Like kids go for lollypops

Baltimore merchants go for WITH like kids go for lollypops. They love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!
Go where there’s GROWTH...  

Power and Pigs

Eight power projects now being constructed in Kentucky will boost Kentucky’s electric power output by 1,643,000 kilowatts within 2 years! Wolf Creek is being completed at a cost of 76 million dollars. Louisville Gas & Electric is spending 32 million dollars, and Kentucky Utilities is expanding its Central City and Tyrone plants at a cost of 19 million.

That's industrial GROWTH!

Any impressive farm gains? 1951 cash income from crops and livestock reached an all-time high of $632,632,000. Hogs and pigs, for example, brought Kentucky farmers $77,013,000 in 1950… and a record income of $85,763,000 in 1951!

Go where there’s GROWTH...  

WHAS
Louisville, Kentucky

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

(Benson and Benson)
groping for tv program time?

you can do better with Spot—much better

There's no groping when you buy national TV coverage on a Spot basis: Full choice of markets and time offerings . . . no minimum group requirements . . . wholehearted station cooperation . . . better picture quality than kinescopes . . . savings in time charges—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. • National Advertising Representatives

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
Most Powerful TV Station in Texas
The only station in Dallas and Fort Worth not splitting any part of any network schedule with any other station in Dallas or Fort Worth — it's KRLD-TV and KRLD-TV only for CBS shows in both Dallas and Fort Worth.

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President
SERIES AUDIENCE: 100 MILLION PRELIMINARY estimates indicate that minimum of 100 million people heard one or more World's Series games via radio and that from 70 to 75 million people saw one or more games on TV. Games were broadcast by some 860 MBS affiliated radio stations plus another 100 U. S. Stations, CBC network in Canada, Latin American hookup and around world by Armed Forces Radio Service and Voice of America. They were telecast by NBC-TV network of 64 stations in as many cities, plus video outlets of four Mutual stockholders in four major cities.

NBC CANCELS MEET CANCELLATION of plans for this year's NBC affiliates convention, scheduled first week of December at Bogie Raton, Fla., was announced Friday by network. Spokesmen said action was taken after discussion with number of affiliates elicited agreement that, in view of special "rate" meeting with affiliates in Chicago in September, plus other recent network-stations sessions, another meeting this year is "unnecessary" and time would be better spent working on day-to-day sales, promotion and programming operations.

RTDG WAGE INCREASE RADIO and Television Directors Guild announced Friday it has concluded new contract with television networks representing agencies and packagers covering TV free lance directors in New York and Hollywood. New York membership has approved pact and action from Hollywood expected soon. Union said gains include: average wage increases of 29% with network TV directors minimum up to $175 weekly; clause requiring credit for TV staff or free lance director as largest credit given; eight-hour day for TV floor managers and associate directors and other fringe benefits.

MERRILL OATH OATH of office for new Comr. Eugene H. Merrill will be administered Tuesday at FCC by Chief Judge Harold M. Stephens of U. S. Court of Appeals for District of Columbia (see story page 25).

Radio Best Low-Cost Mass Buy—Pryor

Radio must continually prove that no other medium reaches such vast audience at such low cost, keeping advertisers informed of value of their broadcast investments, Arthur Pryor Jr., BBDO vice president in charge of radio and television, told NARTB District 6 delegates Friday afternoon at Memphis meeting (see early story, this issue).

Mr. Pryor said advertising people are confused by conflicting audience data and their shortcomings. He hoped Advertising Research Foundation, now studying problem, will come up with set of standards for ratings and "some common terms as to what can and can't be done."

"The greatest need is for research and intelligent application of that research," he said. "Radio needs a rating system which will give a true picture of radio listening. Worst of all, radio is in the emotional doghouse with a lot of advertisers who don't like us. One reason is that in so many cases, unfortunately, the champions of TV are the same people who have been the stalwarts of radio."

I believe the tremendous promotion put behind TV by radio people has been at the expense of radio and that if TV had not been developed in the majority of cases by radio networks and station people, radio would have been more aggressive and concerned about its competitive position. It's very easy to be a defeatist about the prospects for radio and to forecast the future only in terms of doom. But if today's problems are faced realistically, there need be no question of radio's survival and continued development."

Reminding that most advertisers feel that homes acquiring TV are lost forever to radio, Mr. Pryor said, "We know this isn't true. We must know more about that and about the 'extra set' listening in homes, the listening to portable sets and to automobile sets.

He described TV as a "great medium" which (Continued on page 114)
BROADCASTING PLANS FOR MAJOR PARTIES

Here's outline of broadcasting plans of major political parties as of last Friday:

Democrats will use about 18 simulcasts featuring Gov. Stevenson in "freside chats" which Wilson Wyatt, his campaign manager, believes are best suited to his specific style.

Republicans may go short on Eisenhower simulcasts, long on spot schedule. "Blitz" spot campaign in finishing weeks of campaign will go through, but not on $2 million scale originally planned.

Both parties awaiting outcome of fund-raising drives before making big radio-TV commitments. Both count on state committees to finance spots distributed by national committees.

DENVER TV HEARING

Use of television to distribute film to movie theatres, in place of present physical distribution of reels, was seen as distinct possibility by John Thomas, general manager of Wolfberg theatres in Denver, Col. Testifying in behalf of TV applicant Denver Television Co., of which he is president, Mr. Wolfberg said he could foresee electronic distribution of film to, perhaps, 200 theatres from central distribution point, overcoming present cumbersome and expensive duplication of negatives, shipping, etc. He also thought conventions, as well as sporting events, Church, entertainment and news events could be used for theatre TV. Denver vhf Channel 7 hearing, with Mr. Wolfberg under cross examination by opposition Oct. 27, is scheduled to conclude this week (see earlier story, this issue).

CHURCH BUYS STATION

PURCHASE of KALA Sitka, Alaska (1400 kc 250 w) announced by Board of National Missions, Presbyterian Church, to be operated as educational project. "Home missions who were once circuit riders on the American frontier are now pioneers on the new frontier of the electronic circuit," church said. Station located on campus of Sheldon Jackson Junior College. John Groller is secretary of broadcasting for church.

HENNOCK ON 'EDUCATION'

FCC COMMR. Frieda B. Hennock discussed educational TV aspects of "How can we best use the mass media to further education" on NBC-TV It's a Problem, Friday, 11:30 p.m., with Harold Stassen, U. of Penn. president, and Dr. Buell Gallagher, CCNY president. Comr. Hennock is to address New Jersey Broadcasters Assn. today (Monday) (see story page 66) and Oct. 25 is to make "major" address on educational TV before Minnesota Education Assn. at St. Paul.

WISCONSIN TV TAX URGED

TAX of $1 per year on television set owners plus $5 sales tax proposed Friday by State Legislature subcommittee at Madison, Wis., as means of financing state-owned TV network. W. W. Clark (R-Vesper), chairman of subcommittee on education, had proposal drafted for submission to group next Nov. 7. Bill would set up state television council, with $300,000 yearly to start construction of $3 million TV network devoted to noncommercial educational uses.

In this Issue--

NOW that radio network charges are reduced, network salesmen are going after national business that has been placed in spot. Their new department network work is popular. Page 22.

VOTER registration is at record volume, and "a major share of the credit" belongs to radio and television. The biggest citizenship promotion campaign in history is paying off. Page 23.

NEWEST FCC Commissioner, Eugene Hyde Merrill, a Utah Democrat, will take office this week. The administration now has a clear majority on the FCC. "Maybe we've got some influence over the FCC," Mr. Merrill said. Page 24.

IMPROVED "color" system on way will be ready for submission to the FCC next summer. It's the one on which the National Television Systems Committee has been working. Page 25.

NEXT Congress will probably go into the political broadcasting problem with more seriousness than past Congresses have shown. Though political heat is building up, the FCC refuses to investigate the asserted $2 million spot "blitz" on behalf of General Electric. Page 26.

COFFEEHEAD Larsen has his listeners drinking coffee by the gallon and buying grocery products by the truckload. A radio success story. Page 29.

The American Trust Co. of San Francisco is winning customers and friends with "Science in Action," a 50-minute show which both teaches and amuses. A television success story. Page 71.

NARTB's District 5 condemns double-billing after Harold Fellows calls the practice "immoral and unethical." Page 70.

FEDERAL court ruling in Washington, D. C., that witnesses before Congressional committees may refuse to testify before TV and radio won't help broadcasters in their efforts to get equal access to public hearings with the press. Page 44.

TV will kill off as many as 10,000 of today's 18,000 movie theatres in the next six years, according to a prominent movie exhibitor. He's selling off his theatrical holdings to go into TV. Page 59.

Upcoming


Oct. 16-17: Institute on Educational TV meet, Georgetown U., Washington, D. C.


(Sales of radio receivers totaled 1,189,467 in three summer months, RTMA found. RTMA data show radio and TV sets are sold in more than $5,000 retail outlets.

DENY KHIT PETITION

PETITION of KHIT Lampasas, Tex., for license renewal without hearing was denied Friday by FCC. Commission found that petition did not contain "complete and detailed statement of issues," which it said "would enable KHIT personnel and finances and station's operation to be placed in future compliance with the Commission's rules and regulations." Denial is subject to filing of second petition for grant without hearing, with "complete information" sought by Commission.

For more at deadline see page 114

Broadcasting • Telecasting

ING public demand from all parts of Canada, especially western Canada, is being impressed on Canadian cabinet ministers by western members of parliament. Increasing costs of government's Canadian Broadcasting Corp. TV operations at Toronto and Montreal, partly due to scarcity of advertisers, also factor.

SALE of RKO Radio Pictures' backlog of features and shorts to TV hinges on what such movies can bring from theatrical reissues as against their market on video. RKO, however, will definitely be in TV custom-built film production, setting up subsidiary unit for that purpose.

WITHIN last fortnight, Democrats have been getting more mileage out of whistle-stop campaigning of both Stevenson and Truman. In addition to spot local broadcasts, rebroadcasts have been handled locally to reach workers at home. Raw Novik, broadcaster and consultant, acting as liaison with Democratic Committee and labor groups in special programming field.

STRONG bid for more funds in FCC 1954 budget—in order to enable Commission to keep up with essential functions, perhaps initiate new studies—was made to President's Budget Bureau by Chairman Paul A. Walker, and Vice Chairman Rosel H. Hyde, and Comrs. George E. Sterling and Robert T. Bartley and staff last week. Budget Bureau prepares recommendations for President. Last year, for fiscal 1953, President asked Congress to appropriate $8,075,000 for FCC. Congress finally appropriated $8,408,460 [B*T, June 30].

DID FCC open TV hearing gate to floods of "expert testimony" on predicted coverage when it ruled last week (see page 68) that applicants may offer evidence, for what it might be worth, at their own option? FCC said in some cases such data might bear weight, others very little or not at all, and warned in present measurement standards "errors have been found wanting. By equivocating, FCC puts burden squarely on applicant's shoulders and has caused new confusion and consternation for applicants and their attorneys.

FIRST RETAIL DATA BEGAN ON RADIO-TV SET SALES

MONTHLY retail sales of radio and TV being compiled by Radio-Television Mfrs. Assn., supplementing monthly data showing number and types of sets manufactured. First data, announced Friday, show 700,490 TV sets sold at retail in June, July and August. In same three months factories turned out 957,842 TV sets despite normal July slowdown. Sales of radio receivers totaled 1,189,467 in three summer months, RTMA found. RTMA data show radio and TV sets are sold in more than $5,000 retail outlets.

Page 6 • October 13, 1952

Closed Circuit

(Continued from page 5)
All It Took was a Haircut...

To unseat Samson as the most powerful member of the "long-hair" set.

"Long hair" might have helped Samson perform wonders with the jawbone of an ass, but it doesn't build a radio audience. KOWH bypassed the "Highbrow" in favor of rollicking entertainment. Everybody gets in the act—and the Omaha, Council Bluffs area loves it! You'll love the resulting Hooper, averaged below for the eleven-month period from October, 1951, to August, 1952. Big happy audience. Lots of money. Big sales!

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

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

![Graph showing station ratings]

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.

October 13, 1952 • Page 7
This fellow's trying to outsmart us... and that's good for YOU!

We don't know his name or even what he looks like. But we do know what he's up to. Right now at this minute he's working in the research laboratory of a competitive oil company. He may be devising the formula for a new and better gasoline, or developing an improved manufacturing process, or inventing a wonderful new petroleum by-product which may revolutionize the plastics industry. If he succeeds, his company will have a temporary competitive advantage over ours.

Frankly, this fellow worries us a little sometimes. But we're awfully glad he's around!

His habit of keeping at our heels keeps us on our toes. We have to be just as smart as he is (or maybe a little smarter) to stay in business. Intense competition among hundreds of competing oil companies has stimulated research and production to create for America an abundance of the good things of life undreamed of in other times or other countries.

Until somebody invents a better formula for prosperity than old-fashioned competition, let's all stick to our own system of trying to do a better job than the other fellow. That way, we'll all be better off!

ESSO STANDARD OIL COMPANY

This is Oil Progress Week, celebrated by the Petroleum Industry and Esso employees and dealers everywhere. When you stop to think that 2 gallons of today's gasoline do the work 3 did in 1925, you'll agree... there's really something to celebrate!
WWL NEW ORLEANS
WWL, the South’s Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It’s simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.

Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That’s WWL!

Highest Ratings—built up over a period of 30 years through excellent programming, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That’s WWL!

All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That’s WWL!

Let WWL

THE SOUTH’S GREATEST SALESMAN

Sell the South for YOU!

50,000 WATTS CLEAR CHANNEL CBS RADIO AFFILIATE

A Department of Loyola University • Represented Nationally by The Katz Agency
HENRY G. LITTLE, executive vice president of Campbell-Ewald, Detroit, elected president. HENRY T. EWALD continues as board chairman and major stockholder after serving as president.

FOLKE A. OLSON, account executive with Seattle Post-Intelligencer, appointed account executive at H. J. McGrath & Assoc., Seattle.


DON MacLEOD, KOL Seattle, to West Pacific Agency, same city, as account executive.

KARL E. IRVIN Jr., McCann-Erickson, Chicago, to J. Walter Thompson Co., same city, as director of radio-TV research.

LOUIS JOSEPH RIGGIO, vice president and treasurer as well as partner in the two-year-old agency, Hilton & Riggio, New York, denies he was raised in a tobacco plant nursery and swaddled in an auctioneer's leaf. But he cannot escape the industry diagnosis that he was born with tobacco in his blood.

Son of a distinguished tobacco family, Mr. Riggio was born in New York City on Aug. 7, 1911. He was educated at Yale University, where, it is reliably reported, he smoked.

It was early in 1933 that he joined the American Tobacco Co. to serve his apprenticeship in the southern leaf markets. He then moved into the plant and became a tobacco leaf buyer, remaining with the firm for three years.

At the end of that time he returned to New York and joined his first agency, N. W. Ayer & Son, as an assistant account executive. Under Jack Hunter he helped handle the American Telephone & Telegraph Co. account, marking the first and presumably the last time that he was not in some way involved with tobacco.

The lure of the golden leaf brought him back with a king-sized enthusiasm in 1940 when he joined his brother as an officer of the newly formed company which manufactured Regent cigarettes.

At the end of seven years service with the firm, Mr. Riggio returned to American Tobacco Co. as director of sales and advertising.

Three years later—in 1950—he formed, together with Peter Hilton, the agency that bears their names, and Regent cigarettes was enlisted as one of their major accounts.

In addition to that product, the firm handles Colonial Airlines, Seabrook Farms, Schine Hotels, Evyan perfumes and others. Regents currently sponsors America Calling on CBS Radio, half-hour once a week, while Seabrook Farms is underwriting The Private Files of Matthew Bell with Joseph Cotton on MBS.

Mr. Riggio

The Riggios—she is the former Marcella Modra—have been married for 17 years. They have 14-year-old twin boys, Louis and Phillip. The family lives in an apartment in Ardsley-on-the-Hudson. His principal hobby is tennis.
THOMAS B. COLEMAN and BARRETT WELCH elected vice presidents of Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.


CHARLES F. SOUTHWARD, vice president, Harry Atkinson Adv., forms SOUTHWARD & Assoc., 134 N. La Salle St., Chicago. Telephone is Franklin 2-8100.

STEPHEN SIDDLE, space buyer, Bermingham, Castleman & Pierce Inc., N. Y., named media director in charge of purchasing all radio-TV time.

ROBERT L. NOURSE Jr., account executive, and DORIS MORGAN, his executive assistant, Dancer-Fitzgerald-Sample Inc., Hollywood, to Roy S. Durstine Inc., L. A., as account executive and member of media department, respectively.


H. BECHTEL SMITH, vice president in charge of advertising and sales, Royal Lace Paper Works Inc., Brooklyn, elected vice president and partner, Kiesewetter Assoc. Inc., N. Y.

LAWRENCE RUSSONIELLO, Aldridge Assoc., Phila., to John R. McAusland & Co., same city.

MICHAEL A. DAVENPORT, advertising department, Meier & Frank Co., Portland, Ore. (department store), to Don Dawson Co., that city, in creative-radio TV departments.

THOMAS P. KENNEDY, national news desk, New York Times, to copywriting staff, Caples Co., N. Y.

IRVING PADEREWSKI appointed art director, Getchel Co., N. Y.

DAVID W. MILLS, assistant art director, Ted Sommers Inc., Bridgeport, Conn., promoted to art director.

FREDERICK C. MCCORMACK Jr. to public relations staff, Geare-Marston Inc., Phila.


WEST PACIFIC Agency, Seattle, moves to 822 Broad St., that city. Telephone is Alder 3993.

H. G. SAMPLE Adv., Atlanta, moves to Suite 302, Glenn Bldg., same city.
RADIO PUTS GALEs
IN TV SET

Sales!

- Yes...it took Radio—WDSU radio—to stir up the air waves and send TV set sales "billowing" for a New Orleans department store.*

- Here's how it happened: the store decided to test the effectiveness of its advertising with a special sale of television sets. For the test, one-half the advertising budget was used for radio spots on WDSU. A competing medium was allotted the other half of the budget.

- An impartial survey group—Advertising Research Bureau Inc.—interviewed customers who had been attracted to the sale, and found that 47.2% had learned about it from listening to WDSU. Only 20.8% had been attracted by the other medium. WDSU's magnetic air waves produced over twice as many prospective buyers!

- And when it came to sales figures, WDSU's radio customers spent 44.8% of the total dollar volume, as compared with the other medium's 23.7% of the total.

- Dollar for dollar—WDSU can "hoist" your sales...and keep them filled in the "Billion Dollar New Orleans Market"!

* (Name and address on request)

- Write, Wire, or Phone Your JOHN BLAIR Man!

---

new business

Spot • • •

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, starts spot announcement campaign in five TV markets, for 13 weeks from Oct. 15. Stations are WBEN-TV Buffalo, WHAM-TV Rochester, WAVE-TV WHAS-TV Louisville, WTTR (TV) Richmond and WSAz-TV Huntington, W. Va. Agency: Mogge-Privett Inc., L. A.

AMUROL PRODUCTS Co., Chicago, will test new chlorophyll toothpowder with 10 minutes weekly participation in Ruth Lyons Show on WLWC (TV) Columbus, WLWT (TV) Cincinnati and WLWD (TV) Dayton for 13 weeks. Agency: James Frankel, Chicago.


PHILLIPS PETROLEUM Co., Bartlesville, Okla., to sponsor Douglas Fairbanks Jr.'s International Theatre in 19 markets. Series of 28 films is being produced in London by Dougfair Corp., and is available for local or regional sponsorship on television on syndicated basis. Agency: Lambert & Feasley, N. Y.

Network • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, renews Club Time, Sat., 5:45-6 p.m. EST over ABC radio for 52 weeks, starting Nov. 1. Agency: Buchanan & Co., Chicago.

S & W FINE FOODS Co., S. F. (coffee, other products), added five Columbia Pacific Radio stations to current 14 CPRN station line-up of Second Cup of Coffee Club, Oct. 6. Contract for five times weekly quarter-hour program on 19 CPRN stations runs through April 29, 1953. Agency: Foote, Cone & Belding Inc., S. F.

HAZEL BISHOP Inc., N. Y. (No-Smear lipstick), will add sponsorship of Tues. and Thurs. portions of Lorenzo Jones on NBC radio, effective tomorrow (Tuesday). Advertiser previously sponsored Mon., Wed. and Fri. segments, will now be represented five times weekly. Agency: Raymond Specter Inc., N. Y.

Agency Appointments • • •

GODELL'S CURTAIN Mfrs., N. Y., appoints Dowd, Redfield & Johnstone Inc., same city. Radio will be used.

MANUFACTURERS BANK & TRUST Co., St. Louis, appoints Warner, Schulenburg, Todd & Assoc., same city.

CALAVA GROWERS, L. A., appoints Foote, Cone & Belding Inc., that city.

HOBBERG PAPER MILLS, Green Bay, Wis., names Campbell-Mithun, Chicago, effective Nov. 15. Broadcast media being considered.


Adpeople • • •

JAMES McCLELLAN to sales promotion staff, Kraft Foods Co., Chicago.

JAMES R. BLOCKI, assistant to advertising and sales promotion manager, Nesco Inc., to Kraft's advertising department as assistant to TED JEFFERY, cheese products advertising manager.

ROBERT K. BYARS named assistant advertising manager of Standard Oil of Indiana, Chicago.

WALKER WAY named director of advertising and merchandising for Chrysler Div., Chrysler Corp. JOHN H. CARON is advertising manager.

JOHN H. BOYLE, director of TV, WAVE-TV Louisville, to Reynolds Metals Co., same city on advertising staff, in charge of radio-TV.

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BROADCASTING • Telecasting
For many past favors, our thanks. For another 25 years of ever-growing service we pledge our constant endeavors:

From its birth as a 50-watt portable transmitter, then known as WLBN on 1470 Kc, whose first voice was heard at the state fair in Little Rock on October 6, 1927... when it was purchased by Roy E. Steuber, still one of its stockholders, and made a permanent part of the business life of Arkansas... on through the summer of 1928 when it became known as KLRA with 500 watts power and a spanking new T-type antenna system... through the years of constant growth and increasing service to its community and state... until today, when it enters its twenty-sixth year of service to Arkansas and has become more than ever before “Arkansas’s Listening Habit”... KLRA has ever had uppermost in its mind the one thought of SERVICE through a well rounded program of interest to all its listeners—urban and rural—and in keeping with its responsibilities. Conspicuous, we believe, has been our long association with Columbia Broadcasting System—since November 11, 1928—in bringing to the people of Arkansas the outstanding programs of this great network. Our association has been mutually pleasant and beneficial.
Here's Archer!

PROGRAMMING

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

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

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

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

IN THE NATION'S CAPITAL

YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM

Represented by NBC Spot Sales

Page 16 • October 13, 1952

strictly business

WBMS Boston is now operating in the black for the first time in six years. In four months the station has increased its billings 70%. The number of sponsors is up over 100%. All this is in spite of a 25% rate increase and the normal summer business lag.

Managing Director Norman Furman, who took over as active head of the station last May, credits this remarkable about face to creative local programming.

When Mr. Furman began operating WBMS he made an intensive study of the 12 other stations, including four network and two TV, that served the listeners.

As the sixth manager for the station in five years he wanted to see for himself and was not ready to accept the advice of agency and advertiser people that he hire some good disc jockeys and attempt to appeal for audience on the same level as his competitors.

Anxious to carve a distinct niche for WBMS, he decided to attempt a station appeal to mature listeners, especially the housewife. A staff meeting agreed to institute a policy of sweet, soft music the majority of the time.

Programs such as Music of Yesterday, Journey Into Melody, Capitol's Corner (program of music and poetry), and others were created. Since Boston is a city of culture with a keen appreciation for good music, Saturday Symphony Matinees and Sunday Opera Matinees programs were exploited.

More and more of the station's news time was turned over to items of local interest. Your City Today is a regular program.

Contracts were signed with Boston's James Michael Curley, four-time Mayor and once Governor of Massachusetts, to do a father and son program with his son, George. The program went on the air on Father's Day, June 15, and the station received nationwide publicity. CBS-TV televised the first broadcast nationally. One network station carried the news in Boston on its news broadcast. Sponsors who had never considered WBMS (Continued on page 46)

John Q. Cave was a man who knew the value of coverage. If his prospects didn't come willingly, he dragged them in from far off hills. WBRE's "carway" method of coverage that counts is far more genteel yet the results are similar. . . . We always get our prospects and turn them into satisfied customers. Want to buy some of this rich, reliable manufacturing and mining market?

Headley-Reed, Representative

It's Coverage that Counts!

FORMER Gov. Curley (c) signs contract with WBMS. He's flanked by Mr. Furman (r) and George Curley.

* * *

Mr. KELLEY

... a Texan by adoption

Mr. KELLEY, commercial manager, KEYL (TV) San Antonio, was freshly discharged from the army in January, 1945, when he learned of an opening for a "continuity writer and exploitation man" with WHOT South Bend.

With a smile, Bill Kelley recalled that he honestly asked friends, "What the hell is continuity and exploitation?"

At the Indiana station, he learned quickly. Before long, the words, "continuity", and "exploitation" were an everyday part of his vocabulary. In addition, he was handling promotion and public relations.

In September 1947, he accepted a position at KFDF Amarillo, Tex. "It was my initiation and baptism to Texas," said Mr. Kelley, who now proclaims his enthusiastic loyalty to the Lone Star State.

"Upon arrival in Amarillo, and not until then, did I learn that I was sportscaster, newscaster and special events man. I had arrived Saturday night and the following (Continued on page 47)
Advertisers and advertising agency people are unanimous in saying that the Welcome Mat is always out for the salesman who brings helpful information and who presents it capably and intelligently.

That is one of the reasons why H-R men find so many Open Doors. The youngest man in the H-R organization has had at least ten years of sales and advertising experience. And from a minimum of ten years, the years of experience range up to thirty.

H-R men know their business; they know the facts about the stations on their list and they can meet advertisers and agency executives on grounds of equality.

It is not difficult to understand — the more Open Doors, the more national spot billing for AM and TV stations. It pays to send a MAN to do a MAN'S work.
one low rate "corners" this great West Virginia Market

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

TOTAL POPULATION
992,994

TOTAL FAMILIES
250,337

RETAIL SALES
$543,571,000

FOOD SALES
$111,735,000

GENERAL MERCHANDISE SALES
$80,496,000

FURNITURE AND HOUSEHOLD GOODS SALES
$29,969,000

EFFECTIVE BUYING INCOME
$965,894,000

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

POWER

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

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

PROGRAMMING

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

PROMOTION

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

EXPERIENCE

it costs less when you use "Personality"

Open Mike

Marketebook

EDITOR:
I should have acknowledged the Marketbook...long ago. But, as you know, August and September are busy days...

Your people seem to have done a good solid job. Any time you need to refer to it, drop in. It will be on the shelf behind my desk, and handy...

Frank Silvermail
Radio-TV Timebuying Mgr.
BBDO
New York
* * *

Guidebook

EDITOR:
In the handy and useful article department, "TV Goes Nationwide" takes first prize...

Walter E. Wagstaff
General Manager
KIDO Boise, Id.
* * *

EDITOR:
We would appreciate your sending us 10 copies of the booklet containing the complete situation report on post-thaw television. We would appreciate your rushing these 10 copies to us...

Dorothy Warga
Mathisson & Assoc.
Milwaukee
* * *

Ugh, Uhf

EDITOR:
[There was] a mis-identification given television station KBTV (TV) Denver on page 118 of the Sept. 29 issue of Broadcasting • Telecasting.

In a brief story there, the station was labeled a uhf station (along with another uhf operation) and the channel number was not given.

KBTV is, of course, a uhf station on Channel 5, and the station, along with Free & Peters, is extremely anxious that full recognition of the fact be made...

Lorin Myers
Free & Peters
New York

EDITOR:
...you and your staff are doing a very able job—and a very fair one—in covering the television industry.

Sy Weintraub
Vice President
Motion Pictures for Television Inc.
New York

Posy

EDITOR:
...if someone hadn't made a mistake and left a copy of "Guide-

book to Expansion of Television Facilities" on their desk I would never have known about it. Doesn't anyone below the rank of manager rate one of these excellent presentations of the TV allocation picture?...

My congratulations to Broadcasting • Telecasting for the superb job it's doing keeping abreast of the rapid growth of the industry.

Armme H. Wood
Announcer
WFLB Fayetteville, N. C.

[EDITOR'S NOTE: The Guidebook, a special status report of television applications, grants and processing lines, was published in a limited edition which, of financial necessity, could not be generally circulated. A few copies are available at $1 each.]

Business Book

EDITOR:
We want to compliment you and your staff on publishing "Businesses Built by Radio." We think this is one of the finest issues that has come our way in a long time.

If extra copies are available, would you please send us 100...

Phil Jackson
General Manager
KWCO Chickasha, Okla.

[EDITOR'S NOTE: A limited supply of the success story brochure published several months ago is still available: 25 copies, $7.50; 50 copies, $15; 75 copies, $20; 100 copies, $25.]

Guidebook

EDITOR:

Thank you for your TV Guidebook.

During the past 25 years I have seen a fair number of other industry publications doing what was and is considered a good job in their field, but your efforts tops them all.

You continue to amaze me with your ability to deliver bonus value after bonus value, and I am grateful for the vast fund of information you place at my disposal.

There's no other like you, so long may you prosper.

Thomas J. O'Brien Jr.
President
American National Video Productions Inc.
Chicago
* * *

EDITOR:
Thanks so much for the valuable TV booklet. As usual you do the things your readers want—the unusual to others...

Harry C. Wilder
President
WSYR-AM-FM-TV
Syracuse, N. Y.
* * *

EDITOR:
...if someone hadn't made a mistake and left a copy of "Guide-
WGN 50,000 Watts
A Clear Channel Station

NOW OFFERS MORE FOR LESS

ONE RATE from 7:00 A.M. to 10:30 P.M.
EFFECTIVE NOVEMBER 1, 1952

NOW, more than ever before, WGN is the greatest buy in the Middle West:

<table>
<thead>
<tr>
<th></th>
<th>Radio Homes</th>
<th>Homes Available</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>In WGN's Coverage Area</td>
<td>Per Dollar**</td>
</tr>
<tr>
<td>Six Years Ago</td>
<td>3,761,000</td>
<td>4,178</td>
</tr>
<tr>
<td>One Month Ago</td>
<td>5,079,000</td>
<td>5,643</td>
</tr>
<tr>
<td>NOVEMBER 1</td>
<td>5,079,000</td>
<td>11,287</td>
</tr>
</tbody>
</table>

This means, as of November 1, you can reach 7,109 more homes per dollar than you could six years ago, and 5,644 more homes than a month ago...WGN, the BEST advertising buy in the Middle West.

*Nielsen Radio Index  **Based on Class A, 1 time, hour rate

A Clear Channel Station... WGN
Serving the Middle West
MBS

Chicago 11
Illinois
50,000 Watts
720
On Your Dial

Chicago office for Minneapolis-St. Paul, Detroit, Cincinnati and Milwaukee
Eastern Sales Office: 123 E. 42nd Street, New York 17, N.Y. for New York City, Philadelphia and Boston
Geo. P. Hollingbery Co.
Advertising Solicitors for All Other Cities
Los Angeles — 411 W. 5th Street • New York — 500 5th Avenue • Atlanta — 233 Peachtree Street
Chicago — 107 N. Michigan Avenue • San Francisco — 625 Market Street
New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.
Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

- NEW 7-inch viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.
- NEW plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc!.
- NEW fixed-position alignment, coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!
- NEW plug-in blower for cooling the deflection coil and the Image Orthicon!
- NEW electronic-protection system guards your Image Orthicon against deflection failure, or loss of driving signals.
- NEW "overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.
Delaware Tops all U.S. in 1951 Average Income*

WDEL AM · FM · TV
Tops all stations in this richest market.

Let it sell your product effectively, economically.
Write for information.

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

*Figures released August 1952 by U.S. Dept. of Commerce.
RADIO’s fight for the advertising dollar is getting brisker, intramurally as well as with rival media.

In one of the latest developments, network salesmen were reported last week to be concentrating fire on spot radio with the argument that, for commercial, the advertiser gets it cheaper on the network.

One advertiser reported, on the basis of his own experience, that networks are stressing the low-cost theme to such an extent as to appear to be competing—or trying to compete—more with spot radio than with newspapers, magazines, or even television.

Comparative figures indicate that, especially with the approximately 25% reduction in the cost of spot commercials, the costs just effectuated by CBS Radio, NBC and ABC, the dollar costs of the commercial on network radio and of the commercial placed on a national spot basis are generally competitive.

The “average” cost of a commercial placed on a spot basis in all of the approximately 1,200 radio markets of the country, according to the Station Representatives Assn. (formerly NARTSR), comes out to a little more than $7 per daytime spot per station, and about $13 per evening spot. This assumes the use of one station in each of the 1,200 markets and the use of the highest-priced station in multi-station markets.

Per-Station Cost by Networks

NBC authorities reported, as a “typical” case, that a quarter-hour evening strip on the network’s 199 stations would cost, say, $30,000 a week—which would figure down to about $10 per commercial message per station. This is based on three commercials per quarter-hour, or 15 per week.

At CBS Radio, where the same weekly figure—$30,000—was given for a typical evening quarter-hour strip, the cost per commercial message would be slightly higher because slightly fewer stations are involved—193 as against 199 at NBC. The six-station difference would add approximately 30 cents to the per-commercial per-station cost on CBS Radio.

These “typical” cases, officials said, reflect the recent reductions of approximately 25% in evening time charges. But in daytime periods, where costs were raised slightly, they also cited low “costs per commercial” through the sponsorship of network shows.

A “typical” NBC example was described as a quarter-hour strip costing around $18,650 per week. This cost, it was said, would average out to $6.17 per commercial message per station.

Approaching the question from another angle, NBC authorities said a weekly evening half-hour show costing $12,000 for the full network would average down to about $50 per commercial per station.

The network emphasis on cost-spot product grew, naturally, a quick reaction from national representation organizations.

Tom Flanagan, managing director of Station Representatives Assn., stressed the flexibility and local appeal and sales pull which he said are natural advantages of spot broadcasting over network broadcasting.

Cites Pin-Point Placements

The advertiser who has to buy an “arbitrary network,” he said, must buy markets which are not necessarily productive for him, whereas in spot the sponsor can pick both the markets and the time of broadcast which are most suitable for his product.

Additionally, Mr. Flanagan said, spot radio advertisers can employ local shows—newscasts, disc jockey programs, farm shows, participation programs—with established and known appeal to particular audiences.

He also called attention to widespread use of spot by major advertisers—citing especially Ralston-Purina’s use of 568 stations in a single campaign; B. C. Remedy Co.’s use of 560; Lipton ice tea, 567; and Dodge’s acmeobile, 485.

The president of a leading representative company meanwhile pointed out that the network advertiser must use that network’s affiliate even though it may rank third, fourth or fifth in its market and a competing advertiser may be using a more popular station there.

“Further,” he said, “network costs to the advertiser are on the basis of the rank of the town and not according to the sales draw of that town for that type of business. For example, laxatives do not sell exceptionally in the Northeast but do in the South; yet the network advertiser is compelled to advertise more in the comparatively barren markets than in the smaller but more fertile ones.”

RADIO-TV VOTE-GETTING

AHF Lauds Aid

October 6, 1952 • Page 23
LENEN & NEWELL

To Be Launched Tomorrow

THE ADVERTISING agency firm of Lenen & Newell Inc., succeeding the 28-year-old firm of Lenen & Mitchell, will be launched officially tomorrow (Tuesday).

In announcing details at a news luncheon last week in New York, Philip Lenen, chairman of the board of directors, said that "since our new set-up got going last June... we have added 10 million dollars in billing." Thus, the new agency will start off with 30 men in charge of 100 clients.

Other officers of the company are: H. W. Newell, founder, president and chief executive officer, and previously a partner of Geyer, Newell & Ganger; Adolph Toigo, executive vice-president and general manager; John McQuigg, executive vice president and TV director; Peter V. Keverson, vice president and radio and TV copy chief.

About 50% of the agency’s billing is in radio and television, Mr. Newell said. He emphasized the agency’s faith in its personnel.

Mr. Lenen said that in serving any advertiser the agency would follow its principal standing:
(a) Determine what the customer wants most in the advertiser’s type of product; (b) determine whether the advertiser is better than the competition in the advertiser’s product; (c) if not, determine if it is practical and economical to incorporate the additional advantages; (d) tell the story of these consumer-desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

Firm’s Accounts

Accounts represented by Lenen & Mitchell at the time the new firm was announced May 29 were:
- In the past four months, the following accounts joined Lenen & Newell: The Carlton House, Chicopee Mills Inc., Lumite Division, Emerson Drug Co., P. Lorillard Co. (Embossed cigarettes), Joseph Schlitz Brewing Co., United Aircraft Corp.

