-TV New York as operations manager.  

JUD WOODS, radio-TV executive, Brewer Adv., Kansas City, to EOA Denver, as TV coordinator.  

GEORGE R. BONNELL, WJBO Baton Rouge, La., to WHIL Hammond, La., as program, news and production director.  

BUD MASON, announcer, WBTA Baton Rouge, La., to WHLI Hammond, La., as program, news and production director.  

MAL KLEIN, night operations manager, KLAC-TV Hollywood, to conduct TV courses at Beverly Hills Adult Education School.  

JOE BISHARA PHILLIPS, announcer, WKOP Birmingham, N. Y., and Sally Pack have announced their marriage.  

WILLIAM TALMAN, Hollywood radio-TV actor, father of girl, Sept. 7.  

FRED WALKER, director of public affairs at WTTM Trenton, and Catharine Sullivan have announced their engagement.  

NEWS...  

JACK LABRIE to WCCM Lawrence, Mass., as news editor.  

JERRY GAMMON, news writer and TV news coordinator, WHAS-TV Louisville, to Reynolds Metals Co., as public relations assistant to Keen Johnson, former Kentucky governor.  

CY SMITH, WHAS writer, will succeed him.  

DICK WALTON appointed chief announcer, WICE Providence, R. I., in addition to present duties as news editor.  

HANK WEAVER, newscaster, ABC Western Div., assigned role in 20th Century-Fox feature film, "Call Me Madam."  

ROSS NERBY, CKPG Prince George, B. C., to CKOV Kelowna, B. C., on news staff.  

JOHN RICE, newscaster, KTLa (TV) Hollywood, has retired.  

U.S. SHOWS LEAD  

LEADING Canadian network programs in August originated in the United States, according to the national rating report of Elliott-Haynes Ltd., Toronto. Leading five evening programs were "Twenty Questions," rating 15.5; "MARIO LANZA 11.5, DORIS DAY 11.4; Great Gildersleeve 10, and Happy Motoring (Canadian program) 7.4.  

Five leading daytime network programs were Ma Perkins 18.2, Right to Happiness 13, Pepper Young's Family 12.8, Big Sister 12.7, and Road of Life 12. French-language five leading evening programs were La Paulee Qui Refra9; chat 18.5; Joves Du Jour 13.2, La Raconteur de Chose Nouv. 12.3, and Qui Aura le Dernier Mot 9.4. Five leading daytime French-language shows were Rue Principale 23.9, Jeunesse 23.1, Quelques Nouvelles 17.7, Francine Louvain 17.5, and Grand Soeur 17.3.  

KING TAKES BOW  

For Election Coverage  

KING-AM-TV Seattle is taking bows for its Sept. 3 coverage of the Washington State primary election. A simulcast covered 17 political races, keeping viewers and listeners abreast of latest developments, station reports.  

Allen Pomroy, Seattle mayor, commented, "The coverage by KING was most satisfying both from informative and interesting aspects. It was amazing how KING set up to cover the state so completely. KING and commentators Charles Herring and Richard Buss certainly are to be complimented for the fast, complete coverage."  

Lee Schulman, KING-TV program director, successfully undertook the project of compiling returns in a manner more complete and rapid than ever had been attempted before, the station said. The election returns were presented as a public service with General Electric, Dr. Roos Dog Food and Aero-Wax participating in the simulcast's cost.  

It's Happening in New Haven!  

WNHC sells autos & service

7 YEARS Marker Motors Have Used 6 quarter-hours per week  

If you have something to sell in New Haven Choose the Station That Sells

WNHC NEW HAVEN NBC RADIO  

Represented nationally by The Katz Agency  

Page 88  September 22, 1952   Broadcasting  Telecasting
BARTLETT BUYS
KFRE KRFM(FM) Control

CONTROL of KFRE KRFM (FM) Fresno, Calif., CBS outlet on 940 kc with 50 kw, will go to Paul R. Bartlett, president of California Inland Broadcasting Co., licensee, with FCC approval of the stock sale, application for which was filed Sept. 11.

By acquiring the interest of Jess Rodman, automobile distributor and cattle rancher, for $360,000, Mr. Bartlett will have 60% interest in the stations and continue as president. He currently owns 24% of the company. William C. Crossland, Fresno attorney, owns 40%.

Mr. Bartlett has been KFRE manager since its start in January 1942 and became president seven years later. He helped Mr. Rodman found the station. Mr. Crossland is the company's legal counsel and secretary. Mr. Rodman has been serving as board chairman.

Mr. Bartlett said the company will continue to push its TV application for vhf Channel 12 in Fresno. Mr. Bartlett recently sold his controlling interest in KERO Bakersfield to a group of station employees headed by Albert E. (Gene) DeYoung, now president and general manager (BAT, July 14), for a reported $110,000. Mr. Bartlett is president of the California State Radio & Television Broadcasters Assn.

GE Relocation Plans

LONG-RANGE plan for General Electric Co. to move part of its New York executive offices to suburban site near White Plains, N. Y., was announced last week, dependent in part upon securing appropriate rezoning of optioned property.

GRID SIGNINGS

More Contracts Announced

ADDITIONAL signings of contracts to air football games were announced last week.

Three Philco dealers and Philco Distributors Inc. of the Philadelphia area, are to cooperate in joint sponsorship of Villanova games to be broadcast on WIP Philadelphia.

WGN Chicago will air "the 10 top" games in the midwest, beginning with the Iowa State-Illinois contest Sept. 27. Broadcasts are being sponsored by the Chicago Metropolitan Dealers Chevrolet Club and Campbell-Ewald is the agency.

WHAS-TV Louisville has signed Paul Bryant, U. of Kentucky grid mentor, to narrate play-by-play descriptions of all Kentucky games, to be telecast on the Sunday following the games. First half will be participating, with Bond Clothes paying for the second half of the telecasts.

WDSU-TV New Orleans will bring viewers all Louisiana State U. and Tulane U. gridiron games on the Sunday night after the games. The film series, Football Highlights, was to have begun yesterday with the LSU-Texas game. Program is sponsored by the D. H. Holmes Co. and Philco.

WNOO Orangeburg, S. C., and WCSC Charleston, S. C., are among stations carrying the full schedule of Citadel's games. Other stations may be signed. Series was to have begun Sept. 20 with the Citadel-Georgia Tech contest. Sponsors are Typhoon Air Conditioning Co. and Gas Engine & Electric Supply Co.

KRNT Des Moines reports the sale of the station's complete football and basketball broadcasting schedule to the Home Federal Savings & Loan Co. of Des Moines.

WILM Wilmington for the third straight year will carry the entire schedule of the U. of Delaware gridiron warriors. Sponsor is Sterling Auto Sales, Wilmington Dodge-Plymouth dealer.

Four more stations have announced that they will broadcast the U. of Notre Dame pigskin schedule. They were WITH Baltimore, Md., KGFJ Los Angeles, KALI Pasadena and KFOX Long Beach, Calif.

Paley 'Materials' Plan

WILLIAM S. PALEY, CBS board chairman and former chairman of the President's Materials Policy Commission, last week warned against dangers of the growing shortage of raw materials in this country and proposed a continuous study, financed by industry, to overcome the problems. He outlined the plan in speaking at a luncheon meeting of the National Industrial Conference Board in New York on Wednesday.
MEDIA MEN'S ASSN.

To Admit Women Members

MEDIA Men's Assn. of New York will admit women to membership for the first time since its organization 10 years ago. The name of the group, which will be changed to the American Women Media Buyers Assn., was revealed at the first fall meeting last Wednesday.

Previously, membership was limited to male buyers of space and time. "The trend toward employment of women in agency media buying operations," according to Murray Thomas, media director of Anderson & Cains Inc. and president of the association, "has accelerated in recent years to a point where we can mutually profit by throwing open the doors, not only to all present space buyers but to buyers of radio and TV time as well."

Match Book Awards

SIX stations have been honored with Match Industry Awards for "distinguished use of book match advertising," with presentations to be made Sept. 26-30th anniversary of the patent on match books. Winner of "Joshua" plaque in radio-TV field is WTOC Savannah, Ga. Stations receiving certificate awards in broadcast field are: WBT-WBTV (TV) Charlotte, N. C.; WBAL Baltimore, Md.; WIBW Topeka, Kan.; WBBM, Chicago, Ill.; and KIEV Glendale, Calif.

UN Offerings

AMERICAN ASSN. for the United Nations is making available to radio stations throughout the country two recorded features for use during United Nations Week, Oct. 19-26. One is a series of spot messages from outstanding Americans, entitled Headliners Speak for UN, produced in cooperation with the American Jewish Committee. The other is a 15-minute dramatic cantata, Children's Letter to the UN, presented by the American Veterans Committee in cooperation with the UN group.

