announcing
“the 2 for 1 plan”

This plan permits you to air your shows simultaneously on WOR-TV, New York, and WFIL-TV, Philadelphia, at less cost than New York TV alone... on some stations.

WOR-TV
New York

+ 

WFIL-TV
Philadelphia

Now you can get profitable sales results in the world’s richest TV area... a two-city market where a full fourth of the nation’s TV families live.

Get complete data today on this new route to the heart of TV America!

In New York
WOR-TV SALES
1440 Broadway
New York 18, N. Y.
LOngacre 4-8000

In Philadelphia
WFIL-TV SALES
45th and Market Street
EVERgreen 2-4700
Motorists watch for the red and white Amoco oval sign of greater value as they travel through the 19 states from Maine to Florida. They know that Amoco-Gas, Permalube Motor Oil, and other products of the American Oil Company are the quality result of expert and rounded knowledge.

Virginians see in Havens & Martin Stations (WTVR, WMBG, WCOD) the same calibre of know-how in radio and TV broadcasting. That's why they look to Havens & Martin Stations for their entertainment and public service. Together, Havens & Martin Stations comprise the first complete broadcasting institution of the South. Today they represent the most efficient way to sell Virginians.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
DOES YOUR PRODUCT BELONG in the KITCHEN?

it will pay you to find out more about PAT WARD

Columbus, Ohio loves Pat Ward and her woman's participation programs; you will, too, when you see what she does to your sales chart in this rich Central Ohio market. Write today for full details.

RADIO
TV
NEWSPAPER

by
Channel 6
WTVN TV
COLUMBUS OHIO

Edward Lamb Enterprises, Inc., New York Office, Hotel Barclay, 111 E. 48th Street
Home Office, 500 Security Bldg., Toledo, Ohio
this little pig went to market

The largest stockyards east of Chicago—Lancaster, Pennsylvania's Union Stockyards, serving Reading, York, Harrisburg, Lebanon and other areas—overflowed with a profusion of pigs one day recently. Occasion was the Lebanon-Lancaster County 4-H Pig Round-up and Sale, and naturally, a WGAL-TV crew was on hand to bring the day's highlights to the many interested farm families in WGAL-TV's large Eastern Pennsylvania viewing audience. The camera followed Tom King, livestock specialist from Penn State College, as he judged the pigs, and also caught a glimpse of young Lorraine Eshleman, of Lebanon, with her carefully tended entry.

Both on its news shows and its popular "Television Farmer" show, WGAL-TV took its farm viewers straight to the scene of the round-up, gave them a clear and complete story of this interesting agricultural event.

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

Represented by
ROBERT MEEKER ASSOCIATES
New York        Chicago        Los Angeles        San Francisco
AMAZING REPORTS of attempted blackmail upon legitimate applicants for TV facilities are reaching Washington. It works this way: Individual threats untopped TV applicant and threatens to file for same facility, thus throwing it into hearing, unless he (1) is paid off (recently one request was for $20,000) or (2) is given interest in applicant company.

FCC RE-APPEALS, is not unaware of shake-down attempts, which are called “strike applications.” While no official cases have come before it, FCC is on look-out and it informally admonishes stations to steer clear of such propositions. Such abuses, it’s argued on FCC’s behalf, stem from manpower shortage which delays handling of applications which are uncontented and plays into hands of shake-down artists.

GREY ADV., New York, confering with Alfred Hollender, partner of Louis G. Cowan, program package firm, New York, on possibility of taking on additional task of handling radio and television for agency.

RECONTROL of radio-TV parts without hearing last week by OAS has caused concern among Radio-TV Manufacturing Manufacturers. It is learned that OAS is checking recent price boosts on radio and TV receivers although sets are still below “ceiling prices.” OAS originally took into account two price jumps when it decontrolled receivers and parts last August (see story page 62).

MUNN, MULLA & NICHOLAS Inc., Columbus Advertising agency, has named Wyatt & Schuebel, New York, as its radio and television department effective immediately. First assignment on new account for W&G is radio spot campaign for Detergents & Corp. (makers of “all” washing machine detergent). “all” campaign is being prepared by W&G for early November launching date.

TAKING PRACTICAL approach to Voice of America, plans were devised last Wednesday at meeting of Radio Advisory Committee of U. S. Advisory Commission on Information, to implement and consolidate Voice operations, notably in technical phases. Meeting first with Dr. Alfred H. Morton, newly appointed Voice head and like most sessions involving State Dept., was classified. Involved in technical streamlining may be consolidation of certain short-wave beams, improvement of plants, and counter-measures on jamming. Restated was government preference for operation of transmitters through private licenses. Committee members include T. C. Streibert, General Teleradio board member, chairman; John H. DeWitt, technical subcommittee chairman; Charles R. Denny, NBC; Howard S. Meigham, CBS; Charles Crutchfield, WBT; Jack Harris, KPBC; G. Richard Shafo, WIS; Bill Fay, WHAM; Don Fedderson, KLC.

WITH UPCOMING elections, there will be expected deluge of requests from daytime stations to FCC for authority to operate all night (Continued on page 6)

CBS GETS AFFILIATES
CBS RADIO querying affiliates on their charges for 30, 60, and 90-second local cut-ins, explaining they’re bringing records up to date to be in better position to aid advertisers who want to implement network coverage by buying, at local level, extra spots within their own network shows.

OGDEN IN NBC POST
APPOINTMENT of Clifford Ogden, former vice president and general manager of the broadcast division of Capitol Records, as supervisor of NBC’s West Coast TV film sales is to be announced today (Monday) by John D. Cron, national sales manager for NBC television films. Mr. Ogden, currently developing trailer and sales plans from NBC Hollywood offices, will have charge of promoting sales of such NBC films as Hopalong Cassidy, Dangerous Assignment, Lilli Palmer Show, and Douglas Fairbanks Jr. Presents in western half of U. S. He is slated to fly to New York tomorrow to confer with Robert W. Sarnoff, vice president in charge of NBC television film division, and Mr. Cron.

ABC CHICAGO MEET
RATES CAME in for additional comment in Chicago Friday as ABC conducted its third in series of five regional meetings for affiliates. Hosts at Blackstone Hotel were Robert E. Kintner, ABC president; Ernest Lee Jahneke Jr., assistant to president; Charles T. Ayres, vice president, radio network; Ted Oberfelder, director of radio owned stations; Alfred R. Croan, station director, AM-TVs, station relations, and John H. Norton Jr., ABC Chicago vice president.

NEW NARTB TV MEMBERS
THREE new television stations have joined NARTB, bringing membership to 93, President Harold E. Fellows announced Friday. New members are KPFL-TV Denver; WWLP (TV) Springfield, Mass., and KDUB (TV) Lubbock, Tex. All are post-freeze stations.

FCC Source Disclaims Interest in GOP Schedule, Stations Attack Ball ‘Scare Tactics’

CHARGE “volunteer” Democrats are trying to frighten radio and TV stations into giving them details of Republican radio-TV plans for final two weeks of Presidential campaign was made Friday at 180 outlets received telegrams in which FCC’s name was used repeatedly.

In sequel to FCC’s denial of Democratic group’s demand that it investigate so-called Republican radio-TV spot blitz [B&T, Oct. 13], George W. Ball, executive director, National Volunteers for Stevenson, contacted radio-TV outlets in 63 “critical” counties where organization contends GOP will conduct pre-election saturation drive [CLOSED CIRCUIT, Oct. 15].

Mr. Ball told BROADCASTING • TELECASTING there was no intent to coerce or mislead stations.

No official comment was available at FCC but one highly placed figure told BROADCASTING • TELECASTING that Democratic telegram looked like effort to “scare licensees.”

"Any licensee should understand that if the Commission wants information it will ask for it directly," this official said. "We wouldn’t ask any political organization to get this information for us. The purpose of this inquiry should be so apparent as not to fool any licensee. It looks like a smoke-screen effort to learn Republican plans."

Moreover it was pointed out regulations simply provide stations shall maintain records on political broadcasts for “public inspection.” This does not require them to answer questionnaire from private interests or to supply data on “future” business commitments.

It was learned that FCC informally had been queried by combined broadcasters in one large city and had advised them they are (Continued on page 88)

BUSINESS BRIEFLY

RADIO SPOT TEST • Gerber’s Baby Food planning 13-week test radio spot announcement campaign directed at farm wives. Ten announcements to be used weekly. If successful, full-size campaign will be undertaken. Agency, D’Arcy Adv., N. Y.

SIXTY-MARKET DRIVE • Croley Div. of Aveo Mfg. Corp. (TV sets), through BBDO, N. Y., planning three-week radio spot announcement campaign to start Nov. 17 in 60 markets. Minutes and station breaks will be used.

EARLY NEXT YEAR • U. S. Time Corp., through Hirschon-Garfield, N. Y., will use 104 announcements for radio campaign to start early next year. Agency is considering personality shows in smaller markets.

SWITCH CAMPAIGN • Electrolux (vacuum cleaners) cancelled its current radio spot campaign in 102 markets last week and will use money thus saved in another, six-week campaign in 20 new radio markets. Agency, BBDO, N. Y.

GOP IN NEW YORK • New York Republican State Committee sponsoring speeches on behalf of Eisenhow-Nixon-Ives ticket by Gov. Thomas E. Dewey over nine New York state CBS Radio affiliates tomorrow (Tuesday) from 6:15-6:30 p.m. EST and by Sen. Irving M. Ives (R-N. Y.) over six New York state CBS-TV affiliates tomorrow (Tuesday) from 7:15-7:30 p.m. EST.

EISENHOWER TALK • Citizens Committee for Eisenhower-Nixon signs for 11-12 midnight election eve on CBS-TV for talk by Gen. Eisenhower.

for more DEADLINE turn page
NARTB asked to appoint committee to study TV costs and advertising values as basis for realistic TV station rates in resolution adopted Friday by District 2, meeting at Westchester Country Club (early story page 24).

Proposed by R. B. Hanna, WRGB (TV) Schenectady, resolution followed discussion of rates by panel composed of James H. Sweeney, WDSU-TV New Orleans, chairman; Raymond F. Guy, NBC; Irving Rosenhaus, WATV (TV) Newark; William Fay, WHAM-TV Rochester; Paul Adanti, WHKN (TV) Syracuse; Richard F. Doher, NARTB.

In discussion of UHF, Mr. Guy reported terrain is very important, with probability that wherever there is optical shadow there will also be radio shadow. Portland, Ore., with city on plain but with adjacent hilltop antenna site, is ideal for UHF, he said.

Resolution that since broadcasters have little or no protection against increases in operating costs, general policy of allowing 12 months rate protection to advertisers should be cut to 180 days was adopted. resolutions committee headed by William Doerr, Jr., WERR Raleigh; Charles Philips, WPBL, Syracuse; Mr. Hanna and Crane Lawrence, WCBS-TV New York, as members.

FILED AT FCC

ALTHOUGH no new applications were submitted to FCC Friday, time was one amended application tendered, one request from existing station for power increase and one engineering section for new TV station application filed which had been omitted when application was filed earlier in week.

Application Amended

Kansas City, Kan.—The KCKN Broad. Co., uhf Ch. 5, ERP 100 kw visual, 50 kw audio; change antenna height above average terrain to 774 ft., above ground to 794 ft. For application, see S-T, July 11. City priority status: CH 150. (Applicant seeks Kansas City, Mo., channel.)

Requests Power Increase

WKTV (TV) Utica, N. Y.—Copper City Broad. Co., vhf Ch. 13. CP to increase ERP to 219.5 kw visual, 89 kw audio; change antenna height above average terrain to 794 ft., above ground to 447 ft. Transmitter GE. Estimated cost of new equipment: $26,850.

Engineering Sections Filed

Wausau, Wis.—Wisconsin Valley Television Corp., vhf Ch. 7. ERP 100.6 kw visual, 51 kw audio; antenna height above average terrain 748 ft., above ground 747 ft, Transmitter location to be determined. Transmitter location 4 mi. SW of Wausau on Rib River, on 8th Mm., near side of WVRM (FM). Geographic coordinates 44° 55' 05" N., 89° 40' 30" W. Long. (See location, page 97.) City priority status: GR 2-4, No. 160.

AFTRA DEADLOCK

AFTRA negotiations with Chicago’s five Class A stations came to deadlock Thurs., with managers issuing “final offer”, no change from contracts now effective and which expire Oct. 31. Union seeks adjusted pay for commercials plus fringe benefits. AFTRA and NABET engineers’ union studying dismissal of 11 engineers, five annunciers and sound effects man from WGN, which slashed its staff by about 40 earlier in week (see earlier story).

PEOPLE ACT SERIES

REBROADCAST use by 183 stations in U. S. and Canada of The People Act series, originally offered on CBS Radio, was announced last week by People Act Center. Series was one of initial presentations of TV-Radio Workshop of Ford Foundation.

In this Issue—

IS a single rate for day and evening time in radio’s future? NBC thinks so and is revising its rate card to that end—target date: Next April (Page 42). A. Post, Cone & Belding executive thinks it will be common practice in a year (Page 24). Raymond Specto thinks it should be done now (Page 42).

MBS revises rates to meet the competition with other radio networks. There’s one unique angle in Mutual’s plan: Differentials in charges in TV and non-TV markets. Page 25.

Ten stations are phasing heavy radio spot campaigns to announce the introduction of new models. Page 25.


Radio and TV can both survive if both conduct themselves intelligently. That’s the message of a man who handles $50 million worth of radio-TV accounts—Arthur Pryor of BBDO. Page 27.

HOW do stations really handle politics? A national survey conducted for a Ph.D. degree by a practicing broadcaster gives the answers. Some will surprise everybody. Page 88.

THE election won’t be won by the bigger broadcast audience rating, but some new Nielsen figures on comparative broadcast performances by the Presidential candidates are the subject of close study by the politicians. Page 29.

COURT test of the three-year-old FCC rules against giveaway programs may finally come in December. Page 31.

NARTB District 3 demands investigation of embargos on radio-TV coverage of public and sports events. Page 45.

NATIONAL Collegiate Athletic Assn.’s television chairman says subscription television will enable colleges to telesport football games without losing their shirts at the stadium box-office. Page 45.

FCC grants three vhf and two uhf commercial stations. Page 65.

Upcoming

Oct. 20-22: IRE-RTMA annual meeting, Hotel Syracuse, Syracuse, N. Y.


Oct. 28-29: AAAA Eastern Conference (New York, New England & Atlantic Councils) held regional convention, Roosevelt Hotel, N. Y.

Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hqrs., Washington, D.C.

(Other Upcomings, Page 86)
Yes, Mr. Time Buyer, the multibillion dollar Atomic Energy Plant up the Savannah River in South Carolina does lie within WSAV's 79 county, 3 state, half a billion plus market.

And tremendous as it is, this is just another segment in the vast and vastly expanding Savannah Seaboard Market. To sell all of it, use the station that sells best because it serves best on the long-range frequency of 630kc. You'll reach 4 times more area, 3½ times more people than any other medium can deliver.

Make us prove it!
Both national and local advertisers have found WDOD the best Chattanooga station to get the greater share of the market’s sales volume.

now

on the air twenty-four

hours a day

WDOD

AM — 5,000 watts

FM — 44,000 watts

CHATTANOOGA’S PIONEER STATION

National Representatives

Paul H. Raymer Company
WWJ's New Listens

BOB MAXWELL . . . Fraternity of Early Risers. A New Listen at 6:30 A. M. Monday through Friday.

JOHN MERRIFIELD . . . News for Detroiters. A New Listen at 7:00 A. M.—9:00 A. M.

ROSS MULHOLLAND . . . Detroit's most-quoted disc jockey. A New Listen at 1:05 P. M. Monday through Friday.

TOM MACMAHON . . . News From The Editor's Viewpoint. A New Listen at 1:00 P. M. and 2:00 P. M.

CHARLES PENMAN . . . The Voice With Music. A New Listen at 7:00 P. M. Monday through Friday.

VICTOR LINDLAHR . . . "To Your Health." A New Listen at 9:15 A. M. Monday through Friday.

Detroit's Station of New Listens . . .

The best in programming—for the best in listening


BROADCASTING • Telecasting

October 20, 1952 • Page 9
some spots are better

For the best spot, at the right time, at the right place
It isn’t by chance... it’s by choice that television advertisers concentrate on the markets represented by NBC Spot Sales.

They know that television can sell more customers in markets where set saturation is highest.

In the 8 major markets where television stations represented by NBC Spot Sales are located, 75% of the families have television sets — compared to an average saturation of 58% for all other television areas. In addition, these 8 markets account for one-half of all U. S. television homes.

Yes, some markets are better than others for the television advertiser — so when you want to get the most out of spot television, call NBC Spot Sales.

representing
TELEVISION STATIONS:
WEZ-TV Boston
WNBK Cleveland
WRGB Schenectady-Albany-Troy
WNBT New York
WNBO Chicago
KHIN Los Angeles
WFTZ Philadelphia
KPTV Portland, Ore.

representing
RADIO STATIONS:
KOA Denver
WRC Washington
WNBC New York
WMAQ Chicago
KNBC San Francisco
WTAM Cleveland

than others

NBC Spot Sales
30 Rockefeller Plaza, New York 20, N.Y.
Chicago Cleveland Washington San Francisco
Los Angeles Charlotte Atlanta *Bomar Lawrence Associates
Sales departments cheer the advertising results over WGST. For 28 years we’ve been calling the plays in the Atlanta market with a top squad of sales-getting veterans. WGST has CPM—Coverage, Programming, Merchandising—the triple threat combination that spells victory for your product with Atlanta consumers. Get the facts from WGST or our reps today.

**Spot • • •**

DEMERT & DOUGHERTY, Chicago (Heat anti-freeze), buying spots in seven midwest and north central markets. Campaign is expected to extend to 20 markets. Agency: Ruthrauff & Ryan, Chicago.


TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, has extended M. J. B. Show to following stations: WBBM Chicago, WCCO Minneapolis, KMOX St. Louis, CKLW Windsor-Detroit, KOIL Omaha, WCAZ Carthage, Ill., and KODY North Platte, Neb. Agency: Buchanan-Thomas, Omaha.

**Network • • •**


LIGGETT & MYERS Tobacco Co., N. Y., participating in sponsorship of weekly broadcasts, starting last week, of three CBS Radio package programs, FBI in Peace and War, Wed., 8-8:30 p.m. EST Meet Millie, Thurs., 8-9:30 p.m. EST, and Mr. Keen, Tracer of Lost Persons, Fri., 8-9:30 p.m. EST. Agency: Cunningham & Walsh, N. Y.

VIFAMIN Corp. of America is sponsoring new 15-minute TV show featuring Billy Daniels on 25 ABC-TV stations, Sun., 6:30-0:45 p.m., effective Oct. 5 for 52 weeks. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

RCA VICTOR, Camden, N. J., renews The RCA Victor Show, starring Dennis Day on NBC-TV, Fri., 8-8:30 p.m. EST. Agency: J. Walter Thompson Co., N. Y.


**Agency Appointments • • •**

TRIFARI, KRUSMAN & FISHEL Inc., N. Y. (costume jewelry), names Abbott Kimball Inc., N. Y.


CERTIFIED FOODS Co. appoints Carmona Adv., Hollywood, for Chef Gourmet dressing. Radio and TV are being used.

KING MIDAS FEED MILLS, Minneapolis, appoints Mullen-Nicolin, same city. Radio will be used. Account executive is R. D. NICOLIN.

ORKIN EXTERMINATING Co. Inc., Atlanta, appoints Bearden-Thompson-Frankel Adv., same city. Radio-TV will be used.

**Adpeople • • •**

KARL B. MCKENZIE named advertising director of Reardon Co., St. Louis.

RAY MULDOON appointed advertising production manager, Whirlpool Corp., St. Joseph, Mo.

HOWARD JONES, Pacific regional manager, Studebaker Corp., Portland, shifts to Los Angeles headquarters, to handle firm’s centennial merchandising program. He is succeeded by LUCIEN G. CARNE.
Announcing:
a complete tele-communications
consulting service with world wide
facilities and experience . . .

*Engineering, planning, design and construction for television, radio, multiplex, teletype, facsimile, telephone, radar and sonar fields and all other electronic fields.

Other services include:
LEGAL COUNSEL
TAX EXPERTS
ECONOMISTS
FINANCE
INSURANCE
MARKET RESEARCH
FOREIGN REPRESENTATION

Now, combined into one organization: years of basic experience—encompassing the entire field of electronics—ready to serve the industry and all its affiliated agencies as consultants in every phase of tele-communications operations!

William J. Scripps Associates, Inc., Tele-Communications Consultants, represents a new and vital service to this basic industry. It offers to civil and military organizations, foreign and domestic, an engineering, planning and architectural designing service built upon a foundation of experience unequalled anywhere.

If your business is radio, television, teletype, multiplex, telephone, microwave, radar or any associated electronic industry or service, we can assist you in many ways.

William J. Scripps is a radio and television pioneer, under whose guidance WWJ, the first station in America to broadcast a regular daily program, and WWJ-TV, Michigan’s first TV station, have become nationally famous. Associated with him are Dr. Walter Duschinsky, internationally known for his work in planning and organizing complex broadcasting facilities, and William L. Foss, engineering consultant, advisor to the armed forces, and to many top-flight radio and television stations.