ABC Buys ‘Millionaire’

SALE of radio and television versions of Life Like a Millionaire to ABC was announced last week by Masterson, Reddy & Nelson, New York, package producers. Radio show will begin Nov. 2 on Monday through Friday basis, 11-11:30 a.m. EST. As part of ABC’s Pyramid sponsorship plan while the video version will premiere this Saturday (7:30-8 p.m. EST) under the sponsorship of Charles Anteil Inc. Baltimore.

Mr. Newell  Mr. Lenen

Mr. O’Meara  Mr. Toigo

Mr. W. Newell

Mr. Newell

Mr. Lenen

Mr. O’Meara

Mr. Toigo

ing Co. and United Aircraft Corp.

In a full page advertisement in the New York Times, the agency is announcing its accounts. The ad starts off with the question: “What’s really new about Lenen & Newell?”

It goes on to explain about the agency’s people, its staff, and its purpose.

The ad concludes with the following:

Although our annual billing of over $20 million puts us in the top 10 agencies, we have no insurance or institutional business. No automobile or household appliance business. No soft-drink business. No soap business, and only one food account... Some day, of course, we would like to be represented in each of them. Right now, however, we are busy absorbing the $10 million new billing acquired in the last three months. We are not looking for new business—and, as a matter of fact, will not be for the next six months.

In the meantime, if you should want to learn more about us as a matter of general interest, we would be happy indeed to meet with you.

The ad was read to newsmen at the inaugural luncheon by Mr. McQuigg.

ABC Buys ‘Millionaire’
Electron Is Key to Permanency

AN IMPROVED "compatible" color television system developed by National Television Systems Committee will be ready for submission to the industry and FCC next summer, according to A. V. Loughren, Hazeltine Electronics Corp., speaking at the 72nd semi-annual convention of the Society of Motion Picture & Television Engineers.

Mr. Loughren is chairman of the Composite Video Standards panel of NTSC but told engineering delegates at their week-long Washington, D. C. convention that he was speaking as an individual and not in a consultant capacity.

Herbert Barnett, assistant to the president of General Precision Equipment Co., was elected SMPTE president. He succeeds Peter Mole, of Mole-Richardson Co.

Describing progress of NTSC's long-range color TV project, Mr. Loughren said the committee has been testing signal standards developed a year ago. The all-electronic compatible system produces "an entirely adequate signal for commercial broadcasting as it stands," he added, but tests show minor improvements are still possible.

The NTSC standards have been described as closely related to the all-electronic system developed by RCA.

Testing is now underway to determine if more improvement can be made, and how, according to Mr. Loughren. When these have been completed, different types of tests will be made by an objective group within the committee which will serve as a self-checking organization.

One NTSC group has developed the standards by research, with another conducting neutral tests and criticizing. When these are completed the NTSC project will be submitted to the industry with recommendations.

Next step will be to ask FCC to reopen the color television case. This will be done by an individual company or group, it is believed, since NTSC is not considered a party in interest.

Progress Made

Progress has been made in fitting the color signal into the 6 channel system according to Mr. Loughren. He said sharpness of the color image depends principally on brightness information rather than color difference, showing illustrations to bring out the point.

RCA and Bell Laboratories have worked out ways to conserve spectrum space in color transmission, using some of the black-and-white bandwidth for picture information, he said. The color information, he explained, is fed into unused space between components in the black-and-white signal. By this means the 4 mc portion of the TV channel is considered adequate for the color job.

Referring to theatre television, Mr. Loughren said one type of apparatus appears to provide a better color image than others. System considerations are more important from a long-range viewpoint than apparatus, he added. He suggested the theatre industry make sure the system adopted is not one that has inherent limitations, since future systems require transmission of twice as much information as simultaneous systems, he said, to provide an image of comparable quality, thus using up more spectrum space. The Eidophor system has drawn favorable comments from theatre operators who have seen it in action.

The SMPTE meeting opened Monday at the Hotel Statler, Washington. The agenda included nearly 100 papers on TV, motion picture, film, high-speed photography and related fields.

The Signal Corps also demonstrated a mobile TV system housed in four busses. Sgt. John S. Auld, of Mineola, L. I., video superintendent, described the system to the convention. While a pre-recorded tape continued his address, Sgt. Auld went down to the mobile unit outside the hotel. The tape was stopped and he continued his address via a television signal picked up in the car.
A CASUAL request by a WEMP disc jockey has led to one of the most successful local morning shows in the country. Every Milwaukee listener now knows THE COFFEE CLUB which has boosted WEMP’s morning audience 146% in a little more than three years. Furthermore, there’s a waiting list of eager would-be sponsors.

WEMP’s MORNING ‘COFFEE CLUB’
Boosts Audience 146%

WOULD YOU:
—Like to boost your morning audience 146% in a little over three years?
—Enjoy having your station referred to as the leading “food” station in your area?
—Be interested in an “early morning” show that is sold out with a long list of eager sponsors waiting to snap up the first vacancy?

If the answer is “yes” to any, or all, of those three questions it will be worth your while to read about a disc jockey called “Coffeehead” Larsen. He is heard each morning from 6:00 to 10 a.m. on WEMP Milwaukee.

Early in 1949 a young deejay on WEMP remarked over the air that it would be a nice thing if he had a hot, steaming cup of coffee.

Maybe he didn’t realize at that time the full power of radio, but he soon found out. The next day’s mail brought several pounds of coffee, some coffee pots, six tin cups and one made of china.

Bob Larsen was quick to get the idea. He installed a hot plate near the microphone, perked fresh coffee several times each morning, and drank it while spinning records and giving time, temperature, weather and news reports. The show was given a new name: The Coffee Club.

That gave the listeners more ideas—they began calling him “Coffeehead,” a name that has stuck to this day.

Young Larsen continued to develop the idea. He invited Mrs. Schulz and Mrs. Michalski to sit down at the kitchen table and have a cup of coffee with him as he drank his in the studio. He created a “homey” informality that pleased and attracted listeners.

Up until this time the commercials on the Larsen program were whatever the station could sell—a usual cross-section of local and national advertisers.

One day, Tom Dyson, account executive of WEMP, got a call from a salesman for a coffee concern which was interested in the brand of coffee Larsen was drinking. He was willing to furnish him with a year-round supply, free, for a plug. Mr. Dyson was too smart for that oldie and informed the chiselers that WEMP time was for sale at card rates.

But the call set him thinking. He began searching for a sponsor who would “tie in” with the Coffee Club idea.

Mr. Charles Wantz, of E. R. Godfrey & Sons Co., Independent Grocers Assn., wholesale supply depot, was the first to go on a definite schedule when he bought six one-minute announcements per day.

This was in August. Mr. Wantz told WEMP that he had never used radio before and looked upon the idea strictly as an experiment. In six months the schedule was doubled, using the original six for coffee and the additional half dozen for other IGA products.

Mr. Wantz was so pleased with results and with the increasing popularity of the program that when IGA began, early in 1960, to convert to super market type stores, he requested Mr. Larsen to make personal appearances at each opening and enunciate the ceremonies. A nominal fee was charged by the station for this service.

About this time the IGA spot announcements were converted, at the station’s suggestion, to exclusive sponsorship with the grocers taking three 10-minute segments Monday through Saturday. Listening had been increasing so rapidly that the show, which until this time had been from 6:30 to 9 a.m. was increased to four hours, 6-10 a.m. each weekday.

The connection between the Godfrey firm, station executives and Mr. Larsen has become closer each year. Hugh K. Bolce, WEMP manager, explains that “all WEMP announcers are hired on their sales ability. Their approach to the listeners must be informal, down-to-earth and friendly.”

In line with that policy, Mr. Larsen’s handling of commercials is informal and friendly in manner. He is given a free hand to interpret as he pleases and never reads them verbatim.

He meets with Godfrey executives at 2 p.m. each Tuesday to go over advertising plans for the future and review results. “In effect,” Mr. Larsen says, this type of contact “creates a closer relationship between the announcer, the sponsor and the product. The Godfrey sales executive sells me on the product directly. I also test each product personally before talking about it on the air.”

Each year on the last Sunday in May the IGA “family” of about 5,000 people gathers in the Milwaukee Auditorium. Mr. Larsen passes out coffee and personally meets each of the 450 IGA store owners in the state. This year D. J. Godfrey, board chairman of the firm, told store owners that in the previous 17 months the IGA organization in southern Wisconsin has increased its annual sales potential by 19.6 million dollars.

This increase is credited to the long-range program of conversion to super markets which has been undertaken since the firm started using the radio program. Each of the markets is independently owned, a fact Mr. Larsen stresses in his patter.

All 203 IGA stores in the WEMP primary area have their radios tuned to the station and Mr. Larsen continually salutes individual stores. He asks supervisors to check listenership in the stores while he is on the air.

Each day one IGA store proprietor is given special mention as “The Store Proprietor of the Day.” His name, store, address and phone are repeated six times during the program.

During the years Mr. Larsen has visited each of the 450 IGA stores.

During his recent appearance at

(Continued on page 118)
PROSPECT that the 83d Congress will be asked to overhaul current campaign procedure and re-praise political broadcast problems was held out last week.

Signs pointing in that direction were seen in the wake of FCC's rejection of a National Association for Stevenson request that the Commission probe the $2 million "blitz" spot drive assertedly planned for Gen. Dwight Eisenhower (D., Oct. 6).

In rejecting the petition, the Commission said, however, it "will consider any specific information you are able to supply with respect to Communications Act requirements, but suggest that Corrupt Practices Act matters would more appropriately be pursued with the Dept. of Justice."

Letter to Ball

FCC's reply was contained in a letter from William J. Walker to George W. Ball, executive director of the volunteers group, which had filed the original protest from Springfield, Ill., the Stevenson campaign headquarters.

Collateral developments on this phase of the political broadcast issue were reflected elsewhere—in Denver where Sen. Edwin C. Johnson (D., Colo.) lent his support to the Democratic party cause, and on Capitol Hill where a Senate subcommittee moved quietly to elicit information from radio-TV stations on their political time practices.

There also was evidence that NARTB and the Justice Dept. might be drawn into the controversy, which involves the equal time provisions of Sec. 315 of the Communications Act. Whether the volunteers organization would file a complaint with the Justice Dept. was not known.

In his reply to Mr. Ball, a Washington attorney who sparked the volunteers' action with an attack on "high-powered hucksters" in GOP ad ranks, Chairman Walker said the Commission had "no specific information on the existence of the plan . . . or the participants, if arrangements have been made." Chairman Walker stated:

In the absence of such information, including the names of any stations which may be involved, and what steps, if any, have been taken on behalf of your candidate to secure a share of such time as may become available, we can make no determination as to whether or not any violation of Sec. 315 . . . will occur. That section GENERALLY requires that a broadcast licensee afford equal opportunities to legally qualified candidates . . . . [Note—Capitalization for emphasis supplied.]

Mr. Ball had asked FCC to publish names 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." He charged that corporations "control the best hours" of time and that the Eisenhower radio-TV spots were to be obtained "by getting national advertisers to surrender their spots for . . . three weeks." With the GOP drive organized, he said, Republican could obtain "the lion's share of good time."

Calls Conference

Within 72 hours after filing the protest, Mr. Ball called a news conference (Oct. 5) in Springfield to discuss the GOP saturation spot campaign, which responsible ad agency authorities previously had discounted as inoperative, including the $2 million figure. Once again he referred to "secret negotiations," suggesting collusion between advertisers and the broadcasting industry.

Mr. Ball said the volunteers had asked the Senate Interstate & Foreign Commerce Committee, as well as the FCC, to investigate the plan, although there was no indication the committee formally had been asked to do so.

Mr. Ball repeated his charges last Thursday, claiming that three advertising agencies had been asked to prepare the blitz—presumably referring to Kaufner Inc., BBDO and Ted Bates & Co. He charged that Democratic "disclosure" of GOP plans had "greatly embarrassed" Republican leaders.

Despite their denials, he added, they are speeding up their spot plan.

"We know they are asking some of the largest advertisers in the country to release some of their choice advertising time," Mr. Ball said.

He also sent out thousands of telegrams seeking radio-TV money on behalf of the Volunteers for Stevenson. The Citizens for Eisenhower Committee is embarked on a similar drive.

Mr. Ball also dispatched a copy of the protest to Justin Miller, NARTB board chairman and general counsel, with a note intimating that the plan may suggest "ethical considerations you may wish to examine."

President Harold E. Fellows commented during the District 5 meeting at Atlanta, Ga., that the purported plan was "perfectly ethical" providing equal time is made available to both parties. He urged broadcasters to exercise caution in handling political time (see separate story).

Sen. Johnson, chairman of the Senate Commerce Committee and perennial watchdog over FCC operations, reportedly had informed Mr. Ball that the Commission is "duty bound by law" to inquire into the plan.

"If the facts show that such a program is proposed and that it will monopolize the radio and TV time during the last days of the campaign this would be in direct conflict with the spirit, if not the letter of the Communications Laws," he continued.

Because large groups and individuals contribute huge sums of money, enough to underwrite or cover the cost of the time on radio and TV during the last days of the campaign, this does not automatically give such an organization or individual interest. Public interest applies to all—not to the few.

Sen Johnsen, who nominally does not support the Democratic administration on many issues but who met the President's "whistle-stop" train in Denver, claimed that Mr. Ball acted properly in calling FCC's attention to the project.

The presumption that Sen. Johnson or perhaps another member of the 83d Congress—he remains Communications Committee chairman if the Democrats retain control of the Senate—is suggested in an address he made last February at the Second Annual Regional Television Conference in Baltimore. Stressing equal time requirements, he declared:

An interesting question arises as to whether or not some time should not be made available to candidates free of charge in the public interest. We cannot continue our present democracy and permit only the wealthy and the powerful to aspire to public office. Unless something is done to remedy this situation, I am certain that the impact of television on politics is apt to prove disastrous to the future.

In general, as close associate of the Senator see it, the key to his course of action may lie in possible monopoly aspects.

Any proposal to re-praise and streamline campaign procedures, with emphasis on advertising expenditures and contributions, is already underway in the Senate. The Senate committee on Privileges and Elections—an arm of the Senate Rules Committee—is preparing a comprehensive measure to deal with the problem. (Continued on page 58)

October 13, 1952
NETWORK SALES

ANTICIPATING the opening of the fall season, time sales of the nationwide radio and TV networks in August rose sharply from their July low, according to figures compiled by Publishers Information Bureau on the expenditures of advertisers for radio and TV network time. Combined gross for all the networks during August totaled $25,675,765, a rise of 19.1% above the July total [B*T, Sept. 22].

It should be noted that the July figure does not include sponsorship of the national political convention radio coverage by Admiral, Philips and Westinghouse. When those figures are included they may narrow the gap between the July and August grosses. But for normal non-election year business the PIB data indicate beyond doubt that an upswing in network business began in August.

The number one network client, Procter & Gamble Co., for example, invested $2,118,807 in network time during the month, as compared to $1,231,481 (before discount), to reach $1,893,581 in July, an increase of 33.8% (Tables I and IV).

Other leading advertisers increased their purchases of network time in August. Comparison of Table II showing the leading radio network advertiser in each product category during August, with the same table for July [B*T, Sept 22] shows that in 19 classes of advertised goods or services on the radio networks, more time was purchased in August, with only four categories whose leading network user spent less that month than July. In the TV network list (Table V), the score is 19 to 3, with the same table for July (B*T, Sept 22) shows that in 21 classes of advertised goods or services on the radio networks, a larger gross amount was shown in July than in network TV, 19 of 22 categories had greater grosses in August than July.

**TABLE I**
Top Ten Radio Network Advertisers, August 1952

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>Procter &amp; Gamble Co.</td>
<td>$1,119,267</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>General Motors Corp.</td>
<td>$781,000</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>General Motors Corp.</td>
<td>$368,600</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>General Motors Corp.</td>
<td>$285,600</td>
</tr>
<tr>
<td>Grocery Products</td>
<td>Procter &amp; Gamble Co.</td>
<td>$215,700</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>General Motors Corp.</td>
<td>$170,300</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>General Motors Corp.</td>
<td>$160,700</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>General Motors Corp.</td>
<td>$157,200</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>General Motors Corp.</td>
<td>$140,700</td>
</tr>
<tr>
<td>Grocery Products</td>
<td>Procter &amp; Gamble Co.</td>
<td>$140,700</td>
</tr>
</tbody>
</table>

**TABLE II**
Top Radio Network Advertisers by Product Group for August 1952

<table>
<thead>
<tr>
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**TABLE III**
Gross Radio Network Time Sales for August and Jan.-Aug. 1952 by Product Groups Compared to Same Period, 1951

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**TABLE IV**
Top Ten Radio Network Advertisers in August 1952

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**TABLE V**
Top TV Network Advertiser in Each Product Group for August 1952

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Gross TV Network Billings by Product Groups for August and Jan.-Aug. 1952 Compared to Same Period 1951

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**Source:** Publishers Information Bureau

* National political convention programs not included.

**TABLE VII**
Both Radio-TV Take Sharp August Rise
COTT ON RADIO

RADIO is "the only perfect advertising medium," NARTB District 6 (Ark., La., Miss., Tenn.) broadcasters were told at their Thursday-Friday meeting in Memphis by Ted Cott, NBC vice president in charge of its New York-owned stations, WNBC and WNBT (TV).

Appraising radio's present impact and its future possibilities, Mr. Cott said "the basic of advertising is repeated, and only radio of all media has a low enough unit cost to allow purchase of multiple units with a turnover audience."

He contended radio has not been dramatically on what it does and "not exciting enough about what it should do." He added, "Broadcasting must retool its programming to meet changing times. Not television, or any other medium, will kill radio but we may as well hold pre-memory services for the bad (imaginative) stations right now."

Henry B. Clay, WKWH Shreveport, La., presided at the sessions as district director. After hearing speakers discuss radio and TV problems, he said, "The broadcasters of Arkansas, Louisiana, Mississippi and Tennessee are very much aware of the need of revitalizing radio in the face of television's expansion. They will restructure opportunities for a fresh interest in many forthcoming problems. Convinced radio is here to stay, they nevertheless are cognizant of the medium's changing position in the public and are prepared to do an even better job."

Review by Fellows

NARTB President Harold E. Fellows reviewed association problems at the Thursday morning session. He spoke also on WMCT (TV) Memphis in a recorded telecast prepared under direction of H. W. Grubbs, WMCT-TV general manager. It was described as the first telecast by President Fellows during the district meeting series that started in mid-August.

The telecast was presented to the delegates at their annual banquet. Richard P. Doherty, NARTB employee-employer relations director joined Mr. Fellows in a video recording on radio and television as a vocation. The film is to be made available soon to other TV stations.

In his telecast on WMCT Thursday, Mr. Fellows warned viewers against any group moving in to control television, radio or any medium and urged them to "remember that that group is moving against you—and against your freedom to learn." He said it is "little wonder" such a powerful medium attracts all sorts of interests who criticize it thoughtlessly and "even in some cases would control it."

"Keep television free as you would guard your own freedom," Mr. Fellows said, "for when you are moved against the integrity and freedom to perform of the public medium you are defending a basic concept of democracy."

Mr. Clay appointed F. C. Sowell, WLAG Nashville, chairman of the resolutions committee. Other members were Storm Whaley, KUOA Siloam Springs, Ark.; Edgar Stern Jr., WDSU New Orleans, and Pat Dow, Shartill, WMZ Clarksville, Tenn.

A Friday TV panel included Walter Compton, WTTG (TV) Washington, as NARTB TV Board representative; Messrs. Slavick, Stern and Doherty, and John H. DeWitt Jr., and Irving Waugh, WSM Nashville.

William T. Stubblefield, NARTB station relations director, led a discussion of the membership problem. Ralph W. Hardy, NARTB government relations director, reviewed the regulatory and legislative situation in Washington.

Taking part in a news panel were Ed Ball, AP; Cliff Marshall, UP; Harold Baker, WBN Nash.; Lionel Schwan, WATO Oak Ridge, Tenn., and Mark Weaver, KLRA Little Rock.

Frank Grout, president of the Memphis Chamber of Commerce, spoke at the Thursday luncheon meeting.

NFL SUIT

Announce New Postponement

GOVERNMENT anti-trust suit against the National Football League, scheduled to start Nov. 6 [B-T, Aug. 11], has been postponed to Jan. 26, it was announced last week.

Decision to change the date was made during a pre-trial conference in Philadelphia by U. S. District Judge Allan K. Grim. Originally, the trial was due to start last June.

The government's suit charges that the NFL engaged in a conspiracy in restraint of trade by restricting member football teams from freely selling radio and TV rights [B-T, Oct. 5, 1951]. The Justice Dept.'s complaint singled out Article X of the NFL constitution which obligates a radio-TV "blackout" when the home team is playing at home.

Pre-trial conference last week agreed to stipulations, order of testimony and other procedural questions.

Oakite Opens Drive

OAKITE Products Inc., New York, is using a radio and television spot announcement campaign starting on varied dates early this month on 45 radio stations and 19 TV stations in 15 eastern markets for 12 weeks. Calkins & Holden, Carlock, McClinton & Smith, N. Y., is the agency.

BROADCASTING * Telecasting
GREEN JOINS
Christal Firm From KOMO
RICHARD E. GREEN, KOMO
Seattle, manager of national sales and sales service, resigns effective this Friday, to become effective of the new West Coast office of Henry I. Christal Co., station representative, with headquarters in San Francisco. The Christal office will be located in the Russ Bldg.

Succeeding Mr. Green at KOMO will be Bill Hubbach, who recently returned to the station after two years in the armed services [B*T, Aug. 11]. King Mitchell, also of the KOMO sales staff, has been appointed to the newly established post of supervisor of local sales.

NABT WALKOUT Cancels Two NBC Shows

A WALKOUT by NBC engineers in Washington and Hollywood Oct. 5 forced the network to cancel the Colgate Comedy Hour on television and Meet the Press on both radio and TV.

Engineers at WRC and WNBW (TV) Washington, D. C., NBC Capital outlets, decided to strike before 6 p.m. EST when Meet the Press was scheduled to go on the air.

NBC Washington engineers, members of the National Assn. of Broadcast Engineers & Technicians (CIO), reportedly were dissatisfied with the stations' consolidation of ranks with NBC, Ltd., which went into effect Oct. 1.

In Hollywood, NABT engineers and technicians walked out two hours after the Washington move, to attend an "emergency meeting." The NBC-TV Comedy Hour is microwaved from the El Capitan Theatre in Hollywood to the East. About 50 engineers attended the meeting, leaving a skeleton crew of five men to handle the TV theatre equipment. Engineers returned to work shortly before the Comedy Hour ended.

Washington engineers went back to work at 10:20 p.m. after a meeting of NABT and NBC officials. Supervisory personnel had manned Washington operations, bringing WNBW back on the air at 7:00 p.m. and WRC at 7:30 p.m., until the engineers returned.

Films were fed from the network from New York to replace the missing TV shows. NBC said the radio version of Meet the Press, slated for 10 p.m., was cancelled, with substitutions made on the local level. Kinescopes of the Comedy Hour may be released nationally at a later date.

Mr. Streibert

THEODORE C. STREIBERT on Friday announced his resignation as president of WOR and WOR-TV New York and as vice president of General Teleradio Inc., owner of the WOR properties, to become effective "at a later date."

Although he is ending an association of nearly 20 years with WOR, Mr. Streibert will continue to serve as a director of Mutual, which he helped form and of which he has been a board member since its inception in 1934. He served as chairman of the MBS board in the 1949-1951 period.

Resignation of Mr. Streibert adds another name to the list of WOR and WOR-TV executives who have left the station since spring, when a program of integration of the operations of WOR and WOR-TV with those of MBS was inaugurated.

Follows Other Resignations

General Teleradio is majority stockholder of the network and Thomas F. O'Neill, president, is also president and board chairman of MBS. J. R. Poppele, vice president and chief engineer of the WOR stations; R. G. Maddux, vice president in charge of sales; Dave Driscoll, news head, and Bob Blake, publicity director, are among the station executives whose resignations have been announced in recent months, during which time there has also been a severe curtailment of non-executive personnel as a result of the merged network-station operations [B*T, Sept. 29].

After receiving his MBA from the Harvard Graduate School of Business Administration, Mr. Streibert in 1923 joined the school's Bureau of Business Research. An association with Guy W. Curry, Boston attorney, led in turn to posts as assistant secretary of PBO (subsequently RKO) Pictures Corp., treasurer of Cinema Credits Corp., and assistant to the executive vice president of Pathé Exchange.

In 1929 he deserted the movies to return to the Harvard Business school as assistant dean, remaining there until 1953, when the Macy department store group which then owned WOR persuaded him to make a second break with the educational world to join the station as assistant to President Alfred J. McCosker. He became vice president and general manager of WOR in 1938 and on Jan. 1, 1946, he succeeded Mr. McCosker as president of the station.

During the succeeding years, Mr. Streibert supervised WOR's operations and those of its FM and TV stations as well when they were inaugurated.

In June of this year, after the purchase of the WOR properties by General Teleradio, he was appointed president of General Telecasting System, a GT subsidiary designed to distribute programs to TV stations, presumably by film at least for the immediate future, and to serve as a video counterpart of MBS [B*T, June 30].

Mr. Streibert has served as a member of the boards of NARTB and BMI and he is at present a director of BAB. He is also a director of Ward Baking Co. and a member of its executive committee.

WGN RATES AM and TV Card Altered

WGN Chicago cuts its Class A nighttime rate 50% effective Nov. 1 by standardizing all time from 7 to 10 p.m. to A and B, with the present daytime rate. Prime 7 to 10 p.m. time charges, with the new cost structure, drop from $50 to one-time rate of $900 to $450, with minute spots from $150 to $75.

Radio rates in four classes, A through D, have been simplified into A and B, with B time everything before 7 a.m. and after 10:30 p.m. Early-morning time from 7 until 8 a.m. has been upped priced with reclassification from D to A rate.

WGN-TV also realigned its rates by classifying the 2 to 6 p.m. Sunday period as Class C instead of Class A, and on Jan. 1, 1950, it changed the basic rate from $1,200 to $900. WGN-TV schedules no Class B time on Sunday, so that under the new rate card all time after 6 p.m. is A.

The basic rate change WGN has effected in many years. It is a 50 kw clear channel station affiliated with MBS.

BORMANN SCORES Celler's Radio-TV Stand

(Also see Contempt ruling story, page 44)

STRONG protest against the prohibition of radio-TV coverage of House and Senate was made last week to Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, by Jim Bormann, president of the National Assn. of Radio News Directors.

Mr. Bormann, new director of WOR, was one of the congressmen to task for asserting that radio and TV should be barred from Congressional hearings because their presence would encourage "hams" to become "ham actors." Mr. Celler made that reference in a speech before the Federal Bar Assn. last month [B*T, Sept. 29].

"Would it not be the more direct and effective method to restrain the offending Congressman, and to legislate against the weak procedures, rather than extend the rights of the witness," Mr. Bormann asked, "rather than to invade the right of freedom of information which is the right of the people and not the right of television alone?"

In answer to Mr. Celler's reference to TV as an "entertainment industry," Mr. Bormann called attention to the educational powers believed to be inherent in TV, as exemplified in the decision of the FCC to reserve TV channels for purely educational purposes.

When Rep. Celler made his speech, he called on the Federal Bar Assn. to adopt a resolution in favor of barring radio-TV coverage of court trials and Congressional hearings. This the FBA did.
Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes the announcement was made at about 7:39 or 8:0. Since we have no news paper in Wesley, and the county papers would be published too late Thurs. so your service was perfect, covering Wesley and burial at Metz—beyond Collfax.

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

Sincerely,

(Rev.) J. A. Riggs

Wesley, Iowa

Dear Mr. Loyet:

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

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

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

Sincerely yours,

A. F. Faber
Director of Public Relations

Iowa Department
The American Legion
Des Moines 9, Iowa

Dear Mr. Woods:

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

Sincerely yours,

Marvin O. Sansbury
University Christian Church
Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday. Saturday was the first time in six years we fellows and our wives had had a chance to meet as a group. It was through Herb's efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,

William A. Buchholz
Des Moines 7, Iowa

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

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

DOUBLE-BILLING, the artful device of forcing the national advertiser to foot the bill for cooperative advertising paid for at the local rate (with the medium pocketing the difference), was condemned formally by broadcasters of Georgia, Florida and Alabama last Monday at the NARTB District 5 meeting.

A resolution deprecating double-billing was adopted after the President, Harold Fellows, had declared the practice as immoral and unethical.

Review of Problems

Mr. Fellows kicked off the district session with a diagnosis of the problems confronting broadcasters and with a prognosis calling for a united industry, asserting its full influence, to thwart efforts to undermine it. He characterized radio and television as the "most vital force in this nation today."

In a question-and-answer session, President Fellows contended that the purported Republican "blitz" campaign, involving a reported $2 million in time purchases, is "perfectly ethical" provided the same time can be made available to the opposing forces. He urged broadcasters, however, to exercise extreme caution in their handling of political time, and suggested that careful records be kept—a point subsequently emphasized by Ralph Hardy, NARTB government relations director, who recounted the legislative and regulatory story behind the Washington scenes.

Thad Holt, WAPI WAFM-TV Birmingham, District 5 director who presided at the sessions, cited the unique status of the district—which boasts three NARTB directors. He shared the rostrum with Ed Kobak, WTWA Thomson, Ga. (Postoffice address, Ambassador Hotel, N. Y.), representing small stations, and A. D. (Juss) Willard Jr., WGAC Augusta, Ga., medium stations director, and former executive vice president of the national trade association.

Richard P. Doherty, NARTB employee-employer relations director, following a closed session address on economics of station management, labor problems and copyrights, quarter-backed a fast-moving forum on station operating problems. Harold Danforth, WDBO Orlando, deprecated the sameness of station programming format, and urged changes, corresponding to those of the automobile manufacturers. He urged broadcasters to give greater thought to their "ethical responsibility," by avoiding over-selling and multiple-spotting and by giving greater attention to the "personality" of accounts and to copy-writing.

Advises Newspaper Tack

It was here that Mr. Brooks got in his licks favoring double-billing, suggesting that stations could "take a leaf" from the newspapers. But Henry P. Johnston, WSGN Birmingham, a newspaper-owned station, argued that in his quarter-century in the newspaper and radio business, he had never known of double-billing as a reputable practice.

James W. Woodruff Jr., WRBL Columbus, called upon broadcasters to think beyond "today's values" and to contemplate tomorrow's.

(Continued on page 65)
ASCAP toasts ED SULLIVAN

ASCAP’s 3000 Composers and Authors and 500 Publishers are grateful to you, Ed Sullivan, for:

- Bringing the ASCAP Story over "Toast of The Town" into the homes of millions of televiwers on two successive weeks . . .
- Reminding America of ASCAP’s more than 38 years of service to the entertainment industry and the nation . . .
- Dramatizing ASCAP’s struggle to provide a measure of security for Composers and Authors, enabling them to add new works to ASCAP’s varied and ever-growing repertoire . . .
- Delighting young and old with glimpses of a few among the thousands of creators who have made ASCAP music truly "The Music of America"

Thanks, Ed Sullivan, for your fine shows and human understanding. They are deeply appreciated by the Composers, Authors and Publishers of America.

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.
ON THE AIR
KB
TRANSMITTING DENVER'S
FROM ATOP

chann

Studios and Offices at:
Telephone:

Free and Peters,
National Representatives
TV
MOST POWERFUL SIGNAL
LOOKOUT MOUNTAIN

CBS
ABC
IN DENVER
OCTOBER 12

Manager
JOE HEROLD
Commercial Manager
JERRY LEE

1100 California Street
Tabor 6386

KBTV INC.
Pioneer Representatives since 1932
Congratulations

KBTV

DENVER

First Post-Freeze
VHF "High-Channel" Station

RCA-EQUIPPED THROUGHOUT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
GAGUINE NAMED
As FCC Hearing Examiner

Mr. Gaguine received his A.B. degree in 1934 from Columbia U. In 1939 he received a LL.M. degree from George Washington U. in Washington.

He joined the Federal Alcohol Administration, in 1935, and was with the Bureau of Internal Revenue. In 1941 he joined the FCC, serving in Broadcast Div. and Safety and Special Radio Services Division.

Dr. S. F. Lowe

Dr. S. F. LOWE, 62, director of the Radio & Television Commission of the Southern Baptist Convention since 1938, died Oct. 4 after a long illness. He is credited with being the minister of radio, Dr. Lowe led Southern Baptists to its use in 1938 and devoted full time to the work after 1944. The Baptist Hour is carried weekly to more than 320 stations in 28 states and five foreign countries. Dr. Lowe is survived by his wife, three sons, a daughter and six grandchildren.

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MUTUAL MEET
Rates on MAAC Agenda

LED by President and Board Chairman Thomas F. O'Neil, MAAC officials were slated to chart their answer to rival networks' rate and discount adjustments in meetings with the Mutual Affiliates Advisory Committee at Virginia Beach, Va., over the past weekend.

Several plans calculated to match, generally, the changes already instituted by the three other national radio networks would be considered. Some authorities said as many as six alternative plans had been devised for consideration.

The rate question was expected to dominate the session. It was described, however, as also being an organizational meeting for the new MAAC, since it was the first following the election of new MAAC members in August.

The agenda apart from the rate issue was expected to include election of a MAAC chairman, and a post which has been held in the past by Gene Cagle of KFIZ Fort Worth, who was returned to the committee for another term in the August balloting.

If MSB devises a plan comparable to those adopted by its competitors, the effect will be to reduce evening time charges by an average 23% while boosting daytime (or at least morning) costs by about 4 or 5% [BT, Aug. 18, et seq.].

The Mutual executives, including Mr. O'Neil and Executive Vice President William H. Fineshiser Jr., were planning to leave New York for Virginia Beach Saturday morning.

Members of the MAAC include: Mr. Cagle; Fred Fletcher, WRAL Raleigh, N. C.; Jack Younts, WEEB Southern Pines, N. C.; John Cherney, WHBO Memphis; Bob McRaney, WCHB Columbia, Miss.; John Laux, WSTV Steubenville, Ohio; Wendell Hayes, KEBW Brownwood, Tex.; Victor Day, WAZL Hazleton, Pa.; Fred Wagen- voord, KCRG Cedar Rapids; E. J. McKellar, KVOX Moorhead, Minn.; George Hatch, KALL Salt Lake City; Rex Howell, KFXJ Grand Junction, Col.; Porter Smith, WGRS Louisville; Hugh Potter, WOMI Owensboro, Ky.

William Cherney

FUNERAL services were held Wednesday near Chicago for William Cherney, 65, president of William Cherney & Assoc., Chicago advertising agency. He died Monday at his home in Fox River Grove, Ill. He is survived by his wife, a son and a daughter.

Kohler Names Deutsch

KOHLER Mfg. Co. appoints Herschel Z. Deutsch & Co., New York, as its advertising agency for Kohler headache powders.

October 13, 1952  

Page 37
## Radio Home Saturation in Iowa

In Iowa, radio home saturation reached a peak of 99% of all occupied homes in the Waterloo urbanized area. Figures are based on the 1950 U.S. Census data, which also showed 91% of occupied homes in the state were small apartments.