MGW

THE People's Choice

in Portland, Oregon

1,246,540 active, young-minded Westerners comprise MGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southeast Washington.

represented nationally by Edward Petry & Co., Inc.

CED STATEMENT

Views Information Activities

FOREIGN information activities of the U. S. should be geared more to "needs and aspirations" of other peoples than to the effort of selling America and condemning communism, the Committee for Economic Development has asserted.

In a new statement on national policy titled, "The Threat to Our National Security," CED, a private organization, urged information activities be continued on an adequate scale with this goal in mind. "Actions speak louder than words," the report states, and the best foreign propaganda is positive action which other peoples can see will serve their purposes as well as our own," the committee declared.

USAF TAPES

Disc Jockey Aid Asked

AIR FORCE is asking the aid of 1,600 disc jockeys in 27 states to help thousands of air- craft spotters for the Ground Observer Corps by using personalized tape recordings (provided by the Air Force) on their local programs.

Lt. Col. Robert W. Kein, chief of the Air Force Public Information Office in New York, said that the disc-jockey plan was decided upon after a highly successful test was made in Tennessee.

Twenty disc jockeys were sent an individual tape-recorded announcement. In each case, the disc jockey's name, station, program title, city and state were mentioned by the "Air Force reporter" making the spot.

Col. Kein will notify the 1,600 disc jockeys in the "Operation Sky-watch" area by letter within two weeks with the request to sign their letters. Voice work is being handled by S/Sgt. Syd Byrnes, former manager of WCCC Hartford.

SETS TO DENVER

RTMA Gives July-Aug. Count

TV SET manufacturers shipped over 23,800 video receivers into the Denver market area in July and August, according to Radio Television Mfrs. Assn. The city was without TV service until KFEL-TV took the air in July as the first post-freeze station.

Shipments of TV receivers to dealers in the Denver market area this year follow:

<table>
<thead>
<tr>
<th>Counties</th>
<th>1952</th>
<th>1952</th>
<th>1952</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adams</td>
<td>218</td>
<td>253</td>
<td>235</td>
<td>706</td>
</tr>
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<td>Arapahoe</td>
<td>124</td>
<td>115</td>
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<tr>
<td>Boulder</td>
<td>86</td>
<td>89</td>
<td>103</td>
<td>278</td>
</tr>
<tr>
<td>Broomfield</td>
<td>79</td>
<td>657</td>
<td>13,995</td>
<td>15,731</td>
</tr>
<tr>
<td>Jefferson</td>
<td>200</td>
<td>373</td>
<td>735</td>
<td>1,308</td>
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<tr>
<td>Weld</td>
<td>38</td>
<td>200</td>
<td>359</td>
<td>697</td>
</tr>
<tr>
<td>Total</td>
<td>980</td>
<td>6,764</td>
<td>16,875</td>
<td>24,621</td>
</tr>
</tbody>
</table>

BROADCASTING • Telecasting
Clutch Hitter

SUCCESSFUL use of radio in non-airing workers of the Hughes Aircraft Co., Culver City, Calif., when to the plant were made impossible by a torrential rain is presented in a new "RADIO & TELECASTING" booklet distributed to members and advertising agencies last week. Bearing the title, "Only radio, among all media of advertising and communication, had the speed, the flexibility and the coverage to do the job."

RADIO-TV HABITS

Studied in Seven Cities

POLL of radio-TV habits and opinions of people in more than 1,200 homes in seven cities has been completed by the advertising class of Georgian Court College, Lake- wood, N. J. Cities surveyed were New York, Boston, Camden and Trenton, N. J., Philadelphia, Pitts- burg and Louisville.

Using direct door-to-door and telephone interviews, the class asked questions on the number of radios in homes, automobile ownership, make of tv sets, color television, etc. The study started this summer and was compiled by John O'Connor, Fordham U. graduate, Georgian Court staff member and lecturer.

Among major results reported by survey were these:

- 347 homes have two radios; 335 have three, 212 contain one; 558 have car radios; 326 do not; 1,099 have a tv set; 22 have two receivers (with RCA and Philips the most popular make and 17-inch the most popular size); 441 people would delay new tv set purchases until color tv is available, 414 would not; 706 attend movies less frequently because of tv; 541 about the same; 610 do not read less (fiction) than before, 428 read less, 930 do not read newspapers less, 138 do; 633 said they did not shift to tv-advertised product since buying tv, 379 said they did.

VOICE ARM

MACHINERY to improve the effectiveness of shortwave Voice of America is being overhauled on a number of fronts, without regard to the outcome of the November political elections.

Plans for strengthening the U. S. radio arm are the appointment of a key broadcast industry executive to direct VOA, a friendly inquiry into the overall U. S. international information program and continued analysis of prospects for international television.

A major policy step is the appointment of Alfred H. Morton, former NBC executive and pioneer in tv development, as deputy administrator (director) for broadcasting services in the VOA's parent International Information Administration [At DEADLINE, Sept. 16].

Mr. Morton succeeds Foy Kohler, with whom he has been serving as special assistant since Sept. 8.

Mr. Morton talked with Dr. Wilson Compton, IIA administrator, in Washington last week preparatory to assuming his duties Oct. 1.

It was understood that Mr. Morton would receive about $14,000 in his present job plus the $10,800 specified for that position. It was presumed that Dr. Compton has asked him to remain through the next year regardless of any political changes this fall, that he would take leave of absence from his TV station consultant firm, Alfred H. Morton Assoc.

VOA's future is also under study on Capitol Hill where a Senate Foreign Relations subcommittee is gathering data for an investigation this fall. Headed by Sen. William J. Fulbright (D-Ark.), the group is expected to meet this month.

Tours of European Voice facilities and hearings are indicated after the election, with the full committee reporting findings to the Senate next January [B††, Sept. 1, Aug. 11].

International Picture Watched

Meanwhile, the State Dept. is keeping close watch on international TV developments—as are other government agencies. Of particular interest are the information and psychological warfare aspects.

Two years ago the department submitted a pilot study which doubted it could set up voice facilities in Europe. But any progress by private interests in creating facilities, it was said, will be watched by the State Dept. with a view to using them in the future.

The State Dept. is not presently in localized "live" television over seas and it may be a year or two before it actually gets into it. It does furnish kinescopes and films to European countries with TV. Its authorities feel that international or trans-oceanic network TV is still at least five years away—as predicted by Brig. Gen. David

Radio Lauded

At Texas Assn. Meet

"RADIO can stand on its two hind feet with apologies to none," Phil McHugh, radio-TV director, Tracy- Locke Agency, Dallas, declared in a speech last Wednesday before the Texas Assn. of Broadcasters.

Some 117 registrants, representing 101 of Texas' 187 stations, attended the semi-annual meeting of the TAB in Waco last week.

Championing radio, Mr. McHugh said that "its effectiveness, cost-wise, based on ARBI studies, is exceptionally powerful."

Mr. McHugh cited a just-completed case study on Imperial Sugar made in Oklahoma-Texas which proved conclusively that radio outpolled all other media by wide margins.

He added, however, that "there is room for all media in the advertising spectrum, and the sooner precise radio management realizes that over 95% of the homes nation-wide had radio, the sooner it will sell its wares on a practically saturation format."

The TAB elected Boyd Kelly, KTRN Wichita Falls, president, succeeding J. M. McDonald, KCRS Midland. Others elected were Wil- lard Deason, KVET Austin, vice president; Mr. Kelly, secretary-treasurer. New directors include Byron Ogle, KGRV Weslaco; Ray Hearndon, KTHR Houston; Carry-over board members include Richard Lewin, KTEX Lufkin and Tom Kriste, KGNC Amarillo.

David Morris, manager, KNUZ Houston, spoke on block program- ming. His success story was based on knowing your market and programming accordingly. KNUZ specializes in music and news, Mr. Morris said.

Fred Palmer, management con- sultant, spoke on "How to Close a Sale," emphasizing that management should spend more time in actual selling and should provide salesmen with more working tools. Mr. Palmer charged that "radio today lacks selling ideas."

Ken Brown, KFFT Wichita Falls, spoke on political libel as- pects of broadcasting.

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Studied in Seven Cities

POLL of radio-TV habits and opinions of people in more than 1,200 homes in seven cities has been completed by the advertising class of Georgian Court College, Lake- wood, N. J. Cities surveyed were New York, Boston, Camden and Trenton, N. J., Philadelphia, Pitts- burg and Louisville.