If you have ever felt the need for sound counsel on technical, legal or economic matters, market research and analysis, or for help in any phase of your operation, we are now prepared to serve you!

Inquiries about this new and vital service to the tele-communications industry are invited.

TELE-COMMUNICATIONS CONSULTANTS
WILLIAM J. SCRIPPS ASSOCIATES, INC.
286 South Woodward
Birmingham, Mich.

NEW YORK, N. Y.  WASHINGTON, D. C.  TULSA, OKLAHOMA  LOS ANGELES, CALIF.
PARIS, FRANCE  OTTAWA, CANADA  LONDON, ENGLAND
Two Top CBS Radio Stations
Two Big Southwest Markets
One Low Combination Rate

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

William A. Chalmers, vice president and director of radio and television, Grey Adv., N.Y., has resigned, effective Nov. 1. Future plans will be announced shortly.

Walter Morris and W. D. Cunningham, account executives with Fuller & Smith & Ross Inc., N.Y., elected vice presidents.

Hays MacFarland, president of MacFarland, Aveyard & Co., Chicago, becomes board chairman, replaced by A. E. Aveyard, executive vice president. A. B. Dicus, new vice president, elected executive vice president and contact manager.

Brydon S. Greene, vice president, N. W. Ayer & Son, Phila., promoted to manage client service there.

On all accounts

A former pilot with the Royal Canadian Air Force, William George White has been busy since last June getting his collective feet on the ground in a new setting—at the Joseph Katz Co. in Baltimore, Md.

This task would be a difficult one in any event, but with the heat of political timebuying at fever pitch, Mr. White has had his work cut out for him as manager of media buying for the Democratic National Committee. He sums up the time-consuming aspects of his duties this way:

"Since arriving at Baltimore, I have not had time to even learn the names of any clubs, much less join one."

Since assuming his new post, Mr. White has been directly responsible for network and spot radio and TV purchases, as well as other media buys, used in the Democratic campaign on a national basis. If his working philosophy bears him out, the Republicans had better look to their "blitzes." Mr. White claims that all campaigns he ever undertook achieved their objective: "None was unsuccessful."

A former Toronto station sound effects man, Mr. White succumbed to the lure of the advertising agency some four years ago. He has been with agencies ever since.

Bill White was born in Yonkers, N.Y., the son of a retired New York bond broker. He moved to Toronto in 1936, after receiving his early schooling in Yonkers and Mt. Kisko, and completed his education at the U. of Toronto.

Mr. White got his early business experience at CFRB as sound effects man and studio operator for which he later forsook higher education in favor of the "glamour of radio work."

When World War II broke out, Mr. White joined the Royal Canadian Air Force, training as a fighter pilot and serving in England. He returned to CFRB after the war, handling operating and sales functions.

New Year's Day, 1948, was a significant date for him. He returned to New York and two weeks later joined Benton & Bowles as timebuyer for its Canadian accounts. He helped launch Procter & Gamble's Tide.

Mr. White left B&B in April 1949 to join Pedlar & Ryan as chief radio-TV timebuyer on all accounts handled by the late Ted C. Fisher. Two years later (in May) he moved from timebuying to account executive on P&G products. He remained until last June when the Katz agency beckoned. Among successful campaigns have been those for the Northeast Airlines and Camay.

The youthful media buyer is a
GEORGE I. CHATFIELD, Minneapolis agency executive, to William Esty Co., N. Y., as vice-president and member of executive committee.


RICHARD N. CALLAHAN elected vice president, Herington Adv., New Rochelle, N. Y.


CHARLES E. SMITH, merchandising manager of Long Beach (Calif.) Press Telegram, appointed head of newly opened Los Angeles office of Mathisson & Assoc., Milwaukee. Agency's new New York office will be directed by EDGAR E. HINKLE, WGN-TV Chicago.

CURTIS HASELTINE, staff of Detroit Free Press, to N. W. Ayer & Son Inc., Detroit, to handle publicity on Plymouth account. J. J. CLARKE, plans-merchandising department, and JOSEPH S. FLICK Jr., transfer from agency's Philadelphia office to Detroit and Chicago, respectively. ALEXANDER B. WHEELER to Philadelphia plans-merchandising staff.

JEAN FRANKEN, BBDO, N. Y., to Albert Sidney Noble Inc., same city, as account executive.


HELEN M. WHIGHAM, media director, Vick Knight Inc., Hollywood, resigns and will move to San Francisco.

ANN JOHNSON, supervisor of cooperative advertising, Sales Builders, Hollywood (distributor for Max Factor), to John H. Riordan Co., L. A., as time and space buyer.

FRANCES FRADIN, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, as member of TV-copy department.

MERYN G. OAKNER, advertising manager, Chemical Corp. of Colorado, Denver, to Factor-Breyer Inc., L. A., as account executive.

ROBERT J. BARRETT, Howard Swink Adv., Marion, Ohio, to Guenther, Brown & Berne Inc., Cincinnati, as account executive.

ALLEN J. COPELAND Adv. and PAUL GRANT Adv., both Chicago, have merged, retaining latter name.

BRUCE B. BREWER & Co., Minneapolis, relocates at 400 Foshay Tower. Telephone is Atlantic 3314.

ALLEN & MARSHALL Adv., L. A., moves to 616 S. Serrano. Telephone is Dunkirk 7-5103.

firm believer in spot radio, a fac- tor on which the Democrats doubt- less will capitalize. He describes it as "one of the more effective mediums," and notes it presents advantages "unavailable in other media at the same cost."

"Frequency in either spot radio or TV must depend on overall cam- paign strategy," Mr. White explains with respect to political time. He concedes, however, that network radio "is a strong adver- tising medium, and as long as 55% of the homes in the U. S. have radio, and less than 40% TV [it will] remain a prime requisite in most major advertising cam- paigns." He has a healthy respect for network TV, too.

Mr. White is married, has two children, and his hobbies—when he finds the time—are golf and sail.
SALES INCREASE of 41.5% this year for Sealy Mattress Co., of Waterbury (Conn.), among 600 dealers in the Connecticut-Rhode Island-western Massachusetts area, has been ascribed by the company as largely due to the success of the five-minute Mon.-Fri. evening Sealy Weather Forecast on WNHC-TV New Haven.

Results of the weather program have been so successful Sealy has added the same show on WJAR-TV Providence, bringing it to 322,000 TV homes on WNHC and 225,000 on WJAR.

Produced by Edward Graceman & Assoc., Hartford, for Sealy, the show’s format is described as “classically simple”: Actual weather data is compiled and broadcast by Eastern Airlines forecasters on both stations, with both forecasters wearing Eastern Airlines uniforms. Some of the 45-minute commercials are filmed, some are elicited by voice and some are live with the “Sealy Girl” announcer. Each is followed by a local dealer slide.

The show, slightly more than a year old, is credited with producing a 153.5% increase in a February annual sales event and doubling an annual July sales event.

EASTERN Airlines forecaster Donn Hinton (1) receives cake from unidentified WNHC-TV employee on show’s anniversary.

Dealers report some customers order Sealy mattresses by telephone after seeing them on TV.

WNHC-TV reports the show is one of its most appreciated public service presentations and Sealy’s own surveys, conducted by a leading Connecticut university, indicate product-identification through TV is higher than all other media combined. Sealy of Waterbury has made the show the foundation for all its advertising, with ads and posters highlighting the TV show.

WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC’s dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a product. We’ve been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We’ll stand on that!

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 20, 1952

feature of the week

strictly business

John Blair station representative firm. Mr. Dilcher, who believes perseverance and plugging get the business, sees an ever-growing awareness of the importance of spot among agency, client and station personnel.

Because of the increasing importance of spot broadcasting, agencies, for example, are giving more attention and responsibility to the time-buying staff, which “used to be secondary to general media buyers.” He says advertisers have learned that spot, tailor-made to the needs of a product, moves merchandise at the lowest cost.

Television, contrary to much opinion, has helped spot radio, Mr. Dilcher says, by bringing more advertisers into the broadcast fold and by converting TV buyers to radio. His company was the first station representative to split its radio-TV activity, organizing a separate company for video.

Mr. Dilcher, manager of Blair’s Chicago headquarters office since January 1952, and an account executive with the firm since 1937, is (Continued on page 48)
YOU MIGHT GET A 175-POUND WOLF*

BUT...

YOU NEED THE FETZER STATIONS TO BAG SALES IN WESTERN MICHIGAN!

If you're gunning for bigger sales in Western Michigan, you really need the double-barreled power of the Fetzer operation—WKZO-TV in television, WKZO-WJEF in radio!

**TELEVISION**

WKZO-TV, Channel 3, is the Official Basic CBS Outlet for Kalamazoo-Grand Rapids—America's 18th television market. It serves more than a quarter million Western Michigan and Northern Indiana television homes—more TV homes than are available in many seemingly larger markets such as Seattle, Kansas City, New Orleans, etc. A 28-county Videodex Diary Study made in August, 1952, proves that WKZO-TV delivers 93.4% more television homes than Western Michigan's other TV stations!

**RADIO**

WKZO, Kalamazoo, and WJEF, Grand Rapids, give outstanding radio coverage of Western Michigan. Each is consistently top station in its home city. Together they deliver about 57% more city listeners than the next best two-station choice in Kalamazoo and Grand Rapids—yet cost 20% less! WKZO-WJEF's rural circulation is spectacular, too. 1949 BMB figures credit WKZO-WJEF with big increases over 1946 in their unduplicated audiences—up 46.7% in the daytime, 52.9% at night! Get all the facts on the Fetzer Stations—write direct or ask Avery-Knodel!

---

*A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.*
Birthday Greetings

EDITOR:

CONGRATULATIONS ON ATTAINING YOUR MAJORITY JUST IN TIME FOR THE ELECTION, AND BEST WISHES FOR TWENTY-ONE PLUS MORE YEARS OF THE SAME EXCELLENT SERVICE TO THE INDUSTRY. BEST PERSONAL REGARDS.

HAROLD ESSEX
VICE PRES. & GEN. MGR.
WSJS WINSTON-SALEM, N. C.

* * *

EDITOR:

CONGRATULATIONS AND GOOD WISHES ON BROADCASTING'S TWENTY FIRST BIRTHDAY FROM YOUR CHARTER COPY EDITOR. YOU HAVE DONE SUCH AN EXCELLENT JOB BEFORE REACHING MATURITY THAT I EXPECT EVEN GREATER THINGS NOW THAT YOU ARE OF AGE.

JAMES D. SECREST
EXECUTIVE VICE PRESIDENT
RADIO-TELEVISION MFRS. ASSN.
WASHINGTON

[EDITOR'S NOTE: Mr. Secrest was BROADCASTING's original copy editor in 1931, then doubling in brass as star reporter for the "Washington Post"]

* * *

Readers Service

EDITOR:

If you have published any articles during the past two years dealing with transportation advertising and with the advertising of railroads in particular, will you be kind enough to either send us tear sheets of these articles or refer us to the particular issues in which they appeared . . .

Nat C. Wildman
Vice President
Joseph Katz Co.
New York

[EDITOR'S NOTE: Tear sheets of articles in B.T. March 18, 1952; July 23, 1951: May 8, 1950, have been sent to Mr. Wildman.]

* * *

Editorial Comment

EDITOR:

["Botched Blitz", B.T. Oct. 13, was] another of those deep thinking, balanced editorials which give your page such a reputation for impartiality.

Eugene Katz
The Katz Agency
New York

* * *

Missing Link

EDITOR:

We have received your [television] map and are distributing it among our sales engineers for their use as reference material.

However, one error was noticed in the map in that the Richmond-Norfolk spur link off the main north-south TV transmission line is keyed as being coaxial cable. This is to advise you that Philco installed an 80-mile microwave TV relay system between Richmond and Norfolk about April, 1950. . . .

Gerard E. Nistal
Mgr., Advertising & Sales Promotion
Philco Corp.
Philadelphia

* * *

Animal Act III

EDITOR:

Mr. Chase of CKLW Detroit and Buddy Deane, WITH Baltimore, may have been the first men to have interviewed a lion but they will have to take a back seat to Margaret Ronscanz of WGBF.

Why?

1. She did the trick in 1946, two years before Mr. Chase could get up enough nerve to do it.
2. There was no protective railing to lean over. She went into the cage armed with the trainer's pistols which were loaded with blank cartridges.
3. And she did get her interview with the "talking" lion who had an uncanny ability of letting out a loud roar every time he was asked a question.

This took place Nov. 27, 1946, during the Shrine Circus in the Coliseum, Evansville, Ind.

Those first liars haven't a chance!

Del Greenwood
Promotion Director
WGBF Evansville, Ind.

[EDITOR'S NOTE: The dispute over who was the first to interview a lion has reached a heated pitch in Open Mike and B.T.'s news columns. Next thing we expect to hear is that Daniel had a microphone.]

* * *

Who's on First?

EDITOR:

. . . On page 63 of the Oct. 13 BROADCASTING & TELECASTING you are carrying a Magnecord ad in regard to binaural broadcasting. The facts in the ad are wrong. The first binaural broadcast demonstration was conducted by . . .

(Continued on page 20)
Which is the Pittsburgh market you want to reach?

In all three, more homes listen to KDKA than to any other station!


PITTSBURGH

50,000 watts

NBC Affiliate

WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales.
book reviews . . .

ful writing for television. This book is designed to provide the
beginner with a professional survey of
techniques, while for established
writers it furnishes essential in-
formation on adapting their works
for the medium. It is noted that
the picture of TV production
presented should make the book
valuable also to those who work
with script writers—active producers,
directors and technical experts.

Mr. Seldes was head of the CBS
Television Program Dept. for eight
years and has authored radio and
TV scripts, plays, movies, and 10
books. His experience includes pro-
duction of TV entertainment to the
tune of 1,500 hours and he has
written, directed and adapted
scripts. While the book covers
nearly every type of television
writing, including a chapter-treat-
ment of the commercial, its main
emphasis is on the TV dramatic
form.

Another BLUE RIBBON Achievement!

This month’s achievement citation goes to a KFAB staff mem-
ber—to Lyall Bremser, sports director. Bremser, in reporting
sports events to midwesterners for over 12 years has achieved
the title of “The Midwest’s Greatest Football Broadcaster”. He’s “Mr. Football” to the fans whose respect and loyalty he
earned through years of colorful, accurate, sincere reporting
from Pennsylvania and Florida . . . to California and Oregon.
The achievements of Lyall Bremser in the sports field accounts
for KFAB’s top football audience. It’s another achievement
reflected in sales for the KFAB advertiser. Find out more
from Free & Peters . . . or contact Harry Burke, General
Manager.

Another BLUE RIBBON Achievement!

This month’s achievement citation goes to a KFAB staff mem-
ber—to Lyall Bremser, sports director. Bremser, in reporting
sports events to midwesterners for over 12 years has achieved
the title of “The Midwest’s Greatest Football Broadcaster”. He’s “Mr. Football” to the fans whose respect and loyalty he
earned through years of colorful, accurate, sincere reporting
from Pennsylvania and Florida . . . to California and Oregon.
The achievements of Lyall Bremser in the sports field accounts
for KFAB’s top football audience. It’s another achievement
reflected in sales for the KFAB advertiser. Find out more
from Free & Peters . . . or contact Harry Burke, General
Manager.

AdVERTISING AGENCY PRACTICE.
By Irving Graham. Published by
Harper & Bros., 19 E. 33d St., New
York 16, N. Y. 286 pp. $4.50.
BASED on a broad survey of
agencies throughout the nation, this
book is a detailed study of how
American advertising agencies are
organized and operated.

It describes the typical pro-
dures followed by large, medium
and small agencies. It outlines
not only practices common among
different agencies but also those
variations in procedure which may
serve as a basis for com-
parison with their own ideas and
methods.

Mr. Graham is head of the Irvin
Graham Agency in New York City
and is Instructor in Advertising at
the City College of New York.

WRITING FOR TELEVISION. By Gil-
bert Seldes. Doubleday & Co., Inc.,
Garden City, N. Y. 254 pp. $3.

AUTHOR Seldes analyzes the
principles and practices of success-

Radio Spectrum Conservation.
A report of the Joint Technical Ad-
visory Committee, sponsored by
the Institute of Radio Engineers and
McGraw-Hill Book Co., 230 W. 45th St.,
New York 36, N. Y. 221 pp. $5.

This report deals with the short-
age of spectrum space which, it
says, is nearer exhaustion than
is generally realized, and calls for
vigilant conservation.

"If the present haphazard plans
of allocating wavelengths is con-

ained, new services now on the
drafting boards as well as needed
expansion for existing services
may be permanently foreclosed," the
report cautions.

The report, in book form, rep-
resents one of the first programs of
public policy to be conceived and
recommended by engineers. For
the most part, the book is written
in non-technical language, with
the exception of the chapter on radio-
wave propagation.

The Spice of Variety. Edited by
Abel Green. Published by Henry Holt
& Co., Inc., 383 Madison Ave.,
New York 17, N. Y. 277 pp. $3.50.

Another bit of spice from the
talent world is presented by Abel
Green, whose Specialty is Variety
and who co-authored Show Biz, a
best-seller, with Joe Laurie Jr.

This book contains what are
described as "the best pieces gleaned
from Variety’s Anniversary is-
ues." Contributors are the biggest
names in show business, most of
them familiar to radio-TV. Among
the articles are Fred Allen’s noted
monologue first heard on the Big
Show and titled “Mostly About an
American.” There are articles by
Jack Benny, Eddie Cantor, Jimmy
Durante, George Jessel, Edward
G. Robinson, Groucho Marx, Sam
Levenson, Ethel Barrymore and still
many others including some novel-
ists and critics.

Open Mike
(Continued from page 18)
WGMS Washington and the U.S.
Recording Co. of Washington in
April, 1949. It was a broadcast of
the National Symphony Orches-
tra under Howard Mitchell . . .
M. Robert Rogers
Vice Pres. & Gen. Mgr.
WGMS Washington

[EDITOR'S NOTE: The advertisement
said the first east coast binaural broad-
cast would be heard on WQXR at the
New York Audio Fair over WQXR
New York.]

Low and Inside

EDITOR:

. . . . Indications are that ball
game sponsors in rapidly increas-
ing numbers will drop all “curve”
pitch descriptions in any future
broadcasting. Some now hold firm
opinions about the use of radio to
disseminate fictitious information
so misleading and actually harmful
to the pitching ambitions of mil-
ions of young Americans . . .

The complexities involved in ac-
curately analyzing the actual lines
of flight and the visualization of
the pitched baseball are mainly re-
sponsible for the widespread, but
scientifically untenable, belief in
the “curve” pitch. There is no such
ingoing . . .
Ernest Lowry
Toronto, Canada

[EDITOR’S NOTE: Mr. Lowry describes
himself as “specializing in research
analyses of baseball flights and their
optical effects.”]
SAN DIEGO, California—
The FASTEST GROWING LARGE City in the U.S.A.

Now, the 31st Market...

Total net effective BUYING INCOME:
(After income taxes)

Kansas City, Mo.... $1,040,040,000
Portland, Ore.... $1,028,170,000

SAN DIEGO, Calif.... $1,004,186,000*

*Data Copyrighted, 1952 Sales Management Survey of Buying Power — city-county figures for all 5 markets.

1. Do you get your share of this billion dollar market?
2. Need a location for a light manufacturing plant?
3. Need a distribution set-up in Southern California?
4. A retail outlet for goods or services?

For more information write to Research Dept. KFMB RADIO AND TELEVISION
1405—5TH AVENUE, SAN DIEGO 1, CALIFORNIA
North Carolina is the South's Number One State

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

North Carolina's Number 1 Salesman

WPTF

also WPTF-FM

50,000 WATTS  680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER  GUS YOUNGSTEADT, SALES MANAGER
ABC’S SINGLE RATE POLICY

AN OVERHAUL of the ABC radio rate card, establishing a single rate for both day and evening time but making compensating discount revisions so that daytime advertisers unaffected, is being developed by officials of the network and probably will be put into effect April 1.

This was revealed last week as ABC executives wound up the second of their projected half-dozen 1952 regional meetings with affiliates.

The changes, which network officials would have liked to put into effect Oct. 1 instead of the discount realignment which was established at that time, would be installed as a simplifying measure and would not in any way change present actual charges to advertisers or compensation of affiliates.

Authorities explained that the plan calls for some increase in daytime gross rates and some decrease in evening gross rates, with the result that daytime and nighttime rates would be identical. Simultaneously, however, discounts and station compensation formulas would be adjusted so that the net result of all the changes would be that advertisers pay the same as now and stations’ compensation would be the same as now.

Gap Is Reduced

Officials pointed out that the recent 25% average cut in evening charges, coupled with approximately 5% boosts in morning rates, already has substantially narrowed the differential between daytime and evening costs, and noted, further, that the single-rate move is in line with research which shows the gap between daytime and evening audiences is closing rapidly.

Additionally, they regard it as “a little absurd” to have discounts ranging up to, say, 60% or more. ABC officials feel it makes more sense and is more realistic and less complicated to achieve the same net result by adjusting gross rates to a point where discounts are kept at something less than skyscraper height.

To maintain the present small differential in actual costs of day and evening time when the gross rate is the same for both, would mean, of course, somewhat higher discounts for daytime periods than for evening.

