Children love "The Merry Mailman"!
And they talk their parents into buying the products he sells.

As a result, sponsors love him too. That's why ...
"THE MERRY MAILMAN" IS SOLD OUT!

WOR-TV channel 9 for New York
"Isn't radio wonderful!"

...says Les Cottrill of Nutrena Mills, Inc.

E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumbled for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pullets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market...one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than six years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.
Al Mastro’s Spaghetti House increased its business 300%!

How? By going on the Bill Gordon Show with two 1-minute spots a week! When did he start? June 5th, 1951. What did it cost? $31.00 a week!

No wonder advertisers STAY on WHK!
WGAL-TV Goes on Maneuvers with the 104th Armored Cavalry Regiment

When maneuvers were held recently at Indian-town Gap, Pennsylvania, by the 104th Armored Cavalry Regiment, WGAL-TV viewers were able to follow the proceedings through the watchful eye of the camera. A WGAL-TV camera crew filmed the maneuvers, which included howitzer tank firing, regular tank firing, and headquarters activities, for use on news programs. As the pictures shown here indicate, the film made exciting viewing. With its accompanying news story, it brought home to viewers the impressive story of how armored calvary maneuvers are conducted. WGAL-TV's many news programs cover a wide range of material, keep its viewers well-informed on local—national—and international happenings.

WGAL-TV
Lancaster
Pennsylvania
A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles
NEGOTIATIONS BETWEEN C & P, TARCHER

NEGOTIATIONS were still underway Friday between Cecil & Presbrey, N. Y. (with $20 million billing), and J. D. Tarcher Co., N. Y. (approximately $5 million), for possible merger. Final decision expected within week. Thought would mark end of such combination of agencies within past two months. Other two were W. Earl Bothwell Co. joining Geyer Adv., and Owen & Chappell moving into Kenyon & Eckhardt, N. Y.

AYLESWORTH FUNERAL

ELITE of broadcasting, advertising and entertainment world, together with many of more human variety, turned out en masse Friday to pay final tribute to Merlin H. Aylesworth, first president of NBC (see obituary, page 30). David Sarnoff of RCA, William S. Paley of CBS, Niles Trammell of NBC, Bruce Barton of BBDO, Spyros P. Skouras of 20th Century-Fox, were among mourners at Campbell's "Funereal Church" in New York, as were such former NBC executives as Frank E. Mullen, A. L. Ashby, R. John Royal, Frank Mason and Edgar Kobak, plus scores of others associated with Mr. Aylesworth at some stage of his long and active career.

Included in service, read by Rev. Ed- ward M. Green of Christ Episcopal Church, Redding, Conn., was tribute "written by a friend," which said, in part, "Des Ayles- worth had a rare genius for winning and holding friends. He loved congenial company and was loved by it. His death creates a void for all his former associates. What more can any man ask as a memorial?"

CODE MEETING

NARTB Radio Standards of Practice Committee will meet in Washington Nov. 6 and 7 to consider among other things revision of radio code. It was announced Friday. Committee is headed by John Meagher, KYSM Mankato, Minn., and includes: William B. McGrath, WIDH Boston; Carleton Brown, WTVL Waterville, Me.; E. R. Valeboncure, WSYR Syracuse, N. Y.; Walter Wagstaff, KIDO Boise, Idaho.; Clyde W. Rembert, KRLD Dallas; William Pafast, KFRC San Francisco.

NEGOTIATIONS OF NBC TV Affiliates Assn. committee on new affiliation compensation plan will await further analysis of counter-proposal presented to committee of five last Monday in New York by NBC President Joseph H. McConnell and executive group. Following this study, to be made by Raymond Welpott, WRGB (TV) Schenectady, who drafted original proposal [B+S, Sept. 8], committee headed by Walter J. Damm, WTMJ-TV Milwaukee, will be recommended to affili- iates group. Thought was that another meeting of affiliates might be entailed prior to, or at, Boca Raton NBC affiliates convention early in December.

BROADCASTING • Telecasting

ABC-United Paramount Merger Opposed

MERGER of ABC and United Paramount The- atres would be dead ended because of basic con- flict of interests between radio-TV and movie exhibition, FCC Broadcast Bureau recom- mended in 170-page proposed findings on com- plex Paramount case issued Friday. Document was due to be filed today.

At same time, DuMont presented proposed findings which also objected to merger.

Broadcast Bureau recommendations also suggest that pending license applications for new AM outlet at Monterey, be before year-end. Subject to FCC approval, he is (Continued on page 6)

BUSINESS BRIEFLY

BUSINESS BRIEFLY BROADCASTING • Telecasting

FILM SERIES • Menken's Baby Powder, through Grey Adv., N. Y., preparing five- minute film series entitled Oh, Baby, with Jack Barry, to be placed on spot basis starting Nov. 1. Number of markets to be bought under consideration.

25 MARKETS ADDED • Procter & Gamble's Cheer, through Young & Rubicam, N. Y., adding more than 25 markets to its radio spot announcement list effective late October and early November. Day and nighttime breaks being used. Contract expected to be longer than 13 weeks.

SPOTS FOR FORD • Ford Motor Co., through J. Walter Thompson Co., N. Y., planning to introduce its new car with radio spot schedule slated to start in December. List expected to schedule about same number of stations and markets as last year.

TURNER HALL NAMES • Turner Hall Corp. (Admiralio D. Economist Treatment (Continued on page 106)

DEMOCRATS BUY

DEMOCRATIC National Committee contracted for nine half-hours over 64 DuMont television affiliates to present talks by Presidential candid- ate Gov. Adlai Stevenson in 10:30-11 p.m. EST time slot, starting this Thursday through Nov. 3. Tentative schedule: Oct. 9, St. Louis; Oct. 14, Salt Lake City; Oct. 16, Los Angeles; Oct. 23, Cleveland; Oct. 25, Boston or Pitts- burgh; Oct. 26, New York; Oct. 30, Pittsburgh or Boston; Nov. 1, Chicago and Nov. 3, un- decided. Contract negotiated through Joseph Katz Co.

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for more AT DEADLINE turn page

October 6, 1952 • Page 5
ABC CARD NO. 5 OUT; TONI, LORILLARD BENEFIT

WITH "almost unanimous" acceptance by affiliates, ABC's new radio rate-and-discount structure is being put into effect retroactively to Oct. 1. the network's original target date (early story, page 30), Charles T. Ayres, vice president in charge of network, is announcing today (Monday).

"Charging, bringing ABC's radio time charges into line with those of CBS Radio and NBC following revisions by those two networks, are incorporated in ABC Radio Rate Card No. 5, supplanting No. 4, and are explained in letter being sent by Mr. Ayres to advertisers and agencies.

Mr. Ayres said "both the Toni Co. and the P. Lorillard Co. have already taken advantage" of the "vertical contiguous" feature of plan. Explaining, spokesman reported that Lorillard had bought two Sunday night quarter-hours under contiguous plan: 8-1:15-3:30 p.m. and 9:15-10 p.m., through Lennen & Nunnell, N. Y., while Toni Co., which sponsored Break the Bank during summer, has bought 9-9:15 a.m. Tuesday and Thursday segments of Breakfast Club while extending Break to Bank. Additionally, Toni Co. has bought 8-8:30 p.m. Friday period, getting "contiguous" benefits with Gillette, of which Toni Co. is division and which sponsors Friday night fights. Toni agency: Foote, Cone & Belding.

Mr. Ayres said affiliates' reaction to proposed changes was "magnificent" and "a clear indication of their desire, together with ABC, to stabilize radio rates at a national level." He voiced confidence that both ABC and affiliates will "benefit from (an) increased upsurge in national network business..."

In addition to average 25% reduction in evening time charges (via new discount schedules based on total weekly gross billings) and average 5% boost in morning costs (no change in afternoon charges), new plan contains "contiguous rate" and discount and rebate features which Mr. Ayres described as follows:

Vertical contiguity—Contiguity rates for non-contiguous periods in units of time of 15 minutes or remaining between commercials: 7 a.m. to 7 A.M. and 12 midnight to midnight N.Y.T. For example, an advertiser buying Monday morning can purchase a half-hour on Friday evening at one-half the gross evening hour rate less the applicable discounts, instead of at 60% of the evening hour rate as heretofore.

Horizontal contiguity—Contiguity rates for non-contiguous periods in units of time of 15 minutes or more totaling at least 60 minutes per week will be allowed between the hours of 6 p.m. and 10:30 p.m. N.Y.T. For example, an advertiser can purchase a quarter-hour strip four nights per week at 30% of the gross evening hour rate less applicable discounts, whereas heretofore, the cost would have been 160% of the evening hour gross rate less the applicable discounts. Whereas this policy has been in practice for sometime, it has not previously been publicly announced.

The discount schedules outlined in Rate Card No. 5 are based on the total weekly gross billings of the advertiser using ABC radio facilities. An annual rebate is provided for those advertisers completing 25 consecutive weeks of broadcasting and—recognizing that because of certain marketings, study of advertising, weeks of broadcasting during the summer—an "overall" maximum discount is provided in lieu of all other discounts and rebates.

RCA DIVIDEND

RCA BOARD at Friday at its regular monthly meeting declared dividend of 50 cents per share on common stock, payable Nov. 24, to holders of record Oct. 17, and one of 87 1/2 cents per share on preferred stock, payable Jan. 2, 1953 to holders of record Dec. 15.

Page 6 * October 6, 1952

In this issue—

THE WEEK'S hottest political dispute—Democratic protests over the $2 million saturation spot campaign assertively planned for General Eisenhower—lands in the FCC's lap. At the week's end, the Commissioners are juggling it in hopes of avoiding burns. Page 28.

HOW MUCH national billing can TV stations count on when TV is truly nationwide? How much for those outside the 125 biggest markets, if Sidney Dean, McCann-Erickson marketing expert, is correct in his predictions? Page 28.

ANNUAL meeting of Assn. of National Advertisers takes close look at radio-TV rating methods and TV commercials. Page 25.

RADIO output newspapers better than two to one in another Advertising Research Bureau Inc. test, this one in Lansing, Mich. Page 25.

RADIO revenue in 1951 was highest in history, but profits dropped 15.7% below 1950. Final official financial report is issued by FCC. Page 29.

NBC's cheaper charges to advertisers go into effect, with 100% acceptance by affiliates (Page 40). A.B.C. follows suit with "almost unanimous" acceptance (Page 4). Mutual, only major network that as yet has not figured out its plan to meet the competition, is still analyzing what the others have done (Page 30).

NARTB will undertake nationwide economic study of radio. Field work starts in two weeks. Page 32.

POST-THAW comparative television hearings begin at FCC. They're the first since 1948. Page 26.

RESTRICTIONS on radio reporting of Walcott-Marciano fight arouse protests. NARTB has assigned its attorneys loose to find out how to get rid of such restrictions in the future. Page 69.

CENSUS figures on radio homes in South Carolina and West Virginia released. Page 42.

Upcoming

Oct. 6-7: NARTB Dist. 5 meeting, Hotel Biltmore, Atlanta, Ga.

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


Oct. 9-10: NARTB Dist. 6 meeting, Peabody Hotel, Memphis, Tenn.


(Other Upcomings, page 48)

Closed Circuit

(Continued from page 5)

selling his interest in WKYW Louisville to his two associates, F. E. Sandford and Edwin Wel- don, who will become equal owners; has dis- posed of his minority interest in WXLW Indian- aapolis to group of fellow stockholders, and will sell part of his minority holdings in WGI Richmond to Dave Wilburn, station manager. He also operates KKKK (FM) at San Mateo.

LATEST TACK, in educational TV campaign of Comr. Frieda B. Hennock, is formation of local citizen's advisory committees to raise funds for additional educational TV stations. Campaigns have been launched in number of major markets, with leading citi- zens identified with communications, whether set manufacturer or distributor, sought as bellwethers. Sequel, it's thought, will be drive through JCET to continue reservations be- yond normal one-year deadline on crest of anticipated "public pressure."

FCC'S ORDER to halt processing of new con- tested TV applications after Oct. 15 for un- specified time to speed up handling of un- contested bids for cities without service has aroused neither, advertiser, event today. An- nounced forthnight ago, plan is based on thesis that big backlog of hearing cases already slated can't be cleared soon anyway. Processing will be halted for such time as priority list up to Oct. 15 won't be affected.

DON'T BELIEVE reports that tie-up between WOR-TV New York and WFLF-TV Philadelphia is nucleus of proposed General Telet- casting System TV network. GTS top execu- tives state they're two completely independ- ent operations, noting that two-city hookup is cable connection, whereas network will be film project, at least to start. Now that GTS has abandoned idea of producing films to con- centrate on lining up sponsors, watch for early announcement of GTS inaugural.

WILL PROSPECTS of long competitive hear- ings induce some TV applicants to consider mergers with competitors? If they do not "marry" only one can win's problem in flight to finish in courts. On other hand, even after competitors merge there is no assurance joint bid won't have to face hearing with new applicants. Several mergers already are on file, others are in plans stage.

WHAT IS deadline on FCC consideration of applications on channel-by-channel basis, which mean automatic grants without hearing, when reached on various processing lines? Night before meeting staff makes check and those cases reached which remain uncontested are then sent to FCC. If cases are held over, because of agenda blocs, same process is repeated before next FCC meeting to catch any late comers.

EXAMINERS NAMED

APPOINTMENT of Thomas H. Donahue and Annie N. Huntingt as FCC hearing examiners announced by Commission Friday. Mr. Dona- hue, with FCC since 1948, most recently was trial attorney in Broadcast Bureau's Hearing Div. Mrs. Huntingt, who joined Commission as associate examiner in 1951, is assistant after its creation, since 1951 has been trial attorney in Services and Facilities Branch, Telegraph Div., Common Carrier Bureau.

for more AT DEADLINE see page 102

BROADCASTING * Telemating
HURRY! HURRY!

**ENTER THE BIG “SPACE PATROL BLOOD BOOSTER” PROMOTION CONTEST**

TO WINNERS IN THE TV CLASSIFICATION:

1st Prize

2nd Prize

TO WINNERS IN THE RADIO CLASSIFICATION:

1st Prize

2nd and 3rd Prizes
“Minitape” Model M5A Tape Recorder—the one-man portable recording unit proved in actual use by more than 500 stations.

In Addition, Winners Will Be Saluted in Full-Page Ads in Broadcasting, Tide, Advertising Age.

Help the Kids Help Their Country . . . Promote Space Patrol Blood Boosters! You’ll Be Glad You Did

Offering Valuable Prizes to Radio and TV Stations Carrying

“Space Patrol”
STARTS OCT. 11
CONTINUES THROUGH DEC. 31

**GRAND PRIZE**

Beautiful 1952 Nash Rambler Airflyte Station Wagon. Luxury-equipped with radio, conditioned air system, foam cushion seats, directional turn signals, electric clock. Extra cargo space. It’s a Wonder on Wheels!

THE “SPACE PATROL BLOOD BOOSTER” PLAN IS . . . A noncommercial public service project, sponsored byRalston Purina Company, to assist the National Blood Program in obtaining sufficient blood required for national safety. This is not a premium or box top offer. The plan has the approval and cooperation of the National Blood Program.

HOW TO ENTER THE PROMOTION CONTEST . . . Promote this plan in your local area. We’re sending you a complete kit of material. Use it and your own good ideas to make a success of this urgently needed public service.

HOW WILL THE PRIZES BE AWARDED? The prizes will be awarded to those stations which, on the basis of documented evidence, perform the most outstanding job of promoting SPACE PATROL AND THE SPACE PATROL BLOOD BOOSTERS.

Broadcasting • Telecasting

October 6, 1952 • Page 7
For 27 years wdod has had the largest listening audience and the widest coverage of any station in the Chattanooga marketing area.

AM - 5,000 watts
FM - 44,000 watts

CHATTANOOGA'S PIONEER STATION
National Representatives
Paul H. Raymer Company
How many pounds are pork chops?

☐ 50 lbs.
☐ 25 lbs.
☐ 10 lbs.

As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a "package" that includes many less popular cuts as well as a lot of weight that isn't "eatin' meat".

A porker that weighs-in at the meat packing plant at 240 pounds, shows up at your retailers as 115 pounds of fresh and smoked pork products and 35 pounds of lard. Only 150 pounds altogether. And only 10 pounds of this are center-cut pork chops.

That's why you pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it "shopping". They compare, pick, choose. In a free market, their choice of the available supplies sets the values—whether it's in pork or peaches; beef or bananas.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U. S.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio
REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
THERE'S AN ANSWER TO THIS QUESTION

The goal of the mark that asks a question on a printed page is...an answer. No easy job, considering that this curlicue hieroglyphic is inert, cold and lifeless on the printed page.

With radio, the me-to-you appeal of a real person, really talking, injects warmth into every question. It says "Won't you try some today?" in a way that makes the question alive and personal—and compelling.

You can ask a lot of questions and get a lot of answers with Spot Radio on any of these great stations. Get it?
John H. Morse, Frank B. Stephenson, Edmund J. Smith, Thomas F. O'Grady, Ezra McIntosh and Shirley F. Woodell elected vice presidents of J. Walter Thompson Co., N. Y. Elect to same office in San Francisco are Lowell E. Mainland and Gurden A. Mooser and Tom R. Cooper in Los Angeles branch.

Frederic A. Kummer, Van Sant-Dugdale, Baltimore, to Ross Roy, Detroit, as copy supervisor on Dodge trucks.

Stan Levey, CBS Chicago sales staff, to Arthur Meyerhoff, same city, where he is handling new business.

Harold O. Hayes transfers to Fuller & Smith & Ross, Chicago, from agency’s Cleveland office, as account executive.

On all accounts

"Guess there must have been a little Barnum in the Baileys," explains Joseph Bailey, supervisor of Neptune Productions, explaining a man’s career that began with a Bachelor’s Degree in Philosophy and proceeded to his current post as overseer of the wide-flung productions and literary interests of Robert Montgomery and John Gibbs, partners in the Neptune firm.

Mr. Bailey received his Ph.D and in 1934 a law degree from the U. of Chicago. He immediately joined the law office of his father, Lloyd T. Bailey, and the shingle was widened to read "Bailey & Bailey."

Young Mr. Bailey's personal practice was largely concerned with radio, since he represented a number of producers and artists. One client, Louis G. Cowan, Quick Kids owner, asked Mr. Bailey to come in with him to look over legal problems and manage the show.

Mr. Bailey was with the Cowan organization—then a Chicago entity—from June 1939 until he entered the USNR in April 1942, where he served as lieutenant commandant until 1946. He rejoined Mr. Cowan, as vice president and treasurer of the new company, Louis G. Cowan, Inc., with home offices in New York. Mr. Bailey managed the eastern operation.

Early in 1949 Mr. Bailey moved to the Grey Adv. Agency, managing the radio and TV department, and acting as agency producer and director of the Robert Montgomery program.

When Mr. Montgomery entered television production with his partner, John Gibbs, and formed Neptune Productions, the noted actor and producer remembered Mr. Bailey's professional background and he and Mr. Gibbs prevailed upon Mr. Bailey to join their organization as the production supervisor on Robert Montgomery Presents.

Mr. Bailey's duties consist mainly of management and budget control. He also manages the John Gibbs literary and talent agency, negotiating and drawing up all program and talent contracts. He is chief contact between the office and the two advertising agencies (BBDO and Needham, Lewis & Brophy) which handle the program on alternate weeks.

As Mr. Montgomery's representative, he personally supervises the two completely independent creative teams that stage the shows for the American Tobacco Co. (Lucky Strike cigarettes) and for S. C. Johnson Co., respectively.

Mr. Bailey is married to the former Eleanor Welch, who until last March was assistant chief of foreign correspondence for Time and Life International. They have two children, Lucretia, 9 1/2, and Peter, 6 1/2. The family lives in Port Washington, L. I. Mr. Bailey, a member of the neighboring Manhasset Bay Yacht Club, relaxes whenever possible on his 34-ft. cruising sloop.

DOROTHY B. STEVENS, merchandising staff, Lever Bros., N. Y., to Robertson & Buckley Agency, Chicago, on copy staff.

BRYAN WARMAN, J. M. Mathes Inc., N. Y., to Comstock & Co., Buffalo, on executive staff.

KAY BROWN, timebuyer, Young & Rubicam, Chicago, transfers to New York office.

CHARLES W. SHUGERT, Shell Oil Co., N. Y., to Benton & Bowles, same city, as account executive.


WILLIAM R. TAYLOR, assistant to general sales manager, William Carter Underwear Co., Needham Heights, Mass., to plans—merchandising staff, N. W. Ayer & Son, Phila. ROBERT MILLER added to agency’s art department after two years service with U. S. Army. DONALD T. McINTOSH, media staff, Kenyon & Eckhardt, N. Y., to Ayer’s office there in radio-TV department.

EDWARD K. KEMBLE, Wolcott & Assoc., L. A., public relations firm, has formed KEMBLE Co., 41 Hill Rd., Santa Barbara, to handle advertising and public relations.

RITA JOAN WAGNER, account executive, Morey, Humm & Johnstone, N. Y., to Ellington & Co., same city, as copy supervisor.

MONROE CAINE and HERB MISHKIN, copy staff of Huber Hoge & Sons, N. Y., named co-copy chiefs.

PETER FRANTZ, account service staff, Waldie & Briggs Inc., Chicago, appointed copy director.


JEAN CONDIT, editorial staff, Vogue and the former Flair magazines, to William H. Weintraub Co., N. Y., as member of copy staff.

A. WALTER SEILER, president, Cramer-Krasselt, Milwaukee, elected to membership in Alpha Delta Sigma, national professional advertising fraternity.

BENJAMIN SHATTUCK, vice president in charge of merchandising, James Thomas Chirurg Co., N. Y., appointed member of planning committee for marketing and merchandising group meeting of 1952 AAAA.

PACIFIC NATIONAL Adv., Seattle, relocates at 2124 Fourth Ave., same city.

HENRY J. KATZ, Benton & Bowles, N. Y., to William H. Weintraub Co., that city, as media space buyer.

SHORE Assoc. Corp., Hollywood, moves to 6520 Selma Ave. Telephone is Hempstead 8164.

ROBERT F. BENDER, former sales and general manager, WKRC-FM Cincinnati, to Haehnle Adv., same city.

FACTOR-BREYER Inc., L. A., moves to larger quarters at 607 S. Hobart Blvd., same city. Telephone is Dunkirk 8-8111.

[Beat]
WRBL—FIRST in share of audience . . .

Morning, Afternoon, Evening. FIRST in Ratings . . . 115 out of 163 reported periods.
FIRST in coverage . . . 18.7% MORE COVERAGE than ANY OTHER advertising media.
In Columbus TV is “snowed in” and RADIO is more effective than ever. The only way to completely blanket the Columbus Trading Area is with WRBL and WRBL-FM. Buy the FIRST station in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION—WRBL.

new business

Spot . . .

ESSO STANDARD OIL Co., N. Y., has added two more TV stations to coverage of Your Enso Reporter-TV, bringing total to nine. New stations are WMCT (TV) Memphis and WBTV (TV) Charlotte. Agency: Marshalk & Pratt Co., N. Y.


BLENSOL COLOR SHAMPOO, New Hyde Park, N. Y., purchasing 15-minute participation in Ruth Lyons TV 50 Club program for three-market group on NBC affiliates in Cincinnati, Dayton and Columbus. Agency: Dowd, Redfield & Johnstone, N. Y.


Network . . .

MILLER BREWING Co., Milwaukee, will sponsor First Nighter starting tomorrow (Tuesday) weekly on NBC radio, 10:35-11 p.m. Agency: Mathisson Assoc., Milwaukee.

VCA LABS., Newark (Rybutol), sponsoring roundtable discussion by sportscasters Marty Glickman, Bert Lee and Ward Wilson over Mutual in 15-minute time periods immediately preceding and following network's World Series broadcasts. First broadcast was Oct. 1, 12:45 p.m. EST. Agency: Kastor, Farrell, Chesley & Cliftord, N. Y.

FREE METHODIST CHURCH OF NORTH AMERICA, Winona Lake, Ind., renews Light and Life Hour on ABC radio for 52 weeks from Oct. 26, Sun., 8:30-9 a.m. CST. Agency: Walter B. Bennett, Chicago.

SERUTAN Co., Newark (Serutan and Geritol), has renewed Life Begins at Eighty on DuMont TV Network, Fri., 9:9-10 p.m. EST, for three years, effective immediately. Program also is adding five stations to its live coverage. Agency: Franklin Bruck Adv., N. Y.

SWIFT & Co., Chicago, renews Breakfast Club, 8:15 to 8:45 a.m. CST portion, on ABC radio network from Oct. 20. Agency: J. Walter Thompson Co., Chicago.

P. LORILLARD Co., (Old Gold cigarettes), renews Chance of a Lifetime on ABC-TV, Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.

REYNOLDS METALS Co., Richmond and Louisville, to sponsor Doc Corkie on NBC-TV, Sun., 7-8 p.m. starting Oct. 5. Agency: Buchanan & Co., N. Y.

TIDewater ASSOCIATED OIL Co., N. Y., renews for 10th consecutive time Broadway to Hollywood on DuMont TV Network, Thurs., 8:30-9 p.m. EST for 13 weeks effective immediately. Agency: Lennen & Newell, N. Y.

CAMPBELL SOUP Co. sponsoring TV version of Double or Nothing, (Continued on page 50)
This is Milwaukee... where WTMJ dominates

and here's why...

WISCONSIN'S MOST EFFECTIVE SIGNAL — WTMJ, with 5,000 watts, is first on the dial at 620 KC.

COVERAGE — Primary coverage alone blankets 628,916 of Wisconsin's total of 945,635 radio homes.

INCREASING LISTENERSHIP — Although more people in Milwaukee and in Wisconsin listen to WTMJ than any other station, WTMJ continues to increase listenership. Current WTMJ newspaper ad campaign, pointing up local shows and personalities, includes three separate display advertisements daily and Sunday, plus colorful, full-page ads in Roto Section of Milwaukee Journal (circulation, daily, over 333,000; Sunday over 450,000).

Your Henry I. Christal Representative will help you plan a successful campaign via WTMJ. Why not contact him now?

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

Represented by
THE HENRY I. CHRISTAL CO.
New York • Chicago
some spots are better

For the best spot, at the right time, at the right place
Whether it's a doodle or a Dali—everyone has his own ideas about art. But before drawing any conclusions about spot radio—call your NBC Spot Radio Salesman.

He will show you how the coverage patterns of the six radio stations represented by NBC Spot Sales encircle 35% of all U. S. radio homes. And how they deliver over one-third of a million more homes per day than any six competing stations covering the same markets. (BMB).

Your NBC Spot Salesman is a man you should know better... he will be glad to help you turn your radio spot campaign into a media masterpiece.
feature of the week

DONT' be a LANOVOC! This provocative warning was directed at the audiences of NBC's WNBC and WNBT (TV) New York in more than 400 spot announcements and station breaks a fortnight ago, and the drive was continuing last week.

Accompanied in the case of telecasts by a picture of the disreputable character in Dale Mehrhoff, 32-year-old advertising manager of the Elgin, Ill., company. Mr. Mehrhoff, who arrived at his present position in only two years, also directs the company's sales promotion and publicity activities.

He uses both radio and TV spot on almost every gift holiday for Elgin American, a division of the Illinois Watch Co. Business for the Elgin American line, which includes compacts, cigarette cases, lighters, carryalls, lipstick mirrors, dresser sets, cultured and simulated pearls, is billed through Russel M. Seeds Agency, Chicago.

Mr. Mehrhoff and Elgin American would like to use network on a limited basis, but find such a purchase beyond the ken and/or maneuverability of the networks. Interested primarily in the short Christmas gift season, the company has sought to buy a vehicle from four to nine weeks, or to share sponsorship on a 10-week contract, but has found it impossible thus far to achieve this kind of flexibility in either broadcast medium.

In addition, telecast costs are high, although they may “settle down in a year or two” TV, “a very fine medium,” will be especially useful to Elgin American when color arrives, he believes.

He contends TV talent costs are priced more disproportionately than time charges. Elgin American pioneered with the use of TV one-shots, buying two-hour network Thanksgiving shows on ABC in 1948 and NBC in 1949, with such high-priced stars as Milton Berle (Continued on page 42)
To sell Soap to inland Californians (and western Nevadans)

...Be on the Beeline

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

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

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

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

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

KFBK
Sacramento (ABC)  50,000 watts  1530 kc.

KOH
Reno (NBC)  5000 watts, day  1000 watts, night  630 kc.

KERN
Bakersfield (CBS)  1000 watts  1410 kc.

KWG
Stockton (ABC)  250 watts  1320 kc.

KMJ
Fresno (NBC)  5000 watts  580 kc.

A million people listen to the Beeline every day
Emergency
EDITOR:
... The 1952 Marketbook was a tremendous help to me in a large emergency. I don't know what I would have done without it.
Lillian Selb Manager Radio-TV Dept. Foote, Cone & Belding New York

Suggestion Box
EDITOR:
... I feel the need of some service listing the approximate date on which new television stations will get on the air.

Others may feel the same need and you may find it a worthwhile addition to your very worthwhile magazine. It could be a small box some place. Naturally, the changing picture would always have to be considered, but in the future it is doubtful that there will be many stations such as those in Denver and Portland, Ore., that surprised the entire industry with their speed.

Alex West Radio-TV Director Khandes & Davis San Francisco
[EDITOR'S NOTE: Thanks to Mr. West for suggesting a feature which will begin running in a few weeks.]

Crystal Ball
EDITOR:
In the Sept. 22 issue of Broadcasting • Telecasting, mention was made of Al Liebert’s joining the announcing staff of WICC "New Haven." In a sense, you are jumping the gun on our future plans.
For although we are currently maintaining studios in Bridgeport alone, our present plans contemplate the opening of studios in New Haven as well... So rather than contributing this as a blunt correction, it should point up an elaboration of future plans...

Jay Hofer Sales From. Director WICC Bridgeport, Conn.

Dowery Data
EDITOR:
It would take a sizable load off my mind if you could tell me just how the Yale U. "grades" manage each year to pick up the extra $2,608.10 which is neither earned nor unearned, according to the figures you quote from Harper's Magazine on page 80 of Broadcasting • Telecasting for Sept. 22.

It looks to me as though such income would not be taxable, under the present laws, if only because there would be no place on the form for reporting it.

Several people have mentioned to me their interest in this type of income, and I think you will agree that the knowledge of how to get it should not be confined to a single graduating class of only one American university.

H. H. Leland 
Paloa Heights, Ill.

[EDITOR'S NOTE: The trick is to marry well. At the head of the family, the average class members' income was $19,268.61, of which he earned $13,270.01 and lost in $5,188.09 in unearned income, as B-T reported. The other $2,608.10 was income received by his wife but not reported in the B-T story.]

This Is Radio?
EDITOR:
... When I say that radio is its worst enemy, I cite examples such as these. Certain networks become panic stricken and with one hand slash their rates and with the other hand put out information showing conclusively that more radio sets are being sold every day, more listeners, in fact, "radio is bigger than ever."

Recently, while driving in my car, I tuned to an independent station carrying a 15 minute public service program concerning veterans registering in this state for their bonus payments. Before and after the program, the local announcer made announcements instructing veterans what to do in order to collect their bonus payments. However, during the narrative part of the program, one of the actors stated, "How did you find out, Jim, that they were going to pay a bonus and what you should do in order to collect it?" The reply was, "I read it in the newspaper."

On Saturday, Sept. 20, a certain radio network at 11 a.m. CDT, carried a 30 minute play which dealt with a candy store which was located near a high school and which had slot machines in the establishment. When the parents found their child was playing this slot machine they decided something must be done about it and so the story goes. The mother says, "We must call the newspaper and have them tell the people about it." This they did and as the story goes received such wonderful results that the father remarked, "We now know the power of the press." This is radio?

William C. Smith 
President 
WBIW Bedford, Ind.
Two more network feeds from the South's boss salesmaker

With Quaker's "Aunt Jemima's Home Folks" to CBS and Locke Stove's "Duke of Paducah and The Opry Gang" to NBC, WSM now originates twenty-five network programs weekly.

The fact that more and more smart national advertisers keep drawing on the vast talent reservoir and equally impressive programming and production facilities of WSM, means just one thing:

Radio, WSM-style, has a freshness and an audience appeal unequaled anywhere in America . . . And an ability to move merchandise which makes the South's Boss Salesmaker a must to any advertiser who wishes to sell the Central South!

Strong words, but Irving Waugh or any Petry Man can produce carefully documented evidence to back them up.

WSM Nashville . . . 650
Clear Channel 50,000 Watts
Like corned beef goes with cabbage

Successful advertising goes with W-I-T-H just like corned beef goes with cabbage! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any station in town!

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

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

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
DEMS APPEAL TO FCC

By JOHN W. OSBON

THE FCC last Thursday night was put square in the middle of the dispute between Democrats and Republicans over the $2 million saturation spot campaign assertedly planned for General Eisenhower.

The National Volunteers for Stevenson on Thursday dispatched a late evening telegram to FCC Chairman Paul A. Walker calling for "publication of all sponsoring corporations which have agreed to take part in this scheme, as well as the names of all radio and TV stations participating."

The petition, signed by George Ball, executive director of the organization, charged that the GOP spot plan—which was reported as rejected and inoperative—"requires not only a great concentration of money, but also the cooperation of many large corporations who control the best hours of radio and TV time through their large advertising programs."

Quick Probe Asked

"Because the FCC is charged with maintaining fair play on the airwaves, and because this secret plan, if executed, would seriously eporporize the public interest, we rely upon the FCC to make an immediate investigation and to take appropriate steps to see that the public interest is protected," Mr. Ball said.

The Democratic organization's wire tapped a week of swiftly-moving developments that put a new complexion on not only advertising practices and expenditures of the Republican party but also on the political campaign as well.

The storm that swelled up to FCC level was brewing behind the scenes all week, with mid-week reverberations up and down Madison Ave. in New York agency circles and the final titanic blast from Springfield, Ill., where it had manated at the outset with an attack on "high-powered hucksters" in the GOP ad ranks.

Foundation for the Democratic onslaught and FCC protest was proposed but rejected $2 million GOP radio-TV spot campaign [B'T, Sept. 29], the plan for which ad "fallen" fortuitously into the administration's hands. The Democrats charged the "secret" blueprint called for the GOP to "blitz" airwaves in 12 key states.

"The plan is to put a million dollars worth of advertising behind the best hours of radio and television time. It should be noted however, that the responsibility for permitting pre-emption of time rests with stations alone."

The group hinged its appeal largely on the claim that "the authenticity of this plan has been publicly confirmed by the principal author," Michael Levin, described as in charge of creative radio-TV production for Erwin, Wasey & Co. Mr. Levin strongly indicated that he had driven up the plan out of "labor of love of my interest in politics and for a friend."

Mr. Levin strongly indicated to reporters at a news conference he had summoned that he is a supporter of Gov. Stevenson.

The "friend" is Roarer Reeves, executive with Ted Bates Co., which announced the original plan. Mr. Reeves said he hired Mr. Levin to draft the blueprint. There was a question of whether Mr. Levin had been reimbursed for his effort, and conflicting statements. The Bates agency reportedly prepared the spots under directive of the National Citizens for Eisenhower Committee.

In his telegram to Chairman Walker, Mr. Ball said he would mail copies of the plan which he said originated with a "small group of wealthy Republicans and is designed to give the Republican party an overwhelming advantage in the final weeks of the Presidential campaign." Mr. Ball concluded:

The scheme contemplates an abuse of Federal TV and radio for purely aesthetic programs designed to deceive.

(Continued on page 100)

THE McFARLAND ACT, which became law last July [B'T, July 31], among other things prohibits broadcasters from charging political candidates more than "the charges made for comparable use of such station for other purposes."

That means that a politician, political group or political party is entitled to the same base rates and the same discounts that would apply to advertisers selling merchandise or non-political services.

A flurry of inquiries about this clause, received at Broadcasting & Telecasting, prompted this clarification.
HOW MUCH NATIONAL BILLING CAN TV COUNT ON?

