INDUSTRIAL ADVERTISERS AND AGENCIES!

Here is a true story about the use of consumer media to attack and overcome one of the most difficult problems an industrial manufacturer can face. It carries hope and inspiration for thousands of industrial manufacturers who have hitherto been "butting their heads against stone walls". Read it—then write WHO for further facts!

Auto Specialties Manufacturing Company of St. Joseph, Michigan, an important manufacturer of parts for the automotive industry, makes extremely effective, high-quality tractor brakes primarily for use as original equipment on new tractors.

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market.

So... Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—Though they had been selling brakes to tractor companies for fourteen years. Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, WHO can help you sell it. Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.
Go where there's GROWTH...

Go WHAS!

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

(Benson and Benson)
JOHN DEERE WILL INVEST
$20 MILLION IN KVOO AREA

Approval has been given by stockholders of Deere and Co. to construct a multi-million-dollar chemical plant near Choteau, thus assuring Oklahoma one of its biggest new industries.

Deere and Co., makers of John Deere machinery, is the nation's second largest farm implement manufacturer.

The new Choteau project is expected to require between $18 and $21-million for construction costs, equipment and initial working capital.

The plant will produce chemicals used for fertilizer ingredients. Principal products will be ammonia, urea and urea ammonias solutions.

L. A. Rowland, Deere vice-president who will head the company's chemical activities, said construction of the plant may begin within six weeks, but said much of the work is in the engineering stage. He said the plant is scheduled to be in production within 18 months.

Rowland said the chemical plant will look similar to an oil refinery and that much of the chemical processing will take place in the open.

The Choteau project will be the company's first venture into producing chemicals. Rowland explained the fertilizer program follows Deere's policy of "assisting the farmer in producing crops."

The plant will be located on 320 acres optioned by the Pryor chamber of commerce from the Grand River Dam Authority. The site is about 4½ miles southwest of Pryor, less than 50 miles from Tulsa and in the heart of the KVOO primary area.

The plant will use steam, water and electrical power furnished by GRDA and natural gas tentatively scheduled to be furnished by the Oklahoma Natural Gas Co.

About 200 persons are expected to be hired by Deere to man the plant. The majority will be highly trained technicians.

The KVOO area, comprising only about a third of the state's land area, already has nearly half of the manufacturing establishments of the state and more moving in every month; over 50 percent of the factory workers; and nearly 60 percent of the annual wages paid to factory workers in Oklahoma. It also has 48 percent of the state's bank deposits and over 43 percent of retail sales. Tulsa, the hub of this market area, is the Oil Capitol of the World, having more oil producing, refining and marketing companies maintaining home offices there than does any other city in the world. This insure a consistent high level of income. Tulsa is the center of a rich agricultural region of diversified interests.

Tom DeVore,
KVOO AREA DEPARTMENT MANAGER

Says . . .

There's a real thrill in working with the progressive people in the KVOO area who know what they want and mean to get it!

No wonder this part of America is attracting so many new industries.

We're prepared to provide plentiful low cost power, fuel, tremendous quantities of fresh, pure water, and ideal living conditions among happy, friendly people, the finest kind of neighbors and most capable workers in the land.

Drop me a line for any detailed facts you want or need about the KVOO area.
Delaware Tops all U.S. in 1951 Average Income*

WDEL
AM - FM - TV
TOPS
all stations in this
richest market.

Let it sell your
product effectively,
economically.

Write for information.

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

*Figures released August 1952
by U.S. Dept. of Commerce.
SALES ON 'TODAY' TOTAL 102 SEGMENTS

SALES OF TOTAL of 102 time segments of NBC-TV's Today (Mon.-Fri., 7-9 a.m. EST and CST), with contracts representing estimated $250,000 in gross billings, announced Friday by NBC sales vice president John X. Herbert. Ten advertisers involved, all signed within last two weeks, Mr. Herbert said. They are:

Plymouth Div. of Chrysler Corp. (through N. W. Ayer & Son); De Soto Div. of Chrysler (BBDO); Polaroid Corp. (BBDO); Beacon Wax Co. (Allied Adv.); Kleeneex (Foote, Cone & Belding); Nylast-Seeman Bros. (William H. Weintraub); Noreen Electric Corp. (Albert Frank-Guenther Law); West Coast Lumber (Nhofer, Wett, Cole & Weber); International Silver Co. (Fuller & Smith & Ross); and Pharmaceuph Corp. (Ruthrauff & Ryan).

GEYER VICE PRESIDENTS

GEYER Adv. Inc., formerly Geyer, Newell & Ganger (see earlier story, page 45), elects six vice presidents: George Durum, media director, formerly with C. E. Hooper Inc.; Walter Graham, and Ralph Wolfe, account men respectively on Naish and Kelvinator in Detroit office; Wesley J. Loveman, art director, Henry Turnbull, who recently joined Geyer after service with Bow Co., Dancer-Fitzgerald-Sample, and as head of his own agency at one time; and Edward Zern, copy chief.

MGM-FOX MERGER DENIED

EXECUTIVES of Metro-Goldwyn-Mayer and 20th Century-Fox studios insisted Friday they are not near merger deal by which latter would be used exclusively for production of TV films. Under rumored merger, Joseph Schenck, Fox executive production head, and his brother, Nicholas, president of Loew's Inc., MGM parent firm, were believed near consolidation deal by which MGM would make features for theatrical release only.

NABET STRIKE THREAT

NATIONAL ASSN. of Broadcast Engineers and Technicians and RCA Victor Div. deadlocked Friday over contract covering some 140 employees at firm's custom record plant in New York. NABET has set deadline for strike Wednesday unless settlement is effected by that date. Dispute centers around wages, job descriptions and fringe benefits, to hie and company officials. Worker scale in present pact, which expires tomorrow (Tuesday), ranges from $1.27 an hour to $2.10 an hour with union seeking 18-cent-an-hour across-the-board raise.

TIME SWITCH

ALL MAJOR radio and TV networks reported Friday that arrangements were complete for change from eastern day-light time back to eastern standard time, which was to take place yesterday (Sunday). Networks' spokesmen reported no change in schedules.

BUSINESS BRIEFLY

EMBASSY SPONSORS Effective Oct. 7, Embassy cigarettes will sponsor Bob and Ray (NBC-TV, Tues., 10:30-15 p.m. EST) while Kent Cigarettes takes over The Web (NBC-TV-Sun., 10-10:30 p.m.), formerly sponsored by Embassy. Both brands are made by P. Lorillard Co., New York. Young & Rubicam is Kent's agency and Lennen & Mitchell services Embassy.


GAME OF WEEK TIE-INS Barbasol Co., Indianapolis (shaving preparations), sponsoring five-minute preview before and five-minute summary after each football Game of the Week on Mutual, starting last Saturday. Agency, Erwin, Wasey & Co., N.Y.

SIXTY STATIONS Standard Brands placing radio spots on about 60 stations for its Royal Gelatin and on approximately 18 stations for Royal Pudding, Oct. 2, through Dec. 31. Ted Bates Inc., N. Y., is agency.

UNITED FILM ORDERS United World Films, N. Y., has begun production on series (Continued on page 118)

GILLETTE PUBLIC SERVICE GILLETTE Co., sponsor of World Series on radio and television, will carry public service message during each game of series on campaign conducted by Advertising Council. Through council, messages have been prepared by Maxon Inc. on such subjects as register-and-vote, defense bonds, community chests and highway safety. Gillette is sponsoring World Series, starting Wednesday, on Mutual radio network, NBC-TV and on following television stations identified with ownership of Mutual: WOR-TV New York, WNAC-TV Boston, WGN-TV Chicago and KJH-TV Los Angeles.

ABC ADDS WXEL (TV)

WXEL (TV) Cleveland, effective today (Monday), becomes primary affiliate of ABC-TV, according to Alfred R. Beckman, national director of ABC Radio and TV station sales departments. WXEL is operated by Empire Coil Co. and has been on air since Dec. 17, 1949. WEWS (TV) Cleveland, formerly interconnected affiliate of both ABC and CBS, now becomes primary CBS-TV affiliate.

AFRA NEGOTIATES

AMERICAN Federation of Radio Artists has served notice on transcription companies that it will not renew present contract, which expires Oct. 31. Negotiations for another pact slated to begin this Friday. AFRA spokes-

for more AT DEADLINE turn page

September 29, 1952 • Page 5
In this Issue—

MILLIONS of dollars worth of radio and television time is being bought by major political parties. And commercial sponsors may expand special election coverage. Page 23.

SPOT buying in both radio and television takes a spurt. At least sponsors are going in for bigger campaigns than they used last year. Page 25.

IN CASE they hadn't thought of it lately, broadcaster are reminded by AAAA that standard AAAA-NARTB spot contracts contain two clauses banning rate chiseling. Page 25.

ANNUAL meeting of Assn. of National Advertisers begins today with three important radio-TV highlights on the agenda. Page 27.

ADVERTISING Research Foundation is under way with its job of trying to solve the broadcast ratings riddle. It'll take quite a while, and it won't be easy. Here's the first report on the project. Page 25.

NEW Whan study in Boston area shows both radio and TV command big audiences. Page 46.

IT'S probable President Truman won't name successor to FCC Comr. Robert P. Jones until mid-October, and when he does, chances are it won't be anybody now on FCC staff. Page 26.

ABC and NBC radio networks expect to put new discount structures into effect this week. Page 26.

TV grants and applications begin on Page 38.

IN EFFORT to get out of the red, WOR-TV New York makes severe retrenchments in staff and programming. Page 37.

NARTB's District 19 is given recipe for successful radio operation: Sell hard, with emphasis on local business; maintain rates, and start fighting other media instead of rival stations. Page 37.

ABC and United Paramount Theatres submit joint brief which they hope will wind up their merger case before the FCC. Its 167-page argument for approval. Page 31.

HOUSE subcommittee continues its search for immorality on radio and television. Page 32.

Upcoming

Sept. 29: CBS Radio Affiliates Committee, Hotel Ambassador East, Chicago.

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

Sept. 29: Tall Tower meeting, FCC, Room 2330.

Sept. 29-Oct. 1: Assn. of National Advertisers, Hotel Plaza, N. Y.


(Other Upcomings, page 32)
"Central Michigan's Best Salesman"

5,000 WATTS
LANSING, MICHIGAN

announces the appointment of
The O. L. Taylor Company
as
National Representatives

EFFECTIVE OCTOBER 1, 1952
To a radio advertiser who saw a headline like this

Disaster Regions Named as a Step To Drought Loans
Crop Losses Are Rising Livestock Endangered; Is Worst Hit

instead of this

IOWA CORN OUTLOOK
BEST EVER

...that's WMTLand where the everything-outlook is great

CEDAR RAPIDS
600 KC  5,000 WATTS
BASIC CBS RADIO NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY
Tower of Glass on Park Avenue

This is Lever House. Occupying the entire block-front on Park Avenue between East Fifty-third and East Fifty-fourth Streets in New York, it contains the executive and administrative offices of Lever Brothers Company.

It strikes a new note in architectural treatment. Outstanding beauty has been combined with sound functional design. Extensive use of blue-tinted heat-absorbing glass gives it a cool, transparent appearance. The sidewalk level is almost completely open, creating the illusion of a structure without a street floor.

The second floor covers three-quarters of an acre. This floor surrounds an open court, and on its roof is a landscaped terrace. Above this rises a slender 21-story tower. Each floor in the tower has approximately 6000 square feet of office space. In the basement is a private garage.

Lever House is completely air conditioned. Fluorescent lighting, acoustical ceilings, cellular steel floors, continuous fixed windows, and blue curtain wall spandrels of wired glass are some of the other features of interest.

This is the newest of many Park Avenue buildings for which Bethlehem has fabricated the steelwork. Among the others along this famous boulevard are the Waldorf-Astoria Hotel, the New York Central Building, the Tishman Realty Co. Building, and 100 Park Ave.

BETHLEHEM STEEL
American Com announces the EDWARD PETRY as representatives for stations (EFFECTIVE IMMEDIATELY)
Broadcasting company

appointment of

& COMPANY, INC.

KECA-LOS ANGELES-KECA-TV

ABC OWNED STATIONS
now represented by the EDWARD PETRY COMPANY

KECA • Los Angeles • KECA-TV

WJZ • New York • WJZ-TV

KGO • San Francisco • KGO-TV
new business

Spot • • •

FLORIDA CITRUS COMMISSION sponsoring 15-minute program three times weekly on following stations: WGST Atlanta; WGAC Augusta; WVOK Birmingham; WSMR New Orleans; KCLJ Shreveport; WESC Greensboro; WHAN Charleston; WSOB Charlotte, N. C.; WGBG Greensboro; WNAO Raleigh; WDIA Memphis; WBIR Knoxville; WSOK Nashville; WDEF Chattanooga; KNUZ Houston; WRB Dallas- Ft. Worth; KONO San Antonio [B'T, Sept. 16]. Agency: J. Walter Thompson Co., Lakeland, Fla.


STANDARD OIL Co. of Calif., S.F., starts weekly half-hour Standard

Hour-TV next week for 13 weeks on KECA-TV Los Angeles, KGO-TV San Francisco (Oct. 1), KFMB-TV San Diego (Oct. 2), KING-TV Seattle (Oct. 5), KPHO-TV Phoenix and KSL-TV Salt Lake City (Oct. 6). Programs reportedly involve $500,000. Agency: BBDO, S. F.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, starts radio and film TV spot announcement and participation campaign for new Life cigarettes today (Monday) for 13 weeks. Stations in first two markets include: KFJ Los Angeles, KNX KTLA (TV) KLAC (TV) KNBH (TV) KNXT (TV) Hollywood. Other markets will be added. Agency: Ted Bates & Co., N. Y. THOMAS F. HARRINGTON is account executive.

Network • • •

STERLING DRUG Inc., N. Y., renews sponsorship over Mutual of Ladies Fair, Mon., 11-11:25 a.m. EST, effective Sept. 29, and of John J. Anthony Hour, Sun., 9-9:30 p.m. EST, effective Oct. 5. Agencies: Dancer-Fittipaldi-Sample, N. Y., for former program and Thompson Koch Co. Inc., same city, for latter.

AMBER BREWING Co., S. F. (Regal Pale beer), has started Tom Hatten's Press Bee, round-up of national football scores on nine CBS Radio stations in California, Sat., 4:45-5 p.m. PDT, for 11 weeks from Sept. 20.

Agency: Abbott Kimball Co., N. Y.

TONI Co., Chicago, renewing Break the Bank over ABC radio, Tues. and Thurs., 11:30 a.m.-12 noon EDT, for additional eight weeks, starting tomorrow (Tuesday): Agency: Foote, Cone & Belding, Chicago.

PLYMOUTH Div. of Chrysler Corp., Detroit, to sponsor Dec. 27 annual East-West Shrine football game on Mutual and DuMont TV Network. Agency: N. W. Ayer & Son, N. Y.

RIGGIO TOBACCO Corp. (Regent cigarettes) to sponsor America Calling on CBS Radio, Sun., 4-4:30 p.m., starting Oct. 19. Agency: Hilton & Riggio, N. Y.

GENERAL FOODS (Sanka coffee) signs for sponsorship of Galen Drake on CBS Radio, Sat., 1:35-2 p.m. effective Oct. 11. Agency: Young & Bubicam, N. Y.

MILNER PRODUCTS Co., Jackson, Miss. (Pin-Sol disinfectant), signs for new Robert Q. Lewis musical show on CBS Radio, Sat., 9:45-10 a.m. in debut as network radio sponsor. Show starts Nov. 1. Agency: Gordon Best, Chicago.


REYNOLDS METALS Co., Richmond and Louisville, to sponsor coverage of Kentucky Futurity harness race at Lexington, Ky., on CBS Radio, Oct. 2, 2:15-3:00 p.m. EST. Agency: Buchanan & Co., N. Y.

PRUDENTIAL INSURANCE Co. of America, L. A., sponsoring newscasts by Virgil Pinkley, editor and publisher of Los Angeles Mirror, on 27 ABC Pacific Coast radio stations twice weekly, 5:15-5:30 p.m. PDT, for undetermined length of time. Broadcasts start today (Monday). Agency: Calkins & Holden, Carlock, McClinton & Smith, L. A.

PEARSON PHARMACAL Co., N. Y. (Ends), starts Hollywood

(Continued on page 108)
Want More Sales
FOR YOUR PRODUCT
IN NORTHERN OHIO?

WGAR's RETAIL SPECIALIST will help you

WGAR announces a new service, designed to boost in-store promotions and to build store traffic—
and sales!

Here's a new specialist at your service. Miss Meg Zahrt has joined the WGAR staff directly from Broadcast Advertising Bureau—to climax a career of successful programs and promotions.

She has been, successively, advertising manager, sales promotion manager, public relations director and radio director for major department stores in Ohio—and knows every aspect of radio promotion of retail sales.

consult MEG ZAHRT
NORTHERN OHIO'S ONLY FULL-TIME RADIO RETAIL SPECIALIST

WGAR the SPOT for SPOT RADIO

Represented Nationally by The Henry I. Christal Co.
In Canada by Radio Time Sales, Ltd. Toronto.
If you had a real mouse problem you'd surely select an active, rather than a passive method of catching mice.

A baited spring trap will catch mice, but the mouse must come to it. The best method is the employment of the services of a lean, ill-disposed and aggressive cat, for the cat goes to the mouse and that gets results!

How about your radio schedules? Are you buying on baited traps or good active cats?

May we suggest the services of the biggest cat in the teeming Oklahoma City market? It's 50kw KOMA, the CBS Radio equipped denizen that goes out and gets the listener with generous promotion, strong local programming and a 25 year old knowledge of their listening habits.

WILLIAM WILROY WILSON Jr., radio and television manager, Young & Rubicam, Chicago, prefaced his agency work with several years in the talent and broadcast fields. A musician for many years, he worked with bands until 1945, spending the next six years in radio and television.

Born in Boston, Bill Wilson has lived most of his life in Chicago, where as a high school youth he formed his own dance band (an eight-piece combo), booking it for as many as four proms in one night. When the demand became even greater, he went into the booking business for other young musician groups.

This sideline activity, continued during his two years at Morgan Park Junior College, came to a temporary stop when he enrolled at Drake U. in Des Moines, and resumed as a full-time career on his return to Chicago. He worked for a band management company, and was a manager, promoter and general adviser to Lawrence Welk, a long-time friend. When personal appearances and other duties demanded most of his time on the road, he decided to settle down as a family man.

First step was to sell his drums, buy a car and take a job as a district salesman for the U. S. Gypsum Co. in Michigan. After a year, he was transferred back to Chicago as assistant to the district sales manager, remaining there until 1945.

Switching from the Gypsum company to radio—and ABC—was a big change, but he had learned a lot about broadcasting while in the talent management and booking business. He had set up a formula in his spare time for dance band men, spotting their one-night stands in cities where they were already known and would draw a large crowd. Top band men appearing at Chicago's Aragon, for example, broadcast regularly on the Mutual network from WGN.

In a postal survey, Mr. Wilson found out which stations carried the sustaining musical programs from the ballroom and, therefore, in which sections of the country the band was well known. Gates were of course larger when the band was established in the minds of local radio listeners.

He joined ABC Chicago in 1945 as sales promotion manager and transferred to spot sales the following year. Before the network's

(Continued on page 49)
WRIGHT NODINE, vice-president in charge of West Coast, W. Earl Bothwell Adv., Hollywood, transfers to Geyer Adv., that city, in same capacity following merger of two agencies.

THOMAS J. COSTELLO, financial editorial department, New York Herald Tribune, to staff of Albert Frank-Guenter Law Inc., N. Y.

DAVID YOUNER, production manager and account executive, Shephard & Edwards Adv., N. Y., opens DAVID YOUNER Assoc., 33 W. 42d St., N. Y.

BOB SWYSSGOOD, radio-TV director of Lowe Runkle Co., Oklahoma City, to Curt Freiberger Agency, Denver, as TV director.

BRUCE HALL, account executive, White Adv., Oklahoma City, appointed manager of agency's Tulsa office.

ANTHONY J. DIISILE to W. B. Doner & Co., Detroit, as media director.

PAUL C. PHILLIPS to radio-TV department, N. W. Ayer & Son, N. Y., as supervisor of TV production. WILLIS RANNEY returns to plans-merchandising staff, Phila., after 16-month tour of duty with Air Force.

RICHARD R. LUKASIAK appointed art director, Eeoff & James, Phila.

MARJORIE R. SMELTZER, J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, as creative staff. BRUCE CLERKE added to staff as fashion coordinator and stylist. LOUISE SMART, Benton & Bowles, to FC & B on creative staff.

ARTHUR T. DUHAIME, Ruthrauff & Ryan, Chicago, to executive staff, Strauchen & McKim, Cincinnati.

LEWIS F. NACHOD, copy chief of public relations and publicity department, Gray & Rogers, Phila., to copy staff, Hening & Co., same city.


MEREDITH WILEY, director of personnel, Gardner Adv., St. Louis, elected director of city's chapter of National Office Management Assn.

RICHARD J. THAIN Jr. to Vaughan & Spencer, Chicago, as vice president in charge of copy. New agency name is VAUGHAN, THAIN & SPENCER.

LEON G. WILCOX elected vice president at Critchfield & Co., Chicago.

WILLIAM F. TREADWELL to Leo Burnett, N. Y., Oct. 1, as manager of public relations.


ALLAN J. COPELAND elected vice president-director, Paul Grant Adv., Chicago.

JOHN CAPLES, vice president, BBDO, N. Y., and GEORGE LAFLIN MILLER, vice president, E. T. O'Connor Co., appointed lecturers at Columbia U.'s Graduate School of Business.


YARDIS Adv., Phila., moving offices to 2116 Walnut St., that city.

BRUCE L. ALTMAN Adv., Hollywood, moves to 9004 Sunset Blvd. Telephone is Bradshaw 2-6446.

BROADCASTING * Te lecasting

Obviously OUTSTANDING...

A GIANT OF POWER FOR PEORIAREA

It takes GIANT electrical power to supply the requirements of Peoriarera industries... plants which produce millions of dollars worth of goods annually. It also takes GIANT power to supply electricity for 580,000 prosperous Peoriarera people.

A GIANT OF POWER FOR ADVERTISERS

It takes GIANT advertising power to produce maximum SALES RESULTS in the Peoriarera. WMBO has that GIANT power which consistently brings advertisers MORE listeners per dollar... more SALES per dollar. To SELL the Peoriarera...BUY WMBO!
Triple-Threat Sales Force
Now Available

With its new afternoon "Pattern for Pleasure," WRC offers three good reasons for the advertiser to include Washington's first radio station on his fall spot schedule. These two hours of live entertainment, Monday through Friday, feature three of Washington's most popular air personalities.

NANCY OSGOOD
12:15-12:45 p.m.  
News and interviews, for and about women.

BILL HERSON
12:45-1:15 p.m.  
Recorded and live music by WRC's well-known morning man.

GENE ARCHER
1:45-2:15 p.m.  
Washington's favorite baritone, accompanied by the Cliff Quartet.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST in WASHINGTON
WRC

5,000 Watts • 980 KC • 93.9 FM
Represented by NBC Spot Sales

A NEW approach to the use of television in reporting the news will be employed in All-Star News, to be launched Oct. 9 by ABC-TV as a full-length nighttime news digest series.

It will "for the first time, bring to the TV audiences of America an overall coverage of the news, from every major viewpoint and from every feature story viewpoint," according to Charles Underhill, national director of TV programs for ABC.

Scheduled four hours a week of evening time on ABC-TV, All-Star News will be telecast Sunday, 8-9 p.m.; Monday, 9-10 p.m.; Wednesday, 8-9 p.m.; Thursday, 8:30-9 p.m.; and Friday, 8:30-9 p.m.

"Our idea," Mr. Underhill said, "is to utilize the experience we gained in covering the two national political conventions in Chicago in reporting the day-to-day news of the world. We plan to call on all of our own news reporters and analysts and to make extensive use of guest experts to give the American public the best understanding possible of the news of the day and its meaning."

Louis Ruppel, veteran newsmen who at one time was publicity director of CBS and recently editor of Collier's magazine, will head up the news operation as "managing editor behind the cameras," Mr. Underhill said. The program will originate in the ABC-TV newsroom in New York.

John Denson, former managing editor of Collier's magazine and assistant managing editor to Mr. Ruppel when he was with the Chicago Times, and Bill Stapleton, World War II combat correspondent and a member of Collier's editorial staff, will assist Mr. Ruppel in assembling the news.

ABC news "names" such as Elmer Davis, Martin Agronsky, Pauline Frederick, Gunnar Back, John Edwards and Bryson Rash from ABC's Washington news staff; Paul Harvey, Taylor Grant, Leo Cherne, Austin Kiplinger and others, will be seen and heard. A typical hour-long telecast will report as many as 18 news stories and employ 25 to 30 personalities.

Telecasts will be available for sponsorship on almost any basis except national spot, he said. An advertiser can buy a quarter-hour or perhaps a 10-minute segment, either across the board or on certain days each week, on a continuing schedule or he may use the program for special campaigns.

Although ABC would like every TV affiliate to carry each All-Star telecast in full, the present competitive situation in both stations and network facilities is such that the hour-long programs are being made up into two half-hour segments, so that a station may take either half-hour.

strictly business

ARNOLD C. (JACK) GRAHAM, advertising manager of Goe- bel Brewing Co., Detroit, measures 6'1" in height but a group of Dutch dolls only 4" tall led him to his biggest deal in television.

It happened in studios of Transfilm Inc., New York, when Mr. Graham and an agency adman were investigating facilities of several video film producers. After they had viewed regular samples exhibited by Transfilm, one of the producer's executives remarked that he also had something a little different to show them.

The "something different" turned out to be a series of film produced in Holland, using dolls "brought to life" through a stop-motion technique. Within 15 minutes, Mr. Graham was talking on the phone.

(Continued on page 105)

Mr. GRAHAM  "same kind of thrill!"
Master of Ceremonies and Sales

WBT's cheerful, chipper Fletcher Austin gives the charm and conviction to a banquet or a break which have made him one of the most popular of Carolina personalities — on or off the air. Rightly representative of WBT's superlative air staff, Fletcher can make your commercials sing and sell among 3,000,000 WBT-Carolinians.

COLOSSUS OF THE CAROLINAS
open mike

1. A majority of commercial telecasters were opposed to the reservation of educational channels chiefly because they felt such reservations should have been allotted for commercial use.
2. That television was not merely a new gadget, but an instrument which would ultimately change our way of life, and that some way must be found for educators to take advantage of it. To this end I suggested that the governor call a conference to explore in detail the whole problem.

Howard Chernoff
General Manager
KFMB-AM-TV San Diego

[EDITOR'S NOTE: The story in question was based on an official report given to B.T. by KFMB-TV. However, B.T. is glad to give Mr. Chernoff a chance to set the record straight.]

Lost & Found
EDITOR:

... I thought you would be interested in knowing that as a result of the story that you ran [ON ALL ACCOUNTS], I have gotten notes from a good many long lost friends ... a darn fine testimonial for the readership your magazine gets.

John H. Foyehiw, Manager
J. Walter Thompson Co.
Lakeland, Fla.

For the Archives
EDITOR:

[In the interest of accuracy in the broadcasting archives, I feel that I should correct one error which appeared in your fine article on CBS’ 25th birthday in your Sept. 22 issue. You stated that Jerome H. Louchheim’s purchase of control of the network in 1927 “was completed against advice of Mr. Louchheim’s lawyer, Ralph Coln, who soon became a CBS director and general counsel...”]

The facts are that Mr. Louchheim was a client of my ex-senior partner, Wilbur Ball. Mr. Louchheim came up from Philadelphia to consult Mr. Ball. Mr. Ball not only thought Mr. Louchheim was crazy to consider the purchase, but thought so little of the likelihood that the purchase would be completed, that he turned over the matter of investigation to me—a young man of 26. I spent 10 days in a thorough investigation and then prepared a written report to Mr. Louchheim, which I delivered to him personally in Philadelphia, where it was analyzed in consultation with Mr. Isaac D. Levy and Mr. Arthur Judson.

I believe that it was on the basis of my generally favorable analysis... (Continued on page 58)
Radio Station

KFI
LOS ANGELES

THE WEST’S ONLY 50,000 WATT
1-A CLEAR CHANNEL STATION

is pleased to announce

THE HENRY I. CHRISTAL COMPANY
NEW YORK AND CHICAGO

Will act as its national sales representative

KFI with its more than 30 years of coverage of the entire west believes that the Radio medium is best served by a representative who concerns itself only with selling radio...and is proud to join such outstanding radio stations as...

WJR—Detroit, 50,000 watts  WBEN—Buffalo, 5000 watts
WDAF—Kansas City, 5000 watts  WTMJ—Milwaukee, 5000 watts
WGAR—Cleveland, 50000 watts  WGY—Schenectady, 50000 watts
WHAS—Louisville, 50000 watts

now being served by this national radio sales representative.

GOOD LUCK, HANK

[Signature]
EVERYTHING FOR

1. RCA Film Camera Type TK-20C

2. RCA 16mm Television Film Projector Type TP-16D

3. RCA 35mm Television Film Projector Type TP-35C

4. RCA Film Multiplexer Type TP-9D

Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.
1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical. Economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-enclosed (including film mechanism) ... and it's designed and built by RCA!

4. Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. TK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel increases flexibility, provides for lap dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinescope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.
“Whole-hearted thanks to KWKH”

Says M. A. DICKSON
President, Shreveport Druggist, Inc.
(Operators of Super Drug Stores)
IMPORTANT DRUG CHAIN EXECUTIVE

As President of a group of alert drug merchandisers, and as a resident of the area which KWKH serves, Mr. Dickson is well-qualified, indeed, to select wisely among the advertising media in Shreveport. Late this summer, Mr. Dickson wrote us as follows:

"Please accept our whole-hearted thanks for the job which you are doing for us with "I Was A Communist". It is indeed a pleasure to have such a program on your station, in view of the competent services you have rendered us . . . and the low cost-per-listener on KWKH. We are proud to have our program included on your Fall lineup which promises to be such a terrific success."

(Signed) M. A. Dickson

KWKH DAYTIME BMB MAP
Study No. 2--Spring 1949
KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

50,000 Watts · CBS Radio ·

A Shreveport Times Station

The Branham Company
Representatives

Henry Clay, General Manager
POLITICAL SPENDING SPREE

By JOHN OSBON

BUSINESS is booming in network and spot, thanks to beaverish—not to say unprecedented—political activity.

A multi-million dollar sales volume is tied up, one way or another, in this spirited 1952 Presidential campaign, with the major political parties and allied groups furnishing a bulk of potential gross time billings.

Major factors in this heavy volume are simulcasts, radio and TV spot announcements, and action breaks, local films and transcriptions, regional hookups and election coverage.

Newest and most development involving a national advertiser is that surrounding negotiations between MBS and the Chevrolet Div. of General Motors and Chevrolet Dealers of America for all-night radio coverage of election returns. It was understood that Mutual was nearing completion of arrangements. Details of the proposed contract, including the cost, were not ascertained immediately.

Lineup of Advertisers

If negotiations are consummated, Chevrolet would join Westinghouse Electric Corp., Admiral Corp. and Philco Corp. as sponsors of election coverage. These advertisers have contracted for the shipment of returns as part of their coverage of national political nominating conclaves.

The lineup comprises Westinghouse on CBS Radio and Television, plus four DuMont TV Network outlets; Admiral on ABC radio and TV; Philco on NBC radio and television. Each paid roughly $2 million, give or take either way, for sponsorship.

Additional broadcast revenue is reflected in these developments:

- The National Citizens for Eisenhower Committee will spend $2 million for a national radio-TV spot series on behalf of the candidacy of Gen. Dwight D. Eisenhower. Bates & Co. is the agency.

- Republicans also are preparing radio and TV spots with local groups seeking time on their community stations. Kudner Inc. and BBDO, which is handling the NARTB National Committee account, are supervising this production phase, but not buying the time.

- Democrats reviewed a spot campaign blueprint for radio in which an estimated $400,000 worth of time availability exists, and production contracts are tied up by the national committee, not to exceed a hundred of thousands of dollars to be sustained by local political groups.

- They also plan about $1 million

RATE-CUT WARNING

is Network, Spot Windfall

Dwight D. Eisenhower is turning actor to promote his political fortunes as Republican Presidential standard-bearer. He discusses the need to break $2 million radio-TV spot announcement campaign with Rosser Reeves (t), partner in Ted Bates & Co. and idea creator.

With respect to Chevrolet, Mutual said all scheduled programs except newscasts would be cancelled to make way for continuous coverage of the returns from the time the polls close Nov. 4. Results of local and state races as well as the national campaigns will be covered.

The Democratic party high command reviewed plans for a radio spot drive and related broadcast activity at a meeting in Springfield last Wednesday. The Joseph Katz Co. has completed the blueprint for an extensive spot campaign designed to reach millions throughout the nation.

The radio-TV series for Gen. Eisenhower numbers some 80 announcements, varying in length from 15 seconds to one minute and featuring the Republican Presidential standard-bearer. The spots and station breaks will be sent to 60 key counties in 12 states (loss to the GOP in 1948), according to Rosser Reeves, partner in the agency, who claims to have conceived the idea. The format will be that of the "man in the street." Mr. Reeves raised $100,000 to launch production and prevailed on the General to sit two days for 40 TV films and 40 radio announcements. The citizens committee appropriated $1 million at the outset and, at last notice, was starting on its second million.

After conceiving the idea, Mr. Reeves held a party in New York City's "21" for a "moneyed group sympathetic to Eisenhower," the agency reported. They liked the idea and agreed to help raise the fund. The GOP high command also approved it, cocking an eye on the $8 million ceiling for all campaign expenditures.

It was believed that the meeting inspired the published reports that the national committee had planned to ask advertisers to donate time for Eisenhower tran-

(Continued on page 24)

RATE chiseling and special deals violate the standard NARTB-AAAA contracts, stations were warned last week.

Frank Silvernail, chairman of the AAAA Committee on Radio & Television Broadcasting and radio-TV timebuying manager of BBDO, called attention to anti-chiseling language in the contracts used by AAAA members. In a letter to Stanley G. Breyer, KJBS San Francisco, Mr. Silvernail said he "read with interest the reference in the Sept. 8 BROADCASTING TELECASTING to your 'attack on rate chiseling' at the NARTB District 15 meeting.'

At the district meeting Mr. Breyer called on station managers in the San Francisco area to sign a memo which would assure all advertisers that they are paying the same rate for the same schedule, obligating stations to advise all signatory of any price concessions.

Quoting language from the NARTB-AAAA contract, Mr. Silvernail said "these provisions, of course, do not require the station to tell any other stations if it makes price concessions, but if the station accepts any business at all on the standard order forms developed by the AAAA and the NARTB, it is contractually obligated to tell its advertisers any time it sells the same service at a lower rate, and to give those advertisers the benefit of the new rate."

The language "makes it very clear what stations are committed to the minute they accept any business whatsoever on the standard contract form."

Mr. Silvernail then posed this question: "Is it possible that this fine print on the back of the standard contract is not well enough known to stations?"

The paragraphs under section 5 of the standard NARTB-AAAA contract for spot broadcasting read as follows:

(a) It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.

(b) All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall

AAAA Pact Cited

be furnished agency if requested in writing to do so.

The original standard contract forms governing agencies and advertisers were adopted in 1933 and revised in 1946.

AAAA and NARTB are near final agreement on agency-spot contracts for spot TV.

Mr. SILVERNAIL...his rate chiseling.

September 29, 1952
Due to circumstances beyond our control the video portion of this simulcast has been cancelled.

Political Spending Spree Is Windfall

(Continued from page 28)

The Democratic and Republican advertising programs also are working in terms of coast-to-coast simulcasts, whether on one or two networks.

While the simulcast has come of age in rival political campaigns, it also is proving a source of heavy revenue for the major networks.

At Kudner offices in the Washington Hotel, Washington, D.C., at least 10 simulcasts are planned in October on a national basis.

In the Democratic camp, word has gone out that simulcasts are desirable to help offset what they claim is the preponderant editorial opposition of the press.