Many radio stations have vigorously opposed any reduction in network card rates on the ground that such reductions pave the way for advertisers to demand cuts in local and national-spot rates. CBS Radio, for just that reason instituted the current round of changes by making discount revisions and guaranteed to keep its gross rates uncot for at least a year.

But ABC officials said they have had not a single objection from affiliates with whom they have discussed their plan.

These discussions have come at two regional meetings—one in Hollywood three weeks ago with Pacific Coast and Mountain State affiliates, and one last week with New England and North Atlantic states stations—and will be continued at four similar sessions scheduled during the next few weeks. On the strength of the reception of the plan at the first two meetings, network officials are confident that it will win acceptance and be put into effect April 1.

The April 1 date was picked because it comes exactly at the end of the six-month protection period afforded current advertisers against the daytime rate boosts incorporated in the Oct. 1 rate-and-discount realignment.

Assuming the single rate does go into effect April 1, advertisers then will be given “fielder’s choice”—they can either pay current rates with current discounts, or they can pay the new single rate with the discounts that will then be applicable.

A number of ABC top officials wanted to put the single-rate policy into effect on Oct. 1, as ABC’s answer to the CBS and NBC radio networks’ revision which, via discount changes, produced an approximately 25% cut in evening time costs and about 5% rise in daytime charges (BT, Aug. 18, et seq.; also see MBS story, this page).

They felt, however, that they should not inaugurate such a de- (Continued on page 88)

MBS’ COMPETITIVE CUT

AGAINST a background of a 13% increase in gross billings, Mutual Broadcasting System made its move last week to follow the suit of rival networks in cutting nighttime advertising costs by approximately 26%.

Unlike those effected by the CBS, NBC, and ABC radio networks, the Mutual plan draws a distinction between advertiser costs in TV areas and those in non-TV markets, with affiliates which have TV competition taking the brunt of the cost reduction. Also unlike the other networks’ changes, which already have gone into effect, Mutual’s is to be effective Jan. 1.

Although these details were not officially disclosed, it was understood that the nighttime reduction for stations with TV competition would approximate 30% while for those outside of TV areas it would be about 10%. Affiliates which have no TV competition now, but acquire it in the future, would take the larger reduction six months after the TV competition takes the air, it was understood.

The dividing line between “TV areas” and “non-TV areas,” authorities reported, would be the line marking a 50-mile radius from a television station—affiliates within 50 miles of a TV outlet would be adjudged to have TV competition; those outside the 50-mile zone would fall into the non-TV classification.

Mutual’s shareholder stations, it was said, for the most part will bear a larger portion of the nighttime cutback than other affiliates.

All of these—WOR New York, KHJ Los Angeles, WNAC Boston, WGN Chicago, WHK Cleveland, WIP Philadelphia, and CKLW Windsor-Detroit—are in TV markets, and the first four, representing about 78% stock ownership of Mutual, also have TV stations. It was noted that WGN is cutting its nighttime rate 60% effective Nov. 1 (BT, Oct. 13).

Like the other radio networks, Mutual anticipates an increase for new advertisers, of approximately 5% in morning time charges everywhere and plans to restore in full, for afternoon time, the 10% reduction in costs which was put into effect as part of the four-network round of cost cuts in 1951. The changes anticipated by the current MBS plan, spokesmen said, are to be effected via revisions in discount structure rather than changes in gross rates.

Announcing the plan, which was outlined to and endorsed by the Mutual Affiliates Advisory Committee at a Virginia Beach, Va., meeting over the Columbus Day weekend (BT, Oct. 13), and which then was explained to all affiliates in a conference call last Wednes-

(Continued on page 86)

October 20, 1952 • Page 23
RADIO rates, and whether they should be raised or lowered at this time were vigorously debated Thursday afternoon at the NABTE District 2 meeting, Thursday and Friday at the Westchester Country Club, Rye, N. Y.

E. R. Vadeboncoeur, WSYR-AM-FM-TV Syracuse, director of the district, presided at the two-day meeting attended by about 100 representatives of stations and industry service organizations.

Raymond Specter, New York agency president, urged station operators to reduce nighttime rates now to the daytime level and not to think of any increase in daytime rates lest advertisers desert on mass to TV. Paul Morency, WTC Hartford, chairman of the radio session, promptly responded that if radio stations reduce rates they will be forced to cut their service to listeners and that to do that is sure death. He argued that broadcasters generally had made a serious mistake not to raise rates but their audiences grew and urged them to increase daytime rates now. William B. Ryan, BAB president, echoed Mr. Morency's sentiments, stating that daytime rate rises are justified and should be made now, if only as a safeguard against cuts that may come if, as Mr. Specter predicted, TV eventually dominates the daytime radio audience.

Albany Competition

Harry Littler, WROW Albany, reported that in a highly competitive market, with eight radio stations and TV, WROW had increased its business 50% by a 25% increase in rates. At the new rate, he said, salesmen can devote enough time to each advertiser to help him get better returns from his radio advertising, so the advertisers are happy; the salesmen are happy because they're making more money, and the station management is happy for the same reason.

Earlier in the afternoon, when he described the successful invasion of the lipstick field by Hazel Bishop, which in two years became a top lipstick in a field of 50 well-known brands, Mr. Specter was more enthusiastic about radio, even at current rates. Newspapers are fine to introduce a product, particularly a newsworthy one, he said, and TV is fine to demonstrate it, but for a product that is used every day nothing delivers like radio, when measured on the basis of sales per dollar spent in advertising.

He urged broadcasters to keep program costs down to give the advertiser the most for his money, telling them to search their files for ideas used 20 years ago when they built good programs using just an announcer, and citing the real power of the nationwide gossip show, broadcast on 188 stations with a total script and talent cost of $30 a program.

Horace Schwerin, president, Schwerin Research Corp., declared that radio can "continue to sell goods and do so more economically than any other form of advertising," pointing out that programs and commercials are planned "with a sound knowledge of the kind of audience they attract."

He reported on an analysis made in 1947 for Tonti Co. of its five radio shows, which revealed that when the "extra customers" among listeners to each program, as compared to non-listeners, were computed with the cost of the program, the daytime serial Nora Drake with a low rating and a low cost, was producing extra customers for Tonti at 2.6 cents apiece, and the audience participation show, Give and Take, second most expensive of the five, was next lowest in cost-per-customer, 3.5 cents.

Radio-TV Advantages

Hans Zeisel, research director, The Tea Bureau, advanced the theory that radio and TV have a relationship in that "it is more difficult not to listen to an advertisement you hear than to read an advertisement you will.

"The semi-capitalist audi-

(Continued on page 30)
DRIVE TO SPOT

By FLORENCE SMALL

IN ADDITION to the comparatively normal network promotion of automobile companies to introduce their 1953 models, a swell of radio spot activity by auto firms was developing last week.

A change in programing: TELECASTING showed that at least 10 auto advertisers are undertaking formidable radio spot campaigns, with only one or two relying exclusively on network programing.

Buick cars, for example, in addition to its sponsorship of the Buick program every fourth Tuesday from 8 to 9 p.m. on NBC-TV, will start a spot radio schedule early next year to promote its newest car which is to be unveiled Jan. 9. Buick will use 450 radio stations in 150 cities for a five-day saturation spot announcement schedule, effective Jan. 3. Kuder Agency, New York, handles the account.

Chrysler's Dodge Div., through Grant Adv., Chicago, preceded its spot campaign with an extensive teaser schedule of 15-second radio spots and 60, 50 and 20-second TV spots throughout the country. All 4,100 Dodge dealers participated in the teaser schedule, and spots were bought on at least one station in every dealer market.

Teasers This Month

The teaser portion of the campaign, announcing that the all-new 1953 Dodge will be introduced on Nov. 20, followed Oct. 23 with regular announcement schedules nationally for two to four weeks. The same number of stations were used for 60, 50, 30 and 15-second radio commercials and for 60, 50 and 20-second TV spots.

Costs of the campaign cannot be estimated publicly, said Grant executive said, because dealers are supplementing the national campaign with local purchases. The two-part agency schedule is financed from the regular Dodge co-op fund.

In addition to this saturation spot announcement campaign Dodge has signed for a mid-November network saturation program on NBC radio. Dodge will sponsor on Nov. 16 The Aldrich Family (7:30-8 p.m.), on Nov. 17 the Mercury special on NBC and a mid-week broadcast of the Tandem package consisting of Red Skelton on Nov. 18 (8:30-9 p.m.), Barry Craig on Nov. 19 (10-11:30 p.m.), and Judy Canova on Nov. 20 (10-11:30 p.m.).

Dodge also bought the sports news portion featuring Jim McKay on WCNB-TV to introduce its 1953 line Oct. 20 for three weeks. In addition Dodge has purchased Tuesday and Thursday participation in The Early Show and 6:30 p.m. Saturday announcements, all on NBC-TV, for the same three weeks.

Pontiac cars, through McManus, John & Adams, New York, is considering a radio and television spot announcement campaign which would be launched the middle of December. Its extent is yet undetermined.

(Detroit central office) is also understood to be contemplating a spot radio campaign but the details are not yet completed. The Chevrolet dealers are awaiting the parent company's decision as to what will be done in the spot radio field through NABC.

Lincoln-Mercury, through Kenyon & Eckhardt, New York, already has produced spot announcement materials for the fall and has not yet decided on the extent of the drive. Lincoln-Mercury regularly uses a radio spot announcement schedule for two weeks, starting last Wednesday, in 60 markets. The car was introduced last Friday. William H. Weintraub & Co., New York, is the agency. This is in addition to the firm's continued sponsorship of Night Editor on eight television stations.

NARTB-AAAA Form To Be Distributed

Robert E. Healy (1), vice president and treasurer, McCann-Erickson Inc., admires certificate of appreciation awarded him by the Advertising Council. George P. Ludlam (v), council's vice president, wrote the presentation which was for Mr. Healy's services as a volunteer coordinator of the council's Red Cross and Armed Forces Blood Donor campaigns.

For '53 Auto Models

Robert E. Healy (1), vice president and treasurer, McCann-Erickson Inc., admires certificate of appreciation awarded him by the Advertising Council. George P. Ludlam (v), council's vice president, wrote the presentation which was for Mr. Healy's services as a volunteer coordinator of the council's Red Cross and Armed Forces Blood Donor campaigns.

Meanwhile another motor company, Willys-Overland Motors, made new last week by becoming the first advertiser to sign for sponsorship of the forthcoming television series, Ommibus, 90-minute weekly program produced by the Ford Foundation's TV-Radio Workshop CBS-TV, Sun., 4:30-5 p.m.

Willys-Overland will underwrite its part of the show, which starts Nov. 9, for 26 weeks. Four other automobile advertisers are expected to join in sponsoring the program. Willys-Overland is handled by Ewell & Thuerber Assoc.

Packard cars, though Maxon Inc., New York, currently sponsoring film series, Rebound, on a number of stations, is expected to increase its coverage when the program is placed on the DuMont network, alternate weeks, starting Nov. 21.

Programs of less than five minutes duration are firm for the first four weeks, after which either party may cancel with 14 days written notice.
AMERICAN FEDERATION OF MUSICIANS STANDBY
High Court Will Review

POSSIBLE importance to broadcasters is seen in the question whether the American Federation of Musicians may require a theatre to hire and pay a standby orchestra when a "name" band is performing and there is no need for a house orchestra.

Case was accepted for consideration by the Supreme Court last week. Petition for writ of certiorari was filed by the National Labor Relations Board. NLRB appealed from a U. S. Court of Appeals ruling last May overturning a 1961 NLRB decision which disallowed a complaint of unfair labor practice against the Akron, Ohio, AFM local brought by Gamble Enterprises Inc., operator of the Palace Theatre in that city.

At issue is the interpretation of Sec. 8 (b) (6) of the labor act which makes it an unfair labor practice for a union to "cause or to attempt to cause an employer to make or agree to make payments in the nature of an exaction for services which are not performed or not to be performed." This provision was made part of the National Labor Act when the Taft-Hartley Bill was passed in 1947. The section originally incorporated the entire anti-featherbedding provisions of the Lea Act, passed in 1946, amending the Communications Act, but in Senate-House conference it was revised to eliminate all but the standby provision.

Case originated in 1949 when Gamble Enterprises brought unfair labor practice charge to NLRB. NLRB examiner in 1950 found that a violation existed, but NLRB board ruled that no violation had been made, since the AFM local had revised its various schemes whereby the musicians hired would actually perform—before curtain time, at intermission, etc.

Constitutionality of the Lea Act was upheld by the Supreme Court in 1947 [B*T, June 30, 1947]. In 1948, AFM President James Caesar Petrillo was acquitted of Lea Act violation in an attempt to force WAAF Chicago to hire additional music librarians [B*T, Jan. 19, 1948].

B & B ELECTION
Top Posts to Boker, Lusk

WILLIAM R. BAKER Jr. and Robert E. Lusk were elected by the board of directors of Benton & Bowles as chairman of the board and president, respectively, Atherton W. Hobler, chairman of the executive committee, announced Thursday.

Mr. Baker has been president of the agency since 1960 and a member of the firm since 1933. Mr. Lusk, executive vice president since 1933, was joined in 1938 by Mr. Hobler, who has been chairman of the board, continues his active role as head of the executive committee.

CURRENTS
OATH of office is administered to newly appointed FCC Comr. Eugene H. Merrill by Chief Judge Harold M. Stephens (l) of U. S. Court of Appeals for District of Columbia. FCC Vice Chairman Rosel H. Hyde assists at ceremony held in Commission meeting room Tuesday.

CAMPBELL NAMED
Succeeds Borroff at WRS

ELDON Campbell, New York representative of Westinghouse Radio Stations Inc. for three years, has been named WRS general sales manager by Joseph E. Bau-
dino, vice president and general manager. He succeeds E. R. Borroff, who has resigned.

Mr. Campbell will maintain his New York office at 444 Madison Ave. He joined Westinghouse in 1938 at WOWO Fort Wayne, Ind., as an announcer, later becoming program manager. He became program manager at KEX Portland, Ore., when WRS acquired the station in 1944 and a year later was made sales manager. He was transferred to New York as sales coordinator for five years at KEX.

American Chicle Names

AMERICAN Chicle Co., New York, names Dancer-Fitzgerald-Sample, that city, to handle advertising for Dentyne, Chiclets, Beeman's Pep-lin and other Adam brands, effective Jan. 1. The agency has been handling Clorets chewing gum and Clorets mints for American Chicle for the past two years. The additional amount of business for D-F-S is said to be about $1 million. Sullivan, Stauffer, Colwell & Bayles, New York, had been servicing the account.

Copyright Meet

FIRST meeting of the NARTB Copyright Committee will be held Nov. 17-18 at the association's Washington headquarters. Edward Breen, KVFD Fort Dodge, Iowa, will preside as committee chairman. Members will be given a general briefing on the whole copy-right problem, including a legislative review and developments in the litigation field.

No TV at Home

AS IS customary when new government officials are sworn in, Eugene H. Merrill's family (four children and his wife) was present last week when he became the seventh member of the Commission which enforces life or death control over broadcasting. There was a TV set in the office assigned to him, and one of his children examined it as though it were a new toy. The new Commissioner's wife explained her child's curiosity: "We don't have a television set at home," she said. "We don't think it's good for children."

ABC NAMES
Three in Program Unit

THREE new appointments at ABC were announced Thursday by Ray Diaz, national program director for the radio department. They were as follows:

Myrtle M. Tower as director of program operations and William D. Hamilton as eastern production manager for the radio network, and Clayton Shields as business manager of the network radio program department.

Miss Tower, with ABC for seven years, has served as assistant manager of central booking, ABC radio; assistant to the national director of program operations, and assistant to the program manager of ABC's WJZ New York.

Mr. Hamilton, who has been senior director of the radio department, joined the network in 1948 from the J. Walter Thompson Co. as associate radio director.

Miss Shields, who has been program budget and office director since January 1941, previously was secretary, later assistant, to the business manager. She has been with ABC since January 1946.

CHURCH AWARDS
Go to all Major Networks

TRIBUTE was paid to the five radio and television networks for their contributions to religious broadcasting by the Broadcasting and Film Commission of the National Council of Churches for Christ in the U.S.A. at a dinner Wednesday at the Waldorf-Astoria Hotel, New York.

Guests expressing appreciation of the commission were accepted on behalf of the networks by Niles Trammell, NBC board chairman; Alexander Strachan Jr., vice president of ABC; Mr. TC; Gene Flits, executive producers of WOR New York (Mutual); Dr. Allen B. DuMont, president of DuMont Labs, which operates the DuMont Television Network, and Adrian Murphy, president of CBS Radio.

The citations read in part: "On behalf of our constituent commissions and audiences, we express our deep appreciation to the radio and television industry for its contribution in providing its unequal role in the broadcasting of religion."

Some 200 religious broadcasters associated with the commission and the networks heard keynote addresses by Dr. Buel G. Gallagher, president of the College of the City of New York and an ordained minister of the Congregational Church, and Paul A. Walker, FCC chairman.

Dr. Gallagher declared that radio and television contribute their greatest public service through the broadcasting of religious programs and said 721,000 responses to the commission's religious broadcasts had been received.

Chairman Walker pledged that radio and television would dedicate themselves to "continued fruitful employment... in the cause of human betterment and spiritual welfare."

Presiding at the dinner was Dr. Ronald Bridges, executive director of the Broadcasting and Film Commission. Presentation of awards was made by Dr. Truman B. Down- lass, chairman of the commission.

NARTB BOARDS
Will Now Meet in D. C.

COMBINED Radio and Television Boards of NARTB will meet in Washington Dec. 3-4, instead of in Miami Beach Dec. 5-6, President Harold Kondorf announced last week following a poll of directors. The meetings were originally scheduled to dovetail with the NBC affiliates meeting at Boca Raton, Fla., July 20-23, but were later cancelled following cancellation of NBC's convention [B*T, Oct. 13].

No change had been announced last week in the Television Board schedule to meet at Cat Cay Island, off the Florida east coast. It was known, however, that a change is under consideration.
A $35 million customer tells radio and TV . . .

THERE'S ROOM FOR BOTH, IF BOTH EARN IT

SELLING broadcast media in most cases is as simple as a thorough presentation of all the facts and figures, Arthur J. Pryor Jr., BBDO vice president in charge of radio and television, told members of the Sixth NARTB District, meeting at the Peabody Hotel in Memphis.

Mr. Pryor, who as BBDO radio-TV vice president controls some of the nation's largest radio-TV accounts, spoke Oct. 10 on the feelings and thoughts of agency people about the status of radio in TV markets [At Deadline, Oct. 13].

Introducing charts based on radio and television research, Mr. Pryor said both broadcast media "have grown fat because, in the majority of cases they haven't had to sweat for sales."

Mr. Pryor said he thought "most advertisers buy radio and TV—few of them are sold. The selling is done by factual presentations made available to salesmen by able station and network management," he said.

The BBDO vice president laid the blame for much of television's promotion ("at the expense of radio") on radio network and station people, themselves, and said if this had not been the case, radio would have been more aggressive and concerned about its competitive position.

"However, the radio folks are beginning to think about radio again and, little by little, life is regarding its more normal aspects. . . Some of us are beginning to feel we can discuss radio without the fear we are secretly being considered horse and buggy guys in a jet age," he said.

Calling on radio broadcasters to face problems realistically, he said retention of current business is "basically a question of keeping advertisers aware of the continuing advantages of their radio investments."

Mr. Pryor felt the greatest need is for research and its intelligent application. "Radio needs a rating system which will give a true picture of radio listening."

"Current audience figures don't take into account the listening to automobile sets, portables, radio in public places, nor the third, fourth and fifth sets in homes. We must know more about radio listening in TV homes," he said.

"No other medium reaches such a vast audience at such low costs, and we must continue to prove it," said Mr. Pryor.

The BBDO official said the "emotional approach" to media buying by agencies and advertisers is giving way to a more basic and realistic appraisal of advertising values and they are "beginning to think again in terms of 'how many for how much.' Under these circumstances, radio is on solid ground," he said.

Most of the concern in TV areas is over nighttime radio, with daytime radio "doing just fine" and indications being that it will do better, Mr. Pryor said. He said BBDO's timebuyers report orders for spot time have increased "an impressive amount" recently, with nighttime spot purchases in TV areas to "a considerable extent" switching to early morning spots.

Nighttime radio audiences are considerably smaller than TV in metropolitan centers, although accurate measurements of radio listening undoubtedly will raise total radio audience figures, said Mr. Pryor.

So far it hasn't been economically sound to delete nighttime radio stations in metropolitan TV centers, and few advertisers have taken advantage of their opportunity to do so, "but the story isn't finished, and it must be watched carefully," the BBDO vice president said.

Rate Problem

Nighttime radio rates may have to be reduced still more to compensate for lost audiences in big TV centers. Advertisers cannot make up for these lost audiences simply by adding TV over and above other media, because their budgets just are not that flexible, said Mr. Pryor.

He said some station people are bewailing their failure to raise radio rates along with other media, and that radio rates, when finally cut, already were too low, "but the water was already over the dam."

He said the chief worry about TV—its tremendous cost—is answered by the medium's exponents who say that although time and talent costs are going up, the cost per thousand is shrinking constantly.