A marketing expert says national advertisers will be spending $750 million a year in TV by the end of 1954, but most of the money will go into the 125 biggest markets. Stations elsewhere will have to tap local and regional accounts for the primary sources of revenue.

FOR the national advertiser, television will become a national medium when it is operating in the 125 primary U.S. markets, Sidney W. Dean Jr., vice president and director of marketing research, McCann-Erickson, New York, said last week.

The other 1,150 localities where TV expenditures have been made will "provide important frontier opportunities to local and some regional advertisers, but their value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets," he said.

Mr. Dean spoke before the Assn. of National Advertisers convention in New York (see other story, opposite page).

If his predictions turn out to be true, by far the major portion of national advertisers' TV budgets will never go beyond the 125 biggest centers of population. TV stations elsewhere must get business from sources closer to home.

Cost Problem

The primary 125 localities contain 78% of the U.S. population and 80% of all retail sales. To broaden his TV coverage into other areas, the national advertiser will have a big cost problem on his hands.

"For example," said Mr. Dean, "inclusion of the next largest 250 markets will add only 9% net unduplicated potential audience to the primary 125 markets." The question will be: Is the extra cost worth the extra audience? And the question will be even more pointed after the national advertiser has begun footing the bill for TV in the first 125 markets.

Mr. Dean guessed that the total TV expenditures of national advertisers in the 125 big markets by the end of 1954 will run at an annual rate of $750 million—far more than they now spend in any medium and a substantial increase over the current rate of their spending in TV, about $415 million a year.

By the end of 1954, the 125 primary markets will contain 26,800,000 TV homes, 21,600,000 of them in the 63 pre-thaw markets and 5,200,000 in the 62 new TV areas. Though it will present a mass audi-
THREE radio - television topics charting future trends in television, evaluating TV commercials and appraising current radio and TV rating methods highlighted the 43rd annual meeting of the Assn. of National Advertisers in New York Sept. 29-Oct. 1.

Some 550 leading advertising executives, who attended the sessions at the Hotel Plaza, heard a talk on Tuesday evening by William DeNeur Jr., vice president and director of marketing services, McCann-Erickson Inc., on "Surveying the New Frontiers of Television" (see opposite page). At the opening session Monday J. Ward Maurer, director of advertising, the Wildroot Co., was elected chairman of the association, succeeding Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana). Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., was elected vice chairman. Paul B. West was re-elected ANA president.

Re-elected to the board of directors were: Henry Schachte, director of advertising, Borden Co., and George Mosley, vice president in charge of advertising and sales promotion, Seagram Distillers Corp. (three years). Elected to the board were: Ralph Harrington, advertising manager, General Tire & Rubber Co.; R. A. Applegate, assistant director of advertising, E. I. du Pont de Nemours & Co.; George Oliva, director of advertising, National Biscuit Co. (three years); William Brooks Smith, director of advertising, Thomas J. Lipton Inc., and Harry J. Deines, general advertising manager, Westinghouse Electric Corp. (one year).

Selling Messages

In a speech entitled "What Makes Television Commercials 'Click,'" Leyton Carter, of the Gallup & Robinson research group, reported Tuesday on the results of an analysis of several hundred television shows and a like number of TV commercials run in the Lansing, Mich., area. The survey, he reported, showed size of audience and proof of exposure to commercials are subsidiary considerations in weighing their effectiveness.

"The registration of selling messages is perhaps the most important single factor which impact promotions. Without the transmission of selling messages which are important to the viewer, little buying urge is created. It is at this level of measure that we find our great spread, and correspondingly, the great opportunity for alert advertisers," he said.

Developing the theme that "registration of selling messages" is the paramount factor, Mr. Carter argued against the contention that large audience is necessarily an important consideration. He insisted that his firm's research did not support this attitude. He said some programs with relatively low popularity reach a greater number of viewers with commercial messages than some with high popularity.

In similar vein, Mr. Carter de- flated the value of "proof of exposure to commercial" as a yardstick of its pulling power. He asserted the Gallup & Robinson's research indicated certain advertising techniques will effectuate the remembering of a commercial but "will fail to register any selling message."

In a slide demonstration, Mr. Carter discussed some advertising approaches which had proved not very effective or weak. He cited as an example of effectiveness those commercials which stressed brand superiority and contrasted this with the poor performance of the "straight sell" method.

Mr. Carter noted that commercials which contain demonstrations of brand superiority, portraying how a product works, how it's made and why it's better, appear to "add up to a very fine selling job."

But the "straight selling" technique fails, Mr. Carter said, because he felt it accepts the premise that "people will work to get the picture story ... and visualize product advantages and features without help."

"One of the difficulties in this approach is the fact that the 'picture' side of the medium does little work," Mr. Carter explained. Use of the "before and after" technique has proved successful in

(The continued on page 101)

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In Lansing ARBI Test

ANOTHER victory for radio as a retail sales producer has been recorded by Advertising Research Bureau Inc. in a test made three weeks ago by Sears, Roebuck & Co. in Lansing, Mich. The same amount of money spent with WLS Lansing and with the Lansing State Journal, according to a preliminary ARBI report, resulted in radio out-pulling newspapers better than two to one, whether measured by traffic or sale volume.

There were several unusual features about this ARBI test. First, the advertised item, a Hollywood divan, retailed at $49.88, an exceptionally high price for test merchandise. Second, these divans were not special sale merchandise, but standard items made in Lansing and carried by the store as part of its regular furniture stock.

Third, the sale days, Thursday to Saturday, Sept. 11-13, coincided with the store's annual anniversary sale, biggest event of the year, which began on Friday.

The divans used as the merchandise for the radio-newspaper test were advertised with a 50-inch newspaper ad, Sears' only ad in the paper that day, on Wednesday, and with four spots that day, nine on Thursday and ten on Friday on WLS. The divans were also featured in a display in a main window of the store.

Despite the concentration of all the newspaper appropriation in the Wednesday edition, with radio getting only four announcements that day, on Thursday, first day of the sale, radio produced as much traffic to the item as the newspaper did, each delivering 37.5% of the total. On the succeeding days radio pulled far ahead of the paper, producing 34.8% of Friday's traffic to 13.0% for the paper, and on Saturday accounting for 35.8% to the newspaper's 7.1%.

Overall, radio brought 18 customers in to look at the divans, according to their answers to the ARBI interviewers, while the newspaper ad induced only seven readers to inspect them. The purchases made by the radio-created traffic in the store amounted to 65.7% of the total, while the newspaper readers bought in spent only 24.8% of the total. Six divans were bought by the radio-created customers, only four by the newspaper-created traffic.

Walt Dennis, commercial manager of WLS, said that this test has changed him from one of ARBI's severest critics to one of its strongest supporters. "Knowing what radio could do, I never saw any sense in spending money to prove it again," he said. "But now I realize that in breaking down the traditional prejudices of retailers, who can scarcely believe there is any way to advertise except in newspapers, the ARBI tests are one of the greatest assets a station has."

When he proposed further tests to Kenneth Lamblin, general manager of Sears' Lansing Store, Mr. Dennis reported, Mr. Lamblin said that no further tests were needed to convince him and that from now on radio will be a regular medium for the store.

Mr. MAURER . . . new ANA chairman

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highlight ANA Meeting

Radio TRENDS

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October 6, 1952 * Page 25
THE FIRST POST-THAW TV HEARINGS

LINEUP of KLZ principals before hearing began (l to r): Messrs. Terry, McCaw, Hoffman, Gamble, Gould, Pierson and Rickets.

Huddle of Denver Television Co. team around President Wolfberg (center, seated) l to r: Messrs. Constant, Plotkin, Wolfberg, Morrissey and Nikoloric.

Start at FCC

whether comparative consideration should be allowed respecting proposed coverage of specific populations and areas. FCC's Broadcast Bureau opposes such consideration on the ground that it was accounted for in the final allocation plan of the Sixth Report and the standards provide no method for computing such specific coverage.

This issue is not peculiar to the Portland cases, however, and the conflict pend in several other proceedings also designated for hearing in the near future [BT, Sept. 1]. Numerous petitions and oppositions have been filed with respect to enlargement of issues.

Shadow of anti-trust proceedings hung over Denver applicants for Channel 7 also, when Albert J. Gould, secretary of Aladdin Radio & Television Inc. (KLZ-AM-FM) was quizzed concerning the anti-trust suit brought by Cinema Amusement Inc. against 20th Century-Fox, RKO and Loew's-MGM.

This suit resulted in a $300,000 damage judgment against the film distributors earlier this year. The Denver U. S. District Court held that the distributors had conspired to withhold first-run films from the Broadway Theatre in Denver, owned by Cinema Amusement Inc.

Principals of Cinema Amusement Inc. are John M. Williams, Wolfberg, father and son, who are also principals of Denver Television Inc., opposing KLZ for Channel 7.

Principals in KLZ are Harry E. Huffman, formerly manager of Fox Denver Theatres, and Frank H. Ricketson Jr., president of Fox Intermountain Theatres. Mr. Gould is a director of Cinematics Inc., and son, who are also principals of Denver Television Inc., opposing KLZ for Channel 7.

As soon as Denver Television counsel brought up the anti-trust issue, KLZ counsel objected. Examiner Cunningham overruled the objection, but stated that he did not propose to permit the retrial of anti-trust suits in the hearing.

KLZ counsel also alluded to an anti-trust suit for $300,000 damages brought last week by Denver drive-in theatre operator Kar-Vue Theatre Inc. against six Wolfberg-owned theatres and distributor United Artists Inc. Complaint alleged that United Artists refused to grant second-run film rights to Kar-Vue-owned Monaco Drive-In Theatre because of an agreement it had with the Wolfberg-owned theatres.

Second highlight of first two

October 6, 1952
days of Denver hearing involved the legality of a provision in the CBS Radio-KLZ affiliation contract which gave CBS first refusal rights on TV affiliation when and if KLZ received a TV grant.

It is understood that Denver Television used CBS affiliation as the basis for its proposal for network operation in its application. It also set forth proposed non-network operation.

Hugh B. Terry, president and general manager of the KLZ stations, was questioned at length on his understanding of FCC chain broadcast Sec. 3.54(f) which prohibits affiliation contracts from being made more than six months in advance of a station’s operation. At issue also was a Sept. 30 letter from CBS Vice President Herbert Akerberg agreeing to a CBS affiliation if and when KLZ received a TV grant.

Fight for Rights

In case of conflict with theatre TV, Mr. Terry said he would always fight for rights to broadcast for home TV sporting events and other spectacles and public events. This was in obvious reference to the theatre contracts in the event of some of the major KLZ stockholders.

Mr. Terry testified that the KLZ staff had visited and studied at least 50 TV stations. None of the KLZ staff had put in 6,544 hours on TV, Mr. Terry estimated.

Some had actually worked in TV stations, he said.

Asked if he knew the NARTB TV Code, Mr. Terry replied that the proposed KLZ-TV would follow the code, but that it would not be controlling. It would be used as a guide, he explained.

He also stated that KLZ had an agreement with KMYR by which the latter, if successful in getting stations laid out in the half lease half of KLZ’s License Mt. and tower, for $3,500 a year. In the event the KLZ were unsuccessful, and KMYR were successful, KMYR agreed to give KLZ all the free-stations.

Total cost for facilities for the proposed KLZ-TV operation will be $575,779, the KLZ exhibit showed.

Studio space is to be leased, at $1,000 per month. Payroll for 57% persons will amount to $247,260 per year. Estimated annual operations will cost $928,684. Estimated revenue will be $1,285,880. First year revenue will be $1,109,849.04 for the second year. KLZ-TV will start with a $95,000 Class A one hour time charge. Its 75.2 kw radiated power will cover 705,167 people.

Exhibits revealed that KLZ’s gross revenue in 1950 was $800,409; in 1951, $927,659; in 1952, $943,655. It estimated that in 1953 the gross would rise to $945,665 and in 1954, $764,000—by which time it’s TV station should be operating at full power.

Cost of KLZ-TV would be met with $250,000 loan from American National Bank, Denver. It was shown, with co-signers as Mears, Huffman, Ricketson, J. Elroy McCaw and Theodore R. Gamble.

EN ROUTE to Portland proceeding is Harry A. White, president-part owner of Oregon Television Inc., uhf Channel 12 applicant. These four stockholders also agreed to lend the company up to $150,000 each if necessary for TV, agreement showed.

Mr. Huffman is chairman of the company and with his wife owns 13.3% of the stock. He is also 66% owner of Winters-Huffman drug store chain. Mr. Ricketson is treasurer and a 13.3% stockholder.

Mr. McCaw is a vice president and 20% stockholder. He owns KRSC Seattle and KORC Mineral Wells, Tex.; holds a 50% interest in KVA in San Francisco, KELA Centralia, Wash., KPOO Honolulu and KILA Hilo, Hawaii; 53% interest in KYAK Yakima and KALE Richmond, both Washington.

Mr. Gamble is the former KLZ's vice president and 20% stockholder. He has a 43.5% interest in KOIN Portland, Ore., and KJR Seattle, Wash., and a 49% interest in KCMJ Palm Springs, Calif. He and Mrs. Gamble own 79% of Gamble Enterprises Inc. which is 50% owner of Standard Theatres Wisconsin (26 theatres), El Paso, Texas; and 25% owner of Vancouver Enterprises also owns a theatre in Akron and one in Youngstown, Ohio. Mrs. Gamble has a 30% interest in a small circuit of four theatres in California.

In addition to his position with Fox Intercontinental Theatres, Mr. Ricketson is also 50% owner of Atlas Theatre Corp., which owns a number of theatres in small Colorado towns. He is treasurer of Aladdin.

KLZ-AM-FM was bought from the Gaylord-Bell interests by the Aladdin group three years ago for $1 million [B&T, March 21, 1949]. It operates on 500 kw with a 5 kw. Mr. Terry, who is a 16% stockholder, has been with the station since 1940.

Scheduled to testify in behalf of KLZ's operating policies, following Mr. Terry, were prominent Denver citizens—Dr. Irwin Hinds, Judge Phillip Gilliam of the Juvenile Court, Dr. Roy Hindemeyer, deputy school superintendent, and John Vivian, former Colorado governor.

Counsel for KLZ is Theodore A. Pierson, Pierson & Ball.

In addition to Mr. Wolfberg, who is president and 34% stockholder, other Denver Television Inc. principals are F. Kirk Johnson, Texas oilman, 20% and first vice president; James M. Littrell, 20%; Dr. Wilford W. Barber, physician, 10%; Sterling C. Holloway, Texas attorney, 10%; Max G. Brooks, banker, 5%.

Mr. Wolfberg was accompanied at the hearing by L. A. Nikoloric, minority stockholder and attorney; and second vice president; A. H. Constant, formerly KRON-TV San Francisco program director, to be general manager of the Denver Television station if granted, and Tom Morrissey, former KFEL-TV Denver engineering-designer, to be technical director.

Counsel for Denver Television is Harry M. Plotkin, Arnold, Portas & Porter. This is Mr. Plotkin's first case before the FCC since leaving the Commission 16 months ago. He was assistant general counsel in charge of the Broadcast Division of the Law Dept.

FCC counsel at the Denver proceedings is Robert W. Rawson, assistant chief of the Broadcast Bureau Hearing Division. Jerome Padberg is engineer.

At the Portland Channel 21 hearing, engineering evidence was presented by both Mr. Scott Telecasters and Vancouver Radio Corp. Dwight D. Loomis, Portland consulting engineer and professor at Lewis & Clark College there, testified concerning the Mr. Scott proposals while Howard T. Head, consulting engineer with A. D. Ring & Co., Washington, testified in behalf of Vancouver Radio.

The Mt. Scott witness offered an exhibit containing a tabulation of cities which would receive service from the proposed station but following objection by Vancouver Radio counsel, it was revised to show cities within the Grade A and B contours without reference to specific service.

Thursday Sessions

On Thursday non-engineering presentation began with testimony on corporate details by Mt. Scott Secretary-Treasurer Priscilla K. Adams. Her husband, S. Adams, president of Mt. Scott, was to testify Friday. They are chief owners.

Besides pending request for enlargement of issues regarding comparative consideration of areas and populations to be served by the Channel 21 applicants, FCC's Broadcast Bureau unleashed the Commission to issue an inquiry concerning potential interference to KPOJ and KPAM Portland because of the adjacency of the proposed TV antennas to the towers of the AM stations.


The Broadcast Bureau Hearing Division is represented at the proceeding by James O. Juntillas, attorney. John E. Doane and Louis Light are engineers.

COMPETITORS agree on B&T, although opponent in W.V. (L to r): Fred F. Chitty, secretary-part owner of Vancouver Radio Corp. (KVAN), seeking Channel 21 at Vancouver; and Mr. and Mrs. Irwin S. Adana, president and secretary-treasurer, respectively, and majority stockholders in Mt. Scott Telecasters Inc. (KCON), seeking Channel 21 at Portland.

ATTENTIVE listeners at Portland hearings are J. E. Baudino (1), vice president and general manager of Westhimgate Radio Stations Inc., Channel 8 applicant, and C. Howard Lowry, president of Mount Hood Radio & Television Broadcasting Corp., Channel 6 applicant and new owner of KOIN Portland.

EMERGING from Portland Channel 8 proceedings are Cascade Television Co. President George C. Sheahan (1), 10% owner, and Vice President David McKay, 50% owner. Mr. McKay is chief owner of KOLO Reno and KORK Las Vegas and 45% owner, KGYW Vallejo, Calif.
TAYLOR NAMED

As an MBS Director

J. GLN TAYLOR, vice president of General Tire & Rubber Co. to join the O'Neill broadcast staff; appointed to work on the coordination of the company's radio and TV interests (BT, May 29), was elected a director of MBS at a meeting Tuesday of the network's board.

Mr. Taylor

In what a network spokesman described as an "unusually routine" meeting, the board announced a personnel problem of adjusting Mutual rates to remain competitive with the other nationwide radio networks, which have recently instituted rate and discount adjustments lowering their; night-time charges to advertisers, was discussed at length but no plan was determined, pending completion of an analysis of the plans of the other networks, now underway.

Attending Meeting

Meeting was attended by MBS president and chairman, Thomas P. O'Neill; Frank Schreiber, WGN Chicago; Willett H. Brown and Ward Ingram, Don Lee Broadcasting System; Theodore C. Streibert, president, General Telecasting System; H. K. Carpenter, WKB Cleveland; Benedict Gimbel WIP Philadelphia; William H. Frenz, Jr., no contract vice president of MBS; James E. Wollen, MBS secretary and treasurer, and Mr. Taylor.

Lever Names Neubert

H. NORMAN NEUBERT, merchandising manager of owned and operated stations division of NBC, has been named brand advertising manager for Lever Brothers' Surf and Swan. Before his NBC affiliation in 1960, Mr. Neubert was public relations manager at R. H. Macy, Co., New York, for seven years.

Strictly Service

WEEKLY sponsored program without commercials was reported by WPAC Patchogue, L. I. Sponsored on Sunday at 2:23:30 p.m. by Long Island realtor, Walter Shirley, program contains club notices, birth, wedding and organization announcements and recorded music. Show is designed exclusively for residents of 10,000-acre Shirley (L.I.) realty development and is paid for as a community service.

DRAWN FOR BROADCASTING • TELECASTING BY SID HIX

"Why, hello Senator, I haven't seen you since the Gathings inquiry."

SCHENER UPPED

To Head FCC Rules Div.

ARTHUR SCHENER, 35-year-old assistant chief of the FCC Broadcast Bureau's Rules and Standard Division, was named to head the division, succeeding Paul Dobin, who resigned early last month to enter private law practice (BT, Sept. 3).

Mr. Schener has been second-in-command of Mr. Scheiner's division since October 1961. Before then, he was a general attorney in the Renewals and the Motions Branch of the Broadcast Div., and the Safety and Special Services Div., FCC Law Dept. He joined the FCC after five years with the Army during World War II.

He was born in New York City in 1917, received an A.B. degree from New York U. in 1937, and an LL.B. from Columbia Law School in 1940.

BARRERE TO BAB

In Member Service Post

APPOINTMENT of Claude Borrere as director of member service of BAB was announced last week by Bureau President William B. Ryan. His appointment was effective Oct. 1.

Mr. Borrere, for the past five years head of his own program sales organization, formerly was manager of syndicated sales for NBC's Radio Recording Division and also served as assistant promotion manager of NBC's WEAF New York (now WNBC).

He is secretary of the Radio & Television Executives Society, the new organization formed through the merger of the Radio Executives Club of New York and the American Television Society, both of which he also served as secretary.

In his BAB post he will be responsible for membership promotion and service.

Willys-Overland Buy

OPENING 23d consecutive year on CBS Radio Oct. 19, weekly 1% hour broadcasts of New York Philharmonic Symphony Orchestra will be sponsored by Willys-Overland Motor Corp., Toledo (Sunday, 2:30-4 p.m. EST). Contract for the 28-week series was announced Wednesday by Mr. Wardman, chairman of the orchestra and the American Symphony Orchestra, both of which also served as secretary.

In his BAB post he will be responsible for membership promotion and service.

RINSO, SPRY

Lever Bros. Switches Agency Handling the Accounts

LEVER BROS. CO., New York, has appointed Hewitt, Ogilvy, Benson & Mather and Foote, Cone & Belding, New York, to handle the Rinso and Spry advertising, respectively, effective Jan. 2. Lever Brothers had withdrawn these accounts [CLOSED Contract, Sept. 25] from Rutherford & Spry, New York, which had handled Rinso advertising for 25 years and Spry for 17 years.

The combined billings of both accounts is said to be about $9 million, with 60% of that advertising budget going into radio and television. Rutherford & Spry, however, will continue to handle the Canadian advertising of Lever Brothers.

This move on the part of the soap company marks the second major account that Rutherford & Spry has lost this year. The first big blow came when Dodge Div. of the Chrysler Corp. went over to Grant Adv. early last spring.

Agency Since Start

R & R handled Spry from the time of its inception around 1935. The first advertising budget for the account was allocated to a network radio show entitled Aunt Jenny on CBS. The program, on the air for the product for the past 17 years, is still on the same network. It currently is heard five times weekly, 12:35-30 p.m. on CBS Radio. Spry also participates in alternate sponsorship with Surf on Hawkins Falls on NBC-TV, 5-5:15 p.m. five times weekly. Latter product is handled by N. W. Ayer & Son. In addition, Spry, along with Rinso, underwrites the Big Town program on CBS-TV, Thursday, 9:30-10 p.m.

Rinso, which has been with R & R for the past 25 years, currently

REBROADCAST RULE

Effective Date Delayed

FOR the third time, the FCC postponed for 30 days to Nov. 1 the effective date of its bitterly-contested rebroadcast rules.

No reason was given for the delay in putting into operation the controversial regulation which was adopted May 14 and scheduled to go into effect July 1 (BT, May 19). It is presumed, however, that the Commission staff is still reviewing petitions from NARTB, CBS and NBC for repeal of the rule.

In summary, the rule proposed that stations must permit the rebroadcast of its signals upon request unless a good and sufficient reason existed to deny permission. The new regulation would also require stations which denied requests for rebroadcast rights to file within 10 days a statement of its reasons for denial with the FCC. This would result in the pirating of programs and put an undue burden on refusing stations, it was alleged.
$450.4 million to AM-FM

Radio revenue in 1951 was the highest in history—$450.4 million, or 12.1 percent increase over 1950—according to the official financial report released last week by the FCC.

Of the $450.4 million total revenue of seven radio networks and 2,241 stations, $404.5 million was from time sales and $44.6 million from sale of programs or program services. (The approximately $1.2 million difference between the $450.4 million total and the sum of time and program revenue reported by 66 independent FM stations and was not broken down between time and program sales.)

Local time sales in 1951—$214.5 million—showed a healthy gain of 5.6% over that of business in 1950. Spot time sales were $119.5 million in 1951, up 6.6%. National network time sales dropped off to $113.9 million. Regional network sales were up 17.7% to $4.6 million and miscellaneous network sales up 30.1% to $3.8 million. (Figures for local and spot are before deduction of commissions to agencies and representatives.)

Despite the increase in gross business, total radio profit (before federal income tax) dropped to $27.5 million, 15.7% below income for 1950.

The total revenues of radio in 1951 far outdistanced those of TV—$450.4 million to $235.7 million—but there was not as big a gap between the two as far as profits were concerned. TV profits in 1951 (before federal income taxes) were $41.6 million, almost three-fourths of the radio earnings last year. (For full TV financial report, see B+T, Aug. 25.)

Income of the four national and three regional radio networks (and their owned and operated stations) was $47.4 million, off 3.7% from 1950's $49.7 million. Total revenue of all other stations as a whole sagged in 1951, the

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<th>TABLE II</th>
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<tr>
<td><strong>AVERAGE BROADCAST REVENUE PER STATION OF 2,062 RADIO STATIONS</strong>, <strong>CLASSIFIED BY TOTAL BROADCASTING REVENUES</strong></td>
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<tr>
<td><strong>Type of Expense</strong></td>
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<td>Technical</td>
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<td>Program</td>
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<td>General and Administrative</td>
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<td>Total</td>
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<th>TABLE III</th>
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<tr>
<td><strong>AVERAGE PER RADIO STATION BROADCAST REVENUES AND BROADCAST INCOME</strong> in 1951, <strong>CLASSIFIED BY YEAR LICENSED</strong> and <strong>BY CLASS AND TIME OF STATION</strong></td>
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<thead>
<tr>
<th>Class and time of station</th>
<th>1951</th>
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<tr>
<td><strong>Number of Stations</strong></td>
<td><strong>Number of Stations</strong></td>
<td><strong>Stations broadcasting</strong></td>
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<td>Number licensed 1941</td>
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<td>1B</td>
<td>158,906</td>
<td>17,306</td>
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<tr>
<td>Before Federal Income tax</td>
<td>26</td>
<td>2,960</td>
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<th>TABLE IIII</th>
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<tr>
<td><strong>AVERAGE BROADCAST REVENUES, EXPENSES AND INCOME OF FM STATIONS</strong> in 1951, <strong>CLASSIFIED BY NUMBER OF Stations</strong> and <strong>NUMBER OF STATIONS</strong></td>
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<tr>
<th>Item</th>
<th>1951</th>
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<td><strong>Number of Stations</strong></td>
<td><strong>Amount</strong></td>
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<tr>
<td>Number of Stations</td>
<td>2,062</td>
<td>2,241</td>
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<tr>
<td>Number of Stations licensed</td>
<td>1,124</td>
<td>1,105</td>
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<tr>
<td>Industry total</td>
<td>$450,400</td>
<td>$404,500</td>
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<td>Industry total</td>
<td>$450,400</td>
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<td><strong>Income</strong></td>
<td>$450,400</td>
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<td><strong>Expenses</strong></td>
<td>$376,300</td>
<td>$321,700</td>
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<tr>
<td><strong>Expenses</strong></td>
<td>$376,300</td>
<td>$321,700</td>
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<tr>
<td><strong>Profit</strong></td>
<td>$74,100</td>
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<td><strong>Profit</strong></td>
<td>$74,100</td>
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<th>TABLE VI</th>
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<tr>
<td><strong>Radio and Television Broadcast Services</strong> in 1951-1952 (in $ millions)</td>
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<td>Service</td>
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<tr>
<td>Total Broadcast Revenues</td>
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<td>Total Broadcasting Expenses</td>
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<td><strong>Income</strong></td>
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Simplified Form Planned

The FCC last week proposed to amend the form 324 upon which networks and licensees make their annual financial reports.

The proposed form would be a simplified version of the present one. The following would be eliminated: Schedule 1A, "Analysis of Notes and Accounts Payable"; Schedule 1B, "Contingent Accounts"; Note 1 of Schedule 7 (page 12), "Analysis of Broadcast Expenses (continued)"; and Schedule 9, "Analysis of Time Devoted to Networks." Rule making procedures are required to amend the report form. The FCC said that interested parties may obtain copies of the proposed form on request to the Office of Reports and Information.

October 6, 1952
**RATE CUT PLANS**

**REPORTING 100% acceptance by its affiliates, NBC put its new radio rate-and-discount system into effect last Wednesday and ABC radio appeared set to put its own plan into operation shortly. This leaves MBS as the only national radio network yet to follow suit on the changes initiated by CBS Radio in August.**

The question of Mutual's approach to the problem was surveyed at a meeting of the MBS board last Tuesday, but no decision was deferred pending completion of analysis of the plans announced by CBS Radio, NBC and ABC (see MBS board story, page 28).

NBC's report of 100% approval of its plan by affiliates made it the second network to get unanimous acceptance. CBS Radio had won over the last of its holdouts only a few days ago. The NBC stations' acceptance of this rate was in marked contrast to their reaction to two earlier NBC plans for time-cost reductions, both of which were thwarted by affiliate opposition. In neither of those cases, however, did NBC have a cut by a rival network to use as a "sales tool" on its own affilies.

**New NBC Plan**

Details of the new NBC plan [B.T., Sept. 8, et seq.—providing for an approximate 6% increase in evening net time charges; about 4% increase in Monday-through-Friday morning time costs, and an average 8% cut in Saturday and Sunday morning time charges—were outlined by NBC Sales Vice President John K. Herbert in letters sent Wednesday to advertisers and agencies, along with copies of the network's revised discount structure (see text at right).**

Mr. Herbert said, in part:

"We have placed principal emphasis on substantial weekly dollar volume discounts and to our belief that they provide maximum flexibility in covering varied types of network purchase. With such discounts, the value of using NBC's network will offset non-network advertising and special promotion campaigns becomes even more pronounced; and it becomes economically attractive for all advertisers to expand station lineups progressively in the light of the particular advertising requirements.

"At the same time, the year-round advertiser receives optimum discount benefit. We feel that the values of our discount approach are particularly striking in comparison with a discount system based on annual volume."

In addition to the weekly dollar-volume discounts [for details, see text], the plan provides that "an annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year."

Instead of taking weekly discounts and annual rebate, an advertiser spending $1 million or more per year on NBC may take a 47.76% discount on gross time billing for programs originating from 6 p.m. to midnight New York time (including rebroadcasts of such programs).

Mr. Herbert also called attention to NBC's revised "contiguous rate" plan for combination day and night purchases, whereby an advertiser buying at least a 15-minute strip, plus another period of at least 15 minutes, will receive the lower "contiguous rate" on total program time within any one day.

Referring to this feature—first sale under which General Foods purchased a 15-minute Monday-Friday strip starring Bob Hope, along with an evening-half hour also featuring Mr. Hope [B.T., Sept. 29]—Mr. Herbert asserted:

"Under this new policy, a daytime strip advertiser can buy an evening period or strip at very substantial savings; and conversely, an evening advertiser can add daytime programming to his NBC schedule on an economic basis. By extending these contiguous rate benefits, we are seeking to develop for advertisers the combined and complementary advantages of daytime and evening radio as a low-cost, effective means of reaching tremendous unduplicated and diversified audiences."

By putting its new plan into effect on Wednesday, NBC missed its original target date of Sept. 29 by two days. There had been no indication, however, that any major holdup would develop. A week earlier, officials had foreseen "virtually 100%" acceptance by affiliates.

One of the last "holdouts" in this area was KOB Albuquerque, co-owned by Time magazine and former FCC Chairman Wayne Coy. Network spokesmen attributed KOB's delay, at least in part, to illness which prevented Mr. Coy's familiarizing himself with details of the plan at an earlier date.

 Exact date when ABC planned to put its new structure into effect had not been decided late last week. The original goal had been Oct. 1. Station acceptances were said to be coming in satisfactorily and officials reported no doubt it would be put into operation in the near future.

A major delaying factor was said to be the problem of maintaining quick liaison between the network's New York headquarters and the West Coast, where President Robert E. Kintner and top officials were confering after a regional meeting with Pacific and Mountain stations affiliates. There was speculation that in putting its plan into effect, the network might make the changes retroactive to Oct. 1, its original target date.

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**Text of NBC Plan**

**Text of NBC radio's revision of its rate- and discount structure, which became effective Oct. 1. (Parenthetical page references below supplied by NBC and refer to network's printed form):**

**AMENDMENTS TO RATE CARD #34 NBC RADIO NETWORK**

Effective Oct. 1, 1952, Rate Card #34 is amended by the changes shown below, replacing the sections entitled "Red Classifications" (page 4) and "Commissions, Discounts and Rebates" (page 11-12). However, if time and rate changes result in an increase in the total net time cost for a program ordered prior to Oct. 1, 1952, the revised structures will be deferred in their entirety with respect to that program until the expiration of six months from Oct. 1, 1952, and during such six month period the rate classifications and discount rebates were specified in Rate Card #34 will apply to such program.

**RATE CLASSIFICATIONS**

All rates quoted on local time. Fractional rates do not apply to 30 and 60 second discount structures. WLW rates in hours other than network option time on request.

**Evening Gross Rates—6:00 p.m. to 11:00 p.m.**

As listed in Rate Card #34, with amendments effective prior to Oct. 1, 1952.

**Daytime Gross Rates—8:00 a.m. to 6:00 p.m.**

One half of evening gross rates, divided by 0.6 (equivalent to 11.11% increase). Daytime gross rates for Canadian and Philippine stations are same as evening gross rates.

**Transition Rates (service available (Continued on page 86)**

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**MERLIN HALL AYLESWORTH**

first president of NBC and originator of many of the enduring policies and practices of network broadcasting, died last Tuesday in St. Luke's Hospital, New York, after a lengthy illness. He was 66.

When Mr. Aylesworth assumed the presidency of the world's first radio network at the time of its formation, Sept. 9, 1926, no one knew anything about network broadcasting and even he lacked any radio experience. "I've come clean to my job," he said at the time, "with no experience and no prejudices. I am literally starting from scratch at the top."

On Nov. 15, 1926, NBC began regular daily operations, premised on the belief that network programs, of better quality than any individual station could provide, would encourage more people to join the radio audience. In 1936, when Mr. Aylesworth resigned as president to become head of Radio Keith-Orpheum Corp., which had been reorganized under his supervision while he was still with NBC, network radio was an established part of American life and a major power in the nation's entertainment and advertising industries.

The original network objective was outlined in 1926 by Mr. Aylesworth in words that are just as true today: "To find what program gives the fullest measure of service to the public; to establish the

(Continued on page 80)

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**1886**

**Merlin Hall Aylesworth**

**1952**
WLAC chalks up another first

When WLAC's election returns indicated that the Hon. Frank G. Clement had won Tennessee's recent Gubernatorial Primary, Mr. Clement turned from his radio and said . . . "I'm ready for that WLAC microphone."

WLAC was ready too. Standing by in the candidate's hotel suite, WLAC's Esso Reporter staged another scoop with an exclusive pickup of the nominee's first acknowledgment of victory.

As in every election year for the past 25 years, listeners wanted to know . . . "how does WLAC get returns 30 minutes ahead of everyone else" . . .

Congressman airs victory

Since first campaigning over WLAC 12 years ago, J. Percy Priest, Democratic Whip of the U. S. House of Representatives shown acknowledging his 7th consecutive victory, has made WLAC his first port of call on election night.

Whether it's a Public Service assignment . . . or a job of selling merchandise . . . WLAC programs with personalities who know how to attract and hold radio listeners . . . best . . .

WLAC

CBS RADIO 50,000 WATTS

NASHVILLE, TENN.

Represented Nationally by The Katz Agency
STABILITY of radio station operation as a business enterprise will be shown by a nationwide study to be undertaken by NARTB, delegates of District 4 (Va., N. C., S. C., Del.), will make at their Thursday-Friday meeting at Hotel Carolina, Pinehurst, N. C.

Despite the piling up of intra-industry competition, development of TV, increased operating costs and pressure from other advertising media, a pilot study conducted by NARTB indicates that broadcasting will be revealed as one of the more solid among American commercial institutions.

Actual field work to show radio's standing in the U. S. economic picture will get under way in a fortnight, NARTB President Harold E. Fellows told District delegates. The project will involve a careful analysis of the whole Allerton structure and portray trends in rate-card practices.

An informal study of rate cards conducted recently by Mr. Allerton shows that in general, broadcasters are underpricing their five-minute rates in comparison with their quarter-hour periods as well as quarter-hours in relation to hour-long rates.