Lighting Importance

There was other evidence of this newly-found reliance on television in Democratic quarters.

During the Illinois Governor's campaign speech in San Francisco, Kent H.许久, radio-TV director of the Democratic National Committee, placed emphasis on good lighting facilities for Gov. Stevenson.

Under this policy, TV was favored over newsreel cameras which had sought more lights to shoot film. Cameramen were told they would have to operate under the same lighting conditions as TV cameramen to prevent glare on the nominating. The policy will be continued throughout the Governor's itinerary.

Politicians are learning first-hand that lights needed for newreel shots are not to be confused with the softer, less glaring lights used for television—a point of some controversy on Capitol Hill during Congressional hearings the previous year.

The Democratic National Committee has been averaging one simulcast per week and will double the quota in October. In all, about 100,000 calls were placed on NBC-TV, CBS Radio and MBS. An MBS spokesman estimated that perhaps 90% of some 46 million radio homes had heard the broadcast. NBC estimated a possible 25 million viewers over 18.5 million TV sets. CBS placed the "probable and possible" audience at 60 million.

The talk that cost the Republican National Committee more than $65,000 to explain $18,000 plus was aired on 62 NBC-TV stations, 194 CBS Radio outlets and some 560 MBS affiliates. Only Oklahoma City and Phoenix were deprived of the live telecast.

Public response that deluged the GOP (well over 100,000 telegrams and 110,000 letters) also spilled over on the networks and their affiliates. At NBC-TV it was estimated that 1,000 calls came in to the New York switchboard in 22 minutes.

CBS Radio and Mutual claimed half the credit. The latter reported up to 1,000 calls between 10 p.m. and midnight and CBS about 200 calls. MBS also said its affiliate KJH Los Angeles received an estimated 1,260 calls in a three-and-a-half hour period. WGN Chicago claimed between 700 and 800, WMAC Boston 200 an hour.

Gen. Dwight Eisenhower, whose aids had difficulty in obtaining network time Tuesday evening, watched the address in Cleveland on television before starting his own talk which was rebroadcast later by ABC.

There was conflict elsewhere. At a Maryland Democratic rally in Baltimore, the state political group had bought the 9-10 p.m. period on NBC-TV for the Washington-Baltimore area, prior to the Stevenson address on CBS-TV at 10 p.m. (Gov. Stevenson was cut off about four minutes before the end.) Unable to clear time for Sen. Nixon and believing his talk to be of paramount interest, WBAL-TV, the local NBC outlet, offered it to WMAR-TV, CBS affiliate, with NBC approval.

In Washington, NBC's WNBW (TV) carried the first half hour and DuMont TV Network's WTTG (TV) the last half. As a result, Philip Perman, former solicitor general, started on NBC-TV and wound up on DuMont.

There were other sidelights, one involving Sen. Nixon's charge that Democratic Vice Presidential nominee John Sparkman ( Ala.) had kept his word on his office payroll. Sen. Sparkman had acknowledged on questioning, that "it has been a matter of record and well known that she has owned an interest in WAVU Albertville, Ala., from which she reportedly received $6,501 in 1951 dividends.

Included in the Nixon audit of his financial status was a payment of $1,878.84 for "joint Senate and House recording facility for recordings for radio presentation including shipping charges."
RATINGS RIDDLE


FIRST report on the study of radio and TV ratings to be conducted by the Advertising Research Foundation was made Thursday by Dr. E. L. Deckinger, president of the Foundation, and Dr. Max Ule, president of the ARF Committee on Radio and TV Ratings-Methods.

Dr. Deckinger spoke at "ARF day at AMA," first fall luncheon of the New York Chapter of American Marketing Assn., at the Commodore Hotel that day. Various functions of the Foundation were discussed by speakers under the guest chairmanship of Edgar Kobak, ARF president, who was introduced by John Shephard of Fletcher D. Richards Inc., chapter president.

The attempt "to try to solve the ratings riddle" is just beginning, Dr. Deckinger said. Therefore, he said, he would report on the direction of his committee rather than on its progress. "Because the problem is so full of complexities we decided it had to be divided into sub-committees, each of the four segments," he said.

"The first belongs to Max Ule of Kenyon & Eckhardt. His job is to set up ideal standards, to determine what is wanted in ratings and also how well each of the important methods (including some not commercially practiced) would fulfill the requirements when carried out to perfection. Maybe the answer will prove to be a combination of methods rather than any one, Dr. Deckinger said, "but we in advertising have to decide what we want before we can tell whether any method is giving it to us."

Snowcroft Heads Unit

Gordon Snowcroft of Campbell Soup Co. heads the second subcommittee, which is involved in field work as well as in the office. This is to check on differences between what a method ideally does and the actual practice.

Dr. Deckinger heads the third subcommittee to analyze data already available. "We hope," he said, "to obtain retabulations of existing data so that the results can be put side by side. Then, maybe, it will be possible to measure the contributions of the area covered, the types of ratings, the nature of the homes contracted, etc."

The final subcommittee, headed by Harry Wolfe of Colgate-Palmolive-Peet Co., is on "special projects" that arise from time to time, such as the Blair-Hooper controversy [BT, May 19]. That dispute has been referred to ARF.

All the committees are working independently, Dr. Deckinger said, rating that when the first groups complete their work their findings will be combined into a single report. The fourth committee will report on each project when completed.

Henry Schachte, Borden Co.'s director of advertising, ARF board vice chairman, reported that the new ARF, one year old this month, is in "wallowing good health" with 150 "godfathers"—AMA, AAAA, 51 advertisers, 60 agencies, 40 media. Inviting suggestions from "anyone with an idea," he asked: "What can a gang of guys with some money, representing agencies, advertisers and media, do through research to help our business?"

A. W. Lehman, general manager of ARF, reported that since it was originally organized in 1936 the foundation has supervised 190 studies in 105 markets, costing about $170 million. It has worked with 160 publishers and 14 sellers of transportation advertising, and it has cooperated with various advertising and media associations. From 1936 to 1951 ARF had about $7,000 a year not earmarked for media studies such as the Continuing Study of Newspaper Reading he said. But, according to him, it is anticipated that the revitalized Foundation will have $150,000 to $500,000 a year available for test surveys, original design studies, special analyses and general operations.

"The ARF does not have a field research organization. It does have supervisory, advisory and administrative staff. We do not compete, and do not plan to compete, on a practitioner basis with any professional research group or company. We have retained the services of a good number of commercial research organizations in the past. We plan to continue to seek out the services of such research experts."

Discussing the three new projects undertaken by the foundation, Fred B. Manchee, BBDO vice president, said: "ARF projects committee, introduced Dr. Deckinger and also Sherwood Dodge, vice president of Foote, Cone & Belding, chairman of the committee on rating methods, and John Caples, BBDO vice president, chairman of the Committee on analysis of ARF readership data. Messrs. Dodge and Caples reported briefly on their committees.

SPOT BILLINGS ACTIVE

By FLORENCE SMALL

Spot advertising in radio and television received a spirited impetus last week with at least nine major advertisers preparing new and, compared to last season, generally increased campaigns. Four of the sponsors are fall seasonal clients while the other five are setting schedules for pre-Christmas promotion.

Leading the list of seasonal spot advertisers is Park & Tilford's Tintex with a campaign slated to cover 250 radio stations across the country, starting now for a 10 to 12-week period. Advertisers will be using participation shows and disc jockey programs. Tintex will emphasize its new revamped color remover and a corgage made out of discarded nylon stocking material and then tinted. Storm & Klein, New York, is the agency.

Another seasonal advertiser is the New York and New England Apple Institute, which is placing a combination radio and TV campaign of spots and participation programs for a two-week schedule. This may be extended depending on the crop yield. (Participation through Charles W. Hoyt, New York, is placing the campaign in the following markets: New York, Boston, Providence, Hartford, New Haven, Springfield and Schenectady.)

Taylor Reed Co. (Q-T frosting), also through the Hoyt agency, plans a TV spot schedule in New York and Boston starting the middle of October for six weeks.

Ronzoni Macaroni Co., New York, manufacturers of Italian-style spaghetti, has announced the largest advertising campaign in the history of that industry. Starting yesterday (Sunday), Ronzoni is buying on two television stations and four radio stations in New York, as well as radio spots in Providence, Boston, Philadelphia, New Haven, New Britain (Conn.), Buffalo and Springfield, Mass.

Ronzoni Sponsorship

Ronzoni TV sponsorship in New York includes the half-hour Papa Cellini show on WJZ-TV New York on Sunday and Uncle Fred's Junior Show, also a 30-minute program, on WATV (TV) Newark on Wednesday. In addition, the company participates in WJZ-TV's across-the-board Kitchen Kapers. The New York radio schedule includes WNBC's Chain Lightning promotion with Bob & Ray, Skitch Henderson, Herb Sheldon, Charles F. McCarthy and the News, and, on WNEW, the firm sponsors the Easy-Going show and on WPAT Paterson, N. J. Bargin' Around With Boulton.

Among the Christmas advertisers, Gemex watchbands will place an eight-week TV spot campaign Oct. 15, on six stations through

BROADCASTING  •  Te lecasting

ARF Study's Aim Clarified

Nine Firms Increase

BBDO, New York

Shulton Inc. will extend its Christmas and fall activities beyond the schedules already announced. Old Spice for Men already reserved for radio and TV spots, will receive the greater percentage of the increased advertising. More time will be bought on radio and television to blanket the $170 million dollar fall saturated barrage of spot commercials for Old Spice shaving creams and after-shave lotions. The campaign, being augmented, proceeds through Thanksgiving.

Early American Old Spice, Friendship's Garden, Desert Flower and Old Spice for Men will add special Christmas TV and radio spots. Wesley Assoc., New York, is the agency.

National Cranberry Assn., Hanson, Mass., added a 52-week television campaign to its regular radio promotions for cranberry sauce, the traditional Thanksgiving and Christmas product.

TV schedule consists of one-minute, 20-second and 10-second spot announcements in eight markets. Live action spots will be used for special seasonal promotions. BBDO, New York, is the agency.

Among the exclusively Christmas advertisers, such as Giant balloons (radio spots) and Zippo Mfg. Co. (TV spots), plans already are being announced in detail for about two weeks.

September 29, 1952  Page 25
THE NEW rate-and-discount structures of NBC and ABC radio networks, bringing them into line with reductions as high as 25%, were today (Monday) expected to bring substantial re-adjustments in the rate plans of CBS Radio's. Officials of the latter network said they have no intention of devising a comparable contiguous rate plan of their own and that the effectuation of these plans should bring about changes in the rate plans of NBC and ABC which will finally present advertisers with a three network package which they may find desirable.

A special committee of affiliates also may elect, at its meeting today, a new chairman to succeed George B. Storer of Storer Broadcasting Co., since Mr. Storer was stricken with a deafness several weeks ago and has been instructed by his doctors to lessen the pace of his activities. John E. Petersen, WJEF Grand Rapids and WKZO Kalamazoo, presided in Mr. Storer's absence at the "rate meeting" in Chicago. Mr. Petersen, with John J. Harland, WJBK Detroit and WAGA Cleveland, presided when Mr. Storer was called away from July deliberations on the rate issue.

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AN estimated 700 members and guests are expected for the 43d annual meeting of the Assn. of National Advertisers today (Mon-
day) through Wednesday at the Plaza Hotel, New York.

Three radio-TV highlights are on the agenda: A Tuesday after-
noon report on "What Lies Ahead in Television," followed by a study of radio methods by J. Ward Maurer, Wildìoot
Magazine Audiences," and "How Provide Research
Methods will be
ANA as
is
First
Belding; Lawrence Deckinger,
Discussion
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Radio
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Newell
Chairman,
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Chairman,
Business
Meeting.
"A graphic
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be
Radio
program
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by
"an extremely
repeatable
series,
full
of
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B. Geyer,
Los
Angeles,
work
by
Mr. Wade said that Harvey Mar-
lowe, production manager, will
be
following
programming, while Milton Fen-
ster will continue to supervise
WOR-TV's film operations. In his
direction of the station's pickups,
and
special
events, Mr. Marlowe will take over
most
of
the
activities
formerly
pursued
by
Miss
Messerdand
Mr.
O'Connor.
John
Wingate
of
the
station's news staff, has been
made
news
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No Radical Program Shifts
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WOR-TV
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schedules
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the
present,
Mr. Wade said. The
Broadway
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which
had been
rumored
to
be
dropped,
will
continue
under
his
direction,
his
present
sessions
will
also
be
maintained.

Only
major
change
revealed
by
Mr. Wade
was the cancellation of
the
midnight-to-four
a.m.
"All Night
Show." Explaning
that this
pioneer TV
late
night
program
had
been
"unworkable," experiment, Mr. Wade
said that the test run was
now
concluded
and
the
vehicle
was
being
brought
back
into
the
shop
for
a
thorough
cleanup.

A
group
of
30
engineers
also
are
being
dropped
from
the
WOR-TV payroll. But it was ex-
plained that these employees
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Station
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when
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became
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in
MBS,
have
involved:

Theodore
C. Streibert, WOR
and
WOR-TV president, who
now
heads
another
GT company, the
General
Telecasting
System,
projected
TV
network
operation
[B&T, June 30],
and
Curt
Harper,
WOR
controller,
now
with
GT,
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WOR
properties
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are
headed
by
Thomas
F. O'Neill, GT president,
who
also
succeeded
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J. P. Popple,
vice
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of
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Electric Corp.,
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Subjects
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and
selling
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ahead.

Dexter
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of
the
department
of
Mc-
Graw-Hill
Corp.,
is
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present
a
McGraw-Hill
analysis
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quest-
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"Does Continued Prosperity Or a Recession Lie Ahead?—Are
We
in
Between?"
Ray
Eppert,
executive
vice
president
of
Burroughs
Add-
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Machine
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will
discuss
what
sales
and
advertising
executives
can
do
now
to
prepare
for
1956-57
and
how
"One Company Has
a
Specific
Plan
to
Work.
John
Cunningham,
executive
vice
presi-
dent
of
Radio
Mac
Ward,
will
point
out
the
effectiveness
of
adver-
siting,
while
John
E. Wiley,
John
E. Wiley
Inc.,
consultants
on
distribution
control,
will
discuss
the
merchandising
side
of
selling.

ANA Survey Findings
The
results
of
the
annual
ANA
survey
of
members'
advertising
plans
will
be
presented
during
Monday
afternoon
sessions,
with
Chairman
Nunn
presiding.
Addi-
tionally,
Retail
Hold-Up
That
Says, "Power
of
Your
Adver-
siting" will be
analysed
by
Reginald
Clough
of
Tide
Magazine,
and
the
story
of
Minneapolis
Honeywell
Regulator
Co.'s
program
"to
get
retail
sales
people
selling
again"
will
be
presented
by
H. D. Bissell,
the
company's
merchandising
diri-
ector.

Departing
from
previous
conven-
tion
procedure,
the
sessions
will
break
up
into
smaller,
informal
groups
at
about
4 p.m.
for
dis-
sussion
of
special
problems,
such
as
specific
brokerage,
direct
cooperative
advertising
funds,
and
themes.

The
theme
for
the
Tuesday
morning
session,
with
Block
Drug
Co.
Ad-
vertising
Manager
George
Abrams
O'Egan,
will
be
"Pricing
the
Ad
Budget
Leak,"
and
speakers
are
slated
to
include
Parlin
Lillard,
sales
promotion
manager
of
Gen-
eral
Foods;
James
Peckham,
execu-
tive vice president of
Nielsen
Co.,
and
J. M. McKibben,
vice
president
of
Westinghouse.

The
Tuesday
afternoon
session,
under
the
chairmanship
of
William
Brown,
acting
director
of
Associa-
ting
of
Thomas
J. Lipton
Inc.,
will
explore
"New
Frontiers
in
Advertising.
In
addition
to
the

WOR ECONOMY

In TV

Programs, Personnel

TV

services
will
announced
in
advancing
reader
interest
in
print
advertisements;
research
on
con-
sumer
motivation,
and
the
need
for
purposeful
creative
advertising
copy.
Edward
Weiss,
of
Weiss
&
Geller,
will
make
the
presentation
on
consumer
motivation,
while
Jean
Rindlauf,
of
BBDO,
will
dis-
cuss
the
"New
Frontiers
in
Copy,
Too."

The
annual
dinner
will
be
held
at
7:30 p.m.
Tuesday,
preceded
by
a
reception
by
the
ANA
board
at
6:30 p.m.
and
followed
by
ent-
tertainment
provided
by
CBS
at
9 p.m.

After
the
Wednesday
morning
program,
Gardner
Cowlies,
president
of
the
Cowles
stations
co-
of
Lee
magazine,
will
address
a
closing
luncheon
on
"What
Hap-
pens
to
Advertising
After
the
Campaign
and
Elections"—
described
by
ANA
as
"a
penetrating
and
dead-on
look
at
the
factors
in
our
economy
which
will
dominate
advertising
and
market-
ing
operations."
BROADCASTERS can solve their basic problems in the face of competition from TV and other media by hard selling and maintenance of rate structures, a hundred NARTB District 10 members were told at their Monday-Tuesday meeting, held at Excelsior Springs, Mo.

Network affiliates were chided for “not striking” to network rate cuts and independent spokesmen recalled the day when they carried the heaviest load of industry troubles.

Radio and television discussions topped the two-day meeting at which E. K. (Joe) Hartenbower, KC MO Kansas City, presided as district director. NARTB President Harold E. Fellows reviewed NARTB association affairs and delivered a talk, “I Can Get It for You Retail.” Others from NARTB were Ralph W. Hardy, government relations director; Richard P. Doherty, em- ployee-employer relations director, and William T. Stubbefield, sta- tion relations director.

Panel on Rates
William B. Quarton, WMT Cedar Rapids, Ia., presented a panel discussion on rates. Other members were Herbert R. Ohrt, KGLO Moline, Ia., John Alexander, KODY North Platte, Neb.; Ralph Evans, WHO-WOC Des Moines-Davenport; John T. Schil- ling, WHO CBS Cedar Rapids; William S. Burbach, KOIL Omaha; and Thet Charles, KXOK St. Louis, and J. Gordon Wardell, KGXB Springfield, Mo.

George A. Burbach, KASD-AM- TV St. Louis, urged broadcasters to sell radio “for what it is and not what it ain’t.” He claimed radio needs more sales enthusiasm. “Maintain your rates,” he urged; “since rate reductions in the eyes of advertisers are tantamount to an admission the rates originally were too high.”

William E. Ware, KSTL St. Louis, recalled that a decade ago “the independents were huddled together in a meeting like this while the network affiliates were laughing and telling jokes in the cocktail lounge.” He said:

“We were lean and hungry then, but we got realistic and tough and learned. Today as a result of being in training our picture is different from your network dilemma. What you fellows need is a little independent thinking. The next time you walk into a Beka Raton or Conrad Hilton session for your semi-annual sandwich cut-rate treatment, get out your pencil and figure out how few quarter-hours you would have to sell locally to equal your monthly network revenue.

Then look at how much time you have left over to further increase your gross. Perhaps you should operate as independent stations, taking your network income as bonus reve- nue. Get yourself some salesmen who are new to radio. They aren’t smart like we are—they call on everybody. Change your research to reflect how many dollars your advertising brings into the advertiser’s place of busi- ness.

But whatever you do, quit spending your research money fighting each other and quit allowing your rate to be cut.

Mr. Swisher said that “now, more than ever, is the time for stations to work with parent net- works. Good network variety enter- tainment plus local programming and hard selling will build real, lasting listener appreciation and results. It’s the answer to all competition—crying about network rate adjustments brings only red eyes.”

Mr. Evans reminded that AM radio provides “the least expensive advertising medium because it is a continuing competitor for attention to every daily activity of the individual, in or out of the home, with the exception of television. The combination of sight and sound does provide tremendous impact, but radio listening de- mands far less physical endurance and close attention than television.”

Harold Hough, WBAP-TV Fort Worth, representing the NARTB TV board, led a television discus- sion. On the panel with him were Messrs. Evans and Burbach; Ernest Sanders, WOC-TV Davenport, Ia.; Frank P. Fogarty, WOW- TV Omaha; Richard B. Hull, WOL-TV Ames, Ia., and Mr. Doherty. Among those posing questions on behalf of AM were Messrs. Ware, Ohrt, Quarton and Hartenbower; Robert Dillon, KXOK Des Moines; Ben B. Sanders, KICD Spencer, Iowa; G. Pearson Ward, KTTS Springfield, Mo.; Gordon Pentz, KWBE Beatrice, Neb.

Mr. Hough said simulcasting will become an important factor in the future, helping both radio and TV as they grow side by side. He cautioned against haste in TV planning and advised care in staff selection. Questions covered size of market justifying TV operation, revenue needed and operating costs of network and non-network stations.

A minimum of 50,000 sets will be required in major markets to jus- tify TV operations, it was sug- gested. Non-network costs will be higher because of film expense and additional personnel, delegates were told. At the size of market, 75,000 was given as a minimum. Mr. Doherty estimated $140,000 as minimum revenue needed in a simulcast.

Luncheon speakers included Tom Collins, advertising and promotion director of City National Bank & Trust Co., Kansas City, whose subject was “One and One Aren’t Always Two.”

DELEGATE GROUP at NARTB District 10 session: Seated (1 to r): Robert Thomas, WJAG Norfolk, Neb.; Lawrence W. Lenwell, KBLR McCook, Neb.; E. K. (Joe) Hartenbower, KC MO Kansas City, district director; G. Pearson Ward, KTTS Springfield; Harry Burke, KFAB Omaha. Standing, Wayne Cribb, KHMO Hannibal, Mo.; Ray Dady, KKW St. Louis; Ben B. Sanders, KICD Spencer, Ia.; Charles Thomas, KXOK St. Louis; Herbert R. Ohrt, KGLO Mason City, Ia.; Walt Vornam, RCA, Kansas City.

DELEGATE GROUP at NARTB District 10 meeting included: Seated (1 to r), S. H. McGovern, KSO Des Moines; Ralph Evans, WHO-WOC Des Moines-Davenport; Robert Dillon, KXNT Des Moines; George J. Higgins, KMBC Kansas City. Standing, George M. Burbach, KST Louis; Todd Storz, KOWI Omaha; William E. Ware, KSTL St. Louis; William B. Quarton, WMT Cedar Rapids; Paul E. Fry, KBON Omaha.

BROADCASTERS at District 10 meeting were: Seated (1 to r), S. H. McGovern, KSO Des Moines; Ralph Evans, WHO-WOC Des Moines-Davenport; Robert Dillon, KXNT Des Moines; George J. Higgins, KMBC Kansas City. Standing, George M. Burbach, KST Louis; Todd Storz, KOWI Omaha; William E. Ware, KSTL St. Louis; William B. Quarton, WMT Cedar Rapids; Paul E. Fry, KBON Omaha.

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J. R. HOWARD Named in Scripps Shift

TOP-LEVEL, executive realignment in the E. W. Scripps Company, operating company of 19 Scripps-Howard newspapers and owner of Scripps- Howard Radio Inc., will become effective Dec. 31, with Jack R. Howard, president of the radio TV company and executive vice president of E. W. Scripps Co., becoming president of the overall operating company.

Mr. Howard, 42, will succeed his father, Roy W. Howard, in the E. W. Scripps Co. presidency, while Charles E. Scripps, 32-year-old grandson of E. W. Scripps, will succeed W. W. Hawkins as chairman of the board. Mark Ferree, general counsel of the Scripps-Howard papers, will succeed Jack R. Howard as executive vice president and continue as general manager of Whangam, and Walker Stone, now head of the Washington bureau, will become editor-in-chief of Scripps-Howard.

Scripps-Howard Radio, a wholly owned subsidiary whose executive line-ups have not been involved in the change, is licensee of WCPO-AM- FM-TV Cincinnati, WEWS (TV) Cleveland, and WNOX Knoxville. In November, Scripps-Howard Communicat- ions Appeal, a Scripps-Howard newspaper, is licensee of WM and WMCT (TV) Memphis.
The Timken Message...

... Reaches Its Employees
And the General Public by Radio

By B. J. HAUSER
Director Cooperative Programs
Mutual Broadcasting System

CONTINUOUSLY, for almost four years, The Timken Rol-
le Bearing Co., one of the nation's industrial giants, has
sponsored Fulton Lewis jr., Mu-
tual network cooperative program,
in their main plant city of Canton,
Ohio, over WHBC.

There have been many evidences,
of course, of the large audience
which Fulton Lewis has reached for
this organization in the Canton
area, including a recent survey
which uncovered a rating of 10% represen-
ting 38% of the audience.

But even more impressive evi-
dence is this letter to Fulton Lewis
from Timken President William E.
Umstattd:

Our company has sponsored your
program for many years. We feel we
have definitely furthered the use of
our high-quality, alloy steel and rock
hits by this means of advertising
our product. Your program is a
strong, lively and informative one.
Our own employees enjoy hearing
you and we know that the people in
our community listen to and discuss your
broadcasts.

The Timken sponsorship of Mr.
Lewis, broadcast Mon-Fri 7-7:15
p.m., covers many different phases,
but basically these are the main
points in its commercial copy, as
pointed out by R. A. Wagner, pub-
lc relations director for Timken:
1. Preservation of our free enter-
prise system of business.
2. Preservation of the form of gov-
ernment as outlined in the Constitu-
tion.
3. The belief that taxes should be
levied only for necessary and military
functions of government; the reduc-
tion of government support of pro-
grams designed for minority groups;
criticisms of waste of tax money and
inefficiency in government operations.
4. The fight against communism.
5. The promotion of the activities
of public service organizations such
as the Red Cross, Community Chest,
Cancer Society and Armed Forces
recruiting.
6. The preservation of the funda-
mental freedoms along with registra-
tion and voting promotion.
7. Criticism of irresponsible union
leadership.

Here are examples of announce-
ments which the local announcer at
WHBC Canton cuts into the Fulton
Lewis program for Timken:

"If you were to sit down and fig-
ure out how much you spend each
month and itemize the list, it would
probably include something like this
25% for rent or house payments;
40% for food; 10% for clothing;
5% for automobile and transpor-
tation; 20-30% for taxes.
To be realistic about this cost of living
business, you don't dare overlook
those taxes you pay before you
even see your paycheck. It's a big
hunk, I'm sure you'll agree. Worse
than that, it's unjustified. You're
paying taxes to support govern-
ment waste and inefficiency.
No one wants to be a party to this.
Yet, by collecting taxes on the pre-
text of using it for sound pur-
puses, when in fact the money is
being wasted, we taxpayers are
parties to a hoax. Write your con-
gressman and Senators today and
tell them you're fed up with this
spending orgy perpetrated against,
and not for, the taxpayer.

"The founder of modern day
Russian Communism, Nikolai Leb-
in, made this statement, quote:

"Some day we will force the United
States to spend itself into destruc-
tion," end of quotation. Are we in
the United States doing that now?
Compare the amount of money you pay out in taxes now
to what you paid 10 years ago.
We are in the middle of an infla-
tionary spiral that can destroy this
country every bit as effectively as
an invasion of communist hool-
lum. What can we do about this
situation as individuals? Produce
more. Buy only what you need.
Write your congressman in Wash-
ington. Tell him to vote against
needed government spending.

"Back in the days when Ameri-
can's freedom was no more than an
idea in men's minds there were tree
stumps everywhere as colonists
cleared the land. And when a man
had something to say for freedom,
these stumps made handy plat-
forms to speak from. Standing on
stumps and making speeches got to
be an American custom - and
finally a right guaranteed by the
Constitution. Tree stumps are few
and far between these days, but
you still have the right to 'get up
on a stump' and say what you
think. Freedom of speech is im-
portant to America. You can do
your share to preserve this free-
dom by standing up for your rights
and defending them whenever and
wherever you see them being at-
tacked. Remember, they're 'your'
rights, so treat them 'right'."

"It won't be long until the sev-
enth spiral of inflation hits us.
Steel unions will demand and get
increased wages, steel prices will
go up, and other prices and other
wages will follow. General wage
increases mean general price in-
creases."

"Fifty years ago, Teddy Roose-
velt made a statement on political
morality that gives us food for
thought, today. With RFC scandal,
deep freeze scandal, crime con-
trolled politics, five percenters and
other scandals - it's time we gave
serious thought to the importance
of honesty in government. Here
is the statement made by Theodore
Roosevelt in 1901: Quote, "In the
last resort, good laws and good ad-
ministration must rest upon the
broad basis of sound public opinion.
A dull public conscience, an easy
gaining acquiescence in corruption,
infalilibly means debasement in
public life, and such debasement in
the end means the ruin of free insti-
tutions. Freedom is not a gift which
will carry long in the hands of the
dishonest or of those so foolish or
so incompetent as to tolerate dis-
honesty in their public servants-
end of quotation."

"Welfarism means socialism. So-
cialism means decreased produc-
(Continued on page 108)
**CENSUS DATA**

Radio and TV home statistics, based on the 1950 U. S. Census, were made public last week for the states of Arizona and Rhode Island.

Census data were collected in April, 1950, and the figures just released show the number of radio and TV homes at that time. When the TV figures were calculated, there were scarcely 6 million video homes in the nation compared to 18.5 million at this time.

In Rhode Island, Cranston had

99.1% radio ownership. Highest ownership in Arizona was found at Phoenix, with a 94.8% figure.

Among counties in the states, Bristol, R. I., was at the top with 98.7%. All Rhode Island counties ran 98.3% or higher. Lowest figure in the county group was Apache County, Ariz., with 38.7% radio ownership.

Rhode Island was far ahead of other states in 1950 TV homes, with an unusually high average of 21.6% for the state. In Providence, 22.9% of homes were TV equipped in 1950, with Warwick showing 29.2%.

**RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—ARIZONA**

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Total 1950</th>
<th>Number</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE STATE</td>
<td>749,587</td>
<td>210,374</td>
<td>205,050</td>
<td>183,325</td>
<td>89.9</td>
<td>178,781</td>
<td>87.7</td>
<td>104,045</td>
<td>4,410</td>
</tr>
<tr>
<td>Urban and Rural Nonfarm</td>
<td>416,085</td>
<td>122,886</td>
<td>111,190</td>
<td>113,965</td>
<td>91.6</td>
<td>96,392</td>
<td>83.2</td>
<td>57,234</td>
<td>2,252</td>
</tr>
<tr>
<td>Urban</td>
<td>356,273</td>
<td>107,585</td>
<td>92,595</td>
<td>93,775</td>
<td>83.6</td>
<td>72,265</td>
<td>66.8</td>
<td>40,220</td>
<td>1,690</td>
</tr>
<tr>
<td>Rural Nonfarm</td>
<td>82,407</td>
<td>15,301</td>
<td>18,600</td>
<td>12,620</td>
<td>67.6</td>
<td>11,594</td>
<td>68.2</td>
<td>16,500</td>
<td>47.7</td>
</tr>
<tr>
<td>S. M. A.</td>
<td>313,779</td>
<td>60,463</td>
<td>54,715</td>
<td>56,310</td>
<td>92.3</td>
<td>36,345</td>
<td>65,750</td>
<td>94,250</td>
<td>3,850</td>
</tr>
</tbody>
</table>

**HOUSING**

1950 U.S. Census—No. 3

<table>
<thead>
<tr>
<th>Area</th>
<th>Total future</th>
<th>Total 1950</th>
<th>Number reporting</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Per Cent</th>
</tr>
</thead>
</table>

**RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—RHODE ISLAND**

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Total 1950</th>
<th>Number</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>THE STATE</td>
<td>791,086</td>
<td>225,447</td>
<td>232,783</td>
<td>220,460</td>
<td>95.3</td>
<td>176,739</td>
<td>222,960</td>
<td>48,215</td>
<td>21.6</td>
</tr>
<tr>
<td>Urban and Rural Nonfarm</td>
<td>647,210</td>
<td>197,647</td>
<td>185,911</td>
<td>177,815</td>
<td>95.3</td>
<td>134,655</td>
<td>193,795</td>
<td>47,805</td>
<td>21.6</td>
</tr>
<tr>
<td>Urban</td>
<td>539,436</td>
<td>152,898</td>
<td>150,235</td>
<td>142,383</td>
<td>94.9</td>
<td>97,884</td>
<td>139,840</td>
<td>34,383</td>
<td>14,983</td>
</tr>
<tr>
<td>Rural Nonfarm</td>
<td>107,774</td>
<td>44,750</td>
<td>45,676</td>
<td>45,502</td>
<td>99.2</td>
<td>36,771</td>
<td>94,955</td>
<td>33,822</td>
<td>7,400</td>
</tr>
</tbody>
</table>

**COUNTIES**

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Total 1950</th>
<th>Number reporting</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Per Cent</th>
</tr>
</thead>
</table>

**CBS ‘Newspaper’ Salute**

CBS Radio will salute National Newspaper Week (Oct. 1-8) during its You and the World public affairs series on Sept. 29, 30, and Oct. 1, featuring on broadcasts in the network: Robert U. Brown, vice president and editor of Editor & Publisher; Frank J. Starzelle, general manager of the AP; Donald Christie, publisher of the Fort Plain (N. Y.) Courier-Standard, and Eugene Meyer, board chairman of the Washington Post, which has majority interest in WTWP-AM-FM-TV that city.

**CBS ‘Newspaper’ Salute**

**Gillette Buys**

**Gillette Safety Razor Co., Boston** will sponsor Dec. 27 annual Blue-Gray football game from Montgomery, Ala., as part of its Covalelade of Sports on Mutual. Gillette’s agency is Maxon Inc., New York.

**Swift Renews ‘Club’**

SWIFT & CO., Chicago, is renewing 9:15-9:45 a.m. portion of hour-long Breakfast Club (Mon-Fri., 9-10 a.m. EDT) on full ABC radio network for 52 weeks, effective Oct. 16. Agency is J. Walter Thompson Co., Chicago.

**BROADCASTING • Telecasting**

**PROPHECY**

Bab’s Sweeney Forecasts

PROPHECY that radio advertising will increase by $250 million in the next five years, and thus reduce the need for the broker’s network by 1957 was voiced by Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, before the Milwauke Advertisers Club Thursday.

But he tempered his remark with a warning that the radio industry may be in "for another two years of purgatory before it cleanses away all its sins.

He stated radio "even deadly sins" as follows: Doing business with too few advertisers; competitive selling within the industry; manufacturing and remanufacturing the same type of programming; "wet-nursing television into a strong, competitive position"; failing prey to programmers; expanding to quickly-tripling the number of stations in three years; and reacting too sluggishly when the challenge to radio became evident.

Mr. Sweeney asserted that radio is making progress in "washing away" its sins. He said he envisioned a radio broadcast industry more powerful than ever before emerging from the current period of rate stabilization.

Mr. Sweeney listed as "things to come" in the next five years:

"More radio stations by an appreciable margin than there are now... and in several areas, they will be operated profitably than ever before;" close to two-thirds of all homes will have three or more radio sets and more than 90% of all automobiles will be radio-equipped with the present 30% and 70% figures, respectively; number of radio stations doing specialized programming — classic music, Negro, hillbilly, foreign language, all news — will exceed the stations doing a general diversified type of programming; radio stations will know more "what makes advertising work" and will know with greater accuracy than ever before in the history of advertising how to bring people to the cash register.

**WAPigged**

"PIG in the agency" instead of "pig in the poke," was the cry last week when Chet Slaybaugh, head of the timebuying department of Morse International, New York, returned from a trip to find a large, live, spewing hog using the office as a pen. Seems the animal was a gag-gift from Lionel Baxter and W. Birmahl. Mr. Slaybaugh was planning to lead the pig by a rope through the office building, down to the station and onto the commuter train, but fortunately an office assistant turned up with a car and saved Manhattan from an unacustomed spectacle.
ABC-UPT FINDINGS

FCC SHOULD approve the merger of ABC and United Paramount Theatres Inc. because it would be best for radio and TV, those two companies argued vigorously in a joint 167-page brief submitted last week to FCC Hearing Examiner Leo Resnick.