### Iowa Cities with 2,000 or More Population

<table>
<thead>
<tr>
<th>City</th>
<th>Total Population</th>
<th>Urbanized Area Population</th>
<th>Urban Rate</th>
<th>Rural Rate</th>
<th>1940 Population</th>
<th>1950 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Fort Dodge</td>
<td>25,115</td>
<td>7,634</td>
<td>7,485</td>
<td>7,320</td>
<td>97.8</td>
<td>6,042</td>
</tr>
<tr>
<td>Waterloo</td>
<td>26,730</td>
<td>8,030</td>
<td>7,866</td>
<td>7,690</td>
<td>97.6</td>
<td>5,546</td>
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<tr>
<td>Burlington</td>
<td>16,351</td>
<td>5,200</td>
<td>5,058</td>
<td>4,952</td>
<td>97.7</td>
<td>3,569</td>
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<tr>
<td>Webster</td>
<td>15,681</td>
<td>5,100</td>
<td>5,000</td>
<td>4,925</td>
<td>97.8</td>
<td>3,000</td>
</tr>
<tr>
<td>Sioux City</td>
<td>28,294</td>
<td>8,314</td>
<td>8,215</td>
<td>8,105</td>
<td>97.7</td>
<td>6,570</td>
</tr>
<tr>
<td>Des Moines</td>
<td>46,003</td>
<td>13,667</td>
<td>13,130</td>
<td>12,990</td>
<td>98.0</td>
<td>10,271</td>
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<tr>
<td>Sioux City</td>
<td>13,414</td>
<td>3,210</td>
<td>3,150</td>
<td>3,105</td>
<td>97.5</td>
<td>3,000</td>
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<tr>
<td>Des Moines</td>
<td>14,954</td>
<td>4,452</td>
<td>4,350</td>
<td>4,220</td>
<td>99.0</td>
<td>3,700</td>
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<tr>
<td>Moline</td>
<td>14,048</td>
<td>3,210</td>
<td>3,150</td>
<td>3,105</td>
<td>97.5</td>
<td>3,000</td>
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<tr>
<td>Rock Island</td>
<td>8,456</td>
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<td>2,380</td>
<td>2,330</td>
<td>99.0</td>
<td>2,000</td>
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<tr>
<td>Fort Dodge</td>
<td>21,655</td>
<td>7,042</td>
<td>7,000</td>
<td>6,960</td>
<td>97.7</td>
<td>5,500</td>
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<tr>
<td>Webster</td>
<td>16,255</td>
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<td>5,400</td>
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<td>Sioux City</td>
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<td>6,850</td>
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<td>Des Moines</td>
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<td>8,200</td>
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<td>Des Moines</td>
<td>58,386</td>
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<td>17,875</td>
<td>17,825</td>
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<td>14,975</td>
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<td>Waterloo</td>
<td>6,189</td>
<td>1,930</td>
<td>1,880</td>
<td>1,830</td>
<td>97.9</td>
<td>1,500</td>
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<td>Moline</td>
<td>4,791</td>
<td>1,260</td>
<td>1,210</td>
<td>1,160</td>
<td>97.6</td>
<td>900</td>
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### Iowa County Population

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>Urbanized Area Population</th>
<th>Urban Rate</th>
<th>Racial Rate</th>
<th>1940 Population</th>
<th>1950 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boone</td>
<td>28,294</td>
<td>8,314</td>
<td>8,215</td>
<td>8,105</td>
<td>97.7</td>
<td>6,570</td>
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<tr>
<td>Buena Vista</td>
<td>21,111</td>
<td>6,460</td>
<td>6,360</td>
<td>6,260</td>
<td>97.5</td>
<td>4,930</td>
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<td>Butler</td>
<td>17,394</td>
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<td>5,250</td>
<td>5,150</td>
<td>97.5</td>
<td>3,900</td>
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<td>23,040</td>
<td>6,880</td>
<td>6,780</td>
<td>6,680</td>
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<td>4,720</td>
<td>4,620</td>
<td>4,520</td>
<td>97.6</td>
<td>3,540</td>
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</tbody>
</table>

### Standard Metropolitan Areas

<table>
<thead>
<tr>
<th>Standard Metropolitan Area</th>
<th>Total Population</th>
<th>Urbanized Area Population</th>
<th>Urban Rate</th>
<th>Racial Rate</th>
<th>1940 Population</th>
<th>1950 Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Des Moines</td>
<td>42,056</td>
<td>12,699</td>
<td>12,649</td>
<td>12,599</td>
<td>98.0</td>
<td>10,328</td>
</tr>
</tbody>
</table>

### Census Reports

The Census Bureau has reported that 97.6% of Iowa homes have radio, with the highest saturation in Des Moines and the lowest in Moline.

**Standard Metropolitan Areas**

- Des Moines: 98.0%
- Waterloo: 97.7%
- Moline: 97.5%

**Counts**

- Total Population: 2,910,040
- Urbanized Area: 911,028

**Racial Characteristics**

- White: 98.3%
- Black: 1.7%

**Radio and Television**

- Des Moines: 101.4%
- Waterloo: 100.7%
- Moline: 99.0%

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**Notes**

- *Not available* for certain areas.
- Urban rate includes urbanized areas and unincorporated areas.
- Racial rate includes major racial groups.
To a time buyer who wants zein

We've been pressure-cooking John Crosby's latest column on Madison Avenue prose, and just about have it house-broken. He had us downwind for awhile—we were soft as a grape—but after spitballing the whole picture with the top brass, we have most of the egg off our face.

Except one thing. "You got to have enough protein," he indicates. If he means edestin, we're at the end of our hemp. If it's glutenin he's kicking around, it jells—we're almost up to our armpits in wheat. But if he's finalizing on zein, we're really on the green. Zein, it says in our encyclopedia, is a corn protein. Man, we have zein. Iowa again promises to fill the nation's luna with 647,940,000 bushels of corn this fall.

That's protein which turns into purchasing power which turns into sales which turns into another reason for you to call the Katz Agency and try the WMT market for size. It fits big sales and small (or large) budgets.

CEDAR RAPIDS
600 KC  5000 WATTS  BASIC CBS RADIO NETWORK
Represented Nationally by the Katz Agency
THEY'RE ALL BACK

...and out front with the customers

You might easily picture this time clock in stores all over the country. And with the same names. For Benny, Bergen, Crosby, Godfrey, and company have started a new fall season on CBS Radio. And they're giving their greatest performances not only in 43 million homes and 27 million cars—but as salesmen behind counters from coast to coast.

There's no sales force like them—for selling more things to more people in more places...

It makes a difference that so many of the leading shows are heard on the same network. (More of them are on CBS Radio than on all other networks combined.) For they bring all the network's sponsors into a main stream of customer traffic. They create the best locations in all advertising.

For this reason 25 per cent more time is sponsored on CBS Radio than on any other network. And the time-slots still available have all the “crowd” advantages of stores next to Macy's or Gimbel's.

Around the clock CBS Radio's star attractions assure the greatest carry-over of listeners from show to show...the largest average audience...the lowest advertising cost.

You too can be out front with the customers on the CBS RADIO NETWORK

NOTE: Sunday, 2:30 to 4:00 pm (Slot 77) has just been filled by the New York Philharmonic-Symphony for Willys-Overland Motors, Inc.
There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work. "Sound Talk" bulletins are currently being mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

Minnesota Mining & Mfg. Co.
St. Paul 6, Minn.

Please put my name on your mailing list to receive free "Sound Talk" bulletins.

NAME: _____________________________

ADDRESS: __________________________

CITY: ___________________ ZONE ___ STATE ___

U.S. AGENCIES Add Canadian Branches

INCREASED American investment interest and a growing amount of advertising business in all Canadian media are bringing a larger number of American advertising agencies to Canada.

While no official announcements have been made, there are many reports of more agencies looking for office space and Canadian advertising men at Toronto and Montreal. Among those reported planning offices in Canada is McCann-Erickson Inc., New York. There are now 16 American agencies in Canada as compared to 12 a year ago.

The invasion of U.S. agencies may pose troubles for Canadian advertising agencies and Canadian and American station representatives. Canadian agencies are losing big accounts they handled for Canadian subsidiaries of parent American companies. While Canadian offices of American agencies now handle the accounts, they are adding wholly Canadian accounts as they become established.

Station representatives have other difficulties. While business in Canada was placed from U.S. agencies, American station representatives earned a commission. Now that the agencies have offices in Canada, station representatives are claiming the commissions as the business is placed from Canadian offices of the agencies.

It is understood some U.S. station representatives are discussing a commission split with Canadian station representatives of such stations. One American station representative firm is seriously considering opening a branch office in Canada.

OHIO AD MEET To Honor AFA's Elon Borton


Mr. Borton will be honored for "distinguished contributions to the field of advertising," according to Dr. Kenneth Dameron, conference committee chairman. In addition, Mr. Borton will speak on "The Role of Organized Advertising in Selling America's $350 Billion Output."

The two-day conference, with headquarters at the Fort Hayes Hotel, will be co-sponsored by the university's commerce college, the Fifth AFA District, and advertising organizations in Ohio and adjoining states.

WMTR Morristown, N. J., has opened a branch office in Dover, N. J. Station and the Dover Lakeside News are teaming up in what was described as first newspaper-radio cooperative effort in the area on station's newcast.

KBA MEETING Fall Sessions Open Today

OPENING sessions of the two-day Kentucky Broadcasters Assn. fall meeting get underway today at Ashland's Henry Clay Hotel.

After registration and committee meetings, BAB President William B. Ryan and Ashland Mayor David Aarbon are the luncheon speakers. Sales clinic is slated for 2 p.m. with Miller Welch, WLAP Lexington, to be chairman of a panel comprising Parker Smith, WKYW Louisville; Richard Goodlette, WKKC Hazard; Prewitt Lackey, WPAD Paducah and Edward Damon, WEKE Pikeville. After the sales meeting, a report of the nominating committee is scheduled. Paul Blaser, board chairman, Ashland Oil & Refining Co., will speak at a buffet supper-meeting to close the day's activities.

Tomorrow's morning session is to be devoted to elections of officers and a business meeting.

Brief luncheon talks will be made by Robert T. Mason, WMRF Marion, Ohio, NARTB District 7 director, and John T. Gelder, WCHS Charleston, president, West Virginia Broadcasters Assn.

A program clinic is slated for 2 p.m. with Jean Clos, WKLO Louisville, chairman, and W. R. Martin, WCMU Ashland; Scott True, WPTM Maysville; Sam Livingston, WKBQ Paducah, and Ed Brownell Jr., WLEX Lexington, panel members.

OHIO CAMPAIGN Spots Spur Registration

CAMPAIGN waged by Cleveland stations and spearheaded by W GAR President John P. Patt, chairman of NARTB's Register-and-Vote Committee, is credited with swelling national election registrations in that city and elsewhere in Ohio.

A radio-TV saturating spot and special program drive spurred a 5%-30% increase in northeastern Ohio registration and a record high for Cleveland. Nearly 2,000 spots and 5-, 15-, 30-minute programs were used in the three-week campaign.

Most Cleveland stations used availabilities for spot plugs two days before the campaign deadline. W GAR made use of, in addition to a flurry of announcements, all talent to promote registration each day during the drive. Stunts included special sound and dramatize issue, and spots by Gen. Dwight Eisenhower and Charles Taft, GOP candidate for governor in Ohio.

Another feature was an appearance by Boy Scouts on special shows to point up the value of voting. Bill Gordon, WHK Cleveland disc jockey, conducted a "Why I Want My Baby To Be President" contest. Jake Heintz, WTAM and WNBK (TV) Cleveland, also aired a special youngsters' show. Spots, recorded by Ted Brown, Ohio secretary of state, were supplemented with lobby displays.

Goodyear Tire Dealer Keeps Sales Rolling With Fulton Lewis, Jr.

Herb Quinn and Horace Hodgson (left to right above) took to the air to promote Quinn-Hodgson Tire Service. Well into their second year of sponsorship of Fulton Lewis, Jr. on KOLN, the Mutual station in Lincoln, Nebraska, they report:

"We continue to be amazed at the results brought to us by our sponsorship of Mr. Lewis. Our firm works on a modest advertising budget; because his listeners are so loyal, Fulton Lewis gives us maximum results from our ad dollars."

The 5-nights-a-week Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers at local time cost plus low, pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
CONTEMPT RULING

BULWARK to the maintenance of the ban on radio-TV coverage of House committees' is seen in a Federal judge's decision last week that a witness before a Congressional committee may refuse to testify in front of TV cameras and radio microphones. It is also feared that this first judicial seal of approval on the banning of broadcast media may speed Senate action on a resolution (S Res 319) to serve the same purpose in the upper house.

Prohibition against radio-TV coverage of House meetings was imposed by Speaker Sam Rayburn (D-Tex.), earlier this year [B+T, March 10, 3]. In the Senate, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, offered the resolution to ban radio-TV coverage of Senate meetings [B+T, May 26]. The resolution was never reported out of the Judiciary Committee.

In his decision adjudging alleged Cleveland gamblers Morris Kleinman and Louis Rothkopf not guilty of contempt of Congress, U. S. District Judge H. A. Schweinhaut upheld their refusal to answer any questions put to them during the height of the Kefauver Crime Committee hearings in March, 1951 [B+T, April 2, 1951].

Both men claimed that their constitutional rights would be violated if they were compelled to testify while TV cameras, radio microphones, newreel cameras and lights and other "apparatus" were in operation.

Judge Schweinhaut termed the issue "simple in its nature and simple in its solution." He said:

"The only reason for having a witness on the stand, either before a committee of Congress or before a court, is to get a thoughtful, calm, considered, and, it is to be hoped, truthful disclosure of facts. That is not always accomplished, even under the best of circumstances. But at least the atmosphere of the forum should lend itself to that end.

"In the cases now to be decided, the stipulation of facts discloses that there were, in close proximity to the witness, television cameras, newreel cameras, news photographers with their concomitant flashbulbs, radio microphones, a large and crowded hearing room with spectators standing along the walls, etc. The obdurate stand taken by these two defendants must be viewed in the context of all of these conditions. The concentration of all of these elements seems to me necessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And this mistake could get him into trouble all over again."

"... It cannot be said that for

Radio, TV Loses Out

According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to other station. 3,969 farm families in the rich Red River Valley were asked, "To what radio station does your family listen most?" 78.6% said WDAY, with the next station getting only 4.4%.

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater share of audience than all other Fargo-Moorhead stations combined!

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for the facts!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

Page 44 • October 13, 1952
Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great $2,000,000,000 market. Planned, high quality programming keeps a steady audience of interested listeners. (WREC has the highest Hooper rating of any Memphis Radio Station). Yet, the cost is actually 10.1% less per thousand listeners than in 1946. Tie up your sales program in the Mid-South by keeping your sales message on the station your customers prefer—WREC.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS
One Bumper Crop On Top of Another
Makes WIBW Listeners Rich

Right on top of the largest wheat crop in Kansas history comes the U.S.D.A. estimate of a corn crop about 20% higher than last year. Guaranteed prices insure WIBW listeners their 12th year of skyrocketing income...spendable Cash.

Make no mistake about it, these extra-rich farm families are WIBW's audience. They listen to us most* because we're the Farm Station for Kansas.

What's more, they ACT on our recommendations. You get fast sales action right through your local dealers. Let us prove it with Results for You.

*Kansas Radio Audience 1952

GILMORE RESIGNS
As WBIG Greensboro Officer
RESIGNATION of Aileen Gilmore as secretary-treasurer and office manager of the North Carolina Broadcasting Co., licensee of WBIG Greensboro [B*F, Oct. 6], was accompanied by praise from the station for her "recognition of WBIG's obligation to the community."

Miss Gilmore has now announced plans to join WIB in Maine, where she was active in the station's history. She became a WIB woman in June 1945, was elected secretary in January 1947 and was made treasurer in February 1949. She previously was bookkeeper and office manager for Community Hosiery Mill, Randleman, N. C., Stedman Mfg. Co. and P & P Chair Co., Asheboro, N. C.

HEARIMG ASKED
On WWDC-FM License
REVERSAL of FCC order dismissing protest by Transit Riders Assn., Inc., Washington, against renewal without hearing of WWDC-FM Washington license was asked Monday in U. S. Court of Appeals, District of Columbia.

The association asks the court to require the FCC to hold public hearings on the license renewal application of WWDC-FM, which was granted such renewal without hearing July 10. The U. S. Supreme Court ruled May 26 that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation's capital [B*F, June 2]. This decision reversed an appellate court ruling holding riders were deprived of liberty without due process of law [B*F, June 15, 1951].

TRA argued Sec. 309(e) of the Federal Communications Act provided for filing of protests against applications for broadcast licenses by "any party in interest." Carl L. Shipley, TRA attorney, contended TRA is a legitimate party in interest, citing separate FCC opinions supporting its view.

Claude N. Palmer, TRA president, said the group includes about 500 trolley and bus patrons. The petition was described as "but one phase of a continuous and vigorous drive to free the captive audience."

KSGA MAKES BOW
On 1240 kc in Redmond
KSGA Redmond, Ore., 250 w on 1240 kc, went on the air Wednesday. The station is owned by Mr. Allen also operates KGAL Lebanon and KGAE Salem, Ore., and reportedly has just received FCC approval of the transfer of control to him of KBKO Portland. Gil Lieber, formerly with KBMY Billings, Mont., is manager of KSGA. Al Horton is KSGA chief engineer.

KBKO CONTROL
Allon, Kelly Take Over
W. GORDON ALLEN, president of Oregon's Beaver Network, and Thomas P. Kelly, commercial manager of KGAE Salem, Ore., have taken over management of KBKO Portland from Mercury Broadcasting Co., following FCC approval more than a fortnight ago of their purchase for $28,000 of controlling interest in KBKO [B*F, Sept. 29].

Mr. Kelly will be in charge at KBKO, which plans new call letters and studio location. Chuck Wheeler, KGAE account executive, is new KGAE commercial manager. These two outlets, plus KGAL Lebanon, are Beaver Network stations. A fourth, KSGA Redmond, began operations last Wednesday (see story, this page).

Mr. Allen owns stock in all four properties, including 216 of 425 shares of KBKO. Mr. Kelly has 105 of total shares.

Feature of the Week
(Continued from page 16)

before are now bankrolling the program.

A survey of the city showed 60,000 Negroes in the Boston metropolitan area. To interest this group of listeners the station engaged Sabby Lewis, popular New England colored band leader as the first colored disc jockey in the area. His one-hour daily program is paying off in sponsorships. Other programming, directed to the Negro audience, has been added.

Arrangements were made with Estelle M. Sternberger, of WLIB New York, first recipient of the Albert Einstein award, to tape a special You and the News analysis for the station. After Labor Day a local Charm School of the Air was inaugurated. Also planned with another Greater Boston personality is a program which revolves around Bob Emery of "Big Brother" and "Small Fry" fame.

Mr. Furman believes that the increase in billings since he took over as manager of the station is a direct result of the aggressive attempt to place WBMS in a unique spot in the Boston area. Every independent station, he feels, "has a golden opportunity today. It can keep the cash register humming, in spite of keener-than-ever competition from network radio and television.

"The success we have had with our program innovations can be duplicated anywhere," Mr. Furman believes, "if the independent station will look in its own backyard for ideas that will attract listeners in its particular area.

"Where there are listeners," he concludes, "there are sponsors." The record has proved Mr. Furman's point.
Strictly Business

(Continued from page 18)

Monday night I did a sportscast for the first time in my life," Mr. Kelley was with KPDY until January 1949, when he joined the sales force of KTSA San Antonio.

In August 1950, Mr. Kelley became a local salesman for KEYL (TV) San Antonio, which then was a DuMont Television Network affiliate. He was in charge of network sales and schedules, and all and regional and spot sales. KEYL is affiliated with CBS-TV, ABC-TV and DuMont.

Wherever Mr. Kelley has gone, he has been active in civic affairs. San Antonio is no exception. He is a member of the board of directors, San Antonio Advertising Club and chairman of the Lion's Club publicity committee.

Although born July 14, 1918, in Jersey City, New Jersey, Mr. Kelley now considers himself a Texan. "There's no place like Texas," says Mr. Kelley, talking like a native son. "I have four or five poll tax receipts to prove my loyalty. Mention the tidelands issue and I'll argue long and loud as the native Texan. Greatest place on earth...this San Antonio, for a golf enthusiast...it's a year-round activity here."

Mr. Kelley was married Dec. 2, 1950, to Victoria Rotherham, who lived directly across the street from him in Jersey City for many years. His hobbies are golf and bowling and he nurses an ambition to someday own a sailboat. He doesn't think even his Texas colleagues will mind if he still clings to his loyalty to the New York Giants baseball team.

Mr. Kelley proudly tells you of his color movies of bull fights in Mexico—"the fight from start to finish," then adds, jokingly, "Sorry, they're not available for TV."

ON inspection tour of WNAV Yankton, S. D., are (l to r) Luther Hill, publisher, Des Moines Register & Tribune; Robert R. Tincher, WNAV general manager, and Gardner Cowles Jr., publisher, Look and Quick magazines. Mr. Cowles is president and Mr. Hill is executive vice president of the Cowles Broadcasting Co., which operates WNAV.

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GOVT. DISCOUNTS

Toronto Assn. Urges End

END of the special 260-time rate for Canadian government advertising is being recommended by the Radio Station Representative Assn. of Toronto, to stations represented by the member firms. This was decided at a station representatives meeting last week at Toronto. It follows the action already taken by a number of western Canadian stations. Originally the stations gave government business a special discount to foster more radio advertising by government departments. Because this did not develop western stations now handle government advertising in the manner of any other sponsor.

The representatives also are investigating via the Canadian Assn. of Broadcasters, how small market stations can set up economically their own editorial policy broadcasts at the local level.

'IRISH' NETWORK

Now Numbers 88 Stations

IRISH Football Network with 88 stations is claimed to be the largest specialized network in the nation, according to AT&T. Play-by-play accounts of Notre Dame grid games originate with WSBT South Bend and are carried from coast-to-coast, to Hawaii and Alaska, and, via the Armed Forces network, to services overseas.

Mr. Boland, WSBT's sports director, conceived and built the five-year-old network. Mr. Boland handles both the business phases of the network and the play-by-play broadcasts.

Stations contracting for the service buy a single "low-priced" package broadcast cued for local sale. Each station handles its commercials from its own studios. The package price in most cases includes costs to each station's control board.

We at WWNC, where key personnel can boast 126 years combined service on this one station, invite you to look at the Asheville area. Look, too, at WWNC, the station that is truly the "voice of Western North Carolina" and has been for a quarter century. The loyalty of the WWNC listeners is evidenced by the Station's 12-county 50-100% penetration, as measured by BMB—over 84% of all radio homes.

DO YOU REMEMBER?

The tense moments of waiting...the question on everyone's lips..."will he make it?" Yes..."Slim" Lindbergh set a new epoch in aviation when, all alone, he challenged nature my flying the Atlantic in the "Spirit of St. Louis"...a plane which today would be felt unsafe for even a take-off. Yes...Do You Remember? We do...for that was the year WWNC was born.

We at WWNC, where key personnel can boast 126 years combined service on this one station, invite you to look at the Asheville area. Look, too, at WWNC, the station that is truly the "voice of Western North Carolina" and has been for a quarter century. The loyalty of the WWNC listeners is evidenced by the Station's 12-county 50-100% penetration, as measured by BMB—over 84% of all radio homes.
Merrill’s Post Keyed to Election
(Continued from page 25)
nominee, if successful, would prefer to retain him.
The next FCC term to expire after those of Chairman Walker (1928) and ex-Cmr. Jones (1944) is that of Comr. Henneck (1955). She is an ardent New Dealer and champion of educational TV reservations. It is assumed a Republican President would choose to name another should there not already be four Republicans on the Commission at that time.
Comr. Webster’s term expires in 1956.
The present term of Vice Chairmen Hyde expires in 1958. With FCC and its predecessor, the Federal Radio Commission, since 1928 and a Commissioner since 1946, he is considered a likely choice for the Chairmanship should the Republicans win in November. Another Chairmanship possibility, of course, is Republican Comr. Sterling, whose term expires in 1957.
Within hours after President Truman’s announcement on Monday of Mr. Merrill’s appointment, the latter paid a courtesy call upon Chairman Walker at the Commission. He was again at the Commission on Thursday for conference with the Chairman and other members of the Commission to arrange his affairs and transfer.
The President, announcing the Merrill appointment at Salt Lake City, declared:
This morning I signed a paper appointing to the FCC a distinguished resident of your state, Eugene H. Merrill. I thought you might be interested in that, because I understand that Mr. Merrill’s father was a member of the board of this university. Of course, that was good recommendation for him, as far as I was concerned. . . .
Mr. Merrill might be surprised at the big thick file that we went over, before appointing him. But I don’t want you or him to worry—his file is fine.
Mr. Merrill’s name has come up several times before when the President was understood to be considering filling vacancies on the FCC. He was a prospective appointee even as early as the time a fellow Mormon, Comr. Hyde, was considered and selected.
Engineer by Profession
Mr. Merrill by chosen profession is an engineer. He was graduated in 1932 from the U. of Utah as a mining engineer. In 1935 he became chief engineer of the Utah Public Utilities Commission, his first case involving an investigation of the rates, property values and operation of the Mountain States Telephone & Telegraph Co. Co.
In 1940 he became president of the National Conference of Public Utilities Commission Engineers and from 1941-43 was consulting engineer to the Utah Public Utilities Commission.
Just prior to Pearl Harbor Mr. Merrill joined the Office of Production Management, aiding in the organization of its successor, the War Production Board. He was assigned to communications, including radio and telephone. Radio later was separated from his responsibilities, and he then devoted full attention to telephone and telegraph until the end of the war.
In 1945 Mr. Merrill was assigned overseas for the Foreign Economic Administration, first to Austria as an engineer consultant and then to Germany as deputy and next acting chief of communications. His duties included allocation of radio frequencies for the occupation forces and civilian population among the other broad fields of communication. Provisions for television were involved.
Joined NPA
He returned from Germany to Washington in 1950 to join Gen. William H. Harrison’s National Production Authority and aid in its establishment. He headed up a group of materials experts allocating such basic items as steel, copper and rubber.
Although he refuses to commit himself as to his future philosophy when serving with FCC, Mr. Merrill firmly believes “government is for the people.”
Those who hold government positions, he said, “should devote all their energies to what is for the benefit of the people. The Democratic party in Utah and the U. S. is sympathetic to the welfare of the people. Those who name on national tickets are interested in the same philosophy. . . . I am an admirer and supporter of President Truman, the Administration and Governor Stevenson.”

CBC BOARD MEET
Set for Ottawa, Nov. 6-8
POWER increases and share transfers top the Nov. 6-8 public sessions scheduled by Board of Governors of the Canadian Broadcasting Corp., at Ottawa. Power increase from 5 kw to 10 kw on 1220 kc, is requested by CKCW Montreal. Power increase and frequency change is asked by CKRS Jonquiere, from 1240 kc to 590 kc, and from 250 w to 1 kw.
CGNT Quebec requests a change in license in English-language to French-language. CHNO Sudbury wants a supplementary transmitter of 250 w on 900 kc to operate with the present CHNO transmitter’s 1 kw on 1440 kc. Share transfers are asked by CKLS La Sarre, CJAD Montreal, CKNW New Westminster, CJEM Edmonton, CJFX Antigonish, and CHAB Moose Jaw. Emergency transmitter licenses are requested by CFJR Brockville, and CKY Winnipeg.

X BALLOT
In popularity vote lies our fame.
We’re a hard-to-beat candidate*—
To build sales for you is our aim
In the 7th New England State.

WTAG
AND WTAG-FM BASIC CBS

Register your vote with Raymer

* Year after year—voted No. 1 in New England’s third largest market.
"We want speed at any price
...yet we use the cheapest air service!"

—Richard E. Crowe, President, Globe Electrotype Company

“We ship electrotypes to publications all over the country—from 30 to 300 in a single day. That’s a lot of deadlines!

“We’ve made it a rule to specify Air Express.

“When Air Express started in 1927, we were among its first customers. We’ve used it ever since. And, in all that time, we’ve NEVER HAD ONE SINGLE KICK on an Air Express shipment! That’s quite a record, and I’ve checked it with our people here.

“We’ve tested other air services. Air Express is consistently faster and more dependable. AND COSTS LESS! On most of our shipments, Air Express rates are the lowest, by a few cents to several dollars. Those differences add up to thousands of dollars in a year’s shipping.

“I would advise anyone who is confused about shipping claims to test Air Express and keep a record of results. It convinced us.”
again...and again...and again

Frank Silvernail, BBD&O

day in...day out...the

Frank Coulter, Young and Rubicam

Broadcasting Yearbook*

* Circulation 17,000 — Advertising Deadline
is used by the

Stanley Pulver, Lever Brothers

buyers who place

George Kern, Geyer Advertising

time on your station

Charles Wilds, N. W. Ayer

November 20 • Covers Every Timebuyer of Radio Consequence
WSYR ‘Special Report’

JEAN MASON, promotion department, WSYR-AM-FM-TV Syracuse, dropped by a neighboring office, saw a bulky envelope bearing the address, Hewitt, Ogilvy, Benson & Mather. Miss Mason thought the envelope should have been mailed out that morning and hurriedly mailed it. Later Dorothy Whitney, of the WSYR sales department, began looking for her lunch—a mystery until Miss Mason and Mrs. Whitney began comparing notes on a description of the wrapper containing the lunch. Miss Whitney hopes the agency man who receives the “report” will be having one of those days when he is too busy to break away from his desk for a bite to eat.

ABC-UPT

Initial Decision Expected Early Next Month

If initial decision by FCC Hearing Examiner Leo Resnick comes out early in November, as expected, it is possible that the merger of ABC and United Paramount Theatres Inc. may be an accomplished fact before the end of this year.

Last of proposed findings was submitted to the Examiner last Monday by the FCC’s Broadcast Bureau [At Deadline, Oct. 6]. The Broadcast Bureau recommended that the merger be denied and also the licenses be revoked of Paramount Pictures’ KTLA Los Angeles, UPT’s WBKB and the DuMont-owned TV stations in New York (WABD), Washington (WTG) and Pittsburgh (WDTV).

General approach by the Broadcast Bureau was that the licensees were not qualified to operate broadcast stations because of their anti-trust history and the merger would not be in the public interest.

DuMont is involved because of its alleged control by Paramount Pictures, according to the Broadcast Bureau. Paramount Pictures owns 29% of the DuMont firm.

Similar position regarding the merger was taken by DuMont in its proposed findings filed Oct. 3. It also asked the Examiner to disregard the Commission’s order instructing him to eliminate all evidence in the record concerning anti-trust violations of the principals which occurred before August 1948.

ABC and UPT filed a joint recommendation setting forth reasons for approving the merger. Paramount Pictures also filed proposed findings favoring the renewal of licenses of its own stations [B*T, Sept. 29].

Also involved in the Paramount case is the sale of WBKB (TV) Chicago from the merged American Broadcasting-Paramount Theatres Inc. to CBS for $25 million. ABC already owns WENR-TV there.

After an initial decision is issued, parties in the case may file within 20 days exceptions with the Commission and ask for oral argument.

Because the Commission has indicated its desire to speed a final decision, it may be presumed oral argument would be scheduled within a week after the 20-day period. There has been some talk that FCC might shorten the period by announcing meanwhile that it would hold oral argument if requested on the 21st day.

There is no set time for the Commission to act after oral argument. However, most observers believe that it will issue a final decision within a week or 10 days following oral argument. This would make it the first week in December.

‘FREE’ LABEL

FTC Members’ Demur

FTC’s blanket prohibition against use of the word “free” in broadcast and published advertising claims evoked stern criticism from the agency’s newest member last week.

Albert A. Carretta, sworn in as a Federal Trade Commissioner earlier this year, challenged FTC’s interpretation as unreasonable restrictive in an order involving a New York businessman. Comr. Lowell B. Mason joined him in the dissent.

Comr. Carretta agreed largely with FTC’s ruling in this case but objected to the form of the order. Advertisers generally have been put on notice, through their advertising agencies, that use of the word in connection with ad claims is frowned upon [B*T, May 26, April 14].

“In my opinion, what we should do is to put only such limitation on the use of the word ‘free’ as may be necessary to prevent its deceptive use,” Comr. Carretta asserted.

FTC rests its belief on an administrative interpretation published in February 1948 and upheld by the U. S. Court of Appeals. The U. S. Supreme Court later refused to review the instant case, thus affirming the statute. Better Business Bureaus in major cities, aware of these decisions, also have been viewing ad claims.

Comr. Carretta’s deviation from Commission thinking was first revealed by the majority in the Book-of-the-Month case last May.

FTC’s order last week was directed at Fred Schambach, New York, who assembles music boxes and sells or distributes them.
The words are new, the tune is old—
But when the singers get too bold,

It's time to say, "STOP THE MUSIC!"

A virulent campaign of antitruck propaganda has been directed to the newsrooms of press and radio in recent months. Its sources are cleverly concealed. Even so, most editors and commentators have recognized it for what it is, and have quietly buried it in the wastebasket.

A Senate Committee investigating an earlier antitruck campaign using similar tactics had this to say:

"It is perfectly legitimate for any industry to get its point of view before the people of the country. Criticism can only arise when material originating from the railroads is not so designated. Railroads being a public utility, the public has the right to know the source of any information concerning them in order to evaluate properly the extent to which such information may be biased."

Railroad campaigns against trucks are nothing new. But the railroad interest never comes out in the open, so it can be identified as the source of the noise. The same Senate Committee recognized this fact when it reported:

"Railroads and railroad associations have spent large sums in lobbying for antitruck legislation. Seldom revealing their true role, they have worked 'under cover' behind the fronts of taxpayers' groups, transportation associations, safety councils, and other organized groups. Among the measures thus secretly sponsored have been laws increasing taxes on trucks, limiting the size and weight of trucks and trailers, and tightening insurance and license requirements. Material furnished free to newspapers and supposedly coming from a disinterested source gave wide publicity to the railroads' point of view. Research studies presented as the work of impartial engineers or taxpayers' groups, but actually financed by the railroads, purported to show the damage done to highways by trucks and the inadequacy of taxation on trucks."

The current antitruck campaign has merely written some new lyrics for the same old discordant tune that occasioned these quotes. But the message and the tactics of the singers are the same. And they're wearing the same old false faces as they chant their hymn of hate. We trust that no one will be taken in by the noise!

ANY NEWS ABOUT TRUCKS you get from us is clearly identified with our own name. We're not "anti"-anything—we're for the best service we can give to the nation's producers, distributors and consumers. If you want facts about the trucking industry, we and our 51 member associations stand ready to help you. You'll be amazed to find out how important trucks have become to the continuing prosperity of every community—including yours!

JOHN V. LAWRENCE, Managing Director
American Trucking Associations, Inc.

American Trucking Industry
American Trucking Associations, Washington 6, D.C.
MILWAUKIE, center of a vast lumber industry and growing neighbor of Portland, is the site of many new industries. Diversified agricultural area in the Milwaukie district supplies much produce to Metropolitan Portland. Only five miles from Portland's city center, Milwaukie is fast expanding as a residential district and has complete shopping facilities for every need.

MAYOR Fred Sperr, Milwaukie business man, says, "It is indeed gratifying to our city to have KGW take an interest in our area. We all feel that this interest typifies the spirit of this great station during its long public service span. We know KGW will continue to serve us best of all Northwest radio."

KGW's radio penetration in the Oregon-Southwest Washington area is a factor of such overwhelming importance that you, as an advertiser, cannot afford not to use KGW to sell your product.

KGW alone gives truly full coverage to this area. It gives you the maximum degree of customer saturation and will never be displaced in this regard.

"Plus" service with Portland's pioneer station at that highly desirable low frequency of 620. You're truly in the "know" when you buy "six-two-oh"!

In newspaper parlance "30" means the end of a story but with KGW it means the beginning of many stories. In our 31st year of continuous service in the nation's 30th largest city where nearly 100 per cent of the metropolitan area homes have radio, KGW offers the utmost in day-in day-out listener loyalty.

KGW alone gives truly full coverage to this area. It gives you the maximum degree of customer saturation and will never be displaced in this regard.

"Plus" service with Portland's pioneer station at that highly desirable low frequency of 620. You're truly in the "know" when you buy "six-two-oh"!
THEY "KNOW" SIX-TWO-OH IN MILWAUKIE

DRUGGIST Vern C. Conwell, Milwaukie Pharmacy, reports, "KGW's merchandising promotion and general interest in our community is a great asset to all business people. We know KGW and have enjoyed its great public service more than thirty years."

BUSINESSMAN H. W. Berry, District Manager of the International Harvester Company plant near Milwaukie, states, "Our company realizes the tremendous potential of the Portland area. We have recently completed a million dollar plant here to back our faith in the continued growth of the Northwest.

GARAGE OWNER Leonard B. Mullan of Mullan's Milwaukie Garage, asserts, "Our community relies on radio to bring us entertainment and news. For more than 30 years we've relied on KGW for the best in this field. Truly the 'People's Choice' in Milwaukie."

BANKER A. H. Zander, president of the First State Bank of Milwaukie, reports, "I have been in the Milwaukie banking business for more than 40 years and have had the opportunity to watch KGW grow.

GROcer Clyde Basler, owner of the independent Price-Rite Grocery in Milwaukie, states, "For best results KGW is the choice. We have seen increases of 30 to 45 per cent on products when they are KGW-advertised."

SHOEMAN C. H. Nickles, owner-operator of Nickles Buster Brown Shoe Store of Milwaukie, asserts, "For fastest reaction on special sales or day-by-day advertising, KGW brings you results that count.

Milwaukie... serving a retail trade area of more than 35,000 persons, and center of continued industrial and residential growth, acclaims KGW as the "Choice" radio medium in the Portland area.

October 13, 1952
questionnaires to be sent to radio-TV stations and other media. The questionnaires will request information from broadcasters on what candidates have purchased time, amount of time, and general station practices. Paul Cote, general counsel for the subcommittee, told Broadcasting & Telecasting last Thursday. They will be sent to as many stations as possible and political groups as well within the next fortnight, he added.

The subcommittee, headed by Sen. Guy Gillette (D-Iowa) until his recent resignation, comprises Sens. Thomas C. Hennings Jr. (D-Mo.), Robert C. Hendrickson (R-N.J.) and A. S. (Mike) Monroney (D-Okla.). Industry officials testified last spring when hearings were held. One suggestion was that blocks of time be set aside for political broadcasts.