In conducting the nationwide analysis of the broadcast medium, one of the nation's top management-research firms is to do the field work under Allerton's supervision. The project was authorized several months ago by the NARTB board. Preliminary work started at once, leading up to the pilot studies.

Typical cities and markets all over the country have been selected. The research-management analysts will penetrate all phases of station operation, identity of stations and markets will not be revealed, of course. Mr. Allerton will go into the field this week to get the project underway.

“Mr. Fellows will develop principles of profitable radio station operation for guidance of broadcasters in the period of increasing competition.”

Harold Essex, WSJS-Winston-Salem, Dist. 4, was elected dist. presided at the sessions. He said the meeting was being held at a crucial period for both radio and television, noting that a spate of new stations have been thrown into the air in the last few years and television now faces the same prospect.

Mr. Essex named G. Richard Shafto, WIS Columbia, S. C., chairman of the resolutions committee. Other members were Cecil Houska, WNNC Asheville, N. C., and Phillip F. Allen, WLVA Lynchburg, Va.

Mr. Fellows described a series of NARTB projects, including the plan to bring about lower insurance rates for stations through uniform practices and a group underwriting proposal.

Campaign of NARTB in cooperation with National Assn. of Radio & Television News Directors to break down arbitrary deadline practices prejudicial to radio and television was described by F. O. Carver, WSJS, who is leading the fight. Mr. Carver spoke during a news panel moderated by I. Edgar Kirk, WPTF Raleigh, N. C.

The deadline formula, adopted under newspaper pressure more than a decade ago, specifies 7 a.m. and 7 p.m. as morning and evening release hours. Mr. Carver said the evening hour was especially harmful to radio and TV because it keeps many news items off 6 p.m. newscasts. He said the wire services agreed to explore a more realistic formula.

“This formula puts radio's birthright into a mess of porridge,” Mr. Carver said, terming it "obsolete and adopted when radio was in its news infancy.” Few stations have full news departments at that time, he added, and the number of radio stations in North Carolina has increased fivefold. He found an encouraging trend in the increasing number of stations maintaining full-time news staffs.

Earl Reed, WPTF, criticized the sports radio network maintained by Duke U., out of Durham. Broadcasters should do their own pick-ups, he said. He predicted that “the practice could lead to an unhealthy situation in which colleges would limit coverage to post-games handouts issued by their own press agents with the admonition, "use this or nothing."

Untrained Newsmen

Jack Kneil, WBT Charlotte, warned against allowing commentaries by untrained news personnel. This could put stations in a bad spot this year, he said, forcing them to give a lot of time to radio stations entitled to answer inexperienced commentators.

Robert K. Richards NARTB assistant to the president, showed delegates a proposed questionnaire designed to serve as basis of an analysis of station news practices and trends.

Richard P. Doherty, NARTB employee-relations director, addressed the Thursday afternoon meeting on labor problems and economics of station management.

William T. Stubblefield, station relations director, led a discussion of association membership problems.

NARTB Plans Study

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customers for every penny! Transit Radio delivers buying listeners at less than $1 per thousand!

WKRC-FM gives Cincinnatians the kind of entertainment they like to hear on busses. In addition to news and music, WKRC-FM offers such outstanding program features as:

MAGAZINE OF THE AIR:
Simulcast of a WKRC-AM program, one of Cincinnati's most popular disk-jockey shows. No idle ad-lib between records, but planned bits of information of interest to housewives.

BONUS BASKET:
And "idea" series with a merchandising twist for food accounts. It sells and SELLS! Bus riders win valuable prizes, sponsors win customers and open new accounts. A proved success.

ALONG THE LINES:
A novel series of two minute featurettes. Descriptive narration about historical landmarks along the city's bus lines. Riders learn interesting facts about places they see "along the lines."

AT YOUR SERVICE:
Radio's newest idea for selling through a public service approach. Builds good-will among club, school and church organizations. Wins friends, influences people to buy!

Check WKRC-FM's drug merchandising tie-up with sixty-five Hy-Pure Drug Stores in Greater Cincinnati.

Write for Full Details . . . Or Call Your Forjoe Man

Transit Radio also available on these other good stations:

KXOK - FM — St. Louis
KCMO - FM — Kansas City
WWDC - FM — Washington D.C.
WTOA - FM — Trenton
WBUZ — Bradbury Heights, Md.

WGTR - FM — Worcester
WKJF — Pittsburgh
KCBO - FM — Des Moines
KTNT — Tacoma

WKRC-FM
CINCINNATI, OHIO

and all other Transit Radio stations represented by Forjoe & Co.
NAB's TV Code Review Board in the first such action last week warned telecasters to take a critical look at programs and commercials during children's viewing hours and advised them to tighten up their scheduling.

It also recommended that "ad libbing" be prohibited unless the station has established controls to guard against violations of good taste.

And, stations were urged to eliminate the "pitchman" type of selling.

These actions, in the form of six resolutions which were sent to the TV Code's 94 subscribing stations, were taken at a two-day meeting last week in New York. In essence, the Code Board recommended that stations exercise more care in the scheduling of so-called mystery and crime programs during children's viewing hours. It also urged caution in the selection of commercial announcements during those times, particularly in regard to the type of commercial and the product advertised. It also suggested the rescheduling of programs with "drinking and killing" scenes to hours other than those when children are watching.

The Board's recommendations also "advised against mannering ad copy on the medium unless the station owner has established controls which will guard against violations of good taste and other Code provisions," according to John B. Fetzner, W2KO Kalamazoo, chairman of the Board, explained.

Mr. Fetzner said the New York meeting devoted its attention to examining criticisms of TV programming which have been received by the Board during the last six months.

In other actions, the Board cautioned station owners regarding violations of the decency and decorum in costuming provisions of the Code. It also authorized the staff to officially answer requests for interpretations of programs and commercials by stations. It offered a recommendation to the Television Board that the Code be amended to include a provision pertaining to the humane treatment of animals.

Many of the subjects about which the Board took action were prominently publicized before the House Commerce subcommittee investigating radio-TV programs [B&T, June 9 et seq.].

Edward H. Bronson, director of TV Code Affairs, reporting on field trips he has made in the last months, said he found general compliance with the Code and a sincere desire on the part of telecasters to bring their operations into conformity with it.

Meeting of the TV Code Review Board are in addition to Mr. Fetzner: Leonard Klein, National Public Broadcasting Authority; Mr. Boulis, KINK-TV Seattle; Walter J. Dann, WTML-TV Duluth; Joseph M. Mosher, KCTV-TV, Omaha. Also present at last week's meetings were: Harold F. Elliott, NAB president; Judge Justin Miller, FCC; Dr. A. Robert Brown, NARTB TV director, and Mr. Bronson.

The Board met with the following TV network representatives at the completion of their meetings: CBS—J. L. Van Volkenburg, president; ABC—Alexandre Streibert, president; Grace Johnson, continuity acceptance director. NBC—Edward D. Madden, operations and sales vice president; CBS—J. B. Hein, vice president; DuMont—Chris J. Wittig, director and general manager.

**CODE BOARD REPORTS**

**FCC VACANCY**

WHILE reports persisted last week that President Truman intended to resign last month of Robert F. Wagner, Jr., the subject of the Jones case, it was apparent that he had decided without the consent of his principals, a dozen names were entered by the White House for the selection of the new radio chief executive.

Some services were thus being bandied about for the interim appointment. But there was logical speculation that the President might have difficulty in finding a qualified "businessman" who will accept the short term interim appointment.

One old name—of Eugene M. O'Neil, Democrat—again was strongly broached. There was even one report from the West Coast that President Truman might appoint the Merrill appointment in his scheduled address today (Monday) at Brigham Young U., Provo. A Mormon, Mr. Merrill now is with National Public Broadcasting and was with the Public Service Commission of Utah. He had been mentioned previously for FCC vacancies. A brother Mormon, Harrold B. O'Neil, is a Republican from Idaho.

The new names, said to have been delivered to Donald Dawson, White House administrative assistant to the President, were developed from various sources after word had been permitted to circulate that the President would not be dismissing the staff executive from the FCC but would prefer a businessman, notably one schooled in communications.

Immediately following Mr. Jones' resignation on Sept. 19 to return to private law practice, the names of both Assistant Secretary William P. Massing and General Counsel Benedict F. Cottone had been presented. But it was June 23, 1952, point it appeared to be all set for Mr. Massing's elevation but wires became crossed.

A few weeks after a practical broadcaster, Washington sources heard such imposing names as those of Theodore C. Streibert, president of General Telecasting System, newly created TV subsidiary of the O'Neill-Mutual-WOR enterprises and former chairman of Board of Mutual; Frank King, president and general manager of Florida Broadcasting (WMBR-AM-TV) Jacksonville, Fla., and Neal McNaught, NAB engineering director and former chairman of the Board. Mr. Streibert is a Republican, Mr. King a Democrat. Other names understood to be on the "Dawson list" include Fred Palmer of Columbus, Ohio; Frank Kassner, former station executive, and Ralph Brunton, former president of KQW (now KCBS) San Francisco, now retired; and E. Manning Dunham, chief of radio-TV, U. S. Office of Education.

Among non-broadcasters reportedly on the "Dawson list" were M. J. Dolan, director of Telecasting and Radio Consultants, and former chairman of the Architectural Acceptance Committee, to the President, former engineering executive of IT&T and its subsidiaries; Rep. Harry F. Talmage, Iowa, who was defeated in 1952 but is a member of the House Utilities Commission and afterward affiliated with emergency agencies.

The appointment would be on a recess basis or until Congress convenes in January. Then the President would determine whether he would nominate the same individual for the balance of the Jones term, which will expire June 30, 1953, or would nominate some other individual. The nomination would be subject to confirmation by the Senate. With the new President assuming office Jan. 20, 1953, it is doubtful whether the Senate would be disposed to act upon any Truman nominations. Customarily, in such instances, the new President would direct the use of the new chief executive.

**EMPORIE STATE**

Site Specification Seen

PRIVILEGE of all television and radio applicants to specify the Emporium, Pa., site for the transmitter and antenna site, as well as removal of a previously required $10,000 option to rent such site, was reported last week. The modifications in the building's policies came to light in connection with a letter to FCC by Charles W. Lyon Jr., vice president for the Empire State Broadcasting Co., requesting approval. No firm agreements have been reached with prospective applicants for uhf Channel 31 in New York but it is thought that a position to state that space is available ... adequate to accommodate the antenna system, transmitter and ancillary equipment required for the station, is being presented as the time operation as presently proposed." It was indicated such space would be available to the successful Channel 31 applicant, whether WNEW or another, and that all applicants may specify the site without formal negotiations with the building at this time. It was also pointed out that in the arrangement for AM-FM stations or taxicab radio, might specify the site in applications to FCC. Under revised policy, none need pay the $10,000 rental option which heretofore was required if the applicant was unsuccessful, it was explained.

The changes in the building's policies were advanced by Mr. Lyon following three months of negotiations by Washington radio attorney Paul A. O'Bryan of Dow, Lohnes & Albertson, WNEW counsel, and consulting engineer Frank G. Bear of Bear & Kennedy, Washington.
Here's the Package that Sells Seattle...

The KRSC Salemaker spot package is sales dynamite in the profitable Seattle market. Terrific all-day, all-week impact. More listeners per dollar—moves merchandise right now! For Salemaker facts call or wire KRSC National Sales or our nearest rep:

EAST: Geo. W. Clark, Inc.
WEST: Lee F. O'Connell Co., Los Angeles
      Western Radio Sales, San Francisco

KRSC sells all the big Seattle market
CBS AFFILIATES

Name Fetzer Chairman, Confer on 'Mandate'

Mr. Fetzer, member of the CBS Radio Affiliates Committee since its inception, replaces the interim chairman, George B. Storer of Storer Broadcasting Co., who resigned all industry activities because of his health.

The group, which probably will select its own chairman in the near future, accepted what Mr. Fetzer termed a "mandate" for it to form a permanent committee. Mr. Fetzer is an ex-officio member of the organization committee and will work with Hubert Taft, WKRC Cincinnati; John Patt, Goodwill Stations, and Kenyon Brown, KWFT Wichita Falls.

Group's first report probably will be returned within a month.

The committee also will follow another "mandate" that it possibly obtain qualitative as well as quantitative research from CBS. Research and promotion committee, will meet with CBS executives periodically on this subject, comprises Mr. Patt; Saul Haas, KIRO Seattle, and Neil Cline, representing Vic Sholsa, WHAS Louisville.

After another meeting the group conferred with Adrian Murphy, CBS Radio president and Herbert V. Akerberg, CBS station relations vice president. CBS executives reportedly briefed the members on ABC's rate cut, pointing out that it is dissimilar to the CBS Radio reduction and that ABC contracts make additional rate adjustments possible at the expense of affiliated stations. They reportedly claimed no such loophole in CBS contracts.

Messrs. Murphy and Akerberg were understood to have told members that the network would report to the stations new developments in costs and rates as they occur.

John Poole, counsel for Storer Broadcasting who served as legal adviser in the affiliates sessions; William Quarton, WMT Cedar Rapids; I. R. Lounsberry, WGB Buffalo; and Messrs. Fetzer, Patt, Cline, Taft, Brown and Haas attended the Chicago meeting.

TELEVISION OR RADIO TOWERS FOR SALE

DISMANTLED... ready for immediate shipment... 2 only 220' high, galvanized steel towers. Approx. 33' square at the bottom and 3' square at the top. The legs are 6" x 6" x 31' angle iron. Comes equipped with an aircraft warning light on top. Sacrifice price... write today... Dept. D.

Rogers to Law Firm

CHRISTIAN E. ROGERS Jr., formerly associated with the broadcast industry, has joined the Mehlch, Marshall & Smith law firm of Washington, D.C. It was announced last week by an assistant director of radio-TV with the GOP National Committee in 1947 and electronics and public relations consultant in Washington the following year, Mr. Rogers was recalled to active duty with the Navy in 1950 as assistant head of the Electronics Design Branch, Bureau of Aeronautics. He was general manager of KALB Alexandria, La., in 1938.

SINGERS, SMITH

IN WOR, MBS Moves

PROMOTIONS of two WOR and WOR-TV New York engineers, announced by Earl M. Johnson, MBS-WOR vice president in charge of engineering, advance Charles H. Singer to chief engineer of WOR and WOR-TV and Newland F. Smith to director of general engineering for Mutual, WOR and WOR-TV.

Mr. Singer, who celebrated his 25th anniversary with WOR Sept. 30, will be responsible for the operation and maintenance of all technical facilities of the stations. Mr. Smith, who joined WOR-TV in 1948 after working as a TV engineer for Philco and RCA Victor, will supervise preparation, publication and distribution of technical information and reports.

KOB STATUS

Action Is Nearer

MOVE to finally settle the 11-year-old KOB Albuquerque situation was made by the FCC last week. It came in the course of acting on the station's request to amend its application seeking a license for 770 kc with 50 kw to show its new ownership by Time Inc. and Wayne Coy.

In memorandum opinion and order, to which Comr. Edward M. Webster dissented, the Commission agreed: (1) to the request of KOB to amend its application to show its new owners; (2) to deny a request by ABC, whose WJZ is licensed on 770 kc, to discontinue the application and to remove the rate from the pending file to proceed "as expeditiously as possible" to render a proposed decision.

KOB is officially licensed on 1080 kc with 10 kw. Due to a National complication in 1941, the FCC ordered it to move to 770 kc, on which frequency it has been operating ever since under temporary special service authorizations. It is using 50 kw daytime, 25 kw nighttime.

NBC's New Plan

(Continued from page 40)

only if regularly scheduled program precedes or follows).

(1) 11:00 p.m. to Midnight: One half of evening gross rates.

(2) Midnight to 6:00 a.m.: One third of evening gross rates.

DISCOUNTS, RATES AND DISCOUNTS

Weekly Daytime Volume Discounts:

Discounts will be allowed on weekly gross time billings at the rates set forth below, provided the applicable rate of discount, all NBC network radio contracts for the same advertiser may be combined.

A. Daytime Programs—Originating from midnight NYT to 6:00 p.m. NYT and rebroadcasts.

B. Evening Programs—Originating from 6:00 p.m. NYT to midnight NYT and their rebroadcasts.

C. Saturday Time:

Annual Rebate:

An annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all contracts covered during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52-week contracts. Any interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

Note: With respect to programs originating from 9:00 a.m. NYT to 12:00 midnight NYT and their rebroadcasts (except Saturday and Sunday), the total discount computed in accordance with the foregoing provisions will be reduced by 10 percentage points.

Overall Discount:

At the advertiser's election, a discount of 47.75% will be allowed currently, in lieu of weekly discounts and annual rebate, on gross time billing for programs originating from 6:00 p.m. to midnight NYT and their rebroadcasts. The total contracted gross billing of such advertiser equals or exceeds $1,000,000 within a 12 month fiscal year period.

Advertising Agency Commission:

Provisions in Rate Card #34 apply.

Conditional Payment Discount:

Provisions in Rate Card #34 apply.

Page 36 • October 6, 1952

BROADCASTING • Telecasting

ZIDELL MACHINERY & SUPPLY CO.

3121 S. W. MOODY ST.
PORTLAND 1, OREGON
MORE ABOUT AMARILLO

(where does that guy get this stuff?)

General Sherman is supposed to have said, "If I owned Texas and Hell, I'd rent out Texas and live in Hell." He was a poor judge of living quarters; and not much of a mathematician. If he had rented out just the Panhandle of Texas for 10¢ an acre a year, he could have scraped up a fair living out of its 14,000,000 acres.

Statisticians find themselves in clover hereabouts; there are so many millions of everything to add up. Bullet-creased old trail riders tell their progeny's progeny tales of high adventure of the days when there wasn't a wire fence in Texas. (Like the jack-rabbit, the barbed-wire fence is a Texas Panhandle invention.) Modern students of economics revel in other data.

Time-buyers, for example, take note of this fact: The 1951 gross cash farm income for the 78 counties (in 5 states) covered by Amarillo's KGNC totalled $925,492,000. That's more than the combined cash farm income of Maine, Connecticut, Delaware, Nevada, New Hampshire, Rhode Island, Vermont, and West Virginia.

And this one: There's one ranch in the Panhandle 860,000 acres big. Yet there are 35,229 farms in the Texas area alone served by KGNC.

And this one: There are enough revenue-producing activities in our market (oil, gas, railroads, airlines, helium, AEC plant, carbon black, synthetic rubber, Air Force Base) to make Amarillo first in the nation in per capita and per family retail sales.

One more: Texas ranges graze 85% of the nation's goats. We even got mohair than anybody.

* It's eclectic.

710 KC  •  10,000 WATTS  •  REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
Her picture appears—yet 15 people know what she looks
They've never seen Grace Matthews in magazines, movies, or television... but as radio's "Big Sister," her image is as clear as can be in the minds of her many listeners. They know her smile, her hair-do, her walk, the clothes she wears. And no listener would trade her own idea of "Sister," with any other.

It's the same with the millions of listeners to "Our Gal Sunday"... or "Young Dr. Malone"... or "Aunt Jenny"... or 10 other daytime serials on CBS Radio.

What listeners create from the things they hear is what they'd like to buy. For people buy their own notions of what you'd like to sell—for their own special needs and wants.

And so, through radio, through these Monday-to-Friday dramas, a voice becomes a person... and a product comes into one's own home.

All day long, radio is all through the home. It has a facile way of going wherever people go—of fitting most everything they do.

This happens with the greatest enjoyment—and advertising effectiveness—on CBS Radio. For here, daytime radio is not only the most popular serial drama—but it's also Arthur Godfrey... the gayest music... the best news service... the most entered-into audience participation.

It's the kind of listening that livens up a day's routine... that can make the difference between spirited housewife and treadmill Hausfrau. It's the kind of listening that last season gave CBS Radio nine of radio's top ten daytime shows. They continue into the new season, building images—and sales.

This fall you can easily tell where radio is at its best as a household medium:

The weekday schedule on CBS RADIO is completely sold out.
The Great Voice of the Great Lakes

WJR

Each radio home in WJR's coverage area spends almost $1,000 dollars a year on food!

% of National Total
Population 12,601,300 8.3
Radio Homes 3,784,170 8.1
Food Sales $3,216,766,000 9.4

Get your share of the tremendous food sales in the Michigan-Great Lakes area. Pre-sell these radio families on your products... by using WJR, the station with the greatest coverage in this area.

For specific success stories in this large food market, write WJR or see your Henry L. Christal representative today.

Remember... millions buy WJR-advertised products!

Radio—America's Greatest Advertising Medium

Represented nationally by the Henry L. Christal Co.

WJR Embargo Sales Office: 663 Fifth Ave., New York

WKRC-FM Transit Radio Cincinnati and Hy-Pure, a cooperative 80-store chain of independent druggists, have just signed a 52-week contract involving spot announcements and display merchandising. Arranging details are (I to r) George Dasterberg, Herman Matter, and Leslie Joel of Hy-Pure; Earl Holland, Holland Adv. Agency, and Harold Hand and Edwin Richter of WKRC-FM.

FRENCH-CANADA
Special Audience Noted

SPECIAL advertising must be used to sell to the French-Canadian market. It represents 30% of Canada's population, and is the largest single ethnic group in Canada, Roland Beaudry, director of Vickers & Benson Ltd., Montreal, and Paul L'Anglais, president of Radio Programme Producers Ltd., Montreal, told the French Market Conference of the Advertising & Sales Club of Toronto.

Mr. Beaudry said there are 29 radio stations in Quebec province and two independent French-language networks, and that there are now a number of French-language stations in western Canada where there were none 10 years ago. Mr. L'Anglais pointed out that "what can be top entertainment in the English language, can be an immense flop in the province of Quebece"

BENTON CONTEST
Richards Named a Judge

ROBERT K. RICHARDS, assistant to the president of NARTB, has been named one of three judges in a contest being held by Sen. William Benton (D-Conn.) to determine the most effective way to use TV in political campaigning.

Writers of the most constructive letters on Sen. Benton's recent TV experiment over WNBC-TV in New Haven, Conn., will be announced this week as the Senator starts his second series of video programs. Sen. Benton experimented with six different type programs in opening his bid for re-election to Capitol Hill (BT, Sept. 29).

Other judges, in addition to Mr. Richards, are Robert McLaughlin, Time magazine and Prof. Harold Lasswell, Yale U. First-prize winner will receive a set of the Encyclopaedia Britannica, in which firm Sen. Benton holds a major stock interest.

ALASKA SALES
Six Advertisers Buy

ADDITION of six advertisers to the schedule of the Alaska Broadcasting System was announced last week by Alaska Radio Sales, the ABS New York office. Advertisers are:

The Miller Brewing Co., Milwaukee, for San Francisco Forty Niners' professional football games on all six stations, starting yesterday (Saturday) and ends Dec. 14 (Matheson & Assoc., Milwaukee); Philip Morris & Co., New York, for Sports Newspaper of the Air (Sat. 8-8:30 p.m. Alaska time) on KFGD Anchorage and KHFB Fairbanks (Bow Co., New York) and Warner-Hudnut, New York, for the CBS Radio Edgar Bergen Show on all six stations, effective yesterday (Kenyon & Eckhardt Inc., New York).

Also, Standard Brands Inc., New York; M. J. B. Co., San Francisco, and the Milwaukee Railroad started yesterday a schedule of spot announcements on all six stations.

INDIAN Council Fire Assn, national group dedicated to American Indian culture and history, is awarding a citation to ABC Radio's Silver Eagle program (Thurs. 7-8:30 p.m. EST) for helping to "maintain the authenticity of Indian lore" and for characterizing Indians "with the dignity befitting the Indian race.

KBET

WILLIAM BENTON ANNOUNCED
That his important program, "Radio's Greatest War Show," will start Sept. 29, 1952.
THE 21ST MARKET

1st IN FOOD OUTLETS IN OKLAHOMA

RETAIL FOOD OUTLETS
IN HOME COUNTIES

109
260
164
212
114
137
162
1158

EXCLUSIVE
IN MERCHANDISING THESE
OUTLETS

Oklahoma Network stations offer complete and guaranteed unified merchandising of these 1158 grocers and more.

The Oklahoma Network stations offer in one package with one invoice at one price with a generous group discount a primary market in Oklahoma whose population and retail sales are greater than those of the 21st Standard Metropolitan Area.

THAT'S ALMOST
3 TIMES AS MANY GROCERY
STORES AS THERE ARE
IN SCHENECTADY AND
SCHENECTADY COUNTY, N.Y.

ASK THE O. L. TAYLOR CO.
FOR FURTHER DETAILS

*FROM THE 1952 EDITOR
AND PUBLISHER MARKET GUIDE.

OKLAHOMA NETWORK

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore
RADIO HOMES

CITIES in South Carolina and West Virginia showed sharp increases in number of radio homes during the 1940-60 decade, according to 1950 census figures just released by the U. S. Census Bureau. Percentage of TV homes in 1950 was small, since service was just becoming available. At the time the census data were collected in April 1950, there were only about 5 million TV sets in the nation compared to nearly 19 million at the present time.

Among South Carolina cities, Rock Hill had the highest radio saturation with 96.1% of homes having radio sets. In West Virginia, the cities averaged 97.6% radio saturation. The urbanized area of Wheeling-Stevensville showed a 97.4% saturation and South Charleston had 99.2%.

Official U. S. Census radio and TV data (April 1950) for South Carolina and West Virginia follow on this page and page 44.

<table>
<thead>
<tr>
<th>Area</th>
<th>Population</th>
<th>Urban and rural</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Charleston (W. Va.)</td>
<td>55,021</td>
<td>34,787</td>
<td>70.3%</td>
<td>26.0%</td>
</tr>
<tr>
<td>Charleston (S. C.)</td>
<td>119,382</td>
<td>81,430</td>
<td>67.5%</td>
<td>26.7%</td>
</tr>
<tr>
<td>Columbia, S. C.</td>
<td>122,194</td>
<td>83,964</td>
<td>68.7%</td>
<td>26.5%</td>
</tr>
</tbody>
</table>


Statistics in adjacent tables are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 40 for South Carolina and No. 48 for West Virginia, which will be available in six weeks from the Superintendent of Documents, Washington 25, D. C., at 45 and 50 cents per copy, respectively.

Families getting radio and TV in the population of the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 40 and 48, available from the Superintendent of Documents, at 15 cents a copy for each state. Descriptions and maps of "urbanized areas" are presented in these reports.

For characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 40 and 48, available from the Superintendent of Documents, at 50 and 55 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

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

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

AM-TV SET SALES

Reported by Dept. Stores

DEPARTMENT stores report a 2% increase in radio-TV sets and phonograph sales in June 1952 compared to the same month last year but a 27% drop in first-half year sales from the first six months of 1951.

These figures, computed in terms of retail value, are contained in the September 1952 Federal Reserve Bulletin.

A total of 172 department stores reported for the Federal Reserve survey. Stocks at the end of June 1952 recorded a percentage drop of 64%, with ratio of stocks to sales placed at 2.9 to 1 for June 1952 and 8.3 to 1 for June 1951. Ratio is computed by dividing stocks at month's end by sales during month, indicating month's supply on hand in terms of sales for that month.

PHIL DAVIS Musical Enterprises Inc., New York, assigned to Leo Burnett Co., now average 14.5% consultant and producers of Kellogg's musical spot campaign for its new product, Kellogg's Sugar Frosted Flakes.
Recent Arctic maneuvers in snow, in icy seas, and in the air prove the outer line of U.S. defenses can now be pushed within 100 miles of the North Pole. Military observers reveal this conquest of the Arctic is made possible only by the high quality of today’s fuels and lubricants, which operate at full efficiency in temperatures as low as 51° below zero.

This outstanding performance is no accident. It has resulted from never-ending research and product improvement by America’s privately-managed oil businesses—competing with rivals to get to the public first with the newest and most improved oil products.

Like our Armed Forces, you benefit from this competition, too, with the finest oil products at the world’s lowest prices. For example: 2 gallons of the gasoline you buy today do the work 3 did in 1925. Yet today’s gasoline is priced about the same as it was then—only direct taxes are higher.

The risks in the oil business are high—for research and development costs are enormous and the new products developed by one oil company today may be surpassed tomorrow by some competitor’s newer and even better product. But oilmen are willing to accept such risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet telling you how you can benefit through the new improved oil products you use every day, write to Oil Industry Information Committee, American Petroleum Institute, Box P, 50 West 50th Street, New York 20, N. Y.
<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>With Radio</th>
<th>Without TV</th>
<th>Number</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Number</th>
<th>Per Cent</th>
</tr>
</thead>
<tbody>
<tr>
<td>South Charleston</td>
<td>16,686</td>
<td>6,495</td>
<td>4,875</td>
<td>4,880</td>
<td>4,785</td>
<td>99.2</td>
<td>4,029</td>
<td>4,055</td>
<td>94.0</td>
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<td>South Parkersburg</td>
<td>8,053</td>
<td>6,685</td>
<td>6,305</td>
<td>6,380</td>
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<td>96.2</td>
<td>4,805</td>
<td>4,750</td>
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<td>Wayne</td>
<td>53,005</td>
<td>41,185</td>
<td>39,505</td>
<td>5,680</td>
<td>5,520</td>
<td>99.2</td>
<td>3,820</td>
<td>3,780</td>
<td>98.1</td>
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<td>Wheeling</td>
<td>58,891</td>
<td>41,185</td>
<td>39,505</td>
<td>5,680</td>
<td>5,520</td>
<td>99.2</td>
<td>3,820</td>
<td>3,780</td>
<td>98.1</td>
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COUNTRIES

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>With Radio</th>
<th>Without TV</th>
<th>Number</th>
<th>Number</th>
<th>Per Cent</th>
<th>Number</th>
<th>Number</th>
<th>Per Cent</th>
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<tr>
<td>Berkeley</td>
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<td>3,540</td>
<td>3,645</td>
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<td>Braxton</td>
<td>20,273</td>
<td>17,615</td>
<td>17,555</td>
<td>3,855</td>
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<td>99.7</td>
<td>2,905</td>
<td>2,895</td>
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<td>14,575</td>
<td>3,535</td>
<td>3,525</td>
<td>99.8</td>
<td>2,725</td>
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<td>32,995</td>
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<td>10,550</td>
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<td>Hampshire</td>
<td>37,925</td>
<td>30,325</td>
<td>29,500</td>
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<td>6,825</td>
<td>99.6</td>
<td>4,875</td>
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<td>875</td>
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<td>635</td>
<td>600</td>
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<td>Pendleton</td>
<td>13,205</td>
<td>11,505</td>
<td>11,000</td>
<td>700</td>
<td>650</td>
<td>96.2</td>
<td>500</td>
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<td>Putnam</td>
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<td>3,750</td>
<td>99.9</td>
<td>2,750</td>
<td>2,750</td>
<td>99.9</td>
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<td>Randolph</td>
<td>30,558</td>
<td>27,405</td>
<td>27,000</td>
<td>3,150</td>
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*Not Available

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

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<th>Number</th>
<th>Per Cent</th>
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**THE STATE**

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**URBAN PLACES**

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**SOUTHWEST VIRGINIA**

**SOUTHWEST VIRGINIA**

**WDBJ?**

WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Peter & Peter!
BUY GEORGE
the greatest salesman in the
SAN FRANCISCO BAY AREA

GEORGE RUGE

KYA KOFFEE KLUB
ON
KYA
San Francisco

Covering Northern California's
3,000,000 people
SAME OLD OIL

THE Phillips 66 people of Bartlesville, Okla., who sell their gas and oil at prevailing market rates and normally buy radio and TV time for $57,000 [BT, Sept. 8], would like to get some of their radio advertising free.

Collaborating in a scheme to lure donated commercials from disc jockey programs is Lambert & Feasley Inc. Advertising, a New York agency that charges usual fees for its professional services.

The two business organizations have sent stations an album of recordings because, as Ray Kremer, Lambert & Feasley's radio and TV director, puts it, "we think you'll enjoy them ... and because we think your listeners will enjoy them, too."

Suggested procedure for charitably-inclined stations is this: "We'd like to suggest that you pass this album along to your disc jockeys and have them give one or both a spin, and ask for listener reaction ... and we'll predict, right now, that the folks will like them."

Two of the four sides are strictly instrumental. One, titled "A Girl Likes to Know That She's Appreciated," is played in slow dixie rhythm by the Nelsonics and produced by Nelson Ideas Inc. for Lambert & Feasley, with recording by Empire Broadcasting Corp., New York.

Nothing commercial except the label on that side. Turned over, the Nelsonics are supported by Julie Conway and Dan Landt. The title is the same.

Mr. Kremer writes that "the commercial message is held down to a minimum . . . with that minimum presented in a very palatable fashion . . . not just as a sales pitch . . . but as a darned good song."

Miss Conway innocently opens with this non-commercial theme, offered in a boudoir mood:

A girlie likes to know that she's appreciated,
When you take her riding in your car.

Here the sustaining motif is abandoned for this "minimum" explanation of how to show a girlie that she's appreciated:

Just fill your tank
With Phillips 66 gasoline,
Is that good? Julie supplies the answer (watch your blood pressure, boys):

She'll love you for your pickup,
She'll love you for your speed.

Obviously impressed, Dan shows he's savvy about autos and girls by responding:

Everything I buy her has got to have class.

That's why I always ask for Phillips 66 gas . . . WHAT POWER.
Here's how my baby knows that there's a Phillips-Phillips 66 gas.
I fill up withPhillips—Phillips 66 gas.

By this time they're both convinced, as one swap of two-voice lines plainly demonstrates:

Phillips 66 can do plenty for you.

That "minimum" commercial out of the way, the third side is sustaining except for the innocuous title "That's Why." Lambert & Feasley's 66 Motto. The melody and style follow the mood of another famed Philip—John Philip Sousa, using patterns familiar to lovers of the bandsman's compositions.

Side 4, however, gets down to business once again as the "Phillips Four" vocal group joins the Nelsonics in performing the same message. Last, Phillips 66 premium oil gets a break. The "minimum" lyrics follow:

Get up and go, your car will go
When you fill it up with Phillips 66.
You really step with lots of pep,
It's really keen when you use Phillips gasoline.

For motor oil and gasoline that's super-safe for your machine
Fill up with Phillips 66.

To keep your motor superfine
Just drive in at the Phillips sign,
Get Phillips 66 heavy-duty premium oil and Phillips 66, the peppermint gasoline.

Quick to protest was Ben Ludy, general manager of WIBW Topeka, who wrote Lambert & Feasley, "By no stretch of the imagination would we consider using these except on a strictly card-rate basis. I cannot quite believe that Phillips petroleum would ask any other media to give them free advertising . . . ."

EDITOR'S NOTE: Pepsi-Cola hit the spot with Jingles that have become national songs on paid time. Phillips and Lambert & Feasley might do the same by simulating their lyrics and "buying" radio time rather than trying to get it free.

ABC PROMOTION

Uses 'Conversation' Motif

PROGRAM of "conversation advertising" will be employed by ABC radio in its newspaper and on-the-air promotion this fall, with ads using the same concept available for promotion of affiliates own shows and network programs.

The ads carry pictures of one or two persons in a conversational pose, with "balloons" to show what they are saying. Recordings employ the same technique for on-the-air promotion.

SESAC Inc., New York, sending subscribers first releases in new series of transcriptions by Walter Solek and his folks band. Pieces include polkas, overkeks and waltzes. Both Polish and English lyrics are sung by Mr. Solek.

Phillips' Free-Time Pitch

Once a week a married man is heard on ABC networks, quick to step in like a real man. This is "Mr. Husband" a "promotional stunt" for Phillips' Free-Time Pitch.

Mr. Husband drives a car, has a family, and has just what every man wants—a job that pays. He's the kind of fellow who listens to radio and he's doing exactly what the "concept" radio stations are doing—trying to sell their audience what they want to hear.

Mr. Husband's answer is to run in the following ad:

"My dear, I'm just back from the hardware store. Your Uncle Sam isn't buying much right now."

"What do you mean?"

"Why, the government isn't buying anything at all."

ABD PROMOTION

Uses 'Conversation' Motif

PROGRAM of "conversation advertising" will be employed by ABC radio in its newspaper and on-the-air promotion this fall, with ads using the same concept available for promotion of affiliates own shows and network programs.