Essentially the voluminous proposed findings were a recapitulation of the points made during the 90-odd hearing days; that: (1) ABC is a legitimate radio and TV station; (2) merger with UPT would give ABC added capital and entertainment know-how which would be used to bolster radio and TV programming; (3) strengthened ABC could really compete with dominant NBC and CBS, thus benefit the industry and the public.

Alternative, although not expressed in so many words, is that ABC may be forced to go out of business.

Also filed last week were proposed findings by Paramount Pictures in behalf of the license renewal of its KTLA (TV) Los Angeles among other facets of the case.

Proposed Findings Expected

Due this week are proposed findings—presumably in opposition—from the FCC's Broadcast Bureau and Allen B. DuMont Labs.

Need by ABC for more capital is the prime consideration in the merger, a joint brief emphasized. ABC's $14,562,760 was less than 50% of NBC's (and less than 8% of RCA's, parent company of NBC), about 37% of CBS's, and 60% of DuMont's. ABC in nine years of operations never has paid a dividend.

Other points made were:

New American Broadcasting-Paramount Theatres Inc. would have no monopoly in radio, TV or theatres in any city.

In a study of cities in which ABC has AM-FM-TV stations, and UPT theatres, none are without competition.

• Only relationship between Paramount Pictures Corp. and UPT is that of “buyer and seller.”

• UPT has complied fully with the 1949 Consent Decree.

The FCC early in August ordered that anti-trust activities prior to the 1948 date should be disregarded by the examiner. This was done in the interest of accelerating a decision on the case [Dec. 31, 1952].

• Contention that UPT might tend to suppress TV is fallacious. UPT can benefit from its investment in radio and TV only to the extent it develops what will be the merged company's ABC Division so it will be able to compete effectively in the field.

• There is no incompatibility between radio-TV and motion picture exhibition. TV's vitality is in the spontaneous presentation of news events, etc. Therefore, it will compete with other in-home activities. Motion pictures will compete with other out-of-home activities.

• The merger will provide (1) more effective competition, (2) working capital and earning power —which will permit greater program risks, expanded program structure, new types of programming, and the development of movies. (3) stronger ABC will affect other networks, cause them to improve their programs, thus benefit the public,

• Under the terms of the merger, the new AB-PT company will issue $25 million of new securities. It will also assume all of ABC's $14.5 million obligations. To board of AB-PT will go present 13 UPT directors plus ABC's Edward J. Noble, Robert E. Kintner, Robert H. Hinckley, Earl E. Anderson and President-Director Tye DeWitt. Mr. Noble will also be chairman of the finance committee. Mr. Kintner will remain as president of ABC Division and C. N. Priaulx becomes treasurer, ABC Division.

ABC Division will also acquire following UPT executives: Robert H. O'Brien, to be executive vice president; Robert Weitman, vice president in charge of talent and programming; Earl Hudson, vice president in charge of Western Division; John Mitchell to be manager of Chicago office.

UPT’s WBKB (TV) Chicago will be sold to CBS for $2 million. Relying heavily on its decade-long operation of KTSA Los Angeles and WBKB, Paramount Pictures declared there have never been any suggestions of violations of FCC rules or the Communications Act.

The 1945 Consent Decree should be considered the same light as the FCC's 1941 Chain Broadcasting Rules, the movie producing company said. There, the FCC forced the networks to revise their practices, but did not revoke any licenses.

Paramount a Defendant

Only three of the several exhibitors put on the witness stand by the FCC counsel mentioned difficulty in getting pictures from Paramount since 1948, Paramount pointed out. All admitted that they are now experiencing no difficulty, it added.

Paramount is also a defendant in the government's anti-trust suit against the National Screen Service Corp., for monopoly in the production, distribution and exhibition of trailers and advertising accessories. Three of Paramount's directors are directors of Madison Square Garden, a defendant in the government's anti-trust suit against the International Boxing Club.

There is no conflict between motion picture production and TV, Paramount Pictures said. It pointed to its stations and its interests in DuMont, Chromatic Television Labs. (developing Lawrence tricolor picture tube) and in International Telemeter Corp. (subscription-TV) as examples of its early and intense activity in TV.

TV has not been able to show Paramount Pictures films because it cannot afford them, they said. "When television can bring a reasonable price to market comparable to that which the theaters can produce, Paramount intends to make such pictures immediately available for television purposes."

It also mentioned other labor union barriers to the sale of films to TV.

Paramount said it was looking forward to theatre-TV, intended to participate in theatre-TV hearings (engineering and accounting are scheduled for Oct. 20) and that if frequencies are made available, it will apply for permission to use the channels.

SAMS FOLLOWS

Data to Non-Subscribers

COMPUTATION, traditionally beneficial to the customer, apparently works out that way in research as well as in the sale of merchandising.

After A. C. Nielsen Co. had modified its Nielsen Service contracts to offer a "Complete Circulation Report," including non-subscribers data to its advertisers, agency and station clients, Standards of Advertising Measurements Services last week notified advertisers and agencies that it, too, will supply them with data collected on non-subscribing stations.

Written Wednesday by Kenneth Baker, SAMs president, states that in addition to an earlier offer of complete sets of 400 subscriber reports grails to agencies and advertisers, SAMs will provide agencies and advertisers with tabulations involving use of non-subscriber data for tabulating cost. In addition, it will supply all of our radio data in conventional area-type format for counties and reported cities for prices ranging to maximum of $2,500 for entire set, cost to buyer determined by number of counties ordered.}

JELL-O SIGNS HOPE

In $2 Million Contract

GENERAL FOODS (Jell-O), New York, signed last week under an approximately $2 million contract to sponsor Bob Hope in two series of programs on NBC radio [B+T, Sept. 22]—a morning quarter-hour strip and a weekly nighttime show—what the network called one of the largest multiple purchases of network time by a major advertiser in recent years.

The sale, announced Thursday by NBC Sales Vice President John K. Herbert, also was the first under the new contiguous rate feature of the network's revised rate-and discount structure, which officials expect to be a big money-maker. [B+T, Sept. 8, et seq; also see story, page 26]. Under the contiguous rate plan, advertisers who sponsor combinations of daytime and evening programs, one of which must be a strip, are granted the lower "contiguous" rate on total program time within any one day. The Hope strip [Mon.-Fri., 9:30-4:45] will start Nov. 10 while turn comparable to that which the theater can produce, Paramount intends to make such pictures immediately available for television purposes."

Presented to FCC

R. H. MACY ELECTS

Three New Directors

THREE new directors identified with radio and TV were elected last week by R. H. Macy & Co., New York department store, minority owner in General Tire & Rubber Co.'s General Teleradio properties.

Trip includes Gardner Cowles, president of KRNT-AM-FM Des Moines, and WNAX Yankton, S. D., and president, Look and Quick magazines, Des Moines Register & Tribune and chairman of the board of Minneapolis Star & Tribune; Robert Montgomery, TV executive producer, NBC New York, and director, Neptune Productions (television films), and Abraham L. Bienstock, director, Telenews Productions Inc. and Transcontinental Properties Inc. Transcontinental is sole owner of Great Plains Television Properties Inc., applicant for new TV stations in Duluth, Sioux City, Little Rock and Springfield, Ill.

September 29, 1952 Page 31
THE MAN who told objectors to radio and TV programs to "turn the damned thing off" changed his mind last week.

Rep. Arthur G. Klein (D-N.Y.), a member of the seven-man House Commerce Subcommittee investigating the broadcast of objectionable radio and TV programs [B&T, June 9, et seq.,] admitted that his earlier admonition was not the answer.

"I started out with the idea that people should be able to see what they want to see and if they didn't like it they could turn it off," he said Thursday in Washington. "But, I've changed my mind. My face-to-face remarks is not the answer. I've come to the viewpoint that someone must take the responsibility for policing the good taste of radio and TV programs that come into the home. The industry should do it, but, if they don't, someone else should."

Klein's Viewpoint

Rep. Klein told Broadcasting: Telecasting that broadcasting is different from newspapers, magazines, comic books. "The program comes into the home," he explained, "and the listener or viewer doesn't know what's coming next."

"To turn it off is not the answer," he added. "Sometimes when you turn it off, you create the very curiosity you're trying to prevent. Essentially, industry whose eyes may accept beer advertising, for example, without thinking about it, but whose interest would become aroused if the parent who objected to beer commercials switched the program off."

Rep. Klein reaffirmed his opposition to censorship. In this sentiment he was joined earlier in the week by Joseph P. O'Hara (R. Minn.), who said:

"To my mind the industry should handle such problems itself rather than have Congress enact any type of thought control or censorship."

Inquiry into radio and TV programs recessed Friday until after the Nov. 4 elections. At that time, the committee will confer on plans for the future with the industry. Whatever kind of a report should be submitted, Chairman Oren Harris (D-Ark.) told reporters.

Last week's hearings were highlighted by testimony from NBC's Charles R. Denny Jr., CBS's Jack Van Volkenburg and National Television Film Council's Melvin Gold, in a New York session Tuesday and Wednesday.

On Thursday, the subcommittee heard Herbert Monte Levy, American Civil Liberties Union; Mrs. Winifred D. Smart, St. James Council of Catholic Women, Falls Church, Va.; Rachel V. McAloon, prevention coordinator, Rhode Island Juvenile Court.

Scheduled for Friday were Clinton M. Hester, U. S. Brewers Foundation and Miss Alice Keith, National Academy of Broadcasting Foundation, Washington, D. C.

Mr. Denny reminded the Congressmen that good taste cannot be legislated but "must grow from an inner awareness and a continuing resolve to operate in the public interest." He contended that broadcasters have met this responsibility by avoiding "vulgarity or material in bad taste" and by "serving the public an influence for good".

Mr. Denny outlined in detail procedures followed at NBC for establishing proper standards of taste in broadcasting and for insuring compliance with those standards. He cited the industry code of the NARTB, to which NBC subscribes, and NBC's own code of mystery programs, adopted in 1934 and "strengthened and revised from time to time."

Mr. Denny stated that NBC's position was that crime and mystery programs were "a proper and legitimate part of the broadcast schedule." He noted that crime and mystery programs constituted only 2.7% of NBC's fall television schedule and 4.5% of the fall radio schedule.

In reply to a question from Rep. O'Hara on whether a sponsor, advertising agency or the network should take responsibility for poor taste in programming, Mr. Denny said that both the network and the local station must share the burden.

With respect to cigarette and beer commercials, Mr. Denny said that NBC had received 622 complaints for the first eight months of 1961 and only 32 in a similar period for 1952.

Mr. Van Volkenburg reported that he and his colleagues at CBS were "deeply disturbed" by the implication in the resolution under which the subcommittee was operating.

He added that legislation designed to improve programming would be "a dangerous encroachment upon freedom of speech and would result in sterile programming."

Asserting that present laws provide punishment for broadcasting obscene, indecent or profane language, Mr. Van Volkenburg said that additional legislation could result in "artificial restrictions upon program development."

In the final analysis, he said, "the public are our masters."

At CBS, Mr. Van Volkenburg declared, philosophy of programming did more than "just avoid offensive broadcasts." He said the fundamental policy in both radio and television was to emphasize "creative programming." He noted that CBS has created many of its own programs because the network has believed for a long time that it should operate as "something more than a mere conduit for other people's programs and commercial messages."

To guard against offensive material, CBS created an editing department in 1938, Mr. Van Volkenburg explained. He said it was the responsibility of this department to make certain that all editorial and advertising material broadcast over the network and over radio and television stations owned by it complied with CBS' basic standards of good taste and with the NARTB code.

During a question-and-answer period, Mr. Harris commented that he was receiving the impression that the networks, for the first time during the hearing, were admitting that they should be the largest portion of responsibility for network programming and commercials. He remarked that during testimony from witnesses in Washington, Rep. Harris commented that he was receiving the impression that some network representatives were placing responsibility on the local stations.

Mr. Van Volkenburg and Rep. Klein engaged in a prolonged discussion of the broadcasting of beer commercials in "dry" areas. Mr. Van Volkenburg explained that CBS did not send beer commercials to a local station in "dry" territory but that listeners could often pick them up on another station in another state.

All members of the committee expressed the opinion that they were convinced that the networks were endeavoring to improve programs.

(Continued on page 116)

NARTB District Meeting Schedule

Date Dist. Hotel City

Oct. 3-5 4 Carolina Pinehurst, N. C. Atlanta
6-7 5 Biltmore Atlanta
9-10 6 Peabody Memphis
12-14 3 Penn. Harrisburg, Pa.
16-17 2 Westchester Rye, N. Y. Country Club
20-21 1 Statler Boston

Sept. 23-29: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa
Sept. 29: ABC Western Div. radio affiliates' annual meeting, Beverly Hills Hotel, Hollywood.
Sept. 29: Tall Tower meeting, FCC, Room 2208.
Sept. 30-Oct. 1: NARTB TV Code Review Board, Ambassador Hotel, N. Y.
Like guys go with dolls

More-listeners-per-dollar and W-I-T-H go together just like guys go with dolls. It's a natural combination!

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

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

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

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
Here is part of the UPPER SANDY business district where more than 50,000 Portlanders do their shopping regularly. Indication of growth is tremendous increase of business houses to serve the ever-increasing number of new residents.

MOTEL OWNER Guy H. Struthers, Upper Sandy Booster club president, says, "We've felt the impact of KGW prestige and selling influence for many years. It's the logical choice for selling the Portland market."

PORTLAND, OREGON

More "home" merchandising, audience and sales promotion in the largest area served by any Portland area radio station means KGW gives you more for your money.

The center of this KGW-serviced area is Portland, which ranks tenth highest nationally in percentage of radio homes in cities of half-million to one million total population. According to recently compiled figures there are only 6,182 homes without radios in metropolitan Portland, an area of more than 700,000 population.

By all means, investigate the type service offered by KGW in the heart of this great 12,000 square mile area with a population of more than a million-and-a-quarter and 374,894 radio homes. KGW leadership in community affairs has paid off in increased sales. You will want to take advantage of these "extras" offered only by Portland's pioneer station, KGW.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.
HERE’S THE CHOICE...KGW’S VOICE!

GROCER George Denfeld asserts, “Public service for more than thirty years has made KGW our choice. When you have a product to sell, KGW can sell it faster and better.”

CAFE OWNER Charles Rutherford reports, "We know the value of good radio salesmanship and for our money KGW delivers with top quality salesmanship, merchandising and results."

HARDWARE STORE Owners T. J. Armen-trout and M. L. Erwin agree KGW is the top radio medium in the Portland area..."quality programming and service," Mr. Armentrout states.

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BROADCASTING Telecasting September 29, 1952 Page 35
Political Spending Spree Is Windfall

(Continued from page 24)

18 simulcasts will have been purchased, with total time outlays estimated at between $800,000 and $1 million.

Newspaper opposition also is judged a factor in the decision of Democratic party strategists to shoot the works on radio-TV all down the line, even to key areas of Senatorial and Congressional races.

Gov. Stevenson himself railed out again last week at the pro-Eisenhower press and coverage of his labor views, and commented: "Somewhere you have to get through to the people. It is not easy. That's why things like television and all of these media of communication that are appallingly expensive are likewise so necessary."

Simulcasts will not be limited to Presidential nominees Dwight Eisenhower and Adlai Stevenson. Plans are in progress for radio-

TV speaking dates on President Truman's whistle-stop tour, and for other leaders of both parties.

Speculation that national network simulcasts may be arranged to climax the political drives of both Presidential nominees in Boston was rife last week. Negotiations reportedly were underway in both the Eisenhower and Stevenson camps. Both parties have reserved TV time for election eve.

Meanwhile, additional time buys were set past for both parties as the campaign became more heated [B+T, Aug. 4, et seq.].

Gov. Stevenson, who spoke from Baltimore last Tuesday on CBS-TV and on ABC radio, is slated for a simulcast today in Chicago on NBC-TV and MBS radio. He will speak in Columbus Oct. 3 on ABC-TV and CBS Radio.

The National Committee for Stevenson-Sparkman picked up the tab for his AFL talk on MBS last Monday. Agency was Furman & Feiner.

Gen. Eisenhower, who spoke in Baltimore Thursday on DuMont-TV Network and CBS Radio, has these other dates: CBS Radio, Oct. 3 (from Milwaukee); CBS-TV, NBC radio, Oct. 9 (Los Angeles); CBS Radio-TV, Oct. 29.

Taft Tour Talks

Sen. Taft, who spoke on an NBC simulcast from Springfield, Ohio, with the Republican Senatorial Committee footing the bill, is expected to speak again on radio and/or TV in the weeks to come on a tour that will take him through the midwest.

Both parties, if not their respective national committees, are siphoning funds into gubernatorial, Senatorial and Congressional races. GOP bought a block of seven ABC radio periods to be used by Republican governors. There were reports that the Democrats may tab as much as $500,000 for these campaigns alone, with local organizations footing most of the bills.

As an example, radio-TV campaign is now well underway in the political drives of both parties in six different types of formats on WNHQ-TV New Haven, which has sold a sizable quantity of time to both past and present candidates.

William Purcell (R), now filling an interim U. S. Senate appointment, bought time for a press interview.

Prescott Bush, GOP candidate for Sen. Taft of the late Sen. Brian McMahon (D) and CBS minority stockholder and director [B+T, Sept. 8, 1], also is expected to have TV and radio, and the same holds true for Rep. Abraham Ribicoff (D), his opponent.

Both parties reportedly have hired TV consultants to help them map their programs on New Haven's only video outlet.

The Talkathon device will be pressed into action in the Fourth Congressional district of Connecticut by Rep. Albert P. Marano (R). He has purchased time on WICW Bridgeport starting at 10:30 p.m. Sept. 30.

AGENCY SHIFTS

Personnel Moves Affect 7

SPURGE of agency affiliation changes developed among New York timebuyers and account executives last week. Switches involved at least four radio-TV timebuyers and three account men.

Jane Smathers, with J. Walter Thompson Co., New York, joins Cecil & Furbrey, same city, as a radio-TV timebuyer. Jeanne Jaffe, assistant timebuyer at J. Walter Thompson, will be promoted to timebuyer taking over the Florida Citrus Commission account.

Eunice McGarry, last with Down, with Doherty, Clifford & Shenfield, New York, returns to Harry B. Cohen Adv. as a timebuyer, reporting to Mary Dunlavey, head of the radio-TV timebuyer department. Meanwhile, Sam Gill, media and research head for Harry B. Cohen, remains.

Helen Wilbur, associated with D & S, New York, as head of the timebuying department since its formation, resigned last week. Her successor is expected to be announced shortly.

Eleanor Acelas, associated with Robert W. Orr Assoc. since its organization in 1947, has been appointed space and timebuyer for the agency.

Shirley Fisher, in charge of public relations, Chicago International Trade Fair in Paris, has joined the staff of Bezzel & Jacobs, New York, as an account executive.

William Zifchak, McCann-Erickson for the past 13 years, moved to Lennen & Mitchell as outdoor manager.

Monroe G. Gordon, with John Mather Lupton Co. for the past two years, was promoted to account executive for Eriez Mfg. Co.
WITH SO MUCH MONEY NEEDED FOR DEFENSE, IT'S IMPORTANT THAT NONE OF YOUR TAX MONEY GOES FOR WASTEFUL, SOCIALISTIC PROJECTS. HERE ARE A FEW EXAMPLES OF GOVERNMENT SPENDING THAT IS UNNECESSARY...

BARRELS OF TAX MONEY—OVER $350 MILLION—WOULD BE NEEDED FOR THE POWER PLANT IT IS PROPOSED THE GOVERNMENT BUILD AT NIAGARA FALLS. FIVE LOCAL ELECTRIC COMPANIES HAVE OFFERED TO DO THE JOB WITHOUT SPENDING ONE CENT OF TAX MONEY.

PAYING THE BILL TWICE! TWO COMPETING DEPARTMENTS OF THE GOVERNMENT EACH MADE COSTLY SURVEYS FOR THE SAME DAM IN HELL'S CANYON, IDAHO. IN THE RECORDS OF FEDERAL BUREAUCRACIES, THERE ARE SCORES OF SUCH WASTEFUL DUPLICATIONS—AT YOUR EXPENSE.

DIG DEEPER! WHEN THE FEDERAL GOVERNMENT UNDERTAKES AN ELECTRIC POWER PROJECT THAT ELECTRIC COMPANIES COULD DO, YOU PAY TWICE—NOT ONLY FOR THE COST OF THE PROJECT, BUT TO MAKE UP FOR LOCAL, STATE AND FEDERAL TAXES THAT ARE LOST.

$ MILLIONS YOU'LL PAY MILLIONS IN TAXES IF GOVERNMENT PLANS GO THROUGH TO BUILD POWER LINES IN THE SOUTHWEST THAT WOULD DUPLICATE EXISTING LINES OF LOCAL ELECTRIC COMPANIES, WHICH CAN EASILY HANDLE THE ADDED POWER!

WHY BUILD TWO WHEN ONE WILL DO?

YOUR TAXES ARE HIGH ENOUGH ALREADY. THEY WILL GO HIGHER IF THE GOVERNMENT TREND TOWARD SOCIALIZED ELECTRICITY CONTINUES. WE WANT YOU TO BE AWARE OF THIS DANGER, THAT'S WHY THIS MESSAGE IS BROUGHT TO YOU BY AMERICA'S ELECTRIC LIGHT AND POWER COMPANIES*

LISTEN TO CORLIS ARCHER • Names on request from this magazine
New time effective October 24—Fridays, 9:00 P.M., E.S.T.—ABC network.
batting
1.000 . . .
in every survey
since 1936!

1936  World Broadcasting System*
1937  Don Lee Network*
1938  Radio Station WSAV, Savannah*
1939  Free & Peters, Nat'l Representatives
1941  Radio Station WHO, Des Moines*
1942  Hooper Holmes Bureau, Inc.
1944  Dr. Herman Hettinger
1946  Radio Station WJW, Cleveland*
1946  Frazier & Peter, Management Consultants
1948  Radio Station WJW, Cleveland*
1949  Westinghouse Radio Stations*
1950  Radio Station WTOP, Washington D. C.*
1951  Fact-Finders Associates, Inc., N. Y.
1952  International Public Opinion Research, Inc.

* Denotes surveys conducted without prior knowledge of Broadcasting * Telecasting.

A letter or a telephone call to your nearest Broadcasting * Telecasting office will bring the results of our newest agency-advertiser readership study to you.
Jones Vacancy
(Continued from page 26)

not gone to the White House.
A caller at the White House last
Thursday was Moriva Novik, New
York broadcaster and consultant
to the American Federation of La-
bor and International Ladies Gar-
ment Workers Union. He was
there primarily in connection with
SESAC for which Mr. Truman
made a recording. Mr. Novik sev-
eral years ago was endorsed for
the FCC by the late Mayor Fiorella
LaGuardia of New York, but at
that time declined for personal
financial reasons. Wheth-er he is
now under consideration or wheth-
er he espoused the appointment of
one of the candidates was not im-
mediately ascertainable, but it was
thought his personal position has
not changed.
In behalf of Mr. Morgan, it was
stated that he was not interested
in the interim post. Nevertheless,
his name had been submitted.
Mr. Merrill is a Democrat from
Utah, and a Mormon. The fact
that Vice President Rosel H. Hyde,
Republican, is from neighboring
Idaho, and also a Mormon, prob-
ably would eliminate Mr. Merrill
in the final consideration.
Dr. Dunham, who is 60, is a
Democrat, from New York, also
the domicile of Comm. Frieda B.
Hennock. He has a distinguished
background as an educator and a
musician, and has been prominen-
tly identified with Catholic or-
nations. He has been chief of ra-
dio activities of the Office of Educa-
tion since 1946. He is understood
to have substantial support.
The quest for a qualified busi-
ness man continued last weekend
but because of the recess appoint-
ment aspect and the forthcoming
change in presidency, difficulties
reportedly were encountered in
obtaining qualified aspirants.
Mr. Masing, who has been non-
committal about his appointment
and who at no time was an active
candidate, apparently had been
cleared as to availability and it
was understood last week that he
would have accepted had the ap-
pointment been offered. But at
the weekend the situation be-
came confused and it was indicated
that suf-
cient clearances had not been ob-
ained to permit the President to
make the recess appointment. Then
there developed campaigns for
other candidates and finally there
ensued the view that there should
be no merit appointment from the
FCC since the Masing-Cottone
forces had precipitated what
amounted to a Mexican standoff.
Last Tuesday President Truman
announced his acceptance of the
The letter follows:
I regretfully accept the resigna-
tion as a member of the Federal
Communications Commission, which
you submitted on September 19, 1952.
I am most appreciative of the time
you have given to service on the
Commission, and I note with plea-
sure the significance you attach to
the orderly development of admin-
istrative law.

‘Guest Stars’

TREASURY Dept. last week
announced the list of Guest
Star programs which are to
be sent during October to the
2,900 broadcasters who are
aiding the Defense Bond
sales campaign. They are
Danny Thomas, Oct. 6; Tony
Martin, Oct. 12; Bing Crosby,
Oct. 19, and Les Paul & Mary

On All Accounts
(Continued from page 14)

local station WENR-TV, went
on the air, he began lining up TV
shows as director of special events.
He switched shortly thereafter to
network sales, which at that time
comprised both radio and tele-
vision. Mr. Wilson signed the first
commercial order for WENR-TV
(Howard, with boxing from Rain-
bo Arena) and the first regular
network TV order from the Central
Div. (Paris Gardens for Bob Elson
on a sports feature). He nurtured
the growth of Lawrence Welk's
Miller High Life Reven from an
18 to a 228-station ABC-AM net-
work.

In May 1951, he joined Young &
Rubicam in Chicago as assistant
manager of the radio and tele-
vision department. He became
manager last spring. He supervises
broadcast activity on such accounts
e.g. Goodyear tires, Purina feed,
Northern Paper, and services
White Owl, Jello and Swansdown
features sponsored locally.

Mr. Wilson, married to the
famous entertainer, Bette Davis,
has a modern ranch home in subur-
ban Hinsdale. He and his son,
Tommy, 7, ?a "colored laborer"
" as part-time gardeners and occa-
nional weekend fishing. The family
enjoy music and home-recording as
hobbies.

WLXW PURCHASE

Lewis Buys for $70,000

SALE of WLXW Carlin, Pa., by
Philip Mathews for $70,000 to
Richard Field Lewis Jr., licensee
of WINC and WRFL (FM) Win-
chester, Va., was reported in an
article in the FCC Digest last
week for approval [CLOSED
CIRCUIT, Sept. 15]. Mr. Lewis
also is 60% owner of WFVA Frederic-
burg, Va.

Mr. Lewis stated in the transfer
application that Winston T. Porter,
manager of WINC, would become
manager of WLXW and that three
announcer-operators holding first
class licenses would be employed
to operate the station. He em-
phasized that "network" quality
announcer-operators would be
sought and he proposed salaries in
excess of $125 per week to entice
such men. WLXW is assigned 1 kw
daytime on 1380 kc and seeks 1 kw
day on 960 kc.

Sales are made wherever SESAC discs are
played. Everywhere, SESAC Transcribed
Library programs are selling time for broad-
casters and merchandise for sponsors.

Complete sample recorded programs and color-
ful sales brochures will help you sign sponsors
for these network-quality script shows. In
addition, the SESAC Transcribed Library
gives you over 4,000 varied musical selections,
program notes, and a catalog of 1,200 bridges,
moods and themes. The complete, sales-sup-
porting service costs as little as $45 a month,
based on advertising rates.

For samples, discs, and data, drop us a card.

SESAC Transcribed Library
475 Fifth Ave., New York 17.

SESAC Inc.
1. A recent Pulse Report (July, 1952) showed a big bonus audience for West Coast radio advertisers—the mobile millions who listen away from home. KMPC dominates Southern California's out-of-home audience, as shown in this Pulse report:

   (a) KMPC tops all other Los Angeles radio stations with the highest individual O.O.H. rating—21% on Saturday afternoons!
   (b) KMPC tops all independent stations in L.A. for total weekly O.O.H. ratings!
   (c) KMPC tops all but one network station in L.A. for total weekly O.O.H. ratings!

2. You could buy 38 stations, and still not cover Southern California the way KMPC does—primary coverage in 205 Southern California communities.

If you'd like to talk about the O.O.H. audience, and other differences in the Southern California market, we'll be happy to supply the facts and figures.

KMPC

Southern California's one-station network!
<table>
<thead>
<tr>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
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<td><strong>SUNDAY</strong></td>
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<td><strong>9:00 AM</strong></td>
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<td>News from CBS</td>
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<td><strong>11:15 PM</strong></td>
<td>News</td>
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</table>

**MONDAY**

- **9:00 AM**
  - National News
  - News from NBC
  - News from ABC
- **9:15**
  - News from NBC
  - News from ABC
  - News from CBS
- **9:45**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:00**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:30**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:45**
  - News from NBC
  - News from ABC
  - News from CBS
- **11:00**
  - News from NBC
  - News from ABC
  - News from CBS
- **11:15 PM**
  - News from NBC
  - News from ABC
  - News from CBS

**TUESDAY**

- **9:00 AM**
  - Daily Oil Time
  - Morning News
  - News from NBC
- **9:15**
  - Morning News
  - News from NBC
  - News from ABC
- **9:30**
  - News from NBC
  - News from ABC
  - News from CBS
- **9:45**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:00**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:15**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:30**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:45**
  - News from NBC
  - News from ABC
  - News from CBS
- **11:00**
  - News from NBC
  - News from ABC
  - News from CBS
- **11:15 PM**
  - News from NBC
  - News from ABC
  - News from CBS

**WEDNESDAY**

- **9:00 AM**
  - Daily Oil Time
  - Morning News
  - News from NBC
- **9:15**
  - Morning News
  - News from NBC
  - News from ABC
- **9:30**
  - News from NBC
  - News from ABC
  - News from CBS
- **9:45**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:00**
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- **10:30**
  - News from NBC
  - News from ABC
  - News from CBS
- **10:45**
  - News from NBC
  - News from ABC
  - News from CBS
- **11:00**
  - News from NBC
  - News from ABC
  - News from CBS
- **11:15 PM**
  - News from NBC
  - News from ABC
  - News from CBS

**SUNDAY**

- **9:00 AM**
  - Millen's Opera House
  - News from NBC
  - News from ABC
- **9:15**
  - Millen's Opera House
  - News from NBC
  - News from ABC
- **9:30**
  - Millen's Opera House
  - News from NBC
  - News from ABC
- **9:45**
  - Millen's Opera House
  - News from NBC
  - News from ABC
- **10:00**
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- **10:45**
  - Millen's Opera House
  - News from NBC
  - News from ABC
- **11:00**
  - Millen's Opera House
  - News from NBC
  - News from ABC
- **11:15 PM**
  - Millen's Opera House
  - News from NBC
  - News from ABC
Every smoke signal tells the same story: Big Chief NBC Radio gets you more wampum in the west's rich Happy Hunting Grounds. Here's why:

98% of all western families own radios, representing 11% of the total buying power in the United States. 83.5% of these families—all potential customers of yours—listen regularly to NBC...giving you Top Coverage.

And NBC costs per thousand are lower than those of any other western network!

When NBC Radio aims the bow, your advertising arrow goes straight to its target...it sells to the more than four million western families you want to reach. For details, consult your nearest NBC sales office today.

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
WILDER RETIRES
WSYR Post to Vadeboncoeur

WITH the completion of festivities marking the 30th anniversary of WSYR Syracuse, Harry C. Wilder last week announced his resignation as president and director of the Central New York Broadcasting Corp., licensee of WSYR-AM-FM-TV.

Mr. Wilder, at age 61, is to retire tomorrow for reasons of health and to devote more time to business interests elsewhere, it was announced. These business interests include holdings in WIBB (FM) and WJY-AM-FM New Haven and in WTRY Troy.

E. R. Vadeboncoeur, who has been serving as vice president-general manager of WSYR-AM-FM-TV, was named to succeed Mr. Wilder. Mr. Vadeboncoeur, former city editor, the Syracuse Journal, joined WSYR about 12 years ago.

During WSYR's anniversary celebration, it was pointed out that Mr. Wilder had headed the Syracuse station for about two-thirds of its existence. Only two others of a staff of 103 have been with the station longer.

Mr. Wilder's decision to retire had been deferred until after the anniversary observance, in which he took an active part.

Although Mr. Wilder is to retain his residence in Skaneateles, N. Y., near Syracuse, it is expected that he and Mrs. Wilder will winter at their home in Scottsdale, Ariz.

Educators' Fund

Since 1938, Mr. Wilder has cooperated with schools and universities in educational radio and TV. That year, his first station was on the campus of Syracuse U. It broadcast university-produced programs several hours weekly.

In 1957, this station jointly pioneered in establishing the original Syracuse U. Radio Workshop. In 1947, Mr. Wilder's station made the initial donation to Syracuse U. to explore TV and to develop plans for university TV training. WSYR-TV in 1949 entered into a long contract with the university to establish TV programs at the university with TV training for students.

Mr. Wilder personally has made substantial gifts to Syracuse U. to further its broadcast activities, in addition to his special gifts to churches, hospitals and other schools.

In the field of local secondary schools, Mr. Wilder pioneered in the activation of the Empire School of the Air, using the FM network covering most of New York State. This project has continued for six years.

Mr. Wilder donated most of the AM-FM receiving sets installed in all public and parochial schools in Syracuse six years ago, so that regular radio programming could be made a part of the school curriculum. This implemented the regular series of school entertainment programs on WSYR.

Walker To Speak

FCC Chairman Paul A. Walker and Sen. Hubert H. Humphrey (D-Minn.) will head a list of speakers slated for the annual National Assn. of Educational Broadcasters convention to be held in Minneapolis, Nov. 6-8. Burton Paulu, NAEB secretary and convention committee chairman and manager of KUOM, the U. of Minnesota station, also will speak.

PUERTO RICO

Hull Cites Market Growth

PUERTO RICO's post-war growth as a market for advertisers was emphasized last Tuesday by Harwood Hull Jr., Puerto Rican Radio Network general manager, at the Hotel Shelton, New York. Mr. Hull spoke at the gathering where he was guest. Melchor Guzman Co., PRN representative, was host.

The radio network was formed slightly less than a year ago. Mr. Hull noted, pointing out that over half the total volume of the island's per capita income rose from $212 in 1940 to $370 in 1951, 13 new industries were established in 1949-1950, employment was increased 28% that year over the previous year and is still on the upswing. "If things go on as they have been, we will be gaining a great amount of business from national as well as local advertisers," Mr. Hull asserted.

GN&G's NAME

Now Is Geyer Adv.

NAME of Geyer, Newell & Ganger, N. Y., has been changed to Geyer Adv., B. B. Geyer, president and chairman, announced last week. The firm has joined forces with W. Earl Bothwell, New York, a fortnight ago [B&T, Sept. 15].

Geyer Adv. has two New York offices: the executive, contact and creative groups are at 745 Fifth Ave., and media, accounting and checking groups at 711 Fifth Ave.

Among the major accounts of the agency are: Can Mfrs. Institute (acquired last week), Nash-Kelvinator, Zippo lighters, several products of American Home Products Corp., Sealrite Corp., Tetley Tea Co., Kiwi shoe polish, and Standard Register Co.

WJZ New York offers a new program (Sept. 22) starring Maggi McNells, Maggi's Magazine, (Mon.-Fri., 12:15-12:30 p.m. EDT), for sponsorship on a participating basis.
RADIO COMMANDS ATTENTION

In Whan’s Boston Study

RADIO commands the top attention of the average adult in homes of the Boston trade-distribution area—in point of actual minutes men and women spend daily on the four major media—but TV’s nighttime audience ranges from 52% to 69%.

These findings are reported in a continuing study of the U. S. radio-television audience compiled by Dr. Forest L. Whan, chairman of the radio-TV committee at the U. of Wichita, Wichita, Kan. A previous survey recounted Iowans’ media habits (BPT, Sept. 8, Aug. 26).

Undertaken for Westinghouse Radio Stations Inc, the latest Whan survey uses personal interviews and the diary method in homes selected at random from Jan. 17 to Jan. 28, 1952. Total of 10,095 families in all areas were subjected to personal interview, and 1,107 other homes filed diary reports on their weekly listening-viewing habits.