Posing several questions for the future of radio and TV, Mr. Pryor said:

"The ultimate respective posi-

(Continued on page 31)

October 20, 1952  Page 27
Richard survey others, current ing regulations and rules FCC broadcasting issue at the exclusively to works, segment practices. Distinction was drawn censorship exercised broadcast hours, network casters.

The majority of radio-TV stations do sell political time, especially during campaigns (see Table I). This practice tallies with the results of the B'T survey in April 1948 (B'T, April 12, 1948), which found that 58% of AM station managers had so planned during that Presidential campaign. Majority of stations do not follow a policy of allotting free time to political broadcasts (see Table II). Amount of available political time is restricted by 42.4% of TV stations during campaigns, and by 58.5% between, and by 20.1% of radio outlets during and 19.9% between campaigns.

Survey notes "it is natural to assume some forms of restriction" must be used by stations to curb the flood of political requests for time and maintain undisrupted schedules. Another method of restricting time was rate charged (special political rate or regular one-time). Rate scale has been "helpful in curbing the number of political broadcasts."

Broadcasters are now prohibited from charging more than comparable rates for other commercial accounts under the McFarland amendment to the Communications Act. Stations now are advised to base their rates on whether office sought by candidate is national or local.

"A good many stations do offer free time but are careful to stipulate the terms and conditions imposed on its use," the survey found, adding the practice could lead to unending requests for time to reply to the reply." Stations must be very particular for limiting political broadcasts. On other restrictions, the study explains:

Obviously the purchase of a large amount of time immediately following the election would give a certain political advantage—especially if the opposition was blocked out of the opportunity to be heard. It is the usual practice of stations to drown on this procedure. [Many stations] will offer a large amount of time, provided it is on a regular, scheduled basis. The station usually reserves the right to accept or disapprove the scheduling of this time, keeping in mind the equal treatment of all political viewpoints involved."

A paid political program is "more apt to displace a regular commercial program than a sustaining political." The majority of radio stations are "not willing" to cancel regular commercials... while TV stations are "less stringent."

As for displacement of regular commercials, broadcasters used various yardsticks for interpreting the public interest: Interest in the local campaign, scheduling problems, sponsor and other considerations and individual circumstances. Broadcasters indicated they would be least inclined to displace news and religious broadcasts.

The majority of radio-TV stations do not solicit actively political time sales. But if time is sought, broadcasters will accept contracts. Most radio outlets have adhered to a policy of selling time (Continued on page 44).

<table>
<thead>
<tr>
<th>Table I</th>
<th>PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO SELL TIME FOR POLITICAL BROADCASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td>DURING CAMPAIGNS</td>
<td>Reponses</td>
</tr>
<tr>
<td>Per cent which do sell time</td>
<td>100.0%</td>
</tr>
<tr>
<td>BETWEEN CAMPAIGNS*</td>
<td>Reponses</td>
</tr>
<tr>
<td>Per cent which do sell time</td>
<td>51.6%</td>
</tr>
</tbody>
</table>

* Many stations did not answer questions concerning "between campaign" political policies on the entire questionnaire. In those cases where a significant number responded to such questions, the "between campaign" responses will be indicated.

<table>
<thead>
<tr>
<th>Table II</th>
<th>PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO GIVE FREE TIME FOR POLITICAL BROADCASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td>DURING CAMPAIGNS</td>
<td>Reponses</td>
</tr>
<tr>
<td>Per cent which do give time</td>
<td>24.3%</td>
</tr>
<tr>
<td>BETWEEN CAMPAIGNS</td>
<td>Reponses</td>
</tr>
<tr>
<td>Per cent which do give time</td>
<td>50.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Table III</th>
<th>PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO CANCEL REGULAR COMMERCIALS IN FAVOR OF POLITICAL BROADCASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td>Per cent cancelling for sustaining political campaigns</td>
<td>(33)</td>
</tr>
<tr>
<td>Per cent which do cancel</td>
<td>33.9%</td>
</tr>
<tr>
<td>BETWEEN CAMPAIGNS</td>
<td>Reponses</td>
</tr>
<tr>
<td>Per cent which do cancel</td>
<td>22.5%</td>
</tr>
<tr>
<td>PERCENT CANCELLING FOR COMMERCIALS</td>
<td>(33)</td>
</tr>
<tr>
<td>Per cent which do cancel</td>
<td>57.5%</td>
</tr>
<tr>
<td>BETWEEN CAMPAIGNS</td>
<td>Reponses</td>
</tr>
<tr>
<td>Per cent which do cancel</td>
<td>33.3%</td>
</tr>
</tbody>
</table>
POLITICIANS ON MEDIA

THERE's a politician in your future—with a finger on your pulse and perhaps an eye on his rating. And standing by the networks to weigh his fate Nov. 4 are the likes of "Mike Monrobot" and "Univac"—to mention but two electronic devices.

Ratings based on individual radio or television appearances of the Presidential and Vice Presidential nominees may not be as significant as the final election returns—but the trend is there.

The evidences are reflected at network and research levels as the campaign swings into its final two weeks.

- The rating service firms will map plans for surveys measuring relative popularity of the candidates, perhaps hopeful that they won't be subjected to the indignities heaped on Gallup and Roper in the '48 campaign.
- At the same time, preparations were underway at the major networks for the most comprehensive coverage of election results in history amid indications that approximately 10 hours of regular commercial network programs would be pre-emted to clear the way for returns.

Scattered Returns

There had been only scattered reports from the top research organizations of the positions held by the candidates in competition with regular program fare—since the conventions last July.

Last week, however, A. C. Nielsen came up with a comparative report on cumulative audience as between the two White House aspirants. Other firms also were preparing such surveys. And one—American Research Bureau—indicated it will defer a November TV survey of regular programs from the first to the second week of the month because of election news competition with normal commercial fare.

Nielsen data showed that a simulcast by Gen. Dwight Eisenhower on NBC radio and NBC-TV Sept. 4 reached the largest cumulative audience accorded either candidate in sponsored radio and TV speeches made during the early part of September.

The report, covering the first sponsored radio and television broadcasts by Gen. Eisenhower and Gov. Stevenson during the campaign, gave the GOP nominee 2,440,000 radio homes and 5,320,000 TV homes on the Sept. 4 broadcasts.

Allowing for duplication of homes the compilation shows that from Sept. 1-9, Gen Eisenhower reached 7,808,000 radio homes with four talks—an average of 1,950,500 homes per talk—while Gov. Stevenson was heard in 4,103,000 homes with three addresses—or an average of 1,367,667 homes.

For television, the GOP nominee recorded 5,320,000 homes reached for one talk compared to the Governor's 5,334,000 for three appearances.

The Nielsen data show homes tuned in for six minutes or longer, as follows, with the day and hour of the broadcast and, in most instances, the number of stations employed also shown. All these factors, it was pointed out, influence the number of homes that can be reached. The report (times are EDT unless otherwise indicated):

RADIO

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 174 stations (simulcast), 2,440,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 306 stations (simulcast), 1,241,000 homes reached.

Stevenson, NBC-ABC, Sept. 6, 2-3:30 p.m., 243 stations, 1,284,000 homes reached.

Stevenson, NBC, Sept. 6, 9-9:30 p.m., 174 stations, 1,237,000 homes reached.

Eisenhower, MBS, Sept. 8, 6:30-7 p.m., local time, 614,000 homes reached.

Eisenhower, NBC-ABC, Sept. 9, 10-10:30 p.m., 3,404,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11 p.m. (simulcast), 1,725,000 homes reached.

TELEVISION

Stevenson, CBS, Sept. 1, 1-1:30 p.m., 58 stations, 1,382,000 homes reached.

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 60 stations (simulcast), 5,320,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 49 stations (simulcast), 2,086,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11:30 p.m., 37 stations, 2,996,000 homes reached.

A Nielsen survey of Aug. 31-Sept. 6 gave Gen. Eisenhower's maiden sponsored simulcast speech in Philadelphia a rating of 5.7—sixth in the list of top 10 radio ratings for that week.

Ratings by the major research companies have been scrutinized perhaps just as avidly behind the scenes by the two political parties as by competitive commercial sponsors. And claims to audience coverage have been pursued almost as zealously.

The Democrats have confined a large portion of their network time buys to a combination of CBS Radio and DuMont TV Network. The Republicans have been utilizing the facilities of CBS-TV and NBC-TV, as well as ABC and NBC radio networks. In some instances, the GOP has put together a selected ABC-NBC station network.

Ratings have assumed perhaps as much stature as actual attendance at political rallies.

This fervent interest in audience coverage has been building up slowly since the nominating conventions in Chicago last July. It will culminate in election eve political broadcasts and telecasts which give evidence of saturating the airwaves.

Network Strategists

Network planners were busily mapping out strategy for maximum use of personnel and mechanical aids in New York headquarters and elsewhere to bring viewers and listeners the progress of the election as rapidly as it unfolds. New York will be the focal point of news transmission, with periodic reports from other pivotal cities.

NBC radio and TV will rely on "Mike Monrobot," so-called "electronic brain," for trends of the voters in various regions and for predictions on what the voting is likely to be a few hours hence. NBC claimed the device is the "fastest electronic computer in the country."

CBS radio and TV will make use for the first time of the newly-developed Remington-Rand "Univac," an electronic computer capable of making thousands of arithmetic calculations per second. In addition, rapid returns from all over the country, it is geared to furnish an instantaneous comparison with returns at the same hour and from the same places as in the Presidential elections of 1944 and 1948.

Both ABC radio and TV and MBS reported that their respective coverage will be supplemented by use of the latest type of mechanical-electronic tabulating equipment and, like NBC and CBS, will employ numerous visual aids to interpret the tide of events.

DuMont, which had not completed definite plans for election night coverage, indicated it will use the CBS-TV coverage sponsored by the National Broadcasting Co., and negotiated probably by some reportage from its owned and operated stations.

Breakdown on election night plans as reported by the networks follows:

NBC

NBC radio will begin fulltime coverage at 8 p.m. and NBC-TV at 9 p.m., both EST, under the sponsorship of Philco Corp. Three hours of regularly scheduled commercial radio time and two and one-half hours of TV time will be cancelled.

Coverage will be under the general direction of William R. McAndrew, with Charles Colledge, producer in charge of TV at election headquarters, Joseph Meyers, producer of NBC radio reports; Francis McCall, supervisor of remote TV pickups throughout the country, and Ad Schneider, supervisor of remote TV pickups in New York.

For television, Bill Henry will provide the running commentary, John Cameron Swayze will concentrate... (Continued on page 44)
AM's Rates, Impact
(Continued from page 21)

ence of the broadcast media comprises a major asset that is particularly important in advertising articles of no great interest to most people, such as soap or tea, he said, pointing out that publication ads for such products can easily be turned aside but people listening to a program are more likely to keep the commercials despite their lack of interest in the product.

H. M. Beville, NBC director of research and planning, called radio a vital advertising medium that broadcasters had failed to promote the all-important fact, not shown by ratings, that radio sells merchandise. He presented a slide film report on the survey made for NBC by W. R. Simmons & Assoc., which showed that the average American housewife spends two hours and four minutes a day listening to radio, one hour and 25 minutes watching TV, 38 minutes reading newspapers and 16 minutes reading magazines. Matched samples of listeners showed that, for program after program, listeners bought appreciably more of the product advertised on the show than non-listeners did.

President, a plan to keep up the ARBI tests of the effectiveness of radio as a medium for retailers by financing the research costs of 100 tests made by a single store or up to 2,500 tests which was announced at the Thursday afternoon session by Kevin Sweeney, BAB vice president, announced Thursday.

TO CLINCH the evidence of more than 200 ARBI tests of radio's ability to move goods for retailers, BAB is offering to underwrite the research costs of a conclusive series of tests made either by a large retail chain or by a major store, Kevin Sweeney, BAB vice president, announced Thursday in an address before the NARTB Dist. 2 meeting (see story, page 24).

"For nearly two years evidence has been piling up in tests made by department stores and other principal retailers that radio reaches a very large group of customers not influenced by newspapers, now the No. 1 medium for retailers," Mr. Sweeney said.

"Only one step now remains: One major store or chain must make enough tests to confirm on a large scale the validity of the past two years' findings. The other stores will then follow suit."

BAB will finance the research costs of 100 or more tests made by a single store, involving probably $25,000 to $50,000 worth of advertising, or up to 2,500 tests for a chain, which would spend some $600,000 in advertising all types of merchandise in stores of all sizes in about 50 cities. The offer has been extended to "virtually no strings attached," Mr. Sweeney said. "The store or chain is free to choose the items, the media, the dates, the research organization and the method by which the research is to be done. We only reserve the right to make certain that the method is equitable and scientific."

Comparative Test

The ARBI tests involved a comparison of radio with another medium of store advertising, usually newspapers, with the same amount of money being spent in each medium at the same time to advertise the same item of merchandise. Reporting on recent tests made in Rochester and Syracuse, Mr. Sweeney said the usual pattern emerged: In seven of eight studies for leading stores in the two cities, radio produced more sales per dollar than newspapers.

"But that is less important than the fact that radio reached a large number of prospects that dominant newspaper space failed to touch," he said. "The two media seem to complement one another and should

RETAIL TEST

BAB to Underwrite Major Project

Among those at the ABC Western Affiliates' annual meeting, held at the Beverly Hills Hotel, that city, were (l to r) Charles Arey, ABC vice-president in charge of radio; Franz Robischon, owner, KWRN Reno; Alfred Beck- man, ABC director of station relations; Bob Ellis, KGFM Pueblo manager; Milo Peterson, KGEF Boise manager; Jack Flanagan, KITO San Bernardino manager; and Ned Hullinger, stations relations manager, ABC Western Div.

FM PROMOTION

Six-WEEK campaign promoting the sale of FM-equipped radio receivers will begin Nov. 3 in Alabama under joint sponsorship of Mobile Broadcasting Stations, Inc., Mobile, and Mfrs. Assn. Taking part will be 16 Alabama FM stations along with several AM stations of the well-known brands of FM-equipped sets.

Henry P. Johnston, WSGN-FM Birmingham, will supervise activities of radio stations. John Evans, chief engineer, and Bill Ziegler, chairman of the distributors committee, Distributors will set up 600 FM display pieces created by RTMA. Stations will carry announcements and transistorized demonstrations of FM reception.

PA. WOMEN

Hold First AWRT Meet

EXCHANGE of ideas among American Women in Radio and Television as a means of helping all women broadcasters was urged in a talk to members of AWRT's Pennsylvania g group's first meeting Oct. 11 at Williamsport by Gertrude T. Truax, chairman, from WVBP Beaver Falls. Mrs. Trobe, a radio woman from 40 Pennsylvania stations attended the group's initial meeting, held at Williamsport's Lycoming Hotel, which also featured a luncheon address by Doris Corwith, national AWRT president and NBC supervisor of public affairs, who urged each woman to consider seriously her duty in the field of communication.

An afternoon panel featured Esther Scureman, WCDL Carbon- dale; Dolly Banks, WHAT Philadel-phia, and Alma Cramer, WARD Div., at the day's activities included a cocktail party, a film showing, a fashion show and a dinner sponsored by WWPA WLYC Williamsport. Highlight of the dinner program, headed by Kay Sasso of WWPA and Joan Kimm of WLYC, was a talk by Warren Bowser, assistant dean of radio at Temple University, on radio and television, concerning the educator and mass communications. Next conference will be held in Pittsburgh.

Chicago Milk Campaign

PURE MILK Assn., market representa- tive of the 4,400 milk producers in the Chicago area, is planning its first advertising campaign. Radio and TV spots and programs will be used to help promote milk consumption. Agency is Mel De- Munn and Assoc., same city.

Chicago Milk Campaign

A newspaper and magazine campaign for the Chicago Milk Campaign was introduced by Miss Lucille S. Zitter, chairman. The campaign, which will run through the end of the year, is designed to promote the sale of pure milk. It will feature radio and television commercials, newspaper advertising, and billboard advertising. The campaign will also include a sweepstakes and a consumer contest with prizes offered for correct answers to daily questions. The campaign is being coordinated by the Chicago Milk Commission, which represents the Chicago Milk Producers Association. The campaign is expected to increase milk sales by 5% over the previous year. The campaign will run from October 1 to December 31, 1952.
LONG-PENDING court test of the FCC's anti-giveaway rules, initiated more than three years ago, last Thursday was tentatively set for argument during the week of Dec. 18. Before Judge Vincent Liebell of the U. S. Court for the Southern District of New York set the tentative timetable as follows, subject to approval by the yet-to-be-appointed three-judge court:

Main briefs to be exchanged by the participants on or by Dec. 1; reply briefs to be filed by Dec. 10; oral argument to be held starting at 2 p.m. on a day to be selected during the week of Dec. 15.

Participants are the FCC in defense of its rules against on-the-air giveaways; NBC, CBS and ABC, which secured a stay order against them in September 1949, shortly after they were issued and before they could become effective [BT, Oct. 3, 1949]. FCC handed down the rules on Aug. 18, 1949, to take effect on Oct. 1, but then, after the adverse preliminary ruling, voluntarily suspended the effective date until at least 30 days after completion of the court tests [BT, Sept. 26, 1949].

New Judge to Be Named

A three-judge court composed of District Judges Leibell and Simon Rifkind and Appeals Court Judge Charles Clark originally was named to hear the case, but Judge Rifkind subsequently resigned to return to private law practice and another jurist will have to be designated to sit with Judges Leibell and Clark.

Network attorneys indicated last week a belief that, even though the case has lain dormant for more than three years, it will eventually be carried to the U. S. Supreme Court regardless of the three-judge court's decision.

Although the number of network "giveaways" employing a telephone gimmick—one of the main features against which FCC's rules appeared to be directed, in the opinion of some observers—are considerably fewer now than at the time FCC acted, they are widely prevalent on local stations. Additionally, observers felt that FCC might undertake to bring a large number of non-telephone giveaways within the range of its ban if the rules are upheld.

At the time the rules were adopted, giveaways at the network and local level were said unofficially to total millions of dollars in cash and merchandise per year. It was generally conceded that three-judge legal authorities at the time that the rules were calculated to drive off the air virtually all of the big money and merchandise giveaway programs then being aired by the network except those depending upon audience participation alone—and even some of the latter, it was said, might not be free of the test of lottery law violation. Scores of syndicated giveaways and local shows also would be suspect, it was said.

Significant features of the rules defining programs which would be illegal are as follows:

"...the determination whether a particular program comes within the provisions of subsection (a) [which forbids licensees to carry lottery, gift-enterprise or similar schemes] depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon lot or chance, as a condition of winning or competing for such prize,

(1) Such winner or winners are required to furnish any money or thing of value or are required to answer any question in writing or give any information as a possible basis of a determination whether a prize is unconditionally awarded,

(2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

(3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

(4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

Prado Indiana Drive

PRADO Wine Co., Indianapolis, for its five brands of Melody Hill California wines, TV and AM jingles in a broadcast campaign throughout Indiana. Agency: Ruben Adv., Indianapolis.

Room for Both

(Continued from page 27)

tions of TV and radio as advertising media are anybody's guess, but the consensus of many people I talked with is that [radio and TV] will each emerge as a strong national medium, complementing and supplementing each other over sales and services ahead."

The expected increase in consumer goods to be created by declining defense expenditures will call for more and better selling and "radio sells goods," he said. "Radio has basic advertising circulation, grass roots circulation. The number of radio homes is increasing and so are homes with multiple sets."

He called a combination of radio and TV the best "unduplicated" buy available to advertisers, and advised both media to: (1) find out who is listening and watching, (2) find out how much money they spend when tuned in and tune out, (3) learn all you can about program preferences of your local audiences, (4) mention the program on TV and radio, programs and products, (5) advertise your programs and station in other media and (6) do all you can to service your community and make your listeners proud of you.

Chicago ACLU

Says TV Films Uncensored

CHICAGO Police censor all movies for local theatres but have no control over films telecast on the city's four stations. It was reported Wednesday at the annual Chicago area meeting of the American Civil Liberties Union, which said viewers can see in their own homes films which cannot be shown at a theatre.

Attorney Eli E. Fink, who represents the Balaban & Katz theatre chain, reported on the police censorship board, which screens all films, including newreels and comic cartoons, for city release. The board's five non-professionals, operate under a city ordinance and have no jurisdiction over TV films.

The board is empowered to refuse a show permit, demand deletion, or issue a "foothold ticket" for adult education only or issue a permit. Several films which have not been shown publicly in Chicago have been telecast there. Appearing in a panel on movie censorship and censorship in other communications media were Sanford Wolf, radio-TV attorney, and Sam Lesner, Daily News critic.

CBS-TV News Move

ENTIRE CBS-TV news department was to move to new and larger quarters in the Grand Central Terminal Bldg., New York, effective Saturday.

October 20, 1952 - Page 31
HEARING STATUS

FOLLOWING a precedent ruling two weeks ago in the Portland, Ore., TV hearings—that comparative hearing issues may not be enlarged to take into account coverage and population factors [B&T, Oct 15]—the FCC last week turned down five petitions from other applicants in as many cities asking for the same thing.

In each case, the Commission referred to the Portland decision which permitted applicants to put coverage and population information into the record under present general issues. However, each case must be judged on its own merits, the Commission then said, and these will vary from city to city and applicant to applicant.