Using direct door-to-door and telephone interviews, the class asked questions on the number of radios in homes, automobile ownership, make of tv sets, color television, etc. The study started this summer and was compiled by John O'Connor, Fordham U. graduate, Georgian Court staff member and lecturer.

Among major results reported by survey were these:

- 347 homes have two radios; 335 have three, 212 contain one; 558 have car radios; 326 do not; 1,099 have a tv set; 22 have two receivers (with RCA and Philips the most popular make and 17-inch the most popular size); 441 people would delay new tv set purchases until color tv is available, 414 would not; 706 attend movies less frequently because of tv; 541 about the same; 610 do not read less (fiction) than before, 428 read less, 930 do not read newspapers less, 138 do; 633 said they did not shift to tv-advertised product since buying tv, 379 said they did.

VOICE ARM

MACHINERY to improve the effectiveness of shortwave Voice of Amer- ica is being overhauled on a number of fronts, without regard to the outcome of the November political elections.

Plans for strengthening the U. S. radio arm are the appointment of a key broadcast industry executive to direct VOA, a friendly inquiry into the overall U. S. international information program and continued analysis of prospects for international television.

A major policy step is the appoint- ment of Alfred H. Morton, former NBC executive and pioneer in TV development, as deputy administrator (director) for broadcast- ing services in the VOA's parent International Information Admin- istration [At DEADLINE, Sept. 16].

Mr. Morton succeeds Foy Kohler, with whom he has been serving as special assistant since Sept. 8.

Mr. Morton talked with Dr. Wilson Compton, IIA administrator, in Washington last week preparatory to assuming his duties Oct. 1.

It was understood that Mr. Morton would receive about $14,000 in his present job plus the $10,800 specified for that position. It was presumed that Dr. Compton has asked him to remain through the next year regardless of any political changes this fall, that he would take leave of absence from his TV station consultant firm, Alfred H. Morton Assoc.

VOA's future is also under study on Capitol Hill where a Senate Foreign Relations subcommittee is gathering data for an investiga- tion this fall. Headed by Sen. William J. Fulbright (D-Ark.), the group is expected to meet this month.

Tours of European Voice facilities and hearings are indicated after the election, with the full committee reporting findings to the Senate next January [B††, Sept. 1, Aug. 11].

International Picture Watched

Meanwhile, the State Dept. is keeping close watch on international TV developments—as are other government agencies. Of particular interest are the information and psychological warfare aspects.

Two years ago the department submitted a pilot study which doubted it could set up voice facilities in Europe. But any progress by private interests in creating facilities, it was said, will be watched by the State Dept. with a view to using them in the future.

The State Dept. is not presently in localized "live" television over seas and it may be a year or two before it actually gets into it. It does furnish kinescopes and films to European countries with TV. Its authorities feel that international or trans-oceanic network TV is still at least five years away—as predicted by Brig. Gen. David

When It's BMI It's Yours

Another BMI "Pin Up" Hit—Published by Hill & Range

I WENT TO YOUR WEDDING


BROADCASTING • Telecasing

September 22, 1952 • Page 91
KITS are being distributed by CBS Radio containing comprehensive data on all its current programs. Information is arranged chronologically Sunday through Saturday and divided between daytime and nighttime. Preparations for agencies and editors to facilitate checking of program facts, the idea was conceived by press information director George Crandall. Kits carry the slogan "CBS Radio for Sound Entertainment."

PACKAG OFFER

KCKN Kansas City, Mo., offers a special package of 26 125-word announcements for $220 to advertisers. Offer is made on broadside on which a red woolen bow has been glued. General Manager Ben Ludy and Manager Joe Story advise prospective advertisers that spots may be live or recorded, may be used in one day, to saturate market during special promotion, or suit needs during a calendar month, with additional spots pro-rated.

A KID & HIS DOG

WMAL-TV Washington unveiled a new show last Thursday entitled "A Kid & His Dog." The 30-minute telecast 9-9:30 p.m., is "aimed at improving a youngster's understanding of his pet, and at making the animal a closer member of the family." It has helped also that showing children the proper care and training of dogs will reduce number of traffic accidents in which dogs are victims.

WHAS COVERS FIRE

ON "THE SPOT" coverage of a grandstand fire which caused an estimated $30,000 damage at the Kentucky State Fair was given by WHAS Louisville. WHAS had set up a "big top" circus-like tent from which it was originating shows. When fire broke out, 5,000 persons were in the grandstand. Luckily, no one was injured. Less than 15 minutes after the first alarm, Barney Arnold, WHAS farm director, had a recording with news director Dick Oberlin on the air. The station is proud also of the fact that 24,895 persons visited its tent during the fair, Sept. 5-12.

KPAB FANS

DURING the sweltering six days of the Nebraska State Fair KPAB Omaha distributed 10,000 fans. Printed across the cardboard coolers were the words, "I am a KPAB er." In addition, several KPAB programs were originated from the fairgrounds. Don Shoemaker, KPAB promotion manager, estimated that more than 80,000 fair-goers saw or took part in KPAB programs at the 1952 Nebraska exposition.

CANADIAN TALENT

CANADIAN "talent" was televised in pre-opening ceremonies at CBHT (TV) Toronto in persons of four of Canada's leading bank robbers, who had escaped Sept. 8 CBHT telecast police photos and descriptions every hour, from early afternoon until official opening at 7:15 p.m. Noting pictures on TV screens, CBC Board Chairman A. D. Dunton referred to them as "Canadian talent." CFRB Toronto had first news of the jail break on an early-morning disc jockey show when a woman phoned in a tip before police announced it.

KMOX PIECE

MAILING piece by KMOX St. Louis points out to advertisers: "If you sell anything that's sold in St. Louis grocery stores, it's crystal clear that you'll sell more of it when you use the most sales-effective participating programs in all St. Louis--Lee Adams' Housewives Protective League-Sunrise Salute combination." Last year, says KMOX, 2,177 retail grocers took part in Lee Adams' annual merchandising campaign. This campaign has just begun for the 1952-1953 season, station adds, and urges advertisers to "assure your sales future," by using KMOX.

ESSO DECALS

DECALS calling attention to Esso Reporter newscasts have been distributed to Esso dealers throughout its listening area by WITF Raleigh, N. C. Three-color decals call attention to station call letters, time of newscasts and identification with Esso Oval, and have been placed on display in gas station doors and windows. They also were sent through mall with letter suggesting placement.

BLOCK PROGRAMMING

PROMOTION campaign for WLW Cincinnati's new block programming schedule comes to a climax this week when a new broadcasting format will be presented by the Crosley outlet. On-the-air promotion has been backed with cab covers and publicity releases to more than 700 newspapers in the station's listening area. All promotion stressed the phrase, "The date ---nine twenty-eight," day when the new program concept goes into effect.

COURTESY DRIVE

KSL Salt Lake City and the city's police department have joined forces in a courtesy-safe driving campaign which is making friends for KSL and a sponsor, Ken Garff Co., local Oldsmobile dealer. Twice a week a different driver in Salt Lake City is cited by police for exceptionally courteous driving and names of winners are announced on KSL during the Ken Garff Co. show.

RECORD GIVEAWAY

JOINT promotion campaign by Dr. Posner's Shoes Inc., N.Y., and Top's Music Enterprises, L. A. (VOCO children's records), features 72 one-minute transcribed jingle spot announcements on KBIG Avalon, Calif., for four weeks from Sept. 15. During period, Southern Calif. shoe retailers are offering two records with each pair. Dr. Posner's Shoes Inc. Agency is Frank-Gold Agency, L. A.

STRAW VOTE

COPYRIGHTED report of straw vote, taken by WCCO AM-TV, Minneapolis on political sentiments in Dodge County, Minn., has been prepared by Charles H. Smith, station's research director. Findings gave Gen. Dwight Eisenhower 66% of the vote compared to 32% polled by Gov. Adlai Stevenson, with results reported on special broadcasts by the stations. Ballot was offered in eight towns and adjacent areas to determine impact of candidates' speeches in nearby Flow- ville (Kason).

VIOLETS PROMOTE CKAC

ANNIVERSARY of 30th year of operation is being observed by CKAC Montreal with a violet contest. Forty-four advertising executives in the Montreal area have offered a flower pot complete with a special Sprague violet to the station urging them to tend the plant carefully till Oct. 3. On that date, plants will be judged at the station. Delivery of plants was preceded by a letter from the station informing the recipient that "Violet" was coming to stay for a few weeks and asking that she be treated with "patience, tenderness and understanding."