Radio’s emergence as a vital medium in all homes reached was indicated in the analysis of replies from men and women living in TV and non-TV homes, individually, and by dividing total by the reported minutes by all people questioned. The four media are radio, TV, newspapers and magazines.

It was noted that the proclivity for radio listening in non-video homes was greater in actual minutes recorded and ratio to other media, including TV, than that for television’s in television homes.

Minutes spent daily by the average adult in all homes reached represent the attention given on an average January day.

In the general category for women, totals were 174 minutes for radio, 110 for television, 38 for newspaper reading and 23 for reading a magazine. For men, the respective totals were 180, 84, 70 and 22 minutes.

In TV homes, for women it was 200 minutes for TV, 115, radio, 37, newspaper and 19 for magazine; for men, 179 for TV, 88, radio, 54, newspaper and 17, magazine. Non-TV homes for women showed 249 minutes for radio listening, 38 for newspaper reading, 29 for magazine and 4 for TV; for men, 176 for radio, 56 for newspaper, 30 for magazine and 2 for TV.

Other highlights of the Whan Boston survey were these:

- One out of every five homes (19.1%) are equipped to receive FM, with percentages rising from 6.1 for rural families to 19.8 for urban homes. Metropolitan Boston homes have 18.4%.
- Nearly half of all area families own radio-equipped automobiles: 46.1% of all families own auto radios, and 62% of car-owning families have them. Percentages are slightly higher for metropolitan Boston families.
- Total of 38.9% of all diary families used two or more radio simultaneously each weekday; and 33.1% on Saturday and Sunday. On weekdays the two or more sets were tuned to different stations among 62.5% of all diary families; and to the same outlet among 37.5%; on Saturday and Sunday, the ratio was 69.7% as compared to 30.3%. Percentages were based on total quarter-hours of multiple set usage.
- Radio’s share of the weekday audience based on quarter-hours reports by diary families for daytime was 76.0%, compared to 24.0% for television, and 47.4% compared to TV’s 52.6% for nighttime. On Saturday 68.8% compared to 31.2% for daytime, and 40.6% against 59.4% for nighttime; and on Sunday 64.5% to 35.8% for daytime, and 42.0% against 58.0% for nighttime.
- Nearly three-quarters of women and four-fifths of men did not feel that radio could give “the public service” it does now. Of those commenting, radio programming and advertising ranked one-two in point of concrete suggestions. Commercial announcement “spots” were most frequently cited.
- Of media preferred by adults for national and international news (based on replies from 7,187 women and 2,807 men), radio was named by 45.0% of the women, compared to 37.6% for newspapers, and by 41.1% of the men, as against 44.6% for newspapers. They were asked on what they depended most.
- There were, in the total Boston area, 49.5% of all homes with TV receivers, 98.6% with radio receivers, 49.1% with radio only, 0.5% with TV only and 49.0% with both—based on the 10,000-plus homes reached by interview.
- In daytime hours, 35.4% of all radio-equipped homes watch TV, and in TV-equipped homes, 71.0%.
- In the evening, 48.9% of all radio homes watch television, and in video homes, 92.5%.

Auto Radio Facts

With respect to auto radios, the survey points out that “this high daily use of the auto radio represents increased daily listening over and above that done in the home. It represents, therefore, plus listening over station ratings given elsewhere in this report”—ratings based on “in home” recorded diary listening or that reported to the interviewer.

The Whan study also notes that “the old idea of a family set is antiquated” and that multiple-set usage is “extra listening . . . missed by much radio-television audience research.” About 56% of Boston area families have more than one radio, while half of all families also have one or more TV’s. Radio is listened to at their place of employment and in other homes.

“If these sets (multiple) are used simultaneously at times, and tuned to different stations [as 82.5% reported], they may add significantly to the audience for individual programs,” the survey points out.

As to the radio-TV audience share, the study notes, “some members of these (radio-TV set) families make use of the radio while others watch television at every quarter hour during which television is broadcast in the area.”

Program Preferences Poll

In program preferences, news broadcasts, drama, comedy, popular music and sports ranked in that order as best liked types among families in total area, metropolitan Boston and outside areas. Women preferred drama and news were partial to news and sports.

In all homes equipped for television, average hours of television viewing were 11.06 hours for the week, 13.89 hours for Saturday and 16.40 hours on Sunday. In diary homes, the figures were 4.98, 7.13 and 8.03 hours, respectively. Overall home figures were computed by taking total hours reported and dividing by the number living in diary homes.

Highest overall daily use of TV sets was reported for Saturdays in diary study, with teenagers and women over 18 in TV homes comprising the largest audience in point of hours of viewing.

FAIR AWARDS

N. J. Winners Announced

WINNERS of the second annual New Jersey State Fair awards to member stations of the New Jersey Broadcasters’ Assn. were announced Sept. 18 by George A. Hamid, fair president.

Awards in six radio classifications and a special award for WATV (TV) Newark for public service programs will be presented Friday at the fair in Trenton. Winners were selected in a poll of radio and TV trade paper editors.

The radio winners follow: WNJR Newark in the women’s show category (“Listen to Louise Powers”); WTTM Trenton, sports show (“Fulton Arnold’s Sports Round-up”); WNJR Newark, all-round local news show; WOND Pleasantville, all-round local service show; WILK Asbury Park, children’s show (“Story Time with Uncle Rodge”), and WCTC New Brunswick, farm program (“Daily Farm Bulletin”).

Page 46 • September 29, 1952
LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

VOTE CAMPAIGN
More Broadcasters’ Help

TREND toward increased registration of voters, running about an average 12%, was claimed last week as NARTB’s campaign to get out the vote drew increasing broadcaster cooperation. Reports on activities have been submitted by chairmen of NARTB committees representing 30 states.

John F. Patt, Goodwill stations, is chairman of the NARTB national committee directing the drive. NARTB’s Public Affairs Dept. is conducting the radio-TV phase of the national campaign being sponsored by American Heritage Foundation. John H. Smith Jr., NARTB FM director, is coordinating FM. Tyrone Power, radio-TV and screen actor who plays in the Frederick W. Ziv transcribed series, Freedom USA, has volunteered his services to Chairman Patt.

All-Time-High Turnout

THANKS largely to WRAC Racine, Wisconsin city had the biggest turnout for primary elections in its 104-year history. Almost 70% of Racine’s eligible voters went to the polls Sept. 9. A get-out-the-vote drive began a full month before the registration deadline, culminating in 50 spots on election day. WRAC said it received most of its material from NARTB and other organizations cooperating in the national get-out-the-vote drive.

EQUAL RIGHTS

WCRB Wins Okay to Tape

TAPING of a debate in Waltham, Mass., with opposing Senatorial candidates Sen. Henry Cabot Lodge Jr. (R-Mass.) and Rep. John F. Kennedy (D-Mass.) as participants, was achieved by WCRB Waltham despite original refusal of rebroadcast rights. Newspapers, photographers and magazines were given coverage permission.

Three times WCRB’s equipment was disconnected but Ted Jones, WCRB president, obtained a reversal of the ban by stepping on the platform and asking the moderator, “Should a radio station be denied equal rights with other public media in coverage of a public debate of candidates for public office?” Sponsors of the debate, the League of Women Voters, agreed with WCRB that it should rebroadcast the proceedings.

WYATT DEFENDS

Children’s TV Shows

JACK WYATT of Wyatt & Schuebel, New York, producers of such TV shows as Kid’s Co. on DuMont, and Movie-ron children’s newswear, has denounced an article in the American Medical Assn’s Journal [B+T, Sept. 15] as defaming children’s TV shows.

Denying the article’s claim that little research had been done on medical and psychological impact of TV on children, Mr. Wyatt said intensive search always had been done by TV producers prior to airing.

CD Film Available

NEW YORK Municipal Broadcasting System is making available to television networks and stations “The Price of Liberty,” a two-reel 16mm sound film on civil defense. Film was produced by Seymour N. Siegel, director of WNYC-AM-FM, and John De Frospe, executive officer, for the New York Office of Civil Defense. First showing of the film a fortnight ago to nearly 100 top-level federal, state and New York civil defense officials, high-ranking army officers and TV executives produced more than a dozen requests for future screenings, according to Mr. De Frospe.
ZIV Presents

THE OUTSTANDING SERIES OF TELEVISION DRAMAS!

YOUR BEST TV BUY!
Always rated high* among the nation’s leading television programs . . “Your TV Theatre” (originally on Network as “Fireside Theatre” for Proctor & Gamble) is consistently tops! Month after month it maintains its high position . . . beating many of the supposed-to-be best programs on TV! For record-breaking, sales-making success . . . make “Your TV Theatre” yours!

*Ratings on request.

YOURS . . . because it’s titled with your own name. In it’s “Society TV Theatre”. In Red Top TV Theatre. In Richmond—Norfolk, it’s “Our Theatre”. Every time the sponsor is named, the sponsor is name on the air, in the press, in the press, . . . assuring SPONSOR IDENTIFICAT.
YOURS... high drama, exciting stars, excellent production and direction all combine to create the kind of high-caliber entertainment that turns viewers into customers. Superb showmanship in this dramatic series that is MOST COMPELLING . . . SUREST SELLING!

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK         HOLLYWOOD
The Pay-off (For Pay)

The SELECTION of radio and television last week as the means of transmitting Sen. Richard Nixon's explanation of his $18,000 political fund can be studied, with profitable result, by all commercial advertisers who need to get their sales stories before the American public.

The Republicans were faced with the necessity of distributing one of the most critical messages a political party ever had to put across. Their decision to place Mr. Nixon's case on radio and television illustrated the unique advantages that medium enjoys over other forms of communication. It must be kept in mind that the decision was based purely on the ability of the media to capture attention and provide the best platform for argument.

Comparative costs, in this case, were not even considered. Had Mr. Nixon wished, he could have given an unbroadcast speech or held a news conference, and his explanation would have been carried in detail at no cost in space no advertiser can ever buy, the front pages of the nation's newspapers.

He and the party chose, however, to spend $75,000 buying radio and television time. Quite obviously it was felt that the greater effectiveness of radio and television justified the investment. True, the press covered the speech the next day, thus providing secondary distribution of the message, but the important thing was that radio and television were the basic media.

There would seem to be a moral in this for all kinds of advertisers. The coverage and the "personal" approach which radio and television give their sponsors require that they be considered the basic media in any advertising campaign designed to reach large numbers of people with persuasive argument.

When a Vice Presidential candidate, fighting for his political life, picks radio and television to carry his defense, the advertiser ought to feel he can depend upon them to circulate his commercial message with equal effectiveness.

AN EDITORIAL in the Baltimore Sun, which owns WMAR-TV, suggested last week that one hour of TV time set was not enough for any household. Considering the volume of interesting programs on the air last Tuesday evening (when Sen. Barry Goldwater was giving the nation an interesting campaign designed to reach large numbers of people with persuasive argument.

When a Vice Presidential candidate, fighting for his political life, picks radio and television to carry his defense, the advertiser ought to feel he can depend upon them to circulate his commercial message with equal effectiveness.

HORSES and race tracks are said to have contributed to the downfall of many an otherwise virtuous individual. But Earl Miner (Pete) Johnson, an MBS vice president with a very long title, considers one race track experience a parable that set off a chain of events leading to the elongated title.

Mr. Johnson is vice president in charge of Mutual network station relations and vice president in charge of engineering for Mutual and WOR-AM-TV New York, as well as director of WOR's recording division.

Mr. Johnson's race track experience, for the record, was in pursuit of official duties as a monitoring officer for the FCC. It occurred late in 1940 shortly after Mr. Johnson was appointed to the post in Huntington, W. Va. The Commission asked him to investigate the illegal use of the transmission band for broadcasting horse race results.

His gumshoeing led to Charles Town, W. Va., where he finally uncovered the culprits after strenuous and painstaking investigation. The case, Mr. Johnson said, was highly publicized and led to his appointment to FCC's Washington headquarters as an engineer in the broadcast department.

"For all I know," Mr. Johnson commented thoughtfully, "I might still be a monitoring officer except for the incident."

Such modest self-appraisal was not an isolated example of Mr. Johnson's capacity for understatement. In similar vein, he remarked about his early days as a newboy ("All small town kids had a paper route"); his back-breaking earning-while-learning schedule at the U. of Cincinnati ("many college boys did the same"), and his rapid rise both in government posts and at Mutual ("I guess I happened to be the fair-haired boy") delivered in a lighthearted tone of voice suggesting: "Shucks, I'm not that good."

But the record testifies that Mr. Johnson must be possessed of many engineering and administrative skills. At the age of 37 (come Oct. 3) Mr. Johnson's progress report is as follows: Monitoring officer, FCC Atlanta and Huntington, 1940-1941; associate engineer and assistant chief, standard broadcast section, FCC's engineering department, Washington, 1941-1944; civilian officer, operational research staff, Office of the Signal Officer, War Dept., Washington, 1944-1945; chief plans and allocation engineer, MBS, 1945-1946; MBS director of engineering, 1945-1949; MBS vice president in charge of engineering and station re-
Somewhere West of Eustace Tilley or The Flowering of Amarillo...

Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow. Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitals are about as near as Austin, the Texas capital. Seventy-eight counties in Texas, Colorado, Oklahoma, New Mexico and Kansas, are served by Amarillo's network of highways and railroads—1,853,000 people in 166,875 square miles. This large trading area helps make Amarillo first in the U. S. in retail sales per capita.

Amarillo is so far north of South Texas that we're sometimes called Yankees. But it's close to the stuff an advertiser looks for when he wants business. The Panhandle has the world's largest wheat field, the world's biggest natural gas field, the second biggest cattle ranch, and more than 4,000 oil wells. (“Cattle can't drink that stuff,” said an outraged rancher when oil was found on his land.)

KGNC's 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC. When asked, "What's your favorite farm program?" 67% named KGNC programs; all other stations combined got only 33%.

There's a story about a fellow from Washington, D. C., who was riding across a flat stretch of wind-blown road with a Texas rancher. A colorful bird fluttered into and out of sight. The Easterner asked what it was. "Bird of paradise," his host told him. There was a long pause, then the man from D. C. commented, "Pretty far from home, wasn't he?"

It isn't as far as it used to be. And the gap is closing.

KARL REMBE, sales manager, KVVC Ventura, Calif., promoted to general manager. He succeeds C. A. HUMBERT, resigned. New sales manager is ROY WINKELMANN, with KVEN Ventura, in same capacity with headquarters in Oxnard.

MICHAEL J. CUNNEEN, general sales manager, WNLK Norwalk, Conn., has resigned. Future plans have not been announced.

WALLY McGOUGH, sales manager, WJAC-TV Johnstown, Pa., to WTVN (TV) Columbus, Ohio, in same capacity.

LEONARD MYERS, commercial manager, WLYN Lynn, Mass., to WBMS Boston, as assistant manager.

GEORGE W. STRATTON, former news director, WKYW Louisville, appointed manager, KWEB Coquille, Ore.

DONALD A. THURSTON, appointed resident manager, WIKE Newport, Vt.

MIKE SPANAGEL, vice president and assistant general manager, Mid-West Theatres, to WCKY Cincinnati, as account executive.

WILLIAM H. SCHUYLER, assistant general manager and public relations director, Central Valley Enterprise Assn., Fresno, Calif. (seven county Chamber of Commerce), to KGIL San Fernando, as account executive.

G. H. McKINNON, sales staff, KGAK Gallup, N. M., appointed commercial manager there.

Shopping is SHATTERING all previous RECORDS! in America’s Miracle Market

Oxnard - Oxnard - Oxnard News

AM-TV-FM
AM-FM: NBC AFFILATE
TV: ALL NETWORKS
NORFOLK, VIRGINIA

ALLEN BERG, announcer, KRKD Los Angeles, to sales staff, KPOL that city.

RICHARD O’CONNELL appointed New York representative by KREL Baytown, Tex.

HERBERT L. BACHMAN, director of research and promotion, Headley-Reed Co., N. Y., has resigned. He will continue in radio-TV field on West Coast after Nov. 1.

HUGH CALEY to sales staff, CKVO Kelowna, B. C.

DON VETA named assistant manager, KVVO Cheyenne, Wyo. Appointment supersedes announcement that GRANT WILLSON had filled post [B*T, Sept. 22].

O. L. TAYLOR Co., N. Y., appointed national representative for KELO Sioux Falls, S. D.

TERRY MANN, account executive, KJI Hollywood, promoted to sales manager, effective Nov. 1. He succeeds LEON WRAY, who joins Ziv TV Programs Inc. to establish regional office in Denver.

BEN WICKHAM, editorial promotion director and radio-TV editor, Cleveland News, to WXEL Cleveland, in executive capacity.

JOE INGRAM, sales staff, Foster & Kleiser Co. (billboards), to KPFM (FM) and KPAN Portland, as account executive.

THOMAS DOLAN GEOHEGAN to sales staff, WMAL-AM-TV Washington.


CLEMENT T. LOWDEN, formerly with WBBM Chicago and WCBS New York, to WPAT Paterson, N. J., on sales staff.

Personals...

EDWARD J. NOBLE, ABC board chairman, named general chairman of 1963 Greater New York March of Dimes campaign, which will open Jan. 2 and close Jan. 31.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed chairman of clubs and entertainment div., United Fund Campaign, in that city, assisted by JOHN D. SCHEURER, operations assistant to Mr. Clipp. DONALD S. KELLETT, administrative assistant to Mr. Clipp in charge of WFIL-TV, appointed to post of chairman of sports division. . . PHILIP G. LASKY, executive vice-president-general manager, KPIX (TV) San Francisco, presented plaque in recognition of station’s "outstanding leadership" in Saints and Sinners Milk Fund drive.

MILTON BERGSTEIN, manager, WMJ State College, Pa., is teaching practice course in radio news and commercial writing at Penn State Dept. of Journalism. . . JACK WOOLLEY, account executive, KTV (TV) Hollywood, starts fifth year as instructor in radio-TV advertising at USC. . . DONALD W. THORNBURGH, president, WCAU Philadelphia, presented with plaque from city’s Chamber of Commerce in recognition of station’s "pioneering foresight" in construction of new radio-TV center. . . NORMAN NELSON, managing director, Southern Calif. Broadcasters Assn., named radio committee chairman for Civil Defense Week, Sept. 28-Oct. 4.

Ohio Conference

Area Admen to Meet

THIRTY-THREE advertising, trade and professional organizations will cooperate with Ohio State U. commerce college in sponsoring the ninth annual Advertising & Sales Promotion Conference in Columbus, Oct. 17-18.

Advertising clubs from Ohio, Indiana and Kentucky are cooperating. Ohio Assn. of Broadcasters was among those organizations listed as co-sponsors.

Morton Inspects

ALFRED A. MORTON, newly-appointed director of the Voice of America, left New York Sept. 21 by plane for an inspection tour of short-wave radio installation on the West Coast. He conferred later in Washington with Dr. Wilson Compton, International Information Administer. Mr. Morton succeeded Roy Kohler, foreign service career executive, as VOA chief and will hold the title of deputy administrator for IIA’s International Broadcasting Services Div. [B*T, Sept. 22, 15].

that Mr. Loucheinm decided to complete the transaction. In any event, after his purchase he continued to use me as counsel for the corporation and in that capacity, I was inherited by Mr. Paley when he acquired control from Mr. Loucheinm one year later.

All of the above is relatively unimportant, though I felt that the record should be corrected. What is really important are the things which began to happen after Mr. Paley acquired control and which have been continuing to happen ever since for 24 years.

Ralph F. Colm
Roemer, Goldmark,
Colm & Kaye
New York, N. Y.

* * *

Full-Time Job

EDITOR:
Although Loyd Sigmon appreciates the presidency your cutline writer gave him (see Page 36, Sept. 5 issue), actually he is far too busy being vice president and general manager of KMPC to take on the duties your writer assigned to him.

If consistent with your editorial policy, he would appreciate your running a correction. He doesn’t want people to think he has some outside job on the side.

Mark L. Haas
Vice President
KMPC Los Angeles

[EDITOR’S NOTE: Mr. Sigmon was incorrectly identified as president of Multi-Lyte Corp. as result of cutline garbled in transmission.]

* * *

Guidebook

EDITOR:
Many thanks for the handy TV Expansion Guidebook . . . one of the most useful, convenient items any agency TV buyer could own, and a perfect compliment to the vital issues of Broadcasting • Telecasting.

Dorrit F. Williams
TV Director
Kelly & Lamb Adv.
Columbus, Ohio

* * *

EDITOR:
The little booklet setting forth the TV channel allocations, the new station grants and pending applications through Aug. 22, 1962, is an inspiration, and the leaving of the right half of each page open for notes is a masterpiece . . . .

My congratulations to you and your staff for your foresight.

Thomas E. Sharp
Pres. & Gnl. Mgr.
KFSO San Diego

* * *

EDITOR:
I hate to be a stinker in regards to your TV Guidebook but . . .

Under A-2 priority 65, Champaign-Urbana, Ill., Channel 3, you fail to mention the Illinois Broadcasting Co. application which was filed prior to Midwest Television Inc.

Merrill Lindsay
General Manager
WSYX Decatur, Ill.

* * *

EDITOR:
Tak! Tak!—see page 62 #159.

No mention of your old friends—it shouldn’t happen to a dog! Weepingly—

Les Johnson
General Manager
WHBF Rock Island, Ill.

* * *

EDITOR:
I noticed in the Broadcasting • Telecasting "Guidebook to Expansion of Television Facilities" you did not include our KCNK application in Kansas City.

Ben Ludy
General Manager
WIBW Topeka, Kan.

[EDITOR’S NOTE: "TV Goes National—A Guidebook to the Expansion of Television Facilities" was a special booklet providing a complete status report of pending television applications, allocations and grants. In so long a listing, a few omissions inevitably occurred. B-T is glad to report those brought to its attention.]

* * *

Pulse Piqued

EDITOR:
I am amazed that your magazine should show what I consider deterioration into the class of scandal sheet publications. I am referring to your opening item under CLOSED CIRCUIT in the Sept. 1 issue. There are, after all, only a handful of radio and television research companies. Therefore, such an item, lacking company identification, puts all research companies in an embarrassing light.

I do not know about the business and financial situations of any other research company, but I do know that Pulse has gained steadily and continuously ever since its beginning. Today we are undoubtedly the largest company in the business . . .

You are practically saying that successful companies are on the verge of retrenchment or suspension. Speaking for the Pulse, this is so untrue that I believe you should publish this account of Pulse growth in order to negate any possible identification to our company.

Sydney Roslow
Director
The Pulse Inc.
New York

[EDITOR’S NOTE: The item in question, reporting that three firms were retrenching, came from a reliable source. There was no intention to reflect on Dr. Roslow or any other particular researcher.]
AL HOUGH, formerly program director, WJZ-TV New York, to WCBS-TV there in same capacity effective Oct. 6. He succeeds RICHARD DOAN, who resigned to join C. E. Hooper Inc.

TOM HICKS, executive TV producer, Dancer-Fitzgerald-Sample, N. Y., to WDSU New Orleans, as program manager.

WARREN CROMWELL, assistant copy and feature editor of NBC’s press department, named assistant magazine editor. Mr. Cromwell succeeds AURIEL MACFIE, recently named magazine manager.

HARRY MITCHELL, KCBQ San Diego, appointed program director there.

KATIE LAKE appointed women’s editor, KFJJ Klamath Falls, Ore.

DICK ZOOK, KEDI Santa Barbara, to KVVC Ventura, Calif., as program director. ELLEN WINSELKAM, office manager, KVVC Ventura, to KVVC, in same capacity.

ROBERT C. KELLY to WHAL-TV Baltimore as TV director.

JERRY WIGGINS, announcer, CKFH Toronto, to CFRB Toronto, in same capacity.

RICHARD BEYMER, Hollywood TV child actor, assigned role in David O. Selznick feature film production, “Terminal Station.”

JAMES G. WENDLING, WKVQ Wellston, Ohio, to WATH Athens, Ohio, as announcer.

FORREST LEWIS, who portrays Mr. Carter on NBC radio The Woman in My House, assigned role in Universal-International feature film, “Vermilion O’Toole.”


SHIRLEY FORSYTH to production staff, WJZ-TV Detroit.

RUDY BEHLER, stage manager, KLAC-TV Hollywood, promoted director on KLAC-TV Televenture and Mike Roy Show.

ALEX MITCHELL to WSCS Charleston, S. C., as disc jockey.

RENEE LEASE to continuity staff, WIRK Indianapolis.

LARRY CLARK, announcer, WTMJ-AK-TV Milwaukee, to President Grain & Malting Co., same city, on public relations staff.

HAL QUEEN and VANCE BROOKS to announcing staff, WSGC Statesville, N. C.

JACKSON WHEELER, m.c., KTTY (TV) Hollywood, father of girl, Janine Ann, Sept. 18.

News...

PETER HACKES to news staff, CBS Radio, Washington.

CLIFTON UTLB, NBC Chicago radio and TV commentator, to address Sigma Delta Chi professional journalism fraternity, tomorrow (Tuesday) on his recent three-week flying trip around the world.

BOB HORN, disc jockey, WFIL-AM-TV Philadelphia, named director of recorded music for both stations.

FRED KILIAN, manager, radio-TV activities, Young & Rubicam, Chicago, named director of TV programming, WENR-TV same city.

JEFF SCOTT appointed program director, WPFA Chester, Pa., after service as West Coast public relations combat correspondent, succeeding MEL LEVINE who resigns to enter TV field in Philadelphia.

MILTON L. LEVY, advertising manager, Oregon Trail Network (KKBK Baker, KSRV Ontario, KLMB LaGrande), to KKLX Oakland, Calif., in same capacity.

ROY ROBERTSON to KOIN Portland, Ore., as TV consultant.

ROBERT C. KELLY to WHAL-TV Baltimore as TV director.

JERRI WIGGINS, announcer, CKFH Toronto, to CFRB Toronto, in same capacity.

RICHARD BEYMER, Hollywood TV child actor, assigned role in David O. Selznick feature film production, “Terminal Station.”

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JACKSON WHEELER, m.c., KTTY (TV) Hollywood, father of girl, Janine Ann, Sept. 18.

News...
Fables of the leopard and the hippo—1.

ON BECOMING BETTER KNOWN

THE HIPPO: “I find that by hiding most of myself, the world thinks the most of me.”

THE LEOPARD: “But better-looking things are better shown ... and the better shown, the better known.”

THE MORAL: Advertisers, too (like the wily Spotted Leopard) learn that better products are better shown.

Especially when shown on Spot TV.

They know that Spot TV’s package and brand name display ... and product demonstration ... are good reasons why their products are better known.

Brands shown on Spot TV on these eleven stations easily and economically become better brands—better bought, we mean.

WSB-TV ............Atlanta
WBAL-TV ............Baltimore
WFAX-TY ............Dallas
KPRC-TV ............Houston
KECA-TV ............Los Angeles
KSTP-TV ............M’p’l’s-St. Paul
WSM-TV ............Nashville
WJZ-TY ............New York
WTAR-TY ............Norfolk
KPHO-TY ............Phoenix
WOAI-TY ............San Antonio
KGO-TY ............San Francisco
KOTV ............Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
In Philadelphia
PEOPLE WATCH
WPTZ
MORE THAN ANY OTHER
TV STATION*

WPTZ
NBC - TV AFFILIATE
1600 Architects Building, Phila. 3, Pa.
Phone LOCust 4-5500, or NBC Spot Sales

*Not our estimate, but ARB figures for the entire year of 1951 and first 6 months of 1952
POST-THAW GRANTS REACH 63

3 More UHFs Last Week

By LARRY CHRISTOPHER
THREE MORE commercial uhf stations were authorized by FCC last week to bring total post-thaw grants to 63, including 54 commercial and 9 noncommercial, educational permits. An additional 20 applicants were notified of necessity for hearings on their bids.

In other TV actions, FCC finalized its proposed allocation of vhf Channel 10 to Lafayette, La.; substitution of vhf Channel 3 for Channel 6 at San Angelo, Tex., with addition of Channel 6 at Temple, Tex.; and addition of uhf Channel 59 to Fremont, Ohio.

By separate orders, FCC also granted revision of Zone III rules so as to add vhf Channel 5 to Jackson, Miss., but denied a request for waiver of the one-year rule to add uhf Channel 83 to Waterbury, Conn., and denied another request for reconsideration of an earlier proposal to allocate vhf Channels C and D with limited power at separations less than minimum.

The new station grants include:

Youngstown, Ohio (City priority Group A-2, No. 5)—Polan Industries, granted uhf Channel 21, ERP 170 kw visual and 85 kw audible; antenna height above average terrain 530 ft.

Richardsburg, Pa. (Group B-1, No. 8)—WHP Inc. (WHP), granted uhf Channel 55, ERP 240 kw visual and 128 kw audible; antenna 290 ft. Estimated commencement date: Within eight months.

Ann Arbor, Mich. (Group B-1, No. 115)—Washtenaw Beetg. Co. (WPAG), granted uhf Channel 29, ERP 1.75 kw visual and 0.83 kw audible; antenna 340 ft. Estimated commencement date: Early 1983.

Additional applications notified or designated for hearing included:

- Portland, Ore. (Group A-2, No. 2)—Cascade Television Co., vhf Channel 3 applicant, was designated for hearing in consolidated proceeding with other Portland applications scheduled Oct. 1 in Washington.

- Wichita, Kan. (Group A-2, No. 6)—Mid-Continent Television Inc. and Sunflower Television Co., both seeking vhf Channel 16, are being advised their requests are mutually exclusive, requiring hearing.

- Harlingen, Tex. (Group A-2, No. 36)—Rio Grande Television Corp. (RGGB) and Roy Hohelnew (KSOX), both seeking vhf Channel 4, notified of need for comparative hearing with additional question of Rio Grande corporate authority and certain of its stockholders’ interests in competing AM stations in same area.

- Waco, Tex. (Group A-2, No. 39)—Central Texas Television Co., applicant for vhf Channel 34, notified financial questions are involved indicating need for hearing.

- Sioux City, Iowa (Group A-2, No. 29)—Pettis Bros. Co. (RGGJ) and KCOM Beetg. Co. (KCOM), both seeking vhf Channel 5, notified of need for hearing.

BUSINESS and civic leaders of Portland, Ore., watch first commercial uhf program in history telecast by KPTV (TV) Sept. 20 [B*7, Sept. 22].

Joint Applicants

AWARD is presented RCA Victor Division for help in speeding KPTV (TV) Portland into operation. Herbert Meyer (right), Empire Coal Co. president, hands award to Harold R. Maag, RCA Victor vice-president, western manager.

JOIN applicants

WHEN a fortnight of the filing at FCC of a pilot application at Macon, Ga., for a new TV station owned jointly by two independent stations (WBML and WNEX), which proposed continued separate and competitive AM operations, B*7, Sept. 15, four more such "marriage" requests have been tendered to the Commission for approval of similar joint TV ventures in other cities.

The new merger applications include:

1. Wichita Falls, Tex. (City priority Group A-2, No. 56)—Wichita Falls Television Inc., seeking vhf Channel 6. Owned 50% by KWT and 50% by KTRN, both of which will dismiss their competitive bids for Channel 12.

2. Columbus, Ga. (Group A-2, No. 42)—Television Columbus, uhf Channel 25. Owned 50% by WDAK and 50% by Martin Theatres of Georgia Inc. Both plan to dismiss their pending competitive bids for Channel 25. WDAK principals also are involved in joint bid at Macon.

3. Elmirah, N. Y. (Group A-2, No. 81)—El-Cor Television Inc., uhf Channel 18. Corning Leader Inc., owner of WCLI Corning and WELM Elmira, holds 51% interest in applicant, and Elmirah Star-Gazette Co. owner, WENY Elmira, and a Gannett interest, holds 49% interest. Bid is amendment of earlier Channel 18 application of Corning Leader Inc. Elmira Star-Gazette plans to dismiss its uhf Channel 24 bid there.

4. Fargo, N. D. (Group A-2, No. 102)—Red River Valley Television Corp., vhf Channel 12. Owned 50% by KPGO Fargo and 50% by KVOX Moorhead, Minn. Neither has an application pending.

The pilot application, filed at Macon by Macon Television Co. for uhf Channel 47, is equally owned by WBML and WNEX, both local stations which are licensed to separate firms. In the joint request, both affirmed that AM operations would be kept separate and competitive as beforehand.

Meanwhile, another Joint TV application is in preparation for uhf Channel 31 at New York by WOV and WHOM, foreign language stations [B*7, Sept. 10].

The joint application technique is being welcomed by segments of the industry as a possible means to bring TV quickly to a market and avoid a lengthy, costly competitive hearing in which only one contestant wins. Also a factor is the joint sharing of risks in the high cost of constructing and operating a TV outlet, many times the financial undertaking of an AM or FM station.

Although the industry has long sought answers from FCC on the numerous policy questions involved and had hoped for a ruling before the July 1 commencement of TV application processing, the Commission has stated it would consider such joint applications only on a case-to-case basis.

Upon filing of the Wichita Falls Television Inc. application, a joint statement was issued by Kenyon (Continued on page 72).

September 29, 1952. Page 37
NEW STATION GRANTS

ANN ARBOR, Mich.—Washtenaw Broadcasting Ltd. (WFCG), granted uhf Ch. 39 (566-568 mc), 19 kw visual and 36 kw audio, antenna height above average terrain 430 ft., above ground 520 ft.; Post Office address 175 N. Main St., Ann Arbor; treasurer, Mr. Paul B. Musgrave, 144 N. Main St., Ann Arbor; general manager, Mr. Bill McFarland, 420 N. Main St., Ann Arbor; counsel, Mr. Arthur G. Green, 7600 Caniff St., Gulfport, Fla.; legal counsel, Mr. James C. Whitaker, 210 E. Canfield St., Kalamazoo, Mich.; attorney, Mr. George R. Anderson, 1645 E. Michigan Bivd., Columbus, Ohio; and, on condition that the station be used for educational purposes, the application of WFCG was granted.

HARRISBURG, Pa.—WHP, Inc. (WHP), granted uhf Ch. 35 (564-566 mc), 120 kw visual and 58 kw audio, antenna height above average terrain 500 ft., above ground 550 ft. Estimated construction cost $100,000, filing fee $2,500, annual revenue $55,000. Post Office address 216 Locust St., Harrisburg. Studio location 216 Locust St., Harrisburg. Transmitter location on Blue Mt. near Hershey. Geographic coordinates 40° 26' 44" N., Lat. 77° 55' 30" W., Long. 76° 52' 58" W. R. L. Jones, WHP, Inc., managing partner, and President A. H. Stokce, Secretary-Treasurer, George C. Rissmiller, general manager, and President A. K. Redmond (3.8%), telegraph engineer.

YOUNGSTOWN, Ohio—Poland Industries, granted uhf Ch. 21, ERP 170 kw visual, 190 kw audio, antenna height above average terrain 550 ft., above ground 550 ft., (Disestors by Chairman Peter A. Walker, and Commissioner Robert G. H. Miller, 542 Tuscarawas St., Youngstown. R. A. Unsteller, secretary-treasurer. Application, filed by Robert G. H. Miller, and has been acted upon in several other cities. Principals include: Mr. Robert F. Murrow, E. G. Polan, Lincoln M. Polan, Charles M. Polan, and Charles M. Polan, Jr. Mr. Peter A. Walker is 25% owner; WFLF, Huntington.

MODIFICATIONS GRANTED

A total of six applications for modifications of existing stations were granted, and of these five were granted under the new rule which provides for an expedited hearing procedure in such cases.

WEST (TV) Scottsdale, Ariz.—George A. Milas, licensee, on condition that the license be changed from vhf Ch. 4 (68-72 mc) to uhf Ch. 29, (156-160 mc), 6 kw visual and 1.2 kw audio to 9 kw visual and 12.5 kw audio to 9 kw visual and 4 kw audio, estimated cost $10,000, granted.