The Commission also pointed out that coverage predictions, as indicated in the Sixth Report and Order [B&T, April 14] and incorporated in the new Rules and Standards, were established for purposes of TV channel allocations and were not precise enough for specific coverage measurements.

The cities for which petitions were filed last week are: Tampa-St. Petersburg, Fla.; Wichita, Kan.; Jackson, Mich.; Duluth, Minn., and Flint, Mich.

New Hearings Begin

Meanwhile, two new TV hearings began last Wednesday: Harrisburg, Pa., and Portland, Ore.

Two additional hearings were scheduled to begin today (Monday). They are Jackson, Mich., and Wichita, Kan.

Also slated to start today was the contest for Denver's vhf Channel 4. The two applicants are KOA, owned 65% by radio and TV monster, Bob Hope, and 35% by Denver Mayor Quigg Newton and associates, including Don Searle, former ABC western division chief, as executive vice president and general manager, and KMYK, owned by F. W. and A. G. Meyer. Friday saw the conclusion of the hearing between KLZ and Denver Television Co. (Wolpert theatre interests) for vhf Channel 7.

In the Portland, Ore., proceedings last week, where a dozen applicants seek four channels, the uhf Channel 21 hearing was substantially completed and the vhf Channel 12 hearing commenced before Examiner Elizabeth C. Smith. The Channel 21 case was adjourned until Nov. 3, when remaining data will be presented and the hearing concluded. The Portland Channel 6 hearing is to commence Nov. 10; Channel 8, Dec. 1.

In Harrisburg there are two applicants for uhf Channel 27 and two for vhf Channel 71. The latter contest faded when the two applicants announced they were combining.

The two applicants for uhf Channel 27 are WHBG, owned by Herbert Kendrick and the Philadelphia Inquirer (WFIL-AM-FM-TV), and WCBM Lemoyne, Pa., whose majority stockholder is Edgar T. Shepard Jr.

One of the extra issues in the Channel 27 case is the question of potential overlap between WFIL-TV Philadelphia and the uhf proposal of WGBH Harrisburg. The FCC Broadcast Bureau also has asked that possible interference from WCBM's proposed TV site to the antenna of WHP be made an additional issue.

Reading status

WFLA Tampa representatives huddle at St. Petersburg-Tampa hearing. L to r: Messrs. Philip J. Hennessey, legal counsel; Millard M. Garrison, consulting engineer; Truman Green, secretary and George W. Harvey, general manager.

Joining forces are the two applicants for Channel 71: Harrisburg Broadcasters Inc., 100% owned by Donald E. Newhouse, and WAXB (FM), owned by Hal Bishop and W. T. Wright.


Harrisburg Principals

In the revision of Harrisburg Broadcasters Inc., WAXB (FM) principals will own 500 shares of preferred, non-voting stock. Control will remain in Mr. Newhouse's hands.

The Harrisburg hearing was opened last week by FCC Examiner William G. Butts, one of the new hearing examiners. It was continued indefinitely. FCC counsel is Earl R. Stanley and FCC engineering counsel is John T. McCullin.

In the Tampa-St. Petersburg hearing, three applicants are vying for vhf Channel 3 and three for vhf Channel 13.

Channel 3 contestants are Tampa Tribune's WFLA, St. Petersburg Times' WTSP and Tampa Bay Area Telecasting Corp., principally composed of New York radio and advertising men. They are John Trevor Adam, general manager WJZ-TV; Harry W. Bennett Jr., Sherman & Marquette; John S. Houseknecht, William Esty & Co.; Hal James, Ellington & Co. Also associated in the Tampa Bay company are Florida realtor Robert James and truck dealer R. W. Evans.

Channel 13 applicants are Tampa Times' WDAE, Orange Television Broadcasting Co., principally owned by department store executives David A. Falk and Frank E. Mandel, and Tampa Television Co., 20% owned by W. Walter Tison (owner of WALT Tampa) and attorneys Donald H. Blumer, H. H. Baskin, O. K. Reaves and G. E. Mabry, among others.

Channel 13 fight has been highlighted by opposition of Orange Television Co. to Tampa Television. Originally, Mr. Tison was an applicant by himself. He was given permission to withdraw that application three weeks ago. He then filed as a fifth owner of Tampa Television.

This led Orange Television to petition the Commission to overrule the motion commissioner's permission for Mr. Tison to withdraw "without prejudice" his original application and also against the Commission accepting the new application. This was on the ground that Mr. Tison had two applications pending at the same time, since his new application was filed Sept. 24 and his original one not dismissed until Sept. 26. The point was made that if the second was not accepted until the first was, then it would be less than 20 days before the hearing date and therefore ineligible (Continued on page 72)
Like kids go for cowboy suits

Baltimore merchants go for WITH like kids go for cowboy suits. 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!

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
trate on returns in the Presidential race. Morgan Beatty, returns on the Senate and Gubernatorial contests, and Ned Brooks, on the Congressional elections.

For radio audiences, George Hicks and Merrill Mueller will furnish the running story of the Presidential race and the general election picture. Richard Harkness will broadcast developments on important General and Senatorial contests and Ray Henle on House elections. Additionally, NBC will use radio-TV teams headed by Ben Grauer at GOP headquarters and Kenneth Banghart at Democratic headquarters. Accompanying Gen. Eisenhower on election night will be Frank Brougholtzer, while Gov. Stevenson will be covered by Ray Scherer. In Washington, Arthur Barriault will supervise reports from both party and candidate headquarters. A staff of 260 is expected at New York headquarters.

CBS

CBS Radio will begin coverage at 8 p.m. EST, and will be carried on both under sponsorship by the Westinghouse Corp., which claims the first radio broadcast of election returns in 1920, when Warren G. Harding was chosen President. Pre-empting of 2 hours-10 minutes of commercial radio network time and 1 hour-30 minutes of TV commercial time is anticipated.

Overall supervision of election night coverage will be directed by Wells Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for the respective networks. A combined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team consisting of Walter Cronkite, Robert Trout, Alan Lerner, and Douglas Edwards. Special reports, analyses, and interviews will be broadcast from time to time by Edward R. Murrow, Lowell Thomas, Larry Lesuer, Charles Collingwood, and Don Hollenbeck. Bill Wood will be in charge of pickups from Washington headquarters of the Democratic and Republican parties, assisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

For CBS Radio, Samuel Lubell, political analyst, will give periodic broadcasts on trends of the election based on reports from strategic centers. For CBS-TV Don Hewitt will direct the news director. Paul Levitan will supervise remote pickups from CBS-TV affiliates throughout the country. Fritz Littlejohn, CBS-TV news manager, will coordinate the staff and make assignments. Election staff in New York is expected to number about 300.

MBS

MBS will start election night programming at 8 p.m. EST with sponsorship by the Chevrolet Div. of General Motors and Chevrolet Dealers of America. Only regularly scheduled network commercial time after 8 p.m. that night are newscasts, which will be presented under their regular sponsorships.


ABC

ABC radio and television will begin election night operations at 8 p.m. EST, with Admiral Corp. Network commercial cancellations for that night total 35 minutes on radio, with no TV time pre-empted.

The evening's program for the next two hours will be headed by Thomas Velotta, vice president for news and special events at ABC radio, assisted by John Maddigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events. Forty commentators will be used throughout the night as a combined radio-TV team, including Walter Win-}

Politicians on Media—Ratings in Mill

(Continued from page 29)

chell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret McBride, Martin Agromsky, Erwin D. Canham, Dr. George Gallup, Paul Harvey, Quincy Howe, George Sokolsky, Ted Malone, Leo Chernin, and Peter Kisor. ABC will use a staff of some 300 persons in its New York headquarters.

All networks will make election night broadcasts from Armed Forces Radio Service for transmission to U. S. troops overseas and to all naval vessels at sea. The respective claims of both parties are likely to be insignificant of any special trend in the voting sentiment of U. S. listeners and viewers. Probably the ratings could more properly be said to be indicative of a sharp upturn in political interest as reflected in the increase of registrations sparked by the NARTB-American Heritage Foundation promotion drive [BT, Oct. 13].

Spark of interest first showed during the national conventions when CBS-TV offered a rating of 41 for the first evening session—a rating higher than that of any regular commercial program. The American Research Bureau estimated that 70 million saw the GOP conclave—about one-third of the U. S. population and perhaps slightly more than one-half of the eligible voting population.

Pulse Measures

The Pulse Inc. measured the television audience in the New York metropolitan area, finding that the Republicans outdrew the Democrats by more than a third. It gave the GOP 43.0 and 16.5 for evening and afternoon sessions, respectively, as against 32.0 and 12.2. It was pointed out that the Democrats were handicapped by the Republicans morning first, heat factors (keeping people indoors) and baseball competition.

A. C. Nielsen also measured the convention radio audience, reporting that more than a third of the radio audience listened to the GOP conclave. Peak audience was 15 million homes.

The Nielsen TV Index gave nod to the Democrats on viewing, reporting 14,566,000 video homes tuned in to their convention, compared to 13,097,000 for the GOP sessions.

More recently, the dramatic buildup to Sen. Richard M. Nixon's (R-Calif.) radio-TV report of his finances gave him a ready-made audience, with NBC estimating some 25 million viewers and CBS an overall audience of 90 million for that program.

As the campaign moves into the final fortnight, both parties are expected to heighten their radio-TV commitments as funds will permit. There were indications last week that, despite the Democrats' protest over the assortment of spot drives per day (BT, Oct. 6), the administration party is better heeled to saturate the airwaves. Despite a cry over lack of funds, the Democrats have reserved nine more simulcasts, effective this week, including four "fireside" chats by Gov. Stevenson. First is booked for Tuesday on NBC-TV and CBS Radio from Chicago. It's being billed as perhaps the first such political simulcast made possible by public money subscriptions. Democrats have purchased nine half-hours each on DuMont TV and CBS Radio.

Other programs, including simulcasts: Monday (today), Mrs. Franklin D. Roosevelt, for President Truman (from Pittsburgh). ABC radio (Oct. 20), Mrs. Alben Barkley (Jersey City). ABC radio (Oct. 20-21), Gov. Stevenson (Bristol rally). CBS radio (Oct. 20), the Radio Aid Committee Workers will sponsor two other CBS-TV half-hours and the CBS Political Action Committee the other.

By contrast, the only network commitments set up for Gen. Eisenhower were NBC radio this Wednesday and CBS Radio-TV Oct. 29. GOP high command is shopping around for funds to buy network time. A redemption of perhaps 50% at the Boston Garden. The Republicans have bought only seven simulcasts to date, plus two cited below, in contrast to the Democrats' 18.

This preponderance of Democratic time commitments has raised concern in some station circles. One southwest TV broadcaster reported his orders running at a ratio of five to one, posing a question of programming balance.

A charge by Sen. A. S. (Mike) Monroney (D-Okla.) that the GOP had to cancel Eisenhower telecasts has been denied by Frank Armstrong, Kudner Inc., agency handling the GOP account. He con-
NOT EVERY INDIAN CAN BE A CHIEF...

But all 620 affiliates of the Keystone Network are chiefs in their camps—beating the drums for their advertisers goods in the rich hunting grounds of Hometown and Rural America!

And if you like this wampum too—you may buy all 620 chiefs of this exclusive tribe—or only a scouting party! How about discussing your problems in this market with us?

KEYSTONE BROADCASTING SYSTEM, Inc.

- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1324 Wilshire Blvd.
MBS' Competitive Cut
(Continued from page 28)

SIOUX FALLS, SOUTH DAKOTA
5000 W. NBC
Serving and Selling the Richest Corner of Four States with 99.3% Radio Homes

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

HOMETOWN JAMBOREE. Plays 48 towns per year in KELO Primary. Amateur contests, plus professionals, plus the search for Mr. and Mrs. South Dakota. Full page promotion weekly in the Sioux Falls Daily Argus Leader, plus extra hometown rural page. $200.00 per ½ hour.
MARIE HORTEN. Sioux Falls' Women's Show
LITTLE OSCAR. Sioux Falls' Only Daily Live Talent Show.
FARM NEWS. South Dakota's farm news by South Dakota's Farm Authority, Les Harding. On the air at farm listening hours.

TRI-STATE COVERAGE
.5 MV Area
51 Counties
Population .......... 700,000
Radio Homes ......... 207,000

PRIMARY & SECONDARY COVERAGE AREA
87 Counties
Population .......... 1,250,000
Radio Homes ......... 354,000

"The First With The Best in The Upper Midwest"

SIOUX FALLS, SOUTH DAKOTA

BROADCASTING • Telecasting

October 20, 1952 • Page 37
ABC's Single Rate
(Continued from page 88)

parture without first consulting affiliates—and, because of the competitive pressures arising from the fact that CBS Radio and NBC already had acted, they concluded that they did not have the luxury for such consultations before making some move of their own to "meet the competition."

First chance to breach the idea to a large group of affiliates came at the Hollywood meeting with West Coast and Mountain States affiliates on Sept. 29. Second was at week's regional meeting in New York, when the subject was discussed at considerable length again, and third was in Chicago on Friday. Fourth will be in New Orleans next Monday, and similar meetings are to be held in one or two other cities on a date or dates not yet set.

Other subjects being canvassed in these regional meetings, which are held annually, include sales, program, and advertising and promotion plans, plus other questions of common concern to network and affiliates.

In their discussions of the pending merger of ABC with United Paramount Theatres, network officials are making clear their expectation that the move will be given the necessary FCC approval by around Dec. 1 and that then ABC will be in excellent position to compete keenly with NBC and CBS, as well as with the other networks, in both radio and television.

Maintains Place in Home

Research studies also were presented to show that, although TV may be driving radio out of the living room, it is by no means driving it out of the house.

President Robert E. Kintner and Ernest Lee Jahncke Jr., vice president and general manager, are heading the network's delegations to the regional meetings.

Others who attended last Wednesday's meeting in New York—which drew approximately 70 representatives of 55 to 60 ABC stations in New England, Pennsylvania, New York, New Jersey, Maryland, the District of Columbia and North Virginia—and who were slated to participate in those in Chicago and New Orleans included Charles T. Ayres, vice president for the radio network; Ted Oberfelber, director of the network's station-owned radio station; Alfred R. Beckman, national director, and William Wylie, manager of radio and TV station relations departments, and Oliver Treyz, director of research and sales development.

Additionally, all regional managers of the radio and TV station relations departments were present at the New York meeting, including Earl Mullin, Jim Mahoney, Ralph Hatcher, Bob Guthrie, Joe

SUCCESSFUL results of the cigarette industry's radio and television campaign to acquaint the public with the sizable federal tax on cigarettes was described last week by Robert M. Ganger, president of P. Lorillard & Co., New York, at a Sales Executives Club of New York luncheon last week.

Highlighting the industry campaign, Mr. Ganger said, with the slogan, "Half the pack goes for tax," pointing out that an industry survey last spring showed "the public had absolutely no idea as to the amount of tax it would pay."

He underlined another public misconception pointed out in the survey: "Cigarette prices are too high...and prices would come down if the cigarette industry spent less on advertising."

With these public sentiments in mind, the industry last spring began to use 30-second spot and "high-impact" radio and 27 television programs of various cigarette companies for a period of six weeks.

"Before the campaign we tapped public opinion and found that only 9% of smokers knew the federal tax was 8 cents a pack. After the six week campaign, we tapped public opinion again and found this 9% had grown to 32%, an increase of 23% in the six weeks in just short weeks," Mr. Ganger said.

The first survey (before the campaign) showed that "nearly half the smokers thought federal taxes should be increased," Mr. Ganger said, and added that the last survey revealed that only one-third of smokers thought cigarettes "should bear an additional burden."

Dwelling on the significance of an increase from 8 to 52% of public awareness of the amount of the cigarette tax, Mr. Ganger commented:

"If you had a product that was known to just 9% of the public and then, after only a six-week period, you found it was known to 32% of the public, you would say, I'm sure, that this result was not only wonderful—it was almost unbelievable! For you sales-management men knowing the public and consequently the public 'bought an idea—just as they buy a product.'"

The results of the campaign, Mr. Ganger declared, illustrate that "industry and company advertising can be teamed up with public relations—and do everybody a lot of good.

"I observed that the radio and TV programs helped clear the air on misconceptions about taxes and prices and thereby created a "better and more friendly climate for future sales and merchandising activities."

Despite the overwhelmingly favorable results of the campaign, Mr. Ganger noted, the program did not cost the participating companies a single penny outside of funds for research. He explained the campaign was handled as "hitchhikes, cowcatchers and spots on regular radio and TV programs."

TONI, BOBBI BUY

BOBBI home permanent, through Leo Burnett, Chicago, and the Toni Co.'s White Rain shampoo, via Tatham-Laird, same city, will sponsor the last two quarter-hours on ABC's Breakfast Club (five-week, 8 to 9 a.m. CST) from Oct. 21 to Nov. 25. Segments are the 8 to 8:45 slots on Tuesday and Thursday.

JAMES Mc DONALD (11), extends best wishes to Edgar Donaldson whom he has just succeeded as supervisor of TV production for the WSYR-TV Syr a ce. Mr. Donaldson resigned his WSYR-TV post to become a radio- TV producer for Ketchum, MacLeod & Grove, Pittsburgh.

Merkle, Don Shaw and Spencer Stacex.

Messrs. Mullin and Mahoney also were slated to attend the Chicago meeting, which was for affiliates from Ohio, West Virginia, Michigan, Indiana, Illinois, Kentucky, Wisconsin, Minnesota, Iowa, Nebraska, Kansas and North and South Dakota.

The New Orleans meeting today at the International House will be for affiliates from Oklahoma, Arkansas, Texas, Louisiana, Mississippi, Tennessee, Alabama and west Florida.

JERSEY MEET

FOC COMR. Frieda B. Henock last week paid tribute to the New Jersey Broadcasters Assn., as the first state broadcasters' organization to take an active role in bringing together "You in New Jersey have provided a shining example to all associations, broadcasters and educators."

Miss Henock told a Monday lunch- meeting of the NJBA in Camden: Presiding over the sessions was Paul Alger, general manager, WSNJ, Bridgeport, who was unani mously elected NJBA president. Other officers named were Thomas B. Tiptle, WJL, JS Park, vice president, Kenneth Croy, WMTR Morristown, secretary-treasurer; Ted S. Stroak, Atlantic City, and Fred Bernstein, WTTN Trenton, members of the executive committee.

Complimenting the broadcasters, Miss Henock stated that "since educational television presents a once-in-a-lifetime opportunity to the American people, you quite properly are doing your share in making it a reality in our homes and schools."

"In doing so," Miss Henock added, "be assured that you also further your own private interest, for the substantial development of educational television cannot help but make all broadcasting more popular and raise its prestige to unprecedented levels."

In response to a request from Thomas S. Dignan, New Jersey deputy director of Civil Defense, and from others, of the type of programming that would be carried on the state's stations if the Conelrad
STARS SHINE NIGHT and DAY on WJBK

The Station with a Million Friends

TOP TALENT TO DO A TOP SELLING JOB FOR YOU

NORM LENHARDT 6:00 to 7:30 A.M.
GENTILE & BINGE 7:30 to 9:15 A.M.
DON McLEOD 9:15 to 11:00 A.M.
3:30 to 6:00 P.M.
BOB MURPHY 11:00 A.M. to 12:00 Noon
TOM GEORGE 12:00 Noon to 3:30 P.M.
7:00 to 8:00 P.M.
HEADLESS HORSEMAN 6:00 to 7:00 P.M.
KEN CLINE 8:00 to 10:00 P.M.
LARRY GENTILE 10:00 P.M. to 1:00 A.M.

NEWEST STAR in WJBK's All-Star Talent Line-Up

TOM GEORGE

Air Salesman Without Peer

☆ Broke all records for sales results on powerful WWVA, Wheeling, with his casual, relaxed, wonderfully “real” selling technique.

☆ Starred on Station WOR, New York.

☆ Master of ceremonies and star of his own show on the full NBC network for 13 weeks.

NOW ON WJBK

doing the same terrific selling job 4½ hours a day
(12:00-3:30 p.m., 7:00-8:00 p.m.)

WJBK

A STORER STATION TOPS in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY

October 20, 1952 • Page 39
NEWS BLACKOUTS

RADIO-TV fight to halt censorship of public and sports events was creation after the event was over, the district delegates demanded Wilkes-Barre; L. Waters Melbourne, WCAO Baltimore, and sports events. He added, however, that TV has "definitely brought

NARTB Urged to Lead Fight at Dist. 3

News Blackout Fight

AAA Meeting

EVANS NAMED
To Manage KGMB-AM-TV

C. RICHARD EVANS, for 25 years with KSL Salt Lake City, has been named vice president and general manager of KGMB-AM-TV Honolulu by J. Howard Worrall, president of Hawaiian Broadcasting System. Mr. Evans rose from technician to the vice presidency of KSL and directed development of KSL-TV including construction of the 10,000-foot-high TV transmitter.

Mr. Evans has appointed Wayne Kearl, recently sales promotion manager of KNXT (TV) Hollywood, as sales and promotion manager of the Honolulu AM and re...