Situation 'Desperate' Sen. Gillette terms the present situation "desperate" and feels that both parties are able to spend far in excess of amounts limited by the Hatch Act. Political committees must confine their expenditures to $3 million. Corporations and labor groups are prohibited under the Federal Corrupt Practices Act from making contributions to political candidates.

Meanwhile, there were varied reports last week on the purported $2 million spot campaign announced by Ted Bates & Co. last month and "revealed" by the Volunteers for Stevenson. The original plan, encompassing radio and TV spots voiced in part by Gen. Eisenhowe for use in crucial areas, was prepared for the National Citizens for Eisenhower Committee.

Officially, the Republican National had nothing to say on the reported plan or the Democrats' protests to FCC.

Privately, the Republicans claim the Democrats are spending more money for network programs, despite their claim that they must scrape the barrel.

There were reports that both the Democrats and GOP would hold up their spot campaigns until money-raising problems could be ironed out.

Aside from the purchase of nine half-hours on DuMont TV Network and a like number on CBS Radio—all by the Democratic National Committee—it was learned that the Democrats have three radio spot campaigns in the mill—described as regular, "grass roots," and rural. Use will be made of regional networks (Don Lee, Intermountain, Keystone). Films are in preparation for use by state committees.

Money problems also were pointed out in other ways:

* Stephen Mitchell, chairman of the Democratic National Committee, scored the GOP spot plan as a "step toward... dangerous monopoly"; said the Democrats would buy all the spots they could afford but had sealed down their original figure on time; claimed the party almost had to cancel broadcasts in 1948 for lack of funds; reported the Democrats "have come within an eyelash of having to cancel some of Gov. Stevenson's telecasts and broadcasts in this campaign."

* Joel T. Broynhill, GOP candidate for Congress from Virginia, charged that the Democrats had tried to do what they later condemned the Republicans for doing—buying up TV spots in closing days of the campaign. He scored the Democratic FCC protest as a "case of sour grapes."

* Gov. Stevenson himself chided the GOP for its so-called spot "blitz," and felt "this campaign is going to backfire." ("This isn't a soap opera, this isn't Ivory soap vs. Palmolive.") The spots, the Democratic Presidential nominee stated, will not help Americans "forget the Republican record."

Election returns coverage also was taking shape last week at the networks.

Signing of the Chevrolet Div. of General Motors and the Chevrolet Dealers of America to sponsor Mutual's all-night coverage of election returns on Nov. 4-5 [B+T, Sept. 29] was announced last week by MBS Sales Vice President Adolf N. Hilt.

MBS plans to cancel all regularly scheduled programs except newscasts after about 7 p.m. EST on election night and present continuous coverage of the returns, with commentators stationed in key cities across the country to provide rapid tallies and commentary.

**MBS Election Plans**

Mutual's election headquarters in New York will be operated under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Details of the Chevrolet sponsorship agreement were not disclosed, except that Mutual said the election coverage on more than 500 MBS stations would be presented "in cooperation with the Chevrolet Div. and Chevrolet Dealers. Campbell-Ewald Co. is agency for both the division and the dealers."

The Chevrolet-MBS pact means that the election night coverage of all national networks—radio and TV—will be sponsored. Westinghouse is sponsoring CBS Radio's and CBS-TV's plus that of four DuMont TV Network stations; Philco is underwriting NBC radio and television coverage, while Ad-

**PROOF OF PERFORMANCE PACKAGE**

* Audio oscillator; noise and distortion meter; variable gain set with reference meter; fixed and variable pads; diode rectifier with pickup coil and complete manual for taking proof of performance—all for $448.50. A well planned complete kit for measuring from microphone input to transmitter output. Better broadcasting stations will use this equipment regularly to assure top quality transmission. In stock for quick delivery.

**KIT**

**SA-131**

**GATES RADIO COMPANY**

QUINCY, ILL., U.S.A.

* Quality PLUS... makes GATES... a MUST * *

**PAYMENTS** made to a political party "indirectly in the form of paid advertisements or contributed radio and television time" are not deductible, the Bureau of Internal Revenue reminded last week.

The bureau reiterated its policy in response to questions as to whether radio or TV time purchased by corporations may be deducted for tax purposes. Some firms have bought time or paid space, urging people to vote, on the theory that the expense is deductible, Tax Commissioner John B. Dunlap said.

Bureau policy forbids deducting of contributions for political campaigns "or other expenditures of a political nature," he explained. The rule governs direct contributions or indirect expenditures through advertisements, he added. The bureau will enforce the rule as it has in the past, Mr. Dunlap said [B+T, May 12].

Distinction apparently is drawn here between the practice of firms claiming deductions for certain institutional advertising, and that involving advertisements of a political nature. The issue had been raised on Capitol Hill earlier this year. Sen. Hubert Humphrey (D-Minn.) claimed that some firms have charged off political ads as institutional with the usual tax deductions.

**POLITICAL ADS**

**Dunlap Clarifies Policy**
NARTB MEMBERS
41 Added Since Aug. 28

FORTY-ONE stations have joined NARTB since Aug. 28, President
Harold E. Fellows announced Thursday, supplementing the 43
stations reported that date. Mr. Fellows lauded work of William T.
Stubblefield, station relations di-
rector, and William K. Treynor,
West Coast representative.

A. C. Nielsen Co. has joined
NARTB as an associate member.

LIST of stations joining since Aug. 28 follows:

KANS Wichita, Kan.; KBRZ Free-
port, Tex.; KBEZ Rapid City,
S.D.; KETI Shelby, Mont.; KOVA De-
lezis, Tex.; KREM Camdenton, Mo.; KSJO
San Jose, Calif.; KYRM Beaumont,
Tex.; WEVER 16hite, Minn.; WPKN
Montgomery, Ala.; WLEX Dubuque,
Kan.; KMED Medford, Ore.; KTAC
Teaneck, Wash.; KWWJ Portland, Ore.;
KWW Kennewick, Wash.; KGAP
Gainesville, Tex.; WBSO Waaco, Calif.;
KCME Cherokee, Iowa; KFGR Grand
Coulee, Wash.; KICD Spencer, Iowa;
KSEM Moline, Wash.; KSIG Crawley,
Ia.; WCPS Tarboro, N.C.; WMFO
Goldsboro, N.C.; KALT Atlanta, Tex.;

MEET THE RICH

F LINT MARKET

Flint, Michigan, is America’s largest General Motors plant city and has a
buying income $1613.00 higher than the national average.

More than half of GM’s multi-million-dollar expansion program is now under
way—in Flint. Defense contracts for Flint factories now total 1/2 billion
dollars. ... Flint is STILL expanding its earning and spending
ability. Sell the Big Flint Market through Flint’s First Station—WFDF.

Safe Forced Landing

FORTUNATE escape from injury was reported when Dr. Charles Jolliffe, vice president
and technical director of RCA, esti-

ated last week.

Addressing a conference of util-
ity executives, sponsored by Ebasco
Services Inc. in New York on Mon-
day, Dr. Jolliffe said that “present
estimates place the added revenue to
your utility industry, directly
traceable to power consumption by
television home receivers, at $200
million a year.”

In addition to this, he said, the “estimated total of electrical con-
sumption by television studios and
transmitters in the U. S. ap-

aches $2.5 million a year.”

In the New York market alone, Dr. Jolliffe said, Consolidated Edi-

“attributes $15 million of its
increase in revenues during the 12
months ended June 30, 1962, to
home television usage.”

ELECTRICITY USE

TV boosts Utility Revenue

TELEVISION is boosting the elec-
trical utility industry’s revenues by
more than $200 million a year, Dr.
Charles B. Jolliffe, vice president,
and technical director of RCA, esti-

ated last week.

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ity executives, sponsored by Ebasco
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months ended June 30, 1962, to
home television usage.”

CONTRIBUTORS

Demos List Litvin, Spingarn

MRS. FANNY N. LITVIN, FCC hear-
ing examiner, and Stephen Spin-
garn, member of the Federal Trade
Commission, are among recent con-
tributors to the Democratic Party,
it was revealed last week.

Report filed by the Democratic National Committee with the Clerk
of the House showed that Mrs. Lit-
vin contributed $100 on Aug. 18 and
Comm. Spingarn $500. Report cov-
ers contributions from June 1 to

Among disbursements reported by the committee were $19,030 for
CBS-TV and $11,585.80 for CBS
Radio network time charges for a
simulcast Aug. 28; and various sums for recordings by NBC New
York and Sound Studios, Washing-
ton, D.C., as well as for tapes by
Magnecord Inc.

Additionally, the report showed miscellaneous expenses incurred by
Frank E. McKinley, former chair-
man of the Democratic National
Committee, for meetings to discuss raising money for radio and tele-
vision broadcasts. The listings in-
clude $2,500 for lease, but Mr. McKinley met only at least a dozen different occasions
with radio-TV and political indi-
viduals to discuss money and other campaign problems.

A partial listing of the GOP Na-
tional Committee report, showing radio-TV expenditures, appeared in a
previous issue [B*+T, Oct. 6].

BROADCASTING • TELECASTING

1910 Kilocycles

One of America’s Pioneer Stations

OUR 31ST YEAR

AMERICAN BROADCASTING COMPANY

Associated with WOOD and WOOD-TV

Grand Rapids—WFBM and WFMH-TV

Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

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POWERFUL FLINT MICH.

American Broadcasting Company
Associated with WOOD and WOOD-TV

Grand Rapids—WFBM and WFMH-TV

Indianapolis—WEOA Evansville.

Represented by the Katz Agency
SURPASSED ONLY BY METROPOLITAN NYC AND CHICAGO . . .

Big Aggie Land—
a countrypolitan market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of $4.2 billion, spent $3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

BIG AGGIE LAND is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio is WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.
LATEST DIARY STUDY PROVES

Big Aggie Land dominated by WNAX

THIS YEAR, as in 1950, 1948, 1946, and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in 97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28% average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY * * proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That's WNAX, where you belong to keep your sales up and yours sales costs down. Further information from The Katz Agency.

* All % comparisons express 1952 increase over 1945.
** For a copy, write Bob Tincher in Yankton, S. Dak.
THERE IS reason to predict that before long, miles and miles of Hollywood feature film will be made available to television.

No one can set the date on which the vaults will open or the extent it may come sooner than most producers and exhibitors now anticipate.

Here's why:

Because of television's voracious appetite for programming, the number of films produced especially for television is increasing and their quality improving. Quite obviously, the owners of theatrical films cannot, without suffering economic losses, hoard their property long enough to let the producers of special TV film tie up the television market. The owners of theatrical film will have to release it to TV before special TV film production gets much bigger than it is right now.

A lot of movie exhibitors feel that the opening of the film vaults will signal the closing of the exhibitors' tombs. Perhaps they would be less fearful if reminded of an analogous situation that arose and was satisfactorily resolved by radio decades ago.

When radio first became a dynamic force, the newspapers--fearing that radio's immediacy would kill the news business for them--demanded that the news services protect newspapers against radio. Several artificial restraints, ranging from outright denial of service to enforce delays in radio use of news, were tried by the wire services before the courts declared that radio and radio news were here to stay.

Radio now has access to all the news that newspapers can get, and both radio and newspapers have survived handomely. Likely, with the behest of many exhibitors, the owners of theatrical film are trying the same dodge that the wire services tried at the behest of their newspaper clients. It is only a matter of time, and not much time at that, before the film situation arrives at the same resolution. We venture that both television and movies will survive.

Educated TV Pedagogy

GRADUALLY rational thinking about educational television is increasing. A spur to more of it came 10 days ago from Lester E. Cox, who is in an unusually objective position from which to view the problem.

Mr. Cox is a broadcaster, with substantial interests in KWTX Springfield, Mo., and KCMO Kansas City, and he is also a member of the Board of Curators of the U. of Missouri. Mr. Cox thinks it unlikely that many schools can make a go of non-commercial, educational TV stations and therefore if the theory of that kind of operation obtained, educational TV is destined to wither on the vine.

What schools should do (as his own U. of Missouri has done) is apply for commercial channels in competition with commercial applicants, and operate those they are granted as commercial enterprises, thus providing practical, rather than unreal, laboratories for students who want to go into TV professionally. Only that way can educational stations hope to support programming capable of attracting audiences. They would not get these assignments on a "reserved" basis, departing from every concept ever enunciated on use of public domain. The 242 reserved channel assignments nationally, have been bought back into the competitive arena, to be used by successful applicants, whatever their walk of life, commercially or non-commercially, as they see fit.

Mr. Cox made his remarks to the annual meeting Oct. 4 of the Governing Boards of State Universities and Allied Institutions in Portland, Ore. Another educator-broadcaster, Michael R. Hanna, general manager of the Cornell-owned WHCU Ithaca, N. Y., also urges that schools approach TV with realism.

The degree to which professional educators have been influenced along less realistic lines was shown when, after hearing the sensible arguments of Messrs. Cox and Hanna, the assembly voted a resolution urging the FCC to extend the period of reservation for the non-commercial channels.

Eventually, we feel sure, the more practical view will prevail.

We must assume that educators are interested in getting the most effectiveness out of their teaching. The only way they can accomplish that purpose in teaching by TV is to establish their television on a sound and practical economic basis.

Botched Blitz

THE PLAN of the Volunteers for Stevenson to terrify radio and television broadcasters into turning down spot announcements for Gen. Eisenhower Jan. 18 is a relief to report, been frustrated by the FCC, the arm of government which the Stevenson supporters hoped to harness to their shoddy purpose.

If the FCC had entertained the complaint of the Stevenson volunteers, it would have immersed itself in such a quagmire of partisanship that none of its future decisions on any subject would have been above the suspicion of favoritism. Fortunately, the Commission rejected the complaint, an act of commonsense, if not entirely typical, lucidity and courage.

One only hopes that the decision would have been the same if greater political pressure had been exerted on the Commission. As far as can be learned, the Stevenson volunteers received little or no support in their complaint from the regular Democratic Party or from the Incumbent in the White House.

Despite the failure of the Stevenson admirers to turn their vitriol into playing party politics, the incident illustrates the precarious state into which traditional liberties can fall when a government regulates private industry. The danger is always present that an unscrupulous administration, acting through its FCC, could corrupt the two greatest mass media of communications into party organs.

Is this a neurotic or absurd anxiety? Not when one remembers that in this political campaign radio and television have been recognized by politicians on both sides as the principal avenues of approach to the electorate.

It will be increasingly difficult for politicians in the future to be wholly objective in regulating or establishing laws governing two such valuable instruments of political persuasiveness. The politicians in power will certainly not go out of their way to insure that the party out of power gets any special breaks on the air.

Whatever administration moves into Washington next January, its television advisers must be more alert than ever to protect the smattering of freedom that is left them.

EUGENE HYDE MERRILL

IF THERE'S one thing Eugene Merrill likes, it's a chance to tackle a long-range job of appalling proportions.

Most of the experience of this newest member of the FCC has been along that line and it would be hard to find an organization more in need of a man who combines engineering, communications, electronics, allocations and regulatory background with a yen for achievement.

All those qualities accompany Mr. Merrill into the Commissionership, plus a working philosophy that will be equally helpful. It is inherent in him to work long hours, and hard. At Defense Production Administration, where he heads the Materials Branch, his daily routine starts at 7 a.m. He's generally first on the job at the government cathedral housing this vital defense operation, and he's usually among the last to leave—this in response to urgent pleadings by Mrs. Merrill and four hungry kids at their Arlington, Va., home.

Mr. Merrill, like Comr. Rosal Hyde (no relation, despite his middle name), is a Mormon. If there's a 142d cousin relationship anywhere, it could stem back to the new Commissioner's great grandfather, Orson Hyde, one of the original founders of the Mormon church in the Salt Lake Valley. He also took the long trek to Utah. Oldest of the Merrill children is named Hyde in recognition of the famed empire builder.

There's a shock of blondish gray hair that quickly catches the eye of those who first meet Eugene Merrill. decidedly on the fair side, he attributes the prominent grayish cast that made its appearance several years ago to his propensity for long office hours and an earnest desire to follow his creed—people in government jobs should devote all their energies to what is for the benefit of the people.

The grayish hair tends to make him look older than his 44 years might justify. Once his smile appears, however, the impression is different and the effect is that of a handsome, youngish middle-aged executive—and that's just what he is.

This business of digging into big projects has dominated Mr. Merrill's professional career. Just after he became chief engineer of the Utah Public Utilities Commission in 1925, only three years out of the U. of Utah, he conducted an investigation of the rates, property values and operations of Mountain States Telephone & Telegraph Co.

In his next job—as an early organizer of the Office of Production Management in 1941—he helped set up the War Production Board (Continued on page 68)
"Ah! — I have caught zee true spirit of Louisville!"

Measure the WAVE-area audience in "family-hours-per-week" and you get an amazing total of 5,142,000 hours a week devoted to radio!

This is many more hours than are devoted to TV — is 310.7% more hours than to newspapers!

That's another reason why WAVE radio is your best Louisville buy. Ask Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

5000 WATTS • NBC • WAVE LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
Wonder How Miss Gilbert Is in "Histery"?

By now I guess you've heard about the spelling errors in the kids' report cards this week.

A typical card looked like this:
- Arithmetic ............... B
- Geography ............... B-
- Spelling ................. C
- Grammar ................. B

I don't know if Miss Gilbert, the principal, actually wrote those cards, but she took full responsibility. This morning I hear she got up in the Assembly Hall—before all the students—and started writing GRAMMAR with two "a's" on the blackboard 100 times!

From where I sit, I'll bet this makes her even more popular with the students. It's nice to see an expert admit she occasionally makes a mistake. Too many so-called "experts" claim they're never wrong on such subjects as what you or I ought to eat... what we should wear... whether we should enjoy beer or buttermilk. A really wise person never claims to "know all the answers" all the time.

Joe Marsh

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front office

HARRY W. BARNAM, account executive, WTTM Trenton, promoted to local sales manager.

CHAUNCEY T. HINMAN appointed assistant manager, WVMI Biloxi, Miss.

CHARLES F. ABBOTT Jr. to WJZ-TV New York as account executive in TV sales department.

QUENTIN W. WELTY, general manager, WMVO Mt. Vernon, Ohio, appointed commercial manager, WWSF-AM-FM Wooster, Ohio.

GREGORY CHRISTIAN, WJIM-TV Lansing, Mich., to WSAZ-TV Huntington, W. Va., as account executive.

CLARE COPELAND, CJCA Edmonton and CKRC Winnipeg, appointed assistant sales manager of CKWX Vancouver.

DONALD CALLEN, announcer, KBIG Avalon, Calif., promoted to resident manager.

LEWIS SHULTZ to sales staff of WIRE Indianapolis.

KETTELL-CARTER, radio representative firm, appointed sales representative in New England by WTWN St. Johnsbury, Vt., and WIRE Newport, Vt.

MILTON E. BLISS to NBC Chicago as agricultural representative in network radio sales.

ARTHUR J. O'LAUGHLIN, Foster & Kleiser, Seattle, to KING-TV same city, as account executive. JIM NEIDIGH promoted to head of national sales at KING-TV.

GENE HOGAN, former salesman at WVCQ Coral Gables, to WQAM Miami, in same capacity.

FRITZ DONNELL, manager of KGMB Honolulu, to Ault Supply Co., same city, to handle advertising and promotion.

JAMES S. AYERS, Atlanta, southeastern radio-TV station representative, relocates at 301 Glenn Bldg.

STORER BROADCASTING Co.'s New York telephone number has been changed to Eldorado 5-7690.

Personals ...

GEORGE L. MOSKOVICS, manager of TV development, KNXT (TV) Hollywood, will speak on "Television as a Force in Marketing" at meeting of American Marketing Assn., that city, Oct. 15... CHARLES A. STORKE, vice president, KTMS Santa Barbara, named president of the 1963 annual Old Spanish Days Fiesta... BILL J. SHUEL, salesman, WIRE Indianapolis, father of boy, Steven, Sept. 26.

the NBC station serving greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS

Duplicating on 50,000 Watts FM
project that ran the job of tooling up and producing the goods that won World War II. His role was communications, including radio, telephone and telegraph. There he used his engineering background to learn the basics of electronics. After radio was cut off from his unit, he concentrated on telephone and telegraph production.

That four-year assignment served as a perfect background for another one just like it — rebuilding Germany’s communications from a mass of rubble into an efficient system. Foreign Economic Administration sent him first to Austria in 1945 as a power consultant but he soon wound up in Germany as deputy and then acting chief of communications.

Government records bear eloquent tribute to the five-year rebuilding project. All over the U. S. part of occupied Germany the masses of wreckage were rebuilt and staffed with new German personnel. Behind all this was the desire to halt unrest and the spread of Communism. In the undertaking he learned about frequency allocations because he had to make the channel assignments to occupation forces and the civilian population, besides directing other communications, the savings bank and postal check systems and passenger bus facilities.

Takes NPA Post

By 1950 the German communications system was performing smoothly. And by that time another big undertaking was in the embryonic stage — retooling for another war. Among the first to join Gen. William H. Harrison in setting up National Production Authority was Eugene Merrill. Soon the project was rolling along and he was placed in charge of a group of materials experts allocating steel, copper, rubber, textiles, non-ferrous metals, chemicals and other items to the stockpile as well as finding the need for increased production.

Now Eugene Merrill finds himself in the middle of still another major assignment — regulation of the fast-expanding television industry, along with the older media. His background should prove to be a big help.

The Merrill career started 3½ decades ago when the young grammar school student became Salt Lake City’s hardest selling newsboy. Week after week he won the Deseret News weekly prize for selling the most papers — a record he discusses cheerfully in contrast to his reticence about other professional achievements.

In high school he played basketball, starred in School of Mines & Engineering at U. of Utah, he was a pupil under his father, Dr. Joseph F. Merrill, director of the school. During his freshman year, Dr. Merrill resigned to become commissioner of education of the Mormon church and a member of the church’s governing body. The younger Merrill, incidentally, has always been active in church work and still teaches a Sunday School class at Falls Church, Va. His higher education included economics and law courses, but he had to abandon football for lack of time.

Upon graduation from the university he spent several months inspecting mining properties, and then went with U. S. Smelting & Refining & Mining Co., remaining there until he joined the Public Utilities Commission.

He married Barbara McCune Musser, of Salt Lake City. In 1938, meeting her at the state capitol where she was secretary to the Attorney General. They have four children: Hyde, 9; Barbara Jean, 7; Roger, 4; Laura, 2.

Has Open-Minded Approach

“What are your thoughts on regulation of radio and television?” the new Commissioner was asked. The answer is typical of his scientific approach to all problems: “Do I commit myself ahead of time? — No.”

A Democrat, he is a loyal follower of President Truman and his Administration, as well as a supporter of Gov. Adlai Stevenson, the Democratic nominee.

KRSC SALE

Price is $234,500

SALe of KRSC Seattle to a Washington group holding radio and newspaper properties in the Northwest was announced last week by J. Elroy McCaw, president of Radio Sales Corp. The sale price was $234,500 plus net quick assets.

Members of the purchasing group, Washington Telearmers, Inc., include J. L. Longston, C. V. Zaser and Robert L. Pollack. They are interested in KPUG Bellingham and KSEM Moses Lake, both in Washington.

The negotiations, subject to usual FCC approval, were handled by Blackburn-Hamilton.

KRSC operates with 1 kw on 1150 kc. The station was founded in 1940. Mr. McCaw is interested in a number of western stations.

WHHK Sale Approved

SALE of WHHK Akron, Ohio, by United Broadcasting Co. for $35,000 to two of its sales executives has been approved by the FCC. The purchasers are Jackson B. Maurer, general sales manager of United Broadcasting’s WHK Cleveland, and Philip R. Henney, general sales manager of WHKK. The pair will assume active management of WHHK [B&T, Sept. 1].

Our Respects To

(Continued from page 60)
SHORTAGE FEARS
Expressed by Set Group

FEAR that shortage of basic materials will cramp radio-TV set output early in 1953 was voiced by a receiver manufacturers' industry advisory group last Thursday.

Conferring with electronic officials of the National Production Authority, set-makers cited potential scarcity of copper, aluminum and steel because of the steel shut-down and labor shortages in some areas, particularly Chicago. Production shortage of 21-inch TV picture tubes also was reported. Labor shortage exists among engineers and assembly-line workers.

Fulfillment of military needs was pointed up in a seventh quarterly report, New Resources Bring New Opportunities, submitted to President Truman by Henry H. Fowler, new director of the Office of Defense Mobilization.

"Output of electronic equipment is now running at a rate more than double that of a year ago," Mr. Fowler reported. "Some of the largest and most complicated equipment is now reaching volume output."

Manpower Problems

Mr. Fowler also noted that employment in civilian radio-TV manufacturing rose in the third quarter (July through September), "reversing the down trend of the second quarter." Military electronics employment also increased "and further gains are expected," Mr. Fowler said, adding that "acute shortages are in immediate prospect" for the engineering and scientific fields. Technical personnel completing training will continue to decline through 1964.

Meanwhile, NPA indicated last week that relaxation of regulations governing construction by radio-TV broadcasters and other industrial groups may be deferred beyond April 1 to May 1. Under this policy evolved because of the impact of the steel strike—virtually all new major station building is precluded until next spring. Broadcasters whose construction already is underway will be able to complete their project [B&T, Oct. 6, Sept. 29].

Mr. Fowler also reviewed NPA's automatic allotment procedure which becomes effective Jan. 1 and provides larger quantities of materials under self-authorization, not to mention a saving of paper work. This is reflected in cutbacks of personnel in NPA's Electronics Division and a general realignment of the agency's functions. At least a dozen members of that division have vacated their posts, either returning to private industry or transferring to other government agencies. Positions affected mainly are components and electronics tubes.

KECA Los Angeles Mickey Kate Show, weekly hour-long musical variety program, is sponsored by American Jewish Marketers, L. A. Agency is Louis J. Weisman Adv. Agency, that city.

Page 64 • October 13, 1952

Graybar recommends
THE NEW ALTEC 250A SPEECH INPUT CONSOLE

Here is the latest addition to Altec's new and enlarged line of speech input equipment— the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

- Two main program channels which can be operated simultaneously on separate programs.
- A nine-channel parallel mixer—any combination of nine inputs can be used at the same time on either channel.
- All necessary monitoring, cue, audition, and signaling circuits.
- Controls, keys, and pots conveniently arranged for maximum accessibility.

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type...are compact...easy to change and service. (The pre-amplifier unit, for instance, is only 13/4"x41/2"x9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.
Compartment Color (Continued from page 22)

up by receivers in the auditorium. He finished the talk live from the platform. Proceedings were transmitted to the Pentagon by the mobile station.

Nearly 860 delegates were registered at the convention, with all 17 sessions well attended. Radio and TV network officials as well as FCC and other government officials were guests Tuesday at a luncheon given by RCA, with Jack O'Brien, RCA theatre sound equipment and visual sales manager, serving as host.

The David Sarnoff Gold Medal Award was presented at the Wednesday dinner to Axel G. Jensen, Bell Labs. The annual SMPTE Journal award went to D. L. MacAdam, Eastman Kodak Co. Receiving honorable mention were F. C. Williams of Eastman Kodak Co., and Otto H. Schade of the Tube Dept., RCA Victor Div.

FIlm processing techniques were covered in a number of papers, along with methods of recording TV programs by kinescope and motion picture processes. Karl Freud of Hollywood detailed the methods used in shooting the I Love Lucy (CBS-TV) program, with TV cameras replaced by three motion picture cameras.

Talks on Kinescope

Kinescope papers were read by Ralph E. Lovell and Robert E. Binkley of NBC. They described devices used to prepare improved film recordings. L. L. Pourciau, General Precision Lab, read a paper on a new image-orthicon camera chain and associated gear, operated by remote control. W. E. Stewart, RCA Engineering Products Div., described a new TV projector.

Successful use of image orthicon cameras for all film transmitted by WABD (TV) New York for the last year was described by Rodney D. Chipp, DuMont TV network design engineering. Operation of these cameras to replace iconoscopes for film transmission followed a year of tests. Mr. Chipp said the image orthicon can produce good pictures, with no operational difficulty, from nearly all grades of film, with technical manual hours for previews and rehearsals eliminated. When all cameras in a station are of the same type, maintenance is standardized, he said, and inventories reduced. Operating costs of image orthicons are only a few cents an hour higher than iconoscopes, he noted.

Mr. Mole told the delegates he believed movies and television could live together, supplementing and strengthening each other.

Logs and Politics

DEMOCRATS have carried their press feud another step. The Democratic National Committee has told party workers to watch radio-TV schedules in their local newspapers to make sure Gov. Adlai E. Stevenson gets “a fair break.” Many papers list speeches by the Governor as national committee programs without mentioning his name, but when Gen. Eisenhower speaks, his name is listed, committee said. “Protest to the editors ... if they are not listing Gov. Stevenson’s name in their radio and television programs,” the committee urged.

Double-Billing (Continued from page 22)

problems in a TV-saturated operation. He said it takes “guts” to cope with these problems, and to avoid the pitfalls of rate-cutting. He urged reappraisal by broadcasters of the matter of classification of accounts. For example, the co-op situation, and determination whether accounts should be billed as national or local.

The resolutions committee, functioning with uncommon speed, brought in its recommendations on the first day, rather than the second day of the meeting. Hereafter by Allen M. Woodall, WDAR Columbus, the committee comprised Michael R. Marsh, Johnstone and Stone, Kings Smith of WCVE Montgomery, Bob Rounsaville, WQXI Atlanta, and Harry Camp, WQAM Miami.

In addition to those enumerated, resolutions adopted included one opposing the NAB's efforts to get the FCC to change its requirements with respect to supplying engineering data on signal patterns. They cause undue hardship upon existing stations when they are required to supply such data to new applicants or those seeking modifications for utilization of the same channels, resolution claimed.

Other resolutions praised the stewardship of President Fellows and of his NARTB staff and lauded the accomplishments of the Holt District 5 administration.

French Network Expands

FRENCH-language network service will be expanded Oct. 19 by Canadian Broadcasting Corp. to French-language stations outside the Quebec province. Donald Manson, ORC general manager, announced that French-language stations in Ontario and western Canada will receive the service from 8 a.m. to midnight. \n
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Looking for a participation show you can brag about, instead of having to justify? WFBR’s home-grown Melody Ballroom carries more audience than any other afternoon radio program — more than high-cost TV shows! Make sure your radio dollar’s well spent in Baltimore — buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of...
690 KC REQUESTS
New Bids Pend on NARBA

PENDING ratification and entry into force of the new North American Regional Broadcasting Agreement, two applications for 690 kc were placed in the FCC's pending file by the Commission last week, but the cases were continued in hearing docket status as well.

The applications involved include the request of WTOC Savannah, Ga., for switch from 5 kw on 1290 kc, directional night, to 10 kw on 690 kc, and a new station bid by Brennan Broadcasting Co. for 25 kw on 690 kc, directional night, at Jacksonville, Fla. FCC's order noted both applicants "would fail to protect Cuba under the new NARBA." Further comparative consideration cannot be held until the status of NARBA is settled, FCC indicated.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

30 years of skillfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR-ACUSE
AM • FM • TV

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK
August 31-September 6, 1952 EVENING, ONCE-A-WEEK

Current
Rank
Program
Rating
Homes %

1
Droopet (NBC)
7.3

2
You Bet Your Life (NBC)
6.7

3
People Are Fancy (CBS)
6.6

4
Dr. Christian (CBS)
6.0

5
Cavalcade of America (NBC)
5.8

6
Eisenhower's Speech (ABC, Thu.)
5.7

7
Great Gildersleeve (NBC)
5.5

8
F.B.I. in Peace and War (CBS)
5.5

9
Life With Lupe (CBS)
5.5

10
Faith's Shows (NBC)
5.5

(*) Homes reached during all or any part of the program, except for homes watching only 1 to 3 minutes.

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JNBA MEETING
Hennock to Speak

AN ADDRESS by FCC Comr. Frieda B. Hennock, an appraisal of educational radio and television, and a political debate will be features of the fall meeting of the New Jersey Broadcasters Assn. and the Fifth Annual Rutgers Radio Institute, scheduled today (Monday) and tomorrow at the Walt Whitman hotel in Camden.

Program, announced last week by NARHA President Paul Alger of WSNJ Bridgeton, calls for Miss Hennock to speak at a luncheon today. The political debate will pit N. J. GOP Sen. H. Alexander-Smith, seeking re-election, against Archibald Alexander, his Democratic rival, in addresses scheduled for broadcast by several New Jersey stations.

d-CON CASE
FTC Takes Testimony

TESTIMONY was taken last week by the Federal Trade Commission on a complaint which alleges advertising misrepresentations by The d-Con Co., Chicago, manufacturer of rodenticide preparations. The company has been active in promoting the merchandising of its products through radio per-inquiry deals in which stations were asked to compete for contest prizes. FTC filed its complaint last spring (B+T, March 24).

Hearing was held in Chicago last Monday, with Webster Ballinger presiding as hearing examiner. Edward F. Downs was attorney in support of the government's complaint.

VOICE OF ALABAMA
Re-Formed as Television Corp.

CORPORATE reorganization of Voice of Alabama, Inc., as the Television Corp., was effected Oct. 2 at a meeting in Birmingham, but it entails no change in control or management. The Voice of Alabama Div. will operate WAPI and WAPM/FM-TV.

Capital stock has been increased from 1,000 shares of $100 par to 100,000 shares of $5 par. Officers remain Ed Norton, board chairman; Thad Holt, president-treasurer, and Ernest H. Mitchell Jr., secretary. Mr. Norton holds 76,636 7/11ths shares and Mr. Holt, 23,268 4/11ths shares. FCC will be notified of the transaction when legal forms are completed.

1922 • 1952


Broadcasting • Telecasting

Page 66 • October 13, 1952
"BROADWAY TV THEATRE" enters the Fall season as the top-rated dramatic show on New York television!*

Live drama, delivering the client’s sales story five nights a week, to a weekly audience of 2,141,000 viewers... more people than are reached by any other drama on any other TV station in the world’s largest market.

WOR-TV channel 9 for New York

*Source: Telepulse, Sept., '52
One News Flash on WGAL-TV —
and the FBI Gets Its Man

The day after his picture appeared on
WGAL-TV's "Wanted Persons" pro-
gram, a butcher employed in a Lan-
caster, Pennsylvania super-market was
arrested by special agents of the FBI
on charges of forgery, fraud against the
Federal Government, and conspiracy
in an embezzlement at a U. S. Naval
Base. Two alert WGAL-TV viewers
had recognized the 315-pound butcher
when his picture was flashed on the
screen, and promptly called the FBI.
Result: the apprehension and arrest of
a "wanted person."

Through its "Wanted Person" tele-
casts, presented in cooperation with the
FBI, WGAL-TV is privileged to per-
form an important public service, the
effectiveness of which is clearly illus-
trated by the dramatic incident de-
scribed above.

Represented by

ROBERT MEEKER ASSOCIATES
New York       Chicago       San Francisco       Los Angeles
By LARRY CHRISTOPHER  
IN A PRECEDENT ruling respecting TV hearings, FCC last week refused enlargement of issues in the Portland, Ore., proceedings but indicated that the present issues permit applicants—in all TV hearings—to exercise their own option in introducing evidence concerning proposed service to specific areas and populations.

Such evidence introduced by applicants competing in the same area, however, will be given varying weight according to the circumstances of each case, the Commission warned. FCC pointed out the presently available and only general technique for predicting such service which is now contained in

New TV grants for one whf, four stations swell applicant to 78. Two dozen more applicants notified of hearing. Pages 78, 79.

the engineering standards, a technique devised for allocation purposes and not for licensing proceedings.

The ruling is considered a key-stone for all comparative television proceedings involving bids for the same area even though it was directed to petitions filed by certain applicants in the Portland hearings. Similar petitions to enlarge the hearing issues pending in several other hearings for additional cities.

The hearing issue problem, particularly with respect to service to areas and populations, has plagued virtually all television issues in for many weeks [B*T, Sept. 1] and it had been hoped earlier that the matter would be settled before the hearings commenced on Oct. 1.

At the same time, FCC ruled that a Sec. 307(b) consideration is a proper issue to be added to a hearing involving competing applicants seeking the same channel in two neighboring communities. Such a consideration includes comparison of proposed service to respective areas and populations.

This issue was added by the Commission to the competitive hearing involving KGON Portland and KVMV Vancouver, Wash. Both seek uhf Channel 21, assigned to the Portland area. Vancouver is within 15 miles of Portland, hence the channel may be sought for the Washington city under FCC's rules. See 307(b) of the Communica-
tions Act requires FCC to assign radio facilities equitably among the states and communities. This provision of the law, along with relative evidence of proposed service to specific areas and persons, for many years has constituted the pivotal factor for decision in many AM cases concerning two or more communities.