KVLY—Salina, Kansas—Chief Engineer Donald W. Meyer of KVLY, licensed to operate at Salina, receives authorization to reposition transmitter so that antenna height above average terrain 500 ft., above ground 520 ft.; Post Office address 175 N. Main St., Ann Arbor; treasurer, Mr. Paul B. Musgrave, 144 N. Main St., Ann Arbor; general manager, Mr. Bill McFarland, 420 N. Main St., Ann Arbor; counsel, Mr. Arthur G. Green, 7600 Caniff St., Gulfport, Fla.; legal counsel, Mr. James C. Whitaker, 210 E. Canfield St., Kalamazoo, Mich.; attorney, Mr. George R. Anderson, 1645 E. Michigan Bivd., Columbus, Ohio; and, on condition that the station be used for educational purposes, the application of WFCG was granted.

OIRLANDO, Fla.—Central Florida Enterprises, granted uhf Ch. 38 (564-566 mc), ERP 100 kw visual, 50 kw audio; antenna height above average terrain 700 ft., above ground 700 ft.; Post Office address 1515 N. Orange Ave., Orlando; transmitter location 1515 N. Orange; Orlando. Transmitter location 1515 N. Orange Ave., Orlando. Principal (one of three) is Mr. Fred M. Deeds, have an agreement with the president of KSNB, Kansas City. City group G-3, No. 307.

TAMPA CHANNEL

Tison Petition Opposed

ORANGE Television Broadcasting Co. (OTBC), for approval of its application for a channel 13 at Tampa, Fla., last week told FCC it opposed an earlier petition of W. Walter Tison, trading as Tampa Broadcasting Co. and also an opposition petition, which asked that the Tison application be dismissed "without prejudice." Orange Television asserted FCC precedent precludes granting applications for entirely new stations in such circumstances, Orange Television said.

In the present case, Orange Television is also owned 33% by B. E. Allendorf. City group A-2, No. 42.

FORT WAYNE, Ind.—Anthony Wayne Broadcasting Co., granted uhf Ch. 25 (582-584 mc), 210 kw visual and 12 kw audio; antenna height above average terrain 657 ft., above ground 657 ft.; Post Office address 430 Old Mill Rd., Fort Wayne. Studio location 430 Old Mill Rd., Fort Wayne. Transmitter location 430 Old Mill Rd., Fort Wayne. Attorney; Mr. J. Stackpole, 835 N. Broadway, Fort Wayne; legal counsel, Mr. C. W. Brumby, 742 N. Towne Rd., Fort Wayne; and, on condition that the station be used for educational purposes, the application of Anthony Wayne Broadcasting Co. was granted.

NEW ORLEANS, La.—Times-Picayune Co. (TPC), for approval of Ch. 14 (90-92 mc), ERP 100 kw visual, 50 kw audio; antenna height above average terrain 898 ft., above ground 898 ft.; Post Office address 150 St. Louis St., New Orleans. Studio location 615 Howard Ave., New Orleans. Transmitter location 615 Howard Ave., New Orleans. Principals include: Board Chairman L. K. Knowles, President R. F. Reed, Vice-President M. F. E. Person, Secretary-Treasurer J. L. Walker, Jr., and James E. Hill, New Orleans.

ELMIRA, N. Y.—El-Cor Television Inc. (modification of application), uhf (Continued on page 74).
TELEVISION sales are on a definite upswing and the outlook for the rest of the year is bright, spokesmen for both radio and television manufacturers firms told Broadcasting * Telecasting last week. Radio manufacturing firms did not present such a united opinion on sales and outlook. Westinghouse Electric Corp. and Emerson Radio & Phonograph Corp. reported good radio set sales while General Electric Co. called business 'very good' this year. A spokesman for RCA preferred not to comment on radio sales.

Television set makers saw a healthy business for the rest of the year with most in agreement that shortages of receivers. Only General Electric Co. felt that demand will be muted.

**Sales Factors**

Several TV set makers attributed increased sales, at least in part, to consistent radio and television advertising. Other factors were:

Opening of new markets, the presidential conventions, more second sets for the home and the attitude of many consumers that television is "no longer a novelty but a necessity."

An RCA spokesman said summer TV set sales were "much higher" than for the summer of 1951. He claimed RCA is on a "sold out" basis and distributors have accepted all that can be produced up to January but need more, president, Mr. John F. Walsh, sales manager of Westinghouse's radio-television division, said said sale of TV and radio sets is at a "record high." He said TV set sales in Boston are running nearly 40% over summer of last year.

He said: "No further orders for current Westinghouse...small radios can be accepted this year."

Emerson reported it is "sold out" completely on TV sets. Radio set sales are lagging, and a "tremendous spurt" of orders may be expected soon. "We are shipping TV receivers as fast as they come off the lines," he said, "and we are now...building up a backlog of orders." Emerson, he said, uses spot radio for both media set advertising.

An equally bright picture was presented for television sales at CBS-Columbia Inc., by Gerald Light, sales promotion manager. Mr. Light said sales were more than 100% higher the first nine months of this year than last year. He ascribed the upswing to "improved times and wide consumer acceptance of CBS - Columbia brought about by extensive promotion." Mr. Light said that CBS-Columbia is using "a lot of radio" in set advertising.

**Weekend Sales**

Television set sales over the weekend, as reported by manufacturers, show a strong upswing. DuMont reported sales of 40,000 sets, estimated to be in the $1,000,000 range, for the weekend of September 29-30. Westinghouse and RCA combined, figures are approximately the same. Sales of both electronics firms are expected to reach $2,000,000 for the weekend.

**Radio Figures**

Radio figures vary widely. Spokesmen for DuMont Radio Labs., owned by John Meck Industries, has been upped about 20%. Raytheon Television & Radio Corp., Chicago, reported July and August sales total 10 times that for the same period last year. W. L. Dunn, vice president in charge of sales and engineering, attributes the hike to lifting of the freeze and increased interest in factory-installed uhf.

**Shovel**

SHOVEL was much in evidence at this groundbreaking ceremony for a transmitter for WEEK-TV Peoria, which has just received its TV authorization. At ceremony were (front row, l to r) C. B. Akers, WEEK-AM-TV executive; Porio Mayor Joseph C. Maloney, and Fred C. Mueller, WEEK-AM-TV general manager; standing at rear, Ed Verkler, architect; John O. Burch, executive vice president, Peoria Assn. of Commerce; Robert Fransen, TV program di-rector; William Flynn, commercial manager; Ken Mills, George D. Johnson Co., general contractor, and Wayne Lovely, chief engineer.

**Code Huddle**

TELEVISION's own whip, the NARTB TV Code, will be given a once-over this week to determine if it is performing the job its creators intended.

Seven months of industry self-discipline will be reviewed at a three-day meeting of the NARTB TV Code Review Board, starting Tuesday at the Ambassador Hotel, New York. John E. Fetter, WKZO-TV Kalamazoo, Mich., board chairman, will preside.

The board will consider proposed steps to improve its hearing techniques and to encourage higher program and advertising standards among the code's 94 station subscribers and those using the visual medium.

Only about a hundred complaints have been made since the code went into operation March 1. This is only a trickle compared to the deluge anticipated.

Selection of New York for the meeting will permit conferences with network officials as well as agencies and advertisers. Some complaints are said to involve detailed presentation of advertising symbols and copy.

The code board will use its seven-month experience as basis for a number of policy decisions. NARTB headquarters will be represented by President Harold E. Fellows; Thad Brown, TV department director; Ed Bronson, director of TV code affairs; Robert K. Richards, assistant to the president; C. E. Arney Jr., secretary-treasurer, and Fran Riley, of the public affairs department.

**Code Members**

Other code members are J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KING-TV Seattle; E. K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee.

A surprise in the code operation has been the lack of exciting or big incidents. Some incidents have involved large advertising firms but these are believed to have been handled thus far on a conference basis. Many complaints have been received by networks and stations, without reaching the code board.

Channelling of station and network complaints to the board has been initiated. The FCC has cooperated by referring to the broad complaints over which it lacks jurisdiction.

One policy problem is that of rendering advisory opinions on specific code cases. The board is kept behind closed doors, thus far, and no word has leaked out of any subscriber in danger of losing his seal. The board has limited coercive powers but can refer charges to NARTB's Television Board of Directors, which has power to suspend or withdraw the seal.

Monitoring of TV programs by the code authority has been proposed. This plan, it is thought, could catch borderline cases and provide helpful tips to stations and networks.

September 29, 1952 • Page 9
RTDG STRIKE
May Spread From Hollywood

HOLLYWOOD local of the Radio and Television Directors Guild (RTDG) membership having taken a unanimous strike vote Tuesday against CBS-TV, NBC-TV and ABC-TV, a possible walkout in that city and other network TV centers may follow. Strike vote followed a breakdown in negotiations for new contracts covering wages, working conditions and air credits [B&T, Sept. 22].

While action taken in Hollywood is of a local nature, RTDG New York contracts recently negotiated are not effective until satisfactory agreements are signed on the West Coast. The RTDG New York national executive council will determine whether a strike action should be local or national in scope and also if it should cover radio networks as well as Hollywood.

RTDG has negotiated new agreements with NBC and CBS radio networks but all contracts are contingent on pacts also being worked out in TV, it was said.

Hollywood strike date is contingent upon the national executive council’s decision.

In addition to an eight-hour day, five days per week, for floor managers and assistant directors, the Hollywood local is asking that their current minimum be raised from $100 to $120 weekly and directors’ minimum of $145 increased to $175. TV networks offered a package deal but many of the stipulations contained were not acceptable to RTDG, resulting in the stalemate of negotiations.

WVEC DISPLAY
Equipment Show Set Oct. 3

WVEC Hampton, Va., applicant for uhf Channel 15 [B&T, July 21], will follow up a promotion campaign on its plans for a uhf station with a demonstration of television equipment at the Chamberlin Hotel there Oct. 3.

Thomas P. Chisman, WVEC president, said Nat Marshal of General Precision Labs. will demonstrate the new GPL remote control camera and the GPL manual camera with variable focus lens, as part of the exhibits. Mr. Chisman said TV sets, uhf converters, adapters and antennas will be shown by Zenith, Philco, Admiral, General Electric and RCA.

Leading civic officials, TV dealers and repairmen of the area will be invited to the display as part of WVEC’s plans for extensive promotion of itself and uhf television, Mr. Chisman said. Sept. 7, promotion is being backed up by a newspaper advertising campaign to educate potential WVEC-TV viewers on uhf’s qualities and expected future.

CTS EXPANDS
Adds Eight to Sales Staff

CONSORTIUM TELEVISION Sales, New York, has expanded its sales department to meet demands of increased business, Peter M. Robek, general manager, is announcing today (Monday). Expansion was brought about, Mr. Robek said, because of brisk sales of CTS’ All American Game of the Week football series and other filmed TV productions it has contracts to sell.

Account executives joining the company include William Finkeldey, formerly in the broadcast sales division of Capitol Records Inc., and Morton Brandes, formerly assistant publisher of the Philadelphia Daily News and account executive for Frederic W. Ziv Co. Mr. Finkeldey will headquarter in upstate New York and Mr. Brandes in Philadelphia.

CTS also has absorbed six salesmen who were with Jerry Fairbanks Inc. at the time CTS and Fairbanks reached their merger agreement; Henry Frankel and Richard C. Morse in New York; H. Kenneth Murray, Cincinnati; Richard Buch, CTS southern division manager with offices in Atlanta: Wade Barnes, in Houston, and Leo Turtledove, Los Angeles, also Mr. Robek’s headquarters.

BILLINGS SURGE
For KNXT, WENR-TV, WPTZ

SALE of six new fall programs, involving $556,045, has been announced by James T. Aubrey Jr., sales manager of KNXT (TV) Hollywood.

Third of a million dollars in local and spot billing has been signed for October by WENR-TV, ABC O & O station in Chicago. This gives the station an all-time high in orders for any ABC outlet in any month since WJZ New York went on the air more than four years ago, it was noted.

October billings, already 50% ahead of the volume for any month this summer, will be swelled by continuing sales.

WPTZ (TV) Philadelphia has signed 12 advertisers for new, locally sponsored video programs whose time billings total more than $125,000, Alexander W. Dannenbaum Jr., commercial manager, reported last week.

Mr. Dannenbaum said the 12 accounts are exclusive of existing contracts on the station. He said further that “fall-winter business at WPTZ should be excellent with increased activity in all time segments.”
WOR-TV SALES

announces its appointment

as New York and Chicago

sales representative for

KHJ-TV, Los Angeles

...with John F. Sloan as

National Sales Manager in New York

WOR-TV

Robert C. Mayo, Director of Sales

1440 Broadway, New York 18, N.Y.

LOngacre 4-8000

KHJ-TV formerly represented by Eduard Petry & Company
HOPALONG CASSIDY
A new look at the Old West with the most famous Western star of all. Now sold in 42 markets. In production are 26 new Hopalong Cassidy adventures this year, and 26 next year.

for local and regional advertisers

NBC—QUALITY FILMS FOR

DOUGLAS FAIRBANKS JR. PRESENTS

LILLI PALMER SHOW
Wit and cultured charm with that great lady of theatre, screen and television, Lilli Palmer. Twenty-six 15 minute shows available now.
Now you can be sure of quality when you buy NBC-TV film programs on a market by market basis. NBC backs every one of its film program offerings with the industry's longest continuous experience in television and radio network programming. Each NBC film program gives you these exclusive network-caliber advantages:

... TV programs as fine as those produced for the national network advertiser

... Famous stars—like Hopalong Cassidy, Douglas Fairbanks, Jr., Lilli Palmer, Brian Donlevy

... Wide audience- and sponsor-appeal: mystery, drama, Western and sophistication

... New films produced expressly for television—new stories, new angles, new thrills, new pleasure

... Films that sell your product—films with proved, certified, documented sales records

... Complete advertising packages. NBC goes all the way to help you promote every film program locally—with exploitation assistance, on-the-air aids, press advertisements and merchandising.

And remember, every NBC-Quality film program is produced from a background of programming knowledge that creates and holds audiences from credit-titles to final fade-out. Most important, you can place these network quality productions where you want them, when you want them.

Like to know more about NBC-Quality TV Films?
Write, call, wire:

30 Rockefeller Plaza, New York 20
Offices in: New York, Chicago, Los Angeles
A Service of the Nation's No. 1 Network
RKO's Change
Plan Separate TV Unit; Deny Backlog Release Now

ALTHOUGH the syndicate headed by Ralph E. Stolkin, Chicago industrialist, last week bought controlling interest in RKO Radio Pictures Inc., for $7,350,000 (B&T, Sept. 22) emphatically denied intention "at this time" to release a $20 million backlog of RKO movies to television, it was learned that the studio does have plans for a separate TV unit to produce custom-made film for video.

Acknowledging that "we are studying most carefully the production and distribution of television films," Mr. Stolkin said, "we want to make it clear that at this time, we have no intention of releasing any of the studio's stock of films for the use of television."

Noting the fact that motion pictures and television are related, he would go no further than to state "for the time being there may be an engagement, but not marriage." He emphasized "we expect to continue to produce motion pictures as a major studio operation."

Mr. Stolkin and his associates, bought 1,013,420 stock shares from Howard Hughes for $7 a share, or a total of $7,093,970, and 630,000 shares owned by RKO President Ned Nepinet. The purchase represents 30% of the company's stock, a controlling interest. Negotiations had been underway for several weeks.

Besides Mr. Stolkin, in the syndicate are his father-in-law, A.L. Koolish; Edward G. (Buz) Burke Jr. and Ray Ryan, San Antonio oil men; and Sherrill Corwin, Southern California theater owner. Messrs. Stolkin, Koolish and Ryan reportedly represent less than 90% of the syndicate, Mr. Burke around 10% and Mr. Corwin holding a minority balance interest.

Mr. Stolkin is president of Empire Industries, Chicago, mail order house, and vice-president of National Video Corp., Chicago, cathode ray tube manufacturers, and is identified with Screen Associates Inc., Hollywood. With Messrs. Burke and Corwin he is among new owners of KOIN-AM-FM Portland and KJR Seattle. They are, in addition, associated with Clem Randau in the operation of KXOB Stockton, Calif. (B&T, July 14).

Snader Sued

CHARGING breach of contract in the distribution of a 13-program Kid Magic TV film series, Aladdin Television Productions Inc., Hollywood, last week filed a $126,000 damage suit in Los Angeles Superior Court against Louis D. Snader and his various Telecisions organizations.

NCAA Permits
Notre Dame-Penn. on TV

NATIONAL Collegiate Athletic Assn. permitted the telematching of the Pennsylvania-Notre Dame football game last Saturday for showing in the Philadelphia area only, although the regular NCAA TV game for the day was the Princeton-Columbia contest in New York over NBC-TV.

Permission was granted by the NCAA television committee after Pennsylvania had requested TV coverage because the game was sold out and a telecast would serve "the public interest." The Pennsylvania-Notre Dame game was to be carried by NBC-TV over its Philadelphia outlet, WPTZ (TV), under the sponsorship of General Motors. The regular NCAA football schedule on NBC-TV is sponsored by General Motors.

Robert A. Hall of Yale, chairman of the NCAA TV committee, said the Pennsylvania incident did not set a precedent.

The NCAA committee Thursday denied another request by Pennsylvania for telecasts of both the Pennsylvania-Notre Dame and the Princeton-Columbia games in the Philadelphia area.

The Stage Is Set at WHEN

Here's a show tailored for ideal afternoon viewing... a daily full length feature film plus newscast and short subjects... a complete theatre program, combining drama, music and news. When the curtain goes up on Movie Matinee you will reach a top audience of Central New York housewives. A spot in this outstanding participating show will provide...

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Results

Represented Nationally by the Katz Agency

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

Page 64 • September 29, 1952

Scoops Own Paper

BARRY BINGHAM, editor of the Louisville Courier-Journal and president of its television affiliate WHAS-TV, scooped his own newspaper Wednesday evening by reading Thursday morning's editorial on the station. Mr. Bingham was serving as guest moderator of the 10:10 p.m. What's Your Question during which viewers' queries are answered on the air. The editorial contained the newspaper's first endorsement of the Democratic candidate, Adlai Stevenson. So many questions were phoned into the station after the editorial that, even though the program was extended 15 minutes, more than half had to be answered by mail.

Claims Discrepancies

DISCREPANCIES claimed by WGRD Grand Rapids, Mich., in balance sheets of Leonard A. Versilis, applicant for a TV station in Muskegon, Mich. (B&T, Sept. 22), were described in an amended complaint filed with the FCC by WGRD. The amended complaint, correcting an error, states: "Although both of these balance sheets are of the same date, they show a difference of $10,099 in his assets and $33,935 in his net worth."

ERIE **

Pennsylvania's 3rd City

by WICU TV

The Erie Dispatch Station

ERIE, PA.

National Representative

WICU-TV—Erie, Pa.—Headley-Red Co.

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

BROADCASTING • Telecasting
WRATHER-ALVAREZ, INC.

ANNOUNCE THE PURCHASE OF TELEVISION STATION

KOTV
(Channel 6)
TULSA, OKLAHOMA

FROM

CAMERON TELEVISION, INC.
In addition to these outstanding Representatives located in your area, DuMont maintains a staff of highly experienced Sales Engineers. These men, backed by years of field experience, work in conjunction with your Representative and provide him with the necessary information and service that may be required to fulfill your particular needs.
Start with the finest TV broadcasting equipment available. Back it with outstanding engineering born of pioneering telecasting. Round it out with on-the-spot TV specialists familiar with every phase of television. And that's the meaning of DuMont to you in working out your telecasting plans.

Whether your needs concern initial equipment, or expansion or improvement of present facilities, contact your nearest DuMont regional office. Our TV specialists will gladly discuss your problems and come up with the most practical and economical solutions.

DuMont, always "First with the Finest in Television," now offers "Effective Regional Participation, in highly qualified personnel, for still better service to you."
YESTERDAY and TODAY in Central Indiana at WFBM-TV “First in Indiana”

Yesterday.....

On May 30, 1949 there were 2500 Sets in WFBM-TV’s coverage area.

Today.....

there are 257,000 Sets in use in WFBM-TV’s coverage area.

Weeky TV Coverage

Channel 6

“First in Indiana”

Classroom Telecasts at Cornell, Ratings

(Report 225)

Margie,’ ‘Gangbusters’ Lead Nielsen Lists

NIelsen national list of TV programs during the two weeks ending Aug. 23 showed CBS-TV’s My Little Margie as leading the top 10 in number of TV homes reached, and NBC-TV’s Gangbusters first on the list of the 10 shows with the highest percentage of TV homes reached in program station areas. Lists follow:

NUMBER OF TV HOMES REACHED

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>My Little Margie (CBS)</td>
<td>6,427</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>6,324</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>5,686</td>
</tr>
<tr>
<td>4</td>
<td>Gangbusters (NBC)</td>
<td>5,440</td>
</tr>
<tr>
<td>5</td>
<td>Poets Blue Ribbon Bouts (CBS)</td>
<td>5,416</td>
</tr>
<tr>
<td>6</td>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>5,191</td>
</tr>
<tr>
<td>7</td>
<td>Arthur Godfrey’s Talent Scouts (CBS)</td>
<td>5,170</td>
</tr>
<tr>
<td>8</td>
<td>Arrowhead Friends (CBS)</td>
<td>5,160</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>4,996</td>
</tr>
<tr>
<td>10</td>
<td>Packie Blue Ribbon Bouts (CBS)</td>
<td>4,840</td>
</tr>
</tbody>
</table>

* Margie, Godfrey & Friends (Pillsbury Mills Inc.) (CBS)

PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>My Little Margie (CBS)</td>
<td>25.9</td>
</tr>
<tr>
<td>2</td>
<td>Dragnet (NBC)</td>
<td>23.9</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey (CBS)</td>
<td>24.0</td>
</tr>
<tr>
<td>4</td>
<td>Gangbusters (CBS)</td>
<td>24.0</td>
</tr>
<tr>
<td>5</td>
<td>Arrowhead Friends (CBS)</td>
<td>23.3</td>
</tr>
<tr>
<td>6</td>
<td>Arrowhead Friends (CBS)</td>
<td>23.2</td>
</tr>
<tr>
<td>7</td>
<td>Packie Blue Ribbon Bouts (CBS)</td>
<td>21.3</td>
</tr>
<tr>
<td>8</td>
<td>Arrowhead Friends (CBS)</td>
<td>20.1</td>
</tr>
<tr>
<td>9</td>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>19.7</td>
</tr>
<tr>
<td>10</td>
<td>Godfrey’s Talent Scouts (CBS)</td>
<td>19.5</td>
</tr>
</tbody>
</table>

Copyright 1955 by A. C. Nielsen Co.

Weekly Television Summary—September 29, 1952—TELECASTING SURVEY

Channel 6

“First in Indiana”

PLANS to telecast experiments in the freshman and sophomore physics courses were announced last week by Dr. Lloyd P. Smith, chairman, Dept. of Physics, Cornell U., Ithaca, N. Y.

RCA is cooperating in the project which will permit demonstrations impossible by ordinary methods. For example, Prof. Smith explained, it will be easier to show "Brownian movement"—the dance of tiny particles suspended in fluid. The phenomenon is invisible to the naked eye and students normally would have to await their turns at microscopes.

A midsize television camera, developed by RCA Labs. Div. for industrial and related uses, is the key unit in the installation, Prof. Smith added. RCA has loaned the camera and a monitor for the project. The university has provided two 21-inch viewers.

** **

ARB Rates ‘Godfrey’ Tops Aug. 1-7

TWO Arthur Godfrey shows were tops in the American Research Bureau’s list of program popularity for the first week in August. ARB reported Godfrey’s Talent Scouts took first place in ratings with 42.9, while Arthur Godfrey and His Friends reached more than seven million homes. Both shows are on CBS-TV. ARB figures for Aug. 1-7 follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Godfrey’s Friends (CBS)</td>
<td>42.9</td>
</tr>
<tr>
<td>2</td>
<td>Blue Ribbon Bouts (CBS)</td>
<td>40.5</td>
</tr>
<tr>
<td>3</td>
<td>The Best of Godfrey (NBC)</td>
<td>36.5</td>
</tr>
<tr>
<td>4</td>
<td>What’s My Line? (CBS)</td>
<td>34.4</td>
</tr>
<tr>
<td>5</td>
<td>Big Town (CBS)</td>
<td>31.0</td>
</tr>
<tr>
<td>6</td>
<td>Blue Ribbon Bouts (CBS)</td>
<td>28.6</td>
</tr>
<tr>
<td>7</td>
<td>Talent Scouts (CBS)</td>
<td>26.1</td>
</tr>
<tr>
<td>8</td>
<td>Mystery (CBS)</td>
<td>22.9</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey’s Talent Scouts (CBS)</td>
<td>22.6</td>
</tr>
<tr>
<td>10</td>
<td>Mystery (CBS)</td>
<td>20.6</td>
</tr>
</tbody>
</table>

** Total of 49 Programs Make ‘Hooperade’ **

TOTAL of 49 television programs made the “first 18” in one or more of the six cities surveyed by C. E. Hooper Inc. for its August “Hooperade of TV Stars,” released last week. No show made the list in all six cities, but Arthur Godfrey’s Talent Scouts and What’s My Line?, both on CBS-TV, placed in five of the six. Cities surveyed are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

** **

Broadcasting - Telecasting
July brought mail from all sections of Maryland and contiguous areas including:
Washington, D.C.
Pennsylvania
Delaware
Virginia
W. Virginia

MAIL PROVES WMAR-TV COVERAGE

And Coverage And Audience Is What You Buy In Television

Exhibit: 24% of July's mail came from outside Baltimore City. This is the plus coverage offered to WMAR-TV advertisers.

Exhibit: In the past six months WMAR-TV's quarter-hour leadership has risen to a figure 23% greater than the total for the other two Baltimore television stations combined.

Add bonus coverage to audience leadership and you have the reason for WMAR-TV's premiere position in the Baltimore television field.

In Maryland, most people watch WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM

September 29, 1952 ★ Page 69
Demands to ATFP
SCREEN extras and script supervisors guilds are the latest to de-
mand new contracts with Alliance of Television Film Producers, cur-
rently attempting to reach agree-
ment and end a seven-week strike by Screen Writers Guild. The ex-
tras and script guilds seek wage increases and new working condi-
tions. SWG and ATFP negoti-
tors will confer again this week in an effort to end the strike that started Aug. 11 [B+T, Sept. 22].

Sales . . .
Arthur Sachson Assoc., New York, TV film distributor for Arrow
Productions Inc. Hollywood, has closed deals for "Ramar of the
Jungle to be telecast by WFLD-TV
Philadelphia, WXYZ-TV Detroit, WENR-TV Chicago and KTTV
(TV) Hollywood.

Paramount Television Productions, New York, has sold Time for
Beauty, quarter hour film, on a 29-
week basis to WGN-TV Chicago, where it is being carried Monday
through Friday, starting Sept. 22, on a participating basis. Renewals
of program are to WTTG (TV)
Washington for 39 weeks under the sponsorship of Safeway Grocery
Stores and to WHBF-TV Rock
Island, Ill., for 18 weeks on a par-
ticipating basis. Paramount has
also sold "Rural People's" program to Holly-
wood, a one-hour filmed program to Falscaff Brewing Co. for 52
weeks over KPRC-TV Houston and
to WVAA-TV Dallas for 15 weeks on a participating basis. The program has been renewed on

WGAL-TV Lancaster (Pa.) and
WFAR-TV Norfolk for 13 weeks
under the sponsorship of the Na-
tional Brewing Co. and on WNAC-
TV for 18 weeks on a participating basis.

Thifty Drug Stores, Los Angeles
(Southern Calif. chain), starts Af-
fairs of China Smith, weekly half-
hour film series starring Dan Dur-
yea, on KECA-TV Los Angeles,
for 52 weeks from Oct. 17. Filmed by Tableau-China Smith and pro-
duced by Bernard Tabakin, pro-
grams were distributed by PSI-TV,
(see story this page). Sponsor's
weekly half-hour video programs
in Los Angeles area include Ladies
Maiden Hair Jack Romeke Varee on
KECA-TV; Holiday in Paris on
KNXT (TV); and "What's the Name
of That Song?" on KJH-TV. Agency
is Dan B. Miner Co., that city.

Available . . .
Association Films Inc., New York, is offering free a 10-minute Walt
Disney Production film, How To
Catch a Cold. Giving pointers about the common cold, the film is
available for sustaining use only.

Shamus Culhane Productions Inc., New York, has added a sponsored
dramas division. This is a new
parture for the firm which has spe-
cialized in TV spot announcements
the past four years. George L.
George will be in charge of depart-
ment, as production director.

National Assn. of Gaywriters has
packaged a new TV show Smiles-
tones, featuring humor, wit and
commentaries of Harry Hershfield,
called dean of American humorists. Shows are intended for telecast twice
or three times weekly in 15-minute
segments. Package is now being submitted to agencies by F. D.
Benham Assoc.

Production . . .
TV version of NBC radio Life of
Riley has been completed at Hal
Roach Studios, Culver City, with
William Bendix in the starring role.
Abby Berlin directed from a script
by Harry Closs. Sidney Van Keu-
ren, studio vice president, is in
charge of production on projected
NBC-TV series.

W. Lee Wilder, headquartered at
5746 Sunset Blvd., Hollywood, has
received approval from the U.S.
Criminal Investigation Dept. of his
projected half-hour TV film series,
Top Secret, to be based upon C.I.D.
scene histories. Guild Films Inc.

(Continued on page 89)
Would You Like to Hire a King?

King Calico, who wears calico because he can't afford ermine, now holds court every Monday through Friday on Station WNBQ in Chicago between 5:30 and 5:45 p.m. This little fellow and members of his Calico Kingdom are ready to deliver the child audience of Chicago television for you. Holder of many honors and awards including "best children's television program in Chicago in 1952" as voted by the Chicago Federated Advertising Club, King Calico is the favorite of everyone.

Yes, SOME SPOTS ARE BETTER THAN OTHERS

And in Chicago, the best spots of all, like KING CALICO, are on Station WNBQ where advertisers meet MORE Chicagoland viewers than any other Chicago television station. A WNBQ or NBC Spot salesman has the complete story.
Post-Thaw Grants Reach 63
(Continued from page 57)
be prepared.

Com. Bartley issued the dis-
sent, in which Chairman Walker concurred, as follows:

"In dissenting we want to make it clear that we are not voting against
grant of an application to Polan In-
dustries for Youngstown, Ohio, at the
proper time.

"Our dissent is to the fact that we have in effect simultaneously act-
ed upon a petition by Vindicator Print-
ing Co. [WPMJ-TV] denying them a
waiver of our rules, which they have
had on file since August 13 and which
was not acted upon by the Commis-
sion until today [Sept. 19]. The effect
of that action if it had been made
earlier would have allowed petitioner
an opportunity to take such action as
it desired in the light of the Com-
mision's action.

"As the situation now stands, in the
light of the action today in granting of
the construction permit to Polan Indus-
tries, Vindicator has been de-
ned the right to make a decision it
could not make until it had the opinion
of the Commission on its petition for
waiver."

Polan Industries earlier received
grant for uhf Channel 55 at Ash-
land, Ky. [B*T, Aug. 18] and has
applications pending in several
other midwest cities. The Youngs-
town grant is the third to that city.
FCC had previously approved uhf Channel 27 to WKBW TV there.

The Harrisburg grant of uhf
Channel 55 to WHP there is the
first for that city. Four applica-
tions, two each for uhf Channels
27 and 71, have been set for hear-
ing Oct. 15 in the Examiners Will-
liam G. Butts and pre-hearing con-
ference is scheduled Friday.

A. K. Redmond, vice president
and general manager of WHP, re-
ported it hoped to get on the air
with the new TV station within
eight months using the highest
possible possible interim power. RCA
equipment delivery is expected
around January 1. Tower con-
struction to commence promptly,
he said, and should be finished in
about 30 days. New building con-
struction is to be completed in 60
days.

The Ann Arbor grant for uhf
Channel 20 to WPAG is the first in
that city. No other bids pending.

Edward F. Baughn, WPAG vice
president-treasurer, said the new
TV outlet would be put on the air
as soon as possible after the first
of the year. GE has promised
equipment delivery by about Febru-
ary 1 and not later than April 1, he
indicated.

The Ann Arbor authorization
extends processing in the Group
B-1 list to city No. 115, with no
more B-1 applications pending
until No. 114, Frederick, Md.,
where WFMJ seeks uhf Channel 62.

Frederick receives five TV
services, according to FCC's tem-
porary processing list. Next pend-
ing bid is that of Atlantic Video
for uhf Channel 58 at Asbury
Park, N. J., receiving six services.

WDHN (FM) and WCTC New
Brunswick, N. J., No. 138 on the
B-1 list and receiving seven serv-
ices at present, both seek uhf
Channel 47. Following these ap-
plications are bids for Albany-
Schenectady-Troy, first area in
Group B-2, comprising cities which
presently have operating stations.

Notifying the two Columbus,
Ga., applicants of need for com-
mative hearing brings processing in
Group A-2 to city No. 42. For
nearly another 150 cities, all im-
portant markets, in the A-2 list there are applications pending.

Group A-2 cities are those over 40
miles from existing stations.

Procedure Change

FCC fortnight ago announced re-
vision of its temporary processing
procedure effective Oct. 15 in order
to speed up handling of non-com-
petitive applications [B*T, Sept.
22]. After that date, handling of
new mutually exclusive bids will
be passed over for a limited time.
Those already set for hearing, or
so notified by that time, will con-
tinue to be processed, FCC in-
dicated.

In finalizing its allocation of
Channel 10 to Lafayette, La.,
prompted by court appeal of KVOL
there [B*T, Aug. 4], FCC amended
its allocation table as follows:

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>3, 10, 42, 48</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>LOUISIANA</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baton Rouge 2, 28, 43, 46</td>
</tr>
</tbody>
</table>

FCC also stated applications for
vhf Channel 5 at Alexandria, La.,
involved in the conflict, would now
be processed. KALB and KSYL
there both seek the facility. The
city is No. 181 on the A-2 list.

The addition of vhf Channel 3 to
Jackson, Miss., was based upon
petition by WPAG which asked FCC to change city from Zone
III to Zone II, thus reducing minimum spacing from 220 to 190
miles. WPAG plans to amend its
vhf Channel 12 application to
specify Channel 5, it was indicated.

The Texas allocation changes
made final by the Commission—
substitution of Channel 3 for 5 at
San Angelo and addition of Chan-
nel 6 at Temple—were proposed
by the Commission in early Aug-
ust [B*T, Aug. 4] as was the addition
of uhf Channel 59 at Fremont,
Ohio, where WFBP plans to file
application for that facility soon
[B*T, Aug. 11].

The request to add uhf Channel
83 to Waterbury, Conn., denied
by FCC at this time because it in-
volved waiver of a one-year rule,
had been tendered by WBRX which
together requested the Commission
seek its bid for uhf Channel 83 in
order that the competitive
bid of WATR there be promptly approved [B*T, Sept.
22].

WBRX has indicated it will re-
petition later for the addition of
Channel 83, at which time a new

2,000,000 people in 67 counties spend
$1,446,895,000 in an area covered
by WSAZ-TV-Home-town Station
for Huntington and Charleston.

1931-32 MARKET DATA
Q.1. mv/m CONTOUR
AREA
POPULATION 1,299,500
FAMILIES 335,000
RETAIL SALES 810,824,000
FOOD SALES 203,425,000
DRUG SALES 15,596,000
EFFECTIVE BUYING INCOME 1,258,631,000

TOTAL AREA
POPULATION 2,493,900
FAMILIES 597,400
RETAIL SALES 1,446,892,000
FOOD SALES 336,003,000
DRUG SALES 33,596,000
EFFECTIVE BUYING INCOME 2,261,765,000


Page 72 * September 29, 1952 BROADCASTING • Telecasting

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

For full details on rates and availability to stake your claim in this rich new market, write, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency, Inc., "WORLD'S MOST POWERFUL TELEVISION STATION"
HEAVY TITLE BOUT

TNT Reports Success

THEATRE television of the Walcott-Martiano heavyweight title bout last Tuesday, carried in 50 theatres from coast-to-coast, was described as a "tremendous success with virtually a sell-out everywhere" by Nate Halpern, president of the Theatre Network Television Inc., which arranged the telecast.