EDUCATION SERIES

IDEA of a senior high school radio instructor has been adopted by WKBJ Muskegon, Mich., and incorporated as the basis for a series of programs on education. Programs are aimed at a teen-age audience and are designed and aired twice weekly with school officials as participants. Among topics explored thus far are high school athletics, summer jobs and night school opportunities. Series has won endorsement and active cooperation of Muskegon Board of Education, WKBJ reports.

RADIO AND CROPS

FOLDER claiming that "the cream of the crop is in the South Okanagan" is being distributed by CKOK Penticton, B. C., to point out that B.C. radio, "Folder quotes B. C. Agriculture Dept. fruit crop estimates as evidence of growing market and claims CKOK completely dominates South Okanagan market with results that are incomparable to any other interior station." Claim also is made that Penticton is fastest growing city in Canada.

'MILWAUKEE TALK'

A PROMOTION which attracted national interest a year ago has been revived by WTMJ Milwaukee on the "Grendale" program. Booklet titled Milwaukee Talk, which comprises sayings in by listeners to program, is being reprinted by Milwaukee Journal station. During first week, 3,000 copies of booklet were sold at Wisconsin State Fair where Grendale originated daily broadcasts. Booklets sell for 10 cents and were reprinted in part by newspapers and magazines last year when first offered.

EARS THAT HEAR

IN YOUNGSTOWN ARE EARS THAT BUY!

WEBB'S concentrated coverage is not wasted on cornfields. Here's point selling that falls on receptive ears, "buying" ears -- right in a market that really counts.

WEBB -- the new ABC Affiliate in Youngstown -- brings you... Concentrated Coverage No Waste Circulation

REPUBLIC FORージE & CO. INC.

broadcasting  •  telecasting
INAUGURAL SEATS
Radio-TV May Get 180

WITH 180 seats tentatively allocated to radio-TV, seats and podium construction in Washington, D. C., for inauguration of the next President is due to get under way early next month. Letting of the $100,000 contract was announced last week.

Of the total 1,600 seats for newsmen, 766 are to be allocated to the press, with the remaining 864 designated "Press Guests." This is a duplication of the 1949 inaugural facilities, according to the present plans of David Lynn, architect of the Capitol.

As in the 1949 inauguration, TV cameras will be accommodated on a stand above the press section.

Allotment of space for radio-TV newsmen is under the supervision of the Radio-TV Correspondents' Galleries, of which Hollis Seavey, CBS director of Washington operations, is chairman, Robert M. Menagh, superintendent of the House Radio-TV Gallery is handling the requests. Arrangements for other facilities such as the press and reviewing stand, should be made through the winning party's national committee.

Joint Inaugural Committee is headed by Sen. Carl Hayden (D- Ariz.) and Rep. Ernest W. McFarland (R-Ariz.) and Styles Bridges (R-N.H.) and Reps. Sam Rayburn (D-Tex.), John W. McCormack (D-Mass.) and Joseph W. Martin, Jr. (R-Mass.). Leslie L. Bille, secretary of the Senate, is secretary of the committee.

Bun Rescinded

BAN on the release to radio and newspapers of news about a crime still under investigation was rescinded by the Morristown, N. J., Board of Aldermen last week. Merrill Morris, WMTR Morristown news director, argued the newsmen's case. The board agreed that radio and newspapers had cooperated with authorities in the past by withholding certain information on cases when requested.

WEST COAST CBS

ORDER from local unit of the Loyal Order of the Moose for time to air brief Mooseheart ceremony each evening has been received by WISL Shamokin, Pa. Ceremony is observed every evening at 9 in all Moose lodges. Seaver reported that "WISL is doing an outstanding job of public service."

Our Respects to

(Continued from page 54)

company's Division of Husteea Electron Co., a Mexican subsidiary, particularly when Standard was fighting the Mexican expropriations of American-owned oil properties in that country.

Then followed actual selling with Standard buying a Western Standard subsidiary in cosmetic products (Dagget & Ramsdell), just prior to World War II. He returned to D & R after the war, eventually becoming sales manager.

He joined WPIX March 1, 1948, as account executive of the station which was to begin operations June 15 of that year. He held that position until his appointment as WPIX sales manager.

Born in Brooklyn July 12, 1909, he received his early education at Poly Prep C.D. School there.

Six-foot-two and of athletic build, Mr. Patterson's hobbies are trout fishing and golf.

With his wife, the former Martha Jane Hollis, whom he married in 1932, and two children, Roy, 15, and Joan, 12, he lives at 83 Park Ave., Bronxville, N. Y.

A Navy veteran of World War II, he served as lieutenant commander on carrier duty in American and Pacific waters and saw battle experience.

Gives Fall Lineup

The list of advertisers new to CBS Radio was presented by Mr. Hazard. He also listed the complete West Coast radio evening lineup for the fall.

Mr. Oppenheim, who supervised preparation of the promotional kits sent to all CBS Radio stations, explained the campaign.

Promotion aids afforded Columbia Pacific Radio Network stations were outlined by Sherrill Taylor, director of sales, and Charles Quigley, advertising and exploitation; and for CPN KNX Hollywood. Leon Forsyth, merchandising manager, CPN KNX, presented a sample kit.

Publicity and exploitation and their value in selling programs on the West Coast were outlined by Irving Fein, West Coast director of publicity and exploitation, and Lloyd Brownfield, CBS Radio director of press information, Hollywood.

Station representatives at the clinic were:

Frank Rearden, KBOW Butte; Don ald Quinn, KXOC Chico; Tom Wise heart, KROD El Paso; Harry R. Bur ing, KABC, KXIE Fresno; Fred Kramer, Sherrill Taylor, KNX Hollywood; E. M. Aston, KBMB Monterey; Joseph E. Gambie, James Hadlock, KOOL Phoenix; Robert Haydung, Thomas H. KOLK Phoenix; Buri C. Hagadone, Roger Hartage, KJRH, Fort Worth; H. G. Wells, KOLO Reno; A. Wayne Ba ker, KSL Salt Lake City; Donald Clark, KCBS San Francisco; Clay Deaver, KCKX Spokane; Ed Loomis, KGGM Stockton; Lisle F. Showemaker, KBFC San Diego; Leroy Blatt KERN Roseburg; Marilyn E. Johnston, KWIE Kennewick; Carroll R. Hauser, KHYD Bakersfield.

...and for AM, FM and TV
It's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first to install, first to receive the benefits 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 anyone else in Canada.

EQUIPMENT—Everything from microphone to antenna, designed, installed and guaranteed... that's the experienced Marconi service.

Marconi
the greatest name
in radio and television

CANADIAN MARCONI COMPANY
Established 1902

Vancouver • Winnipeg • Toronto
Montreal • Halifox • St. John's

September 22, 1952 • Page 93
TV DEMONSTRATION

Set by WISC-DuMont Labs.

SPECIAL six-day demonstration of the newest television transmitting and receiving equipment was held at the Madison (Wis.) Home Show which opened Sept. 14.

The television transmitter division of Allen B. DuMont Labs, Clifton, N.J., has spent more than $250,000 in equipment for use by DuMont and WISC Madison engineers. WISC is cooperating with DuMont in arranging for entertainment, including a closed circuit telecast for reception on DuMont receivers set up at the show site.

AFA District Elections


FCC actions

SEPT. 12 THROUGH SEPT. 18

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL-direct transmission

sync. amp.-synchronous amplifier

STA-special temporary authorization

SSA-special service authorization

antenna

conditional

1490 AM

LS-local sunset

N-night

mod.-modification

transmitter

vis.-visual

uln.-unlimited hours

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 89.

September 12 Applications

ACCEP TED FOR FILING

Extension of Completion Date

KRWB Yuma, Ariz. - Mod. CP as mod., which authorized new AM, for extension of completion date. AMENDED to change completion date.

KPPA Omaha, Neb. - Mod. CP as mod., which authorized new FM, for completion date.

KQRO San Francisco - Mod. CP as mod., which authorized new FM, for extension of completion date.

September 16 Decisions

BY BROADCAST BUREAU

Grants License

WQAM-FM Miami, Fla. - Granted lic. covering change in existing FM station.

WATM-AM Dayton, Ohio - Granted lic. for completion of date.

KMYC-FM Marysville, Calif. - Granted lic. covering changes.

KMYR-FM San Francisco - Granted mod. CP for extension of completion date.

KBSW Pratt, Kan. - Granted mod. CP for extension of completion date.

KMYV-FM Fort Myers, Fla. - Granted lic. covering change in existing station.

KTVK-AM Phoenix, Ariz. - Granted mod. CP for extension of completion date.