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Visiting Firemen

KBBG Hollywood, Calif., is distributing membership cards in the "Visiting Firemen's Club," entitling visitors to full club privileges. Each member is designated deputy chief, and is entitled to use club's offices at KBBG, 6563 Sunset Blvd., Hollywood 28. "This includes full use of desk, phone, paper, clippers, secretaries, pencils and KBBG's program调度. Club management guarantees freedom from conversation with salesmen, who are chained in separated offices."

Card is being distributed by Robert J. McAndrews, KBBG commercial manager, to point up KBBG black ink operation in its third month on the air, studio-transmitter links and use of latest RCA equipment.

'SELL RADIO'

BAB Offers Spot Kit

BAB MOVED into the second phase of its "sell radio" campaign last week by making available to both member and non-member, radio stations, kits containing spot announcements stressing radio as a sales, information and entertainment medium.

BAB President William B. Ryan said "the use of radio to sell radio" is the most important part of the local phase of our advertising campaign," and noted that "we will run three separate on-the-air campaigns through the cooperation of our stations between now and April 1."

In addition to the kits made available last week—which contain twelve 20-second and eight 30-minute announcements—others will be distributed through the end of Feb. 1, and a supplementary series of transcribed announcements will be sent out around Nov. 1, according to current plans.

"In these three campaigns," Mr. Ryan said, "stations will use live and transcribed announcements to sell listeners on the size and power of radio, and, indirectly, to impress advertisers — and the millions of salesmen, clerks, jobbers, wholesaler, etc., who influence advertising decisions — with the same facts.

BAB kicked off its campaign a few weeks ago with full-page advertisements in New York and Chicago newspapers and in radio and industrial trade publications [BT, Sept. 8]. The ads, which began last week, are now being run in more than 125 newspapers over the signature of individual or groups of stations. Second ad in the campaign — this one seeks the reliance of both large and small advertisers upon radio—appeared last week.
"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

This G-E amplifier cost WOLF, Syracuse, $897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 2602-6, Electronics Park, Syracuse, New York.

*Price today slightly higher.

... Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) out-pulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

... Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don McIvor, Station Engineer

You can put your confidence in... GENERAL ELECTRIC
EUGENE E. JUSTER (i), WRC Washington general manager, presents a plaque to Mouny Nee (c) of the P. J. Nee Furniture Co., that city, while Lee Dayton, host on the sponsored WRC program, Hour of Dreams, looks on. Plaque marks 72d anniversary of P. J. Nee Co.'s founding.

BUENO PROMOTION
Hallcrafters, WILD Agree

NOT ALL heads-up promoting is of the ring John Mahoney, advertising manager, Hallcrafters, learned some days ahead that the only blow-by-blow broadcast of the Marciano - Walcott championship bout would be carried on WJUL Boston for shortwave in Spanish to South America. Fight was banned from U. S. radio or TV [B&T, Sept. 28].

He wired all distributors, noting that the broadcast could be picked up on either of two frequencies by Hallcrafters shortwave radio.

Ash Chambers, vice president and Herbert A. Davies, sales manager of Dixie Distributors, Birmingham, Ala., wanted to circulate the name of Hallcrafters which was new in the area. They contacted WILD with Dr. T. R. Hernandez, of Birmingham, Southern U.'s Romance Lan- guage Dept.

The night of the fight last week, two Hallcrafters BR40 radios were set up at WILD's studio, and as the description came over, Mr. Hernandez translated. Gabby Bell did the English announcing after getting the typewritten notes which were passed from the translator to a stenographer. An estimated 150,000 persons in the Birmingham area heard the program, it was said. Dixie firm also bought 80 spots on WILD two days before the fight telling listeners they could hear the bout via shortwave if they knew Spanish, or on WILD in English.

ALBRIGHT NAMED
Heads Lamb's Erie Properties

APPOINTMENT of Paul Albright as director of various Edward Lamb properties in Erie, Pa., and his election as a vice president of Edward Lamb Enterprises Inc. was announced last week.

Mr. Albright has been general manager of the Erie Dispatch since 1946. His service with the newspaper dates back to 27 years when he began as a newsboy. New off- fices were opened for Mr. Albright in Erie's Commerce Bidg. He will coordinate affairs of WICU (TV), WIKK, the Erie Adv. Co. and the Erie Dispatch. Mr. Lamb also owns WTVN (TV) Columbus, Ohio, WOTD Toledo and WHOO Orlando, Fla.

L. A. CD ALERT
18 Stations Take Part

EIGHTEEN radio stations took part in Los Angeles' first full- scale telecasting of First- Place 14-16. After the alert, stations in Los Angeles, Long Beach, Santa Monica, Glendale and Sherman Oaks discontinued commercial broadcasting and switched to City Hall.

Adm. R. W. Berry gave special instructions and Gordon Hughes of CBS drected announcers re- porting from various sections of the city: Frank Goss, CBS; Hank Weaver, ABC; Sam Hayes, MBS; and Jim Todd, KFI. Coordination was handled by Bill Whitley, pub- lic affairs director, CBS; and Nor- man Nelson, managing director, Southern Calif. Broadcasters Assn.

ARMED FORCES RADIO UNITS
of U. S. Army Reserve, Hollywood, are offering courses in all phases of radio and television to men between ages of 17 and 34, as announced by Maj. David Bramson, commanding officer.

TECHNICAL Cooperation Administration's (State Dept.) public affairs staff has developed new documentary script for its radio production kit, Script, entitled The Lastet Fighters, tells of 4 generations in Middle East in battle against crop-destroying desert locust.

FUTURE

NARTB District Meeting Schedule

Date Dist. Hotel City

Oct. 5 5 Biltmore Atlanta

9-10 6 Peabody Memphis

13-14 3ypress, Harrisburg, Pa.

16-17 2 Westchester R. N. Y. Country Club

20-21 1 Stanley Boston

Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Wash- ington.

Oct. 8-9: Second annual High Fidelity and Stereo Show, Broadcom Hotel, Philadelphia.


Oct. 14: Cable Congress. Park Hotel, New York.


Oct. 27-29: IRE-NARTB Annual Meet- ing, Statler, Syracuse, N. Y.


Nov. 4-7: NARTB Insurance Committee, NARTB Hoqrs., Detroit, Mich.

Nov. 6-8: Sixth annual Southern Indus- trial Editors Institute, U. of Geor- gia, Athens.


Nov. 11: National Conference of Chris- tians and Jews awards luncheon; Statler, N.Y.

Nov. 17-18: NARTB Copyright Com- mittee, NARTB Hoqrs., Washington, D.C.


Dec. 5: NARTB Insurance Committee, NARTB Hoqrs., Washington, D.C.


Dec. 5: NARTB Combined Boards, Ro- demeyer, Miami Beach, Fla.

Dec. 5-6: NARTB Hoqrs., NARTB Radio Board, Honey Plaza Hotel, Miami Beach, Fla.


Dec. 6-9: NARTB TV Board, Cat Cay, Islamorada, Fla.


Apr. 18: Seventh Annual Spring Tech- nical Conference, Cincinnati.

Apr. 29-May 2, 1953: NARTB Con- vention, Biltmore Hotel, Los An- geles.
Account Executives! Time Buyers!

No Other Radio Show Offers
The Merchandising Extras of Kitchen Karnival!

Kitchen Karnival is the daily half-hour radio show that offers you capacity merchandising in the Baltimore area food stores. Here are the important extras that Kitchen Karnival gives you.

Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore.

Your product is offered as a prize at each weekly broadcast.

Your product is actually sampled by luncheon guests and audiences numbering over 500 each week. Surveys show that each participating housewife will tell 6 others about her experience. Hence, 3,000 per week.

Your product gets special point-of-sale display and active in-store promotion from full time merchandising men.

The Merchandising Department works for the advertiser in the following manner: Advertising matter is displayed in preferential places; obtains tie-in ads in newspapers and hand bills; special merchandising manager plans campaigns and promotions for each sponsor, sets up luncheons, shows and displays and personally visits dozens of chain and independent stores weekly; stores not handling advertisers' product are encouraged to do so, bona fide orders are obtained, forwarded to wholesalers; stores cooperating are given courtesy plugs on the air; competitor's survey made available to you; you receive weekly report of activities and progress of the special Kitchen Karnival campaign promoting your product.

50,000 WATTS WBAL NBC IN MARYLAND
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
New Business
(Continued from page 14)

Mor., Wed. and Fri., 2-2:30 p.m. on CBS-TV. Show makes its debut today (Monday). Agency: Ward, Welsieol Co., N. Y.


Agency Appointments • • •


HOME PRODUCTS INTERNATIONAL appoints Dillion-Cousins & Assoc., N. Y., to handle Anacin in Mexico.

FRAWLEY Corp., Culver City (Paper Mate pens), appoints Erwin, Wasey & Co. Ltd., L. A. Radio-TV is being used.

TUNA RESEARCH FOUNDATION, Long Beach (10 Calif. packers), appoints J. Walter Thompson Co., L. A.

EASE DETERGENT, Burbank, appoints Yambert-Prochonow Inc., Beverly Hills. Radio-TV is being used. RAYMOND PROCHONOW is account executive.

CROTON WATCH Co., N. Y., names Doyle, Dane, Bernbach Inc., that city.


MURPHY OLDSMOBILE, L. A. (new car dealers), appoints Walter McCriddy Inc., Beverly Hills. Radio is being used. TV will be added.


E. P. LESLIE elected vice president of Walgreen Co., Chicago, heading advertising, merchandising, purchasing and warehousing activities. He replaces J. E. WARD, retired.

JAMES P. DELAFIELD, assistant marketing manager for concentrates and specialties in Birds Eye Div. of General Foods, N. Y., named to newly-created position of division's general manager.


MILT GREY, vice president in charge of sales, Hill-Shaw Co., Chicago (appliance mfrs.), to Precision Specialties Inc., L. A. (Revol play-planned toys), as director of merchandising.

CHARLES E. GOODCHILD, internal auditor and cost accountant, Sterling Drug Inc., N. Y., elected assistant controller. HOWARD BRITTON, administrative assistant to treasurer promoted to assistant treasurer.

HOW WOULD YOU SAY IT?
Word Usage in Radio Commercials Surveyed

In RADIO commercials, the "you's"—not the "I's"—have it. In fact, the word, "you," appears in commercials more often than any other, which may not be so "wonderful," (the second most used word) or even "new" (the next ranking).

These findings are contained in a survey of some 303 commercials conducted by a graduate research student at the U. of Wisconsin School of Journalism. According to David L. Thompson, writers of commercial announcements have some standard—if not new—ideas on the subject of words.

In the order of use frequency, the products aimed at "you" are "wonderful," "new," "good," "better," "fine," "best," "effective," "natural," "big," "fast," "finest," "great," "efficient," "improved," "nicer," and "favorite." (And some of them are probably "free").

That may not be the liking of the listener, not to mention the Federal Trade Commission, for writers have their own ideas on words they think have special appeal.


Mr. Thompson chose successful network commercials of 14 advertising agencies, with 87 covering food products, 94 soaps, 31 smoking materials, and 91 drugs and toiletries.

None of the words was used less than 10 times and most were utilized more often. "You" appears eight times a commercial on the average—or roughly 2,400 times—indicating the preference for the direct approach. "Wonderful" appeared 197 times in the 303 commercials.

You is much used but so is "la
dis," "folk," and "families." And the time for action is "today," "now," "tomorrow" or "daily"—or perhaps the next time you're around your favorite beer parlor or greengrocer. "Ask for," "look for," "always use," and "depend on" that product.

Mr. Thompson also found a rather unsanitary practice. Writers have a habit of putting these words into the mouths of announcers: "Quick," "special," "h a d y," "speedy," "amazing," and "super." On the other hand, a variety of words with taste appeal also were used—"fresh," "mild," "pure," "creaminy," "tender," "sweet," and "tasty."

Concludes Mr. Thompson: "Although the writers' supply of adjectives and other words appealing to most listeners seems to be fairly limited, it could not be called unsuccessful. The commercials used ... represented three-fourths of the gross network expenditures for 1950-51."

SCBA 'Whinging'
GOLF champions in their respective divisions were determined during annual "Whinging" held by 160 members of Southern California Broadcasters Assn. Trophy prizes went to Walter McCriddy, president, Walter McCriddy Inc., Beverly Hills, "lucksisters"; Leon Wray, sales manager, KJH Hollywood, "yackers"; Jim Todd, announcer, KFI Los Angeles, "genius"; and Harry Meyers, chief engineer, KFWB Hollywood, "scientists." Consolation prize for high gross score went to Don Park, account executive of KIEV Glendale.
62 words about Selling Farm Folks...

and why Maynard Speece can do it!

Maynard Speece Qualifies...
A boy on a farm at Meadowlands, Minnesota...truck driver, steelworker, farm hand, U of M graduate, seed analyst in state laboratory. County Agent...then, to charge of agricultural radio at the State University.

From 4 years as assistant director of office of information for U. S. Dept. of Agriculture at Washington...Speece came to WCCO as Farm Service Director. This is the background which makes rural confidence in him evident as he talks farming...to farmers!

In Minnesota—plus much of Dakota and Wisconsin, where Farms and Farm Families are the core of our prosperity...this is what it takes to sell them:

You must be a sincere friend and know their situation.

You must convince them that you speak as one of them—and with their interest at heart.

You must know what you are talking about.

Radio WCCO
830 KC

Basic CBS Affiliates

MINNEAPOLIS - ST. PAUL
Represented Nationally by
Radio Spot Sales...for Radio • Free and Peters...for Television

BROADCASTING • Telecasting

October 6, 1952 • Page 51
SELL YOUR PRODUCT
IN
CINCINNATI
ON WCKY, THE "SELLINGEST" STATION
IN THE NATION.

WCKY's daytime news and music block programming has the AUDIENCE, and WCKY's d.j.s - Rex Dale, Leo Underhill, Paul Miller and Nelson King are the top air salesmen in Cincinnati.

A few of the products that WCKY is boosting to the top in sales in Cincinnati are:

- Brach Candy - Zest - Tide - Vicks - Electrolux - G. E. - Gulf
- Halo - Castoria - Wonder Bread - Shulton - Va. Dare Wine
- Int'l. Silver - Groves Labs. - Kroger - Pepto Bismol - Bulova
- Birdseye - LaFrance - Bayers - Puss 'n Boots - PepsiCola
- Colgate Toothpaste - Lifesavers - Chase & Sanborn Coffee
- Zerex - Bisodol - Royal Pudding - Minipoo - Lipton Soups
- Blondex - Thorobred - Bendix - Silver Star Blades - Muntz TV
- Prestone - Motorola - Analist.

BUY WCKY AND SELL YOUR PRODUCT
IN CINCINNATI
WITH 50,000 WATTS OF SELLING POWER.
SELL YOUR PRODUCT
TO
THE SOUTH
ON WCKY'S JAMBOREE, THE PROGRAM WITH A NATIONAL REPUTATION AS THE "SELLINGEST" PROGRAM ON THE AIR.

The large southern audience of the JAMBOREE, plus the air salesmanship of Nelson King and Marty Roberts, will give you sales results in the South that will amaze you.

WCKY'S JAMBOREE SELLS THE SOUTH
50 GRAND IN WATTS

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

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

FOUR HOURS A DAY  •  SEVEN DAYS A WEEK
"MR. RADIO" is gone. "Deac" Aylesworth slipped away last Tuesday at 66.

It was Deac who put together radio's first network—NBC—in 1926. It was in the days of no written contracts with affiliates; when a telephone talk with Deac at 711 Fifth Ave. was all that was needed.

For 10 years Deac directed the destinies of NBC. Events moved so swiftly that he had no time to develop the Blue—under way within a year of the start of the NBC Red network. He handled the station relations, sold the accounts and held the hands of the artists. If a crisis developed in Washington, invariably he was the first witness. He was a "city slicker" in the eyes of some members of Congress, but almost always he had them weeping before the hearings were closed.

For two decades, Deac Aylesworth was a bright star in mass communications constella-

tion. After the first 10 years in radio, he be-
came the president of the Red network—and then the publisher of the New York World-Tele-

gram. In the process he pitched in on Radio City, where he maintained his legal and con-

sulting offices until his death in May.

Deac had led a hard, fast life. He had the gift of leadership. He was a genius in his field. Radio might not have developed to its present stature if his dynamic personality had not been there at the start 20 years ago.

**Double and Nothing**

SHORT of a nationwide investigation by a large and resourceful detective force, there is no way of finding out how widespread is the practice of double billing in broadcasting.

Double billing means submitting two bills to local dealers who contract for time in co-

operative advertising campaigns. One bill is figured at the station's local rate and the other at

the national rate, which usually is consider-

ably higher. The local dealer passes on the

bigger bill to the national advertiser with

whom he is "cooperating" in the campaign,

so the national advertiser pays him.

He pockets the difference between the national

and local rates and pays the station on a local

basis.

Like the double standard, double billing

is known to exist, but statistics as to its preva-

lence are difficult to come by. Similarly, like the double standard, it cannot be justified

on any ethical ground.

It belongs to the genre under-the-counter-

deal and as such is scorned by reputable mem-

bers of the broadcasting business. As pointed out by Frank Silvernail, chairman of the

American Assn. Advertising Agencies' Com-

mittee on Radio and Television Broadcasting

and radio-TV timebuying manager of BBDO,

it is outlawed by the standard AAAA contract

[BT, Sept. 29].

A clause in that contract states "there shall be no secret rates, rebates or agreements affecting rates." Any broadcaster who indulges in double billing is in violation of that clause.

Whether the practice can be found in many places or in few, it is doing nothing to improve the moral climate of radio and television. A decline in business morals leads inevitably to financial loss. Put that way, the argument against double billing ought to be persuasive
to even the least ethical intelligence.

In one community, if five respectable Roches-
ter stations can be believed, double billing

has already created the unpleasant pattern of,

first, devaluing moral standards and, second, reducing business volume.

As reported in this journal a fortnight ago,

the five stations have said that "the entire

segment of the broadcasting community has been blacklisted by national advertisers and advertising agencies" because one station was discovered to be engaging in the objection-
able practice.

Those five stations have been obliged to make an announcement swearing that they will ab-

tain from double billing. It is unfortunate that such action became necessary in Rochester and would be more unfortunate if ethical oper-

ators in other communities had to follow suit.

There is a natural, if quite indefensible, temptation for local broadcasters to stoop to double billing in cahoots with local dealers, since both are apt to feel that national adver-

tisers are big and rich and hence able to foot bigger bills than local merchants can.

The temptation must be resisted, wherever aroused. National advertisers may be big and rich, but they didn't get that way being dumb.

**Let's Sit This One Out**

BEFORE HE steps down four months hence, President Truman can make another appointment to the FCC. That is his prerogative. We hope he won't exercise it.

Mr. Truman was executive in 1945. Mr. Truman has made seven appointments to the Commission. Only Paul A. Walker, who

took office a year after Franklin D. Roosevelt became President, is not an original Truman appointee—and was not named to the chair-

manship by Mr. Truman.

If Mr. Truman should elect to make an ap-

pointment, of necessity it must be on an interim basis. That's because Congress is in recess.

A nomination would have to be submitted when Congress convenes in January. There's no assurance that the new Senate would confirm

a Truman nominee when a new President—

whether Eisenhower or Stevenson—takes office later in the same month.

The new President should have the privilege of making his own selection. He might want the new member to become chairman. The FCC now has three Democrats and two Republicans (since the resignation of the hard-

fighting Robert F. Jones last month) and an independent. The law specifies that there shall be at least five more than four members of the same political faith.

In these circumstances, it would appear to be difficult for Mr. Truman to find a well-

qualified man to fill the Jones vacancy. This is not post for a political hack who might accept the call even for the short-term prestige. Ele-

vation of a career official in communications

would win favor—if the right man were selected—but even qualified career men unnder-

standably are loath to forswear civil service

status for a short-term political appointment.

We hope the President won't yield to the importunities of the political patronage-dis-

pensers. In these next four months, the FCC can set a one member short. It seldom sits with its full membership anyway, what with those frequent trips to the "field" made by this member or that for the ostensibly purpose of special visiting.

If Mr. Truman is bent upon making an ap-

pointment, it is to be hoped that he will select a qualified business man, with broadcasting background and experience. Even in four months such a person might strike a few blows for prudence and sound economy in administra-

tion.

**THE WAY** Herbert Mayer got into elec-

tronics may not be biographically logical but judging by his successful career the transition was commercially sound.

Nine years of law practice in New York were suddenly abandoned early in World War II when this successful barrister started worry-

ing because he learned that a shortage of coll-

winding facilities was seriously delaying war production and anyhow he'd always nursed a
desire to enter business.

Electronics looked like an industry with a tremendous future so Herbert Mayer decided to get into it via the coil-winding route. He not only wanted to be a good businessman, but he really was. By the end of the war Empire Coil Co. was the leading supplier to Westing-

house of intricate radar coils. Mr. Mayer is president of Empire.

With arrival of V-J Day, the company conver-
ted from radar to the manufacture of radio coils and transformers. The postwar elec-

tronics industry provided a good market for their products and the manufacturing plant

thrived.

Two years later—1947 to be specific—Mr.

Mayer was deeply moved by a speech Brig. Gen. David Sarnoff delivered to a meeting of Radio Manufacturers Assn. In his speech, Gen. Sarnoff looked into the electronics future and extolled the coming era of television.

Herbert Mayer was impressed, just as he had been impressed by the coil-winding short-

tage early in the war. With his customary

enthusiasm and his desire to create, he applied for and received a grant to construct a tele-

vision station in Cleveland. At the same time he turned Empire's energies toward develop-

ment of television components with the result that the company now is the leading outside supplier of these parts to RCA and numbers among customers such manufacturers as Philco, DuMont, Capehart-Farnsworth and Hallicrafters.

Simultaneously, the manufacturing division and embryo television station proceeded under forced draft and WXEL (TV) Cleveland went on the air Dec. 17, 1949 from suburban Parma, assigned to Channel 9. At that time some video experts were uttering snide comments about the upper half of the vhf television band and its economic possibilities.

Despite the dire predictions, WXEL was an immediate success. It has telecast Cleveland Indians baseball games for the past three seas-

sons. Within two years the volume of business

(Continued on page 68)

**HERBERT MAYER**

Broadcasting  4 Telecasting
Radio Station WOV announces a vastly expanded service to the New York Italian community

To more than two million Americans of Italian origin in the New York area, WOV has, for twenty-two years, been the radio voice they have always felt was pre-eminently theirs. Since the war, WOV has also been an intimate link between this vast audience and their relatives and acquaintances in Italy — America's best friends in Europe. Every rating, every study ever made, has placed WOV far and away first among media in its impact on the largest Italian-speaking community in the entire world.

Now, from 9:30 A.M. to 8:00 in the evening, WOV is the only radio station serving New York's great Italian audience. This unique dominance of the largest single economic grouping in the New York area goes hand in hand with a deep sense of responsibility to this audience, expressed in program service of the highest quality known in the field of specialized broadcasting. Now this is further enhanced through the cooperative sharing of news-gathering and promotional facilities between WOV and Il Progresso Italo-Americano, largest Italian-language daily newspaper in the United States.

Both in New York and in Italy, where WOV operates studios and mobile recording units, and where Il Progresso maintains a Rome bureau, WOV and Il Progresso will collaborate in the interests of comprehensive news coverage and enlarged public service. Reports from WOV's short-wave listening post will be shared. A powerful program of mutual exploitation between Il Progresso and WOV is already under way.

What's the importance for you?

This: There are far more Italians in the WOV market than there are in Rome itself. Overwhelmingly, they listen to WOV. Today they have more money to spend than ever before in history. And now WOV is a more powerful instrument than ever before to influence their buying in your direction.

WOV's exclusive and vastly expanded broadcasting service to the largest, most loyal, and most responsive audience in two decades of WOV Italian-language operation means sales — for you.

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4
JAY E. WAGNER Jr., assistant manager, WLEC Sandusky, Ohio, elected president and general manager, succeeding the late ALBERT E. HEISER (BT, Sept. 1).

ROBERT S. HIX, sales manager, KFH-AM-FM Wichita, Kan., elected executive vice president of Missouri Valley Broadcasting Corp., and general manager of KRES St. Joseph, Mo.

SIDNEY H. TEAR, commercial manager, WYVE Wytheville, Va., to WCFV Clifton Forge, Va., as general manager. JOHN ECHOLS appointed commercial manager at latter station.

ART HEIN to WBBM Chicago as sales service manager, replacing BOB WOLD, who moves to local sales.

JOHN HABERLAN, sales staff, WKY Oklahoma City, appointed to newly created position of local sales manager at station.

HENRY SULLIVAN, manager, WCOT Greensboro, N. C., to WGTN Wilson, N. C., in same capacity.

WALTER F. GAINES, manager, WIEL Elizabethtown, Ky., resigns. He will be replaced by DEE HUBBARD, program director at WKCT Bowling Green. JACK EVERSOLE, station manager, WKAY Glasgow, to WKCT, succeeding Mr. Hubbard.

AL CONSTANT, program manager, KRON-TV San Francisco, resigns to become general manager of Denver (Col.) Television Co.'s proposed TV station in Denver.

AILEEN GILMORE, secretary-treasurer WBIG Greensboro, N. C., has resigned. She will announce plans following vacation.

Choose is the D-J

...about his transcription equipment

Look around — you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new viscous-damped 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-10.

DANIEL G. EVANS rejoins sales staff, WDSU-TV New Orleans, after tour of duty with U. S. Navy.

JACK BESSE, KSAN San Francisco, MARGARET ANDREASEN, WOW Omaha and GORDON MOREHOUSE, KSWI Council Bluffs, to sales staff, KOI Omaha.

TELFORD TAYLOR, former FCC General Counsel and administrator, Small Defense Plants Administration (BT, Sept. 20, 1955), resumes law practice in association with James M. Landis and David E. Scolli. Firm, Landis, Taylor & Scolli, is located at 400 Madison Ave., N. Y.

NORMAN S. BRETT, formerly media director for Mervin & Jesse Levine Inc., N. Y., appointed to newly-created post of sales promotion manager for DuMont Television Network.

FRANCES KANE, writer of "Feminine Topies" column in New Haven Journal Courier, to sales department of WAVZ New Haven.

RADIODIFFUSION FRANCAISE, French broadcasting system in North America, moves to new offices at 972 Fifth Ave., N. Y. Telephone is Regent 4-1951.

ARNOLD, FORTAS & PORTER, Washington law firm, moves to its own building at 1229 19th St., N.W. Telephone remains Executive 7800.

PERSONALS...

RICHARD J. MONAHAN, commercial manager, WAVZ New Haven, Conn., elected secretary-treasurer of Civic Assn. of Milford (Conn.),...

FRANKLIN DUNHAM, radio-TV chief at Office of Education, will teach graduate course in educational radio and TV at American U., Washington, D. C., this fall.

ORLA ST. CLAIR, radio attorney and president of San Francisco Bar Assn., appointed to city's Municipal Court by Gov. Warren.

BILL VERNON, account executive, WADD (TV) New York, father of boy, Michael Stuart, Sept. 17, BOB HAWKES, network TV salesman at ABC Chicago, father of girl, Marilyn.

LEONARD H. LEVITT, WOV New York salesman, father of girl, Gail Ann.

STOCK HOLDINGS

Confirmed by Newspapers

REPORT that Mrs. John Sparkman, wife of the Democratic Vice Presidential nominee, holds 49% of stock in WAVU Albertville, Ala., and received $6,501 in dividends from the station last year were confirmed by a newspaper the past fortnight.

Published disclosure by the Montgomery (Ala.) Advertiser to that effect reportedly was confirmed by WAVU General Manager Pat M. Courington, who described himself as the husband of Mrs. Sparkman's niece. He declined to say how much she had paid for the stock. He owns the other 51%.

Mr. Courington held that the importance of Mrs. Sparkman's published interest in WAVU is being exaggerated and reportedly denied any inference that she had helped him to obtain a license from the FCC.

When reminded by Jack Steele, New York Herald Tribune reporter, that the dividends may represent a 10% return on an investment of $65,010, Mr. Courington was quoted as saying that Mrs. Sparkman had not invested "anything like that." He added: "The radio business is not like a big corporation. We have good years and bad years."

WBAL Raises Rates

WBAL Baltimore has increased by some 10% the cost of announcements in its morning local programming. In announcing the increase, Leslie H. Peard Jr., station manager, commented, "Radio in Baltimore is in a very healthy situation. Our 'sold out' success story is simply the result of hard work, strong merchandising and the independent station technique of programming." Increase became effective Wednesday. The station is an NBC affiliate.

KIHO Author

RICHARD MORENUS, commercial manager, KIHO Sioux Falls, S. D., on Oct. 13 will have his book, Crazy-White-Man, Shu-ga-na-sha Wadudike, published by Rand McNally & Co., Chicago. The book is an account of Mr. Morenus' life for six years in the northern Canadian wilderness, where temperatures sometimes plunged to 63 degrees below zero and his nearest neighbors were roving Indians. Mr. Morenus was a successful radio writer in New York in 1940, when a doctor advised him to get away from it all for awhile.
CLEVELAND'S Chief STATION
SELLS OHIO'S RICHEST MARKET!

Get your share of more than five billion dollars effective buying income in the 17 rich Ohio counties served by WJW!

CHIEF SAYS:

WJW has the coverage you need to sell the great Northern Ohio Market
- Cleveland's Strongest Signal
- Best Local Programs
- Favorite Network Shows
- Sales Minded Merchandising

WJW Advertisers Get Fast Sales Results
Carmel Myers Prod. Formed

CARMEL MYERS last week announced formation of Carmel Myers Productions, New York, a new radio-TV packaging firm. Production already has begun with three packages reported nearing completion.

Miss Myers recently obtained rights to a collection of Mark Hel-linger stories and has transcribed Mark Hellinger Tales into a series of half-hour radio dramas, starring Edward Arnold as narrator and directed by Sherman Marks. Additionally, a half-hour TV series titled Cradle of Stars, starring and directed by Gregory Ratoff, has been filmed and is ready for distribution. Another 15-minute situation comedy radio package featuring Blossom Seeley and Benny Fields is planned.

Fund Finalist

ADVERTISING Women of New York awarded a $1,500 scholarship to New York U's Dept. of Marketing to Susan McCall of J. Walter Thompson, for being the young woman "whose interest in advertising and work in this field merits recognition." Scholarship fund was created to commemorate the 40th anniversary of AWNY.

Fred Keller, executive producer, WBZ-AM Boston, appointed program manager, replaced by John L. Hutchinson, in charge of station's remote telecasts.

John Vroman, program director, WDAP Valdosta, Ga., to WABF Mobile, Ala., in same capacity, replacing Ben Moore, who has resigned.

Martin H. Fuller promoted to program director, KOMA Oklahoma City, replacing Bob Eastman, who transfers to news department.

Robert Yeager, WLW Cincinnati producer, promoted to assistant program director, replacing Chet Heman, who now heads station's talent control operation.

Bill Shomette named farm and ranch director, WOAI San Antonio, replacing Billy McKenroths, who becomes assistant program manager.

Bob Hill, sports director, WANE Ft. Wayne, Ind., promoted to program director, Carl Cooper added to staff as announcer.

Mac H. Dehn, assistant business manager of ABC television program department, to WJZ-TV New York in newly-created post of business manager.

Gene A. De Alessi program department, KSFQ San Francisco, named director of promotion and publicity.

Ned Lukens, WGOV Valdosta, Ga., to WEAS Memphis, Tenn., as program manager. Kurt Alexander added to WEAS staff as production manager.

Seymour Horowitz, assistant program manager, WJAB-AM Prov-idence, R. I., named program manager. W. Manning Tesser, station's TV director, appointed production coordinator.

Harris Owen, program director, KLIA Little Rock, Ark., appointed radio chairman of Community chest drive there.

William H. Reynolds to announcing staff, WTMJ-AM-TV Mil-waukee.

Dick Alexander to announcing staff, WICJ Bridgeport, Conn.

Mary McKaig, Lockheed Aircraft Co., Burbank, to Hollywood headquarters of KBIG Avalon, as member of television department.

Robert L. Davy, floor manager, KPIX (TV) San Francisco, named director of special shows.

Larry McKinley, chief announcer, WMFS Chattanooga, Tenn., to WRFY New Orleans, as program director.

Thomas V. Belcher, following separation from Army, returns to KNBH (TV) Hollywood as director.

Charles Anderson, announcer, KFI Los Angeles, recalled to active duty and assigned to Air Force Video Production Squadron, Burbank.

Myron J. Bennett, WGN Chicago, to KOIL Omaha, Neb., for M. J. B. Show. Paul Munt, KDON Omaha, to KOIL's announcing staff. Helen Norwood, KFPT Fremont, Neb., to KOIL promotion and publicity staff.


Bill Bode named staff director of WCAU-TV Philadelphia. Mort Cha-venson appointed assistant art director. Bob Swanson, WCAM Can- den, N. J., and John Dean, WTFR Philadelphia, appointed staff announcers of WCAU-TV. Jack Dolph and Jerry Taylor added to WCAU production staff.

Patricia Hardy, New York TV actress, assigned role in Universal International feature film, "Night Flowers."


Dave Parker, radio-TV instructor, Wayne U., Detroit, to NBC Chicago TV production staff as assistant director.

William Talman and Carol Richards, Hollywood radio-TV ac-tras, named co-chairmen of Defeat Dystrophy drive, Beverly Hills, work-ing in cooperation with Muscular Dystrophy Assn. of California.

Al Cassady, former band leader, to announcing staff, WPFW Palm Beach, Fla.

Pat Crowley, New York TV actress, assigned role in Paramount Pictures feature film, "Reaching for the Stars."

Cecilia Violenes, WGN New York, named Wake Up NY, and Charles Carter were married Sept. 27.

Bob Horn, recorded music director, WFIL-AM-TV Philadelphia, father of girl, Sept. 9.


Jim Conaway, show personality at WBBM Chicago, father of boy.

Ralph Cummings, sound man, KNX Hollywood, and Scottie Dyre, script secretary, CBS Radio The Line- up, were married, Sept. 25.

News . . . .

Cly Tuma, midwestern announcer, to KOTV (TV) Tulsa, as news di-rector.

George Grim, Minneapolis (Minn.) print columnist, to KSTP-AM-TV Minneapolis-St. Paul, as newscaster, after return from South America Nov. 1.


Chet Huntley, ABC Western Div. newscaster, given first annual achievement award by Phsi Brith Metropolitan Lodge No. 1740, L. A., for "impartial presentation of the problems of the new State of Israel in its relation to world affairs."

Amos Eastridge, KFAB Omaha, to news staff, KOIL same city.

Wins Sarnoff Grant

Oscar Oliver Jr., 23-year-old student at NYU's College of Engi-neering, is winner of the first David Sarnoff Fellowship, established by RCA in honor of its board chairman, Dr. Thornton Sarnoff, dean of the college, an-nounced Thurs-day. Mr. Oliver was selected from a class of 256 graduating engi-neers to receive the fellow-ship which provides an annual grant of $2,700 for postdoctoral study. Award was established in February 1952 as part of an RCA program to assist in the education of scientific personnel for leadership in the electronics in-dustry. It is administered jointly by Dean Saville and the RCA Edu-cation Committee.

Mr. Oliver
"Hand me my crutches, Mary!

"Doc or no Doc... no wounded leg is keeping me home on Election Day! When I was over in Korea, one of the big things we figured we were fighting for was the right to vote as we please.

"Just look at that crowd! Seems like everybody in town's turning out to vote today. In fact, it's been predicted that more than 55 million people all over the nation will be voting!

"Heard a fellow the other day call it 'National Beef Day'. Says he, we all beef at one time or another about our local, state, or national governments, or certain people in them. And today's the day we get a chance to back up those beefs with ballots!

"Whether we squawk about corruption by public officials... about wasteful squandering of our hard-earned tax dollars... about government interfering in public utilities and private business... about overloading government payrolls with un-needed workers... or about government employees with red sympathies—Election Day is the big moment for us citizens to get it off our chests with those votes our Constitution guarantees us.