Comm. Frieda B. Hennock issued a comprehensive "dissent" to the memorandum opinion and order of the Commission majority which refused to grant the petitions of the Portland applicants to enlarge the issues. Comm. Hennock agrees with the majority in denying such petitions, but she opposed granting the "option" to applicants to introduce evidence of predicted coverage for what might be worth.

Notes Sixth Report

Noting that the technique of coverage prediction was suitable only for allocation and not licensing purposes, Comm. Hennock contended the optional "engineering issue" in the licensing proceedings "would thus seriously backtrack upon the fundamental principles of the Sixth Report and Order, determined after an exhaustive study of the entire technical basis of television broadcasting."

Besides wasting time and money of applicants and FCC alike, such an option would "open the doors of the comparative proceedings to a flood of speculative and vague evidence that would . . . unduly . . . prolong the hearings." She also felt the option will benefit the big-money applicants who can afford to it will be the big-buck, front-run in junk comparative consideration which might put aside more important factors of the applicants' character and proposed programing.

All of the TV hearings presently have the same five hearing issues of which two have been put into dispute, or clarification requested, by applicants in several cities. FCC's memorandum opinion and order noted these to be issues No. 2 and 5, which are:

1. To determine the type and character of the program services proposed to be rendered and whether they would meet the needs of the areas and populations.

2. To determine on a comparative basis which, if either, of the above-entitled applications should be granted.

"In substance," FCC observed, "the petitions before us request that the Commission require a showing of the area and population residing within the predicted Grade A and B signal intensity contours and any differences existing among the applicants with respect to their showings."

In paragraph 4 of its ruling, FCC continued.

At the outset, the Commission wishes to make clear that all relevant material and pertinent differences between competing applications will be given full consideration. However, the weight to be given to any particular factor cannot be prejudged. In fact, such weight will probably vary in each individual case. This variance will be due primarily to differences in maximum and minimum

(Continued on page 78)

THEODORE R. (TED) GAMBLE, prime example of a motion picture exhibitor "moving" into radio and TV, revealed last week that he has already disposed of most of his theatrical holdings because he is convinced TV will deal a death blow to movie exhibition "as it is now set up."

Mr. Gamble, who headed the Treasury Department's War Bond Savings Drives as a dollar-a-year man during World War II, is already the principal stockholder of KJR Seattle, KOIN Portland, Ore., and KCMJ Palm Springs, Calif. He is a 29% stockholder in KLZ Denver.

It was in the Denver TV hearings, which completed the second week last week that Mr. Gamble made his disclosures. KLZ is being opposed by Denver Television Co. (Wolfgang theatre interests) for Denver's Channel 7 [B*T, Oct. 1].

In 1949, Mr. Gamble made that decision, he related, and as of today his once $2.5 million investment in movie houses in Wisconsin, Ohio, Indiana and California have been brought down to less than $500,000. In another six months, he expects to be out of the theatre business entirely, he said.

Basic for Mr. Gamble's drastic conclusion, he said, was his belief that small, neighborhood and small-town "subsequent-run" theatres will be hardest hit by TV. He predicted that from 6,400 to 10,000 of today's 18,000 theatres will go out of business in the next six years. Since his theatres were in the class he felt would be most affected by TV, he decided to liquidate his holdings in them, he said.

"The time is coming when TV and theatres will work together," he told BROADCASTING TELECASTING. "But, when that time comes, will the TV stations choose to remain with the high-brow theatres with superior films that will maintain themselves. The moving picture business won't be the same kind of a business it is today."

A less pessimistic attitude toward motion picture exhibition and TV was taken by one of Mr. Gamble's associates in KLZ, Frank H. Ricketson Jr., president of the 90-theatre Fox Intermountain circuit and a 13.6% stockholder in KLZ, declared he did not think there was a chance that radio and theatre exhibition. He said that he fore- saw the day "when TV and theatres will complement each other, just like radio and theatres."

Asked if the government's suit against major producers regarding release of 16mm film to TV and other sources, Mr. Ricketson frankly declared he does not think 16mm film should be made available to TV. "That would take people out of our theatres," he said. "Certainly, not first-run films," he added. Mr. Ricketson, who is treasurer of KLZ, was interrogated regarding anti-trust matters in the motion picture industry. He was one of the two principals in the innovation of Bank Night, which was used by 5,000 theatres in the 1933-38 period. It ceased operation when the Post Office Department ruled it a lottery.

It was also determined that Mr. Ricketson owns 8½% of Cheyenne (Wyo.) Newspapers Inc., publisher (Continued on page 88)
TV ‘FACTS OF LIFE’  
[Also see District 5 story on double bilingings in this issue].

THE FACTS of TV life, economically, philosophically and allocations-wise, were unfolded to broadcasters of Georgia, Alabama and Florida last Tuesday at a wide-open seminar conducted at the NARTB District 5 meeting in Atlanta.

A dozen participants, qualified to do the job before a national convention, covered the subject from all points of the compass. And they didn’t predict a rosy economic future for television broadcasters everywhere through the simple expedient of getting a license.

Robert D. Sweezy, WDUS-TV New Orleans, chairman of the NARTB-TV board, keynoted the panel in somber tones, predicting a fate worse than that of rampant radio rate-cutting if television broadcasters do not approach their obligations with “courage and common sense.” Unless the pellmell that befell radio are avoided, he warned, “someone is going to take television away from us.”

“TV is too powerful,” Mr. Sweezy declared, that the politicians could well conclude it “should not be left in the hands of private industry.” He said he sounded this grim note because he wanted television broadcasters to forget intergeneric sniping and pitch in on the all-important industry fight to preserve the medium in private hands.

Panel Members

Participating in the panel with Chairman Sweezy were William B. Lodge, CBS-TV; Richard P. Doeherty, and Thad Brown, NARTB; Harold J. Neiman, Jr., FW TV; Glenn Marshall Jr., WMBR-TV Jacksonville; John Outler Jr., WSB-TV Atlanta; Lee Ruwitch, WTVJ (TV) Miami; Jack Collins, WAGA-TV Atlanta; William T. Lane, WLTV (TV) Atlanta; C. P. Persons Jr., WAFM-TV Birmingham, Ala.; Fred C. Pogue, WPAB Radio, Lafayette, La.; and James W. Bailey, WNAB Radio, New Orleans.

To the question, raised by Jerry Stone, WNDB Daytona Beach, as to the smallest size community that could operate a television station profitably, there can no clear-cut answer, but considerable enlightenment on the economics of the medium. Mr. Doeherty argued that, irrespective of population, an income of $140,000 to $150,000 is needed to maintain the smallest of stations. These would be analogous to the 250 watts of other mediums.

The trend in TV equipment costs is down, Mr. Lodge reported. He said this follows the pattern in AM. But other panel members saw no similar trend in productions costs.

Mr. Ruwitch, with a background in film by virtue of WTVJ’s ownership by Wometco Theaters, said the millions of feet of film in the Hollywood vaults will “go by the ways of water ripples without water, flying carpets, intermixing of live and film, rear projections, and various other time and money-conserving devices developed by TV.”

NOW AN ITALIAN war did not make all the Sixth Report protest of KROW Oakland is unsuccessful.

In its request of Sept. 29 before the District of Columbia court for extension of time to Oct. 31 to file the record, FCC cited as reason for delay the extensive nature of the record and noted that the WLOA and KXOL appeals may, in effect, be rendered moot by allocation corrections since proposed by FCC to its Sixth Report. Through consent of counsel for the protesting stations, the extension was granted to Oct. 31, the same date the filing of record is due in the Philadelphia court.

Filing of record at San Francisco is not due until 40 days after the court disposes of FCC's motion to dismiss the KROW appeal.

WLOA and WWWSW protested FCC's failure to allocate vhf Channel 4 to Bradock, Pa., and the Pittsburgh area. FCC has proposed to correct the case by putting Channel 4 at Irwin, Pa. [B'T, Sept. 1].

FCC several weeks ago finalized its corrective proposal to add vhf Channel 10 at Lafayette, La., answering the practical aspect of KXOL's complaint [B'T, Sept. 29].

KROW, one of the original San Francisco area applicants, appealed for restoration of the pre-thaw allocation of six vhf channels (now five, one reserved for education) and asked that its hearing status rights be re-established [B'T, Aug. 11]. WISCO protests FCC's failure to make all uhf facilities there commercial [B'T, June 16]. WISCO urged that the educational reservation of one uhf channel be switched to the company.

J. Roger Wollenberg, assistant general counsel in charge of FCC's

(Continued on page 110)
EIGHTEEN AWARDS in two years is the record of a scientific television program that interests as well as educates its viewers and wins nothing but praise for its sponsors. Science in Action is a 30-minute weekly program on KGO-TV San Francisco. It is sponsored by the American Trust Co., a 100-year-old institution that finds the coverage pattern of the station almost duplicates the area served by its 84 branches.

The only television used by the bank, the program was decided on because of the firm's interest in supporting an educational project and at the same time trying out television as an advertising medium.

American Trust has a well diversified advertising program using nearly every medium and has long shown an interest in such school connected activities as the Future Farmers of America and the 4-H Clubs in rural areas.

First the general idea of the program was decided upon by the bank, its agency McCann-Erickson and the California Academy of Sciences, which produces the program. The three groups then sent representatives to the California state capital in Sacramento for advice from the State Board of Education.

Program Topics Discussed

The group met with Mr. Frank B. Lindsay, assistant division chief for secondary education, to discuss program topics thoroughly. It was decided that Science in Action should select topics which would coincide closely with classroom subjects being studied about the same time.

The bank executives wanted to devote the program's commercial time to arouse interest in scientific subjects and to help young people select careers. John Harvey, the announcer, interviews a young student from a local school each week. These students are selected for their interest in some phase of science. They demonstrate an application of what they are learning in classroom and laboratory study of such subjects as chemistry, photography, electronics, zoology, etc.

Care is taken in preparing the "commercial" copy to leave out commonly-used "banking terms." The words "savings," "checking account," "security" and the like are avoided entirely. There are no "hard selling" commercials. The importance of dignity and restraint in the use of the bank's name and mention of its service is constantly emphasized during the commercials' preparation.

Proof that the sponsor is right in this approach is found in the heavy mail pull which the program draws. Fully 17% of these letters praise handling of the commercials. There has never been a criticism of this phase of the program.

Development of the show is not the work of any single person. It is masterminded by a group which Dr. Robert C. Miller, director of the California Academy of Sciences, calls the production committee. There are five members. The sponsor is represented by its advertising manager, Lester B. Johnson and by Kenneth D. Jones of McCann-Erickson. KGO-TV lends its director of studio productions, Russel Baker, and technical director, Stan Younger. An Academy of Science writer, Benjamin Draper, heads the committee as executive producer.

Topics are selected two months in advance. Six weeks planning goes into each show. Dr. Miller says, "The show is a combination of the elements of solid science teaching and showmanship. The two are not incompatible, we have found."

The show's format is built around a guest scientist, a top man on the subject for that program. Dr. Otto Struve, one of the world's foremost astronomers, for example

(Continued on page 105)

PROGRAM HOST Dr. Earl S. Havens (right) is tested on "The Mind's Eye" program of Science in Action by Dr. Douglas M. Kelley, Dr. Kelley, a renowned psychiatrist drew more fan mail than any other show in the series, as an afterthought of his discussion of psychology.

A HUGE BEETLE is shown on the "Insects Of The Andes" program of Science in Action by Dr. Hugh B. Leech, associate curator of entomology, California Academy of Sciences. Each week a notable authority is introduced and the show is built around his background.

PRODUCTION committee includes (l to r): Russell Baker, KGO-TV, director of the program; Dr. Harvey E. White, nuclear physicist; Lester B. Johnson, advertising manager of American Trust Co.; Dr. Miller; and (sated) Kenneth D. Jones, McCann-Erickson and Benjamin Draper, executive producer.
television grants and applications

Digest of Those Filed With FCC Oct. 3 Through Oct. 9

Grants Since April 14:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<td>15</td>
<td>49</td>
<td>64</td>
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<table>
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<tr>
<th>Educational</th>
<th>VHF</th>
<th>UHF</th>
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<tr>
<td>17</td>
<td>36</td>
<td>73</td>
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</table>

Commercial television stations on the air:

1 Includes XELD-TV Matamoros (Mexico-Brownsville).

Applications Filed Since April 14:

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<thead>
<tr>
<th>New</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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</thead>
<tbody>
<tr>
<td>25</td>
<td>36</td>
<td>61</td>
<td></td>
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</tbody>
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A one applicant did not specify channel.

1 Includes 73 already granted.

NEW STATION GRANTS

(Listed by States)


P. O. Box 240, St. Petersburg: (For application, see TV Applications, B.T., Aug. 7.) City priority status: Gr. C-1, No. 3.

SAGINAW, Mich.—Lake Huron Bestg. Corp. (WKNX). Granted u/f ch 36 (754-770 mc). ERP 150 kw visual, 30 kw audio; antenna height above average terrain 390 ft., above ground 420 ft. Estimated construction cost $148,000, first year operating cost $136,000, rev. $154,000. Post Office address c/o Radio Station KOLN Lincoln, Neb. Studio and transmitter location 40 and W. Streets. Geographic coordinates 40° 49' 23" N., 97° 36' 25" W. Long. Transmitter and antenna RCA. Legal counsel Reed & Mathis, Chicago, Ill. Engineer: Wallace P. Cullum, Monticello, Ia. Principals include: President John G. Reed Jr. (49.9%), New York and New Jersey theatre operator, and Vice President and Secretary Edwin Gage (49.9%). New York and New Jersey theatre operator (Deacon, Read and Gage) are connected with each other through various mutual theatres (condns). (For application, see TV Applications, B.T., Sept. 1.) City priority status: Gr. B-1, No. 123.


WILLO — Pittsfield Radio Bestg. Corp. (KGNC). Granted v/f ch 4 (60-72 mc). ERP 130 kw visual, 20 kw audio; antenna height above average terrain 770 ft., above ground 750 ft. Engineering conditions. Estimated construction cost $77,000, first year operating cost $65,000. Post Office address c/o Walter Read Jr., 710 Ave Transmitter and antenna RCA. Legal counsel Leonard & Wolfe, Scranton, Pa. Engineering: Walter Read Jr., Monticello, Ia. Principals include: President B. E. Walker, Scranton, Pa. and Vice-President P. K. Kriner, Scranton, Pa. Globe News Publishing Co. holds 81% of stock, which is voted by FACES of executives in this picture reflect the relationship between station and network as it is framed. A link is inferred between WLSL-TV Roanoke, Va., which hopes to be operating on Channel 10, by the end of the year, and NBC-TV.

BROADCASTING • Telecasting

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station personnel:


Gene A. Rowe; remaining 15% of stock held by Sinclair entrepreneur. (For application, see TV Applications, B.T., Sept. 23.) City priority status: Gr. A-2, No. 47.

LUBBOCK, Tex.—Bryant Radio & Television Corp. (KLUB). Granted v/f ch 11 (190-204 mc). ERP 92 kw visual, 35 kw audio; antenna height above average terrain 71 ft., above ground 50 ft. Engineering conditions. Estimated construction cost $342,100, first year operating cost $270,000, rev. $425,000. Post Office address 1803 Broad- way St., Lubbock; Engineer: Elmer J. Cusick, Lubbock. Principals include: President Joe J. Bryant, Lubbock; Vice President and Secretary Robert L. Snyder, Lubbock. (For application, see TV Applications, B.T., Sept. 23.) City priority status: Gr. A-1, No. 18.

LUBBOCK, Tex.—Texas Telecasting Inc. Granted v/f ch 3 (210-216 mc). ERP 95 kw visual, 60 kw audio; antenna height above average terrain 900 ft., above ground 1,050 ft. Engineering conditions. Estimated construction cost $480,000, first year operating cost $380,000, rev. $510,000. Post Office address 2015 City St., Lubbock; Engineer: W. C. Edmondson, Lubbock. Principals include: President W. C. Edmondson, Lubbock; Executive Vice President and Secretary T. Y. Schindler, Lubbock. (For application, see TV Applications, B.T., Sept. 23.) City priority status: Gr. A-2, No. 50.

SPECIAL TEMPORARY AUTHORITY GRANTED

KRTV (TV) Denver, Colo.—Granted temporary authority to operate new station on Channel 51, ERP 150 kw visual, 63 kw audio; antenna height above average terrain 200 ft. Engineering conditions. For period ending at 3 a.m. EST, April 13, 1953.

(Continued on page 78)
FIVE NEW GRANTS

FOUR NEW vhf grants and one uhf authorization were announced by FCC last week to boost the total post-thaw new station permits to 75, including 64 commercial and 9 noncommercial, for both aerial and outlet positions.

Additionally, the Commission designated or notified for hearing a total of 25 applications in various cities. All grants and virtually all hearings are in the city group Priority Group A-2 listing, cities 45 miles or more from servicing.

The new station grants included:
- City of St. Petersburg, Fla. (Priority Group A-2, No. 3) — City of St. Petersburg (WSUN), granted uhf Channel 38 with effective radiated power of 85 kw visual and 45 kw audio and antenna height above average terrain of 480 ft. Estimated commencement date: Unknown.
- Amarillo, Tex. (Group A-2, No. 47) — Plains Radio Broadcasting Co. (KTXA), granted vhf Channel 10, ERP 100 kw visual and 50 kw audio, antenna 770 ft. Estimated commencement date: Six to eight months.
- Springfield, Ill. (Group A-2, No. 50) — Bryant Radio and Television Inc. (KCBD), granted uhf Channel 11, ERP 20 kw visual and 10 kw audio, antenna 750 ft. Estimated commencement date: March, 1953.
- Chicago, Ill. (Group A-2, No. 50) — Texas Telecasting Inc., granted uhf Channel 15, ERP 21 kw visual and 15.5 kw audio, antenna 886 ft. Estimated commencement date: Unknown.
- Springfield, Mo. (Group A-2, No. 57) — Independent Broadcasting Co. (KTTV), granted uhf Channel 15, ERP 12.5 kw visual and 64 kw audio, antenna 742 ft. Estimated commencement date: Unknown.

NCAA REVIEW

TV on Chicago Agenda

TELEVISION pops up again as a major item on the agenda of the National Collegiate Athletic Assn. today (Monday) and Tuesday when the executive committee meets in Chicago at the LaSalle Hotel. Members of the TV Committee will present an up-to-date report on the progress on NCAA’s controlled video program, according to Executive Secretary Walter Byers. The TV program, however, now that most of its problems are solved, has the executive committee’s dis- cussion rather than other NCAA matters.

Proposal under consideration by the NCAA Television Committee whereby college football television receipts would be distributed to all members on a basis yet to be formulated was assailed last Wednesday by Notre Dame Director of Athletics Ed (Moose) Krause. He characterized the plan as “hostile” and “socialistic and communist.” Mr. Krause asserted that if such a program were adopted, it logically followed that all colleges should share the revenues with state university funds and the physical properties of one another.

BROADCASTING • Teletasking

The following applicants were designated or notified for hearing a total of 25 applications in various cities. All grants and virtually all hearings are in the city group Priority Group A-2 listing, cities 45 miles or more from servicing.

Chi-Town, Kan. (Group A-2, No. 60) — Mid-American Television Inc. and Sun Broadcasting Co. (KAKE), granted vhf Channel 13 applicants who now seek extensions of time to obtain a license to consolidate with bids of KAKE 9, Kansas City, Mo., and Radio-Phone Co. (WKY-AM-TV Okla- homa City) hearing to commence in Washington Oct. 28.

Sacramento, Calif. (Group A-2, No. 11) — Sacramento Broadcasters Inc. granted vhf Channel 3 applicants who now seek extensions of time to obtain a license to consolidate with that of KUSP Sacramento.

Medford, Ore. (Group A-2, No. 34) — Television of Wisconsin Inc. and Badger Broadcasting Inc., both seeking vhf Channel 3, notified of hearing.

Topka, Kan. (Group A-2, No. 43) — Directed Broadcasting Inc. granted vhf Channel 2, ERP 2 kw visual, and 1 kw audio, antenna 250 ft. Estimated commencement date: Unknown.

Portland, Ore. (Group A-2, No. 51) — George-Carolina Broadcasting Co. and Gardner Broadcasting Co. (WAVG), both seeking vhf Channel 6, ERP 2 kw visual and 1 kw audio, antenna 420 ft. Estimated commencement date: Unknown.

DURHAM BILLINGS

Bergmann Cites Swift Rise

GROSS billings of the DuMont TV Network will surpass $10 million this year and should triple that amount in four more years, DuMont Sales Director Bergmann told the Television Assn. of Philadelphia in a speech last Wednesday.

He predicted, on the basis of a projection made by the DuMont research department, that “over one billion dollars will be spent by national advertisers in network and national spot television in 1956.” He continued: “At its peak, network and national spot radio reached only $406 million. Thus, by 1956, national television dollars will be two and one-half times peak radio dollars.”

Reviewing DuMont development of low-cost advertising techniques, Mr. Bergmann reported on the network’s advertising growth. “In 1949 our total [Publishers Information Bureau] network billing amount to less than $1 million; in 1950 it became $4.5 million; in 1951, $7.7 million, and in 1952 it will pass the $10 million mark. Four more years should triple the 1952 mark.”

克拉克森大学图书馆
THIS CAN'T HAPPEN TO YOU:
the star's struggles with a balky fastener
will never stop your show...
when you USE FILM

For complete information concerning film selection and processing... special Eastman services, equipment, and materials... address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
power, differences in antenna heights, and other assorted elements of difference which may be shown to exist as among the applicants for a particular case; to the probabilistic value of the evidence purporting to establish differences between applicants; and, to the degree of difference established with respect to any specific factor or factors. Moreover, the Commission will not preclude which factors, and what degree of difference between applicants may be considered material or decisive in determining a "choice between applicants.""}

With respect to issue No. 2, "It is the Commission's intention that this issue be considered primarily directed to programming," the majority opinion stated.

"Issue No. 2 does not require specific showings of populations and areas purporting to establish differences in 'service' between applicants. However, the Commission believes that such issues of choice between applicants arise from the differences of the applicants under the provisions of Issue No. 5."}

The opinion explained that in reaching this view, "the Commission recognizes that the differences between predicted areas and populations within the respective Grade A B and C contours may sometimes be material as an element to be weighed in choosing between applicants."

The ruling stated, however, that the Commission "wishes to point out that there are many grave problems as to area and population comparisons that were considered in the submission, in the admission, and in the evaluation of the evidence referred to above." The following criteria were set forth:

**FIRST:** The right to introduce such evidence is in no way to be construed as objection to the admission and consideration of the areas and populations within the respective Grade A B and C contours will be considered as necessarily the result of the effect on our choice between applicants. All pertinent comparative factors will be considered and weighed in accord with our views (previously expressed).

**SECOND:** The matter of introducing evidence purporting to show differences between predicted areas and populations with the predicted signal intensity contours must have probative value. In this respect, specifications not grounded on substantial evidentiary majority may be more admissible to attempt to prove that the area was chosen with respect to any other factors of consideration.

**THIRD:** To the extent that evidence is introduced and admitted concerning area and population comparisons, the Commission wishes to emphasize that the areas and populations at this time, and before submission, will be made to applicants looking toward such proof. In the light of the whole incontestable information now available to the Commission as to the extent which the tools available to the applicant may be made to be sufficiently sharp and reliable to permit an accurate estimation of the signal intensity contours, nor to permit an accurate prediction of areas and populations to any significant degree of precision.

The "Commission report establishes that the received field intensities of television programs are greatly from location to location and with time, and that the received field intensities from these average curves for a specific station are not appreciably from the actual service." In addition, it is clear that a very large number of measurements from both desired and interfering stations, many of which may involve observations over several years, would be necessary to make any truly accurate estimate for any specific station. However, the Ad

Concerning the insertion of the decision respecting the establishment of the Vancouver Channel 21 hearing, FCC noted the Chief of the Broadcast Bureau stated an issue is "clearly appropriate . . . because it involves significant, different communities." The issues in the hearing were amended to read:

5. To determine in the light of Sec. 307(b) of the Communications Act of 1934 as amended, which, if either, of these policies would provide the more efficient and equitable redistribution of radio (television) service.

6. To determine in a comparative basis, if either, the use of entitled applications should be granted.

Hennek's Views

Comr. Hennek's separate views on the majority's ruling with respect to the petitions of Western Broadcasting Co., Inc.

I am in agreement with the majority determination to deny the instant petitions but Sub-Jection E. I am also in agreement with the license issuance proposal. I believe that on balance the record shows that the proposed operation will serve the public interest, convenience and necessity. For this reason, it is my opinion that the license issuance proposal should go forward and that the hearing on the license issuance proposal should be closed.

Turning to the issue of whether or not the license issuance proposal should go forward, I believe that it is clearly important that the public interest, convenience and necessity be served as best it can be. For this reason, it is my opinion that the license issuance proposal should go forward and that the hearing on the license issuance proposal should be closed.

The highly competitive nature of the broadcasting industry has resulted in serious consequences which may very well have been anticipated in the...
If you sell your product west of the Rockies, these letters label an advertising package that is put together especially for you. One you have needed for a long time.

It’s a new regional television network, the nation’s first, tying the scattered major TV markets of the West into a unit which is not only easy to buy and use, but as sales-productive as any you will find.

It brings together more than 75 per cent of the people of California, Arizona and Utah in a single $10-billion market area.

And it carries with it opportunities not available till now to tailor your sales message to a Western audience...to closely coordinate your merchandising...to program with a regional touch—and with the full production resources of CBS Television in Hollywood at hand.

It’s here now, and your CBS Television Spot Sales representative will be happy to show you what it can deliver. It’s...

**CBS TELEVISION PACIFIC NETWORK**

including KNXT, Los Angeles, KPIX, San Francisco, KPMB-TV, San Diego, KHJ-TV, Salt Lake City, and KPHO-TV, Phoenix.
And keep 'em up... with

FRONT PAGE DETECTIVE starring
Edmund Lowe. Ratings and sales curves reach for the sky when this top mystery-detective film series is aimed at local markets. Here's proof:

5th most popular TV show in San Diego.
Among the Top 10 shows in Baltimore.
Sponsor's sales up 42% in just 26 weeks.

Raise your sales sights faster with "Front Page Detective." 39 complete half-hour episodes.
Still available in many markets. Call or write...

Consolidated Television Sales
5746 Sunset Blvd., Hollywood 28, HO 9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
520 N. Michigan Blvd., Chicago 11, MI 2-5231
TV Grants and Applications

(Continued from page 78)

MIDLAND, Tex.—Permian Basin Television Co., vhf Ch. 2 (54-60 mc); 151 kw visual, 58.8 kw audio; antenna height above average terrain 534 ft., antenna layout determined. Transmitter location on 20-foot-high hill about 11/2 miles east of Midland, 1130 ft., Post Office address Richt Theater, Richt Theatre, Midland. Full details to be determined. Transmitter location on State Highway 188, 56.4 mi. southeast of Midland, 1200 ft., antenna height coordinate 32° 20' 15" N., 105° 59' 30" W.; antenna height above average terrain 534 ft., antenna layout determined. Estimated construction cost $472,000, first year operating costs $122,000.

RCA.

TEMPLE, Tex.—Bell Pub. Co., vhf Ch. 12 (82.3 mc), 10 kw visual, 6.9 kw audio; antenna height above average terrain 603 ft., antenna layout determined. Estimated construction cost $648,407, first year operating cost $175,000.

Post Office address P. O. Box 12, Temple.

WICHITA FALLS, Tex.—Wichita Falls Television Co., vhf Ch. 11 (93.5 mc), 13 kw visual, 4.8 kw audio; antenna height above average terrain 550 ft., antenna layout determined. Full details to be determined. Estimated construction cost $377,290, first year operating cost $173,000.

Post Office address P. O. Box 603, Wichita Falls.

TV Grants and Applications

FABORITE STORY PRINCIPALS INCLUDE (1 to r) Eddie Davis, director; Maurice Unger, Ziv TV West president; Mervyn Monroe, star and narrator.

NBC TV WINS

'BEST' DMAA Industry Award

NBC television last week won the best-of-the-best industry award of Direct Mail Adv. Assn. for its use of test mail to pre-qualify programming and sales. The award was made at the 35th annual conference, Oct. 8-10 at the Shoreham Hotel, Washington, D.C.

EXISTING STATIONS

Granted Change in Call Letters

WOL--Ames, Iowa: Iowa State College of Agriculture & Mechanical Engineering, 15 kw visual, 6.7 kw audio, antenna height above average terrain 350 ft. Also granted change of location, antenna and equipment changes.

Changes Requested

WICC-TV BRIDGEPORT, Conn., Southern Connecticut & Long Island Television Co., Mod. CP (which authorized new TV station) to change ERP to 182 kw visual, 91.1 kw audio, change location to Studio Hill, Bridgeport; change call letters to WICC-TV.

WPTV (TV) JACKSON, Miss.--Mississippi Pub. Corp. Mod. CP (which authorized new TV station) to change transmitter location to west of Robinson, Miss. (which authorized new TV station) to change ERP to 15 kw visual, 5.3 kw audio, change station location to Studio Hill, Jacksonville; change call letters to WPTV.

WKRN-TV YOUNGSTOWN, Ohio--WKBN Best, Corp. Mod. CP to change location, 95 kw visual, 100 kw audio, 12 kw antenna changes.

WICU (TV) ERIE, Pa.--Dispatch Inc. Mod. CP (as mod., which authorized new TV station) to extend completion date to April 24, 1955, from Oct. 24, 1955.

WMC-TV (TV) MEMPHIS, Tenn.--Memphis Newspaper Co. to exchange frequency to vhf Ch. 5 (76-82 mc) from vhf Ch. 3 (66-72 mc), and make further antenna changes.

KTV (TV) AUSTIN, Tex.--Tom Potter & Associates (which authorized new TV station) to change transmitter location to 1213 Congress Ave., Austin, 3.7 mi. of state capital building, and make antenna changes.

KSYM-TV EL PASO, Tex.--Tri-State Best, Co. Mod. CP (which authorized new TV station) to exchange frequency to vhf Ch. 11, 29.5 kw visual, 8.2 kw audio, from 1220 W. Montana, El Paso, to University Ave., El Paso, and make antenna changes.

ZIV TV SALES

Activity, Staff Upended

EXPANSION and realignment of the Ziv Television Programs Inc. staff became a reality after the unexpected record sales of the new Ziv TV film series, Favorite Story, together with other stepped-up sales activities, were announced last week by M. J. Rifkin, sales vice president.

In a reshuffling of the sales department, Mr. Rifkin announced Walter Kingsley, former account executive, as the new eastern division manager, assumed duties of western division sales manager and Albert S. Gous- tin, former New York account execu- tive, as sales director. Gous- tin will assume the duties of western division manager. Ed J. Bro- noon continues as central division sales manager. Before joining Ziv two years ago, Mr. Kingsley was an account executive with WCPBF Boston and previously served as commercial manager of WHOB Gardner, Mass. Mr. Gous- tin became associated with Ziv seven years after resigning from Blair TV Inc., where he supervised the western sales.

New account executives, as announced by Mr. Rifkin, include: David N. Los Angeles; C. E. McCurry, Virginia-North Carolina; Charles Britt, Memphis, and John Brumback, five northwestern states.

In a further realignment, Mr. Rifkin announced that the location of Ziv's New York sales office has been shifted to the Minneapolis-St. Paul area; William Johnson to the Kentucky area; Paul Blair from Chicago to Detroit; Robert Carroll from Detroit to upstate New York, and Leon Bernhard from upstate New York to Pittsburgh.

Increase in personnel was attributed in part by John L. Sinn, company president. "We have added large regional advertisers in the East, Midwest and on the West Coast to the new film series, star- ring Adolph Menjou. Although the show has not been announced, Mr. Sinn revealed, the show has been sold to the Olympia Beer Co., Olympia, Wash., and B and L of Chicago; a broadcast in Los Angeles, another station to be announced later, and KFMB-TV San Diego.

Blitz will sponsor the show at Milwaukee and on several other stations to be announced soon.

CBS-Columbia Buys

CBS-COLUMBIA Inc. N. Y.; manufacturer of radio and TV receiving sets, phonograph combinations and other electronic equipment) to sponsor Doris Day Show on CBS Radio, effective Nov. 11 (Tuesday, 10:05-11:30 p.m. EST). Ted Bates, New York, is the agency.
RCA Victor proudly congratulates the Kukla Fran and Ollie show on attaining its 5th Anniversary.

A special bouquet to Burr Tillstrom—the hand and voice behind the puppets—for his imaginative and valuable contribution to the entertainment field. Together with Fran Allison, who has lent her charm and sensitive wit, Burr Tillstrom has created a world of fantasy that has very real meaning for millions of Americans—adults and children alike. The very best wishes from America's favorite television to one of the truly top shows in the entertainment field!
of Wyoming State and State Tribune, Cheyenne Newspapers Inc. is 66% stockholder in KFBC Cheyenne, TV applicant for that city. Possibility of duopoly was raised when it was pointed out that Cheyenne is 96 air miles from Denver.

The claim that he would show that Harris P. Wolkberg, father of principal Denver Television Co. stockholder, was "real party in interest" in the TV applicant, was made by KLZ counsel Theodore A. Pierson, of Piersson & Ball.

Cross-examination of Mr. Wolkberg, who is president as well as 34% stockholder in Denver Television, commenced Thursday. If all subscriptions are taken up, Mr. Wolkberg will retain a 21.8% interest in the company, he acknowledged during direct testimony.

Other major stockholders in Denver Television are F. Kirk Johnson, Texas oil magnate, 18%; James W. Wolfberg and screen actor, 20%; Sterling C. Holloway, Texas attorney, 10%; Wilford M. Barber, physician, 10%, and Tom H. Adams, 18%. Denver Television plans to spend $688,524 in construction, $600,000 per year in operating expenses. Of this, $299,620 would be payable for 61 people, and he said Wolfberg is geared to $92.50 per one-time Class A time charge.

Revenue was estimated at $612,622, if non-network, stating $566,476 if network. If network-affiliated, operating cost would be $75,000 less than the $600,000 estimated.

Wolkberg Movie Holdings

Wolkberg interests own six theatres in Denver—downtown Broadway and Paramount and four drive-ins.

Among others who testified last week was J. Elroy McCaw, KLZ vice president and 20% stockholder. He was brought in last week to testify at any time he would devote to KLZ-TV operation, if granted, in the light of his other radio holdings.

Mr. McCaw owns 100% of KRSC Seattle (which is being sold, see story on page 15) and KORC Mineral Waters, Tex. He holds a 50% interest in KYA San Francisco; KMID; Centralia, Wash.; KPOA Honolulu; and KGLK Iola, T. H. He is one-third owner of KYAK Yakima, Wash., and of KALE Richmond, Wash. It was also brought out that Mrs. McCaw is 25% owner of KAPA Raymond, Wash., and that its president—5% owner, Joe Chytli, is the former manager of McCaw-owned KELA Centralia.

Remainder of this week is scheduled to be taken up with Denver Television stockholders and general manager, Robert R. G. Smith, Constant, former KRON-TV San Francisco, commercial manager, and Technical Director Tom Morrissey, former KPEL-TV Denver chief engineer.

Radio Revenue

MUST radio revenue go down when TV comes into the picture? Not necessarily, according to Eugene Katz, executive of The Katz Agency, station representatives. Testifying on the effect of TV upon jointly-owned AM stations in the Denver TV hearing last week, Mr. Katz stated that of the eight single-owned AM TV stations his agency represents, radio national spot business is increased since the advent of TV operations in each case. He gave no figures.

COMPETITIONS

Is KVAN-KGON Hearing Test Case?

EXAMPLE of what is in store for applicants in comparative TV hearings was made Tuesday, as FCC voted to erect the KVAN TV station in Portland, Ore., as attorneys for the stations meticulously cross-examining details of evidence in

With the addition of a new hearing issue, the completion of the predicted service to the two communities and their respective needs, a Sec. 307(b) consideration hereinafter not a part of TV licensing procedure was called up. TV voice applicants were in the position late last week of being hard pressed to complete their cases by this Monday night. On Wednesday, the Portland VHF Channel 12 hearing is slated to begin after same hearing examiner, Elizabeth C. Smith, but may be postponed.

Bulk of the week was devoted to examination of Irwin S. Adams, president and 51% owner of Mt. Scott Telecasters Inc., who with his wife is also chief owner of KGON. Mrs. Adams is secretary-treasurer of the TV applicant, a new corporation distinct from the KGON licensee firm, Clackamas Broadcasters Inc.

Financial Report

Mr. Adams testified KGON's current assets total $25,587 with current liabilities $19,642 and net worth $34,674. He said the station's net income after taxes in 1951 was $6,490; 1950, $1,494. After the hearing Thursday, he reported another revenue total, of $107,202, which figure is up 20% for the first nine months of this year.

The witness stated he and Mrs. Adams have obtained a loan of $100,000 for the construction of the new TV outlet from Robert J. Hartke, owner of Hartke Trailer Sales at Portland and Bob Hartke Pontiac, Oregon City. Mr. Hartke took the stand and testified the TV applicant also has obtained deferred equipment payments totaling nearly $240,000.