KQAM-FM Miami, Fla. - Granted lic. for completion.

KGEA Fergus Falls, Minn. - Granted lic. covering change of facilities, installation of DA-N, conditions: 1250 kc., 25 kw., 2500 WAT.

September 19 Applications

ACCEPTED FOR FILING

September 20 Applications

ACCEPTED FOR FILING

September 21 Applications

ACCEPTED FOR FILING

September 22 Applications

ACCEPTED FOR FILING

September 23 Applications

ACCEPTED FOR FILING

September 24 Applications

ACCEPTED FOR FILING

September 25 Applications

ACCEPTED FOR FILING

September 26 Applications

ACCEPTED FOR FILING

September 27 Applications

ACCEPTED FOR FILING

September 28 Applications

ACCEPTED FOR FILING

September 29 Applications

ACCEPTED FOR FILING

September 30 Applications

ACCEPTED FOR FILING

October 1 Applications

ACCEPTED FOR FILING

October 2 Applications

ACCEPTED FOR FILING

October 3 Applications

ACCEPTED FOR FILING

October 4 Applications

ACCEPTED FOR FILING

October 5 Applications

ACCEPTED FOR FILING

October 6 Applications

ACCEPTED FOR FILING

October 7 Applications

ACCEPTED FOR FILING

October 8 Applications

ACCEPTED FOR FILING

October 9 Applications

ACCEPTED FOR FILING
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE *

COMMERCIAL RADIO EQUIPMENT CO.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE *

MIRANDA & BROWN
915 S. W. PACE BLVD.
Aptos, Calif.
Member AFCCE *

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE *

CONSULTING RADIO & TELEVISION ENGINEERS

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE *

GILBERT & BERGGQUIST
962 NATL PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE *

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE *

RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE *

CONSULTING RADIO ENGINEER

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
National 7757

LAKE & MILLER
CONSULTING RADIO ENGINEERS
3010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

Russell P. May
John A. Moffet, Associate
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE *

VANDIVERE, COHEN & WEARN
Consulting Electronic Engineers
612 Evans Bldg.
NA. 2648
1420 New York Ave., N. W.
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Calif.
Member AFCCE *

GRANT R. WRATHELL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260
APTS—3332
Member AFCCE *

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
Attwater 4929
Washington, D. C.—Republic 6160

CONSULTING RADIO ENGINEER

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

CRONIN, JOHNSON & BACON
CONSULTING RADIO ENGINEERS
3010 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

GUY C. HUTCHESON
P. O. Box 22
AR 4-8721
1100 W. Abram
ARLINGTON, TEXAS

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N.W., Wash., D. C.
Phone O'Dowd 8071
Baton 2448 Birmingham, Ala.
Phone 4-2924
Member AFCCE *

RAYMOND M. WILMOTTE
1469 Church Street, N.W. Ocean 1231
Washington 5, D. C.
Member AFCCE *

BROADCASTING • Telecasting

September 17 Applications...

ACCEPTED FOR FILING
Modification of CP
KEXX San Antonio, Texas—Mod. CP, which authorized new AM, for
approval of ant., trans., and studio location and change type of trans.

RENEWAL OF LICENSE
Following stations request renewal of license:
(Continued on page 96)
Help Wanted

Wanted . . . topflight announcing staff: engineer, announcer, experienced good local salesman and topflight newsmen. Must have aggressive sales record and full information. New Southern station. Write Broadcasting . . . TELECASTING.

Managerial

Sales manager. Must have aggressive sales record. Man who can produce immediate billings, sell on sound basis and direct other salesmen. High income, job security, opportunity for advancement. Own two AM stations, have complete application, plan another. Application required. All other features can be negotiated. Mail returnable application to above. No draw (amount open) plus override or bonus commission. Write giving educational and employment record, family status, present position. Strictly confidential. Write Harley West, WJOX, Bay City, Michigan.

Manager: Assistant manager for new station in Albion, Michigan. Should know sales handling. Good opportunity. Also hiring salesmen and saleswomen. Address Application to Greer Cobb or Chester Wallace, WCBG, Detroit, Michigan.

Salesmen


Wanted—Experienced local sales man for 250 watt radio station in Southeastern New Mexico. Must be male with car. Salary according to ability. Will work with continuity chief. Immediate opening. Write to Dr. Davidson, KSBP, Artesia, New Mexico.

Salesman with good sales record. Own two AM stations, plan to file for third AM. Need engineer now. application required. Must show experience. Please send complete letter, including educational and employment record, family status, present income. 15% draw (amount open) plus override or bonus commission. Good income, job security, opportunity for advancement. Write Harley West, WJOX, Bay City, Michigan.

Midwest CBS affiliate with large regional market wants experienced time salesman. Must have Sr. Salary according to ability. Write WJEF, Pantland Hotel, Grand Rapids, Mich.

Florida Gulf Coast station needs hardworking, dependable engineer who knows his worth and believes his incentive is limited only by his initiative and integrity. Send photo, references, complete resume, and/or commission expected. WCPC, Panama City, Florida.

Good opening for experienced salesmen. Send photo, references, experience, present income. Wm. B. C., 25B Key, WPEN, Philadelphia.

Announcer

Florida coast station. Need two combination men. Both must be heavy on announcement work. Read disc, experience record, references, first letter. Box 46, 44 Station Way, BOX 46R, BROADCASTING . . . TELECASTING.

Announcer, experienced all phases. Good personality, ability to ad-lib commercials. Sales commission. Must have car. Good pay. 9 to 12 days. Box 271R, Broadcasting. Seattle, Wash.

Three combination men, daytime, new station, Morillon, Arkansas, opening November 1st. Box 124, BROADCASTING . . . TELECASTING.

Help Wanted (Cont'd)


Wanted: Announcer-engineer. 5 years in major stations. Strong, positive personality. Must have car. Good pay. 8 to 14 days. Box 285R, BROADCASTING . . . TELECASTING.

Help Wanted (Cont'd)

Wanted: Announcement engineer for new station in major market. Must be able to work with other technical personnel. Box 126, BROADCASTING TELECASTING.

Wanted: Announcement engineer. Good opportunity. Must have good voice and personality, and be able to work nights. Box 412R, BROADCASTING . . . TELECASTING.

Wanted: Staff announcers to handle news, sports, commercials in one of Midwest's most progressive stations. Send audition tape, photo, recent transcriptions. Good salary. Box 406, BROADCASTING TELECASTING.

Operator—Announcer with first class phone. Announcement work, newsmen. Send recent resume. Good voice. Box 352R, BROADCASTING . . . TELECASTING.


Wanted: Announcement engineer. Good announcer. Must be able to drive and own car. Box 227, Broadcasting.

Wanted: Announcement engineer for new AM and FM station. Must have car. Good pay. 8 to 14 days. Box 274R, Broadcasting.

Wanted: Engineering staff to work with experienced newsmen. Box 346R, Broadcasting.


Wanted: Announcement engineer over AM and FM. Good personality, ability to ad-lib. Salary, 12% commission. Box 436, Broadcasting.


Help Wanted (Cont’d)

Chief who can announce wanted. Experience, 2 years minimum. Good voice, personal. WOAP, Owosso, Michigan.

Wanted—Chief engineer . . . 5000 watt Midwest directional AM operation with full personnel. Full particulars including experience and minimum salary. Box 29R, BROADCASTING . . . TELECASTING.

- Transmitter engineer, announcing operations, immediately. Box 405, BROADCASTING . . . TELECASTING.

Need engineer immediately with first letter. Immediate. Box 417, BROADCASTING . . . TELECASTING.

Wanted: Engineer, announcing operations. Experience required. Immediate. Box 401, BROADCASTING TELECASTING.

5000 watt fulltime NBC station in city of 15,000 needs capable engineer to handle rush of work. Absolutely no application from drummers or floaters. Should have transmitter facilities. Prefer applicants who have worked in or lived in Kansas or adjacent state area. Call, wire or write. Box 319E, Lansing, Mich.

New York regional station, directional antenna, has opening for a good engineer-announcer. Write G. W. System, Professional, Binghamton, N. Y. for interview. TV planned.

Five class engineer. $60.00 week, WKUL, Cullman, Alabama.

Combination engineer-announcer, 1000 watt daytime, 70.00 week, 44 hour week. Good prospects. Chicago, Ill. Box 249R, Broadcasting.

First phone; transmitter operator. WSYB, Rutland, Vermont.

Licensed engineer for 1000 watt ABC affiliate. Experience helpful but not necessary. Must be interested in advancement. Ideal living and working conditions. First letter only. WIBM, Covington, Ky. No answering. Write or call Box 309, Broadcasting.