"I say, thank God we don't live in one of those commie countries where people have only hand-picked red candidates to vote for. Those poor devils just don't get a chance to vote for anybody else. Sometimes, Mary, I think we don't fully appreciate how lucky we are. We vote for whom we honestly think best... and nobody on God's green earth knows how we vote!

"So hand me those crutches, Honey. And get your hat and coat on, too. We're going to vote together... bum leg or no bum leg."

REPUBLIC STEEL
Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. To answer the urgent needs of Defense Production, Republic is taking a significant part in the development of Titanium... whose structural strength compares favorably with that of many steels, and whose corrosion-resistance ranks it with some of the stainless steels. Yet Titanium is only 60% as heavy as alloy steel. No development project (except that of atomic energy) has commanded as much attention and research in so short a period as has Titanium... the metal of the future. Keep your eye on Republic Titanium and Titanium Alloys!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or teletest, write Dept. M, Republic Steel, Cleveland 1, Ohio.
NABET-RCA VICTOR
Pact Ends Strike Threat
NATIONAL Assn. of Broadcast Engineers & Technicians and RCA Victor Div. came to terms on a new contract Wednesday, staying off a strike threat involving 140 employees of the firm's custom record plant in New York [B&T, Sept. 29].

NABET and RCA officials said the settlement provides for a basic wage increase of six cents an hour. The wage scale will range from $2.135 to $2.164 an hour. Fringe benefits under the agreement, which went into effect Wednesday, include two paid days off in case of death in family and additional pay for holidays worked.

NPA Appointments
TWO KEY appointments touching on the materials welfare of broadcasters and set manufacturers were announced by National Production Authority, inc. Richard A. Murphy was named assistant administrator for NPA's Textile, Leather & Specialty Equipment Branch, under which the Electromechanics Division falls. Rufe B. Newman Jr. was appointed assistant administrator for NPA Facilities & Construction.

PHOTO

CLOTHING SALES ARE
COLLASSAL
in America's
Miracle
Market
Norfolk Portsmouth Newport News

AM-TV-FM
WATE
NABET-AFFILIATE
ALL NETWORKS
NORFOLK, VIRGINIA
5,000 Watts Day and Night

Ray Thompson
WITH 28 years . . .
RADIO experience
and . . .
RADE know how, oper-
ates . . .

BROADCASTING • Telecasting

JOSEPH CHEOVELAK, NBC Chicago maintenance engineer, father of girl, Elissa Mary.

CPRN BILLINGS
Up 36% Over 1951
COLUMBIA Pacific Radio Network's net billing as of Sept. 13 is 36% ahead of last year, it has been announced by Edwin W. Bucklew, vice president in charge of sales for CPRN and KNX Hollywood.

Local billings on KNX are 15% more than last year at the same date, indicating national spot business on the station also is up substantially.

"Prospects are exceedingly bright for a continuing trend in each category," Mr. Bucklew said.

New business and renewals on CPRN in the past six weeks include:

Green Giant Co., Le Sueur, Minn., extends contract on 17 CPRN stations, Tues. and Thurs., 5-7:15 p.m. PST, for 12 weeks from Oct. 18. Agency is Leo Burnett Co., Chicago.

Raimber Broadcasting Co., San Francisco, starts Rocky Jordon on 11 CPRN stations, Mon., 12:00 p.m. PST, for 13 weeks from Oct. 18. Agency is Britton Agency, San Francisco.


Gordon & Schram, New York (Sul- lo), renews Frank Goes News on 16 CPRN stations, alternating days, Mon., Wed., Fri., 9:45 p.m. PST, for nine weeks from Oct. 1, Agency is Young & Rubicam Inc., New York.


Regal-Amber Brewing Co., San Francisco (Regal Pale Beer), started Tom Henlon's "Press Box" on nine CPRN stations, Sat., 4:45-5:30 p.m. PST, for 11 weeks from Sept. 20. Agency is Abbott & Simms Co., New York.

Bristol-Myers Co., New York (Sal Nesmith), started "The Wokedley Show" on 12 CPRN stations, Sun., 3:30-4:30 p.m. PST, for 13 weeks from Sept. 19. Agency is Young & Rubicam Inc., New York.

Bilco Corp., New York (Milk-Bone Dog Food), started alternating Tues. and Thurs., Mr. Informa-

...tion on 17 CPRN stations, 4:30-4:45 p.m. PST, for nine weeks from Sept. 2. Firm also sponsors "The World Today" on same station line-up, Mon., Wed., Fri., 3:30-4:45 p.m. PST, for 13 weeks from Sept. 1. Agency is McCann-Erickson Inc., New York.

"... and from community service comes community interest in your product."

Represented by Robert Moser Associates

ABC

Sponsored by COLUMBIA
INDIANA SPORTSCASTER
HOOKS 10,091 LETTERS
FROM 23 STATES IN ONE WEEK

When Ernie Ashley, popular WOWO sportscaster, offered sample fishhooks to his listeners, 10,091 letters quickly poured in from 23 states! This is no record, of course, for we're used to tremendous mail response at WOWO. But it's an indication of the way in which this station stays close to its listeners by using mail-pull constantly to check on programming effectiveness.

By any yardstick, Ernie Ashley has proved an effective attraction for sports audiences. His success is based on an unusual ability to project personality, plus a knowledge of sports that only an active participant can offer. Ernie has been a city golf champion at Fort Wayne, a basketball star in the Army, a semi-pro baseball player... and he can be a triple-threat addition to your Midwest sales drive.

Ernie Ashley, and other WOWO personalities, know precisely how to sell the average Midwesterner. They can help move merchandise for you in one of the nation's most important market-areas! For more information, get in touch with WOWO or Free & Peters.

WESTINGHOUSE RADIO STATIONS Inc
KEX • KDKA • KYW • WBZ • WBZA
WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Our Respects To
(Continued from page 56)
and desire to provide better pro-
rgramming facilities had brought
about an expansion of the Parma
plant to nearly three times its
original size. This culminated in
the opening of downtown office
and studios in Esquire Theatre,
newly renovated and converted in-
to WXL Studio D.
Mr. Mayer’s electronic appetite
wasn’t whetted by the two major
enterprises, however, so he decided
to expand his television empire by
acquiring two uhf grants—Channel
27 in Portland and Channel
26 in Denver. The two cities
were major video-less areas be-
cause of the drawn-out FCC freeze.

The Portland project is an epi-
cle in television’s exciting history. Last
July 11 Mr. Mayer got the Por-
tland and Denver grants. There
weren’t any commercial uhf trans-
mitters available so he bought the
experimental equipment that RCA
has operated at Bridgeport, Conn.,
for several years. The gear was
boxed and shipped by fast freight
and truck to Portland and reas-
sembled by RCA.

All the while, building crews
were working around the clock,
seven days a week, and by Sept.
15 the building was complete and
all equipment in place. RCA had
hustled out a 21-gain antenna and
it was installed within five days.
A 280-foot tower that arrived
Sept. 9 was completed Sept. 11
just as the antenna arrived.

The 17.6 kw signal went on the
air at 12:01 a.m. Sept. 18, giving
Portland its first television service.

The professional career of this ex-
lawyer thus has been marked by a
series of high-pressure projects,
more than a little worried about the
caracass of an average executive. Herbert Mayer
is quite aware of the hazards of
pressure, and therefore is success-
ful in avoiding them. First, his
work is both a vocation and an
avocation. He loves it, and goes
to work at 8:30 a.m. He’s a night
owl, and frequently works beyond
midnight.

Next step to avoid ulcers and
related business ills consists of
close adherence to a series of ad-
motions on his desk. They are
simple, though numerous—avoid
worry, tension, overwork, over-
fatigue, over-eating, over-haste,
constant deadlines, too little relax-
ation, too few vacations, sorrow.

Available to Employes

That’s a lot of avoiding, but Mr.
Mayer is an efficient avoider. He
has a knack of keeping away
from a private office, it’s almost unus-
usual because he prefers a desk in
the general office where he is avail-
able to employes at all times. His
inspirational leadership has built
up employe loyalty. As one em-
ployee put it, “Being around Herbert
Mayer is exhilarating and
exciting and a liberal education
on how to conduct a business opera-
tion. He is a tremendous force.”

Mr. Mayer has an active social
conscience and is quick to employ
handicapped workers as well as
some who need rehabilitation. He
doesn’t like to talk about these
things, dismissing them as “part
of our responsibility as employes
to give a man a chance.”

Herbert Mayer was born in 1908
in New York City, son of a suc-
cessful builder. At Colgate he

KBA Meets Oct. 13-14
KENTUCKY Broadcasters Assn.
will meet Oct. 13-14 at the Henry
Clay Hotel in Ashland, Ky., Hugh
O. Potter, secretary-treasurer of
KBA, announced last week. Mr.
Potter is general manager of
WOMI Owensboro, Ky.

KMPC RETURNS CP
Cites Technical Problems

CONSTRUCTION permit for 50
kw nighttime was turned back to
the FCC last week by KMPC Los
Angeles, after six fruitless years
trying to make the directional
array work [B&T, Sept. 22].

Major problem, according to
the station’s letter to the Commissio
was re-radiation from surrounding
hills. Station recounted the amount
of time and energy it and its en-
gineering consultants put into the
attempt to make the three-element
array work. Also understood to
be a factor in the decision to give up
the 50 kw CP was the impact of
TV on nighttime listening and
the recent network rate cuts for Class
A time.

KMPC operates on 710 kc with
50 kw day, 10 kw night, directional.

WSYR ANNIVERSARY
30th Birthday Observed

WSYR Syracuse has celebrated its
30th anniversary with ceremonies
built around the theme, “Life Be-
gins at 30.” The station traces its
first broadcast to Sept. 29, 1922, from
a single room in nearby Cazenovia.
That night, under the
call letters WMAC, a signal was
beamed to Syracuse, 22 miles away.

The station expanded rapidly
and today, WSYR covers 22 cen-
tral New York counties. It moved
to Syracuse where, in 1932, the
station was purchased by the late
Harry Wilder and his son, Harry
C. Wilder, who last Tuesday re-
tired from active participation
[B&T, Sept. 29]. WSYR-TV was
added in 1946; WSYR-TV in 1950.

ARF Adds Subscribers

ARF формulates Research Founda-
tion announced last week the addi-
tion of 15 new subscribers: Amer-
ican Tobacco Co.; Calkins &
Holden, Carlock, McClinton &
Smith Inc. and the Curtis Publish-
ating Co. publications—Saturday
Evening Post, Ladies Home Jour-
nal, Country Gentleman, and Hal-
iday.

"Isn't radio wonderful!
(see inside front cover)

Clear Channel Home of the National Barn Dance
RCA Victor Names
Toney to Products Post

JAMES M. TONEY has been has been named director of distribution for RCA Victor Div.’s consumer products department effective Nov. 1, Joseph B. Elliott, vice president in charge of consumer products for the division, said last week.

Mr. Toney has served two years as division public relations director. Joining RCA in 1946 as a field representative in the purchasing department, he moved to RCA Victor Distributing Corp. in Chicago two years later as sales representative, and was named general merchandise manager in 1947. In 1948 he was transferred to Camden, in that year becoming advertising and sales promotion manager for the RCA Victor home instrument department.

Children’s Viewing
Youth’s Habits Surveyed

CENTRAL Ohio families are obtaining a high degree of “television control” with respect to children’s viewing habits, according to a survey just released by the Franklin County (Ohio) Television Committee of the White House Conference on Children & Youth.

Although children are subject to family control on getting chores and homework done, the survey showed they still spend a lot of time watching TV. Survey showed that TV doesn’t claim too many young viewers after school or on Sunday mornings, but that television “reigns supreme” after the evening meal, in the 64.8% said they go to church Sunday morning.

Edward L. Greene

EDWARD LAWRENCE GREENE, 68, president of the National Better Business Bureau, died Sept. 27 at his home in Mamaroneck, N. Y., following a heart attack. Mr. Greene headed the Bureau’s operations since its incorporation in 1925 as successor to the National Vielle Society of the Associated Advertising Clubs of the world.

J. Robert Corry

J. ROBERT CORRY, 45, general manager and senior account executive of Lewis Edwin Ryan, Washington advertising agency, died last Monday at George Washington Hospital, that city, after a long illness. He was with Ryan for 25 years. He is survived by his wife, Mrs. Louise Heider Corry, of their Bethesda, Md., address.

Associated Blind Inc., New York, is soliciting the support of radio stations, “the No. 1 entertainment medium of the blind,” and of television outlets to promote its contest to select “the most beautiful blind girl in America.”

Ivory Towers Sound
Educators Find Radio, TV Vines Strong

DESPITE rumors of radio’s early demise, educational broadcasting was never healthier, according to Seymour Siegel, director of WNYC New York and president of the National Assn. of Educational Broadcasters.

He said this upon return of an NAEB delegation from Europe, where it arranged for an exchange of cultural programs between NAEB and the broadcasting systems of England, France, Switzerland and Italy.

William Harley, program director of WBA Madison, Wisconsin U. station, and George Probart of the U. of Chicago, NAEB chairman, accompanied Mr. Siegel on the 30-day trip abroad. It operated on such a tight schedule that “out of 10 days in Britain we were allowed exactly 15 minutes of free time,” Mr. Siegel reported. But the price paid off, he said: The group succeeded in arranging up to eight 10 hours a week of cultural programming from abroad.

Classic French dramas presented by top French actors will give the 2.5 million French students in this country a rare opportunity to hear the language at its spoken best, Mr. Siegel said. Opera broadcasts from Italy will provide good listening for music lovers. From BBC, NAEB will receive more dramatic, full-length programs and a number of current event features including a new series on international affairs which is already being produced in England for broadcast here beginning in October.

NAEB on its part is recording a series on American foreign policy for broadcast by the BBC, a new series titled Talk Back in which average citizens record their comments on statements of prominent figures and topics of general concern. NAEB also is offering for use abroad The Jeffersonian Heritage series now being broadcast here.

Group also arranged for BBC to produce a series of 15 half-hour TV films on aspects of British Culture for telecast in the U.S., and in Italy, where they found film costs only about a quarter or a third of the U.S. rate, they planned a series of documentary TV shows on Italian art and history, to be filmed by James Willard and David Kurland. These and other foreign programs will be ready for use by American educational TV stations by the time they are on the air, Mr. Siegel anticipated.

Educational TV
CBLT Plans Telecasts

EDUCATIONAL TV is being considered in Canada. The first educational program was telecast Oct. 3 in a televised debate between two high school teams at Toronto.

This was the first of eight such unsponsored Friday evening half-hour student debate telecasts, giving teams of all of Toronto’s 15 high schools opportunity to appear on CBLT (TV) there. Other televised programs for schools are being studied by the Canadian Broadcasting Corp., Toronto Board of Education, and the National Advisory Council on School Broadcasting. Religious programs on TV also are planned.

Educational TV Meet

EDUCATIONAL TV conference will be held Dec. 5-6 at Indiana U., Elmer G. Sulzer, the university’s new director of radio and TV broadcasting, has announced. He described the sessions, which will discuss the theme of “Educational Television for Hoosiers,” as the first of their kind in the state.

ETTINGER Co., Hollywood and New York, retained by Colgate-Palmolive-Peet Inc., to publicize The Colgate Comedy Hour on NBC-TV and Mr. and Mrs. North, CBS-Radio and CBS-TV.
**milestones...**

**WKBZ-AM-FM** Muskegon, Mich., observes its AM outlet's 28th anniversary Nov. 3. Established in Ludington, Mich., WKBZ moved its facilities in 1934 to Muskegon. Arch Shawd is president-general manager of WKBZ, licensed to Ashbacker Radio Corp.

**FESTIVAL for Germania Broadcast,** which claims to be the oldest foreign language program in the U.S., was celebrated on the show's 25th anniversary, Oct. 3, at Orchestra Hall, Chicago, the city where it is aired seven days a week on WGES. Top radio and operetta stars who have appeared on the German-language show in the past, were present, and others included Hermann Leopoldi, Viennese composer, and Franziska Gaal, film actress. Proceeds go to Chicago Heart Assn.

**JIM MURRAY,** KVY Pittsburgh manager, is celebrating his 20th anniversary in radio. Mr. Murray became publicity director for WJAS Pittsburgh in 1912. Later, he served in the same post for WCAE and WKDA, both in Pittsburgh. In 1944, he became promotion director for WIZ New York. In 1944, he returned to KVY as sales manager and was made station manager in 1946.

**STARTING** its 15th year of broadcasting last month, KKOX St. Louis called attention to expansion of its facilities, personnel and service since it went on the air in 1928 with 1 kw on 1250 kc. The ABC affiliate, which now operates with 5 kw on 680 kc, marked anniversary of its special program citizen. Headed by KXOK's public service shows, KKOX also operates KKOX-FM and is a TV applicant for vhf Channel 4 in St. Louis.

**WOW** Omaha in September marked its 25th anniversary affiliation with NBC. Station says affiliation in 1927 occurred "when the art of broadcasting itself had been established only a few years," and recalls early history, including founding by Woodmen of the World Life Insurance Society. WOW, owned by Meredith Publishing Co., is headed by General Manager Frank F. Fogarty.

**KKOX** St. Louis' general manager, C. L. (Chet) Thomas presented a specially engraved watch to Lt. Roland J. Schumacher on the latter's Sept. 19 program, *So It Can't Happen To You.* Date marked 30th program's 14th birthday. Lt. Schumacher is head of the safety education division of the St. Louis Police Dept. Program is broadcast on KKOX in the interest of safety education and has been an annual award winner from the National Safety Council and other organizations.

**NBC's Railroad Hour** starts its fifth consecutive year under sponsorship of Assn. of American Railroads, Washington, D. C., (8:30 p.m. EST) today (Monday). Starring Gordon MacRae and guest stars, the operettas and musicals on the program are written by Jerome Lawrence and Robert Lee and produced by Murray Bolen. Agency in Benton & Bowles.

**WSTC** Stamford, Conn., observed its 11th anniversary Sept. 18 with several special programs depicting growth of the station and its activities. Operated and owned by Western Connecticut Broadcasting Co. since Jan. 1, 1946, WSTC has been headed by Julian Schwartz for five years.

**WYNNE SPEECE,** who hosts *Your Neighbor Lady* on WAXN Yankton, S. D., has celebrated her 11th year on the air.

**WQPB** Middletown, Ohio, has entered its fifth year of broadcast operation. The 1-kw station is owned and operated by Paul F. Braden.

**WFBR Baltimore** is celebrating its 16th year of broadcasts from the Timonium fair grounds, scene of the Maryland State Fair. Helen Brooks, who conducts *Every Woman's Hour* on WFBR, introduced William F. Schluderberg, president of the fair, on the opening broadcast. He conducts station's *It's Fun to Cool* program. Mr. Schluderberg bought the fair grounds with the aid of other Baltimore business men two years ago.

---

**in this room...**

there's no room for doubt

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

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

**AMPEX Recorders** are engineered to the highest professional standards of reliability and performance.

**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 program and commercials from embarrassing time overlaps.

- **HIGHEST FIDELITY**
  - Even when programs are repeatedly transmitted 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 NART standards. When you have an AMPEX, you have a machine built for years-ahead performance.

---

**Model 400A**

**Model 300**

*If you plan for tomorrow, buy an AMPEX today*

**AMPEX ELECTRIC CORPORATION • 934 CHARTR SET STREET • REDWOOD CITY, CALIFORNIA**
WORLD SERIES

WELL over 100 million people saw the 1952 World's Series last week. Gillette Co., which picked up a tab alone, plus radio and TV time charges amounting to many hundreds of thousands of dollars.

Gillette in the last week of 1950 negotiated a six-year agreement with the baseball commissioner, then A. B. Chandler, giving the razor manufacturer exclusive broadcasting rights to all World's Series games through 1956. The price was a flat $1 million a year for the telecasting privileges and an overall package price of $1,370,000 for the radio rights. Concurrently, Gillette signed a contract with MBS to broadcast the games by radio for the full six years and subsequently negotiated a TV deal with NBC-TV which runs through 1954.

This year, Gillette added 100 independent stations to the 550 Mutual affiliates broadcasting the series games in the U. S.; placed the broadcasts on the CBC stations in Canada, with the play-by-play accounts also broadcast in French in Eastern Canada; and added a Latin-American network which received their reports in Spanish. The Armed Forces Network sent the series to U. S. fighting men and women around the globe and the Voice of America told the rest of the world about this annual major U. S. event.

TV coverage included the 64 NBC-TV affiliates in as many cities, plus the four TV stations of Mutual stockholders — WOR-TV New York, WGN-TV Chicago, KXJ-TV Los Angeles and WNAC-TV Boston. The WOR-TV crew, which had telecast the Dodgers home games throughout the year, originated the pickups from Ebbets Field in Brooklyn. TV pickups from Yankee Stadium were handled by the crew of WPIX (TV) New York, which telecasts the Yankees' home games. WPIX and WINS also broadcast the games from Yankee Stadium on TV and radio, respectively, but without pay from Gillette, under a rule that stations carrying a team's home games through the season may broadcast that team's World's Series games from its home park.

Red Barber, who has been describing Dodgers games since 1939, and Mel Allen, with as long a record with the Yankees, announced the telecasts. Ralph Giffen, WOR-TV camera director, supervised the video pickups from Ebbets Field; Jack Murphy those from Yankee Stadium. Al Helfer, who does the MBS "Game Of The Day," and Jack Brickhouse of WGN Chicago handled the radio play-by-play accounts, with Bill Corum, Gillette fight announcer, supplying color.

Buckingham Appointed

A. O. BUCKINGHAM, advertising consultant, has been named managing director, Young & Rubicam Ltd., London. He succeeds George D. Bryson, who is to return to this country as a vice president and contact supervisor of the agency's New York office. Sigurd S. Larmson, president, announced last week.

TV on Fire

USE of TV to observe the interior of steam generators' furnaces in power plants has proved a successful aid in maintaining efficient operation, according to a report by L. M. Exley, Long Island (N. Y.) Light Co. engineer. Mr. Exley made his report at the Falls General Meeting of the American Institute of Electrical Engineers in New Orleans. Camera was placed in an opening at the top of two pulverized coal and oil-fired furnaces and recorded changes during different stages of combustion. Lenses were protected by water and air-cooled glass.
'Hot' Tape

WAVZ New Haven, Conn., claims a scoop on Gov. Adlai Stevenson's recent visit to that city. Station sent three newsmen to Bridgeport Municipal Airport and tape-recorded the Democratic Presidential nominee's conversation with local political dignitaries. "'Hot' tape was removed from recorder, raced back to New Haven and broadcast within five hours. WAVZ reports many listeners phoned in, expressing gratitude for coverage. Newsman George LeZotte, who recorded the airport scene, also fired a few questions at the Illinois governor.

NEC SESSIONS

TELEVISION is the brightest development in peacetime electronics today, and offers the best opportunity in that field for research and advancement in a peacetime economy. This conviction, relating video to actualities of defense and industry, was expressed by Dr. E. W. - of all research is to achieve "direct benefits to mankind."

Television, as "today's No. 1 opportunity in peacetime electronics," is at the beginning of a "second big surge." This new growth period, the speaker explained, follows the demonstration of uhf as practicable and the understanding and reduction of vhf interference and the subsequent lifting of the tv freeze by FCC. The re-growth period will expand to a nationwide service with a potential of 2,000 stations and perhaps 80 million sets in homes within the next five years, Dr. Engstrom said. Another "promise" for the future is color TV.

The annual conference, which began Monday and ended Wednesday, was called by two of the nation's most respected engineers, George LeZotte, president of Westinghouse, Pittsburgh, and Charles B. Aston, president of NBC, of New York.

The series of national spot radio reports that Printers' Ink released on July 11, is ten specific ways to use National Spot were reported.

Number 3 of these specifics pointed out an obvious selling idea, but one that many national advertisers have not yet used to their advantage. The net of the idea is this. Using spot advertising, wrote our editors, "you can promote a product at the time of day when many listeners are likely to be using it."

And promote sales of your product when listeners are likely to be using it, are most concerned with his product." This statement from our National Spot Radio report sums up our editors' idea of its great efficiency.

Whatever your starting and closing hour may be, you know from first-hand experience they kind, type, size, age and sex of your audience every minute of the day. All you need at the present time are more advertisers who can use "National Spot" specifically. Number 3, as reported by our editors, to work on your station now. Every week Printers' Ink is read by more buyers of advertising than any other publication in this country. Of our total circulation of 23,769, more than two-thirds are buyers of advertising—advertising managers, sales managers, agency executives, and the top management group who give the final O.K. for a schedule of spots on your station. A regular schedule in Printers' Ink, the Voice of Authority, is one of the least costly and most efficient ways for you to get new business. When may we call and tell you how we can help you?

ROBERT E. KENYON, JR.
Advertising Director

With spots you can select your prospects

And promote sales of your product when listeners are likely to be using it.

In the now widely used National Spot Radio that Printers' Ink released on July 11, ten specific ways to use National Spot were reported.

Number 3 of these specifics pointed out an obvious selling idea, but one that many national advertisers have not yet used to their advantage. The net of the idea is this. Using spot advertising, wrote our editors, "you can promote a product at the time of day when many listeners are likely to be using it."

Can you think of a better time to sell a dessert cup of coffee to a disgruntled man than during any one of the 120 minutes, ranging from 6 a.m. to 8 a.m.?

Wouldn't these same minutes be a good time to give him some good news about a better dentifrice, shaving cream, real hickory-smoked bacon or ham, or even a new shirt that not only fit when bought, but also fit perfectly after 60 tripping to a launderer and still looked almost as good as new?

And wouldn't it be a good time to sell the "little woman" during the morning hours any one of a hundred things she might use in the preparation of food, or a better tool or gadget to cut down her housework?

"Spot radio has the virtue of conveying the advertiser's message at the very time people

TV Opportunities Cited

By Dr. Engstrom

VIEWERS of WOR-TV New York's midnight-to-morning All Night Show sent in more than 10,000 telegrams in less than six weeks, the station has reported. Station figures that at an average of 50 cents a word and an aggregate of $4,700 with Western Union.

The program, from midnight to 4 a.m. Tuesday through Saturday nights, 6 a.m. to 11:30 p.m. Saturday to 6 a.m. Sunday, with Fred Robbins as m.c., started on WOR-TV July 19. Between July 23 and Aug. 31, 31 telegrams were counted on the show pulled 10,927 telegrams, three-fourths sent after 1 a.m.

Wires were sent: Midnight-1 a.m., 665 (35%); 1-2 a.m., 705 (35%); 2-3 a.m., 645 (35%); after 3 a.m., 339 (16%).

Pulse survey of the week of Aug. 1 found 12% of New York TV families seeing the show sometime during the week, with an average rating of 3.5, station claimed.

Monday-Thurs r ating was 2.9; Friday, 5.7, and Saturday, 5.9, it was said.

ATFP OFFICERS

Full Slate Reelected

OFFICERS of the year-old Alliance of Television Film Producers, Hollywood, have been reelected for another year. Continuing as president is Maurice E. Truax, manager of West Coast operations, Ziv TV Programs Inc.

Other officers are: William F. Brody, head of William F. Brody Prod. & Engr. Co., via Chicago; Basil Grillo, secretary-treasurer; and executive producers: Richard Crosby Enterprises, treasurer, and in partial exective producers; Primec Productions, secretary-treasurer; and the conference manager of Jerry Fairbanks Inc., was re-elected, with William F. Brody and Basil Grillo appointed membership chairman.

Scharer Appointed

APPOINTMENT of Henry Scharer as deputy director of public information for the Commerce Dept. was announced last Monday by Secretary Commerce Charles Sawyer. Mr. Scharer, a former newspaper man, has been active with government agencies and departments in information work for the past decade.

WTG TV (TV) Sales

TWENTY clients have signed new contracts for programs or spot campaigns on WTG-TV (TV) Washington, General Manager Walter C. O'Shaughnessy has reported. New clients, programs and agencies are:

If you have question marks about using TV profitably and economically, DuMont has a pair of smart answers: two low-cost TV shows with proved audience appeal that are now available for co-sponsorship.

A favorite TV quiz show with a 766,000 mail count from January-June, 1952, and an average Nielsen rating of 16.4 from July '51-June '52. Its low cost and valuable time franchise make TWENTY QUESTIONS a bright answer to your TV problem.

A real TV buy that had a 1,717,152 mail count from July '51 to May '52 and a Nielsen rating of 14.4 for September '51-June '52. Ask DuMont today how this low cost program can help your Dollars Do More On DuMont.
TIME FOR BEANY
The program that sells ALL the family

276,000 boys and girls, 90,000 mothers and 65,000 dads are captured by the charm of Bob Clampett's "Time For Beany" on KTLA, channel 5, Los Angeles. Beany is AVAILABLE LIVE ON KTLA at a cost of only $1.26 per thousand viewers.

TV's top puppet adventure serial, twelve minutes, five times weekly, is AVAILABLE ON FILM in markets throughout the country.

"Time For Beany" is completely merchandised. Sponsors enjoy bonus benefits from extensive program exploitation. Tested premiums, point of sale displays and product tie-ins are all available directly from Paramount's Television merchandising department.

"Time For Beany" is a family program. It has won over 35 public service awards and is strongly endorsed by parent-teacher and civic groups interested in child welfare.

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

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

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

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
ADDITIONAL PROCESSING

TOTAL of five more new station grants—four vhf and one uhf—were issued by FCC last week to increase post-thaw authorizations to 66-59 commercial and 9 non-commercial, educational permits.

An additional 15 applicants were notified that hearings are necessary in their requests. This brings to 105 the number of applications designated or slated for hearing since processing commenced in July following the final reallocation of the Sixth Report and Order [B&T, April 14 et seq.].

On Wednesday, the first competitive hearings on vhf television applications (see September 19) took under way in Washington for contested channels at Denver and Portland, respectively (see story page 26).

FCC on Oct. 15 will stop processing new contested applications for an unspecified limited time in order to speed up handling of uncontested bids in cities without service. The amendment to the temporary processing order as announced a fortnight ago B&T, Sept. 22.

The speed-up plan will not affect outlined processing of hearing applications already designated or notified by Oct. 15, however, FCC pointed out. The plan was adopted by the FCC to handle the backlog of hearing cases already in hand.

The new grants are as follows:

- Lincoln, Neb. (City Priority Group A-2, No. 23—Conwayker Radio and Television Corp., granted uhf vhf Channel 12, effective radiated power 21.5 kw visual and 11 kw audio, with antenna height above average terrain 10 ft. Estimated commencement date: About Feb. 1, 1953.
- Saginaw, Mich. (Group A-2, No. 2)—Lake Huron Broadcasting Corp. (WKNX), granted uhf Channel 57, ERP 1 kw visual and 3 kw audio, antenna 470 ft. Estimated commencement date: Unknown.
- Wilkes-Barre, Pa. (Group A-2, No. 6)—Luis G. Baltimore (WBRE), granted uhf Channel 28, ERP 1,000 kw visual and 500 kw audio, antenna 229 ft. Estimated commencement date: Dec. 1.
- Wilkes-Barre, Pa. (Group A-2, No. 6)—Wayne L. Williams (WBRE) Corp., granted uhf Channel 34, ERP 250 kw visual and 150 kw audio, antenna 1,010 ft. Estimated commencement date: About Jan. 1, 1953.
- Ashbury Park, N. J. (Group B-1, No. 135)—Atlantic Video Corp., granted uhf Channel 47, ERP 150 kw visual and 50 kw audio, antenna 470 ft. Estimated commencement date: Unknown.

The following applicants were notified of necessity for hearings:

- Tampa, Fla. (Group A-2, No. 3)—Tampa Television Co., seeking vhf Channel 12, is being advised its application indicates necessity for hearing in connection with bids of Tampa Times Co. and Orange Television Broadcasting Co. for same facilities.
- Saginaw, Mich. (Group A-2, No. 33)—Tri-City Television Corp. and Booth Radio and Television Stations Inc. (WSGW), both seeking uhf Channel 14, are being advised of hearing.
- Manchester, N. H. (Group A-2, No. 45)—Grandview Inc. (WKBW), applicant for uhf Channel 45, is being advised hearing is required on question of financial qualification.
- Portland, Ore. (Group A-2, No. 45)—Olivey Broadcasting Corp. (WFOH), applicant for uhf Channel 6, is being advised of hearing.
- WORCESTER, Mass. (Group B-1, No. 121)—Sallisbury Broadcasting Corp., New England Broadcasting Co. (WNER), and Wilson Enterprises Inc. (purchaser of WNFY), both seeking uhf Channel 14, are being advised of hearing.
- Morrisville, N. C. (Group B-1, No. 148)—Chanticleer Broadcasting Co., both seeking uhf Channel 6, are being advised of hearing.
- New Brunswick, N. J. (Group B-1, No. 135)—Home News Pub. Co. (WTRH-FM) and Chanticleer Broadcasting Co. (WCTR), both seeking uhf Channel 41, are being advised of hearing.

In other actions last week, FCC notified applicants of the following special temporary authorizations:

- Portland, Ore. (Group A-2, No. 45)—Olivey Broadcasting Corp. (WFOH) was granted a special temporary extension of its operation to Channel 6 for a period of six months.

BOXING BLACKOUT

INTERNATIONAL News Service announced Thursday it had asked its legal department to study all ramifications of the "drastic restrictions imposed upon radio and television stations by promoters of the recent Walcott-Marciano fight" with a view toward ascertaining what steps could be taken to protect radio and television stations from such restrictions in the future.

In announcing the move, INS General Manager Seymour Berkson also disclosed that INS has called upon the Associated Press and the United Press to join it in an effort to effect a more satisfactory arrangement between news services and fight promoters regarding any such restrictions on future sporting events.

The action followed protests from some broadcasters with respect to the re-creation of the Walcott-Marciano bout at the conclusion of the fight. All wire services notified radio clients that the program had imposed certain limitation rights although the notices to stations differed in interpretation.

INS told stations that the promoters of the fight, Herman Taylor, had announced that "any violation of the restriction against round-by-round or blow-by-blow description of the fight by radio or TV will be subject to prosecution," including specifically a re-creation.

AP notified clients that "exclusive contracts ... prohibit use on the air of the fight while it is in progress." The wire service added that the radio wire would carry a running story "slugged in advance for use after the fight ends" and that "the results of the fight will be as complete as other news requirements permit."

UP's Admonition

UP warned its clients not to carry a blow-by-blow or round-by-round description during the fight or a re-creation after the bout but told them they might use 100-word summaries of each round as a newscast at the conclusion of the event. UP also provided wrap-up and color stories.

Ned Irish, representing the International Boxing Club that promoted the fight, with Mr. Taylor, confirmed that his office had notified clients of the restrictions. He told BROADCASTING • TELECASTING that the decision to impose a curb on blow-by-blow accounts and a re-creation at the end of a bout was taken because stations in the past have tended to give the impression they are broadcasting the actual sports event.

In his statement Thursday, Mr. Berkson said that he had asked INS' legal department to consult with the legal departments of AP and UP with a view to coordinating the study of the legal aspects of the situation.

"The situation seems to revolve around the question of when and to what extent the news of a fight like the Walcott-Marciano fight or any other similar sports event promoted commercially comes in the public domain and can be broadcast fully regardless of all efforts to clamp down restrictions even after the fight is over," Mr. Berkson declared.

He noted that "the right to report current events, whether they be sporting events or any other events," is basically tied up with "the whole concept of freedom of the press, radio, etc."

"We are hopeful," Mr. Berkson said, "that our effort in this matter will result in better recognition of the rights of broadcasters and publishers alike to cover the news of such fights and in elimination of the disturbing confusion created as a result of the restrictions imposed (Continued on page 82)
television grants and applications

Digest of Those Filed With FCC Sept. 26 Through Oct. 2

Grants Since April 14:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>VHF</td>
<td>UHF</td>
</tr>
<tr>
<td>Total 13</td>
<td>68</td>
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<table>
<thead>
<tr>
<th>Commercial Ground Station Owners</th>
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<tbody>
<tr>
<td>Transmitter</td>
</tr>
<tr>
<td>------------------</td>
</tr>
<tr>
<td>116° SW of Willis, Tex.</td>
</tr>
<tr>
<td>110° SW of St. Louis, Mo.</td>
</tr>
<tr>
<td>110° SW of Nashville, Tenn.</td>
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<table>
<thead>
<tr>
<th>One applicant did not specify channel.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Includes 68 already granted</td>
</tr>
</tbody>
</table>

APPLICANTS (Listed by States)

[For summary of grants and notifications of hearing, see story, page 69.]