Animal Audience

E. L. JACKSON, owner of a large herd of cattle in the WSB Atlanta coverage area, reports that he keeps the dials of his radio tuned to WSB because music from the station "soothes the nerves of his cattle." WSB said also that chicken farmers in northern Georgia and in South Carolina report that WSB programs "keep their chickens happy."

holds patent applications for new recording and reproducing devices.

Among Mr. Evans' professional connections are Public Relations Society of America, National Society of Professional Engineers, American Institute of Radio Engineers, Acoustical Society of America and Radio Executives Club of America. He was first president of Utah Broadcasters Assn., is past president of Utah Society of Professional Engineers and is a member of the Salt Lake Rotary Club and Chamber of Commerce.

Mr. Evans Mr. Kearl

recently authorized TV outlet. Both will serve in their same capacities at KHBC Hilo, also operated by Hawaiian Broadcasting System. Before going to KNXT Mr. Kearl had been at the KSL stations in Salt Lake City.

During World War II, Mr. Evans served as research project engineer at the Columbia U. war research division, with the Navy holding a number of classified patents in his name. He designed the installation for the weekly CBS broadcasts from the Salt Lake Tabernacle and

CD Slides

SERIES of film identification slides is being distributed to TV stations by the Federal Civil Defense Administration for use in promoting volunteer CD enlistments. Second spots will be used by 86 TV stations in 45 critical target areas during National Civil Defense Volunteer Registration campaign Nov. 11-27. Viewers are asked to enlist in police, engineer and other services.

VIDEO COMMERCIALS NEED STUDY

Ads Have Reached Adolescence, McMahon Finds
Ears and towers, sales and dollars—these make modern heraldry for The Plus Network.+Ears to mark the 17 million radio homes in non-tv america (dominated 2-1 by mbs) and the 73 million family-hours-a-day of radio listening in tv america (where mbs alone is gaining listeners).+A neighborly radio tower to set the mbs pattern of the most stations nearest the most people (560 affiliates—nearly double any other network’s).+Sales gains to show what mbs is doing for clients (and vice versa: billings up 13% here, 1st 9 months over ’51).+Stretched dollars to represent mbs economy (lowest costs in all broadcast advertising).

++ These four forces, put together the Plus way, can herald new profits for you!

Mutual Broadcasting System · 1440 Broadway · New York 18 · Longacre 4-8000
NEWS BLACKOUTS

RADIO-TV fight to halt censorship of public and sports events was started last week, with NARTB to spearhead the effort to halt discrimination against the electronic media.

Aroused by a number of recent instances in which radio and TV have been kicked around by governmental agencies, colleges and sports promoters, with the public deprived of news coverage, broadcasters from NARTB District 3 (Pa., W. Va., Md., Del.) decided to wage a fight for their rights.

District 3 delegates, meeting at Harrisburg, Pa., last week called on the association to investigate the censorship trend and to develop a program of action.

NARTB President Harold E. Fellows sparked the drive in his opening address to the meeting, 15th of the 17-meeting series. He said it is a long-range battle but predicted the industry will win the right to report public events.

District 3 delegates set the campaign in motion Tuesday by adopting two strong resolutions calling for industry investigations.

Referring to the Walcott-Mar- ciano fight in Philadelphia, where radio and TV were denied access and an embargo was placed on use of round-by-round reports for re-creation after the event was over, the district delegates demanded that the NARTB board name a committee to study the incident and “if such study confirms current reports of unjust censorship, take proper steps to oppose a repetition of such denial of freedom in the future.”

A second resolution pointed to repeated evidence “of a dangerous trend toward foreclosing radio and television from coverage of public events, such as the NCAA ban on football game coverage, the rules of congressional leaders regarding coverage of public committee sessions, the various limitations on coverage of baseball and other sporting events.”

Asks Convention Report

The district called on NARTB to make “a complete study” and report to the national convention in Los Angeles next spring for proper recommendations and action by the members.

In opening the District 3 meeting Leonard Kapner, WCAE Pitts- burg, presiding as district director, named J. Gorman Walsh WDEL-AM-TV Wilmington, Del., as chairman of the resolutions committee. Others on the committee were Roy E. Morgan, WILK Wilkes-Barre; L. Waters Mil- bourne, WCAO Baltimore, and Lawrence H. Rogers II, WSAZ-AM-TV Huntington, W. Va.

“IT just doesn't make sense to deprive the public of a major sports event such as the Walcott-Mar- ciano fight and confine it to a handful of people in theaters,” Mr. Fellows said, adding that the principle is “un-American.” He contended promoters should not go so far as to prevent use of re-created ac- counts of a sports event on radio and television.

“This is a long fight,” Mr. Fellows said. “We are going to obtain our rights. Congressional proceedings and similar public affairs should be available to radio and television. The public is in- vited to sit in the gallery. Every citizen has that privilege and radio and television are entitled to the same rights.”

J. Robert Gulick, Wagal-AM-TV Lancaster, Pa., presiding at a sales panel, advocated a 10% increase in ad rates on most radio sta- tions, contending this boost should have been made years ago when set circulation was increasing rapidly. He observed that coming of TV competition in nearby all markets will create an acute nighttime sales problem and influence sale of live sports events. He added, however, that TV has “definitely brought out the fact that daytime radio is more valuable than ever.”

Offering a list of sales sugges- tions, Mr. Gulick listed these ideas among others: Train salesmen to sell programs as well as announce- ments; sell creatively instead of harming the whole industry by lambasting competitors; obtain new clients; sell a second and third program to present clients.

A. K. Redmond, WHP Harris- burg, denounced rate-cutting as a destroyer of confidence and op- posed giving national rates to ac- counts whose products and services are nationally distributed. He said double-billing is “pulling us all down in the estimation of the ad- vertiser.”

The Hon. B. Price, WBYP Beaver Falls, topped it off by adding, “The guy who double-bills is dishonest and digging his own commercial grave.”

William H. Pauls grove, WJBJ Hagerstown, termed per inquiry contracts a liability, referring to the recent increase in P. I. offers. Mr. Redmond called P. I. “the curse of the industry” and added that many five-minute transcriptions

Strictly Business

(Continued from page 10)

What’s he looking at?

Stanley Pulver, Lever Brothers, is looking at the personnel lists of radio stations ... OR, at your advertisement in the BROADCASTING Yearbook.

a native of Charleston, W. Va. He was graduated from the U. of West Virginia, where he was a star athlete on the Mountaineer football and track teams, and a member of Kappa Alpha fraternity.

Always interested in getting into the advertising field, he had his first chance in 1926 in Chicago with the Tribune Company, to play professional football with the Packers. Through a friend, he got a job with the Chicago Daily News selling classified advertising. Shortly thereafter, he worked on local display at the Herald-Even- iner and soon took charge of all chain store accounts.

In 1929, Mr. Dilcher went to work for an AT&T subsidiary, Electrical Research Products Inc., as the first Chicago salesman in the newly-informed educational film department. Later he went to New York to sell Western Electric sound equipment to movie theatres and transcription turntables to radio stations. It was there he met Joan Rappoach of New Britain, N. Y.

After a storybook whirlwind court- ship starting on a Tuesday, they were married the following Satur- day. The Little Church Around the Corner with a borrowed wed- ding ring, two paid witnesses and a 50-cent corsage.

They started their domestic life in Chicago, where he joined the national advertising staff of Scripps-Howard newspapers; continued to Dallas, where he was S-H office manager for five years, and returned to Chicago when he joined John Blair & Co. The Blair sales staff then included three per- sons. There are now seven sales- men, four in radio and three in TV. Mr. Dilcher supervises activity of the radio salesmen.

He and his family live in subur- ban Glen Ellyn, where Mr. Dil- cher is active in civic affairs. He has worked as chairman of the nominating committee and cam- paign manager for the Village Better- ment Party and is a director of Glen Oak Country Club, where he and his wife play golf and shoot skeet and trap. They participate in various inter-country club sports events. He is also a member of the Chicago Radio Management Club.

The Dilchers have three chil- dren: Charles Jr., 20, a junior at Purdue U. who is majoring in mechanical engineering and is a Phi Kappa Psi; Henry, 17, a high school senior who plans to study aeronautical engineering at Pur-due, and Mary Ann, 12, a cham- pion swimmer and diver in junior high who also expects to attend Purdue.
Hop aboard you “Buyers-Of-Time” ... grab yourselves a conducted tour to the lands where the great Diehm goes. Up along the Maine Coast is ... WIDE ... right in the heart of that State’s rich resort area, plus a prosperous year-round manufacturing payroll. Last year’s retail sales $30,000,000.

Vic’s flying carpet is a world famous “Magee” made in Bloomsburg, Pa., location of ... WHLM ... nestled in beautiful Susquehanna Valley, one of Pennsylvania’s richest manufacturing and agricultural areas.

WHOL ... In Allentown, Pa., is one of the most progressive and prosperous cities in the East. Located in the center of a $350,000,000 yearly retail sales area of diversified manufacturing plants and rich farms. Farm dollars over $25,000,000.

Vic’s home base is Hazleton ... Pennsylvania’s highest city ... locale of ... WAZL ... where from 8:00 in the morning ’til 10:30 at night you are guaranteed 70% of the radio listening audience: Retail sales are over $78,000,000.
News Blackout Fight Urged
(Continued from page 48)

AMONG those attending the NARTB District 6 meeting [B&T, Oct. 13] were (seated, I to r) Bill Mute, KLRA Little Rock; Henry Clay, KWKH Shreveport, District director; Ted Cort, WNBC-WNET (TV) New York, and George Thomas, KVOL Lafayette, La.; standing, Ken Flenniken, WDEF Chattanooga; Bill Stubblefield, NARTB; Walter Compton, WTTG (TV) Washington; Roy Dobadie, WJBO Baton Rouge; Henry Slavick, WMC-WMCT (TV) Memphis.

GROUPED at NARTB District 6 meeting were (seated, I to r) Granville Walters, WAML Laurel, Miss.; Mr. Harold Kornstein, WMPS Memphis; Harold E. Fellows, NARTB president; Edgar Stern, Jr., WDSU New Orleans; standing, Storm Whaley, KUOA Sileam Springs, Ark.; John Hart, WBIR Knoxville; Glenn Dolberg, BML, New York, and T. B. Lanford, KRMK Shreveport.

in hold-for-release rules discriminating against early evening newscasts.

Mr. Cleary urged stations to take advantage of radio's speed in delivering news to the public. Mr. Thomas advocated wider use of portable tape recorders and telephone beep facilities for news purposes. Mr. Rogers, noting that the public hasn't yet learned to feed tips to radio stations as they do in the case of newspapers, suggested all station employees serve as voluntary tipsters. He urged stations to take stands on public issues and not be afraid to criticize public agencies merely because they operate with a government license.

Presiding at the Tuesday morning TV panel, Paul Raibourn, KTLA (TV) Los Angeles and member of NARTB's TV Board, said the public has paid $6 billion for television sets and $800-$900 million for programs. He noted that TV dealers have received $2 billion of the $6 billion set fund.

"That's all wrong," he declared. "The manufacturers have dominated TV and have made the money thus far." He looked ahead to the day "everyone dreams of" when there will be 50 million TV sets and 2,000 TV stations, suggesting the average program cost will run about $30 per set per year, with the networks getting a good part of this fund and the station $10 to $12. He estimated minimum TV station operating costs at $250,000 a year.

Station Payroll Requirements

Roger W. Clipp, WFIL-TV Philadelphia, said a station requires a minimum of 30 persons, or a payroll of $110,000, with costs running around $250,000. He offered a series of general rules-of-thumb for radio operators to use in estimating TV conditions—2½ times the investment, number of people, rates, revenue, loss, efficiency and "9½ to 4 times less time to play golf."

Charles Vanda, WCAU-TV Philadelphia, advised autonomy in TV personnel as the best way to keep down costs. He predicted film companies soon will raise their prices. F. W. Cardall, WBAL-TV Baltimore, pointed out that TV has increased Baltimore's advertising budgets and radio hasn't suffered from the competition.

Mr. Rogers of WSAS-TV Huntington said new TV stations will

(Continued on page 48)
“Spots Before and After AP News Easy to Sell.”

“We’ve found that featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all the adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program.”

Jerry Stone, General Manager
WNDB, WNBD-FM,
Daytona Beach, Fla.

AP NEWS Sells Adjacencies, Too!

“AP Adjacencies Make Other Selling Easy.”

“KBOE gives much credit for its phenomenal success to The Associated Press. Listener competition is terrific because all four networks come into Oskaloosa strong. But we’ve never been without a sponsor on an AP newscast. And the adjacencies to these programs are so desirable that they make it easier to sell other programs.”

Ken Kilmer, Manager
KBOE,
Oskaloosa, Iowa.

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

Hundreds of the country’s finest stations announce with pride

“THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS.”
The Continental
Type 314-2 1000 Watt
AM TRANSMITTER
combines excellent performance
with streamlined simplification

Simplified circuit design... fewer controls... ease of adjustment... frameless, unified cabinet... automatic voltage control... extreme accessibility of all components... easy cutback to 500 watts... electric door lacks... these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.

News Blockout Fight
(Continued from page 44)
find costs running about 120% of income for quite a while. He added that it's necessary to deliver a good product before revenue equals costs.

Harold C. Land, WDFTV (TV) Pittsburgh, offered suggestions on translating the increase of audience into income by means of periodic rate increases.

Panel members discussed ways of bringing department stores into television, agreeing this type of business had proved one of the most profitable. Participants Robert M. Richmond, WCAO Baltimore, a former department store executive, said the whole thinking of store buyers and advertising officials is along newspaper lines.

Mr. Raibourn, winding up the panel, emphasized the value of good, local programming, including community events in which young people take part. "It will be a lot better world, and better from a television code standpoint, if you put on these programs instead of network comedians who live on sexual wisecracks," he said. Mr. Clipp and other panel members warned against "too much bricks and mortar" in building TV stations.

Victor C. Diehm, WAZL Haileton, Pa., presided at a merchandising panel. Taking part were Mr. Kapner and Edward Wills, WIP Philadelphia.

Among other resolutions adopted by District 3 was a proposal that NARTB conduct "a comprehensive annual report of the all-industry efforts in the public interest" for distribution throughout the nation during National Radio & Television Week. Delegates renewed their pledge to continue the vigorous campaign to promote registration and to bring out a record vote in November, recalling that American Heritage Foundation has given the electronic media official credit for much of the increase in registration [8*7, Oct. 19].

TAMPA RADIO CITY
Proposed by WFLA's Harvey
A.I.L. radio and television station studios in Tampa, Fla., would be housed in one giant "radio city" in a proposal by George W. Harvey, general manager of WFLA-AM-FM that city. He made the proposal in a talk to the Tampa Board of Realtors Oct. 9.

Mr. Harvey said all radio and TV stations in Tampa instead of setting up separate facilities, could locate their studios in a radio-television center patterned after New York's Radio City. He said the central building would cut down on expenses for all stations and that studio center would set Tampa apart as one of the most forward-looking cities in the nation.

AAA MEETING
Set for Oct. 28 in N. Y.
CREATIVE responsibility of advertising agency personnel will be the key theme of the Eastern Annual Conference of American Assn. of Adv. Agencies slated for New York on Oct. 28-29. More than 1,000 persons are expected to attend from agencies in the New York, New England, and Atlantic councils.

Agenda for the meeting, being released today (Monday), calls for a session on radio and TV production to be held as one of several group meetings scheduled.

Lewis H. Titterton, Compton Adv., will serve as chairman for the one on Radio-TV. Which will be held on Oct. 29, concurrently with two other group meetings.

Harper Chairman
Announcing plans for the conference, Marion Harper Jr. of McCann-Erickson, conference chairman, asserted that "every factor in the making of sales-building advertising calls for creative thinking on the part of agency personnel." He said the conference "will be devoted to exploring means of stimulating creative thinking for the betterment of advertising and the advertising business."

Nine group meetings are scheduled in the two-day period, following the general session Tuesday morning, Oct. 28. The three group sessions that afternoon, and their respective chairmen, are: Cozy & Art, John H. Tinker Jr., McCann-Erickson; Media, Lyndon O. Brown, Dancer-Fitzgerald-Sample; and Trade & Industrial, Henry C. Silldorf, G. M. Basford Co.

Wednesday morning's group meetings in addition to the one on radio-TV production, will deal with international advertising, led by Lorimer B. Sloucm, Young & Rubicam, and with marketing and merchandising, under John S. Grier, Young & Rubicam.

Louis Brockway, Young & Rubicam, will address a Wednesday luncheon which will be open only to members of management or their representatives.

Wednesday Meetings
Three other simultaneous group meetings are slated Wednesday afternoon, with one of these — management — to be subdivided into sessions for agencies of various sizes. The chairmen of these management meetings will be James J. McMahon of James J. Mcmahon Inc.; Donald K. Clifford of Doherty, Clifford, Steers & Sherman, and Fred B. Manchee of BBDO.

Other Wednesday afternoon meetings will deal with mechanical production, under the chairmanship of Milton J. Sutton, WCAO of Cunningham & Walsh, and with research, under Henry F. Godfrey, J. Walter Thompson Co.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA’S MAJOR MARKETS

THE GEORGIA TRIO

WAGA
ATLANTA
5000w
590kc
CBS RADIO

WMAZ
MACON
10000w
940kc
CBS RADIO

WTMC
SAVANNAH
5000w
1290kc
CBS RADIO

the TRIO offers advertisers at one low cost:

- CONCENTRATED COVERAGE
- MERCHANDISING ASSISTANCE
- LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING
- DEALER LOYALTIES

represented individually and as a group by

THE KATZ AGENCY, INC.

NEW YORK CHICAGO DETROIT ATLANTA DALLAS KANSAS CITY LOS ANGELES SAN FRANCISCO

October 20, 1952 • Page 47
EVANS NAMED
To Manage KGMB-AM-TV

C. RICHARD EVANS, for 25 years with KSL Salt Lake City, has been named vice president and general manager of KGMB-AM-TV Honolulu by J. Howard Worrall, president of Hawaiian Broadcasting System. Mr. Evans rose from technician to the vice presidency of KSL and directed development of KSL-TV including construction of the 10,000-foot-high TV transmitter.

Mr. Evans has appointed Wayne Kearl, recently sales promotion manager of KNXT (TV) Hollywood, as sales and promotion manager of the Honolulu AM and re-
cently authorized TV outlet. Both will serve in their same capacities at KHRC Hilo, also operated by Hawaiian Broadcasting System. Before going to KNXT Mr. Kearl had been at the KSL stations in Salt Lake City.

During World War II, Mr. Evans served as research project engineer at the Columbia U. war research division, with the Navy holding a number of classified patents in his name. He designed the installation for the weekly CBS broadcasts from the Salt Lake Tabernacle and

Animal Audience

E. L. JACKSON, owner of a large herd of cattle in the WSB Atlanta coverage area, reports that he keeps the dials of his radio tuned to WSB because music from the station "soothes the nerves of his cattle." WSB said also that chicken farmers in northern Georgia and in South Carolina report that WSB programs "keep their chickens happy."

holds patent applications for new recording and reproducing devices.

Among Mr. Evans' professional connections are Public Relations Society of America, National Society of Professional Engineers, American Institute of Radio Engineers, Acoustical Society of America and Radio Executives Club of America. He was first president of Utah Broadcasters Assn., is a past president of Utah Society of Professional Engineers and is a member of the Salt Lake Rotary Club and Chamber of Commerce.

CD Slides

SERIES of film identification slides is being distributed to TV stations by the Federal Civil Defense Administration for use in promoting volunteer CD enlistments. Six-second spots will be used by 86 TV stations in 45 critical target areas during National Civil De-

fense Volunteer Registration cam-
paign Nov. 11-27. Viewers are asked to enlist in police, engineer and other services.

VIDEO COMMERCIALS NEED STUDY

Ads Have Reached Adolescence, McMahan Finds

TELEVISION commercials have reached adolescence and now need to face a frank discussion of the facts of life.

This view is expressed by Harry Wayne McMahan, executive producer of Five Star Productions, Hollywood, in his book titled, The Television Commercial, being issued this week in a pre-publication edition to some 50 key advertising and TV industry executives for their comment and suggestions. It will be released to the trade early next year.

"Cartoon remains the most mis-
used and abused technique in the business," Mr. McMahan states.

Listing what he considers each technique does best in making TV film commercials, Mr. McMahan states cartoon is advantageous for

(a) gaining interest, (b) trademark character, (c) personalizing the product, (d) exaggeration, (e) fantasy and (f) signing jingles. Live action-narrative, he declares in best for (a) demonstration, (b) exposition, (c) human interest and (d) appetite appeal. He classified live action-dialogue best for (a) "personality" commercials, (b) testimonials and (c) key copy lines.

Well-constructed commercials rarely need more than a minute to get the job done, he continues. The three great advantages the 20 sec-

ond spot has over the one minute commercial are sustained impact, longer life and greater flexibility.

Six "Checks" for a successful TV commercial are listed as idea and imagination; interest and in-

formation, identification and impact.

Mr. McMahan believes that live action is the most useful technique in TV commercials because it permits the simplest translation of human, personal experience from the screen to the viewer.

"Instead of cutting costs, an adver-
tiser controls costs by pre-plan-
ning. Good writing is the secret of cost control."