Transmitter engineer, first phone, $60.00 start, 46 hours, no announcing. Good living and working conditions. box 289, WJPD, Ishpeming, Michigan.

Production-Programming, Others


First class engineer, no experience required. Will train for combination engineer-announcer. Send full details to P. O. Box 56, New Iberia, Louisiana.

Midwest NBC affiliate has opening for a handle engineer, transmitter operator, programming, working conditions with TV possibilities. Box 382, BROADCASTING . . . TELECASTING.

Midwest NBC affiliate has opening for woman to handle commerical traffic and national business. Excellent working conditions. Box 392, BROADCASTING . . . TELECASTING.

Copywriter, experienced, must produce minimum 1000 words copy. Box 435, Broadcasting.


Midwest NBC affiliate has opening for woman to handle commercial traffic and national business. Excellent working conditions. Box 475, BROADCASTING . . . TELECASTING.

Help Wanted (Cont’d)

CLASSIFIED ADS

Payable in advance. Checks and money orders only

Deadline: Undated—Monday preceding publication date. Display—Tuesday preceding publication date.

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, 270 National Press Bldg., Washington, D. C. 4, D. C.

- in full text ads, if transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance privately, please). No cash return for non-recognized package.

- Notify giving telephone number, etc. Box 503, Broadcasting.

- U.S. Post Office, New York, N. Y., presents any liability or responsibility for their custody or return.

- in full text ads, if transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance privately, please). No cash return for non-recognized package.

- Notify giving telephone number, etc. Box 503, Broadcasting.

- U.S. Post Office, New York, N. Y., presents any liability or responsibility for their custody or return.

- in full text ads, if transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance privately, please). No cash return for non-recognized package.

- Notify giving telephone number, etc. Box 503, Broadcasting.

- U.S. Post Office, New York, N. Y., presents any liability or responsibility for their custody or return.

- in full text ads, if transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance privately, please). No cash return for non-recognized package.

- Notify giving telephone number, etc. Box 503, Broadcasting.

- U.S. Post Office, New York, N. Y., presents any liability or responsibility for their custody or return.

- in full text ads, if transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance privately, please). No cash return for non-recognized package.

- Notify giving telephone number, etc. Box 503, Broadcasting.

- U.S. Post Office, New York, N. Y., presents any liability or responsibility for their custody or return.

- in full text ads, if transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward resistance privately, please). No cash return for non-recognized package.

- Notify giving telephone number, etc. Box 503, Broadcasting.

- U.S. Post Office, New York, N. Y., presents any liability or responsibility for their custody or return.

Engineer-announcer for WMIT's 325,000 watt AM transmitter and studio on weekends and evenings. Living quarters and meals furnished. Excellent working conditions. Write WJEF, High Point, N. C., or Box 625, BROADCASTING TELECASTING.

Ten year man—N. Y. state, 34, family. References. Experienced following phases: Sport, game shows, weather, work sports, news, special events promotion. Recent position: Box 495R, BROADCASTING TELECASTING.

Manager: Extensive management, sales, and television background. Specializes in commercial work. Has successful TV and film credit. Stands on his success. Write WJEF, High Point, N. C., or Box 625, BROADCASTING TELECASTING.

Manager, assistant manager, program manager. Wide experience in major networks, all phases. Aggressive air personality, two swell kids. Box 458R, BROADCASTING TELECASTING.

Sales manager-producer of sales. Experienced in front-end television, as well as network television. Has a desire to represent major television networks. There are many opportunities for work in the East. Direct reach holding feature films, syndicated shows throughout the country. Write WJEF, High Point, N. C., or Box 458R, BROADCASTING TELECASTING.

Air-stounding announcer—board man! Experienced in news, talk, commercials. Available immediately! Box 448R, BROADCASTING TELECASTING.

Author: Disc jockey, five years experience in major markets. Looking for a progressive organization presenting opportunity to establish name in area. Top ten single, $50.00, Box 375R, BROADCASTING TELECASTING.

Newscaster—newspaper—authoritative voice—maturity—desires future. Desires mature advancement. Newsroom only. 15 years experience, $100.00 minimum. Box 451R, BROADCASTING TELECASTING.

Anouncer—first phone, two years training and experience. Script, 25, draft exempt veteran. Box 392R, BROADCASTING TELECASTING.

Announcer—six years, staff shows. Prefer West. Now employed. Minnesota. Box 454R, BROADCASTING TELECASTING.

Good experienced announcer, capable of handling all phases of announcing. Wide and varied background. Box 447R, BROADCASTING TELECASTING.

If experience counts in your man! 19 years radio—1 year TV. News, MC, DJ, commercial that sell. Best references in business. Box 605R, BROADCASTING TELECASTING.

SRG graduate. Experienced in all phases of announcing. Wide and varied background. Box 457R, BROADCASTING TELECASTING.

All-round announcer. CBS, Young, matured voice; light experiences Free to travel. Box 459R, BROADCASTING TELECASTING.

Stop your $0.08—I'm here! College graduate, excellent on-the-air voice. Fluent Spanish. No charge of expenses. Address—Box 625, BROADCASTING TELECASTING.

Announcer-DJ. Three years all phases. Available immediately. Box 460R, BROADCASTING TELECASTING.

Fully experienced DJ musician. Have own style. Want location. Box 461R, BROADCASTING TELECASTING.

Announcer, 2 years Western N. Y. Capable all phases of broadcasting. In your mind position. Box 538R, BROADCASTING TELECASTING.

Strong play-by-play man. 6 years. Married, veteran, experience all phases. Prefer New York. Box 463R, BROADCASTING TELECASTING.

Young announcer with news and DJ experience, veteran and single. Box 472R, BROADCASTING TELECASTING.

Announcer, DJ, looking for permanency in East, Midwest or South. Good location, top salary. Box 475R, BROADCASTING TELECASTING.


Tired of New York City, Sports announcement work. Wives and children. Desires post at progressive station. Top play-by-play man, $60.00. Box 487R, BROADCASTING TELECASTING.

Situation Wanted

Ten year man—N. Y. state, 34, family. References. Experienced following phases: Sport, game shows, weather, work sports, news, special events promotion. Recent position: Box 495R, BROADCASTING TELECASTING.

Station manager. Shirtsleeve manager, presently employed as such. Net income 4 stations top telecasters. Traffic, color, traffic announcer position. Box 496R, BROADCASTING TELECASTING.

Manager available. My 1935 record was sales: $1,000,000.00. Non-sales: $510,581.00. January to September 1936 sales: $625,216.00. The year ended Dec. 31, 1936. Please write me. Box 497R, BROADCASTING TELECASTING.

Manager: Extensive management, sales, and television background. Specializes in commercial work, sports, special events promotion. References. Box 498R, BROADCASTING TELECASTING.

Manager, assistant manager, program manager. Wide experience in major networks, all phases. Aggressive air personality, two swell kids. Box 458R, BROADCASTING TELECASTING.
For Sale

For Sale

Eastern Independent $50,000.00

The only independent in an excellent market area of more
than 100,000 city population. This combination is
profitable and growing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

50,000 feet new #10 Copperweird ground radial wire. Immediate delivery. Box 3583, BROADCASTING • TELECasting.

WANTED TO BUY

Stations

To invest in progressive AM station; preferably Southern with option. Also interested in shortwave. Box 3458, BROADCASTING • TELECasting.

Interested in purchase of indie station in metropolitan area. Want to contact young, vigorous and experienced individual interested in investing in operation. Background of local sales programming news preferred. Box 3533, BROADCASTING • TELECasting.

Equipment, etc.

must want used water in good condition for use as spare. Give complete details. Prefer Northeast area where inspection is possible. Box 3578, BROADCASTING • TELECasting.

Miscellaneous


First class phone license at our resident school. Also correspondence course. Serving the industry since 1937. Write now for catalogue. Don Martin Radio Engineering Co., 1117 South 11th St., North Chicago.

Situation

Wanted

Managerial

STATION MGR. AVAILABLE

1951 Record

Sales: $54,545.80
Net: $19,451.0
January 1st to September 1st, 1951

Sales: $62,888.42
Net: $23,521.0


BROADCASTING • TELECasting

Television

General manager with technical and engineering background. High caliber, pioneer TV executive. Experience in:

UHF and VHF
Station Planning
Construction
Operation
Consulting

FCC Applications
Management Managed—Dollar Conscious
Your lettered offer bring full information.

Box 473R, BROADCASTING • TELECasting

WILL SELL—IMMEDIATE DELIVERY

RCA TELEVISION 16MM PROJECTOR

TYPE TP—16A

Also Jet Pack Camer and two (2) 1850-A Iconoscope Tubes.