Total estimated cost of construction is $306,603 with initial annual operating cost amounting to $392,641 and estimated revenue $234,000. Nearly $79,000 of the operating expense will be staff salaries.

Mr. Adams was questioned in detail concerning estimated operating costs by opposing counsel.

The witness said the proposed outlet expects to operate as an independent although network affiliated station. The station's programs would be 66% commercial with the majority of all shows to be on film at first. Some revenue from a local live, he testified. Time would be made available to numerous local organizations, he said, including Lewis & Clark College, the U. of Portland and the Portland Symphony Orchestra.

The other Mt. Scott witness last week was Edward G. Saxe, operations manager and chief engineer of KGON, who testified concerning corporate qualifications, the programming and public service record of KVAN and the needs and composition of the TV market. He pointed out that the proposed KVAN-TV would be distinctly a Vancouver station, emphasizing that the city is outside this state.

Russ Coughlan, assistant manager of KROW Oakland, Calif., who will be TV program supervisor of the proposed KVAN-TV as well as prospective affiliated TV operations at Oakland and Coos Bay, Ore., also testified. Expected on the stand Friday was Sheldon F. Sackett, 75% owner of Van-100 of the who also is president of KROW and KOOS Coos Bay. He was expected to present financial and other details.

The Portland Channel 12 hearing is expected to run for nearly a month. The Channel 6 hearing is scheduled to commence Nov. 10 and the Channel 8 proceeding is slated to commence Dec. 1. All will be officially opened Oct. 1 [B*T, Oct. 6].

Anti-Trust Suit

VITAMIN Corp. of America, Newark, sponsor of the %oldbergs on NBC-TV, has been sold to the Rexall Drug Co. Morton Edell will continue as president and there will be no changes in operating methods or policies. The Vitamin Corp. will operate as a wholly-owned subsidiary, independent of other Rexall operations.

Source of Staffers

WHERE are the men coming from to staff the 1,000-odd TV stations expected to come on the air in the next few years? B. E. Kirk, KLZ Denver president and general manager, revealed last week that he has received more than 100 applications for jobs with KLZ TV, if and when it is granted. Most of them are from staffers of the current 110 commercial operating stations, but some are also from advertising agencies and radio freelancers. Mr. Terry told of the applications during cross examination in the Denver Channel 7 hearing in Washington.

MOVIE CHANNELS

Hearing Agenda Set

LIST of witnesses and the theatre-TV subjects they will testify on were submitted to the FCC last week by counsel for the Motion Picture Producers and Distributors of America Inc. National Exhibitors Theatre Television Committee. The first phase of the hearing, before the FCC en banc, starts Oct. 20. It will be concerned with engineering and accounting matters.

A pre-trial conference of attorneys for all parties to the hearing is scheduled to take place next Monday, Jan. 12, 1955.
The top live shows in Atlanta for spot participation

WSB-TV
World's tallest TV tower • Atlanta, Georgia

If the sales story of your product can be more effectively told with live action and demonstration, WSB-TV's staff produced shows are made to order for you. For special promotions aimed at the Southeast... for products with close-hauled production budgets, they are perfect. No talent charges. In addition to shows described there are others. Minute spots and larger segments are available. Currently, a few are open on news and on weather—if you hurry. Let us give you complete information. Contact WSB-TV direct or ask your Petry man.

Get the story on the sales job “Come into the Kitchen” did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta’s best-sellers for appliances, gadgets, as well as for food products!

Hugo Wrat, the sophisticated puppet with a terrific appeal to the adult sense of humor, teams with veteran MC Bob Van Camp and guests to make our afternoon “Tea for Two” a potent sales vehicle.

Atlanta’s pioneer puppet show. For anything kids buy or make their parents buy, “Woody Willow” is the South’s top salesman. A live audience for this one; sampling, awarding of prizes, etc., welcomed.

Anybody who says good corn ain’t good selling just ain’t heard our “Peachtree Cowboys.” Their handling of a multiple dealer tie-in for an electrical manufacturer is a beaut. What’s your product?
TOTAL number of television families rose during the April-June quarter at the fastest pace—about 13%, to a total of 16.4 million—since January 1951, according to a report issued last week by the Market Research Corp. of America.

The report showed this overall market picture, as of July:

"... More than 58% of all television families live in large cities and metropolitan centers; about 28% live in cities of 50,000 to 500,000. Less than 1 in 20 of TV households is a farm family. The rest, about 14% of the market, live in communities of up to 50,000.

"... More than 45% of the TV market is concentrated in the Northeastern part of the U. S.; 77 of every 100 TV families are in the combined Northeast-North Central area. The Mountain-Southwest states account for less than 5% of the market, the South for slightly more than 9%, and the Pacific states for about 10%.

"The report showed all income groups gained in TV ownership since the last preceding survey, although there was no significant change in the "basic character of the market set from the standpoint of family income." For instance, about 58% of TV families fall into the upper income half of the population (33% in the top one-fourth, and 25% in the second highest one-fourth), while about 16% are in the lowest income group.

Approximately 47 of each 100 TV families have four or more members; about 27% are three-member families, and the rest, about 26%, are those one- and two-member families. Approximately 36% of the total market consists of families in which there are no children; families with children 0 to 2 years old represent about 39% of the market; those with children in the 13-20 age group represent about 26%.

About 60% of the heads of TV families have at least a high school education."

**Telecourse Releases Multi-Market List**

**MULTI-MARKET** Telephone ratings were released last week comparing top 15 one- or two-hour TV shows and top 10 multi-weekly programs for September 2-8 to those of August, plus top 10 program types for September, as follows:

**TOP FIFTEEN REGULARLY SCHEDULED ONCE A WEEK SHOWS**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Detroit</td>
<td>WXYZ, WWJ, WBOC</td>
<td>336,967</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM, WLS, WFLD, WGN, WLSN</td>
<td>466,876</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WWWE</td>
<td>187,787</td>
</tr>
<tr>
<td>Columbus</td>
<td>WOSX, WVTI</td>
<td>139,927</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WCVI, WITI, WITX</td>
<td>128,625</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV, WDA</td>
<td>92,000</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WTVI, WXYZ</td>
<td>72,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WWNO, WWJW</td>
<td>58,687</td>
</tr>
<tr>
<td>St. Paul</td>
<td>WCCO, WCCO</td>
<td>46,600</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCMF, WOAY, WOAY</td>
<td>39,125</td>
</tr>
<tr>
<td>Washington</td>
<td>WCAU, WVT, WJLA</td>
<td>25,920</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTI, WTVD, WCCO</td>
<td>21,000</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KTVK, WPH</td>
<td>19,925</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV, WDA</td>
<td>16,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>WFAA, WBAP, WRAL</td>
<td>13,885</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WISH, WLSN</td>
<td>11,087</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WWNS, WLSN</td>
<td>9,880</td>
</tr>
<tr>
<td>San Antonio</td>
<td>KLRN, WOAI</td>
<td>7,880</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV, WDA</td>
<td>6,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRVA, WTVI</td>
<td>5,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC, WOIT</td>
<td>3,880</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB, WSBX</td>
<td>3,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WWJ, WXYZ</td>
<td>2,500</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV, WDA</td>
<td>2,400</td>
</tr>
<tr>
<td>Houston</td>
<td>KTRK, KTVN</td>
<td>2,200</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV, WDA</td>
<td>1,800</td>
</tr>
<tr>
<td>Nashville</td>
<td>WTV, WTV</td>
<td>1,600</td>
</tr>
<tr>
<td>Salt Lake City</td>
<td>KSL, KSL</td>
<td>1,400</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WWNS, WLSN</td>
<td>1,200</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV, WDA</td>
<td>1,000</td>
</tr>
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**Weekly Television Summary**—October 13, 1952—Telecasting Survey

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</tr>
<tr>
<td>Richmond</td>
<td>WRVA, WTVI</td>
<td>5,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KTRK, KTVN</td>
<td>2,500</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB, WSBX</td>
<td>2,100</td>
</tr>
<tr>
<td>Detroit</td>
<td>WWJ, WXYZ</td>
<td>1,600</td>
</tr>
</tbody>
</table>

**Mrca Reports Rapid Rise In April-July TV Families** (Report 237)

**Godfrey and His Friends (CBS)** 31.3 37.4
**Best of Groucho Marx (NBC)** 27.1 38.8
**My Little Margie (CBS)** 26.7 24.7
**TV Playhouse (NBC)** 26.7 23.1
**Boxing (CBS)** 26.4 27.2
**What's My Line? (CBS)** 25.4 24.0
**Gunsmoke (NBC)** 25.2 20.0
**Your Hit Parade (NBC)** 25.0
**Rocket Squad (CBS)** 24.9 31.5
**Mama (CBS)** 24.7
**Big Town (CBS)** 24.4 31.2
**Robert Montgomery (NBC)** 24.1 25.2
**Toot the Town of (CBS)** 24.0 21.9

**TOP TEN REGULARLY SCHEDULED Multi-weekly shows**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy Variety</td>
<td>24.3</td>
</tr>
<tr>
<td>Talent</td>
<td>18.6</td>
</tr>
<tr>
<td>Drama &amp; Mysteries</td>
<td>17.0</td>
</tr>
<tr>
<td>Boxing</td>
<td>14.7</td>
</tr>
<tr>
<td>Comedy Situation</td>
<td>13.8</td>
</tr>
<tr>
<td>Westerns</td>
<td>14.5</td>
</tr>
<tr>
<td>Musical Variety</td>
<td>12.4</td>
</tr>
<tr>
<td>Political</td>
<td>13.4</td>
</tr>
<tr>
<td>Football</td>
<td>8.8</td>
</tr>
<tr>
<td>Quiz/Audience Participation</td>
<td>10.5</td>
</tr>
</tbody>
</table>

**Total Markets on Air 1135**

**Includes XELD-TV (M重视, Mexico)**

**Perry Como (CBS)** 11.3
**Heavil Dandy (NBC)** 11.2 10.4
**Camel News Coram (NBC)** 10.4 10.1
**Dion Shure (NBC)** 8.8
**Strike Is Right (CBS)** 8.3 7.9
**Big Payoff (NBC)** 7.8 7.5
**Captain Video (DuMont)** 7.7 8.4
**CBS TV News (CBS)** 7.7 7.1

**Multiweek Top 10 Program Types, September, 1952**

**Crosby Variety** 18.1
**Talent** 18.5
**Drama & Mysteries** 17.0
**Boxing** 16.6
**Comedy Situation** 13.8
**Westerns** 14.5
**Musical Variety** 12.4
**Political** 13.4
**Football** 8.6
**Quiz/Audience Participation** 10.5

**Site of WTVJ’s New Studios Opening Nov. 8th, Channel 4 WTVW Miami**

**That’s Florida’s WTJU Miami**

**Fustest With the Mostest**

**All New Technical Equipment — South’s Largest TV Studio — Complete Remote Facilities**

**To Even Better Serve Florida’s 2,300,000 Year-Round Residents**

**Weekly Television Summary — October 13, 1952—Telecasting Survey**

**Channel 4 WTVW Miami**

**Broadcasting**

**Teletesting**

**Page 84 • October 13, 1952**
You Can't Buck Uncle Buckshot

When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area*—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5; viewers per set, 4.0

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Television Spot Sales
WEIL
Page
ence"
activities.
time all divisions
WFIL-
i
1
160
The new
radio and television center,
AM
priceless basis
film
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radio -television operation
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blueprint the
radio, tele-
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46th
adio, tele-
Diego's
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WFIL
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radio, tele-
San
Diego's
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Station
/W
1
Clipp, who said
WFIL's combined operation has had
a "thorough shakedown cruise" of
more than 30 years in radio and
five years in television.
The 33,000 sq. ft. of studio and
office space provides ground floor
studios easily converted to either
radio or TV, varied production
activities, simplified control room
operation and enlarged newswheel
and film facilities. Four studios,
two for TV, one for radio and a
fourth for either, are intercon-
ected.
Coordination of audio or video
signals from any or all of the
studios, as well as from film,
remote and network sources, may be
handled by a director at the control
room in each studio. All other tech-
nical apparatus and personnel ex-
cept an audio engineer operate
from the master control room.
Property and carpentry shops and
an engineering laboratory also
occupy the ground floor.
Executive and administrative of-
ices are on the upper floor of the
two-stories-and-basement building,
with a complete print shop and
film projection booths.
In the basement are the editorial
and technical staffs of the WFIL-
TV Newswheel, with photographic
processing equipment. Adjoining is
the regular WFIL-TV film depart-
ment plus locker and shower facil-
ties for technical and production
personnel and dressing rooms for
artists. Individual listening and
viewing booths aid musical pro-
gram preparation. Luncheon fac-
ilities and a private parking lot
also are included.
Personnel Realignment
WFIL also announced a reorgan-
ization and integration of person-
nel with departments now span-
ing AM-TV operations including
business, advertising, promotion,
music, maintenance, engineering,
news and talent. Each station
maintains its own program and
production staffs.
John D. Scheuer Jr. will coordi-
nate AM and TV program depart-
ments, headed, respectively, by
Felix Meyer and Jack Steck.
Donald S. Kellett will coordinate
combined advertising and promotion
headed by Joe Zimmerman, with
continuity, traffic, film, talent, gen-
eral filing and maintenance headed
by Louis E. Littlejohn, chief main-
teinance engineer. Messrs. Scheuer
and Kellett both are Mr. Clipp's
executive assistants.
Kenneth W. Stowman directs TV
sales and George A. Koehler, radio
sales. Lee Irgang remains as busi-
ness office manager and Chief En-
gineer Henry Natale as head of all
AM-TV operations. The station
management believes the inte-
grated personnel setup will stem
over-expansion, eliminate duplica-
tion and provide better efficiency.
30-Year History
WFIL, which began operations
in 1922, and which added FM serv-
ice in 1941, was converted in 1946
by Walter H. Annenberg, editor-
publisher of the Philadelphia In-
quirer for an announced $1,900,000;
more than $2 million has been spent
since on expansion. TV was added
in 1947. Besides the new building's
ground space, an additional lot
equivalent to a city block is being
held in reserve to provide for any
further needs.
Network origins by WFIL-
TV include Paul Whiteman's TV
Teen Club; Pud's Prize Party,
sponsored by Fiser's bubble gum;
Junior Press Conference, conducted
by newspaperwoman Ruth Geri
Hagy, all for ABC-TV, and Percy
Crawford's Youth on the March
for DuMont.

NBC-TV, Navy Series
NBC-TV and the U. S. Navy will
present Victory at Sea, 26-week
part film-and-music dramatic his-
tory of Naval operations of the 10
crucial years during and after
World War II, Sunday from 3-3:30
p.m. EST, starting Oct. 26. Series
was produced for NBC by Henry
Salmon, Naval historian, with
official cooperation of the Navy.
Heart of the Gulf Coast section of America's greatest farm state is Harris County, which, despite being included in the metropolitan area of Greater Houston, has more cattle than any other county in Texas.

One year ago, on October 1, 1951, a young fellow named Bill McDougall looked into the television cameras of KPRC-TV and walked straight into the hearts and lives of thousands of agriculturally-minded folks on the Texas Gulf Coast.

Bill's program, "RFD-TV" is televised on KPRC-TV at 12:30 every day, Monday through Friday. It combines live appearances of those who actually DO the farming with film clips of on-the-scene activities. Bill actually films these scenes himself, taking daily trips throughout the Gulf Coast area. To date, Bill has filmed approximately 13,000 feet of farm and ranch scenes, and has traveled over 12,000 miles to find subject matter of interest to his viewers.

The live interviews, the demonstrations and the films used on RFD-TV bring the Farm Folks closer to the urban TV viewer. They enable numerous farm agency workers to SHOW to those they serve many of the solutions to farm problems and methods of improved practices that heretofore were only written about in circulars or letters.

Now, approximately 260 shows later, more than 1,200 individuals, representing every recognized Agricultural Agency, have appeared with Bill on "RFD-TV". These agencies and organizations have been regularly scheduled: Texas A. & M. Extension Service, i. e., County Agriculture Agent, County Home Demonstration Agent, Assistant Agents representing Boys and Girls 4-H Clubs, College, Extension and Experiment Station specialist; University of Houston Agriculture Department, i. e., Faculty and Students; Houston Chamber of Commerce Agriculture Department, i. e., Specialists, Committeeemen, Directors; Public Markets, i. e., Livestock officers, producers, breeders, traders and Farmer's Co-op Produce officers and farmers; Farm and Ranch Club, i. e., directors, officers, farmers, ranchers; Vocational Agriculture, i. e., FFA and FHA Advisors; Southwest Milk Producers, i. e., directors, dairymen, and distributors. In addition, there are many unscheduled appearances of visiting groups and individuals concerned with and serving Agriculture.

SERVICE TO AGRICULTURE is an important phase of KPRC-TV's contribution to the living and working habits of viewers in the Gulf Coast area . . . an audience to whom Bill McDougall and "RFD-TV" have a vital meaning.
UNIVERSITIES

UNIVERSITIES should operate commercial instead of noncommercial TV stations but should be ready to show the public interest than noneducational interests competing for the same channel, according to a university curator who also holds radio interests.

Lester E. Cox, member of the U. of Missouri board of curators and holder of interests in KCMO, Kansas City and KWTO Springfield, Mo., made the statement at a panel on "Educational Television" Oct. 2 at the 39th annual meeting of Governing Boards of State Universities and Allied Institutions in Portland, Ore.

He deputizes from institutions in 29 states attended sessions in the Multnomah Hotel.

In addition to Mr. Cox, other speakers were Howard H. Frazier, radio and television consultant, Washington, D. C.; Michael R. Hanna, manager, WHCU Ithaca, N. Y., and Dr. Charles E. Friley, president, Iowa State College, Ames.

Mr. Cox, who also is a member of the board of trustees of Southern Methodist U., advised the group to consider the large audience with "tremendous purchasing power" which have been created by commercial radio, while noncommercial educational radio stations "seemed to wither on the vine."

Cites 'Failure' Reason

He said he believed the "failure" of educational radio stations was due to their being 100% educational.

Citing the expense of building a "first-class" TV station, which he said is estimated at $250,000 to $500,000 minimum and $1 million or more maximum, he said such an investment calls for full capacity use of the station. He questioned whether the institution could provide program material for 16 to 18 hours every day.

Mr. Cox advocated formation of an educational network by institutions to provide program material to the potential audience, (3) spread the burden of program preparation among many institutions, (3) increase quality of programs.

He also advocated use of film instead of relay and telephone line systems, both to save money and to avoid presentation of live programs which have failures.

Besides programming some purely commercial programs, Mr. Cox said, an institution's TV station might also secure sponsorship for educational programs.

He said profits from commercial programs could be used to produce better programs and to hire better instructors, and to pay both AM and TV programs on discs and film be distributed to regular commercial stations.

Mr. Frazier, who has been in radio since 1921, beginning as an engineer with WCAU Philadelphia, said he was impressed with the ease commercial broadcasters have secured financing through sale of cooperative stocks or by loans from bankers.

Educators planning a commercial television station, according to Mr. Frazier, should (1) consider the availability of an unassigned TV channel and confer with a Washington, and the attorney consulting radio engineer; (2) examine availability of ingredients such as program material and talent, physical plant and studio facilities and equipment; (3) consider the overall purpose for which the station is intended both as a cultural and educational influence and as a training ground for students; (4) determine the balance of investment between studio and transmitting plant facilities.

Mr. Frazier said the all-important consideration in selecting the transmitter site, antenna height and transmitter power is matching investment and operating cost with the ability of the area served to provide economic support.

Mr. Hanna, who manages the commercial station operated by Cornell U., stressed the high costs of television. He cautioned the educators that each institution must know and understand more than the mere fact FCC has made 242 channels available to them.

"There could be wasteful and financially dangerous to go into television unless we can see far ahead with assurance and confidence," he warned. Mr. Hanna has just been appointed to the Dewey Commission on educational TV in New York (see story, this issue).

Friley Cites WOI-TV

Dr. Friley, told the story of WOI-TV Ames, the only college-owned video station in the nation operating throughout the TV freeze. The reason: The station is profitable, there is little time for educators to decide what they are going to do.

He pointed out that up to Oct. 1, only a few institutions had filed applications. Tax-supported institutions must get their money from legislatures.

The meeting went on record to ask the FCC to extend the time limit on educational channel reservations.

CBS-TV Signs WJTV

SIGNING OF WJTV (TV) Jackson, Miss., as a primary affiliate of the CBS-TV, effective Dec. 25, was announced last week by Herbert V. Akerberg, CBS-TV vice president in charge of station relations. WJTV, billed as the first TV outlet in Mississippi, will operate on channel 10. It is a member of the Mississippi Publishers Corp., publisher of the Daily News and the Clarion-Ledger there, and will be under general management of T. M. Hederman Jr.

Hearing Issues

(Continued from page 76)

the principal communities to the surrounding rural areas.

It is for these reasons that the Commission should not blind itself to practical considerations and consequences of decisions based upon an efficiency factor which will mean repercussions throughout the entire medium.

Rather, consonant with its jurisdiction and mission, the Commission should keep open a rational and prudent road of development that will permit its orderly growth, building a competitive economic factors and as the state of the art advances, the mechanism will be provided whereby both the public and private interests may be satisfied and thereafter enhanced.

Furthermore, once such an "engineering issue" is included in these considerations in my opinion, that it will play an improperly important role therein. Our experience in AM would appear to confirm such an approach.

For these alleged differences in coverage and service do not become any tangible distinction between the applicants which is temptingly easy to rely upon on other less finite considerations, such as the charges the applicants, its proposed programming and whether it meets the needs of the local community. Particularly will this be true to what are called "differences" themselves the product of inherently different environments that are found to exist between the applicants by the Examiners or the Commission. In view of the basic principle of the Sixth Report and Order and the significant possibility of producing reliable evidence of television service and coverage, the Commission should here accept the opportunity to follow a new and more logical approach in television.

Given the minimum service to a specific community required of every applicant, such as Rule 79, calling for a minimum signal intensity over the community's area and its transmission minimum power and antenna heights, there is thus no reason or need to go into the shadowy areas of service above this minimum. (In this way, the competitive hearings, it is highly showy, of financial qualifications, or of the performance of an applicant, without going into the unnecessary question of the "merit-qualified".) The Sixth Report and Order makes it clear that the minimum heights and powers, together with the station separation requirements, are merely the means for protecting the AM allocations from signal interference. (Par. 103.) These limits and the provision of area within which the license, once chosen, may "be devoted to" the area, may operate in accordance with his and his community's desires and as stimulated by considerations of competition and the public interest.

The complete elimination of this technical issue as a comparative factor in television would thus be in furtherance of the philosophical and engineering principles of the Sixth Report and Order, it would be an essential step in removing the differences in service above the required minimum, which have been shown to be incapable of reasonably accurate measurement and proof, that may concentrate instead on the more substantial and heat provable comparative factors between applicants in guiding the development of that now and most powerful medium of mass communications.

Bercut-Richards Plans

BERCUT-RICHARDS Packing Co., Sacramento, Calif., is beginning promotion campaign in New York metropolitan area for its Sacramento tomato juice. TV spots will be used, but campaign details will not be released until three months. Agency is Lawrence C. Gumbinner, Adv., N. Y.
"OUTSTANDING LEADERSHIP IN PUBLIC SERVICE"

Community service is its own reward, but enterprise that wins such an award as this means audiences that reward the Advertiser.

For greatest shows, brightest stars, richest returns, it's KPIX TELEVISION CHANNEL SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks...represented by the Katz Agency.
Radio-TV Vote-Getting Laundered
(Continued from page 23)

within a day and the remaining 3% said they would vote but were in no hurry to register.

John Archer Carter, radio and television director of the foundation, joined in lauding the active part taken by the media in the campaign.

Foundation officials add a special tribute to NATB President Harold E. Fellows; Robert K. Richards, assistant to the president and public affairs director; John H. Smith Jr., coordinating NATB's activities, and finally to John F. Patt, WGAR Cleveland, chairman of the nationwide NATB Register-
ter-and-Vote Committee, working through the national association and individual state chairmen.

While no one is presuming to give radio and TV more than their share of the credit for the sharp increase in registration everywhere, foundation officials are first to point out that the electronic media were the first to start high-power promotion.

Last March, AHF provided stations with spots before any other major organization was involved. Literally thousands of announcements were broadcast by radio networks, with no effort to keep track of their role in those early days.

As the movement developed, NATB entered the scene. President Fellows named Mr. Patt to direct the drive. Flanking him on the committee were Roger W. Clay, WFIL Philadelphia; Frank Fogarty, WOW-TV Omaha; Kenneth D. Given, WLJ Bowling Green, Ky.; Paul W. Morency, WTIC Hartford; Joseph Wilkins, KFBB Great Falls, Mont.

Individual state chairmen were named, with presidents of the 38 state associations incorporated in the project. Soon state committees were in operation all over the nation. They, in turn, enrolled governors in a large number of states and for the first time many governors specified days for intensive registration drives.

NATB quickly prepared kits for all radio and TV stations. These included announcements, suggestions for stunts, slides, flip cards and other devices. The third and final kit has been sent out.

Originality Demonstrated

What surprised AHF officials, though, is the way stations and networks came through with original ideas of their own, writing a saga in advertising history.

A radio drive that is expected to draw national attention is being launched by MBS radio network. Mutual is building up to an election eve celebration like no other election eve event—a "Lights On, Vote Out" spectacular.

Through steady hammering over its facilities, the network will encourage home owners all over the U.S. to turn on their porch lights election eve. Parades, celebrations and other gimmicks are part of the package.

ABC is understood to be cooking up a series of promotions in which affiliates will take part. NBC is in the middle of a 50-day drive in 50 top cities. Five-minute daily programs feature 3:14-minute recorded talks by such personalities as Mrs. Franklin D. Roosevelt, Bing Crosby, Fannie Hurst, Cardinal Spellman, Eddie Cantor, Bob Hope and Mr. Fellows.

In his, Mr. Fellows calls the NATB coordination of radio and TV facilities "the most important public service function this organization has ever done."

CBS, Procter & Gamble Co. and Compton Adv. have cooperated in a recording by Lowell Thomas, "What Every Voter Should Know."

The productions goes out to CBS Radio affiliates for broadcast. It is non-commercial.

These are just a few of the radio contributions. Television, too, is contributing in a big way. A new TV kit has been prepared. Like the final radio kit it places emphasis on voting. Included are films, slides, balloons, flip cards and other devices. Firestone Tire & Rubber Co., to mention a typical recent stunt, televised blowup elephants and donkeys, with a singer performing Democratic and Republican songs.

RCA Victor has supplied free of charge to 2,500 disc jockeys a transcription of a specially written song, "Voters on Parade," sung by Vaughn Monroe. Performances started a few days ago.

AHF has recruited organizations embracing 25 million people, half as many as voted in 1948, and they are working to get other people to vote. Girl Scouts, American Legion, fraternal groups, women's clubs and other agencies are included.

Ad Council Efforts

Advertising Council is concentrating on the vote drive as election nears. Its first allocation was sent out in the fact sheet a month ago, with the big activity just starting. Advertisers, talent and media are coming through in an amazing way, according to the council, which said it never before has encountered so much "plus" in an allocation, referring to extra services contributed.

Last week in New York thousands of citizens were standing in line at registration places as a result of the intensive promotion, according to AHF. All over the country there are reports of steady pounding on the registration theme, supported by spectacular stunts.

NARTB's third and final kit includes spot copy; work-ins for disc jockey shows, sports broadcasts, news reports, interviews and quiz shows, and housewives programs; special adaptations of time signals, weather forecasts, sign-ons, sign-offs and station breaks. There are dozens of ideas for promotions and public relations activities which (Continued on page 92)
"SKEW" ANTENNA for VHF and UHF television

The ANDREW "Skew" Antenna is the only antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers — even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.

ANDREW ANTENNA SPECIALISTS
CORPORATION
363 EAST 75TH STREET, CHICAGO 19
TRANSMISSION LINES FOR AM-FM-TV-MICROWAVE • ANTENNAS • DIRECTIONAL ANTENNA EQUIPMENT • ANTENNA TUNING UNITS • TOWER LIGHTING EQUIPMENT
Promote local voting. Stations are shown how to serve as the voice for vote-getting projects of local merchants. Poll parties, testimonial, whispering voter contest stunt and "Rel-E-Lections" dramatizing great campaigns of the past are suggested.

A wrap-up of activity by local stations is planned immediately after election day, according to Mr. Patt, and forms have been included in the final kit.

In Mr. Patt's own area, Cleveland, a barrage of radio and TV announcements has brought registration to an all-time high of 775,000, representing 87% of the electorate (see story, this issue).

NARTB's registration scoreboard will be brought up to date when results of this week's telegraphic survey are computed. At the moment it stands like this:

- Arizona—Up more than 15%.
- Arkansas—Gain from 10 to 15%.
- California—Vote will be highest in history.
- Connecticut—Registration up 3½ times in capital.
- Delaware—Gain of 10,000 voters.
- Florida—Pick-up of 5% to date; 61,000 new voters.
- Indiana—20% boost.
- Iowa—Looks like a 20% gain in registrations.
- Kansas—Already 5.9% with big push ahead.
- Maine—Gain averages 7,000 per county.
- Maryland—140,000 more voters on rolls.
- Minnesota—Urban precincts up 35%.
- Mississippi—Up about 42,000.
- Missouri—Up 5%; exceeds political estimate.
- Montana—10% gain.
- Nebraska—10 to 15% above normal.
- Nevada—Up 14.8%.
- New Hampshire—53% more voters in primary.
- New Jersey—3,000 more voters per county.
- New Mexico—Estimate gain of 23,000.
- New York—Registration high; has quadrupled in some districts.
- Ohio—All-around gain of 20%.
- Pennsylvania—30% in cities; good elsewhere.
- Rhode Island—17.3% advance scored.
- South Carolina—65,000 more registrants.
- South Dakota—Close to a 5% boost.
- Tennessee—Up around 5%.
- Utah—More than 80% of residents to vote.
- Washington—Up by 15,000 people, West Virginia—Gain around 10%.
- Wyoming—10% increase.

Gains have also been reported by NARTB chairmen in Alabama, Colorado, Kentucky, Massachusetts, Oklahoma, Oregon, and Virginia.

NBC-TV Signs WFMJ

WFMJ-TV Youngstown, Ohio, will be an NBC affiliate when the uhf Channel 73 outlet goes on the air early next year. NBC Station Relations Director Sheldon B. Hickox announced last week. Mr. Hickox negotiated the affiliation agreement with Leonard E. Nasman, WFMJ sales manager, who represented William F. Maag, owner and publisher of the Youngstown Vindicator and owner of WFMJ.

执业 of interest

PROTECT YOURSELF, your STAFF, your CLIENTS
from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newsreels, Ad Isms, Financial Comment, Mystery Plots, Gossip Announcements. Man-on-the-street interviews.

Hundreds of Broadcasters and Newspapers guard this continuos hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
In Philadelphia people watch WPTZ more than any other TV Station!

*Not our estimate but ARB figures for the entire year of 1951 and the first six months of 1952

WPTZ
NBC - TV AFFILIATE
1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales
Sales...
Tel Re Productions, Philadelphia, adds four stations to its list of Sports Parade subscribers, making a total of 37 stations which telemarket the series. Stations added last week are WBNS-TV COLUMBUS, Ohio; WMBB-TV Jacksonville, Fla.; WTMJ-TV Milwaukee, Wis., and KOTV-TV Tulsa, Okla. The program is sponsored in majority of markets by Bristol-Myers (Vitalls and Bufferin), and placed through Doherty, Clifford & Shenfield.

Consolidated Television Sales' package, Big Ten Game of the Week, has been purchased by four more TV stations, bringing total markets to 23— including 19 under sponsorship of Phillips Petroleum Co. Four new stations who contracted for the collegiate football series: WPIX-TV New York, WAAM-TV Baltimore, KECA-TV Los Angeles and WCP0-TV Cincinnati.

CBS Television Film Sales has sold Strange Adventure, filmed quarter hour drama, to the Southern California Gas Co., Los Angeles, for showing on KNXT (TV) Los Angeles. The series now is seen in 46 markets.

Peerless Television Production Inc.

CBS Television Film Sales has sold March of the Wooden Soldiers, an 80-minute feature film starring Laurel and Hardy, in Atlanta, Boston, Chicago, Detroit, Dayton, Cincinnati, Louisville, Salt Lake City, San Francisco, Washington and Milwaukee. The film originally was released by MGM.

Foundation Films Corp., Pasadena, Calif., has signed with DuMont TV Network for presentation of a new religious film series, Reading the Bible, of 13 Old Testament Bible readings and a cappella choir selections. Narration is done by Henry Wilcoxon. Production was directed by Arthur Pierson.

Princeton Film Center Inc., Princeton, N. J., which moved New York offices Oct. 1 to 270 Park Ave., has announced sales in several cities of Norman Brokenshire, the Handymen, series of five-minute open-end TV programs, to the Stanley Works, New Britain, Conn.; Black & Decker Co., Towson, Md., and Royal Bedding Co., Pittsburgh. Other sales: Seven one-minute commercials for Stanley Tool through Horton Noyes Co., Providence; one-minute commercial work for Black & Decker, through Van Sant, Dugdale & Co., Baltimore, and eight one-minute spots for Blue Cross through Grey & Rogers, Phila.

Distribution...
Cornell Film Co., N. Y., has acquired world wide distribution rights to two full-length films, "High Calling" and "Pocahontas," to be released to TV after shown in theatres early in 1953.

Production...
Victor Pahlens plans mid-November production on Great Loves, series of 59 half-hour TV films in color, interiors of which will be shot in London and exteriors in the actual European setting. Hedy Lamarr will star as the feminine partner of famous love stories in history and will be costumed by such European couturiers as Fath and Dior. Remerier of cast will be made up of talent from New York and Hollywood. Allowing a 10-day production schedule for each film, Edgar Ulmer will direct from scripts by Salka Viertel, Aneas MacKenzie, Hans Kafka, Noel Coward and others [B*1, June 18].

HURRELL PRODUCTIONS, Burbank, has completed eight one-minute animated TV film commercials for Mohawk Carpet Mills, Amsterdam, N. Y. Filmed in both black and white and in color, spots feature "Tommy Hawk," specially created for Sarnoff and NBC.

SHEEN LAUDS
To Sarnoff and NBC

TRIBUTE to Brig. Gen. David Sarnoff and NBC for advancing the cause of religion in the past 25 years was paid last week by Bishop Fulton J. Sheen. In a letter to the RCA board chairman, Bishop Sheen said, "No industry in modern history has contributed so much to religion, good will and inspirational living as NBC." He mentioned the simulcast he was scheduled to make over NBC radio and TV networks Oct. 12, in preparation for Mission Sunday, Oct. 19.

In his letter, Bishop Sheen scotched rumors of a rift between himself and NBC. These arose after Bishop Sheen announced that pressure of other work forced him, reluctantly, to decline the invitation of the National Council of Catholic Men to be the principal speaker on NBC's CATHOLIC HOUR.

Filicraft Productions, Hollywood, has completed a quarter-hour TV film for the Hollywood-for-Steven- son Committee. Mercedes McCambridge, star of ABC radio's Defense Attorney, is... *

Primrose Productions, Hollywood, starts filming on three half-hour TV series during October. Richard Morley, executive producer, is in charge of The King, dramatic; Dreamtime, musical; and Tiny Masters, children's series.

Wide Open - Spaces Productions, Hollywood, has been formed by Ken Murray to produce The Marshall's Daughter, half-hour TV film series, scheduled to go into production in December. Each script is by a different writer, first of which is "The Grave in the Jungle" by Rene Bellenot, starring George Macready... *

J. G. Stevens Co., Hollywood, has completed the quarter-hour color pilot film in Grizzly Gulch, children's TV puppet series. Situation comedy format concerns a family of bears and its efforts to thwart Chauncey DeWolfe, the humorous villain... *

Pilot film in NBC-TV Mickey Rooney Show has been completed, produced and directed by Arthur Lubin at General Service Studios, Hollywood. Mr. Lubin has served in similar capacities on Universal-International, "Dragnet" feature films. Starring Mickey Rooney in a situation comedy format of music and impersonations, created by Frank Tashlin, series is packaged by William Morris Agency, Beverly Hills.

KFRING BUY
Bartlett Gets 60% Interest

SALE of 60% interest in 15-year-old KFRING Fresno for $350,000 to Paul H. Bartlett, the station's president and general manager, was approved last Thursday by FCC.