BROADCASTING • Telemastin

Page 70 • October 6, 1952

[Text continues on next page]
KPTV'S SIGNAL
Extends 30-40 Miles—RCA
KPTV (TV) Portland, Ore.'s "primary coverage" will extend about 20 miles, RCA's Engineering Products Dept. noted last week. The department had a team of experienced technical experts at work surveying the Portland operation. KPTV's present power is 16 kw ERP.

This initial report of 20-mile effectiveness was reached after measurements of the station's signal, it was explained. KPTV is the first uhf station to take to the air commercially [B&T, Sept. 29, 22]. RCA's unit, reporting also on "secondary coverage," concluded it "will be provided to between 30 and 40 miles in the north and south directions (east and west directions are limited to 25 miles by mountain ranges)." Primary signal covers all major suburbs and the city's trading area.

Observation of signal quality showed excellent pictures over the area "with the exception of localized (and relatively small) areas which are 'shadowed' by intervening hills," the RCA department said. "A check of local radio and television industry (retailers, wholesalers, service shops, etc.) indicates that uhf has been received with almost unbounded enthusiasm by the great majority," it was claimed. The engineering team spent two weeks after the station's debut measuring signal strength throughout the Portland area.

RCA said, "First optimistic reports, which to many seemed almost too good to believe, are being solidly confirmed. . . ."

BRIG. GEN. David Sarnoff, RCA board chairman, last Tuesday compared the growth of uhf and the opening of KPTV (TV) Portland, Ore., nation's first commercial uhf station, to the Lewis and Clark pioneering explorations of the American Northwest.

In a 15-minute telecast shared with FCC Chairman Paul A. Walker and which was carried by KPTV as the station began regular programming with the first game of the World Series, Gen. Sarnoff praised Herbert Mayer, president of Empire Coil Co., Inc., which installed in Portland the dismantled equipment from the RCA experimental uhf station at Bridgeport, Conn., to be the first uhf commercial station on the air (B&T, Sept. 22).

Speaking from New York, where Sandra Mayer, daughter of Mr. Mayer, presented the RCA board chairman a citation in recognition of RCA's contribution to the development of television, Gen. Sarnoff said:

"In bringing television to Portland, Mr. Herbert Mayer . . . and his associates have acted in the traditional pioneering spirit of the great Northwest.

"As a triumphant radio exploration the opening of the uhf spectrum may well be compared with the historic Lewis and Clark expedition that opened up the Northwest wilderness."

"These ultra high frequencies are of great significance to the future of television. Hundreds of new channels bring additional millions of Americans into range of television programs."

Gen. Sarnoff praised Chairman Walker and his associates on the FCC "for their great interest in bringing the new trails of uhf into service.

"By licensing new stations they now encourage the television broadcasters to make use of these new pathways through the air by filling them with program traffic.

"We are happy to have had a part in blazing this trail across the continent and are pleased to have KPTV affiliated with the NBC's television network."

Speaking from Washington, D.C., Chairman Walker greeted KPTV as the "harbinger" of a new era of expansion for American television. He remarked:

"This takes television into a new frontier of the ether. We can now have upwards of 2,000 stations. More communities can have their own stations. More communities can have their own television stations than now have a daily newspaper of their own.

"In due time other uhf stations will be built all over the nation," Chairman Walker said.

KPTV put the country's first commercial uhf program on the air Sept. 20, but regular programming did not begin until last Tuesday.

STOLKIN DENIES
TV Plans for RKO Movies

DESPITE a denial by Ralph E. Stolkin, who headed a syndicate which bought control of RKO Radio Pictures Inc. [B&T, Sept. 29, 22], that the studio plans at this time "to release a million-backlog of movies to TV, a report persists in Hollywood that RKO films which have outrun their theatrical release value, will be re-edited for video under a deal being negotiated with a major TV network.

Mr. Stolkin, who was elected firm president last Thursday, declared that "it is in consideration of time until the film and TV industries will be cooperating fully," He expressed belief 85 to 90% of TV shows will be on film in the future.

Educators Hear Plans

FCC CHAIRMAN Paul A. Walker last Thursday told Pennsylvania educators four plans by which they may add more television channels to the four now reserved in their states for educational use. Addressing the Annual Education Congress at Harrisburg under auspices of JCET, Chairman Walker said that after June 2, 1953, educators may (1) apply for "drop-in" channels, (2) request a deletion or substitution in other communities, (3) ask reservation of a commercial channel for non-commercial educational use or (4) apply competitively now for a commercial channel and use it either for commercial or non-commercial educational purposes.

NCS Signs Seven

FIVE agencies and two advertisers have signed a 30-minute package Service within 10 days after it was made available to them, A. C. Nielsen Co. reported Thursday. The agencies are: Ted Bates Co.; Foote, Cone & Belding; Mearsch & Pratt; Morse International, and Young & Rubicam. Advertisers are Esso Standard Oil Co. and Borden Co.
REPRESENTING LEADING TELEVISION STATIONS:

Davenport  WOC-TV*
(Central Broadcasting Co.—WHO-WOC)

Denver  KBTV
(Colorado Television Corporation)

Fort Worth-Dallas  WBAP-TV*
(STAR-TELEGRAM)

Louisville  WAVE-TV*
(WAVE, Inc.)

Miami  WTVJ
(Wometco Theatres)

Minneapolis-St. Paul  WCCO-TV
(DISPATCH-PIONEER PRESS)

New York  WPIX
(THE NEWS)

St. Louis  KSD-TV*
(POST-DISPATCH)

San Francisco  KRON-TV*
(THE CHRONICLE)

*Primary NBC Affiliates
SAY HE GETS ALMOST EVERYBODY INTO TELEVISION. WHAT ABOUT US?"

Free & Peters is now in its *sixth* year in television-station representation—sold our first TV order back in 1947.

Since then we've helped clear thousands of TV hours — have helped put dozens and dozens of successful advertisers and agencies "into television".

Operating an entirely separate Television Department in our New York, Chicago, Detroit, San Francisco and Hollywood offices (in all of which the rivalry between our TV specialists and our AM specialists is something you really ought to see!) we F&P Colonels are determined to keep on giving the *top* service in television . . . to keep on helping more and more people to "get into TV".

**Peters, Inc.**

*Representatives Since 1932*

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
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<th>DAY</th>
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</tbody>
</table>

**TIME SHOWS FOR OCTOBER 1952**

**6:00 PM**
- Summon Co. Jr. (Alt.) L Privacy To Me

**6:15 PM**
- Mr. Wizard

**6:30 PM**
- Pet Milk

**6:45 PM**
- Kellogg's All Star Revue

**7:00 PM**
- Schick Inc. Amer. Childe L Company Co-Sponsorship of the Week

**7:15 PM**
- Jackie Gleason Show

**7:30 PM**
- Pet Milk

**7:45 PM**
- Kellogg's All Star Revue

**8:00 PM**
- CBS: TBA

**8:15 PM**
- Reynolds S.O.S.

**8:30 PM**
- B.F. Goodrich

**8:45 PM**
- B.F. Goodrich

**9:00 PM**
- Your Show of Shows

**9:15 PM**
- Your Show of Shows

**9:30 PM**
- Your Show of Shows

**9:45 PM**
- Your Show of Shows

**10:00 PM**
- Your Show of Shows

**10:15 PM**
- Your Show of Shows

**10:30 PM**
- Your Show of Shows

**10:45 PM**
- Your Show of Shows

**11:00 PM**
- Your Show of Shows

**11:15 PM**
- Your Show of Shows

**11:30 PM**
- Your Show of Shows

**11:45 PM**
- Your Show of Shows

**12:00 AM**
- Your Show of Shows

**12:15 AM**
- Your Show of Shows

**12:30 AM**
- Your Show of Shows

**12:45 AM**
- Your Show of Shows

**1:00 AM**
- Your Show of Shows

**1:15 AM**
- Your Show of Shows

**1:30 AM**
- Your Show of Shows

**1:45 AM**
- Your Show of Shows

**2:00 AM**
- Your Show of Shows

**2:15 AM**
- Your Show of Shows

**2:30 AM**
- Your Show of Shows

**3:00 AM**
- Your Show of Shows

**3:15 AM**
- Your Show of Shows

**3:30 AM**
- Your Show of Shows

**3:45 AM**
- Your Show of Shows

**4:00 AM**
- Your Show of Shows

**4:15 AM**
- Your Show of Shows

**4:30 AM**
- Your Show of Shows

**4:45 AM**
- Your Show of Shows

**5:00 AM**
- Your Show of Shows
Happy Birthday to us!

5 years on Television
5 years with RCA Victor

Musical Director • JACK FASCINATO  Producer • BEULAH ZACHARY  Director • LEWIS GOMAVITZ  Costume Designer • JOSEPH LOCKWOOD
VISTASCOPE, a lens device long in experimentation, has been used commercially for the first time by Revue Productions, Culver City, Calif., film production subsidiary of Music Corp. of America.


August Tube Sales
Near $11 Million—RTMA

* * *

August Tube Sales
Near $11 Million—RTMA

ROADCASTING: Editor's Notes

—TV, KSTP, WTV, WKY-TV in Kansas City. The Paper has been in use for several years, having been selected by the major networks as the one to be used for general distribution purposes.

New Lens Device;
RTMA Tube Sales

(Report 236)

New TV Lab
At Wisconsin U.

CBS Television scenic art department has developed a new scenery construction technique that uses prefabricated masonite flats in an assembled stock sizes instead of the traditional muslin-on-frame used for walls, doors and partitions.

The technique is being demonstrated to sponsors, agencies and broadcasting executives. CBS-TV claims that the new technique not only speeds up set construction but permits more freedom in overall design, and assures better lighting and camera maneuverability.

Video Ventilation

TELEVISION personnel who have fretted about hot studios can take heart in an announcement that most TV stations on the air will be cooler. According to Ben C. Benson, temperature control expert of Minneapolis-Honeywell Co., Minneapolis, whose engineers have designed a new cooling system, studios will be air-conditioned with new electronic temperature controls 100 times more sensitive than conventional types that are being used generally.

Weekly Television Summary—October 6, 1952—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
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<tr>
<td>Albuquerque</td>
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<td>Metamora (Mexico)</td>
<td>Brownsville, Tex.</td>
<td>KWB-TX</td>
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<td>Los Angeles</td>
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<td>Milwaukee</td>
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<td>Denver</td>
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<td>139,341</td>
<td>Newark</td>
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<td>Ft. Worth</td>
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<td>KPTV</td>
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<td>Rock Island</td>
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<td>San Diego</td>
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<td>194,341</td>
<td>Quad Cities</td>
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<td>Salt Lake City</td>
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<td>St. Louis</td>
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<td>Syracuse</td>
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<td>Taipei</td>
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<td>Washington</td>
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<tr>
<td>Wellington</td>
<td>WDEL-TV</td>
<td>139,687</td>
<td>York</td>
<td>WMCN</td>
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*Contains only TV stations, not Market home stations. *Includes KTVI-St. Louis, KSDK-St. Louis, WTRG-Seattle, KFMB-San Francisco.

*Includes KXAS-TV Dallas, K Company, Dallas, WTVN Seattle, WTVN San Francisco, KFMB Seattle, WTVN San Francisco.

*Includes WTVN-Portland, OR, KFMB-San Francisco, WTVN Seattle, WTVN San Francisco.

*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.

*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.

*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.

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*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.

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*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.

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*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.

*Includes KTVI-Seattle, KFMB-San Francisco, WTVN Seattle, KFMB-San Francisco.
Rugged GPL Camera withstands a Rugged Trip

20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico ... Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the "industry's leading line—in quality, in design."

General Precision Laboratory

IN C O R P O R A T E D

P LE A S A N T V I L L E  N E W  Y O R K

Export Department: 13 E. 40th St., New York, N. Y.

Cable address: Arlab

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

BROADCASTING • Telecasting

October 6, 1952 • Page 79
PROPOSED rule-making proceedings to modify Part 17 of FCC's rules on lighting and marking of radio-TV towers and to modify CAA's minimum flight altitude rules are seen as forthcoming actions following the final government-industry meeting on the tall towers-air navigation problem last Monday in Washington.

FCC Comm'r E. M. Webster and CAA Deputy Administrator F. B. Lee, co-chairmen of the joint meetings attended by representatives of the government and the broadcasting and aviation industries, accepted the report of an "ad hoc" committee. The committee was named earlier to investigate a possible method of achieving uniform treatment by regional airspace subcommittees of applications for radio and TV towers over 500 ft. high located adjacent to existing airways [B* T. April 28].

The report recommended that existing procedures be continued for the handling of tower clearance applications on a case-to-case basis by regional airspace subcommittees and concluded that general fixed criteria for the handling of such applications are not practical [B* T. Sept. 15]. The report included suggested changes for Part 17 of FCC's rules to modify tower-marking and lighting requirements.

It also bore an attachment, not a part of the report, setting forth CAA's proposed addition to the Manual of Procedure of the CAA Office of Aviation Safety relating to "obstruction clearance for objects located outside but adjacent to the limits of present civil airways or direct routes."

Calling of the first joint meeting last spring to consider the potential air hazard of tall towers steamed from announcement of FCC's Sixth Report and Order finalizing the TV reallocation and providing for potential establishment of over 2,000 TV stations in nearly 1,500 communities with tower height of 2,000 ft. permissible. Aviation interests became alarmed that 2,000 ft. towers would soon be built in many areas, but the ad hoc report found that only about 5% of the towers expected to be constructed will exceed 1,000 ft.

MERLIN H. AYLESWORTH

Merlin H. Aylesworth (Continued from page 20)

best possible facilities for such service; to make the entire structure self-supporting, for if radio is to survive, broadcasting must stand on its own legs.

Pursuing the goal during the following decade, NBC under Mr. Aylesworth's direction created noted religious programs and the musical program "The Mutual Appreciation Hour and American Album of Familiar Music," such variety shows as "Fleschmann Hour" with Rudy Vallee and guests and "Stanford's "Variety Program." With Amos n' Andy, NBC established the daily serial program as a basic radio formula. "Deace" Aylesworth, as he was affectionately known to hundreds of friends in every aspect of American life, was born July 19, 1886, in Cedar Rapids, Iowa, the son of the Rev. Bartholomew O. Aylesworth. He attended Colorado Agricultural College, U. of Colorado, U. of Wisconsin and Columbia U. and in 1924 received his law degree from Denver U.

After practicing law in Fort Collins, Col., from 1914, he became chairman of the Colorado Public Utilities Commission, which he left in 1918 to join the Utah Power & Light Co. A year later, he was appointed managing director of the National Electric Light Assn., remaining in that post until 1929, when Owen D. Young of General Electric, Gen. Guy E. Tripp of Westinghouse and Maj. Gen. James G. Harbord of RCA persuaded him to enter radio.

After Mr. Aylesworth left the NBC presidency in January 1936, he stayed for two years as chairman of KRO and then transferred his activities to the newspaper field as an executive of the Scripps-Howard newspapers, in March 1938 becoming publisher of the New York World-Telegram, Scripps-Howard evening paper in that city. He resigned in 1941 and during the war years served as an executive consultant to the Office of the Coordinator of Inter-American Affairs.

In recent years, Mr. Aylesworth has maintained a Rockefeller Center office as an attorney and business consultant. One of his clients was Cities Service Co., which at his recommendation started a weekly program on NBC in February 1927 and is today the oldest continuous advertiser in network radio. He was chairman of the executive committee of Ellington & Co., New York advertising agency.

In 1909 Mr. Aylesworth married the former Blanch Parrott, the marriage ending in divorce. In 1916 he married the former Caroline Andrews McEntee, who was with him at the time of his death. He also is survived by two children of his first marriage, Barton Jerome Aylesworth and Dorothy Aylesworth, and a sister.

Funeral services were held Friday morning in New York. Burial was at Redding, Conn.
Sales

International News Service, New York, announces the sale of its packaged TV news service to KBTV (TV) Denver, Colo. The 12 minutes of the daily Telenews film, INS special TV news wire, and the regular INS leased wire report start coincidental with KBTV's target date, Oct. 1.

Exclusive contract has been signed by WBNS-TV Columbus, Ohio, with Motion Pictures for Television Inc., for a film library of over 800 titles at a total cost of $100,000. Station reports that the agreement gives WBNS use of the largest single film library in the country.

* * *


Filmed by Screen Televideo Productions, Hollywood, production has started on 10 more half-hour films. Jacques Braunstein and Rudy Abel are co-producers. BBDO, New York, represents Hamilton Watch; Young & Rubicam, N. Y., International Silver.

BI-CITY PACKAGE

WOR-TV, WFIL-TV Offer

TWO-market plan is being offered TV clients by WOR-TV New York and WFIL-TV Philadelphia, whereby an advertiser sponsoring a program on either station can have it simultaneously telecast by the other at the straight cost of the program plus the time on both stations which will absorb the cable costs.

Sales pitch points out that the New York-Philadelphia area comprises about 25% of the nation's TV homes, containing 4,385,900 TV sets as of July 1, more than the next four cities combined. Plan is called a "two for one" offer, as time on both stations can be purchased for less than the cost of certain other New York TV stations alone.

Continuing the revision of its program schedule to obtain a more efficient and economical operation, WOR-TV last week disclosed that in addition to dropping the midnight-to-four a.m. All-Night Show [B*T, Sept. 29], it is also lopping an hour off its afternoon schedule. Programming, which on non-baseball days has started at 1:30 p.m., will, after the conclusion of the World Series, begin at 2:30 p.m.

While such live programs as Barbara Welle's Show, Buster Crabbe Show, Barnes Family Album, Dave Elman's Curiosity Shop, Music in Silhouette and Mae Perrin's Tune Room are being discontinued, station spokesmen pointed out that WOR-TV is by no means switching to a completely film operation. In fact, they said, during the week the film teletexts will remain pretty much as they have been with some increase in film programs during the weekends.

**film report**

**Availabilities**

Helen Ainsworth Corp., headquartered at 197 N. Canon Dr., Beverly Hills, has been formed to distribute and produce TV film series on a regional basis, by Sam Nathanson, theatrical distribution sales executive with Columbia Pictures, and Helen Ainsworth, head of the Beverly Hills talent agency bearing her name.

New firm has acquired distribution rights to 13 quarter-hour TV films in Hollywood Unused, produced by Herman Pesos, and featuring Gene Norman as commentator on news about movie stars. Already completed by Mr. Nathanson is You, 13 3/4-minute-color films featuring Gerald Heard, scientist-philosopher-writer. Production schedule calls for 50 to 100 films yearly.

Also completed is the quarter-hour pilot film of Nickelodeon. Starring the Sportmen Quartet in a Gay 90's format, the singing group tells the story of an 8-minute silent film. Narrated in a humorous vein, a group of these films has been acquired from Library of Congress. Lyrics and music were written by Dean Reisner and Eddie Kay.

**Production**

PILOT film in the TV version of ABC Radio Defense Attorney is being completed by Desilu Productions, Hollywood, starring Mercedes McCambridge, creator of the title role. Fletcher Markle is directing under the production supervision of Don Sharpe.

**she's lovely... she's engaged...**

**SHE WATCHES ALEXANDER FILM COMMERCIALS!**

Fair lady is, in fact, a consumer... a big one! And it will pay you to woo her with Alexander film commercials. You'll find (as have more than 100 of the nation's biggest advertisers) that there is no finer way to win the hearts and purse-strings of dainty demoiselles.

A big reason why it pays to rely on Alexander for your film commercial needs is experience. Fastidious women, women of distinction and, in fact, the women of the world appreciate the care, the quality and the "know-how" that are inherent in the Alexander approach:... Production quality that has evolved through more than thirty years of experience and progress in audio-visual advertising; the kind of experience that makes a girl sit up and take notice!... Precision processing in Alexander's own laboratories that achieves the most exacting contrast control for teletesting that pleases milady's eyegapesh!... Multi-track sound recording direct to 16mm for extra high fidelity, so Mile doesn't have to whip out her ear trumpet to catch your sweet sales story!

**Woo her with Alexander film commercials. She'll love you for it!**

**- - - Write Today for Full Details. - - -**

**ALEXANDER FILM CO.**

**COLORADO SPRINGS**

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

October 6, 1952 • Page 81
on the Walcott-Marciano fight.**

Both UP and AP indicated to **Broadcasting**-**Teletasking** they did not plan at this time to join INS in any further exploration of the question. Both expressed the viewpoint that the matter involved the IB and individual stations, rather than the news services which, they said, act as a transmission agency.

A spokesman for another wire service said that coverage of the Walcott-Marciano bout had been sufficient for a re-creation of the bout. He added that to his knowledge news of a sports event is in the public domain once it is completed and a radio station would be justified in re-creating it.

Quick to protect the promoter's ban was Mark L. Haas, vice president of KMPC Los Angeles. Mr. Haas was the first he could recall that radio stations were prohibited from re-creating a sports event following the end of the event.

KMPC had sold a re-created version, too. Los Angeles Brewing Co., after INS and United Press had assured him the station could use their blow-by-blow accounts for re-creation, Mr. Haas said. But the afternoon of the fight, he added, they notified the station it could not use their reports and that such reports were for publication only.

Mr. Haas said INS sent him the following wire, forcing cancellation of the re-creation:

To: INS clients.

INS has been legally informed that under restrictions announced by Pro- Testant Teamsters of the Wal-cott-Rocky Marciano fight in Philadel- phia, the contract published round-by-round description that will be carried in the publication is not available. Taylor states that there are no limita- tions on the written or spoken on the outcome of the fight, but that the round-by-round descrip- tion cannot be used for purposes other than publication, including spe- cifically, the re-creating or simulating of the fight on a blow-by-blow basis on any radio or unlicensed TV broad- cast.

Promoter Taylor announced that any violation of the restriction against round-by-round or blow-by-blow des- cription of the fight by radio or TV will be subject to prosecution.

In announcing cancellation of the re-creation KMPC told the whole story to its listeners for dis- appointing them. "KMPC believed that such a re-creation was a serv- ice to its audience which is entitled and for which there are numerous precedents, not only with fights but with other major sports events as well," the station in- formed its audience.

Mr. Haas added later, "This sets a precedent in radio broadcasting and apparently is the opening round of a battle between radio and television on the one hand and theatre television on the other.

I recognize the right of aport pro- moters to protect their sports events as they are in progress, but I do not recognize any right for them to control news of the event after it has occurred. I feel that radio and television as an industry should recognize that something must be done to protect their rights."

As far as could be learned, no complaints up to Friday had been filed by the AP, or the WNWRUL, or any of the congressional commit- tees concerned with radio-TV.

**INS-TELENEWS BUY**

**Goes on Five ABC Outlets**

PURCHASE of INS-Teletnews daily service of film and TV news wire by ABC for the network's five owned and operated TV stations was to be announced today (Mon- day) by the INS television depart- ment.

Service to WJZ-TV New York is effective today and will start Oct. 13 on WENR-TV Chicago, KECA-TV Los Angeles and KGO-TV San Francisco. Service to WABC-TV Detroit will begin Nov. 24. Department said the service now goes to more than 81% of the nation's TV market areas. It was said ABC is the second major TV network to contract for INS-Telet- news service, CBS-TV having been a client for the past four years.

**FFREELANCE FEES.**

**ALA, SWG Study Plan**

MEMBERSHIP of the Authors League of America and the Screen Writers Guild will vote Oct. 15 on the first contract covering fre- e- lance television writers and ABC-TV, NBC-TV and CBS-TV. ALA will consider the pact at a meet- ing in New York and SWG will do the same in Hollywood.

The contract sets up a minimum basic agreement negotiated with the networks and will go into effect Oct. 16 if ALA and SWG mem- bers approve. It covers network shows originating from New York, Chicago and Hollywood.

The following minimum scale for writers has been proposed, with the first figure in each case indicat- ing the commercial fee and the second the sustaining fee:

<table>
<thead>
<tr>
<th>Time (minutes)</th>
<th>Commercial Fee</th>
<th>Sustaining Fee</th>
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<tr>
<td>15</td>
<td>$200</td>
<td>$100</td>
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On programs of five minutes or less: Originals, $110 and $55; adaptations, $130 and $70. On 15 to 30 minutes: Originals, $200 and $100; adaptations, $260 and $130. On 30 to 60 minutes: Originals, $350 and $175; adaptations, $600 and $300.

In announcing cancellation of the re-creation, KMPC told the whole story to its listeners for dis- appointing them. "KMPC believed that such a re-creation was a serv- ice to its audience which is entitled and for which there are numerous precedents, not only with fights but with other major sports events as well," the station in- formed its audience.

Mr. Haas added later, "This sets a precedent in radio broadcasting and apparently is the opening round of a battle between radio and television on the one hand and theatre television on the other.

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As far as could be learned, no complaints up to Friday had been filed by the AP, or the WNWRUL, or any of the congressional commit- tees concerned with radio-TV.
OPEN HOUSE FOR CLIENTS AND PROSPECTS

Agencies Also Invited to NBC Chicago Promotion

ABC Chicago has come up with a client and agency promotion idea which will set a precedent for a network division and possibly serve as a pilot model for future exploitation of ABC stations. Division executives are planning a day-long television open house in October for some 2,000 persons from midwest advertising agencies and from area manufacturing firms, all potential television buyers. Invitations will be sent to all agencies and clients regardless of size and present broadcast billing, with present and potential network and local clients singed shown the inner-workings of division.

Designed to familiarize buyers with sponsors with the ways of the deal, including how costs are set, the open house is scheduled to start at 10 a.m. and continue rough 5 p.m., with a buffet lunch served at the noon hour. NBC Vice President Harry Kopf, station manager for WMAQ and WNBQ (TV), will serve as official host. John Keys, advertising sales promotion manager for both stations, is working with all department managers in coordinating plans, which will be presented at a general meeting this week.

The plan includes tours for all guests, handled by directors and producers who know the video operation and can answer business and production questions. Because the size of the crowd may be large, it is planned to have a single TV show operating simultaneously in several locations, with local video personalities appearing for "a bit" before the cameras in a parade of talent lasting from one to one and one-half hours.

Demonstrations will be carried on in all departments, from film to sales, with a representative of each department available for questioning.

KEARNEY NAMED
In ABC-TV Sales Shift

DON L. KEARNEY, national manager of ABC-TV Spot Sales, has been named national sales manager of the network's owned television stations under ABC's new policy of having its outlets represented nationally by independent representation companies.

Mr. Kearney will coordinate national selling activities of the ABC-owned television stations with those of the representatives named by ABC—Edward Petry & Co. and Blair-TV. He will also supervise program sales on all five ABC-owned television stations—WJB-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisco—and will be the network's executive liaison officer between the Petry and Blair-TV companies.

Mrs. E. Azzarraga Jr.

MRS. EMILIO AZZARRAGA Jr., 25, wife of the vice president in charge of TV operations for the Emilio Azzarraga broadcast interests in Mexico, died Tuesday night in Doctor's Hospital, New York, where she had been admitted as a patient Sunday for treatment of a spinal disorder. The Azzarraga properties include XEW, XEW-TV, and XEQ in Mexico City and construction permits for TV stations in Paso de Cortes, Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. The remains were returned to Mexico City Tuesday night for burial.

One-arm driving is fine...

...so is one-arm "park benching"

...but it takes two arms to get the best results

to sell Memphis you need BOTH WMC and WMCT

N BC—5000W

Memphis' Only TV Station

owned and operated by the Commercial Appeal

National Representatives - The Branham Company

October 6, 1952 • Page 83
a new section to appear every month in TELEVISION RATES AND DATA starting in November

The increasing use of film in television has created a new need—the need for a comprehensive, organized source of information for film buyers.

STANDARD RATE now fills this need with "Films for Television" in TVRD, every month, with in-between Bulletins as required. Here is a market place for TV films—where producers and distributors show their available and forthcoming film products—where buyers of film see what's being offered.

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**II—Producers of Film Programs for Television**

(Producers of Films Listed in Part I are marked with *)

**CALIFORNIA—Hollywood**

Allegra Productions, Inc. (Republic Studio) 4024 Sunset Ave., N.Y., Hollywood, Calif. Tel: Sunset 2-1127 — Mr. Wm. Lava, Pres.

*Desilu Productions 9008 Santa Monica Blvd., Beverly Hills, Calif. Tel: Gr-17208 — Jess Oppenheimer

*Iillinois—Oak Park

Atlas Films Corp. 1311 S. Wabash Ave., Oak Park, Ill. Tel: Austin 7-8460 — L. P. Molina

**NEW YORK—New York**

*Fairbanks, Inc. (Branch, see Hollywood) 355 E. 42nd St., New York, N.Y. Tel: Murray Hill 8-2600 — Fred Rubicam

Film distributors, listed alphabetically by states and cities. An alphabetical list, by name, of distributors also included.

**III—Distributors of Films Produced for Television**

(Distributors of Films Listed in Part I are marked with *)

**CALIFORNIA—Hollywood**

*Consolidated TV Sales 6050 Sunset Blvd., Hollywood 29, Calif. Hollywood 4-6364 — Peter M. Ralsek

*Jerry Fairbanks, Inc. 6052 Sunset Blvd., Hollywood, Calif. Tel: Sunset 2-1122 — Jerry Fairbanks

**ILLINOIS—Chicago**

Beverly Television Features 250 Boylston St., Boston, Mass. Tel: Wa 3-5711 — Mr. Martin Wort

DuMont Film Department 515 Madison Ave., N.Y. 2, N.Y. Tel: Murray Hill 8-2600 — A. Stewart

DuMont Teletranscriptions 515 Madison Ave., N.Y. 2, N.Y. Tel: Murray Hill 8-2600.

*Jerry Fairbanks, Inc. (Branch, see Hollywood) 355 E. 42nd St., New York, N.Y. Tel: MU 2-5711

*NEW—Talawawa 3000, 48th St., N.Y. 17, N.Y.

Film producers, listed alphabetically by states and cities (shown here) and also separate alphabetical listings by name.

**IV—Distributors of Feature Films Available for Television**

(Produced for Theater, Education, Etc.)

**CALIFORNIA—Hollywood**

Baker Distributors 100 W. Sunset, Hollywood, Calif. Tel: SUN 2-9700 — Mr. Morris DeMapp Features: 59—Drama—Various Types Shorts: 43—Documentary, 16—Sports

**ILLINOIS—Chicago**

Quality Film Co. 630 N. Dearborn, Chicago, Ill. Tel: Wa 2-9716 — Mr. Martin Wort

V—Producers of TV Film Commercials, Showing Products and Services

**CALIFORNIA—Hollywood**

Jerry Fairbanks, Inc. 6052 Sunset Blvd., Hollywood 29, Calif. Tel: Sunset 2-1122 — Jerry Fairbanks

*Five Star Productions 6535 Sunset Blvd., Hollywood, Calif. Tel: Sunset 2-9700 — Mr. Martin Wort

Commercial films producers, listed alphabetically, including the names of the products for which they have produced films, and the advertising agencies handling the accounts.

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**SHORTS: 1-10 MINUTES**

*Films produced for television, listed under HOUR, HALF-HOUR, QUARTER-HOUR, and 1-10 MINUTES for quick use by film buyers and users.

**Feature film distributors, listed alphabetically by states and cities, including type and number of films available.**

---

**V—Producers of TV Film Commercials, Showing Products and Services**

**CALIFORNIA—Los Angeles**

Jerry Fairbanks, Inc. 6052 Sunset Blvd., Hollywood 29, Calif. Tel: Sunset 2-1122 — Jerry Fairbanks

*Five Star Productions 6535 Sunset Blvd., Hollywood, Calif. Tel: Sunset 2-9700 — Mr. Martin Wort

Commercial films producers, listed alphabetically, including the names of the products for which they have produced films, and the advertising agencies handling the accounts.
...an added service for:

a two-way opportunity for

film producers
good place to describe your service, your films, your availabilities, your rates or terms. Advertising rates are the same as for the regular section of TELEVISION RATES AND DATA.

TO EQUIPMENT MANUFACTURERS—"Films for Television" provides the logical spot for description of cameras (accessories, sales, rentals), film laboratories, film servicing and editing. TO OTHERS—And for services such as talent agencies, music, costume rental, etc.

Important note—Closing date for listing data is the 12th of the month preceding publication; for advertisers, the 17th of the month preceding publication. The subscription price, $10.00 a year, entitles subscribers to between-issues Bulletin Service.
GALLON of Wisconsin milk splatters against the first column of a new 1,032-ft. tower being erected by WTMJ-TV Milwaukee. Christening new tower is Walter J. Damm (r), vice president and general manager of radio, Journal Co., station licensee. Workmen were not identified.

SET MARKET
Siragusa Gives Opinion

ALTHOUGH color television is now "feasible," costs are still too high and color will not be on the market for two to four years. This was predicted by Ross D. Siragusa, president of Admiral Corp., Chicago, who spoke Thursday in New York to the Society of Security Analysts.

Mr. Siragusa said: "This is a certain" about color TV. When the system is finally adopted, it will be all-electronic and compatible. He also said that (1) multiple set ownership as in radio will become the rule rather than the exception; (2) the trend is toward large screen sets, and (3) obsolescence will be a large factor in future TV set sales.

Admiral, which sells a 21-inch model for $200, will need at least nine months to catch up with orders, he said. Increasing demand for this size, he added, is causing tube makers to fall behind in production as large-size tube production slows down mass output. He estimated at least 20 million sets will be sold within five years.

Mobile TV Caravan

MOBILE TV caravans, built to specifications by RCA, will be put on display by the Army Signal Corps during the 72nd semi-annual convention of the Society of Motion Picture & Television Engineers, opening in Washington today (Monday). System is designed to explore use of TV as a tactical and training medium in the U.S. Army. It comprises self-contained equipment for production of scenes from three field cameras or a film chain. Associated sound can originate from microphones, tape discs or film. Combined audio-video signals can be fed simultaneously to kinescope-recording equipment and via microwave link to a remote point up to 20 miles away. TV production can be displayed on ten 16-inch, direct-view monitors and on a 6 x 8 foot projection screen. Consulting engineers and technicians are invited by Broadcast Equipment Div. of RCA Victor to see display.

WBTV Clinic

WBTV (TV) Charlotte, N. C., staff members will discuss all phases of TV operation for benefit of prospective educational and commercial TV licensees in the Carolinas at a TV clinic set for the station for Oct. 22-23.

Mr. Cranston listed the new equipment as a TS-20 Relay Switcher, a Master Switcher and an RCA Genlock. In addition, the anniversary was observed in salutes to the station by all programs.

Lighting Clinics

STUDIO lighting as a means of improving television pictures will be discussed and demonstrated at a series of clinics to be held at the General Electric Lighting Institute in Cleveland for a week starting Oct. 13. Guest TV network speakers and GE specialists will discuss lighting for engineers and production specialists who are expected to attend two clinics at Nela Park. TV cameras will take pictures of lighting situations and monitors will reflect the quality of picture. Sessions will be conducted in a model studio built in the institute's auditorium, and cover lighting for various type sets.

WBTV Clinic is planned in relay system between Chicago and Milwaukee, to go into service the middle of 1953, replacing present provisional facilities and a subsequent extension of the channel to provide TV program transmission between Chicago and Minneapolis are called for in an application filed with the FCC Wednesday by AT&T for a microwave radio-relay system connecting Minneapolis with Milwaukee via Chicago.

In addition to the TV service the new satellite system will provide additional telephone service for the tri-state area. Event of the system to provide a channel from Chicago to Minneapolis will give that city another hookup with the AT&T TV network facilities, which now revolves Minneapolis by coaxial cable out des Moines.

FILM FIRM FORMED

As South American Li

FORMATION of South American Motion Picture Producers As, 6253 Hollywood Blvd., Hollywood, to act as intermediary in the production of TV and feature film abroad, has been announced by Max E. Gilmore, attorney and president.