L. SHERMAN ADAMS

200 Berkeley St.,

Boston 16, Mass.

Southern Network

$30,000.00

A fulltime bonus schedule—only station in a growing southern market. Good financing available.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

WASHINGTON, D.C.

Radio Station Brokers

CHICAGO

LEXINGTON 3-2555
WASHINGTON, Bldg.

Sterling 4341-E

SAN FRANCISCO

Lark in Radio, W. 37th St.

Tribune Tower

Delaware 1-7755-E

Esbrook 2-5672

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 251R, BROADCASTING • TELECasting.

CIBC APPROVALS

Board Grants Shifts

CJEM Edmundston, N. B., was granted permission to change from 1850 kw to 570 kw and same power at Sept. 5 Canadian Broadcasting. Also board of governors meeting in Montreal. CFRB Ottawa was granted permission for a 1 kw emergency transmitter, and CKSF Cornwall for a 100 w emergency transmitter. OPGI Dawson, operating with 100 w on 1400 kw will move to 1200 kw on same power.

Following stations were given permission for share transfers as control of the companies were not affected:

CHET Peterborough, CKWS Kingston, CHNL Ancaster, CKLB Roberval, CFAB Windsor, CJDY Burlington, CKLH Lethbridge, CKLH Thunder Mts., CKLH Nelson, CKX Brandon, CFON St. John’s, CJBR Rimouski, CKLW Windsor, CKFB Granby, CJOR Valleyfield, CKB Red Deer, CFCF North Bay, CKF Kirkland Lake, CKGB Timmins and CHLN Three Rivers. Corporate names of all listeners of the Fort Morses was changed to Radio Thunder Limited.

Transfer of CKLS La Sarre control was deferred as was the request of CHNO Sudbury, for a supplementary 250 w transmitter on 1240 kc.

AAAExaminations

SEVENTH annual examinations conducted by the American Assm. of Advertising Agencies will be held in 16 cities throughout the U.S. on Feb. 14 and Feb. 23, 1953. The examinations, designed to attract high-caliber young people into advertising, includes tests of aptitude, temperament and practical knowledge of the field.

Employment Service

WANT A GOOD EXECUTIVE? Complete, reliable General, Commercial and Program Managers: Chief Engineer, Diac Hockers, Spotters, otherreibial specialists. Tell us your needs today. Days are costly.

Howard S. Fasaha, TV & Radio Management Consultants

303 Broad Blvd., Washington 5, D.C.
**FCC Actions**

(Continued from page 95)

**New Grants, Transfers, Changes, Applications**

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**NEW GRANTS**

- WMCT, Nashville, Tenn.: Granted construction permit for new, fulltime TV station on channel 4, for operation of new station from offices and studios in Nashville, Tenn., of WMCT, Inc., at 400 Church St., Nashville, Tenn., and at 116 Music Square West, Nashville, Tenn. Initial decision Sept. 18.

- KKSB, Bellevue, Neb.: Granted construction permit for new, fulltime TV station on channel 5, for operation of new station from offices and studios in Bellevue, Neb., and to be known as KBSB (5), Transferred to KDQJ, Omaha, Neb., Sept. 18.

**NEW TRANSFERS**


- WTVJ, Detroit, Mich.: Granted transfer of ownership from WTVJ, Inc., to a group of shareholders, in reorganization of the shareholders of WTVJ, Inc. Initial decision Sept. 18.

- WGBH, Boston, Mass.: Granted transfer of ownership from Harvard University, to the Trustees of the Trustees of Harvard University, for reorganization of public broadcasting operation. Initial decision Sept. 18.


**NEW APPLICATIONS**

- WABC, New York: Application for extension of time for filing second application for construction permit, filed Sept. 18.


- WJFK, Washington: Application for extension of time for filing second application for construction permit, filed Sept. 18.

**NON-Docht Actions**

- **TRANFER GRANTS**
  - WKLU, Longview, Wash.: Granted transfer of control of station, from O. O. Clayton, d/b/a as Twin City Broadcasting, Inc., to O. O. Clayton, d/b/a as Twin City Broadcasting, Inc., with no change in outstanding permits. Initial decision Sept. 18.

- **FM GRANTS**

**Docket Actions**

- **OPINIONS AND ORDERS**
  - WFBX, Miami, Fla.: Granted construction permit for new, fulltime TV station on channel 27, for operation of new station from offices and studios in Miami, Fla., and to be known as WFBX, Transferred to WRSP, Miami, Fla., Sept. 18.

- **TRANSMITER APPLICATIONS**
  - WBBN, Chicago, Ill.: Granted construction permit for new, fulltime TV station on channel 2, for operation of new station from offices and studios in Chicago, Ill., and to be known as WBBN, Transferred to WBBN, Inc., Sept. 18.

- **FCC ROUNDUP**
  - John H. Searle, Trustee, granted a construction permit for new, fulltime television station on channel 5, for operation of new station from offices and studios in Nashville, Tenn., and to be known as WBBM, Transferred to Bicentennial Broadcasting Corporation, in reorganization of Bicentennial Broadcasting Corporation, Inc. Initial decision Sept. 18.
New FCC Speedup Action
(Continued from page 65)

Spartan Broadcasting Co., seeking uhf Channel 38 at Duluth, is being asked to furnish additional financial support and charter authority to engage in TV.

Another applicant, Great Plains Television Properties Inc., seeking uhf Channel 38 at Duluth, is being asked to continue to process non-competitive applications in the temporary proceeding process. Where no formal exclusionary rulings have been issued, the Commission will pass such applications and will consider them to be within the limitations of the applications that were passed. If mutually exclusive applications are amended to remove the conflict, the Commission will consider such applications, as well as those applications being heard in court. The Commission will then consider the processing of the mutually exclusive applications.

AP Radio

Radio Study Unit Name

TWO-FOLD program to improve the Associated Press radio news report was recommended last week by a committee of AP radio representatives at an organizational meeting in New York.

The proposals include: (1) "Inauguration of a type of continuing study for better understanding of membership to coordinate the needs and desires of individual members as required due to changing times and changing news interests," and (2) committee was advised an exchange among all radio members of helpful news and programming information so as to make the fullest and most profitable use of the AP radio service.

The seven-man committee, authorized by the AP board of directors to make recommendations to improve the radio news report, consisted of Les Mawhinney, news director of KJH Los Angeles, who was elected chairman; M. H. Bonebrake, president and general manager of KOY Oklahoma City, vice chairman; Tom Eaton, news director, WTIC Hartford, secretary; and Joe N. Bryant, president and general manager of KCBD Lubbock, Texas; Jack Knaus, news director of WTMY Milwaukee, and Daniel W. Kops, executive vice president and general manager of WAVZ New Haven, of an exchange for the full year, non-
competitive applications only.

AP executives participating in the discussions included Frank Starzel, general manager; Oliver Gramling, assistant general manager; AF Gould, executive director, John H. Haggard, editor, and Paul Mickelson, general news editor.

SWG Strike

Compromise Reported Near

SCREEN WRITERS Guild's six-week-old strike against

anxiety of TV Film Producers may be settled by a compromise, it was reported last week.

Representatives from both parties are scheduled to meet this week after holding two "explora-
tory" sessions described as "very satisfactory." The first meeting, Sept. 12, was instigated by Ronald Reagan and Pat Somerset, president and assistant executive secret-
ary, respectively, of Screen Actors Guild, and Roy Brewer, IATSE representative, who said they acted, as opposed to holding a strike vote because "the strike situation is harmful to our industry."

In a surprise move last week the newly-organized Television Writers of America voted to support SWG by observing its picket line, although not agreeing with SWG on the strike principle. The new union is opposed to "withhold material" from ATFF.

The strike had been weakened soon after it began Aug. 11 when Radio Writers Guild refused to support SWG, upon which Authors League of America began its opposition to the SWG, and on Thursday granted a 12-week extension of both SWG and ATFF, voted a permanent restraining order to force SWG to support the strike.

SWG asks royalties for open-end TV films and additional payment for re-use where a producer acts as contractor with the pre-sold product, plus minimums. ATFF is opposed to residual rights, but is willing to re-royalties for re-use, although not for each re-use.

STRAUS NAMED
To Demo Finance Post

APPOINTMENT of Nathan Straus, president of WMCA New York, as deputy finance chairman of the Democratic National Committee was announced last week by Beardsley Ruml, head of the group's finance committee.

Mr. Strauss served as New York campaign manager for Sen. Estes Kefauver (D-Tenn). This summer, before the national political conventions in Chicago.