Page 48 * October 20, 1952
Pacific Council Elects Devine

CHARLES R. DEVINE, secretary-treasurer of Devine & Brassard Inc., Spokane, last week was elected chairman of the Pacific Council of the American Assn. of Adv. Agencies at its 16th annual convention held at Arrowhead Springs Hotel, San Bernardino. He succeeds Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Elected vice chairman was Ross Ryder, president, Ryder & Ingram Ltd., Oakland. Trevor Evans, vice president and radio-TV director, Pacific National Adv. Agency, Seattle, was named secretary-treasurer.

Pacific Council board of governors are Fred Fidler, vice president, J. Walter Thompson Co., San Francisco; A. W. Neally, vice president and manager, BBDO, Los Angeles; Ford Sibley, vice president, Foote, Cone & Belding, San Francisco; Wayne R. Leland, partner, House & Leland, Portland, and Mr. Tester.

Prediction of a 40% increase in advertising volume was made by Frederic A. Gamble, president of AAAA and key speaker at the start Monday of the three-day convention.

"The volume of advertising is high in relation to the past," he said, "but not in relation to the volume of goods and services for which it is helping to find customers. It should go still higher, as much as 40% above the present," he said.

"At the recent Assn. of National Adv. meeting the percentage of advertising to gross national product was reported to be 2.55%, the highest since the war, and nearing the long-time average of 3%.

"When our federal government begins to take less for war and for defense, as most authorities predict in the not too distant future, volume of advertising may well rise toward the $8 billion figure necessary to sustain a $300 million economy in peacetime."

Would Label 'Hucksters'

He suggested using the much-disliked word "huckster" to place blame for bad advertising practices where it belongs—on the "bad actors in advertising." Asserting "we blame the shyster lawyers" for bad practices in the legal field and "quack doctors" for unethical practices in the medical profession, he said, "Maybe we need to do is to clasp the term huckster to our bosoms instead of trying to ignore it."

"Maybe we should use it—use it to describe the bad actors in advertising—the huckster advertiser, the huckster agency, the huckster medium. Let's condemn the huckster and let's not censure advertising for what the hucksters do."

Mrs. Marjorie Child Husted (Betty Crockett), head of the Minneapolis home service consulting firm bearing her name, addressed the Monday luncheon meeting dedicated to the importance of women in advertising. Film star

APPEAL LOST

WIBK Must Cease Operation

FINIS for WIBK Knoxville was written last week when the Supreme Court refused the station's request for writ of certiorari.

Supreme Court's refusal to hear the WIBK case means that the station must go off the air under a 1947 FCC decision which held that the Rev. J. Harold Smith's temperament in his writings and speeches made him unfit to be a licensee and that his financial qualifications had been misrepresented in his application.

Under the last FCC extension of temporary operating authority, WIBK had until Dec. 1 or 30 days after the Supreme Court acted on its appeal to comply. Consensus is that the Supreme Court will issue its formal denial of WIBK's petition for certiorari in about 25 days from last Monday and that the station must wind up its affairs 30 days thereafter.

WIBK began operating under FCC program test authority on July 11, 1947. Its application for a license was set for hearing Aug. 14, 1947. After hearing, the FCC denied the license on Aug. 11, 1949. Upon appeal to the U.S. Court of Appeals in Washington, the FCC decision was sustained [B&T, Oct. 29, 1961]. It was an appeal from the court's decision which the Supreme Court refused to hear last week.

Presenting the WOOD BUNDLE!

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the WOOD BUNDLE is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays in 29 A&P stores. Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.

2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market. No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful . . . a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.

WOOD

GRAND RAPIDS, MICHIGAN

Grandwood Broadcasting Company

WBGM - 5,000 Watts

Associated with

WFM-AM and WFBM-TV - Indianapolis, Ind., WDFD - Flint, Mich. WEOA - Evansville, Ind.

National Representatives: Katz Agency
Government Leaders Send Congratulations

Allen Pomeroy, Mayor of Seattle: "It was amazing how KING set up to cover the state so completely. The up-to-minute coverage kept us well informed of the trend of the state voting at all times."

Sen. Harry P. Cain, Repub. Nominee, U. S. Senate: "KING-TV has made an outstanding contribution to the people of Washington State by the thoroughly planned and well executed system of covering the primary election returns."
STATE APPLAUDS KING-TV

Seattle station beats competition by full hour on coverage of Washington state election

SEATTLE, WASH.—KING Broadcasting Company set up an elaborate "network" of telephone lines to 39 counties here on the night of primary election (Sept. 9) and kept far ahead of local newspapers, wire services and radio stations with statewide voting returns.

KING-TV consistently was more than one hour ahead of competition.

KING-TV and Radio KING were flooded with telephone calls and swamped by mail that declared the simulcast coverage the fastest and most complete report ever given a Washington State election. Many said the coverage was one of the finest public services ever presented to the people of the Puget Sound Country.

Preparations for the big event started three weeks before the election to line up the returns from 4,312 precincts. Thirty-eight extra persons were engaged, besides the regular production, camera and technical staffs, to guarantee up-to-the-minute tabulations.

Huge boards were mounted in the studios on which results were posted for the quick perusal of both TV and AM commentators. A large crew of statisticians and telephone operators, comprised of KING staff members and wives of KING employees, received and counted the results on special telephones and tabulating equipment.

The KING-wives all are members of the Ryther Center for the aid of children, and the money they earned was donated to that institution.

The simulcast was completed at 2:10 a.m., with all but one winner determined in the 17 statewide races.

Management of KING-TV complimented United Press for its effective cooperation in compiling election returns.

KING's tremendous undertaking brought not only widespread approval from the voters, but a prediction from political experts that KING's exciting coverage of the primary election will greatly stimulate voting in the November 4 general election.

 Rep. Hugh B. Mitchell, Demo. Nominee, Governor: "My sincere congratulations upon your reporting of the 1952 primary election...I am sure that many, many people join me in expressing appreciation of the splendid public service you have rendered."

 Rep. Henry M. Jackson, Demo. Nominee, U. S. Senate: "KING-TV and KING-AM coverage of the primary election was superb. Your arrangements for gathering and tabulating the vote so quickly were the best I have seen."

"First in the Northwest" Affiliated with Radio KING [50,000 Watts] "The nation's top Pulse-rated Independent"
Safeguard for Spots

THE BUSINESS of spot telecasting, still riding what some day will be a relatively low coordinate in a swiftly soaring trend line, has been brought to a stage of orderly uniformity by adoption of the AAAA-NARTB standard contract form.

This document reflects many months of serious discussion by the two associations plus the benefits of experience acquired in three decades of aural spot broadcasting. It follows present practices in spot telecasting for the most part but eliminates danger of confusion.

Most important, the fruits of this mutual understanding between two important associations include assured protection for stations in cancelling programs for public interest events. Originally advertising agencies wanted reimbursement for their commission in cancellation of sponsored programs, but the NARTB committee insisted this was unjust despite network practices.

A fortunate phase of the contract is its flexibility. Like the aural spot contract, it can be amended to fit any time as long as growth of the video medium justifies. The new standard TV form deserves the same universal acceptance given the aural contract.

Side by Side

CLIENTS of BBDO spend about $35 million a year in radio and television advertising. The BBDO executive in charge of radio and television, therefore, can hardly be considered in the amateur class when it comes to analyzing the progress of these media.

As reported elsewhere in this issue, Arthur Pryor Jr., BBDO's vice president in charge of radio and television, believes that radio and television are now "the best unduplicated media buy available to advertisers."

Those are historic words. Consider what they mean now and can mean in the future.

If advertisers are going to consider radio and television as complementary media, they are going to need more information on the special capabilities of each than is now available. Some may want to buy TV in periods when its audience is bigger than radio's or radio in periods when it enjoys an advantage over TV. Others may investigate the simulcast (surely the least duplicated advertising combination imaginable).

Whatever their techniques of using radio and TV as complementary media, advertisers will require much more qualitative research than is currently available. Broadcasters need that information too, for only by finding out who listens and what the audience likes can they improve their programming.

As Mr. Pryor told District 6, "research and its intelligent application, plus service to your advertising and public relations committees, will assure you the keys to success in trying times ahead."

We venture that if his advice is followed, both radio and television will prosper, for the programs so created will be redesigned to fit new audience requirements.

It will not be a case of one medium cannibalizing the other, as some have feared, but of two vigorous and enlightened media living side by side and both in demand as useful advertising vehicles.

Hearings: Ad Infinitum

FOR THE PAST three weeks we have published in all essential detail the testimony before the FCC on applications for new television stations in Portland, Ore., and Denver. These are the bellwether cases which should mark the guideposts for applicants in the literally hundreds of hearings ahead on mutually exclusive applications.

The high interest stems from the fact that these are the first adversary proceedings on city-by-city allocations since the 1948 freeze. The FCC already has designated about 240 applicants for the 194 stations open under that freezes. Last Wednesday a soft freeze upon as yet undesigned hearing cases was made effective, to permit the FCC to clean up the back-log. Processing for hearings will be resumed at a date to be determined.

We have covered these initial hearings comprehensively because of the evident hunger for information. This interest is exhibited not only by applicants, but by their prospective customers. Advertisers and advertising agencies want to know about new television stations in new markets as well as upcoming additional services in existing markets. They are learning about effective radiated power, antenna gain and Grade A and B coverage.

It is our intention to cover salient developments in all these hearings. We will avoid repetitious testimony. But we will not ignore any new facts or procedures introduced, or the interpretations be devised by hearing examiners or FCC counsel.

The hearings held so far have been a revelation to many of the prospective newcomer owners and stockholders. New ground is being broken at every day's session. Newcomers had no idea of the scope and magnitude of these proceedings—which are unlike those in any other business or pursuit. If they get their grants, they will be better broadcasters because of it. And management will have an easier time.

Because the FCC wheels grind so slowly, it is evident that no few of the applicants are becoming discouraged. Some are bound to drop out because they don't want to tie up their assets for indeterminate periods. Others may become disconsolate when they find that new stations do not pay off the moment they begin operation.

The procedure the FCC has formulated is cumbersome. The Commission hasn't made it any easier in its interpretations of its regulations, invariably leaving the burden on the applicants. It seems incongruous that the FCC should authorize stations in secondary markets, where survival is questionable, while many larger markets, pleading for new stations, must await their turns months or even years hence. But that's the way it is. And unless the "planned economy" allocation wherein facilities are designated for given immovable locations, as against the "first come, first served" concept which governed the original broadcast allocations.

Somewhere along the line the FCC, perforce, will find a way to expedite grants in the areas willing, anxious and able to accommodate them. It cannot resist the public will indefinitely. That time may not come until the allocations have been made, but no later than May 15. It is then that the FCC will, under its rules, entertain "rule-making" petitions.

But it could come by next January. There will be a new occupant in the White House. Whether he will like the idea of the FCC being television-conscious. TV is the headliner in the 1955 elections—from nominating convention to ballot. TV service starts with the allocations, and the allocations come from the FCC.

MORRIS LEE HITE

MORRIS LEE HITE, president of Tracy-Locke Co., Dallas, has a simple philosophy when it comes to advertising.

Mr. Hite believes, "You can talk to more people for less money by radio than by any other medium. More sales are made by talking than by any other way. If you've got something worthwhile to say, let everybody in on it—say it via radio."

That is what more than two decades of advertising experience have taught Mr. Hite. But he has learned his lessons well, having pulled himself up by his own bootstraps.

He was born Nov. 23, 1910, in Anadarko, Okla., in the heart of the Indian country. In childhood, he was one of a handful of wide-eyed boys who attended the big Indian dances at the Anadarko County Fair. Few persons came to watch that spectacle in those days. The Indians danced all night just for fun. It has been interesting for Mr. Hite to observe what advertising has done in this instance. Today the Southwest Indian Festival at Anadarko attracts national publicity. Some 50,000 persons now jam into the town of 4,000 to see the festival.

Mr. Hite, who is 41, can trace his sales experience back to when he was nine. His first selling experience involved the output of one Jerome, Mr. Hite adds that he did the milking too.

If formal education, there was little for Mr. Hite. He left school when 16, before finishing high school. He left home and went to work for a publisher who happened to keep a bond file of advertising magazines.

Mr. Hite didn't earn enough money to go out nights so he read the magazines and was sold on making a career of advertising. Once decided on his direction, young Mr. Hite studied practically all the available books on advertising.

His first advertising job was with a newspaper in Oklahoma City. He was fired, but, Mr. Hite adds, the publisher made other mistakes, too—the newspaper went broke.

He next worked in the advertising and publicity department of a theatre chain. He recalls that he once stood the townspeople of Ardmore, Okla., on their collective ear by standing an old airplane on its nose. This simulated aircraft was set up in front of Ardmore's Kita Theatre to publicize a picture of the late Wallace Berry, "Now We Are in the Air."

Thereafter, he tried his hand by starting a small agency in Oklahoma City. This he sold in 1957 and joined Tracy-Locke-Dawson Inc.,
Procter & Gamble is the biggest advertiser in America.

Last year they spent over $18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, they invested more money in radio than in any other medium.

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately $7,000 in radio. Like countless other local merchants from coast to coast, he invested more money in radio than in any other medium.

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that no other medium can touch. And do you realize how much the radio-listening population has grown? Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made right now.
GEOGE COOK ATKINSON, account executive, WQXR-AM-FM New York, elected vice president and general manager, KEAR San Mateo, Calif.

JOHN NORTH, Chicago manager, Radio Representatives Inc., has resigned. Future plans will be announced shortly. He will be succeeded by EDWARD NICKEY, sales staff, WAAF Chicago.

KARL PLAIN, account executive, KSTP-AM-FM-TV Minneapolis-St. Paul, appointed national sales manager there. BILL BRAZZIL, executive vice president, Fotovox Inc., motion picture production firm, to KSTP-TV as local sales manager.

THOMAS L. DAVIS appointed commercial manager, WAAF-AM-FM Chicago.

JACK MILLER, writer-producer, Henri, Hurst & McDonald, Chicago, to sales staff, WBBM same city.

LEWIS C. RIGLER to sales staff, KGAF Gainesville, Tex.

GREGORY LINCOLN, WPIX (TV) New York production staff member, named assistant to commercial manager, replacing HERBERT STEELE JR., who shifts to station sales.

GEORGE W. CLARK Inc., Chicago, station representative firm, named to handle sales for WCLO Janesville and WGEZ Beloit, Wis.

AVERY KNODEL Inc., station representative firm, appointed national representative by KEPO El Paso, Tex.

JAMES P. POSTON, commercial manager, WAYS Charlotte, N. C., promoted to general manager, succeeding WALTER H. GOAN, who has resigned.

BILL HUNEFIELD to sales department of KSFO San Francisco, after tour of duty with U. S. Navy.

LARRY BUSKETT, sales manager, KLAC Hollywood, shifts to KLAC-AM-TV as assistant general sales manager.

DONALD R. McFALL, sales manager, WTRC-AM-FM Elkhart, Ind., appointed general manager replacing RICHARD W. HOLLOWAY, who has resigned.

WALLACE R. JACKSON appointed manager of KCRS Midland, Tex., replacing J. M. McDONALD, who has resigned.

FRED ADAIR, former general manager of KPIK San Luis Obispo, Calif., to KSFO San Francisco, as account executive.

FRED W. BOHN, sales staff, Arlinghaus Engraving Co., to sales staff of WTAM Cleveland.

BILL GUILD, manager, CTOC Lethbridge, and former board chairman of Canada Assn. of Broadcasters, to CVI Victoria, in same capacity, succeeding M. V. CHESNUT, new manager of Winnipeg office of All-Canada Radio Facilities Ltd. NORM BOTTERILL, manager of CKRM Regina, replaces Mr. Guild.

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

NATIONAL BROADCAST SALES, Toronto, station representation firm, moves to 222 Simece St.

MUTUAL BROADCASTING SYSTEM, N. Y., changes telephone number to Longacre 4-8000.

PERSONALS . . .


ELLIOTT M. SANGER, executive vice president and general manager of WQXR New York, to be presented with 1952 award of Columbia U. School of Journalism Alumni Assn. on Nov. 13 "for outstanding achievement in journalism and allied fields." . . . LAUREDA WAKEFIELD, widow of former FCC commissioners, RAY C. WAKEFIELD, and Harry Bunker, Colorado Springs newspaper executive, will be married Nov. 23 at San Francisco home of CARL I. WHEAT, former chief telephone counsel, FCC.

BARNEY OCHS, account executive, WLTV (TV) Atlanta, father of girl, Kaydn Bennett.

UN PROGRAMMING

Fall Schedule Announced

FALL SCHEDULE of UN broadcasts and teletcasts in the U. S. and Canada was announced last week by the Radio Div. Dept. of Information. Plans include teletcasts of General Assembly sessions Mon.-Fri. on NBC-TV, 11 a.m.-12 noon EST, and CBS-TV, 4:30-5 p.m. EST, plus a special week-end half hour kinescope, The UN This Week, for selected stations.

Radio programs include: UN Today, a 15-minute Mon.-Fri. recorded summary of UN news on 250 MBS stations, and the UN's Network for Peace and Dominion Network of Canada; UN on the Record, a weekly 15-minute program on CBS Radio (Saturday, 6:15-6:30 p.m. EST) and the Trans-Canada Network (Sunday, 6:30-6:45 p.m. EST); UN Story, a weekly quarter-hour transmitted dramatic series on 500 U. S. stations; and UN News, a five-minute summary on WNYC-FM New York (Mon.-Sat., 6:50-6:55 p.m. EST).

WELL-KNOWN figure in radio-TV industry, Herbert Barnett (r), elected president of Society of Motion Picture & Television Engineers. He is assistant to the president, General Precision Equipment Co. Congratulating him is Peter Moie, Moie-Richardson Co., who just completed a two-year term as SMPTE president.
In spanning rivers with graceful suspension bridges or manufacturing quality broadcast transmitters, engineering excellence is essential to the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write for complete details and descriptive literature.
Our Respects to
(Continued from page 58)

Dallas, as an account executive. He has been at the same stand since except for nearly four years military service. He left the Army a major, after serving more than two years in the Pacific, the Philippines, Okinawa, Japan and China.

After release from the Army, Mr. Hite returned to Dallas. Tracy-Locke-Dawson had been dissolved. The New York office had been absorbed by Geyer, Newell & Ganger (now Geyer Adv. Inc.). The Dallas office had been re-incorporated as Tracy-Locke Co. Inc. He was made executive vice president of the Dallas office. Then in April 1950, when Raymond P. Locke retired, Mr. Hite assumed the presidency.

As president, Mr. Hite says that he is interested in selling goods, not in winning awards. He believes an account executive should be able to step into the client's sales manager's shoes as a pinch-hitter at any time.

He believes — and has demonstrated — that a regional brand can outsell a national brand every time in many package products; that national brands soon will decentralize advertising and selling methods.

Tracy-Locke specializes in consumer merchandise — especially in food. The agency handles some of the largest food accounts in Texas and elsewhere in the Southwest.

Mr. Hite hopes to continue to build Tracy-Locke as one of the nation's best regional agencies. He plans to accomplish this by doing an even better job of selling clients' products at a profit against anybody and all media. He plans eventually to improve regional coverage by opening additional offices in the Denver agency. The company now has offices in Dallas and in Houston.

Active in civic circles, Mr. Hite is a member of the Dallas Rotary Club, the Dallas Advertising League and the Dallas Athletic Club. He plays a little golf and finds much enjoyment in studying people. He lives in a fashionable section of Dallas with his wife and two sons. Mr. Hite has a good sense of humor, Mr. Hite is more often than not the butt of his own jokes. One story he likes to tell on himself is his experience in delivering a market survey to Cerveceria Guatemalan brewers of Carta Blanca Beer in Monterrey, Mexico.

Mr. Hite presented the results through an interpreter only to find out later that the brewery president was a graduate of the Massachusetts Institute of Technology and "could probably speak better English than anyone present, including the guy who made the presentation."

UN PRAISES

Broadcasters Support

A new “Doorbell Plan," which was voiced in letter to NARTB President Harold F. Fellers by Edward Cohen, UN assistant secretary general for public information, has been unique in UN “Network for Peace," he said, and in recent months 40 more weekly transcribed series of 60 min. each of 20 million U. S. listeners was reached as result of the broadcaster cooperation, Mr. Cohen said, and the plan will be adopted in other nations. He said, “Advertising in broadcasting is exactly right up to their highest traditions of public service in giving so generously of their facilities in the cause of lasting peace."

CCBA Meet Nov. 3

DISCUSSION on the proposed Canadian Broadcasting Corp. regulations for stations, and on program content, will feature the annual meeting of the Central Canada Broadcasters Assn. (CCBA) at the Royal York Hotel, Toronto, Nov. 3-4. Mainly a sales and programming clinic, with panel speakers, the meeting will also have informal sessions of station personnel on problems affecting all stations. A report is expected on the status of liquor advertising on Ontario stations, which currently is not permitted. Murray Brown, CPPL London, CCBA president, will preside at all meetings.

KDFL-AM-TV SALES

Radio, TV Staffs Separate

SEPARATION of the sales staffs of KDFL Denver and KDFL-TV, which went on the air last July, has been completed.