Mr. Bartlett already had a 24% interest in the 50 kw station on 940 kc. Seller was J. E. Rodman, chairman of the board of California Inland Broadcasting Co., KFRING licensee. William C. Crossland, vice president and treasurer of the company, retains his 10% interest. KFRING, applying for Channel 12 in Fresno [B+T, July 7], also is licensee of KFRM, on 93.7 mc (Channel 229), with ERP of 70 kw. Both are CBS affiliates.
NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast... so that 99% of the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.

BELL TELEPHONE SYSTEM
CANCER TELETHON
L. A. Stations Set Oct. 25
AIMED at raising $750,000, a show, City of Hope Telethon, for the Cancer Society, possibly the last program of its type to be scheduled on the West Coast, will be telecast by KTLA (TV) KNBH (TV) KTTV (TV) and KLAC TV Hollywood, Oct. 25.

Telethon is scheduled from 10 p.m. PST, Saturday, through 12:30 p.m. PST, Sunday. Arrangements are handled by station managers Donald Norman, KNBH (TV); Klaus Landsberg, KTLA (TV); Richard Moore, KTTV (TV), and Don Fedderson, KLAC-TV; in cooperation with Samuel Faberman, national assistant executive director of the City of Hope.

IET Calls D. C. Meet
DISCUSSION on use of non-commercial educational TV Channel 26, assigned to Washington, D.C., will be held Oct. 16-17 by the Institute on Educational Television at Gaston Hall on the Georgetown U. campus in that city. Leaders in education and television will talk and proposals will be received for organizing and financing an educational TV station in the U. S. capital. The IET is a temporary organization set up by universities and other educational institutions in the District of Columbia.

DEWEY PANEL
INSURING a practical approach to problems of educational telecasting in New York State, which has been granted licenses for six noncommercial educational TV stations, Gov. Thomas E. Dewey has appointed Michael R. Hanna, general manager of WHCU Ithaca and Bernard Duffy, president of BBD0, New York, to the Temporary State Commission on the Use of Television for Educational Purposes.

Created by the 1952 state legislature and approved by Gov. Dewey (B&T, March 24, 17), the TV Commission is empowered to make a thorough and comprehensive study of the use of TV facilities for educational purposes. Sum of $25,000 was voted for study, to aid the Board of Regents of the U. of New York state agency which has received licenses for educational TV stations in Albany, Buffalo, Rochester, Syracuse, New York and Binghamton. No money has been appropriated to construct or operate the TV stations.

Dr. Paul F. Lazarreisf, sociology professor at Columbia U., also has been a member of the Commission. He is author of studies on the psychological-sociological effects of broadcasting and co-inventor, with CBS President Frank Stanton, of the Program Analyzer for measuring individual and group reactions to the component parts of TV programs.

Group's chairman is Douglas M. Moffat, member of the New York law firm of Cravath, Swaine & Moore and president of the Church Club of New York. Vice chairman is Young Tompkins, dean of Columbia Law School.

Other members are: Clarence U. Carruth Jr., of the New York law firm of Treadway & Wurther, chairman of the Board of Directors American Assn. of University Women.

The Commission membership also includes the president pro tem and the minority leader of the State Senate, the speaker and minority leader of the Assembly, a member of the Board of Regents, a member of the Board of Trustees of the State U., the Director of the Budget and the Commissioner of Commerce.

Mr. Hanna will be able to provide the Commission with practical, realistic answers to questions not covered by the educational goal that may be achieved in actual operation. Mr. Duffy, as head of an agency which buys millions of dollars worth of radio and TV time for its clients each year, can supply the businessman's viewpoint.

Alexanderson to RCA
DR. E. F. W. ALEXANDERSON, radio, TV, and electronics engineer and inventor, who also was RCA's chief engineer from 1920 to 1934, last week returned to RCA as a consultant. He is credited with more than 300 inventions, including the high-frequency alternator which bears his name and a number of important developments in antennas, electron tubes, radio receivers, transmitters, and electronic control equipment, as well as in TV research and development. Dr. Alexanderson retired recently from General Electric Co.

TV Clinic Postponed
WBTV (TV) Charlotte, N. C., announced last week that the TV clinic originally scheduled for Oct. 22-23 (B&T, Oct. 6) has been postponed to Dec. 3-4. Industry reaction to the clinic announcement indicated that a more ambitious program would be justified, it was reported. Postponement was decided to permit time to prepare. FCC Chairman Paul A. Walker has been invited to speak.

CINCINNATI UHF
Educators Map Plans
GROUNDWORK for a noncommercial educational TV station to operate on uhf Channel 48 in Cincinnati has been laid by representatives of various institutions in a meeting called to obtain pledges.

Early estimates place the initial expenditure at about $250,000 for first year operation, and another $100,000 for each additional year of operation. Participating institutions are being requested to provide $15,000. Another $5,000 will be furnished by the city council. Chamber for engineering studies.

After the educational agencies sign articles of incorporation, the licensee firm will be known as the Greater Cincinnati Television Educational Foundation. Some seven groups had pledged support.

AFM FILM FEE
Replaces 5% Spot Royalty
AMERICAN Federation of Musicians has eliminated the 5% royalty formula on all filmed TV announcements of one minute or less by setting a fixed fee.

The AFM president said musicians can play one minute or less filmed spots at the scale of $27 per man, with leaders or single musicians double for a one-hour session. No more than three filmed spots of one minute can be produced in the hour-long session. They also must be for the same sponsor. The producer must sign an agreement with the union trust fund trustee for payment of $100 per announcement per year if it is used. The agreement provides for blanket use of the film spots on an unlimited number of stations within the year.

AFM president James C. Petrillo, in notifying Phil Fischer, vice-president of Los Angeles Local 47, of the policy changes said the federation had given great consideration to the matter of TV film, jingles and spot announcements.

"It was never intended that the 5% of station time charge policy should apply to these very short announcements," he wired. "Therefore in lieu of the 5% payment to the trustee, we have devised a new policy, retaining the payment principle to the trustee by substituting a fixed fee for the 5% of the station time charges."

He stressed the fact, however, that the new fixed fee does not apply to regular length TV films.

Looking for Radio & Television Technicians?
RCA Institutes, Inc., graduates students of regular interest in television. Operators and laboratory aids. Our men graduate with first class Radio-Telephone License. Call on us for your personal needs.

Write to: PLACEMENT MANAGER
RCA INSTITUTES, INC.
25 West Fourth Street, New York 14, N. Y.
MODEL 105-507
AUTO-DRYAIRE* DEHYDRATOR
SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below –40° F.
- Floor model—26" W x 22" D x 66 7/8" H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  - 40,000 ft. 1 3/8"
  - 10,000 ft. 3 3/4"
  - 3,500 ft. 6 3/8"

This particular unit delivers 3 CFM. There are many others in the complete family of Auto-Dryaire Dehydrators having characteristics to meet all requirements—standard models with deliveries from .15 CFM to 3.0 CFM; larger capacities to specifications.

For performance plus, specify the following products of our manufacture:
SEAL-O-FLANGE* TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE, LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.

*REGISTERED TRADE MARK

Communication Products Company, Inc.
MARLBORO, NEW JERSEY – Telephone: FREEhold 8-1880

--built man-size for man-sized TV jobs!

AUTO-DRYAIRE* DEHYDRATORS
**FAULDER NAMED**
**Is WMP5 Station Mgr.**

GEORGE B. FAULDER has been appointed station manager of WMP5 Memphis, Harold R. Krellstein, station's president, announced last week. Mr. Faulder formerly was manager of WMAK Nashville.

Mr. Faulder's broadcasting career got underway in 1941 when he joined WMC Memphis as an announcer. He joined the army in 1945, served until 1945, then entered law school at the U. of Michigan.

In 1947, he joined WMP5 announcing staff. The following year, 1948, was appointed WMP5 program director, a position he held until he became manager of WMAK.

Native of Wapakoneta, Ohio, Mr. Faulder began his business career with Erwin, Wacey & Co.

**KWEM REQUEST**

FCC Denies Outright Move

PETITION of KWEM West Memphis, Ark., requesting grant without hearing of its application to move to Memphis, Tenn., was denied by FCC last week and the application was continued in hearing status in spite the CommissionBroadcast Bureau's statement it has no objection to the move.

Comr. Rosel H. Hyde dissented from the majority ruling. He stated FCC should approve the transfer of main studio location, a ruling consistent with Commission action in other cases such as those involving stations at Versailles-Lexington, Ky., and Pawtucket-Providence, R. I.

The Commission noted the request was designated for hearing on issues "relating to the future program policies of Station KWEM with regard to West Memphis, Ark., and the furnishing of an outlet for the expression of the needs of that community." KWEM stated it would have an auxiliary studio in West Memphis to serve local organizations and advertisers on the same basis as at present.

**RATKE & DREHER**

Takes Over RBG Debts

RATKE & DREHER Adv., New York, new agency for Radio Bargain Guild Inc., New York, has written radio stations offering to "take over any obligations" which may be due to stations from "Radio Bargain Guild Inc.," under contracts placed last spring.

The advertiser and its former agency, Harold Kaye Adv., New York, are attempting to clear all outstanding debts, Mr. Kaye said. Mr. Kaye no longer is handling the account but is in another business now representing home demonstration advertisers who use TV.

**PAPERS SPONSOR SHOW**

TWO NEWSPAPERS sponsoring the Frederic W. Ziv transcribed radio series, Freedom, U. S. A., are promoting the program with extensive campaigns in their cities. The Raleigh (N. C.) Times, which sponsors the series on WRAL that city, carried an 18-day series of advertisements describing the program and including endorsements from Sens. Clyde R. Hoey and Willis Smith of North Carolina. Newspaper also used spot announcements on WRAL, posters on the newspaper's trucks and stands, and trailers in local movie houses. The other newspaper sponsor, the Memphis Press-Sentinel, currently is running an ad series plus page one stories focusing attention on the start of the program this Thursday on WMC Memphis.

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**SET PRODUCTION**

New '52 Figures Released

**PRODUCTION** of radio sets reached a total of 5,823,881 for the first eight months of 1951, according to the monthly compilation by Radio-Television Mfrs. Assn. Figures cover the entire manufacturing industry. August radio output totaled 543,802 sets compared to 563,407 for the same month of 1951.

TV production of 397,769 sets in August, highest since March, brought the year's total to 2,914-926 units. In August 1951 only 146,708 TV receivers were produced, less than half the total this year.

RTMA found 29,671 home sets with FM tuning facilities were produced in August. Another 7,532 TV receivers had tuning equipment for the FM band.

Total radio TV production for the first eight months of 1952 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>404,926</td>
<td>288,722</td>
<td>60,432</td>
<td>195,147</td>
<td>80,152</td>
<td>635,655</td>
</tr>
<tr>
<td>February</td>
<td>409,287</td>
<td>312,703</td>
<td>73,866</td>
<td>267,779</td>
<td>106,102</td>
<td>799,453</td>
</tr>
<tr>
<td>March (5 weeks)</td>
<td>510,541</td>
<td>357,689</td>
<td>99,720</td>
<td>243,314</td>
<td>125,194</td>
<td>875,892</td>
</tr>
<tr>
<td>April</td>
<td>322,878</td>
<td>286,164</td>
<td>110,929</td>
<td>275,350</td>
<td>174,003</td>
<td>674,946</td>
</tr>
<tr>
<td>May</td>
<td>309,475</td>
<td>260,317</td>
<td>128,351</td>
<td>215,478</td>
<td>119,586</td>
<td>574,344</td>
</tr>
<tr>
<td>June (5 weeks)</td>
<td>361,722</td>
<td>291,649</td>
<td>205,186</td>
<td>246,909</td>
<td>125,489</td>
<td>874,233</td>
</tr>
<tr>
<td>July</td>
<td>198,251</td>
<td>203,816</td>
<td>81,353</td>
<td>250,820</td>
<td>61,295</td>
<td>441,736</td>
</tr>
<tr>
<td>August</td>
<td>197,749</td>
<td>233,728</td>
<td>105,906</td>
<td>94,315</td>
<td>108,753</td>
<td>543,802</td>
</tr>
</tbody>
</table>

Totals | 2,914,926 | 2,270,473 | 881,444 | 1,733,412 | 947,352 | 5,823,881 |

Right now, WIOD'S local time sales are the highest since 1947!... a great record in view of competition from 10 radio stations with 43 local salesmen and one TV station with 11 local salesmen.

And, we got this business... not by selling "high ratings" to our local advertisers... but by getting 'em results!

Ask your Hollingbery Man for facts!
NAHB Housing Series

SERIES of 13 transcribed radio programs on housing has been produced by the National Assn. of Home Builders, Washington, D.C. The series features interviews of prominent figures in the housing field, and is available for $25 to $75, depending on population of area, from the association at 1228 Connecticut Ave. N.W., Washington, D.C.

CHARLES DINKINS, promotion manager, WSAZ Huntington, W. Va., to WSAZ-TV in same capacity replacing HAL SHRIBER who moves to publicity staff, Earl Ferris, N. Y.

JOHN DENNER, Hollywood radio announcer, to Germany for role in 20th Century-Fox feature film, "Man on a Tightrope."

CYNTHIA MAXWELL, office manager, KVEN Hollywood, transfers to station's New York headquarters, in same capacity.

FRED CUSTER, accountant, C. F. Braun Co., Alhambra, Calif. (engineers), to KPOL Los Angeles, as office manager.

JOSEPH WADDINGTON, Canadian radio musical director, named director of music for Canadian Broadcasting Corp., with headquarters at Toronto.

MINERVA URECAL, featured on NBC-TV Dennis Day Show, assigned role in Warner Bros. feature film, "By the Light of the Silvery Moon."

WILMA WATERMAN, star of NBC radio The Great Gildersleeve, assigned role in M-G-M feature film, "Remains To Be Seen."

DONAL D. JONES, U. S. Army and former announcer at WSAN Allen-town, Pa., father of boy, Christopher.

RICHARD WILLIAMS, who portrays Betty in NBC radio Father Knows Best, mother of girl, Sept. 30.

GEORGE F. HACK, disc jockey, WNYW York, Pa., father of girl, Diane Lynn.

News


MANNY WRIGHT to KBOR Brownsville, Tex., as news editor.

WBNS Doesn't Fall Back on the "NET"

With the greatest of ease . . . WBNS programming swings back and forth from top CBS shows to locally-produced programs built around beloved Ohio personalities. Blessed with a choice of all the best CBS talent, WBNS knows sponsors can't miss when local favorites add their endorsement to selling messages aimed at Central Ohio.

ASK JOHN BLAIR
POWERS

WBNS - 5,000 WELD-FM - 13,000 COLUMBUS, OHIO

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

October 13, 1952 Page 99
HERBERT RIEGELMAN, vice president, Montgomery Ward & Co., to General Electric Co., Syracuse, as manager of marketing for receiver dept.

ALBERT J. W. NOVAK, manager, instrument dept., sales div., Braith Development Co., Cleveland, appointed firm's assistant general sales manager.

JULIUS HABER, director of advertising and sales promotion for RCA technical products, appointed director of public relations for RCA Victor, Camden succeeding JAMES M. TONEY, now director of consumer products distribution.

FRANK J. SIMPSON, southern div. sales manager for Thor Corp., Chicago, and vice president; promoted to sales manager. THOMAS R. CHADWICK, new general sales manager, will coordinate all Thor sales work.

ROSS DOWDING, manager of eastern states div. of United Press, named to new post of assistant general business manager of UP, N. Y. CARL B. MOLANDER, who formerly directed business office staff in N. Y., appointed assistant general sales manager.

W. T. DOWDING, radio department, J. Walter Thompson Co. Ltd., Toronto, to S. W. Caldwell Ltd., Toronto, as head of sound engineering at radio-TV center. J. M. SAVAGE, TV scriptwriter, BBC, to Caldwell firm as coordinator of TV production.

HOWARD BRIGGS, assistant vice-president in charge of Hoffman Labs. Inc. government contract office, Washington, transfers to Los Angeles headquarters as assistant to R. LESLIE HOFFMAN, firm president.

WALTER S. BATES to A. V. Tape Libraries Inc. of N. Y., as sales representative.

JOHN A. CAVALIERE, supervisor of commercial service, General Electric Co.'s cathode ray tube operation, Syracuse, N. Y., appointed manager of firm's new central regional tube warehouse now under construction in Chicago.

ROBERT FOSTER, World Broadcasting Co., to Audio-Video Recording Co., N. Y., as sales representative.

J. L. FOWLER, General Electric Supply Co., Kansas City, to CBS-Columbia Inc., as district manager in Nebraska, Iowa, Kansas and Missouri.

TUBE DEPT., RCA Victor, Camden, N. J., announces publication of Service Parts Directory (SP-104); containing schematic diagrams, parts lists and top and bottom chassis views for 71,850 and 1951 RCA Victor TV receivers.
WNEW New York has been lauded as "a brassy little station that for a number of years now has impulsively danced rings around its heavy breathing competitors."

In its October issue [CLOSED CIRCUIT, Sept. 8], Fortune says, "That goes not merely for the independents—among which WNEW is generally rated No. 1 in the entire U. S.—but for such giant network outlets as WNBC, WJZ and WOR (but not CBS), whose elaborate and expensive daytime programs are for the most part outdrawn by WNEW's shrewdly manipulated drumfire of tin-pan-alley tunes."

Acknowledging that comparative figures are not available, the magazine comments that "it is a fair assumption" that during the hours in which WNEW pulls the largest audience, "it draws up the largest gross, and with its low-cost operation, earns the highest rate of profit."

"Along Radio Row," says Fortune, "many have itched to know just how much the Little Monster makes. That secret Fortune now discloses..."

"In 1949, when television was yet a pup, WNEW enjoyed what up to that time was its finest all-around year. Out of gross time sales of $9,240,000, it took an operating profit of $6,655,500, and its net after taxes of $332,600 represented a return of more than 25% on the station's modest capital investment."

"Then, in 1949," Fortune continues, "WNEW received a shock. Dollar-wise it was insignificant—the gross sales slipped by only $35,000, and operating profit was down a couple of percentage points—but to WNEW, whose progress hadn't been faulted in 14 years, the writing on the wall spelled "re-visit-i-on.""

Fortune's article recounts that WNEW made a remarkable recovery in 1950. "Sales soared to $2,870,600, and WNEW took a profit of nearly 30 cents on every dollar of income: the gross profit was $389,600, the net, $358,400."

"Though in 1951 sales fell off to $2,730,900 (these are all October-to-October fiscal-year figures), the station was not television, but a costly flood of the Hackensack River that silenced WNEW's transmitter in Kearny, N. J., for several days," says Fortune.

**Figures Up to Date**

Bringing figures up to date, the magazine adds, "For the first six months of fiscal 1952 the station's sales of $1,429,800 were the highest for any comparable period in its history, and at the rate second-half billings were running, it was almost certain that 1952 would eclipse the record year 1950."

Tribute was paid to Bernice Judis, executive vice president and general manager, and to Ira M. Herbert, vice president and sales director.

Miss Judis' principal admonition to WNEW's staff was, "Entertain, and while entertaining, sell." Another terse staff memo Fortune reported was advice passed along by Miss Judis to time salesmen: "You are required to earn $10,000 a year, and at least twice that after two years—okay, honey?"

Mr. Herbert feels in a similar way about salesmen. "Two years ago," Fortune reported, "a WNEW salesman earning $37,000 a year was fired. 'He wasn't getting what he should have got from his potential,' is Mr. Herbert's explanation."

WNEW, 10 kw on 1120 kc, has a CP to increase power to 50 kw. The outlet is owned by William Cherry, who also owns WPRO-AM-FM Providence.

**RTE Committees**

ROBERT SARNOFF, president, Radio and Television Executives Society, has named committee chairmen as follows: Programs—Tod Cots, NBC; Publicity—David O. Alber; Membership—Caroline Burke, NBC; Attendance—Gertrude Scanlan, BBDO; Roster—M. H. Shapiro, BMI; House—Jack Kiermaier, NBC; Legal Counsel—James Lawrence Fly, and Max Chopnick.
programs promotion premiums

SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City*
* Winston-Salem is the home of S. J. Reynolds Tobacco Co.

1/5th of all DRUGS
Sold in North Carolina ARE SOLD IN WINSTON-SALEM'S

WSJS
15-COUNTY MARKET
* $14,700,000—S. M.
1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

PROGRAM and news departments of WGAR Cleveland, WLS Chicago, WCAU Philadelphia, KFWB Los Angeles and WPRO in Albany have combined their efforts to produce a series of four half-hour shows covering the pre-election picture in the states where the stations are located. Each station has its commentary woven into a four-minute analysis of the political race in his coverage area. Commentaries are built into a half-hour show by the WPTR news staff and then returned to the individual stations.

SALUTE FROM CPRN
COLUMBIA Pacific Radio Network saluted the five new CBS Radio West Coast affiliates Oct. 9 with a special 25-minute program, This Is Radio, encompassing radio from 1926 to 1952. Show was written and produced by Ralph Rose and Frank Goss. Frank Goss was host-narrator for KHUM Eugene, Calif., KNRE Roseburg, KYJC Medford, KPLW Klamath Falls, Ore., and WKEI Kennewick, Wash.

PLACE MAT PROMOTION
MOST recent addition to overall promotion efforts of WBTV (TV) Charlotte, N. C., is the distribution of 200,000 place mats to restaurants in the station's coverage area. The mats, decorated with two-color line drawings of various Charlotte landmarks, have the most prominent spot devoted to a line drawing of WBTV's mountain-top transmitter.

PEANUT BUTTER TIME
ROSEFIELD Packing Co., manufacturer of Skippy Peanut Butter, is to sponsor a twice-weekly, 15-minute show over WBAL Baltimore beginning Oct. 21. The company has used TV exclusively in that area for the past two years to advertise Skippy Peanut Butter. Radio time purchase, it was said, may be credited to WBAL's merchandising operation, "Chain Reaction," which guarantees advertisers prominent full-week displays in the city's 217 A&P, American and Food Fair stores.

POSTER PREVIEWS
NEWSTANDS throughout a 60-mile radius of Philadelphia will feature a different WIP Philadelphia program each week through billboard posters issued by Quick magazine. Among programs to be promoted are The Frank Brookhouse Show, Freedom, USA, the Villanova gridcasts and shows of the station's new broadcaster, Paul Sullivan.

WVMI BENCHES
TEN benches have been provided at key bus stop locations throughout Biloxi, Miss., by WVMI there to promote the station. Back of each bench carries the outlet's call letters and a reminder that WVMI is "The Gulf Coast's Most Powerful Radio Station."

STUFFERS SELL WCAP
LAUNDRIES in Lowell, Mass., are rotating in distribution of 1,500 bundle stuffers weekly in their packages promoting WCAP in that city, programs on the station and programs' sponsors. Station relates that "several pieces of new business can be directly traced to the stuffers arriving at the right home at the right time."

TRIPS TO INAUGURATION
EXPENSE-paid trips to the Presidential inauguration are being offered by WTCN Minneapolis-St. Paul for best answers to a contest based on completion of the sentence "I am going to vote because . . ." Copyrighted under the title "Vote-athon!" the top three prizes are trips for two each to the inauguration. Third of the top three awards will go to a youngster who writes why his parents intend to vote.

SUCCESS CANCELS SPOTS
COMPLETE stock of 7,700 pair of ladies nylon stockings was sold in less than a week by Crosby Shoe Stores in Washington, D. C., through Washington Transit Radio (WWDC-FM), according to a report from the station. Several spots per day were used on the station. No other advertising medium was employed. So effective was the campaign that store officials requested that the hosierly special be deleted from the Crosby commercials.

LISTENING'S THE THING
AD promoting the slogan "You can't see a thing on KIXL (Dallas)—but it's there!" was run by the station in the Dallas Times Herald last week. Layout consisted of a series of dashes which connected a pair of glasses and the copy which plugged station's music programming.

TIES UP PHONE LINES
WCKY Cincinnati received a "cease and desist" order from the telephone company after the station offered on three successive mornings 10 pairs of tickets for an ice show to the first 10 persons who called in the answer to a "mystery tune" on its disc jockey show. The station's switchboard was swamped and the telephone company's trouble-shooters finally identified the radio offer as the cause for a complete early-morning tie-up of the main downtown exchange.

OUTLAW DISC JOCKEY
WWFB Miami, Fla, flyer shows rogues' gallery front and profile shots of a bearded, Stetsoned, "desperado" named "Great Scott," identified as a disc jockey from 3 to 5:45 p.m. Mon.-Sat. on the station. Flyer states "Great Scott" is wanted for "robbery" because he "steals" audiences from competitors. "Reward" offered is a "pleasant spell of listening" for "catching him on your dial."

WOOD-WESTINGHOUSE TWINS
WESTINGHOUSE "twins"—a Westinghouse Laundromat and Spin-Drier—were awarded to Mr. and Mrs. W. G. Fulghum, parents of newly-born twin sons, on Sept. 23, day promotion of the twin appliances began. Patti Hubbs, m.c. of WOOD-AM-FM Chattanooga's Patti's Parade, as part of the nation-wide promotion, tape-recorded an interview with the parents for playback on her 8:15-6:5 a.m. program.
tion is predestined to lose money at the start. Those with NBC and CBS affiliations would prosper, he said.

Mr. Doherty, in alluding to recent surveys he had made, said that in the two top TV-populated markets—New York and Los Angeles—there are five stations in the red, two "pink" and the remaining seven making money. There are seven stations in each market.

In a discussion of size of TV networks, touched off by A. D. (Jess) Willard, WGAC Augusta, it was agreed generally that TV networks would be substantially smaller than AM because of high cost of facilities and time. Mr. Willard said that, realistically, it had to be concluded that average TV networks will not be of more than 60 or 70 markets, as against 150-200 market radio networks. On the same theme, multiple sponsorships were predicted to defray costs.

Another round of discussion centered upon the single rate card vs. separate national and retail rates. Mr. Marshall contended that even the hamburger stand and the flower shop should pay the same rate as the national account on the ground that it could buy the smaller unit and still earn a return. Mr. Outler, who said he had thumped the tub for the single rate in radio, averred that two rates inevitably lead to three or four rates and finally to "how much have you got and how soon can you get it over here." He urged broadcasters to keep television in a buyer's market. Once it becomes a "seller's" market, he said, there will be no bottom price.

The advertising agency buyer, Mr. Outler, said, is the broadcaster's best friend. They deplore rate deviations. UHF vs. VHF was debated, with Mr. Lodge citing certain unknown factors in UHF coverage. He pointed out that there can be no UHF power in excess of 10 or 12 kw for some time, although there were promises that at least one high-powered transmitter would be on the air by the end of the year. He expressed misgivings, however. UHF contemplates use of drivers for amplification up to 100 to 200 kw effective radiated power, with a 10 kw transmitter.

Mr. Lodge predicted there might be only 20 or 30 substantially powered UHF stations delivered during 1953 and that others might go on with low power, "giving UHF a black eye," or would hold off.

As for UHF coverage, Mr. Lodge said, "it is fine in flat areas" but in the mountains and valleys, it has a "rough time." He questioned UHF's ability to "get behind the hills."

Same Color Quality

As for color, it was Mr. Lodge's view that the quality would be the same on VHF and UHF. Both use the same channel width, he pointed out. As for quality, UHF and VHF are identical where the signals are adequate.

Nevertheless, he said that there appeared to be no reason why an applicant for UHF should have an "inferiority complex." He alluded to the woeful lack of knowledge on propagation.

Analyzing latest data on personnel costs, Mr. Doherty said that a study had just completed indicates the average TV station expends $1,000 per man per month. In smaller stations, it runs as low as $600 and in the largest, in excess of the $1,000 figure. A small station can operate with 27 people, or a payroll of approximately $2,500 a week, he said. This contemplates secondary market operation.

A poll of TV stations in the district showed that WSB-TV has 45 people assigned to television only, with others who are interchangeable; WMBE-TV, 41 fulltime TV; WAFM-TV, 22 people with no interchangeable personnel; WTVJ (TV), 165 people aside from 25 in its film organization, or a total of 130; WDSU-TV, 83 TV only (plus 47 in the combined operation); and WBRC-TV, 20 to 25 TV only.

Percentage-wise, Mr. Doherty said, his current annual breakdown of television station staffs, discloses 41% of staff in technical; 28% program and production; 21% general administration; 6% sales and 4% film.

Bon Voyage!

... little Bismarck doesn't realize that candy and flowers often lead to engagements and showers. It's a clear case of increased sales in a bright new market when you make a date with KFYR. Any John Blair man will tell you why.

KFYR

BISMARCK, N. DAK

5000 WATTS-N.B.C. AFFILIATE
Rep. by John Blair

October 13, 1952 • Page 103
NCAB MEET

TIPS on profit-making were offered members of the North Carolina Assn. of Broadcasters at their fall meeting by Jack Knabb, head of Jack Knabb Adv. Co., Rochester, N. Y., and public relations director of the Radio Broadcast Management Council, Rochester. The NCAB meetings were held Oct. 3-4 at Pinehurst, N. C.

Using the title "It Takes Courage to Make a Profit," Mr. Knabb said broadcasters must stand pat on good program service, sound sales approaches and adherence to rate cards.

T. H. Patterson, WRRF Washington, presided at the sessions. New officers were elected as follows: Cecil Hopkins, WWNC Asheville, president; Jack Younts, WEEB Southern Fines, secretary; James MacNeill, WTSB Lumberton, vice president.

Mr. Knabb said broadcasters often are victims of fear—fear of losing money and fear that radio is on the way out. "Salesmen should sell an idea first, then the programs," he said, urging also the saturation technique by which an advertiser hits the market hard by concentrating a barrage of radio messages over many stations.

Local events such as fires and emergencies should be covered intensively, at the same time providing a large and salable audience that is attractive to sponsors. He said many local industrial firms have never been contacted by radio salesmen.

Mr. Knabb advocated use of more local participating audience programs. He said stations should closely watch changes in local store and business operations as a source of potential sponsor contacts. Special sales offer a good source of business, if properly promoted, he said. He advised salesmen to know the special problems of each store so they can make intelligent presentations tailored to particular needs.

GALS TAKE OVER
Operate KLAS for Day

IT all started when Fred Stoye, president and general manager of KLAS Las Vegas, agreed to help the Las Vegas Business & Professional Women's Club observe National B.F.W. Week, Sept. 25-30.

The ladies' request that they be allowed to "learn something about the part radio plays in our community" grew until the entire KLAS staff, with the exception of the engineers, found itself on the outside looking in.

All 36 B.F.W. moved in at 7 a.m. Oct. 2, and stayed until 10:30 p.m., giving sporicasts, making announcements, spinning records, checking ledgers and selling radio time. The latter was stimulated by a promise of a 50% commission.

The women unanimously decided that "there's more to operating a radio station and making announcements than we thought!"

Profit-Making Tips
Given by Knabb

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STRESS NEWS
Canadian Outlets Urged
CANADIAN stations are urged to stress their local and wire news services, especially those given on Sunday, when few sections of the country have any other news services. This is a recommendation of the Press Committee of the Canadian Assn. of Broadcasters, and was accepted by the CAB board of directors at its recent meeting.

The committee also has recommended stations obtain press privileges in all provincial legislatures where they are not granted now; have news representatives attend conventions of provincial weekly newspaper associations, and give fast, factual and complete coverage of special events, even at the expense of commercial programs. Outstanding station coverage of provincial elections has been found a prestige and audience builder, it was noted. CAB's head-office at Ottawa has other press committee recommendations, including railway passes for newsmen, and standard CAB identification cards for newsroom employees.

RCA Fellowships
RCA fellowships worth from $1,800 to $2,700 have been awarded to six young scientists and graduate engineering students, Dr. C. B. Jolliffe, vice president and technical director of RCA, announced last week. The winners are: Oscar Oliver Jr., New York; Hardy C. Martel, Pasadena, Calif.; Edgar Lipworth, Salford, Lancashire, England; Mitchell S. Cohen, Schenectady, N. Y.; Peter H. Lord, Englewood, N. J., and Edward W. Schwartz, Springfield, Ill.

AD COUNCIL

Cites Radio-TV Support
THROUGH its advertising channels, American business contributed more than $1.5 billion in time and space to public service projects during the past decade, the Advertising Council reported last week in issuing its 1951-52 report on its 10th anniversary.

Through the radio allocation plan, the report showed, business gave "major radio support to 23 top-priority campaigns" and "additional coverage to 40 other causes" during 1951, while TV advertisers, agencies and networks "gave invaluable support to 18 top-priority campaigns and extra coverage to 20 other campaigns."

It was estimated that sponsored network radio programs alone contributed more than $4 billion "radio home impressions"—a home impression being one message heard once in one home based on Nielsen figures—while TV home impressions achieved via network commercial shows were placed at more than one billion.

Local stations, both radio and TV, made major contributions to council activities along with the work done via the networks, the report asserted. The 10th anniversary report was signed by T. S. Reppler, council president, and Fairfax M. Cone, president of Poote, Cone & Belding, who was 1951-52 chairman of the council.

Science in Action (Continued from page 71)

was guest scientist on two programs covering Mars, the moon and stellar evolution.

The show is strictly scripted and formatted to present background and information for the average viewer. A generous use of visual material is a part of each program.

A host narrator, usually a personnel member of the Academy's staff, is used. This host is always a scientist who can talk on a professional level with the guest. The commercial is presented after the topic of the evening has been covered. Following the commercial is a weekly feature: "The Animal of the Week." During this portion of the show animals ranging in size from a praying mantis to a live baby elephant have been shown. There is a brief discussion of the animal's characteristics.

Bank Promotes Show

From the first, the bank has done everything possible to make the show a success. An aggressive advertiser, the institution has promoted the show by means of posters and painted bulletins. During 1961 the entire poster and bulletin schedule was devoted to the show. This was the largest amount of money spent on outdoor to promote television in the San Francisco area.

The outstanding success of the show is indicated in the many awards it has received during the past two years. In 1960-61 it received first place in the San Francisco Examiner, San Mateo Times and TV Premiere viewers' polls; was awarded the title of Best Educational and Cultural program by the Academy of Television Arts and Sciences and was given a special program award by the American Assn. of University Women, San Francisco chapter.

In 1961-62 it again received first place in the San Francisco Examiner San Mateo Times and TV Premiere viewers' polls; best educational and cultural program and best live show awards from the Academy of Television Arts and Sciences and a number of local awards from viewers' groups.

In addition the program received five national awards in 1961-62 including those from the American Public Relations Assn., American Banking Assn.; School Broadcast Conference, Chicago; Ohio State U. Radio-TV conference and the National Report, American Assn. of University Women.

The show has been built as a family show for the participation of all age levels. No material change has been made in the format since its origin, except a more extended use of the physical properties and facilities of the Academy to improve its presentation.

While the bank does not reveal the exact budget set aside for the show, it is known that there were considerable budgets spent on this show. This was 1950-51 the origination of the show. During this period the bank used $15,000 on this project.

For the last two years, the bank has spent $5,000 on these two programs.

Several sponsors and executives of KGO-TV are constantly striving to improve the show they are pleased with the success of the present format. They believe it has earned a place as a valuable part of the community in the months it has been on the air.

WSAB MEETING

SALES clinic held SALES clinic and capsule reports of program and spot developments from BMI headlined a two-day fall meeting of the Washington State Broadcasters Assn. at a Cheesecake Hotel, Yakima, Wash., fortnight ago.

James Cox, West Coast director of BMI, reminded that any TV impact on radio can be offset by "imagination" for new programs. Second day sales clinic featured an exchange of selling ideas among station management and sales executives, with Joe Chytli, KELA Centralia, WSAB sales committee chairman, presiding at the sessions. Leo Beckley, KBRC Mt. Vernon, WSAB president, presided at the opening business session.

Rogon Jones, KVOS Bellingham, discussed advantages of Broadcast Advertising Bureau selling services. William Trenner, NARTB West Coast office, reviewed services of the association.

WSAB members were advised of plans for a state association network to handle election coverage. Some 20 stations participated in a similar venture for primary election coverage.

CBS Radio Brief

CBS Radio the past fortnight issued a presentation, "Where Network Radio Faces Peak Competition," based on a Pulse survey. It showed that radio listening in TV homes is high, that video families listen to radio during all evening hours, that more than half of this listening is to network stations and that the networks get their greatest share of listening in the peak TV hours of 5-10 p.m. [B+E, Sept. 8].
OCTOBER 3 THROUGH OCTOBER 9

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
sync., amp., synchronous amplifier, vis.-visual
STA-special temporary authorization
SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

October 6 Applications

CP for approval of ant., trans., and main station locations; engineering condition.

KIRO Grant. -CP. to change from 1460 kc, 300 w-n, 1 kw to 3560 kc, 1 kw. Trans. location: install DA-N. AMENDED to change DA pattern.

Following stations request renewal of licenses: WERB, Atlanta, Ga.; WKVO Maple Grove, Ohio; KBJ-FM Salt Lake City; RFAM-FM St. Cloud, Minn.

APPLICATION DISMISSAL

Extension of Completion Date

KMYC Marysville, Calif.—Mod. CP which authorized change in existing facilities, for extension of completion date.