ABC-PG Contract

ABC Hollywood and the Publicists Guild last week agreed on salary increases and improved working conditions for three weeks in ABC sales promotion effective Dec. 1. The new contract is identical to and has been merged with that pact covering five members in press information, signed last July [B+T, Aug. 4]. Sales promotions and consumers' salary is raised to $86.75 for 40-hour, five-
day week minimum stipulated in contract.
have not had for the past several years.

To effect these changes we propose to maintain the same gross evening rates; therefore, to enable the advertiser to enjoy an average 26% saving and still have most of our discounts, which will not run up to 62%.

For all daytime rates, seven days a week, morning and afternoon, we propose a 5% increase in the published rate of your station. These rates would be rounded up to the nearest dollar. Monday through Friday mornings most of this increase will be passed along to the advertiser and will result, after a standard six months protection period, in increased revenue for both of us. In the afternoon Monday through Friday we propose to establish increased discounts which will offset the 5% increase in rates. The advertiser will remain the same. On Saturdays we propose to have these larger afternoon discounts apply all day long—thereby resulting in a decreased net cost to the advertiser on Saturday morning.

On Sundays we propose to have the morning discounts apply all day long. The gross rates on Sunday after- noon will be held to 4:00 p.m. local time and 75% between 4:00 and 6:00 p.m. local time. This percentage will be reduced to 55% of the evening rates for the remaining day of the week. We feel that this is the most equitable rate and will be the fairest to the advertisers and the best to the general public.

The overall net result of these changes will be a 5% increase in gross rates, which will be accompanied by a substantial discount to all advertisers. This will be 15% decrease equal to the reduction we effected July 1, 1961, and accomplished in the same manner. Compensation will continue to be computed on your present evening rates and the new higher daytime gross rates, and this additional 15%, together with the 10% already adjusted, will be computed from the compensation so computed.

Like NBC, we plan to grant vertical continuity for non-contiguous periods of the broadcast day. Under this sales policy, a daytime advertiser may plan an even program and make the two contiguous at their respective rates. The two important examples at the moment are the General Mills and Sterling Drug. Under this plan General Mills can combine Wabash and St. Louis with the Lone Ranger—Silver Eagle evening strip for continuous rates purposes. In the case of Sterling My Friend Jack and Mystery Theater will be combined on Wednesday only to establish a 55-minute rate. Using this plan Mystery Theater will be billed at 30/60th of the 85-minute evening rate and My Friend Jack at 25/65ths of the morning rate.

In connection with vertical continuity for non-contiguous periods, we will establish a new sales policy effective July 1, 1962, specifying that no advertiser shall be entitled to contiguous rates for non-contiguous periods of less than 15 minutes duration. Five minute strips in any part of the broadcast day will no longer qualify for contiguous rates. Natur- ally, present advertisers are excepted from this.
RTMA NAMES SECRETARY, PLAMONDON TO TOP SPOTS

RTMA return to system of unpaid presidencies authorized Friday as board elected General Manager James D. Seerest to executive vice president and named Board Chairman A. D. Plamondon Jr. to additional office of president, succeeding Glen A. McDaniel, who is resigning after 18 months tenure to return to law practice in New York [B*T, June 30] and who was named RTMA general counsel. John W. Van Allen, retiring as general counsel after 25 years' service, was retained as general counsel emeritus.

Changes, effective Oct. 1, were voted on recommendation of special committee of past presidents, which remains in being to make continuing study of organizational structure and recommend changes as indicated. Ultimate employment of paid president not ruled out under this system but neither is one now under consideration, it was said. Committee members: R. C. Sprague, Leslie F. Muter, Paul V. Galvin, and Max F. Balcom, with Messrs. Plamondon and McDaniel as alternate members.

Dr. W. R. G. Baker of General Electric, director of RTMA engineering department, was nominated to board of directors of American Standards Assn., at ASA request that one be designated. Establishment of new public relations and advertising committee for RTMA also was authorized, but final details of appointments had not been finally worked out late Friday. Membership promotion committee was named to work on conducting RTMA publication of electronics equipment manufacturer outside radio-TV field. Meanwhile, Irving W. Rosenberg, of DuMont Labs., was named to set division's executive committee as successor to Dr. Allen B. DuBout, who resigned committee post but remains on RTMA Board.

RADIO AND TV CLUBS MERGE; NAME OFFICERS

MERGER of Radio Executives Club of New York with American Television Society into a new organization, Radio & Television Executives Society, has been approved by membership of REC and ATS in mail vote which also elected official slate of officers and governors proposed by joint nominating committee [B*T, Aug. 25].

First year officers are:

Robert W. Sarrollo, NBC vice president, president; Fritz Snyder, CBS, first vice president; G. W. Johnstone, National Assn. of Mfrs., second vice president; Claude Barrette, program representative, secretary, and S. R. Dean, CBS treasurer, treasurer.

Board of governors comprises:

Robert L. Coe, DuMont TV Network; William H. Fineshriber Jr., executive vice president of MBS; Ernest Lee Jahncke Jr., ABC vice president and assistant to president; Don McClure, account executive, McCann-Erickson; Bruce Robertson, BROADCASTING Telecasting; Eliot M. Sanger, executive vice president and general manager, WQXR New York; Robert Saudek, director TV-Radio Workshop, Ford Foundation; Reginald Metz, manager, Heard, Shupert, Peerless TV Productions, and Eugene S. Thomas, George P. Hollingbery Co.

William Kenneth Holl, FCC executive officer, named management officer for District of Columbia Friday, after being sworn in Sept. 29, when Mr. Holl will transfer to new position in D. C. Dept. of Administration at $12,000 salary. Robert W. Cox is FCC assistant executive officer and acting budget officer, it is assumed will become acting executive officer.

Robert L. Nourse Jr., account executive, and Doris Morgan, media and producer, both with Dancer-Fitzgerald-Sample, L. A., join Roy S. Durstine, same city.

Edward C. Obrist, manager WNHC-TV New Haven, has been given additional duties as manager of WNHC radio.

TEXAS DELEGATES URGE PROBE OF CONGRESS PROBES

INVESTIGATION by NARTB board of whole problem of Congressional investigations of radio and television asked by NARTB District 13 Friday as two-day meeting closed in Fort Worth (early story page 34).

Texas said investigation into methods of informing public on background and purposes of those who initiate Congressional investigations. Present reporting procedures should be examined carefully, delegates contended in resolution, with all new facilities of radio and television networks and stations as well as wire services alerted to assist in job.

Among other resolutions was proposal that future district meetings include engineering sessions.

Harold Hough, WBAP-TV Fort Worth, presiding at TV clinic as representative of NARTB TV Board, warned TV broadcasters to move carefully in buying equipment and hiring personnel. He said radio personnel should be utilized and training programs adopted.

Three network lines into Southwest predicted by end of year by C. F. Weekley, Southwestern Bell Telephone. He said Cotton Bowl football game will be fed north. Other members of TV panel were Jim Crocker, KRLD-TV Dallas; Ralph W. Nimmons, WFBA-TV Dallas; Jack McGrew, KPRC-TV Houston; George B. Stoyer Jr., KEYL (TV) San Antonio; Richard P. Doherty, NARTB.

Questioners included Kenyon Brown, KWFT Wichita Falls, District 13 director; Jack Pink, KONO San Antonio; Marshall H. Penger, KGKB Tyler; David Morris, KNUZ Houston.

THREE NEW GRANTS

GRANTS for three new AM stations, plus major of WPIN Clearwater, Fla., to St. Petersburg, approved by FCC Friday. New authorizations:

Baton Rouge, La.—Capital City Bestie Co. granted 1 kW non-directional day-time Only W. B. Bagby and Julie J. Paglin, also operators WBOK New Orleans and WPVY, Mobile, Ala.

Woodstock, Va.—County Bestie Service granted 250 kW day-time, 1230 kHz. Owner: Radio attorney Frank Fletcher.

Washington, D. C.—TV Corp. granted 1380 kHz, 250 w day. All local ownership.

Capital City Bestie's Mr. Ray reported new outlet at Baton Rouge to stress Negro and hillbilly music programming will be on air Nov. 1. Radio Station trio to be sold as OK Group. Messers. Paglin and Ray seek Ch. 26 at New Orleans.

BROADCASTING Telecasting
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW, The Nation's Station
Here is a tremendously important drug market—accounting for over 10% of national drug sales. Use the one single medium that reaches all of this market. Use WJR, the Great Voice of the Great Lakes.

For more specific market information, contact WJR or your Christal representative.