Unofficial estimates of the total gross revenue from the venture ran as high as $500,000 but Mr. Halpern said Thursday that an overall tabulation had not been completed. He noted that it overshadowed by far all other theatre TV performances and verified that in virtually every city thousands of people were tuned away because of lack of seating facilities.

The telecast also marked the first use of theatre television in a drive-in theatre, the S-3 Drive-In, Rutherford, N. J.

CINERAMA DRIVE

Spots Placed in New York

CINERAMA, new three-dimensional motion picture projection system, through McCann-Erickson, New York, has placed a two-week radio-TV spot schedule on four New York stations in connection with company's promotion campaign. The new system will premiere in New York's Broadway Theatre tomorrow. Patent is held by Cinerama Inc., New York, of which Thomas-Todd Productions, that city, is part owner. Lowell Thomas, veteran CBS commentator, is a partner in Thomas-Todd.

Beginning on or about last Friday, 6- and 20-second transcribed spots were placed on WCBS and WNBC New York, averaging some seven a day for the two-week period. WCBS-TV and WNET (TV), are carrying 8- and 20-second filmed spots, with a combined average of six per day.

NEW CIO SERIES

Now in 35 Markets

CIO launched a new TV series, "People's Political Poll," aimed at interesting citizens in registering and voting, in 35 cities last week. The 15-minute weekly film series, to run for six weeks, consists of street corner interviews in communities across the country in which people are asked their presidential choice and reasons for their pick. Program is the second national TV program sponsored by the CIO.

Henry Zon, publicity director for CIO-PAC, said the total cost for the two 15-minute filmed programs amounts to $200,000. He listed the cost of each People's Political Poll at $5,500 and each of the 35 series of the Day at $3,500. Time spots are bought by local trade union's councils where films are presented. Henry J. Kaufman & Assoc., Washington, is placing programs.
WAYS of suppressing interference are being developed by a special committee (R-15) of Radio-Television Mfrs. Assn., and will be submitted to FCC soon, according to Glen McDaniel, *Telecasting* editor.

Replying last week to FCC Chairman Paul A. Walker, Mr. McDaniel said the committee "hopes to be in position to recommend test facilities for receiver radiation reduction by the end of this month."

His statement was made in reply to a Sept. 17 letter from Chairman Walker. This letter dealt with the deep Commission concern over radiation from vhf and uhf sets as well as from uhf tuners, tuning strips and external converters.

RTMA has been conducting a long-range and intensive study of the whole interference problem, Mr. McDaniel told *Telecasting*. He said sets are taken into the field for measurements and then returned to manufac-
ture to correct the trouble.

M. FARGO, N. D.—Red River Valley Television Corporation, (KFGO Fargo and KXTV Fargo, 210 1/2 kw and 81 1/2 kw, respectively) c/o Mr. John Baer, 231 E. Main St., Fargo, has been granted permission to move its transmitter to a site 3500 ft. northwest of its present location.

At, estimated cost of $165,000, its first operating permit for the new site will expire July 29, 1955.

KFWI-Pampa, Tex.—A new Call sign for KFWI will be WTVW.

KTVX-Carnation Farms, Inc., has been assigned the Call sign KTVX for an application for a new station on Channel 10. It would use two towers.

KSBM—Budal, Minn.—Oklahoma City Channel 2, license for KSBM, Oklahoma City's TV station, has been assigned.

KHTV—Wichita, Kans.—Oklahoma City's TV station, KHTV, has been assigned.

KCOU—Kansas City, Mo.—The FCC next week will receive a filing for a new station on Channel 2 in Kansas City. The station is KCOU, and the Call will be KCOU.

KFLY—Cheyenne, Wyo.—A new Call sign for an existing station, KFLY, will be WQFX.

KTVJ—Klamath Falls, Oreg.—A new Call sign for a station at Klamath Falls, Oreg., will be KTVJ.

KMCY—Kansas City, Mo.—KMCY, a television station in Kansas City, has been assigned.

KGBS—Shreveport, La.—A new Call sign for a station at Shreveport, La., will be KAJS.

KTVQ—Charleston, W. Va.—A new Call sign for a station at Charleston, W. Va., will be KTVQ.

KJMV—Kansas City, Mo.—A new Call sign for a station in Kansas City, Mo., will be KJMV.

KANL—Anchorage, Alaska—A new Call sign for an existing station, KANL, in Anchorage, Alaska, will be KJHL.

KTVU—San Francisco, Calif.—A new Call sign for a station in San Francisco, Calif., will be KTVU.

KFTC—Charleston, W. Va.—A new Call sign for a station at Charleston, W. Va., will be KFTC.

KCTV—Kansas City, Mo.—A new Call sign for a station in Kansas City, Mo., will be KCTV.

KCVB—Las Vegas, Nev.—A new Call sign for a station at Las Vegas, Nev., will be KCVB.

KWHX—Memphis, Tenn.—A new Call sign for a station in Memphis, Tenn., will be KWHX.
To get you on the air... and KEEP YOU THERE—that's Graybar's job

Here's a different kind of "package"—a complete package that puts you on the air with efficient, well-engineered equipment in the shortest possible time.

It's the big reason why it pays to call Graybar first for broadcasting equipment of any type. Based on more than 25 years experience in supplying the needs of the broadcasting industry, Graybar's services help you save both time and money.

- You get the planning help of experienced Graybar Broadcast Equipment Representatives—expert advice on the selection, operation, and maintenance of your facilities...plus, if you desire, a complete packaged proposal covering all of the electronic equipment items you require.
- You select from among the nation's outstanding product lines—dependable equipment you know and respect.
- By planning ahead, you take advantage of reliable, on-schedule deliveries—made wherever possible from a near-by Graybar warehouse.
- You get the extra "satisfaction insurance" that's automatic when you deal with Graybar's employee-owners.

Whatever your TV or AM requirements, call Graybar first—it's the easy way to get everything electrical when and where you need it. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, New York.
NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 23/4" compared with the 1½" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTE 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ Cuts timing errors 50% ★ Reduces pitch changes ★ Splice-free

It's the new "Scotch" brand dry-lubricated magnetic tape on the new 7" professional reel!

★ A new improved tape for this new improved reel!

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

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

- GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ½ db at 1000 cps within the reel, and less than plus or minus ¾ db from reel to reel.

See your distributor for a supply of 7" professional reels and new dry lubricated tape!
in this room... there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. Precisely the reason you demand—and get—the best in transmitting and studio equipment.

Nor should you compromise with quality in the tape recorder you select.

In AMPEX Recorders you will find the same matchless reliability and performance you expect of your transmission equipment... and for the same reason—they are engineered to the highest professional standards.

AMPEX brings you these cost-saving operating advantages:

• UNINTERRUPTED SERVICE
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

• MINIMUM "DOWN TIME"
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum "down time," resulting in low maintenance costs and protection from sudden broadcast failures.

• ACCURATE TIMING
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

• HIGHEST FIDELITY
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

• LONG LIFE
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY

AMPEX
MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET • REDWOOD CITY, CALIF.

EVERYTHING ELECTRICAL FOR TV OR AM...
The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER

A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipment. All aluminum cabinet of special unified, frameless design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

EVERYTHING ELECTRICAL FOR TV OR AM...
THESE ARE THE REASONS

WHY DAVID IS THE LEADER IN THE AUDIO ATTENUATOR FIELD

1. "KNEE-ACTION" ROTOR... gives positive contact and low contact resistance under all conditions.
2. BRASS CASE OF 2-PIECE CONSTRUCTION... gives excellent shielding and allows more compact equipment design.
3. "LOCK-TITE" DUST COVER... designed to withstand severe vibration and allow easy accessibility.
4. ENCLOSED ROLLER-TYPE DETENT MECHANISM... gives positive indexing but does not increase depth of unit.
5. LOW-LOSS MOLDED TERMINAL BOARD... has high resistance to leakage.

Greatly expanded production facilities enable Daven to make delivery from stock on a large number of standard attenuator types.

Write for complete catalog data.

THE DAVID CO.
WORLD'S LARGEST MANUFACTURER OF ATTENUATORS
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the most advanced equipment for television studio lighting is made by CENTURY.

your Graybar representative will supply you with complete literature upon request.

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521 WEST 43RD STREET.
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626 NORTH ROBERTSON BOULEVARD.
LOS ANGELES 46

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Look to Graybar for the best in TV equipment

Inside and Out!

It's just good common sense to match that fine transmitter equipment in your station with the best possible tower available in both guyed and self-supporting types. In heights to 1000 feet (or higher), you can select the Blaw-Knox tower that will insure maximum coverage. Soundly designed and sturdily constructed, with a minimum of deflection, these towers are engineered to provide the highest safety factor regardless of location. Heavy galvanizing gives longer life at lowest maintenance cost.

For over 30 years Blaw-Knox has been building towers that are considered the standard of comparison throughout the world. The result of this experience is yours for the asking . . . Graybar can furnish capable engineering assistance in selection of the right tower for your facilities.

BLAW-KNOX Antenna TOWERS

EVERYTHING ELECTRICAL FOR TV OR AM...
...everything you need for the finest Station and Studio facilities... including Mobile Units and Microwave Radio Relay Links

Mobile TV Pick-Up Unit
A new design in Mobile Television Units. Over-all size carefully chosen for optimum maneuverability combined with spacious, efficient interior layout. Completely equipped with provisions for dual field camera chain and portable microwave link. Air-conditioned, attractive in appearance, yet moderate in cost, FTL's Mobile Unit is outstanding in every respect.

Microwave TV Links
For Studio-Transmitter Link, Inter-city Relay and Remote Pick-ups. Ground-mounted antennas, unattended automatic operation and advanced circuitry provide most widely accepted unit for this service. High-power output and crystal control provide maximum circuit dependability. Sound Channel Equipment—an exclusive FTL development—permits multiplexing audio and video.

Highest Gain Antennas for Channels 7-13. Sixteen-loop array provides maximum ERP with only 25 Kw r-f power and single transmission line. Simplified structure reduces tower and erection costs. For better over-all coverage, new phasing system eliminates minor lobe nulls... provides high field strength in primary service area. One of the greatest new advances in VHF antennas.
package from Federal

Image Orthicon Cameras
For Studio, Field and Film. Improved performance, utmost dependability and greatest flexibility for all three program sources. Highest quality pictures and smooth operation with as many as four cameras for superior results. Interchangeability of units results in maximum facilities, reduced spares and other economies. Extensive accessories available for studios of all sizes.

“Poly-Efex” Scanner
Federal's outstanding innovation for the best in television programming. Provides 4-channel video switching for its two self-contained slide sources, plus any two external signals. Permits an untold variety of special effects, montages, superpositions, wipes, 3-speed automatic or manual lap dissolves and fades—all with a single operator. Forms the operating heart of the TV station.

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Modern, high-efficiency VHF transmitters with outputs of 1, 5, 7.5 and 25 Kw, and UHF transmitters of 1 and 10 Kw. Proven design and performance features include: "mid-level" modulation, broadband r-f circuits, long life, and low costs. Supplied with Master Control Console. Sideband filters, dummy loads and all auxiliary monitoring equipment also available.

Packaged Television Stations... every need for complete station equipment supplied by a single, dependable source... Federal Telecommunication Laboratories. FTL's outstanding facilities for TV research, design, engineering, and manufacturing offer the flexibility essential to today's wide range of telecasting requirements.

Here is the answer to getting on the air with economy and speed. Here is the answer to all studio, station, and remote equipment needs... providing unsurpassed quality and performance... plus a broad margin of versatility for the most advanced program techniques.

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When you buy Federal TV you buy the pioneering achievements, the decades of research and development experience, and the patent resources of the world-wide IT&T System!

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Stay ON THE AIR WITH THESE QUALITY PRODUCTS

TIREX MICROPHONE CORD
- A light, extremely flexible microphone cord. It has been an industry standard since the early days of radio. Widely known for its ability to withstand abuse. Smooth jacket will not catch on stages or sets.

TIREX PORTABLE CORDS
- A very tough, extremely flexible cord for a great variety of uses. Frequently used in connection with portable lights and with banks of overhead lights. Jacket is special neoprene compound that will withstand toughest service.

SIMPLEX ANHYDROPRENE
- For power distribution, panel board wiring and for signal service. Has a thin jacket of neoprene in place of fabric braids. Jacket is colored for circuit identification. Will operate satisfactorily at temperatures up to 167°F.

For these and many other Simplex wires and cables see your local Graybar branch. If they do not have them in stock they can get them for you quickly.

Simplex Wire & Cable Co.
MANUFACTURERS

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
8 reasons why engineers everywhere select PRESTO above all others

TAPE RECORDERS

PRESTO RACK MOUNTED RC-10/24

PRESTO PORTABLE RC-10/14
The ideal super-quality portable unit. Basically the same as the model RC-10/24. Rotary deck type selector control. Speeds of 7½"/sec. and 15"/sec. giving wide frequency response.

PRESTO PORTABLE PT-920
PRESTO's new addition to the tape family. Succeeds the popular PT 900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, 3 motors, no friction clutch or tension adjustments.

PRESTO TAPE REPRODUCER TL-10
Most amazing development to hit the recording field in years. Makes any standard 16" turntable quickly adaptable to tape. Turntable acts as motor; speeds of 7½"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.

DISC RECORDERS

PRESTO STUDIO CONSOLE 8 D-G
Designed to cut the finest instantaneous and master recordings. Has radial cantilevered overhead requiring no turntable contact. 1-D cutting head. Direct gear drive and twin motors. Selection of 8 different feed pitches in each direction, including 250 lpi microgroove.

PRESTO PORTABLE 6-N
World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33½ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

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PRESTO 92-B
PRESTO's famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.

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Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, NAB 33½ rpm, phone, NAB playback and automatic 3 microphone input with mixer and master gain control.


WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS

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Graybar's selection of the Machlett line of transmitting tubes is its best assurance to you of "keeping you on the air."

The Machlett line of broadcast tubes is designed and produced to satisfy the needs of all broadcasters — AM, FM and TV — and to provide reliable, low cost operation at all power levels up to the very highest.

Manufactured by Machlett Laboratories, Incorporated, specialists in electron tube design and production for over 50 years, these tubes incorporate all the techniques and skills which have been inherently a part of Machlett Laboratories since 1897.

This established quality, coupled with the added advantage of immediate availability made possible by Graybar's widespread distribution system, guarantees Graybar's pledge — "to keep you on the air."

TUBES FOR AM BROADCAST SERVICE

Final Stage Amplifiers, Modulators, Drivers, and Rectifiers—Incorporating Machlett improvements in design and processing—For reliable, low-cost-per-hour operation.
ON THE AIR....

with ECONOMY

use MACHLETT TUBES

FM BROADCAST TUBES
1, 3, 10 and 50 Kilowatt Amplifiers as well as Drivers and Rectifiers — Tubes for a broad range of power requirements—With Machlett advances in construction for top performance in high-frequency service.

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Very-High-Power Single- Tube Amplifiers for VHF Channels—Featuring: coaxial, compact, high-efficiency design; sturdy, close-tolerance construction; and Machlett-developed, special processing techniques—Providing: minimum cost, reliable performance in high-power, high-frequency service.

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We recommend transmission line by Communication Products Company, Inc., because of its consistent performance over the years, its sound, practical design and generally high order of technical excellence.

New and better transmission line products by Communication Products Company, Inc., are now available or on the way for use in VHF and UHF television service.

A complete line of accessories is ready. This includes new and better dehydrators and tower hardware. Attenuation values and power ratings for new types of lines intended for UHF service are given in the accompanying illustrations.

For further particulars, write for our Bulletin 552.
The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

★ Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.
★ Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.
★ High fidelity audio output for distortion and noise-level measurements and for audio monitoring.
★ Continuous indication of percentage modulation and an overmodulation alarm.

This instrument — the first UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark guarantees trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.
Hubbellock
TRADE-MARK

BREAK OR SEAL A CIRCUIT....
A twist of the cap and it's locked....

** Twist-Lock **

convenient and easy to use...

Twist-Lock devices are engineered and designed to meet a wide variety of conditions and requirements on permanent or portable apparatus, such as: motors, power outlets, audio packs, sound equipment, loud speakers, portable lights, testing equipment, and recording equipment.

Twist-Lock is manufactured in complete lines of two, three and four wire electrical locking devices — grounded and not grounded. Ratings range from 10 amperes to 50 amperes.

The unique locking principle of Twist-Lock connectors insures uninterrupted electrical contact regardless of vibration.

Twist-Lock has been in use for more than 23 years, serving the Broadcasting and Stage Lighting industry from coast to coast.

Twist-Lock is in use wherever trouble-free electrical connections are a necessity.

for heavy duty service...

** Hubbellock **

break or seal a circuit in a split second!

Connect in a split second and forget it... Hubbellock "stays put". Regardless of vibration Hubbellock is there to stay.

Disconnect in a split second, too... a simple turn... the spring loaded Hubbellock disconnects automatically.

A dead front safety shutter isolates contacts, snuffs arcs and keeps out dust. Perfect contact is guaranteed by supplementary tension springs located in back of phosphor bronze contact springs. The extra heavy steel casing is plated to prevent corrosion.

Styled for performance and built for lasting service — Hubbellock is the ideal connector for heavy duty use.

They never disconnect accidentally!

Our development laboratory will cooperate with your engineers to adapt HUBBELLOCK or Twist-Lock to your application... write...

HARVEY HUBBELL, INC.
BRIDGEPORT, CONNECTICUT
Dept. "H"

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Interlock connectors are suitable for a large variety of solderless terminal connections and wiring conditions. Interlock features are: automatic locking action, vibration proof, pull proof, and constant low resistance. Typical uses of Interlock in the broadcasting and television fields are their use on test equipment, control panel boards, telephone equipment, sound effect equipment, patch cords, terminal strips, and make up boards. The test prod kit offers many valuable uses in conjunction with various testing equipment and apparatus, and is now in use in many electronic laboratories and testing departments of many manufacturers.

TEST PROD KIT  TYPE "S"  SLIDE STANDARD

CAPACITY 15 AMP.

CONTACTS SILVER PLATED INSULATION — NYLON

TYPE "A" HOOK STANDARD

CAPACITY 10 AMPS.

130A94-6 TERMINAL STRIP

AUTOMATIC LOCKING ACTION Straight insertion locks plug to jack. Straight pull at sleeve releases plug from jack. Connector is either locked or separated, never "in-between". Life expectancy exceeds service requirements.

VIBRATION PROOF LOCK locking action is positive, and absolutely vibration and impact proof. Destruction of plastic parts leaves lock and contact unimpaired.

LOCK AND CONTACT IDENTICAL The contact parts themselves form the locking mechanism. Electrical breakdown is impossible as long as connector locks. Any failure shows at once.

HAMMERBLOW CONTACT Contact is made on protected underside of jack contact. Spring-loaded hammerblow of contact head on insertion breaks through oxide and dirt film.

COMPENSATED DOUBLE CONTACT Auxiliary contact surface on sleeve increases contact area. If contact head lifts accidentally, spring pressure on sleeve increases and contact resistance remains constant.

TRUE PRESSURE CONTACT Contact head presses against jack contact under constant coil spring pressure. Actual contact pressure is controlled within close limits. Uncertain frictional contact is eliminated.

SELF ADJUSTING CONTACT If pressure or temperature cause elongation or contraction, coil spring automatically adjusts contact parts. Contact resistance remains constant.

LOW AND CONSTANT RESISTANCE Contact resistance is low in the extreme, and stays truly constant, due to unchanging coil springing pressure. Connector is permanently noiseless and crackle-free.

Our development laboratory will cooperate with your engineers to adapt INTERLOCK to your application... write

HARVEY HUBBELL, INC.
BRIDGEPORT, CONNECTICUT
Dept. "G"

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This bulletin makes it EASY for you to plan your tower lighting.

Crouse-Hinds Bulletin 376-F contains important information on tower lighting and tells you exactly what you need to do the job. There are layout drawings with complete bills of material for lighting towers of all heights. All of the information meets the requirements of FCC and CAA specifications.

Send for your copy of this helpful bulletin today.

CROUSE-HINDS COMPANY
Syracuse 1, N.Y.


Crouse-Hinds Company of Canada, Ltd., Toronto, Ont.

- AIRPORT LIGHTING - FLOODLIGHTS - CONDULETS - TRAFFIC SIGNALS -

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PWC produces Microphone Cords, Coaxial Cables, and Antenna Lead-In Cables tailored for your needs by the experienced PWC Research and Development Department.

For the Broadcasting Field the highest standards are met in PWC products ranging from Hook-up Wires to complex Flexible Power, Communication and Control Cables.

Specially designed Harness Assemblies and Cord Sets to meet the most exacting requirements are also produced by PWC.

We welcome your inquiries for special or standard wiring materials.

PLASTIC WIRE & CABLE CORPORATION
JEWETT CITY, CONN.

EVERYTHING ELECTRICAL FOR TV OR AM...
Auricon 16mm Sound-On-Film Cameras provide ideal working tools for the production of Television Newsreels, film commercials, dramatic inserts and local candid-camera programming. Ask our distributor or write direct for free illustrated catalog.

CINE-VOICE

$695.00 (and up) With 30 day money-back Guarantee

Photograph a sound track along one edge of your picture film with the Auricon "Cine-Voice" 16mm Camera. Same film cost as old-fashioned silent movies! Edit your own talking pictures on any make of 16mm sound projector.

AURICON-PRO

- 200 ft. film capacity for 5½ minutes of continuous sound-on-film.
- Self-blimped for quiet studio operation.
- Synchronous motor for "single" or "double-system" sound-recording.
- Studio Finder shows large upright image.
- $1310 (and up) with 30 day money-back Guarantee.

SUPER-1200

- Two independent Finder Systems plus instant Ground-Glass Focusing through the Camera lens.
- Self-blimped for quiet studio operation.
- 1200 foot film capacity for 33 minutes of continuous recording.
- Variable Shutter for fades or exposure control.
- $4315.65 complete for 16mm sound-on-film... lenses additional. Also available without sound for $3377.90.
- Sold with 30 day money-back Guarantee. RCA licensed sound.

BERNDT - BACH, INC.

7365 BEVERLY BLVD., LOS ANGELES 36, CALIF.

Manufacturers of Sound-On-Film Recording Equipment Since 1931

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
where high frequency and high voltage insulation is required, use...

*BII-SEAL* the most efficient self-bonding insulating tape for:
- Corona Resistance
- Moisture Sealing
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- Extreme Temperature Ranges

Here for the first time is a high frequency, self-bonding insulating tape which conforms perfectly to any contour. It is ideally suited to the solution of the ever-present maintenance problems of the Broadcast Engineer.

Use Bi-Seal for:
- Splicing Outside Antenna Connections
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- Preventing Arc-Over and Wrapping Bare Transmission Lines.

For reduction of "off-the-air time" have your engineer send for information and sample of Bi-Seal today.

Other Advantages of Bi-Seal
- No Sticky Adhesives... Easier to Apply in Close Clearances
- No Right or Wrong Side... Both Sides Usable
- No Tacky Surface to Pick Up Dust or Foreign Matter
- Will Not Tangle or Stick Together During Application
- Requires No Special Application Techniques
- Can Be Stored Indefinitely

Attach this coupon to your company letterhead and mail to: Bishop Manufacturing Corporation, Dept. BT, Cedar Grove, N. J.

Please send sample and complete information on Bi-Seal to:
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City__________________ Zone____ State______

BISHOP
MANUFACTURING CORPORATION
CEDAR GROVE, NEW JERSEY

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
3 ways to simplify electrical connections for TV and AM facilities...

with standard Thomas & Betts fittings

1. Specify T & B grounding sheath connectors for shielded conductors

Here's a neat, easy way to ground and terminate shielded or coaxial conductors. Ideal for all AF and RF applications, T & B compression-type grounding sheath connectors assure positive, uniform contact between braid strands and ground lead — without soldering . . . without damage to insulation.

Simply slip hard metal inner sleeve under conductor braid. Then, add ground lead and slip on larger soft metal sleeve. Compress with T & B SHURE STAKE tool and the job is done! T & B grounding sheath connectors can be supplied for conductors from .058 to .297 in diameter . . . are also available with integral terminal tongues.

2. Specify T & B Sta-kon® pressure terminals for power circuits

Sta-kon terminals provide mechanically-strong, electrically-sound power cable connections in all current ranges as well as audio circuits.

Just slide bronze Sta-kon barrel over conductor and compress with T & B SHURE STAKE tool. Staking indentor forces conductor into copper Sta-kon tongue assuring a permanent, low-resistance joint.

Sta-kon connectors are available in a variety of tongue styles for conductors from #22 to 250 MCM. Self-insulated Sta-kons can be supplied where leads are crowded or overlapped.

3. Specify T & B construction fittings for conventional electrical systems

Lighting, power, and inter-com systems for your station can be installed faster and at less cost when you standardize on T & B products. There's a T & B engineered fitting designed for every connecting job . . . and designed to do it better.

Like all T & B products, they're sold only through leading electrical distributors in your area. The savings and convenience inherent in this method of distribution are an additional reason why it pays to standardize on T & B.

For free samples and engineering data, just write: Thomas & Betts Co., 21 Butler Street, Elizabeth 1, New Jersey

THE THOMAS & BETTS CO. INCORPORATED
Thomas and Betts, Ltd. Montreal, P.Q. Canada
MANUFACTURERS OF ELECTRICAL FITTINGS SINCE 1898

EVERYTHING ELECTRICAL FOR TV OR AM...
For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and completely self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.
Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

For complete information on any of the items described on the previous pages, consult your nearest Graybar Broadcast Equipment Representative. You'll find him well-qualified to assist you in every phase of station planning or expansion as well as modernization of existing transmitter and studio facilities.

The names and locations of Graybar Broadcast Equipment Representatives are listed below:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
J. P. Lynch, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 6-4100

**CINCINNATI**
W. H. Hanks, Main 0600

**CLEVELAND**
A. C. Schwager, Cherry 1-1360

**DALLAS**
C. C. Ross, Randolph 6454

**DETROIT**
P. L. Gundy, Temple 1-5500

**HOUSTON**
R. T. Asbury, Atwood 4571

**JACKSONVILLE**
W. C. Winfree, Jacksonville 6-7611

**KANSAS CITY, MO.**
R. B. Uhrig, Baltimore 1644

**LOS ANGELES**
R. B. Thompson, Angelus 3-7283

**MINNEAPOLIS**
C. W. Greer, Geneva 1621

**NEW YORK**
R. W. Griffiths, Exeter 2-2000

**PHILADELPHIA**
J. W. Crockett, Walnut 2-5405

**PITTSBURGH**
R. F. Grossett, Allegheny 1-4100

**RICHMOND**
E. C. Toms, Richmond 7-3491

**SAN FRANCISCO**
K. G. Morrison, Market 1-5131

**SEATTLE**
D. L. Craig, Mutual 0123

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A few of our leading suppliers-manufacturers — Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Meletron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Rek-O-Kut • Sarvis • Simplex • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything electrical for broadcasting-telecasting — Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors • Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

---

via Graybar

... in over 100 principal cities
will distribute the films, production on which starts in December.

Harold Young, supervising producer for Ely Landau Inc., New York, filmed TV programming production firm, arrived in New York from Hollywood Thursday to set up production schedules for the Bill Crum Show, a quarter-hour filmed series, and The Passerby, a quarter-hour, five-time-a-week film strip. Production will begin in New York early in October. After completing his assignments in New York, Mr. Young will return to Hollywood to supervise the filming of two other Landau productions, C.I.D. and The Outer World, both half-hour series.

Random Shots...

Filmaclt Productions, Hollywood, has purchased a 370 by 102-foot lot on La Cienega Blvd., backing firm's studios on Melrose Ave. Construction will start in 1953.

Ruslew Corp., Hollywood, has been formed by Tom Lewis, formerly vice-president of Young & Rubicam, that city, and Harry Ruskin, motion picture writer-producer, to enter TV film production with Loretta Young and Your Life Story. Series of 39 half-hour dramas, starring Miss Young, will be based on the movie star's fan mail, received over the years. Production starts in January.

Candy Corp. has been formed by Betty Hutton and Charles O'Curran to produce a TV film series starring Miss Hutton. It is reported that, as many of her feature film successes had period settings, her video format will also have one

Film People...

Sam Lake, administrative executive and business manager of Screen Gems Inc., to Guild Films Inc., New York headquarters, as general sales manager. First duties include month-long trip to key TV markets, including Atlanta where he will establish a field office.

Albert C. Morey, head of Al Morey Productions, Chicago, to PSI-TV Inc., producers and distributors of TV film programming, as mid-western divisional manager in newly opened offices at 800 N. Michigan Ave., Chicago.

William J. Papp, formerly with Newell-Emmett Adv. (now Cunningham & Walsh) and with American Hospital Assn., to George F. Foley, Inc., radio-TV packager-producer, as coordinator of production for the Herman Hickman Show, a Foley production. Program starts on NBC-TV Oct. 3. Mr. Papp also will supervise scripts on the new Coast Guard Cadets on Parade series, which made its debut on Mutual last Saturday.

Lou Epton has been appointed head of copywriting department for Filmack Trailer Corp., Chicago. Mr. Epton formerly was radio representative for the American Ortho-pathic Assoc., and more recently public relations counselor for Shelly & Assoc.


Bob Cahm, J. Walter Thompson Co., New York, to Sandy Howard Productions, same city, as associate producer on Merry Mailman radio and TV show.

Capt. Henry Morgenthau III, son of the late Treasury Secretary, is on two-week tour of duty with the Radio-TV Section of the Army Dept. at the Pentagon in Washington, headed by Col. Ed Kirby. Mr. Morgenthau is a partner in Morgenthau & Gannaway TV Productions, New York.

Allen F. Buckley, member of Frank E. Mullen & Assoc., Beverly Hills TV consulting firm, has been made executive vice-president of Scenic Backgrounds, Inc., Los Angeles. Latter firm is headquartered at 1215 Bates Ave.

Michael Minth Jr., assistant film editor with Flying A Television Pictures, Hollywood, joins Filmcraft Productions, that city, in similar capacity.

Irv Brecher, producer of NBC-TV Eddie Mappehoff Show for Key Productions, Hollywood, has resigned because of reported disagreements over format.

Robert Aldrich in New York to direct half-hour films in NBC-TV The Doctor series for Procter & Gamble, being filmed by Parsonnet Productions.

Oscar Yerg, Hollywood free lance art director, to Filmcraft Productions, that city, in same capacity.

I. S. V. Patevitch, president of Conde Nast Publications Inc., N.Y., has been elected to board of directors of Telenews Productions Inc., same city.

Robert D. Kirkpatrick Jr., senior service executive, Chicago client service office, Market Research Corp. of America, transfers to San Francisco office.

D. R. EDGE, manager of government sales for Graybar Electric Co., N. Y., with headquarters in Washington, given additional title of manager of communication sales.

Henry Taylor, research staff, Aerovox Corp., New Bedford, Mass., promoted to director of research.

Robert E. Samuelson promoted to chief engineer, Motorola with headquarters in Washington, given additional title of manager of communication sales.

A. J. A. JONES named manager of Motorola’s technical information center, Chicago.

Henry Bowes, government sales manager, Philco Corp., appointed special TV representative by Larry F. Hardy, president, Philco Tele-System.

John Wallace, sales manager, Fresh’n’Air Co., product div., Cory Corp., Chicago, advanced to midwest research manager. 

Peter P. Grad, chief analyst, Borden Co., to Aerovox as technical director. Other appointments include: Rex Nicholson, technical superintendent, Sangamo Electric Co., Marion, Ill., research engineer; Lenene Gonsalves, electrical engineer; William B. Atkinson, Arthur Cattotti and Dr. Hans Cohn, senior chemists; George Gillin, physician, and Josephine Smith-Tana, junior chemist. 

J. M. Turner, Houston branch of Graybar Electric Co., N. Y., named operating manager for same company in Jackson, Miss.

Richard D. Johnson, TV operations director, NBC, named supervisor for radio-TV operations, Illinois Institute of Technology, Chicago.

Pat O’Rourke, publicity director, West-Marquis Inc., L. A., and Dick Lesher, account executive, Bishop, who heads that city (public relations), to Burns W. Lee Assoc., that city (public relations), as account executives.

Robert A. Monroe, formerly with WPTL, Fort Lauderdale, World Broadcasting System, transcribed library program producer, as field sales representative in central southern district.

Stephen Rooney, national advertising salesman for Pittsburgh Post Gazette to Frederic W. Ziv Co. as district representative in southwest Pennsylvania.

James Knights Co., Sandwich, Ill., has issued new catalog listing 45 devices, primarily for use in communications equipment, laboratory instruments and medical and industrial equipment.

Allied Radio Corp., Chicago, announces publication of catalogue listing 18,000 items in 1963 line with special emphasis placed on equipment and components for broadcasting.

Equipment.

Anko Mfg. Co., Milwaukee, announces production of “Teletest,” new dynamic performance TV line tube tester which reduces tube testing time on most receivers from two hours to ten minutes. Application is intended primarily for TV service trade. Unit will also lend itself to positive faster tube testing in tube manufacturing plants.

Westinghouse Electric Corp., Pittsburgh, Pa., announces manufacture of new variable-frequency audio line test set, Type FG 8/20, delivering either 5 or 10 kw output power. Amplifier will take signal of line law from conventional 30 to 16,000 cpm source and build it to 5 or 10 kw with uniform response.

Danbury Transformer Corp., Danbury, Conn., announces production of small transformer designed to boost low line voltage. Unit may be hung behind TV set or placed between receiver and outlet. Operation is automatic.

Technical.

James C. French, chief engineer, WKKC/Cedar, Ky., to Walter F. Keen, consulting radio engineers, Riverside, Ill.

Robert Schuetz, radio mainte- nance supervisor, NBC Hollywood, promoted to plant manager in charge of operations and maintenance.

Roy White, operating engineer, KTAL (TV) Hollywood, promoted to engineering operations supervisor.

Bill McGregory, engineer, CKFV Toronto, to engineering staff of CBLT (TV) Toronto.

Powerful GE Tube

FULL scale model of reportedly the most powerful transmitting tube yet developed for uhf telecasting will be displayed by General Electric Co. at the National Electronics Conference in Chicago, today, tomorrow and Wednesday, GE announced last week. Developed to GE specifications by Varian Ass. of Berkeley, Calif., 5 kw on 1540 kc, has a maximum rating of 15 kw, with a 12 kw sync output rating.

ASSOCIATED Program Service, New York, transcribed library service, offers stations package of APS College Football Songs for use during season through Jan. 1—at $60 per package.

KPOL Begins New Outlet in L. A.

KPOL Los Angeles, 9 kw on 1540 kc, began operations last Thursday with “musical thank you’s” to area officials.

The programming got underway with musical dedications of favor- ite selections to key personnel of local daily and trade papers, Los Angeles County broadcast stations, local chambers of commerce and civic leaders.

With official opening ceremonies tentatively set for Oct. 24, the “musical thank you’s” are continuing this week. The program schedule includes a two-hour summary of segments daily of polka music.

Station is licensed to the Coast Radio Broadcasting Corp., of which Hugh R. Murchison is president.

Charles Hughes is general and commercial manager; Floyd W. W. Hall, director of engineering operations, and William Bidell, director of publicity and promotion.

Other appointments include: Larry Dysart, program director; Lee Geromi, women’s director; J. Newton Yates, musical director; Jack Stanley, news director; Norman H. Johns, sports director; Bob Scott and Carl Schuele, account executives, and Dean Kiner, assistant engineer.

Columbia Records Announces New Promotions

PROMOTIONS and additions to the executive staff of Columbia Records Div. in New York, were announced last week by President James B. Conkling.

James Hunter, vice president in charge of manufacturing and engineering, was named the newly-created post of vice president and director of production engineering and research. His former assistant, George Winters, was appointed director of production. Corporate Secretary Kenneth E. Raine will continue to represent Columbia in all legislative matters, but assume the duties of the old industrial relations, while Norman A. Adler, legal staff member, has been named general attorney.

Church Help

For McBride Peace Project

MARY Margaret McBride launched a project last Monday on her ABC radio program "McBride Div. (Mon.-Fri. 2-2:30 p.m. EDT) to learn what the women of America are doing on a local level to help preserve peace.