October 7 Decisions

By BROADCAST BUREAU

Modification of CP

WCHN Norwich, N. Y.—Granted mod.

October 8 Applications

License Renewal

PKPX (TV) San Francisco—Requests renewal of license.

Change Antenna Type

WBC-TY Birmingham — Mod. CP, which authorized changes in existing TV, to change ant. type. Ant. height above average terrain: 688 ft.

October 8 Decisions

By Comr. George E. Sterling

WATR Inc., Waterbury, Conn.—Dismissed as moot petition to amend application since application has been removed from files. (No objection.)

American-Republican Inc., Waterbury—Dismissed as moot petition for continuance of hearing since application has been dismissed without prejudice.

Lufkin Amusement Co., Beaumont, Tex.—Grant joint petition for extension of time from Sept. 28 to and including Oct. 6, 1952, to file reply brief to ex parte petition of Chief, Broadcast Bureau to the initial decision issued in proceeding upon applications for renewal of license of KXYC and revocation of CP of CFYT.

By Hearing Examiner

Basil P. Cooper

Pinellas Best, Co., St. Petersburg, Fla.—Grant joint petition for authority to take depositions of certain named persons in proceeding in re application for purpose of developing facts related to and hearing upon several issues specified in order designating applications for hearing in St. Petersburg.

The Tampa Bay Area Telecasting Corp., St. Petersburg, Fla.—Grant joint petition for authority to take depositions of certain named persons in proceedings in re applications for license in St. Petersburg.

Grants several issues specified in order designating applications for hearing.

Pinellas Best, Co., St. Petersburg, Fla.—Granted motion requesting addition of Boys N. Harrison of St. Petersburg, Fla. to bar complaint. Commissioner permission to take depositions in proceeding re application beginning at St. Petersburg Oct. 9.

The Tribune Co., Tampa, Fla.; Pinellas Best, Co., The Tampa Bay Area Telecasting Corp., St. Petersburg, Fla.—Granted permission to amend applications.

The Tribune Co., to furnish additional information relative to citizenship of George T. Webb, report death of two stockholders, specify new alt. site, etc. Pinellas to reflect changes in stock ownership and directors, etc. The Tampa Bay Area Telecasting Corp., to reflect changes in officers, directors, and stockholders, amend proposal to reduce height of proposed ant. and to specify studio location and exact address of station.

By Hearing Examiner

William G. Butts

Harrissco Bests, Inc., Harrisburg, Pa.—Granted petition to amend application to show new post office address; reduce requested power to 25 kw; show reduction in number of board of directors; amend see V-C to reflect reduction in power, and other changes set out in amendment.

Kendrick Best, Co., Inc., Harrisburg, Pa.—Granted petition to amend application to show that effective Sept. 10, license of WRBB Harrisburg was assigned to Kendrick; to show that application has assumed operation of WRBB; to show changes in equipment and use of existing facilities, for reduction of visual ERP approximately 0.15 db below value specified in application, and other changes set out in amendment.

Rosenbery Corp., Harrisburg, Pa.—Granted amendment petition to change in character of operation of station as it is licensed at 1000 kc, for purpose of reducing coverage in effective area.

By Hearing Examiner

James D. Bond

WJBQ Inc., Jackson, Mich.—Granted petition to amend application to show correspondence with FCC issuing in connection with the proposed studio location, financial and legal qualifications of applicant, and other minor changes set out in amendment.

By Hearing Examiner

Elizabeth Smith

Westhoughton Radio Stations Inc., Portland, Ore.—Granted petition insofar as it requests change in power of 14 kw to 14.4 kw in consolidated proceeding. Permission to change antenna, if approved, is still subject to Commission discretion.

By Hearing Examiner

Le Remick

Chief, Broadcast Bureau—Granted petition for extension of time from Oct. 3 to Oct. 8 for filling of proposed

October 8 Applications

ACCEPTED FOR FILING

License for CP

KGNDO Duluth—License for CP, as mod., which authorized local power increase, installation of new trans., in change in trans. location, and installation of transmitting towers.

AM—1060 kc

WHIL, Hammod, La.—CP to change from 750 kw to 1 kw. Trans. location: change from D to W. AMENDED to change name of applicant to Sidney S. Rosenblum.

Change Antenna Type

WJOI-FM Florence, Ala.—Mod. CP, which authorized changes in existing AM, for extension of combination.

Modification of CP

WMZO Mobile, Ala.—Mod. CP, which authorized changes in existing FM, for extension of combination.

Extension of Completion Date

KBCR Cushing, Okla.—CP, as mod., which authorized new AM, for extension of completion date.

By Hearing Examiner

Lyman S. Bostick

KXLR Mobile, Ala.—CP, as mod., which authorized new AM, for extension of completion date.

Change to DA-ON

KMYC Marysville, Calif.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

KWPQ-Cushing, Okla.—CP, as mod., which authorized new AM, for extension of completion date.

Change to DA-ON

KMYC Marysville, Calif.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

License Renewals

Following stations request renewal of license:

WPBC Lincoln, Ill.; WFLO Farmville, Va.; WYAM Neenah, Wis.; XOMG

Which Electric Plant?

This booklet helps you choose the right unit for your needs.

This free booklet will help you select the right type, the right size, starting method, etc. for your particular application. Whatever you buy, remember it is the U.S. line — for U.S. builds over 80% of models, backed by more than 60 years of manufacturing experience!

US

UNITED STATES MOTORS CORP.
354 Nebraska St. Oshkosh, Wis.

Please send me the free booklet on Electric Motors. I am interested in:
□ Gas powered, □ Diesel,
□ Gasoline powered

Name
Address

City Zone State

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 3502

P. O. Box 7007
Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,500 readers—recruiting engineers, salesmen, managers, chief engineers, design engineers. Apply to MALETZ, INC., 30 W. 40th St., N.Y.C. for AM, FM, Television and Facsimile facilities.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash., 5, D. C.

Lincoln 2-7075

TOWERS • AM • FM • TV

Complete Installations

TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 17, Oregon
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Officers
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

COMMERCIAL RADIO EQUIPMENT
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WTAY BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

WILLIAM F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Baja Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE

RAYMOND M. WILMOTTE
1469 Church Street, N. W. Ecclebur 1231
Washington 5, D. C.
Member AFCCE

HENRY R. LUBBECKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

JAMES R. BIRD
Consulting Radio Engineer
Fairfax Hotel, KYA.
33 Elm Ave.
San Francisco 6, Calif.
Hill Valley, Calif.
Douglas 1-8556 DUnc 1-8771
Member AFCCE

October 13, 1952 • Page 107
Help Wanted

Representative business long established, need one young, offer aggressive type man 35-50 years old, general manager and office manager, 15,000 to $25,000 or more according to ownership interest desired. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only. Box 1010, BROADCASTING TELECASTING.


Closed Circuit Technician. All replies to Box 122, BROADCASTING TELECASTING.


Help Wanted (Cont'd)

Have immediate opening for combo. Must have sales and announcing experience. Must have college degree. Reply Box 115, BROADCASTING TELECASTING.

Wanted--Combination announcer-engineer, Accept on announcing. Ability to stay on. Experience in the Northwest coastal town, small solid market. Send tape or full details of announcing. Box 160, BROADCASTING TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasts and commercials. Fulltime job, four days a week. No night work. Box 661, BROADCASTING TELECASTING.

New Eastern Pennsylvania station needs full time, strong on announcing. First class ticket helpful. Excellent salary and benefits. Experienced men. Permanent positions. 40 miles from Philadelphia. Reply to Box 268, BROADCASTING TELECASTING.

Announcer--Experienced man for 5 kw clear in Southeast. First class ticket helpful. We are so strong on combination operation but can use maintenance announcer. Excellent voice. Pleasant metropolitan city. Generous vacation, TV and studio, telephone. Box 5B8, BROADCASTING TELECASTING.


Announcer--First phone engineer, experienced. Reply Box 1205, BROADCASTING TELECASTING.

Mechanical Engineer needed by CBS station located in the Midwest. Reply Box 866, BROADCASTING TELECASTING.

Advertisers

Florida coast station. Need two combination men. Both must be heavy on announcing that can do news, disc, experience record, references, letter. $40,000 annually. Reply Box 186, BROADCASTING TELECASTING.

Announcer-engineer. First phone announcement. Good prospects. Reply Box 46, BROADCASTING TELECASTING.

Staff announcer needed for Midlands network and regional affiliate. Top pay for top. Reply Box 618, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Have immediate opening for combo. Must have sales and announcing experience. Box 115, BROADCASTING TELECASTING.

Announcer-engineer, pertinent. Announcer-engineer with first phone. Must have top announcing ability. Reply Box 1310, BROADCASTING TELECASTING.

Have position open for business manager. Experience in the Southeast. Reply Box 127, BROADCASTING TELECASTING.

First class engineer or announcer-engineer for morning shift. WBHT, Huntsville, Alabama.


Need transmitter engineer for 5 kw combo. Reply to Contact Chief Engineer, WCRJ, Johns- town, Pennsylvania.


First class engineer with announcing ability. Eighty dollars weekly. Send complete details to Gene Winch, Jacksonville, North Carolina.

Helping combination man to act as chief engineer. Small market. Twenty hours a week. For details, call telephone number 504-643-0011.

Engineer--Control and transmitter. Salary, cost of living bonus. WSWS, Cleveland, Ohio.

First phone, transmitter operator, WADD, Rockford, Illinois. Reply to Chief Engineer.

Immediate opening for first class operator. $50.00 for 40 hours. Time and a half for 50. Reply to Dan Williams, Radio Station WVOT, Wilson, N. C.

Engineer with first class license capable of taking over chief's job in 95 kw network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCC, Waterbury, Connecticut.

Chief engineer needed immediately, some announcing, good pay. New station in Paul Reid, 264, Hawthorne, Virginia.

First class engineer, no experience required. Will train for combination operation. Pay $15.00 per word. Send complete details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others

Experienced girl copywriter. Secretarial experience and shorthand desirable. Above average pay. Penna. daytimer. Send lots of sample copy plus small photo. Box 278, BROADCASTING TELECASTING.

Experience wanted immediately in construction and personnel for network affiliate. Reply Box 57, BROADCASTING TELECASTING.

General Manager, available immediately. Send complete details and background, plus salary requirements. Box 679, BROADCASTING TELECASTING.

Manager, commercial manager or salaried, immediately. Reply Box 1010, BROADCASTING TELECASTING.

General manager. Available immediately. Must have at least 3 years enviable record both radio and television. Sales, programming, employee and public relations. Finesse reference. Prefer West Coast or Southeast. Salary plus commission. Reply to Box 646, BROADCASTING TELECASTING.

Assistant Engineer, experienced in the construction and operation of medium and short wave bands. Must be able to do drafting and general office work. Reply Box 70, BROADCASTING TELECASTING.

Computer operator--40.000 kw. Must be able to type, able to keep up with traffic. Reply Box 163, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Assistant Chief Engineer. Experience preferred. Reply Box 809, BROADCASTING TELECASTING.

Experience in graphic art. Reply Box 721, BROADCASTING TELECASTING.

Assistant Chief Engineer. Reply Box 161, BROADCASTING TELECASTING.

Announcer-engineer. Reply Box 91, BROADCASTING TELECASTING.

Assistant Engineer. Reply Box 120, BROADCASTING TELECASTING.

Technical


Wanted: First phone to fill immediate opening. Sixty dollars for forty hours. Reply to Box 719, BROADCASTING TELECASTING.

Chief and first phone operator positions available immediately. We are a midwest Pennsylvania independent AM and FM. Moderate start, good potential. Box 178, BROADCASTING TELECASTING.

Nebraska. First class engineer wanted for floodproof station. Member of Alliance, Nebraska. Job mainly tech. Send resume and amount of announcing. Box 121, BROADCASTING TELECASTING.

Engineer wanted. KOPR, Butte, Montana. Car necessary.
Announcer. Experienced news, DJ, and program director. Formerly with New York State network affiliate. Also worked for two years with station in Prefer, Northeast. Box 89R, BROADCASTING • TELECASTING.

Several years commercial experience all phases. Available immediately. Box 728R, BROADCASTING • TELECASTING.


Announcer—Disc jockey, football, basketball, and baseball. Light experience. Settle small community. Cereal, different, cue major Combo to you to shift ideas. All place winning. Desire change to radio. Box 724R, BROADCASTING • TELECASTING.

Announcer: Strong CASTING. Also network sales. Over two years experience, Copywriter, Atlantic- Southeast. Ted Work, 700R, BROADCASTING TELECASTING.

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Strong CASTING. Also network sales. Over two years experience, Copywriter, Atlantic- Southeast. Ted Work, 700R, BROADCASTING TELECASTING.

Chief engineer to take complete charge of broadcasting station. Consider only professional engineer. Box 859R, BROADCASTING • TELECASTING.

First phone, no station experience, technically trained, single, veteran, no dependents. Prefer boxes. Box 713R, BROADCASTING • TELECASTING.

Engineer—First phone, 32, single, draft exempt, technical school graduate. Box 789R, BROADCASTING • TELECASTING.

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Engineer: Experienced all phases. Veteran 100 mile radius New York City. Box 709R, BROADCASTING • TELECASTING.

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Chief engineer to take complete charge of broadcasting station. Consider only professional engineer. Box 859R, BROADCASTING • TELECASTING.
SALES MANAGER

Product-Programming, Others

DE-EMPHASIS

I HAVE AN IDEA! I HAVE AN IDEA THAT IT'S A PROBLEM TO:

Develop a fresh saleable programming approach for your station. Build ratings in your market. Achieve and maintain audience leadership in the eyes of your community and your station.

For Sale

ARE YOU TRYING TO GET ON THE AIR QUICKLY WITH YOUR NEW TELEVISION CONSTRUCTION PERMIT?

How do you return to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed for steel wind pressure in accordance with specifications of RTMA.

Also extensive building materials and Turntables to complete the papers and prepare for photostating. FCC has been held, state.

For Sale—(Cont'd.)

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial accounts. Chief Engineers, Radio Managers, Representatives of the Federal Communications Bar Assn. to deal with streaming of "rules of court" concerning such matters as filing of

Litigation Division, has explained that most all of the general realization proceeding record must be filed with the court, but in the city-by-city portion, only the pertinent city record need be filed.

Mr. Wollenberg said a conference may be held with counsel for WWSS to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WSCR, WLOL or KYVL has been held, he stated.

The FCC official said four or five staff members have been working full time since early August to compile the papers and prepare for photostating. FCC has

its own photostating unit where additional people have been handling the duplicates of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

The record in all of the allocations is being prepared, Mr. Wollenberg said, one for the District of Columbia court, another for the Philadelphia court and the third for FCC's own district court. About 16 months more will be required to complete the job.

The general portion of the allocation includes, in addition, in March, the proposed record starts with the FCC notice of July 11, 1948, the initial reallocation proposal. It also includes the allocation comments filed in August and November 1947; the revised allocation notice of Feb. 1, 1950; Third Notice of March 22, 1951; all general comments and transmitters of in-depth petition and pertinent city-by-city comments. The color TV portion is

excluded, but comments on educational TV are included.

This record involves some 32 volumes of hearing transcripts and nearly 180 exhibits. Processers last Wednesday had identified their 15,000-page page of the record, excluding the hearing transcripts, with more to come.

Photostating Expense

One estimate of the cost of photostating the record at regular commercial rates was given as "around $6,000,000."

After the record is filed with the courts, FCC and the contesting parties are expected to confer on sharing of the additional costs, which will be necessary to have the record printed. No estimates of this further expense are available since the conferences may bring about elimination of less relevant portions before printing.

An exploratory meeting with officials of the District of Columbia Superior Court has been attended by representatives of the Federal Communications Bar Assn. to deal with streaming of "rules of court" concerning such matters as filing of

records and other revisions of procedure indicated by the Hobbs Act [B&T, Sept. 22].

Sec. 1036 of Chapter 19A of Title 5 of the U.S. Code, titled "Certification of record on review," as amended by the Hobbs Act, reads:

Within the time prescribed by, and in accordance with the requirements of, the court of appeals in which the proceeding is pending, unless the proceeding has been finally terminated, the court shall file in the office of the clerk the record on review, duly certified, containing the transcript of the hearing evidence, and proceedings before the agency, or such portions thereof as such court determines should be included in such record, or such portions thereof as the petitioner and the agency, with the approval of the court of appeals, shall agree upon in writing.

CPRN'S PITCH

Stresses Nighttime Audience

THE WEST Coast's nighttime radio audience is 67.5% greater than the daytime audience, it is stressed in a Columbia Pacific Radio Network presentation, "The Nighttime Audience of the Pacific Coast." It shows there are 1,082,470 more radio listeners at night than during the day.

Figures are based on Pacific Nielsen ratings and winter season Pulse reports from each of four Pacific Coast cities.

The presentation credits the West Coast's terrain and climate in developing this size audience and points out that a growing number of retail stores are open at night, with some reporting 36 to 40% of their sales coming from nighttime shoppers. Also noted:

Pacific Coast radio serves 2½ as many families as television and even in TV towns, radio has one

listening family for every three tuned to video. In the three West Coast states, (California, Wash- ington, and Oregon), there are 3, 961,420 radio-come families, adding an important out-of-home audience of between 12 and 21% to the family audience.

An important WLS client is looking for a woman broadcaster who has the ability to talk to the ordinary housewife on her own level. This broadcaster must be capable of producing her own show which will probably be along the home-talker type although other ideas appealing to this same class of listeners are expected. These programs will be 15 minute daily shows over some 70 super power and regional stations.

An opportunity is offered to become an associate director of the Home Service Department of this firm. The salary will definitely be better than usual and liberal bonus arrangements will be made. Also included will be hospital benefits and retirement pension plans.

The broadcaster selected must be willing to devote her entire time and abilities to any task which will lead to the advancement and promotion of the client's products. She must be willing to reside in a Midwesten town of approximately 10,000 population.

Submit full history and background, salary expected and photographs to Raymond S. Davis, Radio Sales WLS, 1220 Washington Boulevard, Chicago 7, Illinois. Do not apply in person.

This position represents a permanent placement with a rapidly growing organization and has a position that can be a career end. It is definitely a real opportunity for someone who can meet the rather stringent requirements of the client. Ability to talk to housewives on their own level is a must.

**PEOPLE ARE THIS WEEKEND'S TOP STORY**

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

1717 Fifteenth St. N.W.

Sterling 8-2311

CHICAGO

Ray V. Hamilton

2301 S. Michigan Ave.

Stirling 5-3833

SAN FRANCISCO

Lester M. Smith

1525 California St.

Embarcadero 7-5672

BLACKBURN - HAMILTON

THE RADIO COMPANY

Page 110  •  October 13, 1952

BROADCASTING • TELECASTING

BROADCASTING • TELECASTING
October 9 Decisions ... By COMMISSION EN BANC

**AM—1070 kc**

WAPI Birmingham, Ala.—Granted CP to increase power from 250 w to 500 w, and change type trans., operating on 1070 kc, 5 kw N, N-A, engineering condition.

**AM—910 kc**

KLCN Blively, Ark.—Granted mod. CPs for operation on 910 kc, and change type trans., operating on 910 kc, engineering condition.

**AM—1220 kc**

WPAX Falls Church, Va.—Granted CP to increase power from 250 w to 500 w, and change type trans., operating D on 1220 kc, engineering condition.

Advised of Hearing

Sumter Bestg. Co., York, Ala.—Is being advised that application for new AM on 1450 kc 250 w-d, indicates necessity of hearing on question of use of Class IV station on regional channel.

Darrell E. Yates, Jacksonville, Tex.—Is being advised that application for new station on 1260 kc-unl. with 960 w-DAN indicates mutual interference with station KTAJ Taylor. Tex., and said party requests extension of program service, and indicates necessity of hearing.

WHM Roanoke, Va.—Is being advised that application to make changes in DA pattern indicates necessity of hearing because of interference with KWSY Charlotte, N. C.

KAPY Bakersfield, Calif.—Is being advised that application for mod. license to change from DA-RN to DA-N indicates necessity of hearing because of interference to KSFQ San Francisco, and KMRF San Diego.

**Replacing Expired CP**

KECC Pittsburg, Calif.—Granted application for CP to replace expired CP due to changes in conditions.

**Advised of Hearing**

WKEU Griffin, Ga.—Is being advised that application for mod. license to increase height of vertical radiator, indicates necessity for hearing because of interference to WMYG Milledgeville, Ga., and WBHF Cartersville, Ga.

Reinstate Expired CP


(Docket Actions ...)

**ORDERS**

KWEM West Memphis, Ark.—FCC granted petition for reconsideration and grant of KWEM application for modification of license to change main studio location from West Memphis, Ark., to Memphis, Tenn. Comr. Hyde dis-trusted. Order Oct. 7.

WTMY East St. Louis, Ill.—FCC denied petitions of WTMY to reinstate and grant its application for CP to change license to Oct. 28, from 1260 kc, 1 kw fulltime, DA-1N. WTMY may file new application within 30 days from date of order. Order Oct. 8.

KREI Farmington, Mo.—FCC granted petition for reconsideration, and grant of KREI application for CP to change frequency from 1260 kc to 800 kc with 1 kw-D and KWNO granted, conditions. Order (and grant) Oct. 7.

KOB Albuquerque, N. M.—FCC granted power of extension of special service authorization, for operation of FM from a location on 365 kc, 1 kw, from Oct. 5, or until Mar. 1, 1950. Order Oct. 1.

Fremont, Ohio—FCC amended Sec. 5.600 of TV rules as to assign to Table of Television Assignments, Ch. 39 (plus) to Fremont. Order Sept. 25.

Columbia Empire Tele-Communications, Portland, Ore.—FCC denied petition for clarification or correction of issues in current proceeding involving its application and the assignment of KTVN-TV to Portland, Ore. Order Sept. 25.

Old Hickory, Tenn.—FCC adopted order finalizing proposed rule making adding new sections to Sec. 307(b) of Act of 1939. Order effecting 30 days from date of publica- tion in Federal Register effective 30 days after publication. Order Sept. 30.

KEMP Mount Pleasant, Tex.—FCC denied petition for reconsideration and grant without hearing of KEMP application, for CP to change hours of operation from daytime only to fulltime with present power of 500 w-DW. Order Oct. 7.

Sixth Report and Order of FCC granting application of KTVN-TV, to assign vhf Ch. 5 in Mount Pleasant, Tex., to be transmitted from Dallas, Texas. Order Oct. 9.

KMPM Mount Pleasant, Tex.—FCC denied petition for reconsideration and grant without hearing of KMPM application, for CP to change hours of operation from daytime only to fulltime with present power of 500 w-DW. Order Oct. 7.

San Angelo, Texas, Tex.—FCC granted application for consolidated license to add to that of KSAN to assign Ch. 6 to Beaumont-Port Arthur from minus to plus, and change offset of New TV station on Ch. 3 in Beaumont from minus to plus. Order Sept. 25.

FCC granted petition for clarification or correction of issues in current proceeding involving its application for new TV station on Ch. 21 in San Angelo, and that of Mt. Scott Telecasters Inc. for same channel in El Paso, Ariz. Order granting license in the light of Sec. 307(b) of the Communications Act of 1934, as amended, which, if either of these applicants would provide the more fair, efficient, and uniform distribution of radio (television) service.” Order Oct. 7.

When It's BMI, It's Yours

Another BMI "Pin Up" Hit—Published by Simon House

I'M NEVER SATISFIED

On Records: Trudy Richards—Decodex; Nat King Cole—Capitol; DeMareo Sisters—MGM; Henri Rene—Victor.

MEMORANDUM OPINIONS AND ORDERS

American-Republic Inc., Waterbury, Conn.—FCC denied petition requiring waiver of Sec. 350 of rules and amendment of Table of Television Assignments to assign additional channel to Waterbury. Memorandum opinion and order Sept. 25.

Orange Television Bestg. Co., Tampa, Fla.—FCC denied petition to vacate and set aside, on Sept. 28 action of Motions Commissions in Dismissal, without prejudice, application of Tampa Bestg. Co. for new TV station on Ch. 27. Order further petition to dissmise application of Tampa Television Co. for same channel, and designated latter application for consolidated hearing with those of Orange Television Bestg. Co. and Tampa Times Co., for that channel at the same time and place as is scheduled for Oct. 15 in Washington. Memorandum opinion and order Oct. 9.

WTOC Savannah, Ga., and Brenna Bestg. Co., Jacksonville, Fla.—FCC granted petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Telegraph Herald's counterpro- posal to assign vhf Chs. 5 and 11 with power of 250 w-DW to Tele- graph Herald, Dubuque, Iowa. FCC denied petition for reconsideration of Sixth Report & Order (B.T. April 14) which denied Telegraph Herald's counterpro- posal to assign vhf Chs. 5 and 11 with power of 250 w-DW to Tele- graph Herald, Dubuque, Iowa.

WBN Big Rapids, Mich.—FCC denied petition dismissed by Nathan Williams, NBC, Inc., Detroit, Mich. (Continued on page 118)
**Non-Dockets Actions**

**AM GRANTS**

Hot Springs, Ark.—Resort Best Co. granted $590,000 1-kw, $210 1-kw, 210 200-w, condition. Estimated construction cost $35,000; revenue $60,000. President includes Alexander Caine (5%) owner of Cain Drug Company (60%); Rev. Minister (5%) at Second Baptist Church, Little Rock. President (1/10), chief engineer for WADC, Little Rock. Grant $590,000, $210 operated by WADC. Final Oct. 19, 1952.

Milford, Del.—The Kent-Sussex Co. granted $1,000,000 350-w antenna 370 ft. Estimated construction cost $250,000; revenue $40,000. President includes Edward Smith (20%, 20% owner of WBOO), Belleview, Del. Final Oct. 19, 1952.

Wallace, N. C.—Duplin Best Co. granted 1,400,000 250-w antenna 350 ft. Estimated construction cost $1,500, first year revenue $10,000. President includes Principal President (5%), existant Engineer (20%), President, Chief Engineer (5%), Member of Board of Directors (1/2). Final Oct. 19, 1952.

FM GRANTS

**KSCU (FM) Santa Clara, Calif.—** The U. of Santa Clara. Granted 95.5 MHz, 1,000 w antenna 200 ft. Estimated construction cost $1,450,000. President (5%), existant Engineer (20%), Member of Board of Directors (1/2). Final Sept. 19, 1952.

**WPBE (FM) Flint, Mich.—** Flint Broadcasting Co. granted 930 w antenna 200 ft. Estimated construction cost $1,450,000. President (5%), existant Engineer (20%), Member of Board of Directors (1/2). Final Sept. 19, 1952.

**KFNZ (FM) San Antonio, Calif.—** Grant of transfer of control of station from J. E. Rodman to Paul R. Bartlett for $3,000.00. Bartlett already owned 24% of KFRE and KFMR. Final Dec. 19, 1952.

**WDEC Americaus, Ga.—** Transfer of control from the Americaus Co. granted $600,000, $210 110-w, 110 110-w, condition. Estimated construction cost $35,000; revenue $60,000. President includes Alexander Caine (5%) owner of Cain Drug Company (60%); Rev. Minister (5%) at Second Baptist Church, Little Rock. President (1/10), chief engineer for WADC, Little Rock. Grant $590,000, $210 operated by WADC. Final Oct. 19, 1952.

**WAAR Worcester, Mass.—** Grant of transfer of control from Bruff W. Olm Jr. to Wilson Enterprises Inc. for $50,000 for 100% interest. President includes Mr. Pearlman is Mr. Pearlman's manager of station. Final Sept. 19, 1952.
August-September Boxscore

STATUS of broadcast station authorization at the FCC:

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<th>As of August 31</th>
<th>As of September 3</th>
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<td>AM FM TV</td>
<td>AM FM TV</td>
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<td>Total authorized</td>
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<td>Licensed</td>
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<td>(all on air)</td>
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<td>597</td>
<td>577</td>
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<td>96</td>
<td>97</td>
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<tr>
<td>Total applications pending</td>
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<td>163</td>
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<tr>
<td>928</td>
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<td>756</td>
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<td>96</td>
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<td>Requests for new stations</td>
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<td>12</td>
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<td>Full construction permits</td>
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<td>3</td>
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<td>Deletion of licensed stations</td>
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AWRT Plans

Convention for Atlanta

national convention planning session and the first full business meeting of New York chapter.

American women in Radio & Television [B-T, Oct. 6], were held in New York during the first week in October.

Plans for the 1953 convention, to be held at Atlanta-Biltmore Hotel, Atlanta, April 20-23, were approved after last weekend at a meeting of national board of directors and national and state committee chairman. Present convention was for "full participation of workshops, forums and speeches," with speakers and their subject to be announced at a later date.

RED PROBE

Writer in Custody

A RAdio writer was taken into custody last Wednesday by the Dept of Immigration in what appeared to be a step toward deporting Canadian-born Reuben Ship of Hollywood.

Mr. Ship last year refused to answer whether or not he is a Communist and was questioned by the House Un-American Committee. Deportation would be under the National Security (McCarran) Act. After his test, he was released on $5,000 bail pending hearing. He was a writer on the Life of Riley radio series for several years now and claims he is "blacklisted" in the industry.

National Shoes Suit

TRIAL of $1 million damage suit filed by National Shoes Inc., Bronx, N.Y., against F & M Schaefer Brewing Co., Brooklyn, and its agency, BBDO, is scheduled to begin tomorrow (Tuesday) in Bronx County Supreme Court. National Shoes is suing over the use of "Ring Bell" advertising theme by Schaefer [B-T, Sept. 22].

Hamiton Harvey

HAMILTON ST. JOHN HARVEY, 74, a vice president of Albert Frank-Guenther Law Inc., New York, died Tuesday at his home in Bloomfield, N.J. His wife survives.

WEMP's Coffee Club

(Continued from page 86)

Twin Lakes, which has a population of 900 people, public interest rating as high as 90% so that some 600 people attended the celebration. The next morning, WBEV Beaver Dam, Wisc., which covers the Twin Lakes area, rebroadcast the program from tape recording as a public service.

Appearances in Milwaukee country stores average two per week. They are always from 7 to 9 p.m. and take the form of a quiz program. Food products are awarded contestants.

IGA sales success and expansion, which began with the use of the Coffee Club has been so great that the independents now rank second in sales volume among retail grocery chains in Wisconsin.

Station executives report that when the program was initiated in 1949 the morning share of audience was 84%. The April-May 1952 Cooper rating gave the station 20.7, and the I. G. A. index 19.

Although the IGA sponsorship is the principal reason for the Coffee Club's success, there are many other products on the show. Currently in the enviable position of "sitting on the list" with a long "waiting list," the show's sponsors include City Loan Co. and Household Finance Corp., which have purchased 15-minute segments since the show's inception; Beyer Aspin, a participant for two years and Ray Haasch, local record and appliance dealer, who is currently scheduling two 10-minute segments.


It's a WHIZ for Sales!

Whizin's NBC in Southeastern Ohio

October 13, 1952 • Page 113
PETITION TO SET ASIDE REBROADCAST RULE

PETITION to vacate and set aside FCC’s new rule requiring station to report in 10 days to FCC why it refused requests to rebroadcast its programs was filed with Commission Friday by Haley & Doty, Washington radio law firm, in behalf of several radio and TV stations. Petition charges new rule violates Sec. 325 of Communications Act. Effective date of rule, adopted in May [B&T, May 19], has been extended to Oct. 31 upon request of NARTB, NBC and others.

Sec. 325 precludes rebroadcasting without “express authority” of originating station, petition asserted, but new FCC rule “takes what was obviously intended to be protection for licensees and completely changes its substance.” New rule makes station guilty until proven innocent, petition charged, pointing out Sec. 325 “is a recognition of a right in a licensee to broadcast which is transmitted by it over the air. It cannot be contended . . . that no right exists.” Practical burden upon stations in administration of rule also was cited.

BARTON TO NARTB

JACK BARTON, for five years with Capitol Records in Hollywood, joins NARTB Oct. 15 as field representative for the Station Relations Dept., reporting to William T. Stubblefield, station relations director. He began his radio career as announcer at WFRP Savannah, Ga., in 1941, later becoming program director of WLOC Savannah, then serving as news and special events director of WPDK Jacksonville, Fla., he joined Air Force. Prior to his service at Capitol Records he was at WJYI East Point, Ga. Mr. Barton will work out of NARTB Washington office with William K. Tremain headquartered in San Francisco as West Coast representative.

OVERLAP MADE ISSUE

OVERLAP between Harrisburg, Pa., TV applicant WHGB and WFIL-TV Philadelphia was made issue in net Channel 27 hearing scheduled to start Oct. 15, FCC ordered Friday. WHGB is half-owned by Triangle Publications, licensee of WFIL-TV and cities are 94 air miles apart. Action was taken by FCC on petition of Roosmoyne Corp., other applicant in Harrisburg, which claimed that substantial Grade B overlap would occur between proposed WHGB station and WFIL-TV.

ABC STATEMENT

ESTIMATED loss of $659,000 for nine months ended Sept. 30, compared to net income of $77,000 (after federal income taxes) for comparable period of 1951, was reported by ABC and subsidiaries in earnings released Saturday. Loss for first nine months of this year is $97,000 reduced to $80,000 for recovery of federal income taxes under carry-back provisions of internal revenue code.

WHNT ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Hunting- ton, W. Va., petitioned FCC Friday to dismiss TV license of WHGB Huntington. Latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

PEOPLE...

EDWARD M. KEATH, radio and TV director and columnist of St. Louis Globe-Democrat for past three years, joining WTTV (TV) Bloomington, Ind., as director of news and special events. He formerly was newswriter with NBC in Chicago and now program director of Reviewing Stand, Mutual forum.

RALPH T. WINQUIST, Bridgport, Conn., engineer, named chief engineer of WICC that city.

WILLIAM G. SIEBERT, secretary-treasurer of WJE and Detroit and serving 24th year at station, celebrates 25th wedding anniversary Oct. 15.

JULIAN PACE, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, in TV copy department.

Radio Best Buy

(Continued from page 5)

someday may be “the greatest of them all,” but said it will not replace any medium.

Broadcasters have TV had to sweat for sales, he recalled, advising them to sell by factual presentations “made available to salesmen by able station and network managements.”

Most concern over radio centers on night periods, he said, with daytime radio “doing just fine and indications are it will do even better.”

“Our timebuyers tell me that recently orders for spot time have increased an impressive amount,” he said. “Looking it squarely in the eye, nighttime radio is not delivering anywhere near the audiences it should in metropolitan centers where there are TV stations. A more accurate measurement of radio listening will undoubtedly influence radio advertising, but TV audiences, without question, will continue to be considerably greater than radio.”

Referring to cost of TV, he said they are “of tremendous concern” and program-station lineup involves “a couple of million dollars a year if we are real careful.” He mentioned a BBDO client who said his TV show he is adding over and above radio costs about three times as much per broadcast as his radio program.

He predicted, on basis of consensus of many people, radio and TV will each emerge as strong national medium, complementing and supplementing each.

“The best unduplicated media buy available to advertisers is a combination of radio and TV,” he concluded, with “duplication at a minimum.”

Aubrey Williams, radio-TV director of Fitzgerald Adv. Agency, New Orleans, said agencies need more sales ammunition, comparable to magazines and newspapers. Agencies could get more radio-TV money from clients with better research, especially in TV, he added. He commendated ARBI tests of radio’s ability to sell goods in retail stores and urged stations to keep distributors and dealers convinced of value of radio and TV as advertising media.

In morning AM panel delegates covered wide list of problems. Participants included Wiley Harris, WJ Dixon Jackson, Miss.; Harold Wheelahan, WSMB New Orleans; John Hart, WBAL Baltimore; and Earl H. Smith, WLCS Baton Rouge, La., and John Vath, WLOU Lake Charles, La.

WVJS PETITION

WVJS Owensboro, Ky., petitioned FCC Friday to assign vhf Channel 9 to Hatfield, Ind., 11 miles from Owensboro. No other city is affected, WVJS said.

BROADCASTING • Telecasting
DOLLAR WISE

It's easy to be rating-smart and dollar foolish, if you don't take a second look at the best way to reach the big, booming San Antonio market.

There might be some argument on which is San Antonio's Number One Station. You'd have to specify how, when, and where. But there is NO ARGUMENT over which station is the BEST BUY! It's KTSA on every count... morning, noon, and night! It's KTSA for the big CBS programs! It's KTSA for the most complete news coverage! It's KTSA for real service and quality operation on both AM and FM! It's KTSA for the local coverage and merchandising that only two great metropolitan newspapers can give!

Be Dollar-wise! Why pay 57%+ more for less than a 1% greater share* of the audience?

+ Average Class A basic rate
* San Antonio Pulse Report

KTSA
AM/FM

RADIO SERVICE OF THE SAN ANTONIO EXPRESS AND EVENING NEWS

Represented Nationally by FREE & PETERS, INC.