SAMPPA will secure equipment, techniques, stars and raw footage for films made outside U.S., and act as representative arranging distribution.

CBS Signs WNOK-TV

SIGNING of WNOK-TV Columbus, S. C., as a CBS-TV primary affiliate in a preliminary interconnected affiliation, was announced last week. The affiliation will become effective to: 1, Station authorized by FCC mid-September is under construction by Palmetto Radio Corp., censee of WNOK-Columbia, and assigned uhf Channel 67. H. Moo McElveen Jr. is general manager.

A GOLD MINE—

Tested Radio-TV Programs

Dramatic, Music, Mystery, Comedy, News, Sports, Political, Safety, Educational, Religious, Contests

Over 500 Radio-Television Tests Programs in the Summer Issue

A tool for agencies, stations, sponsors and program builders now sent to leading networks, stations, etc. in U. S.

SPECIAL ANNUAL OFFER $6.00; SUMMER ISSUE: $3.00 cash or COD (order today—five copies available)

RADIO-TELEVISION TESTED PROGRAMS

204 Park Ave., Yonkers 3, N. Y.
JAI TV CENTER

INSTALLATION on a 70-by-90-ft. inearing building at ABC Teleon Center, Los Angeles, has been completed. Containing engine- ing offices, a 32-by-40-ft. one-era studio and projection room, new building houses film edit- and cutting, purchasing, con- dity acceptance, plant mainten- e and repairs and electronic tanence departments.

JOINT FACILITY IN TV

Actual Production on Capitol Hill Begun

FIRST of a series of 12-minute, 16mm color movies of Washington highlights by cameramen of the Joint Senate-House Recording Facility has gone into production.

The first shooting will be used to tell the pictorial story of the nation's capital. Others contemplated are on Mt. Vernon, Arlington Cemetery, the Capitol, monuments and government agencies.

Prints will be made available at cost to congressmen for sponsor- ship on TV and for projection in schools and civic organizations. Robert J. Coar, coordinator of the Capitol Hill facility, estimates that the first film will cost about $50; subsequent ones should run less.

This latest activity of the Joint Recording Facility is an outgrowth of its TV activities which began last February. At that time, two cameras were added to the existing tape-recording equipment for the use of solons wishing to send film recordings to TV stations in their home districts or states.

Tape and disc recordings for congressmen desiring to furnish messages to home town radio sta- tions have been made by Mr. Coar since 1935. At first the facilities were a concession in the Capitol, but in 1947, after considerable contro- versy, they were made part of the Congressional services. About 1,000 discs are cut and mailed per week, with about 32 Senators and 200 Representatives regular weekly or bi-weekly users. They pay $3.50 per 16-inch disc, and do the mailing themselves. The radio studios are on the fifth (attic) floor of the old House Office Bldg.

Advent of TV forced Mr. Coar to add two cameras and two cameramen to what is now an eight-man staff. Congressmen pay $36.50 for the first minute, $10 for each additional minute for a film "take." Already, a regular client of seven Senators and five Repre- sentatives use the Joint Facility's TV service—mostly for weekly one- minute shots.

Preparing for a much greater use of film to carry congressmen's messages back home, the 82d Con- gress authorized the construction of two TV studios, a dressing room and a developing and printing plant. These are now under con- struction, under the supervision of David Lynn, architect of the Capit- tol. Their cost is estimated at $30,000.

TV studios are being established on the first floor of the old House Office Bldg. They are superseding the old House of Representatives' baths, where, tradition says, many an old-time great, found relaxa- tion after a grueling day on the House floor.

Each studio will be 40x60 ft., and will be equipped with the latest motion picture and electronics equipment. The dressing room will be 10x14 ft. One studio will be equipped with three Hollywood- type Auricon Pros. These will be equipped to carry 1,200 ft. of 16mm color film, or enough for 30 minutes of "shooting." The normal camera carries between 200 and 400 ft. of film.

Use of Three Cameras

Plans are to use the three cameras simultaneously. One will be in a fixed, head-on position, the others will be angled with one set for closeups. Provision will also be made for rear-screen projection.

The other studio will be used as a screening room, and will also contain facilities for fixed, short takes.

Total cost of the TV equipment will be about $65,000, Mr. Coar estimated. This will come, he said, from the $114,000 profit made in the five years' existence of the Joint Recording Facility. Funds to run the facility are appropriated each year, and surpluses are turned into the Treasury's general fund.

Although all film recordings will be done on color film, black and white prints will be made for TV station use.

Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISION MONDAY THRU FRIDAY 11:00 TO
11:45 A.M. FROM THE MODERN WAAM KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM camera see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The spon- sored products are sold beautifully and solidly. THE COST IS LOW—$46 per participation less frequencies—one of the sweetest buys in television. Look into it!
PENNIES have been attached to a new promotion piece being distributed by WICC Bridgeport, Conn., to retailers in that area. Cartoon figure, holding the coin, says "You'll admit a potential customer is worth a penny... well it costs less than a penny to advertise on WICC."

DAYTIME PROGRAMMING
FULL-PAGE ad stressing CBS Radio's daytime programming was run in New York Times and Herald-Tribune fortnight ago. Also scheduled to appear in trade publications is an ad showing Grace Matthews, radio's Big Sister, with the caption: "Her picture never appears—yet 15 million people know exactly what she looks like!"

SUCCESS MEANS FAILURE
A PROGRAM, so successful that it was a failure, has been reported by W.KLO Louisville, Ky. Beechey Frank, station's disc jockey, invited his teenage devotees to an on-the-air "open house" and anticipated several hundred would attend. An estimated 2,000 youngsters jammed the studio for the event. Space limitations made it necessary for WKLO to cancel the show. Disappointed students, the station says, are confident that "Beechey" will host another open house when adequate facilities are obtained.

CHRISTMAS IN JULY

HARRY VON ZELL, announcer who airs spots for Grayson's, ready-to-wear store for women, on Coast stations, received 1,500 Christmas cards as a result of a "Christmas in July" stunt. Instead of the usual July clearance sale, Grayson's, through the Milton Weingberg Adv. Co. of Los Angeles, promoted a "Christmas in July" sales. Mr. Von Zell began each commercial with wishing listeners a Merry Christmas. Grayson's reported sales volume in all stores up 55% over last July.

WPN'S CUSTOMER-FRIENDS
WPN Philadelphia sends mailing piece recalling days of general stores when customer-friends of the proprietor gathered around potbellied stove and discussed the day's happenings while making a purchase or two. WPN says times have changed, but people haven't and that WPN has more buying-friends than any other station in that market.

LETTERS RECEIVED
MORE than 300 letters of commendation were received by WDRC-FM Hartford in a 10-day period following the start of WDRC-FM's rebroadcasting programs of WQXR-FM New York. Letters came from Connecticut, Massachusetts and (Long Island) New York.

RONSONS FOR EXECUTIVES
RONSON Art Metal Works Ltd., Toronto, is offering silver plaques and cash prizes, as well as Ronson lighters to top executives of stations doing best publicity and promotion on its Trans-Canada network show, It Happened Here. First prize is $100, with other prizes $50 and $25, plus plaques and lighters.

SCHOOL BOOK COVERS
NEW program promotion stunt has been distributed by WTOP Inc. Washington, D. C., in the form of textbook covers for 5,500 school children in area. Instructions are provided showing children how to cover book. Cover tells teachers, "After study—relax with WTOP-AM-FM-TV" and gives checklist for marking off WTOP-CBS radio-TV stars they have heard or seen during week. Promotion cites cover as "another reason why WTOP Television is the most viewed and WTOP Radio is the most listened-to in this area!"

SOUNDS OF CENTURY

WLW Cincinnati's "Sounds of the Century" contest, a feature of the station's fall block programming, is now underway. Basis of the contest is a series of eight sounds familiar to everyone in the WLW coverage area. The sounds are being played once a day on WLW programs. Eight listeners who correctly identify the sounds will each receive a 1952 Kaiser. WLW is offering its listeners an additional opportunity to win a Yellow Dragon model Kaiser automobile. Listeners are asked to submit a 25-word statement on the subject, "The sound of the century which meant most to me was... " These mail entries will be judged at the end of the series.

MONDAY QUARTERBACKS
MONDAY-HOUR live Monday Quarterbacks, packed by Jack Douglas Productions, Hollywood, started on KNNB (TV) that city for Hoffman Radio Corp., L. A. (Easy Vision TV sets), Sept. 29 for 12 weeks. Program features Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device has been perfected whereby viewers may call in questions. Agency is Foote, Cone & Belding, L. A.

ONE-MAN SHOW
ONE-MAN dramatic presentation titled Night Editor is being presented weekly over WMAR-TV Baltimore, under sponsorship of Kaiser-Frazer dealers in that area. Show features Hal Burdick and is set in a newspaper office. As news comes into his desk the Night Editor selects one item to cue his story for the night.

SPECIAL TV SECTION
A SPECIAL 18-page supplement was published in the Sept. 21 issue of The Milwaukee Journal, honoring The Journal Co.'s WTMJ-Milwaukee. The supplement, primarily printed with color, brings up to date on the outlook for television in general and WTMJ-TV in particular.

WGBH CELEBRATES
WGBH (FM) Boston last Saturday marked first anniversary of its founding with broadcast opening performance of Bob Symphony Orchestra and rev of past year's programs. Ra Lowell, trustee of Lowell Institute and head of its Cooperative Broadcasting Council, spoke before the concert. Mr. Lowell and R. B. Cabot, president of the trust of the orchestra, also were to create the opening of WGBH (6, 1951. FCC Chairman Paul Walker was scheduled to deliver special message. WGBH is an educational FM outlet operated w the "advice and cooperation" of institute.

PROMOTING POWER
RADIO stations carrying the Fr. Eric W. Ziv picture Freedom, U.S.A., starring Tyrone Power, will participate in local promotional and publicity campaigns in connection with Power's appearance in "Jr Brown's Body" in 60 cities, starting Nov. 1. Local stations will be in with promotional plans w Mr. Power appears in their city.

CELEBRITY INTERVIEWS
KECA-TV Los Angeles Andy Ke Psycho, sponsored by Kais Frazer Dealers Assn., that cl features package Andy Kelly interviews with celebrities. Weel quarter-hour programs stress "third man" or other personal of each guest. Agency is Ad Assoc L. A.

It's Happening in New Haven

WNHC sells COFFEE MONTHS
James McDonnell has been selling his special private blend of coffee on WNHC if you have something to sell in New Haven Choose The Station That Sells
**Represented Nationally by Edward Petry & Co., Inc.**

**THE PEOPLE'S CHOICE**

In Portland, Oregon

1,246,540 active, young-minded Westerners comprise KGW's market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwestern Washington.

**Program Control Industry Gets Support**

**STRONG support for the governing of television programming by voluntary action of station management was cast by Martin H. Werblin, General Manager, National Council of Catholic Men.**

Mr. Work spoke before the 26th national meeting of the National Council of Catholic Women held in Seattle, Sept. 20-24.

"There are only two practical ways to govern television programming," said Mr. Work. "The first is by the voluntary action of those responsible for the management of television stations; the second is by an alert public opinion."

Mr. Work told delegates that in his opinion, "the television industry is making a sincere and honest effort to control and restrain itself. They need our cooperation for a fair trial," he added.

He pointed out that Catholics have an obligation to praise and condemn TV programs with equal fairness. "By not praising and condemning with impartial fairness," Mr. Work cautioned, "we Catholics vitiate the influence that we might bring to bear on the future of television."

The National Council of Catholic Men produces the Catholic portion of the NBC-TV feature, Frontiers of Faith, and three network radio programs: The Catholic Hour (NBO); Christian in Action (KCRW) and Faith in Our Times (MBR).

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**FALL PROMOTION**

**WMAQ, WBND Begin Oct. 12**

**FALL promotion for local and network clients on WMAQ and WBND (TV): NBC's O&O stations in Chicago will give 200 advertisers an estimated $50,000 worth of plugs.**

Planned by John Keys, stations' promotion and advertising manager, the 10-week campaign will include on-air promotions, newspaper ads, car cards and magazine space.

WMAQ, starting Oct. 12, will promote the new NBC-TV stations and their programming.**

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**Seattle AD Study**

Radio-TV Dates Announced

DATES for the study of radio and TV in the weekly advertising course of the Advertising & Sales Club, Seattle, have been set. They are:

- Planning and writing the radio campaign, Nov. 6, Warren McCloy, KOIR Seattle continuity director, instructing; for writing for television, Nov. 15, John Jessup, Ronig C. Fuller & Assoc., Seattle, account executive; tour of KOMO Seattle, Jan. 15, Ray Baker, vice president and general manager, supervising; tour of KING-TV Seattle, Jan. 22, A. P. Hunter, sales manager, the supervisor. Radio-TV tours are part of a general exploration of the major advertising media. Courses began Sept. 25 with first sessions confined to planning and copy preparation.

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**Socialist Labor Buys**

SOCIALIST Labor Party of America has purchased time on CBS Radio for a campaign address by its Presidential candidate, Eric Hass, today (Monday), 10:45-11 p.m. (EST). He will speak from stations affiliate in the Midwest, probably Chicago or Milwaukee.
ALLOCATIONS of structural steel for the first quarter of 1953, to be siphoned off for new starts on construction "directly essential to the defense program," were announced by the Government last Wednesday [B•7, Sept. 29].

With few exceptions, the allotments are limited to advance quotas already advanced for next January-April and virtually preclude the start of any new major radio-TV structures or other upper steel orders already on the books at the time of the strike and because of the greater relative loss of production of structural steel," Ralph S. Trigg, DPA deputy administrator, said in announcing the allocations.

For this reason, he stressed, the only new starts permitted this industrial expansion (radio-TV falls in that category) and in commercial and other construction will be limited to essential projects. Radio-TV construction already underway probably will receive materials to complete projects. Broadcasters may continue to self-authorize TV stations for other upper steel and on smaller construction, remodeling or alterations. First Quarter Allocation

The Electronics Division of the National Production Authority, claimant for civilian requirements, was not allocated steel for the first quarter compared to 250 and 450 tons in the third and fourth quarters, respectively, of 1952.

DPA earlier had announced first-quarter-1953 allocations of controlled materials for civilian industries. Set-makers will receive about 75% of their fourth-quarter steel quotas and 60% of their third-quarter allotments. Copper and aluminum will remain virtually the same.

The "snapper" here is that future allocations are based on these two quarters—six months for which the set industry underestimated its steel requirements prior to the steel strike last spring.

Manufacturers currently are getting about 35% of base periodic steel usage, but the amount may be increased as steel becomes more plentiful next spring. They are receiving 50-56% of their production contracts.

Despite the steel cutback, industry probably will meet its season demands for radio-TV receivers and other products.

No new relief from cobalt and nickel shortages is in sight for manufacturers of permane magnets used in radio-TV receivers.

An industry advisory group had advised NPA a "high recovery" of these materials from scrap will not help the industry because scrap companies are putting scrap back into military and defense-supply products.

Only 29% of the magnet industry's output goes to civilian radio and television manufacturers, with the balance earmarked for the peacetime program.

Pure tungsten, used in tube fillers in radio-TV receivers and other electronic components, has been decontrolled by NPA, also with molybdenum. Both materials were described as in "adequa supply" to fulfill military, defense supporting and civilian requirements. The decontrol order, however, does not liberalize use of these materials.

WICC Goes Fulltime

WICC Bridgeport began round-the-clock operation last Saturday, at claims to be the only 24-hour operation in Connecticut. The 11:30 p.m. to 6 a.m. portion will be taken u by Dick's Den, starrin Dick Alexander.

MOST POWERFUL—MOST POPULAR

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

With Listeners

With Local Advertisers

POWER + PUNCH = RESULTS

first with the finest

DAY AND NIGHT

Weed & Co. representatives

DISCUSSING Register & Vote Campaign

Campaign are Tennessee Gov. Gordon Browning (seated), and (1 to r) Jack Drake, WLAC Nashville newsmen, and Perry Sheffrell, Tennessee Asm. of Broadcasters president.
GRIDCAST PACTS

More Signing Reported

The 1952 gridiron season was gathering momentum last week as further signings were reported by stations across the nation. Other signings were reported earlier (*B*T, Sept. 22).

Phillips Petroleum Co. will sponsor "Big Ten Game of the Week" on some 20 video stations in about 12 states. Series is produced by Sports-vision Inc., Los Angeles.

Twenty-four Michigan stations and one Ohio station will broadcast all nine Michigan State College games over a Midwest radio network. Feeds will originate at WEAR-AM-FM East Lansing.

Dalrymen's Cooperative Sales Assoc., through Ketchem, MacLeod & Grove Inc., will sponsor U. of Pittsburgh games over KDKA Pittsburgh.

Ohio Oil Co. will sponsor a top-flight slate schedule of nine Midwest games over WVOO Fort Wayne, Ind.

KNNC San Francisco will air 10 West Coast games.

Five local Willey-Overland dealers have bought quarter-in-each of eight high school games to be telecast by WAAM (TV) Baltimore.

The XKC Iowa City, Iowa, will feed U. of Iowa games to a network of 11 Iowa radio stations.

Standard Oil of Indiana is sponsoring Nebraska U. gridcasts over KFAB Omaha.

Metropolitan Realty Co. and the Jim Ryan Construction Co. will sponsor broadcasts of all U. of Notre Dame games over KOIL Omaha.

Den Allen Chevrolet, Pittsburgh, will sponsor broadcasts of nine Penn State games over WQV Pittsburgh.

Cott Bottling will sponsor the full schedule of Boston College, Holy Cross and Yale U. games, a total of 17 games, on WNAC Boston. Agency is John C. Dowd Inc.

Area Kaiser-Frazer dealers will sponsor seven Naval Academy games over WWDC Washington.

KANS Wichita, Kan., will air all U. of Kansas games.

The St. Louis-Salem sold a total of 188 quarter-hours of sponsored football programs, including sponsorship of 15 college contests, 12 league games and several special football features.

WFL Philadelphia will air U. of Pennsylvania games. Before game-time, Berry Bros. Buick dealer will sponsor "Pigskin Parade." Immediately after the games, Shore Brothers, Pontiac dealers, will sponsor "Touchdown Review."

Package of 85 sports events—including 164 game names of Notre Dame and Drake U. and high school basketball contests—have been bought by KOOL-MOOL, Des Moines, Iowa, by a Packing Co., NAPA Des Moines Warehouse and Friedman's Chrysler Agency for cooperative sponsorship.


FAMILY

WBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we've served them well. We're one of the family.

GRILLING

Bought for Demos' Show

ELEBRITIES of radio, TV, stage or screen are joining hands with administration leaders to present series of telecast broadcasts ABC for the Democratic party campaign program.

Time for the series was pur- chased by the International Ladies Garment Workers Union (AFL), led by David Dubinsky, who nounced plans for the 15-minute broadcasts. Opening program was "red last Wednesday, 10:15-30 p.m. (IST), with President Truman the duff speaker. He was introduced comedian Georgie Jessel. The Wednesday series will fea-

tue in subsequent weeks, Senes Kesuver (D-Tenn.), Vice president Alben Barkley (with nah Shore), Vice Presidential John Sparkman (D-Ala.) and Will Rogers Jr.) and Gov. lail Stevenson, Democratic Presi-

dential candidate. Gov. Stevenson II will be introduced by Tallullah unbeknown, star of NBC's The Big aw.

ILGWU is one of several labor oups underwriting sponsorship poltical programs on the major networks prior to the Nov. 4 action.

SEBALL NETWORK

Planned for Wash.-Alaska

LEAST 12 Washington stations d possibly several Alaskan sta- tions will be linked in a special net-

work in next 10 days to carry nine odcasts of all Seattle Rainiers' seball games, it was announced st week.

Archie Taft Jr., general man-

ager, KOI Seattle, said that his sta-

tion will feed the games to KVSF slingham, KBKN Mt. Vernon, OMP Port Angeles, KRKO Ever-

te, KTC Tacoma, KPUY Puyal-
p, KIRIO Bremerton, KGY Olym-

pia, KELA Centralia - Chehalis, BKW Aberdeen and KAPA Ray-

ond. Other Washington stations ay join the network, Mr. Taft id, adding that there also is a saibility that six Alaskan outlets lll carry the games by direct net-

work wire.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total) U. S. Area, including Small-Town, Farm and Non-Telephone Homes and including Telephone and Non-Telephone Homes)

REGULAR WEEK

August 17-23, 1952

EVENING, ONCE-A-WEEK

Current Week

Programs

1. Dragnet (NBC) 6.5
2. The Racketeer (NBC) 6.3
3. F.B.I. in Peace and War (CBS) 6.1
4. Your Best Year (NBC) 6.1
5. Life With Luigi (CBS) 5.8
6. Gunsmoke (CBS) 5.5
7. Navy Story (CBS) 5.3
8. Great Gildersleeve (NBC) 5.3
9. Johnny Dollar (CBS) 5.3
10. "All My Children" (ABC) 5.2
11. "My Three Sons" (CBS) 5.1
12. "The Guiding Light" (CBS) 5.1
13. "Green Acres" (CBS) 5.0
14. "The Real McCoys" (ABC) 5.0
15. "The Lone Ranger" (ABC) 4.9
16. "The Life of Riley" (CBS) 4.9
17. "The Adventures of Ozzie and Harriet" (CBS) 4.8
18. "The Beverly Hillbillies" (CBS) 4.7
19. "The Big Pretender" (ABC) 4.7
20. "The Snoopers' Club" (CBS) 4.7
21. "Our Miss Brooks" (CBS) 4.7
22. "The Life of Riley" (CBS) 4.6
23. "The Adventures of Ozzie and Harriet" (CBS) 4.6
24. "Gunsmoke" (CBS) 4.6
25. "The Big Pretender" (ABC) 4.6
26. "The Life of Riley" (CBS) 4.5
27. "The Beverly Hillbillies" (CBS) 4.5
28. "The Snoopers' Club" (CBS) 4.5
29. "Our Miss Brooks" (CBS) 4.5
30. "The Big Pretender" (ABC) 4.5

CURRENT RATING WEEKS

Current Week

Programs

1. Dragnet (NBC) 6.5
2. The Racketeer (NBC) 6.3
3. F.B.I. in Peace and War (CBS) 6.1
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8. Great Gildersleeve (NBC) 5.3
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19. "Our Miss Brooks" (CBS) 4.7
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23. "Gunsmoke" (CBS) 4.6
24. "The Big Pretender" (ABC) 4.6
25. "The Life of Riley" (CBS) 4.5
26. "The Beverly Hillbillies" (CBS) 4.5
27. "The Snoopers' Club" (CBS) 4.5
28. "Our Miss Brooks" (CBS) 4.5
29. "The Big Pretender" (ABC) 4.5
30. "The Life of Riley" (CBS) 4.5

ADVERTISING as an aid to better living in America is the mes-

sage behind plans to expand to nationwide promotion the fourth annual Advertising Recognition Week, which was originated by the Adv. Assn. of the West.

Co-sponsoring Advertising Recogni-

tion Week aned for Feb. 15-21 next year, will be the Adv. Feder
don of America, according to Howard Willoughby, executive vice president of Sunset Magazine, senior vice president of A.A.W. and general chairman of the advertis-
ing week project.

Also joining on the local level will be such organizations as local chambers of commerce, the U. S. Chamber of Commerce.

A.A.W.'s mid-winter conference, set for Jan. 24-25 at Fresno, will dis-
cuss plans further. B. C. Ostrand-
er, vice president of Cline Adv.

Service, Boise, Ida., and presi-
dent of the Boise Adv. Club, is chairman of the project's plans committee and will distribute a kit of campaign materials.

FRANK EDWARDS, WOR New York and AAW commenting, is offering listeners free copies of a booklet listing voting records on major is-

sues of every member of Congress. Mr. Edwards distributed a similar booklet to nearly a million persons in 1959.

THE QUAD-CITIES

72nd in RETAIL SALES

Among Sales Management's 162 Metropolitan Areas

STEADILY increasing is the standing of the Quad-City among the 162 standard metropolitan areas. Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBE is a powerful influence in the home of more than 240,000 Quad-Citians—quality people who buy quality goods—yours included, if you so desire.

Les Johnson, V.P. and Gen. Mgr.

October 6, 1952 • Page 91
in public service . . .

mobile unit into the studio and for 12 hours airing appeals for blood donors on every program. The event marked m.c. Bill Weaver's seventh consecutive "B-Day" for the Red Cross campaigns, according to Arthur Hull Haney, CBS vice president in that city and KCBS general manager.

WFWL in New York City announced the sale of its station to Battery Broadcasting for $1,000,000. The station, WFWL, was originally owned by the New York Life Insurance Company and was sold to Battery Broadcasting in 1927 for $250,000. Battery Broadcasting then sold the station to the New York Life Insurance Company in 1932 for $500,000. The sale of WFWL to Battery Broadcasting in 1927 was the first broadcasting station sale in the United States to a non-media company.

AIDS Tragedy Victims

KGAE Salem, Ore., reported as its latest activity in the public interest its broadcasts appealing for funds to help survivors of a family in which three of nine members died when fire destroyed their home.

'Clean House' Drive

WSTC Stamford is cooperating with the city's Cleaning House Assn. in a campaign to encourage residents to vote in the November elections. By Election Day, 444 spot announcements will be broadcast urging the public to go to the polls.

KCBS Stages 'B-Day' San Francisco is staging a "B-Day," turning its Studio A at the Palace Hotel into a "blood bank" by bringing an eight-bed

K LRA Little Rock, Ark., combined with U. S. Marines to broadcast appeals for blood to meet the local Pulaski County October quota. Station set aside regular program from 4:30 to 5:15 p.m. for appeal. T/Sgt. Walter Stewart interviewed six Korean veterans who testified to need for blood. KLRN employees handled incoming calls, with station receiving more than 30 pledges and several cash donations.

Moral Aspects

WHAS Louisville's program, Moral Side of the News, has been given a special honor award by the National Council of Churches of Christ for "a courageous attempt to provide insight into contemporary events and issues." The program places four clergymen (Catholic, Protestant, Jewish and Unitarian) on a panel presided over by a businessman. Moral issues involved in an outstanding news event of the previous week are discussed.

WSTV Aids Blood Drive

IMPORTANCE OF WSTV Steubenville, Ohio, in the Jefferson Co. Red Cross chapter's Defense Blood Program is attested in a letter from the chapter, accrediting WSTV with 96% of "walk-ins," and adding that "your announcers really not only put their voices, but their hearts into every appeal."

Emergency Appeal

WBAR Baltimore has answered an emergency call from the city's Sinai Hospital for a rare type of blood. A post-operative patient was dangerously ill, and losing ground. The hospital had contacted all local blood banks. No blood of the type needed was to be found. Within an hour after WBAR aired the plea, the hospital was swamped with calls from persons offering to be donors.

Football Drive

DRIVE to spark interest in high school football in Raleigh, N. C., was brought off successfully by WNAO, WPTF and WRAL in that college football-minded city. Stations simultaneously aired a special program, selling season tickets to the games and memberships in local High School Boosters Clubs. Program featured sports directors of two outlets—WNAO's Jimmy Simpson and WPTF's Jim Reid—and disc jockey Earl Shaw of WRAL. Together they put campaign over the top, raising $5,116.

Urgent Plea Needed

WHEN WABB (TV) New York telecast an appeal for RH negative type O blood for a dying Fair Lawn (N. J.) housewife the night of Sept. 14, the response was overwhelming and heartwarming. Within a few hours, the station reported, between 50 and 60 pints of blood were donated.

Bond-Selling Contest

WTOD Toledo, in publicizing its program, Bonds Away, which promotes the sale of U. S. Defense Bonds, for three months held a letter-writing contest and awarded a $25 bond to the writer who wrote best on "Why I Buy Defense Bonds."

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WEOK Fund-Raising

WEOK Poughkeepsie, N. Y., broadcast a two-hour program Sept. 19 on behalf of the Assn. for Mentally Handicapped Children in Poughkeepsie, with appeals for funds being made by Mrs. Eleanor Roosevelt, Superintendent of Schools Fox Holden and others. Local talent provided musical entertainment.

KAYL Alleviates Tragedy

WHEN 7-year-old Stanley Kierman died of polio Sept. 20, a fellow member of the Kiernan home caught fire, KAYL-AM-FM Storm Lake, Iowa, took matters into its own hands, according to Program Director Paul R. Lyons. During the program's 1,389 hours, shown was a shortie, "Mother." The program's 10,000 dollars, a "Pledge to Life," was raised for the "Jimmy Fund." The staff and station have raised more than $2,900.

WPFB Commended

EFFORTS of WPFB Middletown, Ohio, in recruiting blood donors and promoting other American Red Cross activities have drawn commendation from ABC's local chapter. Ames Gardner, chapter chairman, praised station staff and WPFB President-General Manager Paul Braden for "an outstanding job" and for giving "freely of their time and facilities in the interest of our community.

WBNS-TV Film Encore

FILM shown last spring on WBNS-TV Columbus, Ohio, titled "Devil on Wheels," a story about "hot rods," received such a big response that the sponsor of Beacon, An-.

ter National Bank Theatre program on which it appeared, Ohio National Bank, has secured a copy of the film and turned it over to the Columbus police department for free educational showing to central Ohio clubs and societies. Motion Pictures for Television Inc. is distributor.

One-Man Operation

DON DRENNER, KGGF Cof- feysville, Kan., engineer, has a hobby that literally would make an author or printer blush. He is both a printer and an author. Unable to get his literary efforts published, Mr. Drenner sets type and publishes his own works. His hand-operated publishing "house" is called the Zauberberg Press, or Magic Mountain Press, named after Thomas Mann's novel, Magic Mountain. The radio engi- neer's latest work, a full-length novel, The Vault of Night, soon will be off the Zauberberg Press. He has been writing technical articles in radio, and poetry for publication for some time. Mr. Drenner's unusual hobby extends to his method of op- eration: He often writes sections as he sets the print; his book will contain the printer's correction sheet in the appendix to explain mis- spelt or misspelled words.

Blood Blackout

NO Mayfield, Ky., dramatized drive for blood for when a Red Cross bloodmobile visited the sta- tion area by going off the air for half hour while eight members its staff gave their blood. An- nouncements preceding the black-out noted WLB would be "the while the staff is donating, 100%.

Cancer Marathon

ORTS personalities joined with T. Tacker, disc jockey at WCRB latham, Mass., to raise $700 for cancer fund on a marathon pro- gram. Show started 6:30 a.m. I ended at 2:30 p.m., with noted celebrities taking phone contribu- tions. Among those appearing were K Holovak, head football coach, ston College; Bennie Friedman, id coach at Brandeis U.; Sid ron, Boston Braves outfielder, I Tommy Collins, featherweight king champion.

FILM EXCHANGE

Jacobson Sees TV Activity

HERBERT L. JACOBSON, direc- tor-general of the Trieste Radio Network, predicts an exchange of television films between the na- tions of Europe and the U. S. He was to arrive in New York today aboard the liner "Constitution."

In a statement for release today, Mr. Jacobson noted that Europeans have become accustomed to dubbed versions of American movies and would accept dubbed telefilms. "If prices are within European range."

The four-station Trieste Radio Network, which is installing tele- vision, broadcasts to Italy and Yugoslavia from the free territory.

Amateur Exams By Mail

FCC last week invited attention of amateur radio operators serving in the armed forces to a new rule which permits examination for Advanced Class operating privi- leges before the end of the one- year waiting period. Where serv- icemen are overseas or otherwise unable to reach one of the Com- mission's examining points, the examination may be conducted by mail under specified conditions, FCC said. Further information may be had from the Engineer-In- Charge, District 24, FCC, Washington 25, D.C.

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September 29 Decisions

CP for extension of completion date...:

CP for extension of completion date to 1-4-53.

WPMY-TV Greenboro, N. C. - Granted CP for extension of completion date to 4-6-53.

WPTD Prescott, Ariz. - Granted mod. CP for extension of completion date to 11-15-52.

KRGK Dallas, Texas. - Granted mod. CP for extension of completion date to 12-1-52.

Modification of CP:

KTRW Tanana, Wash. - Granted CP for approval of antenna, transmission, and change of type trans. location.

Translation Authority:

Lansing Becht, Co., Lansing, Mich. - Granted CP with the addition of new transmitters by leased telephone wire, programs consisting of plays-by-play commentary of Michigan State College football games to KLW Windsor, Ont. beginning Sept. 27, and ending Nov. 22.

Delete FM:

WIRL-FM Troy, N. Y. - Request to cancel license and delete FM at Troy, N. Y.

KRNW-FM) Louisville, Ky. - Granted request to cancel license and delete FM.

Returned Expired CP:

WCBS Knoxville, Tenn. - Granted CP to replace CP which authorized new non-commercial educational FM which expired at 9-2-52 (Fulton High School).

Change Studio Location:

WSKO York, Ky. - Granted CP to change studio location.

Change Antenna Height:

WTVY North Wilks, Va. - Granted mod. CP to change antenna height from 300 ft. to 760 ft. and make antenna changes.

September 29 Applications

ACCEPTED FOR FILING:

Modification of CP:

KRCJ Hot Springs, Ark. - Mod. CP, which authorized new AM, for approval of antenna, transmitters, and studio locations.

WTRP La Grange, Ga. - Mod. CP, which authorized new AM, for approval of antenna, transmitters, and studio locations.

-—TV APPLICANTS—

NEW 5 KW TV TRANSMITTER AVAILABLE

Make offer for brand new RCA TT54 Channel 7-13 TV transmitter, tubes, SB filter, crystals, control console, etc. Transmitter crated, ready to ship from RCA, Camden.

Box 511R

BROADCASTING • TELECASTING

Page 94 • October 6, 1952

—APPLICATIONS RETURNED—

License Renewals

WGN Medford, Wis.; WCRK Ke-

ham, Ill.

October 1 Decisions

—APPLICATIONS RETURNED—

By Conr. E. M. Webster

American -Republican Inc., Wa

burg, Conn.; WABY, Water

Conn.—Granted petition to dismiss application Commission's own motion, remit

with regard to direct application WATR Inc. for CP for new TV.

Tampa Besty Co., Tampa, Fl.

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Tampa Besty Co., Tampa, Fl.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Consulting Engineers
Box 7037, Jackson 5302
New York City, N. Y.
Member AFCCE

JAMES C. MCNARVY
Consulting Engineer
1216 Watt Blvd., W. D. C.
Member AFCCE

Dr. Henry C. Godley
Consulting Engineer
Upper Montclair, N. J. 3-3000
Washington 4, D. C.
Member AFCCE

GEOEGE C. DAVIS
Consulting Engineer
120 W. Washington D. C.
Washington 4, D. C.
Member AFCCE

GEORGE E. GAUGEY
CONSULTING RADIO ENGINEER
1202 W. Washington D. C.
Washington 4, D. C.
National 7757

Craze, Lohesh & Culver
UNIVERSITY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

A. D. RING & CO.
26 Years Experience in Radio Engineering
MUNSEY BLDG., WASHINGTON 5, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERQUIST
982 NATL PRESS BLDG., WASHINGTON 4, D. C.
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Washington, D. C.
Member AFCCE

Craven, Lohes & Culver
UNIVERSITY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

RUSSELL P. MAY
1220 F St., W. N. WASHINGTON D. C.
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. WASHINGTON 9000
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
470 WASHINGTON 5, D. C.
Member AFCCE

GUINY C. HUTCHESON
P. O. Box 32
1100 W. 17TH ST.
WASHINGTON 6, D. C.
Member AFCCE

GUY B. HAMMETT
CONSULTING RADIO ENGINEER
120 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
120 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2152
Member AFCCE

GRANT R. WHATTTL
Aptos, Calif.
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 360 APTOS—3322
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N. W. DeClure 1331
WASHINGTON 4, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif.
2910

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Los Angeles, Calif.
Member AFCCE

VANDIVER, COHEN & WARE
Consulting Engineers
1216 Watt Blvd., W. D. C.
Member AFCCE

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER INSTALLATION:OPERATION
1202 W. Washington D. C.
Washington 4, D. C.
Member AFCCE

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
Atwater 4283
Member AFCCE

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KY.
New York, N. Y.
33 Elm Ave.
Member AFCCE

October 6, 1952 • Page 95
WANTED: Engineer. 40 hour week $200.00 month. Call James Childress, 600R, WSSV, Petersburg, Va.