Cooperating in this venture are the United Church Women, the National Council of Catholic Women and the National Council of Jewish Women.

Each week Miss McBride will broadcast some of the answers submitted originally to the religious organizations. Early in 1963, four women from the four major-geographical sections of the country, selected by the religious groups, will be feted in New York.
NEW WBG HEAD
Wannamaker Praised

ALLEN WANNAMAKER's appointment as general manager of WBG in Greensboro, N. C. [At DEADLINE, Sept. 22] was heralded last week with a statement that he will "make substantial contributions to Greensboro's already outstanding civic progress."

The announcement was made by Charles H. Crutchfield, executive vice-president and general manager of Jef ferson Standard Broadcasting Co., licensee of WJIT-AM-FM and WBTX (TV), Charlotte, which since Sept. 15 has been supervising operation of WBG for the Jefferson Standard Life Insurance Co.

Mr. Wannamaker's appointment is effective Monday. He succeeds Gilbert Hutchison, who resigned recently [B+T, Sept. 15]. Mr. Wannamaker comes from WGTM Wilson, N. C., where he has been general manager since 1941. His 18 years of experience in radio includes duties with WTOP Washington, WBG (in 1938) and WGTM, during which association he constructed and operated WGTM-FM, WDSC Dillon, S. C., and WMRA Myrtle Beach, S. C. He organized the Tobacco Network in 1941 and served as president and treasurer.

WBG is licensed to North Carolina Broadcasting Co., a subsidiary of Jefferson Standard Life Insurance Co.

Homer to Jordan
ROBERT C. HAMER, chief of the Census Bureau's Quality & Equipment Section, sailed for Amman, Jordan, last week. He has been assigned to ECA as census and statistical consultant and will direct census operations in Jordan and other Near Eastern areas. At the Census Bureau, Mr. Hamer directed planning and compilation of the radio-TV set census.

Our Respects To
(Continued from page 50)

and in studies of the propagation of radio waves.

During his Pentagon days, he became acquainted with Col. E. C. Page, who joined Mutual in June 1945 as vice president in charge of engineering. He hired Mr. Johnson to head plans and all engineering for MBS in December that year.

Mr. Johnson described this post as one of "general and incidental character." During this period Mutual was embarking on a program to add to the network some of the new stations that were beginning operations. In the next few years, he worked on the development of Mutual's "Listenerability," a new engineering coverage measurement. This technique was largely employed in selection of stations for addition to the network. In 1945, MBS numbered 200 affiliates; today the total stands at 567.

Subsequent Advancement
In 1946 Mr. Johnson was named director of engineering; in 1949 vice president in charge of engineering and station management. He is reported to have been a key man in the development of the Mutual network. In 1950, Mr. Johnson was appointed to the newly created position of executive vice-president and general manager of Mutual Broadcasting System. He was installed on Sept. 15, to his present post. Today he supervises a staff of some 200 people.

Mr. Johnson expressed the belief that he was best fitted for this position because of his training and background. He mentioned his ability "to put people into engineering." He explained that he had the knack of coordinating the efforts and skills of other people. He confessed he is not a "radio theorist" but added there is a place in the scheme of business for his type of skills.

As a key executive of the world's largest radio network, Mr. Johnson logically has complete faith in the value of radio and in its future. He noted regretfully that radio had underdemonstrated itself in the war years, from 1940 to 1948 when rates held the line despite the inflationary spiral. He noted:

"But I think the industry is on the right track now. Radio is here to stay—at least until we get into the Buck Rogers era when we'll have our food in capsules and push-buttons will relieve us of much of our normal functions. After all, radio can be listened to while we're fixing the sink, painting the house, reading a newspaper. TV is all-consuming. In the Buck Rogers era, TV could become all-powerful—but we'll have to wait for that period to come."

Likes Golfing, Fishing
At 57, Mr. Johnson is a tall, robust North Carolina native. Sandy-haired and blue-eyed, he is a man who is a trifle concerned about his receding forehead. Although an accomplished athlete as a youngster, he restricts himself nowadays to golf and occasional fishing.

He golfs at the Bonnie Brier Country Club (where he is a member) links in Larchmont, N. Y. He makes his home at the New York home of his wife, who is the former Sue Steele, whom he married on July 18, 1942.

after meeting her in Washington. Mr. Johnson worked at the time as custodian of secret documents for the State Dept. They have three children—Kenneth, 6; Karen, 5, and Julia Jeanne, 11.

Mr. Johnson belongs to the Engineers Club of New York. He still tinkers with the radio set—a hobby he has had for many years—and likes to consider himself a "Mr. Fixit" around the house. In this role, he said, he tries to inject some of his personality into a bookcase he is building or a room that he is painting.

WMGM Sports Slate
WMGM New York is offering sponsorship what it describes as the largest broadcasting schedule of winter sports in the station's history. Schedule includes 35 New York Rangers (ice hockey) home games and 15 away-from-home games; 25 New York Knicks professional basketball games at home and 20 away, and 12 collegiate football games.

WEWS (TV) Cleared and three program personalities have been honored with Outstanding Achievement Awards by Ohio State Safety Council. Personalities are Dorothy Fieldstein, John Saunders and Larry Sheldon. WEWS was cited for overall public service programming.

WEWS (TV) Cleveland and three program personalities have been honored with Outstanding Achievement Awards by Ohio State Safety Council. Personalities are Dorothy Fieldstein, John Saunders and Larry Sheldon. WEWS was cited for overall public service programming.

Key to a $6 Billion Market

September 29, 1952 • Page 101
programs promotion premiums

PILOTS BOOST WBAL

TESTIMONY of the power of WBAL Baltimore’s signal has been furnished the station by pilots of several of the major airlines connecting French, Spanish and British territories in the Caribbean. Flyers have written that they have become avid fans of Archdale Young’s Roundup, a radio program for “its fine music, quiet tone and for Jones’ superior easy-on-the-ears delivery.”

WNAX RADIO PLAYHOUSE

ESTIMATED 60,000 people visited the fifth consecutive WNAX Yankton, S. D. in Radio Playhouse on the Clay County Fair Grounds in Spencer, Iowa. Sept. 8-13, according to station reports. A large tent was the origination point for WNAX radio playhouse programs. Added attraction was a straw vote on Presidential candidates.

‘WISCONSIN SCHOOL’

U. of Wisconsin’s service to state grade schools, The Wisconsin School of the Air, has announced that it will bring 10 different radio programs each week into Wisconsin schoolrooms this year. The School began its 22d year last Monday, In-school listening programs will be available to all schools in the state this year for the first time.

IN THE LIMELIGHT

SONGS which “just missed” recognition on the nation’s hit parades and their composers are being plugged on a new program on WLAB Boston. Search for Miss Rhythm, will be aired every afternoon at the station, features a panel of six persons who discuss popular songs on which “the spotlight failed to focus.” Charles Tarkinson serves as moderator of the program.

SIGNS ADVISE LISTENING

ADVISING motorists to “listen when you get home” are signs on street corner benches being utilized by KBIG Avalon, Calif., in Los Angeles, San Diego, Long Beach, San Bernardino, Santa Ana and Pomona. Similar signs on the sides of public transportation vehicles are being used in seven other Southern California cities.

DRIVE BOOSTS REGISTRATION

INTENSIVE campaign of one-minute announcements and time and weather signals over WFIL and WPIX TV, Philadelphia list of boost the number of registered voters in Philadelphia and surrounding counties to an all-time high, according to the station. WFIL radio and television registration campaign used more than thirty-five announcements on both stations throughout the drive. The last few days of the campaign, the number of announcements was increased to almost saturation coverage.

CAKE PROMOTION

TWO GIANT 175-pound pineapple upside down cakes were on display for three days before being served, as a climax to a three-week merchandising campaign staged in Lovett stores in and around Orlando, Fla., promoting Mary Lee Taylor’s show on WORZ there and Pet Milk. Drive was executed jointly by Georgia Mc- Coy, promotion director for WORZ Orlando and the Pet Milk Co. Station claims that publicity which campaign received drew some 5,000 people to the stores to sample the cakes and take home recipes for a family size version.

BOOKS SOLD ON TV


REASON WHY

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 25 years. And it’s why they buy WIBW-advertised goods.

CO. L. A. (Coolerator products), sponsors 10-minute segment weekly on half-hour program. Agency is Hollywood Star Products.

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New Business
(Continued from page 12)

LEYER BROS Co, N. Y. (Pepsi-cola), sponsoring new situation comedy series, Heaven for Betsy, over CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, with premiere tomorrow (Tuesday). Agency: McCann-Erickson Inc., N.Y.


Agency Appointments * * *

PHILIP MORRIS & Co. (Marlboro cigarettes), appoints Cecil & Presbrey, N.Y. Radio-TV spots are used.

ALLIED FLORISTS Assn., Baltimore, appoints Bossel & Jacobs, Chicago. Large part of budget will be spent on WAAM (TV) Baltimore quiz show, Bouquets & Bonuses.


CAN Mfrs. Institute, N.Y., appoints Geyer, Newell & Ganger, same city.


RADIO Div., Associated Press, N. Y., appoints Wexton Co., N. Y.

GRAND TASTE PACKING Co., L. A. (luncheon meats), and HI-LUS-PRE PRODUCTS Co., that city (Glass car polish), appoint Jimmy Fritz & Assoc., Hollywood. TV is being used by former; radio by latter.


TEK-HUGHES Div., Johnson & Johnson, Watervliet, N. Y., names BBDO, N. Y., for Tek toothbrushes and Hughes personal brushes, effective Jan. 1.

Tradepage * * *

E. B. BAKER, product director, Personal Products Co., named brand advertising manager, for Lever Bros.' Rinso and Spry.

JAMES T. O'CONNOR promoted to advertising and sales-promotion manager, Food Fair Stores, New Jersey-New York branch.

ROBERT M. GALEY, regional sales manager, Zippo Mfg. Co., Bradford, Pa., appointed to new post of assistant sales manager.

EDWARD D. PODOLINSKY appointed district advertising manager, Household Finance Corp., Chicago.

HENRY P. STOCKBRIDGE, merchandising manager for Minute Rice in General Foods' Minute Div., named assistant sales and advertising manager for division.

3 ON A HORSE
(a workhorse, that is)

JOE CAVAUGH plays pony for three of his five kids. Joe carries a payload weekdays, 7-9 a.m. for his advertisers, too.

Johnstown's Outstanding Radio Personality

NATIONAL Nielsen RATINGS* TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town Farm and Urban Homes and Including Telephones and Non-Telephones Homes)

EXTRA-WEEK
August 10-16, 1953

EVENING, ONCE-A-WEEK

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Stations</th>
<th>Rating</th>
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<tr>
<td>1</td>
<td>Bing Crosby</td>
<td>5.3</td>
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<tr>
<td>2</td>
<td>Life With Luigi (CBS)</td>
<td>5.2</td>
<td></td>
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<tr>
<td>3</td>
<td>This Is Your FBI (ABC)</td>
<td>5.1</td>
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<td>4</td>
<td>Gene Autry (CBS)</td>
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<td>5</td>
<td>Romance (CBS)</td>
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<td>6</td>
<td>Top Guy (ABC)</td>
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<td>7</td>
<td>Railroad Hour (NBC)</td>
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<td>8</td>
<td>Johnnie Dorel (CBS)</td>
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<td>9</td>
<td>Geoffrey's Scout Sons (CBS)</td>
<td>4.7</td>
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<tr>
<td>10</td>
<td>Dr. Christian (CBS)</td>
<td>4.5</td>
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</table>
* Homes reached during all or any part of the program, except for homes listening only 1 to 5 minutes.

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TOWERS TALKS
Joint Meeting Today at FCC

PROPOSALS of the working group of broadcast and aviation representatives, FCC and CAA officials regarding the potential conflict between tall TV towers and air safety [15, Sept. 15] seem to have met favorable reactions from all segments, a check of broadcast and aviation representatives last week revealed.

Recommendations will be discussed at a joint meeting today of all elements concerned in Room 2330 at the FCC. Meeting, scheduled for 10 a.m., will be chair-maned by FCC Commissioner Edward M. Webster and CAA Deputy Administrator F. B. Lee.

Working group recommended that existing procedures be continued, FCC rules be amended to conform the painting and lighting of towers above 500 ft., and CAA flight instructions be revised to include criteria for minimum altitudes where tall TV towers were adjacent to civil airways.

Aviation people seemed to like the reference in the proposals which urged that TV towers be "grouped" to ameliorate hazards to air navigation. They also seemed in favor of the painting and lighting proposals.

Few comments were received by Comr. Webster, who had asked that they be furnished him by Sept. 22. One comment asked whether the painting and lighting provisions would apply to a tower while under construction. Another question which has been raised is whether the painting and lighting provisions would apply to towers already erected. It is believed that additional comments will be made at today's meeting.

Both the FCC and the CAA would have to take administrative actions to put the recommendations of the working group into effect. In the case of the FCC, it would be necessary to hold rule-making proceedings.

Catholic Newsscript

NATIONAL Catholic Welfare Conference news service last week announced beginning of a weekly newsscript for use on radio and TV stations throughout the country. The script is tailored to the needs of a 15-minute broadcast, civic responsibility will be discussed. The weekly newsscript, "The Catholic Newsscript," will be a weekly presentation of the top Catholic news gathered around the world in daily operations of the news service. NCWC headquarters are at 1312 Massachusetts Ave., Washington 6, D. C.

adv. economics

on ARTF Agenda

ADVERTISING and distribution generally, along with monopoly, competition and cooperation, big corporations and small business, labor unions, high wage-low price policies, installment financing, human relations and industry's civic responsibility will be discussed Oc.t 2 at the first American Round Table Forum of the fall season.

One of a series of discussions on contemporary civilization in the United States held under the auspices of the advertising council, the Oct. 2 session will be an all-day affair at New York's Hotel Pierre. It is the second forum dealing with the nation's economic system, continuing the discussion started June 23.

interested in the negro market?

First Time in 3 Years

half-hour segment available in

New York’s Best Negro Time Block

8 to 8:30 a.m. Monday thru Saturday time now available because of schedule changes in five-hour daily Negro block. Highest New York Negro PULSE Rating. All adjacencies sold out.

National account inquiries particularly invited. Phone or wire:

HARRY NOVICK, GENERAL MANAGER

WLIB

"The Only Station with Studios in Harlem"

September 29, 1952 — Page 103
**WXEL (TV) EXPANDS**

Part of $1 Million Project

FIRST two major steps in a $1 million expansion program by WXEL (TV) Cleveland have been consummated according to Franklin C. Snyder, general manager.

WXEL's new Studio D was completed with the remodeling of the former Esquire Theatre on Cleveland's Playhouse Square at a cost of $300,000, while at the same time the station's $400,000 broadcasting and transmitting plant at Parma, Ohio, also was finished.

The final day's ceremonies Sept. 13 were attended by Herbert Mayer, president of Empire Coll Co., whose KPTV (TV) Portland, Ore., is now on the air (uhf channel 27), and grantees of channel 26 in Denver (KDEN) (B+T, July 14). Mr. Mayer headed a party of about 60 guests, including network officials.

Third phase in the 33-month-old WXEL's expansion program will be construction of a 12-foot superstunnel antenna on a 700-ft. tower, with effective radiated power of 136 kw at 1,000 ft. above average terrain, and a 50 kw transmitter, to increase population coverage 50%, Mr. Snyder said. Completion is expected late next summer.

Carl T. Fischer

CARL T. FISCHER, 74, president of J. Fischer & Brother, New York, music publishing house, and founding director of ASCAP, died Sept. 31 in New York's Memorial Hospital after a brief illness. Mr. Fischer succeeded to the presidency in 1941 after serving nearly 40 years as treasurer of the Fischer firm, which specializes in educational and religious music. He is survived by his wife, Mrs. Mary Hermann Fischer; a daughter, Mrs. Patrice D. Watson; three sons, Robert J., Paul J. and Carl G.

**ADVERTISING Club of New York has announced new scholarships of $500, $250 and $100 annually to winners of special essay-project contest open to current first-time students of club's advertising and selling course.**

**THE LATEST WCKY STORY**

MAKE YOUR ADVERTISING A HIT IN CINCINNATI

On WCKY's Daily Hit Parade 6:15-7 PM with Nelson King

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

For the largest audience at the lowest cost—BUY WCKY

---

**L. P. COLLINS**

Was WMEV President

FUNERAL services were held last Monday for L. Preston Collins, 66, Virginia's lieutenant governor and a broadcaster, who died unexpectedly two days earlier. He suffered a heart attack during dedication of a new school in Wythe County, Va. He died en route to a clinic. He was president of Mountain Empire Broadcasting Corp., which operates WMEV Marion, Va.

Services were held from the Royal Oak Presbyterian Church, Marion, where Mr. Collins was a deacon. He is survived by his wife, the former Pauline Hull Staley, and a son, L. Preston Collins III, an apprentice seaman.

Frederick H. Speare

FUNERAL services were held Thursday in Hollywood for Frederick H. Speare, 54, producer of KECA Los Angeles Career Theatre and owner-director, Frederick H. Speare Professional Radio & Television School, Hollywood. He died last Monday after a heart attack. He is survived by his wife, Ruth, and a son, Daniel.

TEXAS Assn. of Broadcasters named new officers at TAB's semi-annual meeting Sept. 17 in Fort Worth. They are (1 to r): Seated, Louis Cook, KNOW Austin, secretary-treasurer; Boyd Kelley, KTRN Wichita Falls, president; J. M. McDonald, KCRS Midland, retiring president and ex-office member of board; Willard Deason KVET Austin; Directors Tom Kriser, KGNC Amarillo; Roy Hendron, KTRH Houston; Byron Ogil, KRGV Weslaco. Director Richman Lewin, KTRF Lubiele, is not shown.

**KFBF FIELD DAY**

Stresses Soil Conservation

KFBF Wichita has staged a highly successful KFBF Soil Conservation Field Day in cooperation with the Sedgwick County Soil Conservation District.

The annual event was highlighted this year by addresses of Agriculture Secretary Charles Brannan and Msgr. George Hildner, head of the Catholic Rural Life Conference.

Lester Weatherwax, KFBF farm director, planned the program in cooperation with district officials. He had originated the idea two years ago. Entertainment for the day was led by Mack Sanders and his KFBF Ranch Boys. Hale Bondurant, KFBF manager, announced plans for the staging of another such event in 1953.

**Walter L. Rubens**

FUNERAL services for Walter L. Rubens, 49, board chairman of the Filmore Agency, Chicago, were held Friday in Chicago. Mr. Rubens died unexpectedly Sept. 22 after suffering a heart attack while on a business trip to Los Angeles. An advertising veteran of 25 years, Mr. Rubens was credited with aiding the development of station-breaks into commercial announcements. He lived in Highland Park, a North Shore suburb of Chicago. Survivors include his wife, the former Hortense Landau, and two sons, Walter L. Rubens Jr., promotion-publicity director of WIND Chicago, and Charles Rubens, now in the Army.

**Arney to Europe**

C. E. ARNEY Jr., NARTB secretary-treasurer, and Mrs. Arney, will sail Friday on the United States Lines' month tour of Europe. They will visit England, Belgium, France, Switzerland and Italy, returning Nov. 3 on the Liberté.

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**THE TV WRITER'S GUIDE.** By Margaret B. Weiss, Editor of Tele-Graph & Cod, Doubleday, 41 E. 50th St., New York 22, N. Y. 218 pp. $3.50.

THIS handbook will be of interest and value mostly to those writers who want to better acquaint themselves with the special techniques of writing for television.

In addition to furnishing guideposts for beginning TV writers, it contains a lucidly written, well-documented chapter on what to aim for, drafting a larger work to the time limits necessarily imposed by video.

Miss Weiss, successful writer of television specials, has learned the techniques. Readers of this volume whose purpose is to ground themselves in TV-writing fundamentals, can find information of value.

**UIF PRACTICES AND PRINCIPLES.** By Allen L. Leder. Published by John P. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 390 pp. $4.90.

THIS book is designed for the reader who already is familiar with standard practices and techniques used in standard broadcast receivers. A logical sequence is used to explain these concepts, their beginning to their use in complete equipment. The author, Mr. Lyster, is a lecturer in electronics at the Temple U. Technical Institute.

Charles L. Puckett

FUNERAL services were held Wednesday for Charles L. Puckett, 82, owner of a Chicago advertising agency of the same name. Mr. Puckett, who made his home in Highland Park, died the previous Saturday in a local hospital. He operated his own agency for 20 years. He is survived by his wife, Jennie, a son and a daughter.

**WN YC**

New York's third annual Art Festival officially opens Oct. 19 with an address by Weekend editor R. Impellitteri, 8:30 p.m. EST on the municipal outlet. Station has scheduled 50 special segments devoted to American art during festival, Oct. 19-25.
Strictly Business

(Continued from page 16)

to Edwin J. Anderson, Goebel president.

Before a week had passed, Goebel had signed for exclusive rights in the beer industry to these dolls. "It gave me the same kind of thrill a reporter gets from a scoop on a sensational story," he said.

The dolls are animated, three-dimensional figurines which Dutch designer Joop Geesink has designed around the theme—"Brewster the Rooster."

These filmed commercials had their first showing about three weeks ago on the West Coast, according to Transfilm. Goebel plans to advertise with them nationally.

Mr. Graham went to Goebel in September 1950 from Liebmann Breweries in New York where for about three years he had been associated director of advertising and public relations. When Goebel expansion brought the company's ad manager a recent assignment, Mr. Graham accepted the manager post.

Prior to joining Liebmann, Mr. Graham had supervised the international division of industrial relations for the Standard Oil Co. of New Jersey. He is a graduate of Princeton U. and Middlebury College, and has studied at the U. of Grenoble and at Harvard. While in Europe, Mr. Graham did tourist work. Also, he has been a language instructor and athletic coach. He speaks several languages fluently and takes an active interest in tennis and swimming.

At both Liebmann and Goebel, Mr. Graham has identified with several outstanding advertising campaigns which made extensive use of radio and television. While with the New York brewery, he was actively associated with the "Miss Rheingold" campaign. He had a hand also in the highly successful "Stock Cellar 22" campaign which has brought Liebman to a new high in 1951. The campaign leaned heavily on TV spots.

Mr. Graham is a member of the Princeton Club of New York, the Princeton Elms Club, the University Club of Detroit and the Ad Club of Detroit. He has a son, 14, and daughter, 11.

**Editor's Note:**

The 1952 *Broadcasting* • *Telecasting* Marketbook involved more than a million separate computations. In so prodigious an operation it was inevitable that there would be some errors.

The corrections are noted on this page. With each is printed the page, column and place in the column where it should appear to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines. Then, when you find the proper place, clip off the direction line printed in italics.

**Page 19,** under Market Indicators for Detroit, radio homes figure on left should read:

197,143 '50

Page 33, delete incorrect call letters in 1947:

ROON and replace with:

KONG

Page 36, under Market Indicators for Colorado, radio homes figure on left should read:

379,300 '50

Page 54, rates for WTA should have been listed as:

D 1.50 2.60 5.98 11.96 20.99 29.90
N 1.50 2.60 5.98 11.96 20.99 29.90

Page 58, under Market Indicators for Idaho, radio homes figure on left should read:

164,704 '50

Page 59, under Market Indicators for Idaho, farm income figures should read:

$587,072,037 '49
5214,737,216 '44

Page 63, Col. 1, under WKKI Keewanee, insert following:

D 4.00 8.00 12.00 16.00 20.00 24.00
N 5.00 10.00 15.00 20.00 30.00 50.00

Page 77, insert the following table:

**MARKET INDICATORS FOR KENTUCKY**

<table>
<thead>
<tr>
<th>CLASSIFICATIONS</th>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>2,944,896 '50</td>
<td>2,845,627 '40</td>
</tr>
<tr>
<td>Urban Population</td>
<td>1,084,070 '50</td>
<td>(1) 849,327 '40</td>
</tr>
<tr>
<td>Rural Population</td>
<td>1,860,826 '50</td>
<td>(1) 1,096,300 '40</td>
</tr>
<tr>
<td>Total Homes</td>
<td>779,908 '50</td>
<td>698,538 '40</td>
</tr>
<tr>
<td>Percentage Radio</td>
<td>85.2% '50</td>
<td>85.3% '40</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>665,410 '50</td>
<td>444,416 '40</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$1,920,939,000 '50</td>
<td>$1,677,577,460 '48</td>
</tr>
<tr>
<td>Automobiles</td>
<td>920,339 '51</td>
<td>783,724 '50</td>
</tr>
<tr>
<td>Telephones</td>
<td>496,600 '52</td>
<td>266,100 '48</td>
</tr>
<tr>
<td>New Construction</td>
<td>$2,110,660 '47</td>
<td>$1,239,000 '40</td>
</tr>
<tr>
<td>Farm Income</td>
<td>$417,112,436 '49</td>
<td>$337,632,941 '44</td>
</tr>
<tr>
<td>Internal Revenue Collections</td>
<td>$1,065,245,765 '51</td>
<td>$857,689,175 '50</td>
</tr>
</tbody>
</table>

(1) Old urban definition of Census Bureau.

**Page 83,** under Market Indicators for Maine, radio homes figure on left should read:

234,446 '50

Page 87, rates for WBB-TV should read:

D 140.00 160.00 200.00 220.00 250.00 300.00
N 100.00 120.00 160.00 200.00 250.00 300.00

Page 112, under Market Indicators for Montgomery, radio homes figure on left should read:

170,707 '50

Page 117, under Market Indicators for New Hampshire, radio homes figure on left should read:

46,975 '50

Page 118, under Market Indicators for Washington, radio homes figure on left should read:

150,983 '50

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**FM PROMOTION**

NARTB Draws Up Xmas Plan

PROMOTION program to stimulate sale of FM-equipped radio sets during the Christmas season has been developed by John H. Smith, Jr., director of the NARTB FM Dept. Material for a self-propelled promotion will be supplied FM-AM and FM-only members of NARTB.

Cooperating stations will carry announcements suggesting listeners buy FM-equipped table models as gifts. The station will supply respondents with information on where to get the receivers. Manufacturers will be told by NARTB where campaigns are being conducted. NARTB's kit will include details of a plan whereby stations can be told who gets the sets as well as copy for a suggested letter to be mailed with a program schedule on Christmas Eve.

INCREASE of 43% in business volume for August 1962 compared to same month last year reported by KSBO San Diego, according to Jack Heints, vice president, general and commercial manager.

Page 205, under Market Indicators for Wyoming, radio homes figure on left should read:

770,731 '50

Page 215, under Market Indicators for Washington, radio homes figure on left should read:

81,845 '50

Page 220, under Massachusetts, insert:

WVOM Boston, Ski DA-1, 1600—Karmel, Albanian, French, Greek, Irish, Italian, Jewish and Polish.

Page 229, under Yankee Network, insert the following:

WNAQ Boston, WAFU Augustus, WIDE Biddeford, WCIC Bridgport, WAE Fall River, WBTM Flushing-Leamington, WHAI Greenfield, WANA Hartford, WNEW Holyoke, WBNJ Lowell, WCOU Lewiston-Augusta, WCPW Lewiston-New Bedford, WCHS Holyoke, WCRQ Lawrence, WDBL Rochester, WDRX Portland (LS), WEAN Providence, WWLL Wenonah, WBSF Rutland, WWRE St. Albans (LS), WYWO Waterbury, Conn., WVOY Waterbury, Vt., and WRCB Worchester.

Page 3 (continued from page 15)

**KXXR RENTON SALE**

Price is $50,000

SALE of KXXR, Renton, Wash., for $50,000 to Harold E. Riddle and William L. Swanson as manager and commercial manager, respectively, of KRSC Seattle, was announced last week. Sale is subject to FCC approval.

The 250-w independent on 1230 kc was purchased from Robert S. McCaw, part owner of KYAK Yakima and KALE Richland, Wash., and Romig C. Fuller, owner of a Seattle advertising agency. Station is licensed to Interstate Broadcasting Co. The sale was handled by Blackburn-Hamilton Co.
The NBC station serving greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS
WFMJ
Duplicating on 50,000 Watts FM
Reaction P-D-Q

WPQ Jacksonvile, Fla., made it possible for housewives of the area to conduct an hour-long interview with Tighe Woods, new director of the Office of Price debaslization, when he visited Jacksonvile on Sept. 18—and may have set a national pattern in the process. It was announced in advance that Mr. Woods would appear on the Anne Daley Show on WPQ and answer questions sent in by listeners. The result: More questions than Mr. Woods could answer in the hour's air time, plus this quote attributed to him by the station: "We're going to continue with WPQ's idea by having other state committees make similar arrangements. This use of radio to get 'grass roots' opinion is extremely effective."

The ITU convetion is designed to accommodate all frequencies within the radio spectrum, with 50 or 60 participating nations pledging themselves as signatories. Other members of the U.S. delegation are expected to be:
Harvey Otterman, State Dept. Telecommunications Staff, as vice chairman; Louis DelaFleur, engineer, FCC; J. G. Cranston, William, Sidney Cummins and Muocio Delgado (Voice of America); State Dept, Capt. E. D. Bethel, U.S. Army Reserves; and Mr. Otterman, as ANPA general manager.

Mr. Otterman said that the convention is "an attempt to standardize its view" and seek modification of Article 29 of the convention to obviate any possibility of peace time censorship.

ANPA "strongly objects" on grounds that "one of the present reading any dispatch during peace time can be willfully delayed or transmission stopped." Mr. Williams said that censorship "should be limited to military requirements only." Changes tentatively were agreed on earlier in conferences between FCC and newspapers, he added.

Purpose of the Buenos Aires conference is to review the work accomplished thus far on implemention of ITU’s allocations table for radio spectrum frequency. Budget and administrative problems also will be discussed. Meeting is a followup to one held at Geneva last December. Plenipotentiary meets are held every five years under provisions of the telecommunications treaty negotiated in 1947.

KPRC OFFERS

TELEVISION facilities valued at more than $150,000 have been placed at the disposal of the Houston Telephone School Board by the Houston Post Co., licensee of KPRC-AM-FM-TV that city.

Offer was made by former Gov. W. F. Hobby, Houston Post Co. president. The offer was made by Mr. Hobby, executive vice president. A similar offer was made to the U. of Houston Board of Regents. The two educational organizations are joint licensee of Channel 14, a non-commercial educational outlet.

Acceptance of the offer was indicated by Holger Jeppesen, chairman of the school board’s TV committee, who said: "I find this one of the most generous offers we've ever had. There was no price tag on this but by checking I've found that we stand to get equipment valued in excess of $150,000."

The Hobbs in a letter to the board noted their interest in educational TV and "for these reasons, the Houston Post Co. has decided to offer you, as a gift, certain of its present facilities... These include without attempting to be specific, the studio building; sets and props; transmittal building; office, storage and shop space; 50-foot tower and its facilities."

The letter pointed out that should the offer be accepted, Channel 14 would be on the air sooner than anticipated. That station should be effective about Feb. 1 when a new plant being constructed for KPRC-TV will be ready for occupancy.

CBC REPEATERS

will add 20 stations

TO GIVE more adequate coverage, network programs to isolated Canadian areas, Canadian National Broadcasting Corp. is building 20 additional 50-watt transmitters to act as repeaters throughout Canada. This brings the total of such CBC repeater stations to 47. Most of these are located in railway telegraph offices and connected to the main CBC network landline system. They require little service, operate automatically, are started and stopped by the local telegraph operator and take their programs from the nearest CBC station.

The new repeater stations will be located, from East to West, at Grand Falls, N.B.; Megantic, Que.; Chapleau, Long Lac, Geraldton, Beardmore, Red Rock and James town, north of Lake Superior; in Ontario; at Jasper, Banff, Coleman and Blairmore in Alberta; at Netal, Hutton, McBride, Foster, Golden, Grand Forks, Greenwood and Lytton in the Rocky Mts. region of British Columbia. Date construction starts, when stations will go on the air, frequencies and call letters, have not yet been announced.
LAWYERS who work for the government don't think court trials or congressional hearings should be televised.

The Federal Bar Assn., an organization of government-employed attorneys, passed a resolution against TV at its annual convention last week in Washington. At the same time, the Washington chapter of FBA passed a similar resolution.

The motion, against the telecast of "official legislative hearings in Congress and judicial proceedings" was made by James E. Palmer Jr., chief of the legislative and general section, Lands Div., Justice Dept. It followed a plea for such action by Rep. Emanuel Cellar (D-N.Y.), chairman of the House Judiciary Committee.

Ban on TV coverage of House hearings was imposed by House Speaker Sam Rayburn (D-Tex.) last February, when he forbade radio-TV broadcasts of House committee hearings on the ground that House rules did not sanction TV and newscast cameras, still photographers and the press.

His move was followed by an American Bar Assn. House of Delegates resolution aimed at preventing the telecasting of court trials and congressional hearings [B* T, March 10]. The New York State Bar Assn. passed a similar resolution last April. According to Rep. Cellar, New York, Wisconsin and Georgia have passed legislation forbidding the telecast of sessions of their legislatures and committee hearings.

In the Senate, Sen. Pat McCarran (D-Nev.), chairman of Senate Judiciary Committee, introduced a resolution (S. Res. 319) which provided for a ban on radio-TV broadcasts of Senate and House committee hearings [B* T, May 26]. This never was reported out of the Judiciary Committee.

TV is entertainment and puts the witness to an ordeal. That was the thesis of Rep. Cellar's speech to FBA members last week.

"The conduct of legislative and judicial proceedings is not and never can be considered a matter of entertainment," the New York congressman said, "and I will always vigorously oppose anything being televised for that purpose."

Effect of TV in a court room or a hearing is "to encourage the 'ham actor' in most people," Mr. Cellar said. He feared, he said, that witnesses would be "badgered for the applause of the public."

Referring to recent congressional hearings, which were televised, Mr. Cellar declared that "the rights of witnesses are completely forgotten in the zeal to do a good job of acting."

Award to Miller

JUDGE JUSTIN MILLER, NARTH board chairman-general counsel, was presented with an award Tuesday by the Federal Bar Assn. "for meritorious service in the interest of the Federal Bar Assn. and the legal profession." Frank Delany, retiring FBA president, made the presentation. Judge Miller was FBA president from 1935 to 1937.

WTG (TV) EXPANDS

Facilities in Relocation

WTG (TV) Washington, Capital outlet for the DuMont TV Network, will be able to televise local programs and simultaneously originate network shows as a result of its move to the Raleigh Hotel last Monday, the station reported.

The station formerly was located at the Harrington Hotel nearby. The 10th floor of the Raleigh Hotel provides new quarters consisting of two large studios and a control room. Studies are 40 by 40 feet and 40 by 40 feet. Two-story control room houses master control video and projection units at the top level and individual audio and switching facilities on the lower story. Rear screen projection and clients' booth also are provided.

The studios and DuMont equipment will permit audience participation programs, according to Walter Compton, WTG general manager.

New quarters also include a conference room, and offices for production, traffic, engineering and executive operations. Construction required eight months, and was supervised by Rodney Chipp, DuMont TV Network engineering director, and Malcolm Burleson, WTG chief engineer.

CBC-TV, UNIONS

Control Struggle Looms

BATTLE is looming for union control of Canadian Broadcasting Corp.'s TV stations at Toronto and Montreal. National Assn. of Broadcast Engineers and Technicians have applied for certification before the Canadian Labor Relations Board on behalf of CBC engineers and TV camera personnel.

The International Alliance of Theatrical Stage Employees Moving Picture Machine Operators has begun organizational activities at Toronto on the premise CBC-TV is show business. No date has been set for NABET hearings before CLRB.

Community TV Plans

SOUTHERN California's first community antenna system, designed to bring TV to areas not now served will soon be installed in the San Bernardino and Laguna Beach regions. Jerrold Electronics Corp., Philadelphia, through contracts with Hoffman Radio Corp., Los Angeles, and locally organized corporations, are undertaking the project.