First class engineers and combos wanted. Service tickets. WREI, Kewanee, Illinois.

Immediately—Engineer-announcer network. Full-time, salary, good prospects for advancement. Good living and working conditions in medium sized city. FAX, WFTL, Port Huron, Michigan.

WANTED—First phone man to fill opening now. WRLD, West Point, Geor.

WANTED—First phone—hear of opening. CBS, 900, Des Moines, Iowa. WANTED—First class Engineering Manager, WSSV, Petersburg, Va.

WANTED: First class engineer. One experienced on sound. Combination engineering work. Excellent pay with opportunity for advancement. Send resume to Manager. KRUJ, New Ulm, Minn.

Sample text:

**CLASSIFIED ADS**

**Payable in advance. Checks and money orders only. Deadline: Undisclosed—Monday preceding publication date. Display—Tuesday preceding publication date. Situations Wanted 20¢ per word $2.00 minimum. Help Wanted 25¢ per word $2.00 minimum. All other classifications 30¢ per word $2.00 minimum. Display ads $15.00 per inch. No charge for blind box number. Send box replies to: BROADCASTING TELECASTING, 43-46, 33rd Street, New York, N. Y. 10015.**

**Help Wanted**

**Managerial**

Salesmanager—New York State. Independent station. Excellent opportunity for commission on all sales. Must have top notch radio background, proved sales ability, paper qualifications, proven ability plus commission. Send full resume, two recent photos, Box 608R, BROADCASTING TELECASTING.

Commercial manager wanted by 250 watt fulltime station. Must have a man who can create and sell his creation, who is willing to point the pavement for advancement. Salary plus commission. Send full resume, Box 609R, BROADCASTING TELECASTING.

CBB station in highly competitive Southeastern city seeks manager. Salary plus commission based upon performance and experience. Box 419R, BROADCASTING TELECASTING.

Western New York indie has openings for aggressive salesman. $75.00 weekly plus 5%. No experience necessary. Some travel required. Box 610R, BROADCASTING TELECASTING.

Salesman—Strong local salesman for 500 watt basic Midwest metropolitan station. Must be able to prove personal sales ability. TV applicant. Send resume and work record. Box 611R, BROADCASTING TELECASTING.

Visiting salesman—500 watt independent radio station. Must be proven salesperson, able to work independently, willing to prove himself. Send samples of work. Box 612R, BROADCASTING TELECASTING.

**Help Wanted (Cont’d)**

Announcer—Enginner. Experience preferred. 250 watt station. Salary $250.00. Box 613R, BROADCASTING TELECASTING.

Manager—Commercial. Experienced, largest independent station. Immediate opening in our sales department. Send resume, Box 614R, BROADCASTING TELECASTING. 

Network station has immediate openings for morning drive time announcer and fulltime announcer. Write Box 453R, BROADCASTING TELECASTING.

Engineer-announcer, 1 kw Southeast independent. TV future, $60.00 per hour. Call for appointment during off hours. Box 615R, BROADCASTING TELECASTING.

California station now featuring classical programming from six to midnight. $100.00, plus vacation. Box 616R, BROADCASTING TELECASTING.

Wanted: Combination engineer and announcer. 300 watt independent. Must be competent and stable. Box 617R, BROADCASTING TELECASTING.

Imagine a wonderful opportunity for a master of radio and television. Experience and ability, only. $150.00 plus. Box 618R, BROADCASTING TELECASTING.

**Salesmen**

CBB station in highly competitive Southeastern city seeks manager. Salary plus commission based upon performance and experience. Box 419R, BROADCASTING TELECASTING.

Salesman—Strong local salesman for 500 watt basic Midwest metropolitan station. Must be able to prove personal sales ability. TV applicant. Send resume and work record. Box 610R, BROADCASTING TELECASTING.

If you know radio and can sell, we would like to talk with you. We have an opportunity for an outstanding salesperson in this midwest territory. Box 611R, BROADCASTING TELECASTING.

Salesman with good sales record, and who is able to handle a good man, is needed. Salary plus commission. Box 612R, BROADCASTING TELECASTING.

If you know the radio business and can prove yourself, we need a man to sell time for our station. Box 613R, BROADCASTING TELECASTING.

WANTED—Combination announcer-engineer. Accept on announcement. Salary $500.00 per month for 300 kW station in northwest coastal town, small solid city. Good living. Send resumes and letters, Box 614R, BROADCASTING TELECASTING.

WANTED: Combination announcer-engineer. Must have good voice for news work. Also good personality plus experience. Box 615R, BROADCASTING TELECASTING.

WANTED: Commercial manager. Large station in large city. Nice territory. Send resume and references. Box 616R, BROADCASTING TELECASTING.

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WANTED: Chief announcer-engineer. Southern station. 1000 watts. Salary open. Also needed, good general announcer. Send resume and letter. Box 618R, BROADCASTING TELECASTING.


**Help Wanted (Cont’d)**

**Administrative**

Announcer, Straight staff, Experience preferred. 250 watt station. Title: Ticket Sales. Salary: $250.00. Salary and hours. Box 620R, BROADCASTING TELECASTING.

Network station has immediate openings for morning drive time announcer and fulltime announcer. Write Box 453R, BROADCASTING TELECASTING.

Engineer-announcer, 1 kw Southeast independent. TV future, $60.00 per hour. Call for appointment during off hours. Box 615R, BROADCASTING TELECASTING.

California station now featuring classical programming from six to midnight. $100.00, plus vacation. Box 616R, BROADCASTING TELECASTING.

Wanted: combination engineer and announcer. 300 watt independent. Must be competent and stable. Box 617R, BROADCASTING TELECASTING.

Announcer—hillybill DJ on 5000 watt basic Midwest metropolitan station. Salary plus talent. Reliable, steady, set. Your chance of a lifetime. Box 618R, BROADCASTING TELECASTING.

Staff announcer needed for Midwest, network and regional affiliate. Top pay. Send resume and letter of application for this position. Box 419R, BROADCASTING TELECASTING.

If you have radio and can sell, we would like to talk with you. We have an opportunity for an outstanding salesperson in this midwest territory. Box 611R, BROADCASTING TELECASTING.

Salesman with good sales record, and who is able to handle a good man, is needed. Salary plus commission. Box 612R, BROADCASTING TELECASTING.

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WANTED: Chief announcer-engineer. Southern station. 1000 watts. Salary open. Also needed, good general announcer. Send resume and letter. Box 619R, BROADCASTING TELECASTING.


**Technical**

First class engineer. No experience required. Your chance of a lifetime. $100.00 per week. Box 620R, BROADCASTING TELECASTING.

Combination engineer announcer wanted Southern stations, clear channel 1000 watts. All-time commitment, good working conditions. Tape or disc, state of art equipment. Box 621R, BROADCASTING TELECASTING.

Nebraska. First class engineer wanted for chief engineer position at KOW, Chadron, Nebraska. Must be able to prove himself. Box 622R, BROADCASTING TELECASTING.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

WANTED—Combination announcer-engineer. Accept on announcement. Salary $500.00 per month for 300 kW station in northwest coastal town, small solid city. Good living. Send resumes and letters, Box 614R, BROADCASTING TELECASTING.

WANTED: An announcer with experience. Must have good voice for news work. Also good personality plus experience. Box 615R, BROADCASTING TELECASTING.

New Eastern Pennsylvania station needs three combination men. Must be strong on announcing. First class ticket necessary. Excellent opportunity for experienced announcers. Permanent positions. Apply by mail. Box 616R, BROADCASTING TELECASTING.


WANTED: First phone engineer. No experience necessary. Contact Chief Engineer, WCKB, Battle Creek, Michigan.
Situations Wanted

Managerial

eyl man, 37, fully qualified to act and operate successfully, single, lifetime salary. Presentation, presentation preferred. Presently employed in top position at ABC network. Seeking position in all phases. Box 583R, BROADCASTING TELECASTING. Agency for large or small accounts. Excellent telephone and sales experience. Box 658R, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)

Experienced announcer—Your name you know—is available for an important promotion job in medium-sized town where he and his family have lived for 30 years. This man came from small town and has had extensive experience in this line. Box 569R, BROADCASTING TELECASTING.

Diligent, personal announce for TV or radio. Wide commercial experience plus personal announce for TV. Soon can send disc or arrange personal announce for TV. Box 579R, BROADCASTING TELECASTING.

Experienced announcer-network, independent or chain. Presently employed in Northeast. Tape, photo, Box 597R, BROADCASTING TELECASTING.


Want position with a future. 30, single, deep voice. Specialize sports and news. Former All-American. Box 650R, BROADCASTING TELECASTING.

Situations Wanted

Engineer, experienced chief, maintenance. Excellent record. Box 658R, BROADCASTING TELECASTING.


Announcer, 4 years experience major market, Pennsylvania, Delaware, Virginia, West Virginia, Box 669R, BROADCASTING TELECASTING.

Veteran, single. Radio background. Experienced. Box 679R, BROADCASTING TELECASTING.

Outstanding announcer available for station near young, single, Box 689R, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)

Engineer. Experienced, skilled, capable, responsible. Willing to relocate. Box 699R, BROADCASTING TELECASTING.

Production announcer. 5 years' experience in advertising. Better known. Box 709R, BROADCASTING TELECASTING.

Experienced announcer. Control board operator. Reliable, dedicated, efficient. Box 719R, BROADCASTING TELECASTING.

Situations Wanted

Commercial director. Excellent listener, radio background. Believed capable of handling big account. Box 729R, BROADCASTING TELECASTING.

Salesmen or salesman-program director. Ten years experience large and small market areas, working with stations on with opportunity. Age 28, female, Box 739R, BROADCASTING TELECASTING.

Announcer

Announcer, 45 years experience, married, veteran. Box 749R, Nantucket, Mass. Minimum salary $750. Box 759R, BROADCASTING TELECASTING.

Announcer, experienced all areas. Single, ready to relocate. Box 601R, BROADCASTING TELECASTING.

Situations Wanted

Network newscaster—a man you know well—wants to leave New York. Looking for job in small or medium-sized city. Has been in this field for 10 years. Box 501R, BROADCASTING TELECASTING.

Continuity. Experienced, trained. Rare talents. Box 511R, BROADCASTING TELECASTING.

Situations Wanted

Selling voice, clear, mature. Three universities; announcing school. Soon commercial board and inexperience. 30, single, Box 521R, BROADCASTING TELECASTING.

Selling voice, clear, mature. Three universities; announcing school. Soon commercial board and inexperience. 30, single, Box 521R, BROADCASTING TELECASTING.

Situations Wanted

An unusual twist in presenting a DJ show. Live music (piano and organ) and group. Needs help with some of the work. Call station staff work. Eleven years of experience. Box 531R, BROADCASTING TELECASTING.

Young announcer short experience, long potential, good boardman and newscaster. Box 541R, BROADCASTING TELECASTING.

Teen Announcer, short experience, long potential, good boardman and newscaster. Box 541R, BROADCASTING TELECASTING.

Salesman or salesman-program director. Ten years experience large and small market areas, working with stations on with opportunity. Age 28, female, Box 739R, BROADCASTING TELECASTING.

Situations Wanted

Combo—Experienced, first class engineer and versatile announcer. Qualified to staff and fill vacuum. Available December 1. Prefer native New Englander. Box 749R, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)

First class ticket announcer; female. Desires change in present position. Prefer Midwest. Box 759R, BROADCASTING TELECASTING.

Engineer, first phone. 1½ years TV station (present employment). 1 year college engineering/computer. Box 769R, BROADCASTING TELECASTING.

Presently employed chief desires change in near future. 15 years experience, single, Box 779R, BROADCASTING TELECASTING.

Chief engineer to take complete charge of Coast and Sales. Consider only professional engineer possessing wide experience and qualifications. Box 789R, BROADCASTING TELECASTING.

Announcer—1½ years TV station (present employment). 1 year college engineering/computer. Box 799R, BROADCASTING TELECASTING.

Announcer, 1½ years TV station (present employment). 1 year college engineering/computer. Box 799R, BROADCASTING TELECASTING.

Production-Programming, Others

Situations Wanted

Program director, presently managing 1 kw independent station. Desires program director position in large market area. Box 809R, BROADCASTING TELECASTING.

Program director, presently managing 1 kw independent station. Desires program director position in large market area. Box 809R, BROADCASTING TELECASTING.

Program director available for station near young, single, veteran. Ideas man, completely familiar with production and programming. Box 819R, BROADCASTING TELECASTING.

Sports director—Experienced, thoroughly trained. Presently employed. Also sports director at college, college, West Coast Southwest preferred. Box 829R, BROADCASTING TELECASTING.

Program director: experience; station experience from 250 to 50,000 watt as program director, manager, announcer, continuity director. Network and agency experience over NBC and ABC. Will furnish highest references from past and present affiliations. Presently program director of large market, regional network. Box 839R, BROADCASTING TELECASTING.

Wanted: Progressive boss with brains and practical vision. Must have proved experience and ability. No fancy gimmicks—Just solid results. Prefer Northeast. Box 849R, BROADCASTING TELECASTING.

Continuity. Experienced, trained, reliable. 1½ years experience. Age 35, male, veteran. Box 859R, BROADCASTING TELECASTING.

Situations Wanted

Announcer, 15 years experience. Engaging personality. Box 869R, BROADCASTING TELECASTING.

Wanted experienced broadcast manager. Desires present position. Prefer Midwest. Box 879R, BROADCASTING TELECASTING.

Wanted: Experienced broadcast manager. Desires present position. Prefer Midwest. Box 879R, BROADCASTING TELECASTING.

Technical

Cameraman-technician experienced on RCA/DuMont equipment. Switching, snubbing, will furnish highest references from past and present affiliations. Presently employed at NBC, New York. Box 889R, BROADCASTING TELECASTING.

Situations Wanted

Programmer-Announcer, 7 years' experience. Versatile, to handle almost any type of broadcasting. Interested in major market. Box 899R, BROADCASTING TELECASTING.

Young woman, 12 years experience radio, college graduate. Prefer broadcasting, newspaper-trade paper, reporter, editor. Box 909R, BROADCASTING TELECASTING.

Announcer—1½ years TV experience. Costs nothing. Box 919R, BROADCASTING TELECASTING.

Situations Wanted

For Sale

Stations


California: Profitable affiliate in rich territory. Station well equipped, for sale. Box 939R, BROADCASTING TELECASTING.

Equipment, etc.

4-New, Cat. No. 14FS/9, .25 MF, 30- 1000 volts d.c. C General Radio, 4930 W. Fullerton Ave, Chicago, Ill. 51/16", 8x7". Price, $500.00 each. V.G. Sill, BROADCASTING TELECASTING.

Used heavy duty geared 239" tower. Formerly with police department, Dallas, Texas. For sale. Box 959R, BROADCASTING TELECASTING.

One idea. Legged self-supporting galvanized 350 foot tower. 20 round rating, 100 feet on the ground, new erected. Includes base insulators and lighting equipment. Box 969R, BROADCASTING TELECASTING.

350 foot new 31/2 rigid co-ax RCA M1-19131 and two elbows M1-1913-2. 350 foot new 31/2 rigid co-ax RCA M1-19131. Box 979R, BROADCASTING TELECASTING.

(Continued on next page)
Wanted to Buy

Stations

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write for full particulars and terms to Box 502, Dunn, North Carolina.

Equipment, etc.

Station in Alabama wants to buy used console saturated and 250 watt equipment. Box 65IR, BROADCASTING • TELECASTING.

Wanted—Used transmitter for standby, 250 or 1500 watt in good condition. Box 65BR, BROADCASTING • TELECASTING.

Used Ampex 400, good condition. State price and availability. Box 66SR, BROADCASTING • TELECASTING.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition, both commercial. Air mail information to W. D'Ors Cozens, Interstate Mountain Network, 146 South Main Street, Salt Lake City, Utah.

Miscellaneous


First class phone license at our resident school. Also correspondence course, serving the industry since 1937. Write for catalogue. Don Martin Radio & School, 4452 North Cherokee, Hollywood 28, Calif.

Help Wanted

Announcements

PERSONALITY WANTED

One of the top metropolitan radio independents accepting applications from disc jockeys. Applicants must have winning personality and convincing sales appeal. Write in detail to Box 65SR, BROADCASTING • TELECASTING.

TECHNICAL WRITER

Old established Midwest radio manufacturing company has immediate opening for man with flair for writing. Good technical knowledge of radio broadcast equipment desired for writing instruction manuals and preparation of technical literature. Send complete details with photo to Box 618R, BROADCASTING • TELECASTING.

Situation Wanted

Managerial

Want TV Commercial Manager? Competent sales executive, 3 years local and national television sales experience. Include middle market station and leading national network representative. Box 66IR, BROADCASTING • TELECASTING.

Technician

ARE YOU QUALIFIED to CHIEF ENGINEER or TELEVISION STATION and our AM Station in Texas?

If you are sure of your abilities and experience, do not apply. Write Box 65IR, BROADCASTING • TELECASTING.

AUDIO ENGINEER

Immediate opening for man to assist in design of studio equipment for radio and TV broadcasting. Good practical knowledge plus experience in radio broadcast techniques major requirement. Location: Midwest. Send complete details with photo to Box 618R, BROADCASTING • TELECASTING.

FOR SALE

Stations

WANTED TO BUY

RCA 17D MICROPHONES, TURNTABLES, in good condition.

Fred Freeland

KLING STUDIOS, INC.

001 N. Fairbanks Ct., Chicago 11, Ill.

Miscellaneous

WANTED A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.

Howard S. Frazier

TV & Radio Management Consultants

708 Bond Bldg. Washington, D.C.

FOR SALE

TRANSIT TYPE FM RECEIVERS

6 Stromberg-Carlson complete with tubes (3 chassis with spare parts)

16 Electronic Research type receivers complete (2 chassis with spare parts) Make Offer F.O.B.

Huntington, West Virginia

Call or Write

WPLH

P. O. Box 390

BROADCASTING • TELECASTING

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Excessive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D.C.

James W. Blackburn

Bay V. Hamilton

W. B. Miller

R. W. Davis

Sterling 43122

Bay V. Hamilton

Tribune Tower

Elston 3-2122

Washington Bldg.

255 Montgomery St.

Delaware 7-3079

SAN FRANCISCO

Exhib Right, Jr.

KNOXVILLE CP

Dick Bcstg. Seeks Reli

REQUEST that FCC requi

Knoxville Ra-Tel Inc. to "decal its intentions" with respect to pending application for a 1 daytime outlet in Knoxville, Ten. it has been filed by Dick Brocci

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SAN FRANCISCO

Exhib Right, Jr.
CHANNEL SWITCH PROTECTION IS ASKED

TELEVISION stations changing frequency under terms of FCC's allocation should not have their licenses jeopardized by competitive applications for new channel, NARTB District 4 delegates indicated as they met in Washington, DC to consider final rules and regulations for license application and asked that second-channel assignments be protected.

District urged FCC to relax operator rules "in this FM stronghold" on ground present requirements impose hardship on stations.

Another resolution pledged policy of "fair competition and fair and stable rates," pointing to fact that broadcasting business is thriving in this district.

KLZ COMMERCIAL RATIO PROBED AT HEARING

MAJOR emphasis in TV hearing for Denver's Channel 7 Friday was on KLZ policy respecting division between commercial and sustaining time. President and General Manager Hugh B. Terry stated that KLZ had no fixed policy in that regard, but said each program was based on its merit, that whether it was salable or not made no difference in its scheduling. In point of fact, Mr. Terry pointed out, KLZ's ratio was 70% commercial to 30% sustaining. For proposed KLZ-TV, ratio is 60% commercial to 40% sustaining, he indicated.

This was the third day of hearing and second day Mr. Terry has been on stand (for earlier story, see page 26). Also heard Friday in behalf of KLZ were former Colorado Governor John Colgate, Assistant School Superintendent Dr. Roy Hinderman and Dr. Irvin Hinds.

All of Friday at Portland Channel 21 hearing was devoted to testimony by Irwin S. Adams, president of Portland Mt. Scott Telecasters Inc. (KGON), on personal qualifications and details of Portland market. He is to resume Monday with additional exhibits. Vicechairman of the FCC (VANAC) Panel, Channel 21 competitor, will follow later with non-engineering evidence.

THEATRE-TV HEARING

SPECIFICS of accounting and cost phase of theatre TV hearing, scheduled to begin Oct. 20, were set forth by FCC Friday. To be heard by Commission en banc will be details on following from Motion Picture Assn. of America and National Exhibitors Theatre TV Committee: (1) Theatre TV projection equipment—kinescope projection, film storage and Edolph; (2) costs of theatre TV transmission—cost studies, AT&T price quotations, comparison of radio spectrum utilization. Commission also asked MPAA and NETTC to furnish it with list of witnesses and summary of testimony by Oct. 20; announced hearings would start at 10 a.m. in auditorium of National Museum.

WHBQ AMENDS APPLICATION

HARDING College, licensee WHBQ Memphis, Friday tendered amended post-thaw TV application at FCC for vhf Channel 13 with effective radiated power of 238 kw visual, antenna height above average terrain 501 ft. Estimated construction cost $445,099, first year operating cost $400,000, revenue $465,000.

NBC ROBBED

NBC CASHIER'S office robbed of estimated $4,000 by three well-dressed armed bandits who entered second-floor RCA Bldg. quarters about 12:45 p.m. Friday, herded seven occupants into private office, tied up one cashier but missed two others, escaped.

Shampoo and other products), names Anderson & Cains, N. Y., to handle its advertising, effective at once.

KLEENEX BUYS International Cellocuton Products, Chicago, for Kleenex, buys five-minute NBC radio evening news show. Program, to start early in 1958, will feature John Cameron Swayze. Prize follows signing for NBC's Today.

KASTOR NAMED Orange Crush Co., Chicago, names H. W. Kastor & Sons, Chicago, to handle advertising on Orange Crush and Old Colony beverages. Green Hornet, now sponsored on MBS, will be dropped, replaced by local radio in 'brothers' areas. Account executive: John Gillis.

LIONEL BUYS Lionel Corp., N. Y. (toy tins), to sponsor All Aboard on CBS-TV (Sun., 12:15-30 p.m. EST), in 13-week season campaign starting Oct. 19. Agency: Buchanan & Co., N. Y.

HOLIDAY SPECIALS Longines-Wittnauer Watch Co., N. Y., signs for hour-long special musical programs on CBS-TV on Thanksgiving and Christmas days (5-6 p.m. EST). Agency, Victor A. Bennett Co., N. Y.

KOA TV AMENDMENT PROTESTED BY KMYR

CHARGING illegal transfer of control is involved, KMYR Denver petitioned FCC Friday to deny proposed amendment of TV application of KQO. It said that KQO, new owner KOA Denver, both seek vhf Channel 4 (see story page 26). KMYR contended Metropitan filed amendment only five days before start of hearing and argued proposed changes are not "minor," as Metropolitian asserts, but "substantial."

KPOA ANSWERS KGU

THERE'S no substance at all to allegations by KGU Hawaii that KPOA TV application for Channel 4 there was not filed in good faith, KPOA told FCC last week. In fact, John D. Keating, KPOA co-owner, told Commission, it has segments filed for low-band vhf Channel 9. In December 1950, he signed equipment contract with GE in January 1951 and year later in May with RCA.

CBS BUILDING

CBS, which quietly took title to Shef
dail Farms Bldg. on W. 57th St. in New York few weeks back, will shortly announce plans to convert it into TV studio and office building. Unconfirmed reports say roof will be adapted for helicopter landing field to speed delivery of spot news films for telecast by CBS-TV.

PEOPLE...

ALEX SHERWOOD, vice president, Stan
day Radio Transcription Services, N. Y., resigned effective immediately after 14 years with com
pany. SRTS in process of selling its libra; outright to stations. Mr. Sherwood's fut
plans not yet announced.

PAUL MENSING, from H. I. Christal sta
t-representative firm, Chicago, to NBC Rad
sales team, to handle sales to area stations. CLIFF BAI
BORKA, who has joined John Blair & C
Chicago, as radio salesman.

EUGENE C. HOLCOMBE, feed merchand
ing manager of Kellogg Co., Battle Creek
appointed advertising manager of Borden Co
special feed products division.

J. ROBERT MYERS, formerly publisher man
ger NBC-TV, named NBC director produc
tion controls for production department.

JOHN L. SINN, president, Ziv Television Pr
grams, and Mr. Sinn few to Europe Friday to
be gone about month. Trip is primari
vacation but Mr. Sinn may supervise sor
location shots for future series.

WILLIAM E. ROBINSON, Kenyon & Ec
hardt, N. Y., to Grey Adv., that city, as head
TV-radio copy.

ABC-UPT

(Continued from page 5)

in "eventual complete unification of the motion picture industry . . . with the television ad
radio industry."

Dupoly conflict also was pointed up by Asa E. Robinson, vice president of the National Radio Advertising Network, who said: "Acquisition of stock of proposed AB-PT would also ow

54% of Paramount Pictures Corp. stock
AB-PT would own KECA-TV Los Angeles.

(now owned by ABC) and Paramount Pictu
would own KTLA (TV) Los Angeles.

DuMont urged denial of merger application on ground that merged company would be vi
lation of Clayton Act. It also emphasized th
radio-television network and theat
claim would give merged company overwe
ing buying power in film market. It also me
ioned conflict of interest between two se
iments of combined company. ABC owned an
open channel station, and DuMont said th
there need for capital is by network nc
stations. Network, not being licensee, has n
standing, DuMont said.

In separate motion in proposed findings, Du
Mont asked Hearing Examiner Larry Bennick t
discard FCC's Aug. 1 order deleting fro
record evidence regarding anti-trust violation pr
1948. DuMont said Commission's act
violated Administrative Procedures Act establis
of examining them and du

c process clause of Constitution.

Broadcast Bureau, in urging denial of li
enses, renewals and modifications of license held that the Commission made on the b
in anti-trust cases settled or pending since 1941
cutoff date and that record showed practice
complained of still continued.

On another transfer of contro
effective with separation of Paramount Pi
tures Corp. into producing company and the
at-owning company was legal or not, Broadc
Bureau took position transfers were voluntary and Commission should have be
Notified 60 days before effective date. It als
held that Commission never was notified that
ting stock of UPT held by New York bank
as voting trustee which, it stated, meant
further transfer to be effective.

Mr. Nordin, director of Paramount Pictures' theatre holdings came after Consent Decree in 1949.

BROADCASTING • Telecast
LUNCHEON was occasioned by WIP Philadelphia to premiere the Frederic W. Ziv Freedom, USA series in that city before civic officials, military representatives and educators, 120 in number, discussed program (1 to 1) Benedict Gimbel Jr., WIP president, and General manager, who gave the Sept. 26 luncheon; Frederic R. Mann, president of Seaboard Container Corp., and Nathan Alexander, Weightman Advertising Agency, Program, featuring Tyrone Power, is locally sponsored by Seaboard, Sunday, 6:30 p.m. EST.

CHICAGO’S ELEVATOR STRIKE
Broadcasting Business Goes On—But Not as Usual

CHICAGO’s elevator strike slowed the pace for broadcasting last weekend as many workers were grounded at lobby levels. Stations, networks, agencies and affiliated groups devised makeshift methods to continue operations.

Roche, Williams & Cleary agency, for example, set up headquarters in the Hotel Morrison while two smaller agencies moved into the Bismarck Hotel. Russell M. Seeds Co., which occupies floor space atop the Palomino Bldg, moved a skeleton crew into its art department on the third floor.

Agency, Picture
Leo Burnett agency was in good shape broadcastwise at its radio and TV staff headquarters on the second floor of the London Guaranty Bldg. Production there and at Young & Rubicam across the street stood up as many as 20 flights of stairs in order to carry on at least a minimum of operations.

Radio and television stations, unlike newspapers, were not exempted from the strike call. Staffers at WBBM (TV) walked up 12 floors to continue operations on schedule, maintaining an engineering crew on the 49th floor of the American National Bank Bldg. at its transmitter site. Engineers were moved in before the strike began and were prepared for a long siege with cots, canned goods, a stove and refrigerator.

In the Merchandise Mart, ABC, was outside the strike zone. ABC, in the Opera Bldg., made an arrangement for use of one elevator for key personnel. Workers at the transmitter and in the Penthouse studio used an automatic elevator to the 42d and 44th floors.

Tribune Tower elevators continued to operate; since newspaper were exempt from the strike, WGN AM and TV continued with full staffs. Mutual’s offices are in the same building.

WAAF’s FM signal was shut down because engineers could not get 33 stories above the street but the AM station continued on the air.

WFJL (FM), with transmitter and offices on the 11th floor, remained on the air. WBBM (CBS), WIND and WJJD suffered no location of schedules since they are all located on the second floors of large buildings.

(Continued from page 25)
Demos Appeal to FCC

(Continued from page 23)

the public into accepting them as authentic.

As frankly admitted by the authors, this plan is intended to circumvent the principle of equal radio and TV time for rival candidates.

The authors of the plan are aware that the Democratic party would be unlikely to meet this "futility" because: It would be impossible for the Demo-
crats to raise an extra $2,500,000 cash overnight, and it is estimated that the Demo-
crats would not have time to prepare rebuttal programs even if cash were available.

The sudden and complete domina-
tion of the air waves, plus the advan-
tage of a one-party press, would give the Republicans almost total control of communications in the decisive areas of the country during the deci-
dive weeks of the campaign.

We do not think it necessary to stress the grave question of public policy that is raised. We think all Americans are mindful of what has happened to other nations when the main sources of information are sub-
virted or brought under the domina-
tion of a privileged group.

As you will see from the details of this scheme, it could be promoted only by an extremely wealthy group and the man-
agements of the great corporations spon-
soring national programs, plus the cooperation of the radio and TV sta-
tions broadcasting these programs, and General Eisenhower himself.

Referring to the plan itself, Mr. Ball charged that the spots "are to be obtained by getting national advertisers to surrender their spots for these three weeks, thus throw-
ing their purchase open to the Rep-

derican and Democratic parties from the stations and the nets-

He quoted the "authors" as say-
ing that "since the Republican plan would be organized and the Demo-
crats would not, the Republicans could obtain the lion's share of the good time." He also called FCC's attention to the fact, as out-
lined, of obtaining recorded state-
ments by Gen. Eisenhower and later recruiting persons to ask

matching questions, which were then recorded and filmed and fitted with the answers.

"The Volunteers for Stevenson wish to call the FCC's attention to the deception involved in a type of contrived presentation, which is analogous to the technique of composite pictures so roundly con-
demned by Congress and the public.

Mr. Ball further quoted the plan.

"The producers have been over and over in the course of radio-TV experience that spots of the quickest and cheapest means of getting a message across a market in the shortest possible time.

It is recommended that $2 million be spent in three weeks on this campaign. This is at the rate of $36,000 a year for a national advertiser—an un-
heard-of-saturation campaign in radio-TV field. Then, when it is remem-
bered that this $2 million would be spent in only 49 counties, the pres-
sence of this campaign would be ele-
ment to spending at the rate of $315,000 a week for the week before the ele-

The cold truth is that the Citizens for Eisenhower group has not bought one single radio spot, nor has it con-
tracted to buy one single radio spot, nor has it approached any of the sta-
tions or networks with an eye to

radio spots.

He said, the Democrats have been buying up radio and TV spots in huge quanti-
ties for the last several weeks and they have been paying cash on the week, for the week, for the week.

Walter Williams, chairman, said the citizens' group, denied the exis-
tence of any $2 million fund but said his unit was collecting funds for the plan.

He said the committee's project did not coin-
cide with Mr. Levin's plan, which had fallen into "enemy" hands within four days after he completed it.

Time Opened

Mr. Levin said the citizens committee had persuaded some large national advertisers to make pre-empt time for the announce-
ments inasmuch as such time is now difficult to negotiate.

GOP National Committee author-

ities further expressed doubt that advertisers were being persuaded to yield choice radio-TV adjac-
cencies for the Eisenhower recordings and films. They said they knew of no such activity. Butいくer Co. Inc., was preparing any spots or programs involving appearances of Gen. Eisenhower.

Mr. Ball had said "three big ad-

vertising agencies" were being un-
ily by the GOP high command, referring to Kuder Inc., BBDO and Ted Bates Co.

Mr. Ball also conceded that the Democrats have scheduled 12 net-
work simulcasts, plus film seg-
ments, for the Stevenson campaign in October, but were lacking funds.

The Volunteers, he said, have been assigned the task of raising funds. Radio-TV account is being handled by Homan & Bogens, New York.

The official organ of the Demo-

cratic party, The Democrat, last week tipped its hand on "national radio and television time scheduled for the rest of the campaign through the Democratic National Committee."

It issued the table so that state and local groups can avoid conflicts in slating local broadcasts.

The time reserved represents a

$1 million-plus in availability costs; some program spots are on all three radio-TV networks, with sponsorship undertaken by the Democratic National Committee.

Volunteers and other groups, vary in their methods. A plan is esti-

ated on the basis of rates for ru-

radio and TV network coverage

The table comprises afternoon speeches and radio or, for women, "It's Up to You" and sim-

casts using one or two separa-

networks. Evening fans o-

to cover ABC radio, CBS Radio at NBC radio, ABC and DuMont TV Network. On elec-

tive alone the Democrats have re-

erved eight half-hour segments-

the last three weeks of the drive.

In the meantime the Republic-

are working on their Kuder sp-

tasks for the last week, with no other network availabilities. The

reported a tremendous response Clark Booth Luce's NBC-TV a

Kudner in Springfield, Ill., Tues-

in communism, with the a-

Donations to Date

Contributions totaling about $30,

have poured into GOP Nation-

Committee headquarters as a-

from the end of Sen. Nixon's radi-

"radio talk. Hundreds" of letters and tele-

"had used to help defray the estimate 

spent for network time ($75,000)

CBS Radio, MBS and NBC-TV.

Officials said it may be used f-

purpose of the application to-

another Nixon simulcast, with po-

the list of the sum shuffled off f-

the Senatorial and Congressional

Campaign Committees.

This is a technical but also a

important matter. Many politi-

committee is limited by the Hate

Act to $3 million for all expend-

ations, plus one committee may have been to con-

the law by asking alli-

groups to pick up the tab for dif-

broadcasts, harmful to that of

The Volunteers for Democracy,

Activities and Corrupt prac-

acts in due course. Each

must report expendi-
tures with the Clerk of the House.

Moreover, there's a strong des-

gard for the party's national cam-

issues. Neither part,

doubts privately that the law will

be amended eventually.

The money problems of both-

were pointed out in still

other way last week. Arthur

Summerfield, GOP National Com-

appealed again for funds, claiming that the "over-

public demand for Eisen-

and Nixon radio-TV appear-

cales and other media" comprise an ever-increasing burden upon our

finances." TV, he added, makes these financial squeeze even tighter.

The GOP national committee mem-

to contact each state fl

Page 100 • October 6, 1952

BROADCASTING • Telecasi
WANTED AT ONCE

TV PROGRAM DIRECTOR

Major Market Station

Send all pertinent information, background, photo and complete experience to:

BOX 670, BROADCASTING

(CADCASTING • Telecasting)

Radio Rate Rise Seen

McConnoll Represents

JOSEPH H. McCONNOLL, NBC president, will represent the communications field at Manhattan College (N.Y.) Centennial Year Symposium Oct. 23. Symposium’s subject will be “America To Be.”

Radio Rate Rise Seen
Seniority Counts

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

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

WWJ

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

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

Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.
Colonial Stores is among the top ten food chains in the United States, although its 347 modern supermarkets and food stores are concentrated in eight Southeastern states. Colonial has its own bakeries, warehouses, and distribution system—a complete food-shopping service warmly appreciated by its thousands of loyal customers.

Havens & Martin, Inc., Stations, WTVR, WMBG and WCOD, likewise, serve the rich Virginia markets centering around Richmond.

They have built a faithful audience that can come only from long years of service. Advertisers know the value of this loyalty, and they know the power of Richmond's only complete broadcast institution.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.