HENRY MORGAN, radio-TV comedian, began three-hour "night owl" program titled "Morgan on WMGM New York, 12 midnight-3 a.m. EDT, Mon.-Sat., today (Monday)."
WHOL BID

Smith's Proposal Approved

SHARP criticism of FCC Hearing Examiner Elizabeth C. Smith's proposal to re-grant to WHOL Allentown, Pa., its construction permit for 220 w fulltime on 1230 kc was contained in two exceptions to the initial decision filed with the Commission a fortnight ago.

In each of the two exceptions, which sought to culminate a proceeding that has been before the FCC and the courts since 1946, also recommended denial of the competitive bid of Easton Pub. Co., Easton, Pa., operator of WFEZ (FM) there [B* T, June 16].

Curtis B. Plummer, Chief of the FCC Broadcast Bureau, took exception to the initial decision for 180 reasons and Elliot C. Lovett, attorney for Easton Pub. Co., for 109 reasons.

"This initial decision is so fraught with error—in fact, law, and judgment—so fundamentally inaccurate, that it is impossible to review this entire record in the interest of rendering a fair final decision," Mr. Plummer said.

Easton Pub. Co. asserted that Mr. Smith's decision was not "in the public interest," and that the decision is based upon "a distortion of the record and by employing not only overemphasis and belittlement, but also disregard for the Communications Act, of the Commission's policies and practice, of the issues specified by the Commission in proceeding, of the decision of the Court of Appeals, and of the undisputed facts of record..." and that it "has endeavored to support her arbitrary and emotional pre-Judgment in this case."

Original construction permit was granted WHOL 50 years ago. But that station was never opened when the U. S. Government of the exclusive bidder remanded the case to FCC on the ground that its decision did not take into account the relative needs of Allentown and Easton, Pa.

WHG PURCHASE

Gerity Assumes Operation

ACTIVE operation of WHG Bay City, Mich., has been taken over by James Gerity Jr., Adrian, Mich., manufacturer and owner of WABJ Adrian, whose purchase of WHG for $12,000 was approved by the FCC Sept. 10 [B* T, Sept. 15].

Others named staff members of WHG are: O. W. Myers, WABJ general manager, who becomes managing director of both stations with headquarters at Adrian; Harley West, station manager; Phil Sanford, program director, and his wife, Doris Sanford, copy director. David Norton replaces Mr. West as sales manager of WABJ and Keith Roper of KVOR Colorado Springs becomes WABJ staff announcer, replacing Mr. Sanford. WABJ is applicant for vhf Channel 5 in Bay City [B* T, July 28].

BROADCASTING • Telem sourcing

AMONG those present at the joint meeting of Virginia Associated Press Broadcasters and the Chesapeake AP Radio Assn. at Virginia Beach Sept. 11 were (i to) R. C. Embry, WITH Baltimore, Chesapeake association president; Adm. Lynde D. McCormick, Supreme Allied Atlantic Commander under NATO, and Mason B. Martin, WAPA Martinsville, Virginia organization president. Adm. McCormick's talk was aired by WATAR-AM-TV Norfolk and WHG Newport News.

NLRB FINDING

Cites WALA, IBEW Local

COMPLAINT against both WALA Mobiola, Ala., and IBEW Local 1296 (AFL) alleging certain unfair labor practices with respect to discharge of a radio engineer, was upheld by a National Labor Relations Board trial examiner last week.

In an intermediate report and recommended order, Examiner Sidney Lindner claimed that the station did discharge engineer John A. Thomas, vice president, Paramount, without union membership. Complaint was filed by the engineer last October.

WALA reportedly had been assailed by IBEW Local 1296 (AFL) that its request for Mr. Thompson's discharge was in accordance with the law and the station's union-security agreement with the union. The local was charged with unfair practices by "encouraging" WALA to "discriminate" against the employee and by denying him union membership.

WALA is licensed to Pape Broadcasting and operates with 5 kw da-n on 1410 kr. Mr. Lindner's preliminary findings are subject to final NLRB approval.

"VOTE" PRIZES

Judges Are Selected

PRIZES will be awarded, following November election results, to clubs of the Advertising Federation of America currently directing or cooperating in the national campaign to get-out-the-vote, sponsored by the American Heritage Foundation. The awards will be given jointly by the AFA and the foundation's judges:


BISHOP FULTON J. SHEEN, national crusader of the Propagation of the Faith, will speak on NBC radio and television on Sunday, Oct. 12, at 3:45 p.m. in preparation for Mission Sunday, Oct. 19.

RCA EXPANSION

May Soon Enter New Field

RCA's entrance into the range and heater fields was foreshadowed last week as the firm announced conclusion of negotiations with the Noma Electric Corp., New York, for acquisition of Estate Stove Co., Hamilton, Ohio, a Noma Div. The agreement is subject to approval by Noma stockholders at the next regular meeting scheduled for Nov. 5.

A joint announcement from RCA and Noma noted that Estate manufactures quality gas and electric ranges and gas and oil space heaters. RCA's plan is to form a new subsidiary, the RCA-Estate Appliance Co., with Cecil M. Dunn, who heads Estate Stove, as president.

Ohio Award

Ohio Assn. of Radio & Television Broadcasters received an annual Governor's Award for the advancement of Ohio's prestige Sept. 18. The award, made in Columbus at the annual Ohio Newspaper Banquet, was accepted by Robert Fehman, WHBC Canton and OARTB president [B* T, Sept. 22]. E. F. Ireland, chairman, Ohio Development & Publicity Commission, cited the outstanding service rendered by the OARTB in devoting public service time to the promotion of recreational and industrial Ohio.

subject to prior sale—

We have a number of metropolitan market AM stations available for purchase. Some are network, others independent. Most of them are currently profitable while a few, strategically placed, require new aggressive management. TV potentials naturally vary.

Complete information furnished to bona fide inquiries.

R. C. CRISLER & Co.

RADIO STATION BROKERS—FINANCING

CINCINNATI, OHIO

1109 UNION TRUST BLDG.

DUNBAR 7775

September 29, 1952 • Page 109
September 19 Decisions... by Commission en banc...

KCAL, Fort Worth, Tex.—Is being advised that application for license to change power on 1540 kc from 1 kw-N, 5 kw-L, to 25 kw-N, 50 kw-L, would be in effect, nullify decision of NARBA agreement which permits establishment of Class B station at Waterloo, Iowa, and, accordingly, is not being given consideration pending Commission consideration whether Commission's action with respect to 1540 kc and policy with respect to applications in conflict are inconsistent with new NARBA should be amended.

Change Location
WWPN, Clearwater, Fla.—Granted CP to change location from Clearwater to St. Petersburg, Fla., and change trans. site engineering condition.

Advised of Hearing
Springfield Best Co., Springfield, La., and Lone Star Best Co., Lone Star, Tex.—Are being advised that applications to operate new AM on 1390 kc, 1 kw and 500 w, respectively, involve interference considerations which indicate need of hearing. KIMC, New Orleans, La.—Denied re hearing to operate FM on 91.7 mc, 10 kw, and 10 kw.

September 22 Applications... accepted for filing
AM—1320 kc
WANA Anniston, Ala.—Mod. CP, which authorized new antenna system and change from 1480 kc, 250 w-unl. to 1320 kc, 1 kw-D.

AM—1450 kc
WPID Piedmont, Ala.—Mod. CP, which authorized new transmitter from 1380 kc, 1 kw-D to 1450 kc, 25 w-unl.

Extension of completion date
KMCY Marysville, Calif.—Mod. CP, which authorized change in estimated construction and operating costs; reduce height of tower and change trans., etc., to 9/11/52.

TKMY Altoona, Pa.—Mod. CP, which authorized installation of new antenna system and change from 1380 kc, 1 kw-D to 1450 kc, 25 w-unl.

Application returned
KJCO Dallas, Tex.—CP, which authorized new antenna system and change from 1450 kc, 1 kw-D to 1480 kc, 25 w-unl.

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037
Kansas City, Mo.

• TOWERS •

AM FM TV Complete installations

TOWER SALES & ERECTING CO.

6100 N. E. Columbia Blvd.
Portland 17, Oregon

CUSTOM- BUILT EQUIPMENT

U. S. RECORDING CO.

1121 Vernon Ave., Wash. S. D. C.
Lincoln 3-2705

COMMERCIAL Radios

for: Aviation Portable... Marine... Industrial...

FREE LITERATURE

THOMAS M. CONNOLLY, INC.

2011 S. Main St., Pawtucket, R. I.

VACANCY

YOUR FIRM'S NAME is in this "vacancy" will be seen by 15,000 readers—station owners and managers, chief engineers, and salesmen. Advertise in Broadcasting for AM, FM, Telecasting and faci- lities.

BROADCASTING • Telecasting

Page 110 • September 29, 1952

BROADCASTING • Telecasting

Page 110 • September 29, 1952
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

There is no substitute for experience
GILLETTE & BERGQVIST
921 NATL. PRESS BLDG. NA.
WASHINGTON 4, D. C.
Member AFCCE*

George C. Davis
501-514 Munsey Bldg.—Starling 0111
Washington 4, D. C.
Member AFCCE*

George E. Gauney
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 2215
WASHINGTON 4, D. C.
Member AFCCE*

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 2215
WASHINGTON 4, D. C.
Member AFCCE*

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 9000
WASHINGTON 6, D. C.
Member AFCCE*

Guy C. Hutcheson
P. O. Box 52
El 4-8721
1100 W. Abram
ARLINGTON, TEXAS

William L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

William L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

Millard M. Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 5261
Member AFCCE*

Russell P. May
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE*

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

Lynne C. Smyby
“Registered Professional Engineer”
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

GEOGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Telecommunications
1610 Eye St., N. W., Wash., D. C.
Executive 1234—Executive 5717
(Regular Holidays, Lockwood 5-8159)
Member AFCCE*

Walter F. Kean
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-7215
Riverside, Ill.
(A Chicago suburb)

Raymond M. Wilmotte
1469 Church Street, N.W. December 1231
Washington 5, D. C.
Member AFCCE*

Robert L. Hammett
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUITER 1-7545

Walter J. Stiles
Consulting Television Engineer
1005 Loyalty Building, Portland, Oregon
ATwater 4282
Washington, D. C.—Republic 6160

John B. Heffelfinger
815 E. 89th St.
Hiland 7010
KANSAS CITY, MISSOURI

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 2466
Member AFCCE*

Bernard Associates
CONSULTING RADIO ENGINEERS
3010 Sunset Bldg.
Hollywood, Calif.
Normandy 2-6715

Harry R. Lubcke
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2463 CRESTON WAY NO. 3356
HOLLYWOOD 28, CALIFORNIA

James R. Bird
Consulting Radio Engineer
Fairmont Hotel, N.W.
35 Elm Ave.
San Francisco 8, Calif.
Hill Valley, Calif.
D'Olugas 5-1588
D'Unguy 5-1871

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 2466
Member AFCCE*

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., Na.
2420 New York Ave., N. W.
Washington 5, D. C.

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, N.W.
35 Elm Ave.
San Francisco 8, Calif.
Hill Valley, Calif.
D'Olugas 5-1588
D'Unguy 5-1871

September 29, 1952 • Page 111
**ANNOUNCERS**

**Florida coast station. Need two combin-**

ated announcers, one afternoon drive-

ner, one morning drive. Send references,

$70.00 per week. Announcer with first
class phone. Please include references.

**Help Wanted (Cont'd)**

**Operator - announcer, first phone. An-
nouncing. Needs to be an expert jockey.
Please include references.**

**经营者**

**Chief engineer. Must be able to take**

**relief shift of announcing. Scale**

**$75.00 per week. Send full information**

**with application. A great opportunity for**

**those currently working in the field**

**of broadcasting.**

**Engineer - announcer. Good announc-
er, good staff and ad ability. Send all**

**references. This is a wonderful opportunity**

**for some one interested in taking**

**a new step up the ladder.**

**Engineer- announcer. Good announcing**

**ability. Excellent working conditions.**

**Weekly draw against owner's risk.**

**Apply immediately.**

**Help Wanted (Cont'd)**

**Opportunities for Engineers. Western**

**states. Good salary and fringe benefits.**

**Excellent working conditions.**

**Apply immediately.**

**Engineer - announcer. Good announcing**

**ability. Excellent working conditions.**

**Weekly draw against owner's risk.**

**Apply immediately.**

**Help Wanted (Cont'd)**

**Top announcer-engineer as DJ, per-
forming in major Northwest market. Ex-
cellent working conditions.**

**Apply immediately.**

**Announcer-engineer, first ticket. $75**

**per week. Permanent Wire collect.**

**RCID, Caldwell, Idaho.**

**Help Wanted (Cont'd)**

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**RCID, Caldwell, Idaho.**
Help Wanted (Cont'd)

News director—supervisor, five-man team responsible for all news and news department. Only experienced men with Journalism degree desired. Minimum annual income with bonus 5 kw Midwest. Box 545R, BROADCASTING • TELECASTING • MAIL.

Immediate opening for a male or female continuity writer. Experience preferred. Complete background of all continuity, send letter, full details, copy samples and recent 5x7 photo to city.

Women's director. Experienced, Cleveland network. Send tape, photo, experience and full details to WSHW, Shreveport, Louisiana.

Copywriter needed at once 50,000 watt CBS affiliate. Must have a background of successful experience, be completely familiar with all phases of telecasting. Complete send photo, experience and salary expected, availability date. Box 589R, BROADCASTING • TELECASTING.

Situation Wanted

Managerial

If experience counts, I'm your man! 19 years experience with three national network affiliations. First on the air. First class engineer 260 watt, wants more money, more responsibility and more money. West Coast.

Chief engineer, experienced all phases. Can announce. Refer: Program Director, Two Stations. Complete background. Mail application to Box 529R, BROADCASTING • TELECASTING.

Applications now being accepted for Radio Station KGKO DALLAS, TEXAS

Positions available include:

Program Director

Receptionist and Stenographer

Announcers

Bookkeeper

Salesmen

Continuity writers

Engineers (must be experienced with directional arrays)

Applicants must give complete history, including recent photo.

LEONARD COE, MANAGER

RADIO STATION KGKO

CLIFF TOWERS HOTEL

DALLAS, TEXAS

Television

Managerial

New VHF television station important Midwest market accepting applications for all positions in news department. Give complete details first letter. Include photo, references, salary expected, availability date. Box 589R, BROADCASTING • TELECASTING.

Salesmen

Salesmen, college graduates, 26, single. Theatre press agent experience, seeks background in sales. Box 529R, BROADCASTING • TELECASTING.

Announcers

Announcer—six years. Staff, audience hourly. Preferred. Minimum $80. Box 445R, BROADCAST- ING • TELECASTING.

Young announcer with news and DJ experience, veteran and single. Box 529R, BROADCASTING • TELECASTING.

Announcer, DJ, looking for permanence in East or Midwest. Experience highly desired man! Box 475R, BROADCAST- ING • TELECASTING.


Disc jockey. Good staff. Three years solid commercial experience. Available immediately. Box 529R, BROADCAST- ING • TELECASTING.

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Applicants must give complete history, including recent photo.

LEONARD COE, MANAGER

RADIO STATION KGKO

CLIFF TOWERS HOTEL

DALLAS, TEXAS
Southwest 325B
and gain at mantled. Midwest area. 4958 dependent, is New, Cat.
distortion measuring set recently Broadway, power supply.
noise reconditioned of Equipment, Appraisals Negotiations Financing
250 Hoffman 4341 974R, 20 RADIO STATION
monitoring high frequency Blackburn recent portable. Also
radio; MANAGER SELL
Blackburn and change of
AMENDED to
antenna without
be Vaca-
licensors, will, to install DA-N?
DA-N; AMENDED to make changes in exist-
filed FM. which expired 6-19-52.
KWLY Pasadena, Tex.—to change from to unl. 360 w-N to low-D, in-
install DA-N; AMENDED to make changes in exist-
Replace Expired CP
W8TP-FM Salisbury, N. C.—to replace CP without change in exist-

Top Network Stations

East $250,000.00

A well-established earner in one of the most desirable East-
ern markets. This station dominates its area and has excellent
TV prospects. Financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN • HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

Jas. A. Blackburn
Washington Bldg.

SAN FRANCISCO

C. E. Blackburn
Lettice M. Smith
235 Montgomery St.

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Program Managers; Chief Engineers, Disc Jockeys, and other specialists. Delays are costly; tell us your needs today.

HOWARD S. FLESHER

Contact
RADIO STATION WLEX, LEXINGTON, KENTUCKY

Employment Service


FCC Actions
(Continued from page 111)

Florida—Granted petition to amend ap-
plication to modify new site which will not
constitute a possible air naviga-
tion hazard and to bring application up-to-date with respect to proposals for

KHIT Lampasas, Tex.—Granted pe-
tition for continuance of hearing in proceeding for renewal of license from Sept. 13 to date to be
announced after Commission has acted on

By Hearing Examiner Leo Reimick,
Chief, Broadcast Bureau—Granted petition
for revision of date for filing of briefs, as
announced for Sept. 19, to Oct. 3, 1952, for all parties,
for the purpose of enabling the interested parties to remain-
ing in proceeding re application for renewal of license. Pictures Inc., et al and notice is given that fav-
orable action will not be granted any petitions for further extensions of time.

By Hearing Examiner

H. B. Hutchison
WDAS Philadelphia—Granted peti-
tion for order authorizing taking of depositions in proceeding re applications for

September 24 Applications

accepting Filing

Increase Antenna Height

WRAB Mobile, Ala.—CP to Increase

Modification of CP

WAMI Opa Locka, Fla.—CP, which authorized new AM, for approval of ant., trans. and studio location.

Change Transmitter Location

WBYR Ft. Lauderdale, Fla.—CP to change from 1580 kc. to 1590 kc. 1 kw. P.M. install DA-N; install new trans. AMENDED to make changes in DA-N.

Change Transmitter Location

WBPH Philadelphia, Pa.—CP, which authorized AM, to change to FM, trans. at 1080 kc.

Change Operating Hours

KLYV Penascola, Fla.—CP to change from low-D to unl. 360 w-N to low-D, in

Battleship, N. C.—to low-D, in install DA-N; AMENDED to make changes in exist-

KXLY Wenatchee, Wash.—License for CP which authorized change in existing FM, to low-D.

KWYM New Orleans, La.—License for CP, which
authorized change in existing FM, to low-D.

KVMX Marquette, Mich.—License for CP, as mod., which authorized change in existing FM, to low-D; in install DA-N and change in trans location.

Move Antenna and Transmitter

licensed—low-D, in install DA-N; AM—900 kc.

WHLX Carlisle, Pa.—to change
**FCC Roundup**

(Continued from page 115)

**JULY-AUGUST BOXSCORE**

<table>
<thead>
<tr>
<th>STATUS of broadcast station authorizations at the FCC:</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>As of July 31</strong></td>
</tr>
<tr>
<td>---------------</td>
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<tr>
<td>Total authorized</td>
</tr>
<tr>
<td>2,451</td>
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<tr>
<td>2,470</td>
</tr>
<tr>
<td>Total licensed (all on air)</td>
</tr>
<tr>
<td>2,400</td>
</tr>
<tr>
<td>Total applications pending</td>
</tr>
<tr>
<td>415</td>
</tr>
<tr>
<td>Total applications hearing</td>
</tr>
<tr>
<td>291</td>
</tr>
<tr>
<td>Requests to change existing facilities granted</td>
</tr>
<tr>
<td>286</td>
</tr>
<tr>
<td>Deletion of construction permits</td>
</tr>
<tr>
<td>0</td>
</tr>
</tbody>
</table>

**KGLH SALE**

$1/2 Million Package Deal

NEW MONEY for the broadcast business is expected with the signing last Monday of a $1/2 million contract by Walter E. Schott, Cincinnati industrialist, worth an estimated $40 million, for KGLH Billings, Mont., in an unusual package [Closed Circum, Sept. 22].

The package was sold by the Northwestern Auto Supply Co., Billings, C. C. Campbell is Northwestern president. Papers will be filed this week for FCC approval. Mr. Schott, who has never had a broadcast interest, heads a family organization known as Schott, Jr., and E. Schott Investment Co., comprised of his wife, two sons and a daughter.

Mr. Campbell's $1/2 million sale includes, in addition to the 5 kw station, KGLH-FM, with 15,000 watts; selected bonds, real estate, appliance and automobile distributorships, livestock, buildings and a fully-equipped ranch. Station is affiliated with NBC.

The package provides for transfer of the station, a three-story modern building in which it is housed, four trucks, three distributors covering Montrose, Wyoming, for RCA, an auto parts firm and Frigrigidaire, 2,600 registered Hereford cattle and a 26,000 acre ranch, with its properties.

Negotiations were handled by Ray V. Hamilton, partner and Chicago manager in Blackburn-Hamilton, station brokers. He concluded the pact in seven weeks with Mr. Schott.

Mr. Schott has interests in lumber, machine tool, automobile sales, woodworking machinery, automobile accessory and investment companies, hotels, apartments and other real estate. After the sale is completed he plans to retire to California because of his health.

**TOPEKA PURCHASE**

**FCC Grants Permission**

PERMISSION to operate transmitters by remote control was granted Thursday by FCC to a number of stations in all parts of the country. Actions were taken by waiver of Sec. 3.165 for AM and 3.205 for FM stations.

NARTB is spearheading a movement to obtain relaxation of these rules on the ground that technical progress in transmitting equipment eliminates much of the need for attended operation. Unattended control rules as now written take the initiative and responsibility from operators. They are being successfully carried out in Canada, NARTB points out.

AM stations granted right to install remote control operation were WFAI, San Jose, Calif.; WKY, Oklahoma City; WIPJ, Charleston, W. Va., was permitted to continue remote operation.

An FM grant went to KNBC-FM, San Francisco, Calif. Given permission to continue remote operations were WRFL, Winchester, Va.; WXYZ-FM Bangor, Me.; KEAN-Sacramento; WEAU-FM Eau Claire, Wis.

**NOT COMMUNISTS**

Performers Tell Probers

RADIO-TV performers Sam Leven- son, Philip Loeb and Ellen Drew, with actress Judy Holliday attribute their association with left-wing and radical causes to their humanitarian leanings. All avowed they were not communists, and were not in sympathy with Communism, according to a report, which was released by the Senate Internal Security Subcommittee investigating subversive infiltration of radio, TV and the entertainment industry.

Report was second transcript of testimony involving radio-TV which subcommittee has released. Last month subcommittee charged that Radio Writers Guild was controlled by pro-Communists [B+T, Sept. 1].

Belding Talks to Club

SPEAKING on “Growing Up in Advertising,” Don Belding, president, Foote, Cone & Belding Inc., Los Angeles, started a new series of programs for the Junior Advertising Club of Los Angeles, last Tuesday.

**All Chips on Radio**

M. E. BLATT Co.'s exclusive and successful control of the advertising interest in its Atlantic City market [B+T, Aug. 4] is recounted in detail in a new brochure by the company which is circulated to the bureau's members and to advertising agencies. Entitled “The Queen Keeps Her Crown — By Using Radio,” the eight-page story notes that the Atlantic City department store has used radio exclusively for its daily advertising during the past 15 months and quotes M. E. Blatt as saying: “As far as Atlantic City is concerned, newspaper advertising wasn't 50% efficient. A lot of items we used to advertise got no response whatsoever. But we've had excellent response to radio...”

FIRST full-range recorded tapes for commercial sale featuring major orchestras, conductors and soloists will be introduced by MaVoTape Inc., Chicago, at Oct. 29-Nov. 1Audio Fair in New York City.

**REMOTE CONTROL**

**FCC Grants Permission**

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Report was second transcript of testimony involving radio-TV which subcommittee has released. Last month subcommittee charged that Radio Writers Guild was controlled by pro-Communists [B+T, Sept. 1].

Belding Talks to Club

SPEAKING on “Growing Up in Advertising,” Don Belding, president, Foote, Cone & Belding Inc., Los Angeles, started a new series of programs for the Junior Advertising Club of Los Angeles, last Tuesday.

**TOPEKA PURCHASE**

**FCC Sale of WREN Topeka**

WREN Sale Filed With FCC

SALE of WREN Topeka, Kan. b; R. C. Jackman and family to Al. L. Londe for $2,400 plus assumption of notes totaling nearly $130,000 is reported in an application filed with FCC last week for approval. Statement reported deficient of some $68,000 as of July 31.

Mr. Londe, independent oil pro- ducer, seeks u/f TV Channel 4 at Topeka and is 65% owner of KSCB Liberal, Kan. WREN earlier had filed for Channel 42 at Topeka which was returned as incomplete [B+T, Aug. 25]. M. Londe and his family also pay $3,500 for land at the WREN trans- mitter site, the application stated. WREN is assigned 5 kw, directional night, on 1200 kc. It is an ABC affiliate.

**Industry Must Police**

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He maintained that under the Code, Death of a Salesman could not be broadcast because it showed suicide as a solution to a problem. He also said that the religious pro- visions of the Code probably banned the showing of the Italian motion picture, "The Miracle."

Ms. Smart submitted results of a survey taken among parents of 1,000 parochial school children in the Washington suburb regarding the NAPE. Of 13 programs. Most of them were critical.

Mr. McAlonock urged the commit- tee to look into the prospect of forcing broadcasters to use guidance from child experts in the choice and production of children's shows. Crime, horror and violence in children's programs do play one part in the long-term child development, he also held out high hopes for the future of educational TV stations.

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Cleveland radio sales managers give up two departing competitors a sendoff.

L to r (seated), Jack Maurer, WHK sales manager, who becomes part owner and manager of WHKK Akron; Keith Baldwin, WERE sales manager, who joins WAKR Akron as assistant to the president; Bill Brusman, Mr. Maurer's successor at WHK; Bob DeTchon, who recently became WJMO general and sales manager; Standing, Hal Waddell, WJW; Hal Gallagher, WTAM; John Garfield, WGAR; Jack Kelly, WRS; Charles Phillips, WTAM; Walberg Brown, WDOX, and Bill Dix, WTAM.

STEEL SHORTAGE Threatens New Station Construction

There will be "virtually" no starts permitted on new major radio-TV station construction involving heavy use of steel until next spring, it was learned last week.

The Defense Production Administration is preparing an order which will preclude new industrial and commercial building not adjudged "essential" or "defense-supporting" and requiring more than nominal quantities of materials permitted under the TVA restriction.

The new government order, expected the middle of this week, will carry forward basic recommendations agreed upon last August by joint TVA, construction industry advisory committee. These set forth rigid criteria for construction as an aftermath of the steel strike. It was indicated at that time that new radio and television construction involving substantial quotas of steel, copper and aluminum would be deferred until after Dec. 31, 1952 [8T, Aug. 11].

Allocations of copper and aluminum will remain virtually at the same level for the first quarter of 1953—from January through March. But the effects of the steel cut-off will rule out any new building until after April 1.

It was understood that applications for steel for projects already underway—either approved or promised by the government—would be granted. The steel impassé is expected to break during the second quarter of next year.

In the meantime, of course, broadcasters still may self-authorize up to 4,000 pounds of aluminum, the usual 25 tons of steel without approval of the National Production Authority, operating arm of DPA. This will cover minor alteration and remodeling projects.

How this would affect potential TV station grantees was not immediately ascertained. It was believed, however, that the steel shortage would reach a more normal situation, particularly in sheet and strip steel. New television station broadcasters generally face no problem in this respect, because of advance planning on studios and equipment, it was presumed. It was conceded that more steel would be available for broadcast and other industrial building after April 1.

DPA authorities acknowledged that broadcasters will be hard pressed to claim priority status under last August's criteria order. The categories set forth at that time covered construction (1) "necessary for defense"; (2) "industrial new starts to meet expansion goals" and (3) "hardship and substantial unemployment."

A spot check reveals that communities TV antenna firms having commenced construction will get sufficient steel, with materials assured in subsequent quarters. It was acknowledged that steel is more vital to radio-TV broadcasters than to set manufacturers because receivers need less quantities of the metal.

Steel for radio-TV towers also is affected, but broadcasters have been able to purchase the limited products falling in the Class "B" listing—that comprising non-defense production.

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NARTB URGED TO COMPILE EDUCATIONAL TV PROGRAMS

NARTB urged by District 9 (Ill., Wis.) broadcasters to conduct survey of educational programs by commercial television stations. Winding up two-day meeting at Milwaukee Friday, district called for research project as answer to FCC's laxity in awarding CP's to stations without showing of financial responsibility.

Merrill Lindsay, WSOY Decatur, Ill., presided at meeting as district director. Other resolutions endorsed plan to amend FCC operator rule requirements; encouraged NARTB membership drive; voiced appreciation to speakers and NARTB staff for services.

Kenneth Carter, WAAM (TV) Baltimore, member of NARTB TV Board, conducted TV clinic Friday afternoon at studios of WTMJ-TV Milwaukee, serving as TV board representative at meeting. Others on panel were: Walter Dann and George Comte, WTMJ-TV; Leslie C. Johnson, WHBP-TV Rock Island, and Tom Wilson, Dow, Loehne & Albertson, Washington attorneys.

Over 70 delegates attended Milwaukee session. There were luncheon guests Friday of Miller Brewing Co. Two-day agenda included participation by President Harold E. Fellows; Richard P. Doherty, employee-employer relations director, and William T. Stubblefield, station relations director.

PHILADELPHIA PROBLEM ON FOOTBALL TELECAST

QUESTION whether Penn-Notre Dame game in Philadelphia last Saturday would be telecast locally, even though NCAA had given permission, was still up in air late Friday. Ineptness was attributed to NCAA's collateral refusal to let that game and nationally telecast Columbia-Princeton game (NBC-TV) both be carried in Philadelphia area (earlier story page 64). NCAA also gave permission for Michigan-Michigan State game in Detroit to be telecast locally, in lieu of Columbia-Princeton contest, but because of baseball game commitments there, it was deemed unlikely this permission would be used.

SURGEONS CONSIDER DRIVE

USE OF RADIO and television to quell public with its campaign against such medical practices as "fee splitting" and "ghost surgery" is under consideration by American College of Surgeons, authorities said Friday during its annual congress in New York.

WRDW AUGUSTA ELECTS

GROVER C. MAXWELL, operating 38 furniture stores in Southeast, elected president of WRDW Augusta, Ga., by board of directors. Other officers: Allen M. Woodall, president of WDAK Columbus, elected executive vice president; Harry L. Jernigan, vice president; W. Ray Ringson, secretary-treasurer and general manager.

VOTE COMMITTEES COMPLETE

LINEUP of register and vote committees for all 48 states completed Friday with appointment of Ray Dabio, WJBO Baton Rouge, as chairman of Louisiana committee. Campaign being conducted by NARTB in effort to bring out record vote at November elections.

POLY-LINGUAL JUDGE

TALK on radio freedom and salute to broadcasters of Colombia transcribed in Spanish by Judge Justin Miller, NARTB board chairman-general counsel. Message to be broadcast in connection with Colombia radio week Oct. 5-11 under auspices of Inter-American Assn. of Broadcasters.

Business Briefly

(Continued from page 5)

of spots for Dunhill Cigarettes, that city, through Blw Co., also N. Y., and for General Tire & Rubber Co., Akron, through D'Arcy Adv., N. Y.

GRAHAM AGAIN to Billy Graham Evangelistic Foundation, through Walter F. Bennett agency, Chicago, renews Hour of Decision on ABC radio from Nov. 2 for 52 weeks. Show, on for second year, is aired Sundays, 2:30-3 p.m. CST, and features Mr. Graham, evangelist.

CAMEL SHOW to R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Camel cigarettes), will sponsor new weekly comedy-quiz show, Walk a Mile, on NBC radio (Wed., 8:30 p.m. EST), beginning Oct. 8. Agency: William Esty & Co., N. Y.

CBS-5 UHF AFFILIATES

TWO UHF television stations--WHUM-TV Reading, Pa., and KBTV (TV) Denver--will join CBS-5 this autumn. First station signed was WHUM-TV with Herbert V. Akerberg, network stations relations vice president, and Humboldt J. Greig, president-general of station, handling negotiations. Station due to take air by mid-December with 360 kw visual power. Contract is for primary affiliation. KBTV (TV) joins network Oct. 12 as basic affiliation. It is authorized to Colorado Television Corp. (KVOD).

SHOWS ON CANADIAN TV

DuMont's Johns Hopkins Science Review slated to start today (Mon.) on CBTV (TV) Toronto and CBPT (TV) Montreal as first U. S. network TV show regularly scheduled by new Canadian Broadcasting Co. stations, DuMont announced Friday.

NBC OPENING

SPECIAL "All Star Revue" featuring NBC top stars will mark formal opening of network's new Burbank (Calif.) television studios Oct. 4 (Sat., 8:30 p.m.), NBC announced Friday. "Revue" series sponsored by Pet Milk, Kellogg, and Del Monte canned products.

RADIO PREFERRED

SURVEY of local preferences among Richfield distributors disclosed that spot radio is major advertising medium used by d'istributors on local basis in cooperation with suppliers, Richfield Oil Co. of New York, officials said Friday. Runners-up in survey were newspaper advertising and spot movie ads in local theatres.

PEOPLE...

DONALD R. SHAW, vice president and account supervisor of Pielar & Ryan Inc., N. Y., to C. J. LaRoche & Co., same city, as member of plans board and executive staff.

JOHN H. BOYLE, director of television, WAVE-TV Louisville, named director of television and radio, advertising dept., Reynolds Metals Co. He is succeeded by GEORGE PATTERSON, former TV program manager, who now holds title of television program and production manager.

THOMAS C. BUTCHER, vice president, William Esty & Co., N. Y., to Lemen & Mitchell, that city, as vice president and management account supervisor.

ALFRED F. HARRISON, special representative, United Press, and pioneer in development of radio news processing, is recuperating at his Washington home from slight cardiac seizure suffered week ago. He originally developed and sold first radio news service for Consolidated Press in twenties and afterward returned to UP to establish its first radio wire.

THEATRE TV, AT&T MEET

MEETING between theatre TV interests and AT&T scheduled for tomorrow at Washington headquarters of Motion Picture Assn. of America. It was announced Friday. Discussion will be on AT&T availabilities and costs of requirements requested several months ago by MPAA and National Exhibitors Theatre Television Committee, in preparation for Oct. 20 FCC hearing on accounting and engineering phases of request for theatre TV frequencies (see earlier story on page 78).

ALABAMA FM CAMPAIGN

NOVEMBER campaign to promote sale of FM receiving sets to be planned at meeting to be held Oct. 9 on U. of Alabama campus, Tuscaloosa. Henry P. Johnston, WSGN-AM-FM Birmingham, is broadcast chairman of state campaign. Earlier in week, H. Smith Jr., NARTB FM director, who has guided series of state-city drives to promote FM sales, will take part in Tuscaloosa meeting.

DENY WKOW PETITION

PETITION to reconsider hearing order or whether WKOW Madison, Wis., abdicates license responsibility in management contract with Atlas Amusement Co. [B'T, Aug. 21 April 7; Nov. 19, 1951] was denied by FCC Friday. Comrs. Edward M. Webster and Robert T. Bartley dissented. Move to dispense with hearing was opposed by FCC's Board of Colrs. Earlier in week, Madison applicant WISC asked Commission to include WKOW renewal proceedings in hearings or competitive applications for uhf Channel 27. Both stations have been notified that their TV applications must go to comparative hearing.

WBRY DISMISSED

APPLICATION of WBRY Waterbury, Conn. for uhf Channel 53 was dismissed by FCC Friday upon petition of station which sai its disapproval of grant to WATR's bid for that channel, hence bringing TV to city sooner than if competitive hearing were held. FCC last week also denied WBRY petition to add uhf Channel 83 to Waterbur (see story page 9) as indicated, it will re-file later for amendment of rules to add Channel 83 there, at which time new TV bid would be tendered.
KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. Women in the Heart of America know all about Bea Johnson, too. They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

* This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...
Highway to the Skies....

High quality programming keeps listener-interest going up at WREC. Listener-confidence and prestige continue to insure a steady sales climb for advertisers. Yet, the cost per thousand listeners is 10.1% less than in 1946! With the highest Hooper rating of any Memphis Radio Station, WREC offers you the shortest route to increased sales at lower cost—and, the sky's the limit in this $2,000,000,000 market!