Late last month, Oct. 10, was that of Bill Conklin, former KDFL sales manager, to the TV outlet's national sales manager. He will direct the agency's new activities of the station and be responsible for clearing network commitments. Blair-TV Inc. is KDFL-TV's station representative. Station is affiliated with NBC-TV and Du Mont.

John J. McEniry, who joined KDFL sales in 1945, succeeds Mr. Conklin with the title of national and local manager. Bob Hite, KDFL salesman since 1949, becomes KDFL-TV's local commercial manager.

O'Fallon Jr. on Oct. 1 resumed his post as director of publicity and promotion for both stations. He had been on leave of absence to manage an affiliated company which holds a local franchise for Musak.

Mr. Conklin started with KDFL (MBS affiliate) as assistant sales manager in 1944 and was made sales manager in 1949. Gene O'Fallon Sr. is general manager and Frank Bishop, managing director, of both stations.

DAMAGES APPEAL

GF, B & B Prepare Brief

GENERAL Foods Corp. (Maxwell House Coffee) and General Foods Chemical and Bowles Inc., last week were preparing an appeal from a court verdict which awarded $376,000 compensatory damages to Raymond E. Morgan Co., Hollywood agency, for allegedly appropriating a radio promotion idea. GF had lost a request for a new trial.

After a year and a half of proceedings, a jury Aug. 8 brought in the $375,000 verdict in Los Angeles Superior Court [B&T, Aug. 18]. The Raymond E. Morgan Co., charging unfair competition and breach of implied contract in the alleged appropriating of a copyrighted "Doorbell Ringing Plan," had originally sued for $1.5 million damages [B&T, June 25, 1951].

Admen Elections

ROBERT G. STOLZ, advertising manager, Brown Shoe Co., has been re-elected President of the Advertising Club of St. Louis. Other officers include Louis J. Hoffman, vice president, Central States Paper & Bag Co., first vice president; Robert E. Conklin, president of the Advertising Club of St. Louis, Globe-Democrat, second vice president; Elzey M. Roberts Jr., vice president, KXOK Inc., third vice president; David O'Kelley, manager of the KSD-TV, treasurer, and Charles F. Kistennacher, manager director, St. Louis Globe-Democrat, secretary.

Page 56 • October 20, 1952

BROADCASTING • Teletacing

"Stimulate real enthusiasm for your product"

Printers' Ink editors found that this can be done effectively with National Spot Radio.

How many items does your favorite drugstore have in stock? Somewhere from 10,000 to 40,000. Your hardware man has almost that many. Your supermarket man has about 3,000. Even your auto salesman has thousands of different nuts, bolts and screws.

From your own experience, right in your own market and with your own station, you know that the average dealer needs almost a stick of dynamite to give the average advertiser anything more than lip service. But when men and women start calling for something that is helping them on your station it doesn't require a top salesman from the manufacturer's head office to get some real enthusiasm and cooperation from the retailer.

Displays go up. Point-of-sale material is put to work. Streamers go on the windows, and often the retailer mentions the product in his own ads, for free.

What you have just read is part of the most stimulating, factual report ever released on National Spot Radio, published in the July 11 issue of Printers' Ink. It is now being used across the country by radio salesmen in both the national and local fields.

Every day thousands of retailers in all parts of the country hear some local announcer close his commercial with something like this: "You can get all your bulge at the Such & Such store." This simple open-end c onsumer makes it easy for the listener to know where she or he is going to find the merchandise offered.

Hundreds, possibly thousands, of the 13,000 national advertisers in this country are waiting for you to tell them how they can use spots profitably on your station.

Most of these national advertisers, buyers of advertising, are regular Pulitzer's every week. Of our total circulation of 25,793, more than two-thirds are buyers of advertising: advertising managers, sales managers, agency officials and the top management group who give the final O.K. for the spots scheduled for your station.

Printers' Ink, the Voice of Authority, offers you the most expensive method of reaching these thousands of prospects. A regular, continuous schedule will make it a lot easier for your National Representatives and your own sales staff to win the new customers you deserve.

We are ready to help you. When may we call?

ROBERT E. KENYON, Jr., Advertising Director
A Tale of Two Roads

This is a road that serves you every day. It is the public road that takes you where you want to go and brings you things you use.

This is another road that serves you every day. It is the steel highway of the railroads on which trains provide the low-cost mass transportation so essential to America's tremendous agricultural and industrial production. Without railroads, even motor vehicles could not exist and operate.

The public roads—built and maintained by taxes you pay—are designed to take care not only of your automobile but also of the 95 per cent of all motor trucks which are engaged in farm and local delivery and industrial use. But to take care of the other 5 per cent of trucks—the big, heavy, highway freighters—calls for roads more expensive than are needed by the vast majority of highway users.

On the other hand, railroads—built and maintained at their own expense—are for heavy-duty hauling. These railroads carry—for you and all America—more tons of freight more miles than all other forms of transportation combined, and do it for charges which average less than those of any other form of general transportation.

And the more freight the railroads carry, the less wear and tear there will be on your public highways—and the less you, as a taxpayer, will have to pay for building and maintaining these highways.

Association of American Railroads
WASHINGTON 6, D. C.

You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.
IMDRIN CASE
FEDERAL Trade Commission last week affirmed an initial decision challenging broadcast and published advertising claims made by Rhodes Pharmacal Co., Chicago and Cleveland, for its medicinal preparation, Imdryn.

In another action, the commission held hearings in Chicago last Thursday on a complaint charging existence of interlocking directorates at American Bakeries, Atlanta, and Purity Bakeries Corp., Chicago. Purity has been a heavy user of local radio time [B&T, Sept. 8].

With respect to the long-pending Imdryn case, FTC denied an appeal by two Rhodes officers—J. Sanford Rose and Jerome H. Rose—and adopted the findings of its hearing examiner. The firm was asked to discontinue claims that Imdryn is a cure or effective treatment for any arthritic or rheumatic condition.

WWDC-AM-FM Sales

WWDC and WWDC-FM (Transit Radio) Washington last week announced formation of separate sales staffs under direction of Herman M. Paris, general sales manager. WWDC sales staff comprises Max Sherman, Stan Stoller and Jerry Theodore; that of WWDC-FM is made up of Arthur Steloff and Perry P. Walders.

What’s he looking at?

FRANK SILVERNAIL
Batten, Barton, Durstine & Osborn . . .

... is looking at your advertisement in the BROADCASTING YEARBOOK

AIR CASTERS

JACK STELLING, program director, KTXL San Angelo, Tex., to WJPG Green Bay, Wis., in same capacity replacing BLAINE WALSH who transfers to WTMJ-TV Milwaukee.

RON MILLER appointed program director, WPGB Portland, Ind.

DON HOWELL, producer-director, WDSU-TV New Orleans, transfers to operations department as assistant to STANLEY HOLIDAY, program operations manager.

HAPPY ISON, assistant program director and chief announcer, WVOV Logan, W. Va., to WORZ Orlando, Fla.

ARELENE GILBERT to copywriting staff, WICC Bridgeport, Conn.

DEWEY GILL, KDEC Decorah, Iowa, to announcing staff, WJPG Green Bay, Wis.

DON BERNARD to announcing staff, WJEL Springfield, Ohio.

DICK GOTTLEIB, KFRC-TV Houston performer, named campaign director of 1953 March of Dimes drive in that city.

MARY HOLT, formerly with WFRS and WDBO Cleveland, to WJMO that city.

WILLIAM R. ROLLINS, staff announcer, WAYS Charlotte, N. C., promoted to music librarian.

Tom keys, executive sports editor of Columbus (Ohio) Citizen, to sports staff, WLWC (TV) Columbus.

Tom conway, star of ABC-TV Mystery Theater, assigned role in Sol Lesser feature film, "Tarzan and the She-Devil."

BILL McCOLGAN, WFMJ Youngstown, Ohio, to WGAR Cleveland, as sports director.

STU WILSON, production manager, KBIG Avalon, Calif., assigned role in M-G-M feature film, "Bandwagon."

FRED BIRNBAUM, department editor, Sponsor magazine, appointed assistant promotion director, WCAU Philadelphia.

FRANK NELSON, actor on CBS Radio Jack Benny Show, assigned role in M-G-M feature film, "Remains To Be Seen."

LURENE TUTTLE, Hollywood radio actress, assigned role in M-G-M feature film, "Give a Girl a Break."

BILL KERWIN, announcer, WREN Topka, Kan., to KCIMO Kansas City, in same capacity.

RICHARD E. HARDY, TV instructor, R. I. Radio School, Providence, R. I., to KMYR Denver. WALTER E. SMITH added to R. I. staff as instructor. EDWARD F. LIMOGES, R. I. graduate, to WARA Attleboro, Mass.

WAGGY WANGENHEIM, star of KNBH (TV) Outdoors with Waggy Wangenheim, father of boy, Dennis, Sept. 30.

JIM REID, sports director, WPTF Raleigh, N. C., father of boy, Michael Ernest, Oct. 5.

EDWARD M. KEATH, radio-TV director and columnist for St. Louis Globe-Democrat, to WTTV (TV) Bloomington, Ind., as director of news and special events.

H. WARD W. COLEMAN, publications department, Vapor Heating Corp., Chicago, to NBC there as press writer.

Mr. Keath

PAUL SULLIVAN to news staff, WIP Philadelphia, to write and present four daily news shows.

TED JAFFEE, news editor, WAAM (TV) Baltimore, and ANITA JAFFEE, Mary Landis of Mary Landis Show on WBAL-TV that city, parents of boy, John Leonard, Sept. 25.

BILL MOORE, WJNR Newark sportscaster, and Eileen Watson were married Oct. 5.

KRNT AWARD
Little Rock Wins Plaque
PAUL RHODES, newscaster, KRNT Des Moines, presented the first annual "KRNT National Safety Award" to the city of Little Rock at the 40th National Safety Congress in Chicago last week.

KRNT this year began a nation-wide deathless-days traffic campaign for cities of over 100,000 population. Little Rock outdistanced Des Moines to win the award. KRNT has spearheaded a year-around traffic safety drive in Des Moines.

Kaltenborn Fellowship
GILBERT GODFREY, UP radio news staff member in New York, has been awarded a 1952-53 Kaltenborn Foundation Fellowship Award to work on a book on 19th Century American editors. Vincent J. Buraneli, McGraw-Hill Pub. Co., was awarded a similar fellowship to prepare a handbook on how history and political theory can be better integrated into daily news coverage. Awards were established by H. V. Kaltenborn, NBC commentator.

WHOC’S ‘WILLIE’
Client Does the Buying
SUCCESS of a 30-minute weekly program on WHOC Philadelphia, Miss., which appeals to a selling audience rather than a buying one, has been demonstrated as the sponsor, a local lumber company, begins the program for the third year.

Slanted to owners of small woodland farms who sell their timber to the lumber company, the Sunday morning half-hour of news and gossip items about rural folk in the area is conducted by G. O. Gordon, also a county school principal, who is affectionately known as “Uncle Willie.”

According to WHOC Manager William H. Cole, “Uncle Willie” combines words of forestry wisdom such as woodland management and fire prevention, with homespun philosophy, while announcer delivered commercials advertise the lumber company as a market for the farmers’ timber harvests.

Much of the program’s material is taken from radio services furnished by American Forest Products Industries Inc., Washington, a non-profit organization promoting sound woodland management and sponsored by the nation’s wood-using industries. AFPI material includes free quarterly transcriptions dramatizing forest resources, and is directed at the estimated 4,000,000 owners of small woodlots in the U. S.

STU ERWIN, radio-TV and screen comedian, has been presented with American Cancer Society 1952 Distinguished Service Award for his work during Cancer Crusade.
Truscon knows towers—is staffed and equipped to engineer your next tower assembly to meet all your requirements.

That's because Truscon has an unexcelled background of tower information and skill. Truscon engineers have designed and built radio towers for all types of duty throughout the world...towers to function dependably in all kinds of topography and weather conditions...towers with the strength to meet all contingencies.

And, this experience is at your call now. Whether your current or future plans call for new or enlarged AM, FM, TV, or Microwave facilities, take your tower troubles to Truscon.

Your phone call or letter to your nearest Truscon district office—or to our home office in Youngstown—gets tower problems off your hands and into ours.

Phone or write today. Truscon® Steel Co., 1074 Albert St., Youngstown 1, Ohio. Subsidiary of Republic Steel Corporation.

For AM-FM-TV-Microwave...

TRUSCON STEEL TOWERS
Guyed or Self-Supporting

Wind Stability

Maximum Strength-to-Weight Ratio

Fast, Low-Cost Erection

TRUSCON a name you can build on
WELS RENEWAL

Is Proposed by Examiner

FCC HEARING Examiner Basil P. Cooper on Oct. 9 issued an initial decision looking toward license renewal of WELS Kinston, N. C. Hearing had been held on the question of whether three principals in the licensee corporation in 1950 had transferred control in the licensee without prior FCC consent, had kept the transactions concealed from the Commission and whether the licensee was qualified to operate the station.

Thehearings centered around stock of by E. L. Scott, Robert E. Wasdon and Jack Siegel, organizers and original owners of 33% each of the licensee, Farmers Broadcasting Service Inc., on Sept. 21, 1950, to eight other persons.

FCC conclusions stated, "We find that the parties committed by the parties grew out of a sincere desire to enable the residents of Kinston to aid and assist Station WELS to render a better service to Kinston " and that "this desire was no desire or intent to deceive and mislead the Commission."

The FCC action becomes effective 40 days from Oct. 9.

RCA VICTOR has released complete library of some 6,000 separate tunes to KXYZ Houston, to promote its 46 rpm collection.

EDWARD L. PINCUS, president, Motorola-Philadelphia Co., elected president of Motorola New York Inc. ALLEN WILLIAMS, vice president in charge of operations at latter firm, to Motorola’s Chicago headquarters as assistant sales manager of parent company. JOHN D. MINNICK appointed sales manager of Philadelphia branch.

DON F. MIERSCH and JAMES M. FARRELL appointed western and eastern divisional sales managers, respectively, for Crosley Div., Avco Mfg. Corp., Cincinnati.

JOE CHAPMAN LANE Jr., Westminster Electric Corp., appointed advertising staff representative for firm’s electronic tube division.

S. PETER SHAFER appointed district merchantman, Spartan Radio Television, Jackson, Mich., in Long Island and Brooklyn, N. Y., areas.

WENDELL S. ERICKSON, AP bureau chief in Honolulu, appointed chief of AP’s New Mexico bureau with headquarters in Albuquerque.


ORSATTI & Co., Beverly Hills (talent agency), moves to 300 S. Beverly Dr.


ISADORE LEYDEN, chief mechanical engineer for Garod-Majestic, div., Wallying time Corp. N. Y., appointed chief mechanical engineer for Tele-King Corp., N. Y.

WILBERT W. BLOUSER, senior engineering manager for NAB hub, Kinston, N. C., to Transco Corp., N. Y., as chief engineer in manufacture of control motors induction generators, gear trains and servo amplifiers.


PAULA LA RIVIERE, Hollywood free lance radio-TV producer-director, forms LEONIE Agency, 1008 S. Western, Los Angeles, Sixth, Portland, to serve as TV consultant and program packager.

Equipment

FEDERAL TELECOMMUNICATION Labs., Nutley, N. J., announces development of improved version of Poly-Efex scanner, PTL-83A, for TV station application. Unit now permits single operator to take complete charge of station’s program sources and present them in most effective manner.

AMPLIFIER Corp., of America, N. Y., announces manufacturing of Broadcastmaster Model 610-SD, new battery-powered, portable tape recorder with spring-wound motor. Instrument operates at tape speed of 7½ in. per second, furnishing 15 minutes of playback on standard 8” diameter, 600' reel of sound recording tape.

SHALLCROSS Mfg. Co., Collingdale, Pa., announces production of Type 54A amplifier, with a 20-ohm wire-wound resistor for decades and other applications, requiring low resistance values with close tolerance, low temperature rise, and low inductance.

INDUSTRIAL CONDENSER Corp., Chicago, Ill., announces manufacturing of new line of capacitors. Known as "Stablex D" series, capacitors are particularly adapted for use in equipment subjected to extreme altitude and climatic changes.

TUBE DEPT., RCA Victor, Camden, N. J., announces production of new 5-inch oscilloscope, WO-88A.

EICOR Inc., Chicago, announces production of new tape recorder, Model 230, featuring new fine-grind, control insuring simple and positive operation. Integrally built-in dual motor amperes. Instrument records speed from standard ⅛" to 3½" per second producing maximum recording time of two full hours.

TECHNICAL APPLANCE Corp., Sherburne, N. Y., announces production of complete line of antennas designed for uhf reception. Included are parabolic-reflector types, vagis, modified X (Bow-Tie) and Vee type antennas.


Technics

GLENDALE LARSEN, transmitter engineer, KTHI Sioux City, Iowa, appointed chief engineer, succeeding WILLIAM V. HOLLAND, who has resigned.

HERMAN H. HOLST, operating engineer, WICE Providence, R. I., inducted into U. S. Army and is serving with Signal Corps, Augusta, Ga.

STAN BOCKE to WSYR Syracuse engineering staff.

NAT HERMAN, engineer, WCEM Cambridge, Md., and Joan Levenson have announced their engagement.

BAB CONTEST

Ryan Announces Plans

SECOND annual Broadcast Advertising Bureau "Radio Gets Results" contest, designed to help provide BAB with information for its promotional plans, was announced by BAB President William R. Ryan last week.

Closing date for all contest entries from member stations will be Nov. 16 and winners will be announced after Dec. 15. Stations are asked to submit one or more results stories in nine categories: Apparel, automotive, department stores, financial, food and grocery stores, food and grocery products, home furnishings stores, specialized services and miscellaneous.

First, second and third prizes will be awarded in each classification and BAB will provide duplicate awards to the station winners for presentation to advertisers and judged practical users of radio advertising.

Judges for the contest include: Dr. Robert L. Swain, editor of Drug Topics; Mr. and Mrs. F. E. Sibley, utilities, Grinder; G. Edwin Iteming, associate director of AP’s Features Bureau, for the American Bankers Assn.; Pete Windsor, editor of Automotive News, and F. C. Ferry, advertising manager of Grand Union Co., representing the Supermarket Institute.

"Last year’s contest was a great success," Mr. Ryan said, "not only in providing us with material to promote radio but, on the local level, for giving the station sales promotional tools to publicize itself to its advertisers and agencies. We had over 300 entries last year and we expect to have twice that number submitted for our 1952 contest."

Stevenson Aid Sought

MILTON BIOW, president of Biow Co., New York, spoke last Tuesday before 60 members of publicity, advertising and publishing professions to enlist their aid in the presidential campaign of Gov. Adlai Stevenson. The meeting was called by the N. Y. Volunteers for Stevenson.
Thank You Ad Karns
Vice President and General Manager of:
American Broadcasting Company, Affiliate
WCOL
COLUMBUS, OHIO
WING
DAYTON, OHIO
WIZE
SPRINGFIELD, OHIO

ASCAP SALUTES A RADIO SHOW-MAN WHO KNOWS THE VALUE OF ASCAP MUSIC IN SELLING HIS STATIONS.

ADNA H. KARNS
121 NORTH MAIN STREET
DAYTON 2, OHIO
TELEPHONE ADAMS 3288

September 22, 1952

Dear Jules:

We all think your brochure, "America Grew With Music," is terrific!

Could you please send me ten copies so we can have our salesmen make use of it.

Thanks and regards.

Sincerely,

Adna H. Karns
Vice President and General Manager

Mr. J. M. Collins
ASCAP
575 Madison Avenue
New York 22
New York

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.
OVER THE strong objections of the Radio-Television Mfrs. Assn., the government last week reimposed price ceilings on radio-television phonograph components, effective next Monday.

Action by the Office of Price Stabilization capped a round of midweek developments in which RTMA charged that OPS controls will cause havoc throughout industry among both set and parts manufacturers. "RTMA branded the activities "arbitrary" and asked that the order be rescinded until industry could present its case.

The amended order restores ceilings on only radio, television and phonograph parts, but, prior than the earlier order, serves the "across-the-board" suspension for receivers announced in OPS' decontrol action Aug. 29 (BT, Sept. 1).

The agency earlier had set an effective date of Oct. 15 (when the revocation was announced) but extended it another 12 days to enable parts-makers to make adjustments. It was reported that RTMA is preparing voluminous data for a hearing tomorrow (Tuesday). A committee of the operating arm of RTMA's Parts Div., has been named by RTMA President and Board Chairman A. D. Plamondon Jr. to present industry's case to the component makers of parts, sets and tubes.

OPS said recontrol action was necessary because suspension of parts ceilings extends beyond the radio-television industry and would impair controls on other commodities still under controls. It noted that many radio-television set parts generally are made by radio-television manufacturers. Additionally, suspension rendered controls ineffective over repair services which involve sale of parts for replacement purposes.

In a wire to OPS Director Tighe Woods, James D. Secrett, RTMA executive vice president, said there is "no evidence" that OPS had "ever increased since controls were suspended" and felt the order was unjustified. OPS spokesmen conceded later that this may be so, but explained it to other factors involved. OPS issued a clarifying order upon receipt of the RTMA telegram. Mr. Secrett initially contacted Economic Stability Specialist Roger Putnam.

The RTMA executive also asked OPS to clarify regulations to spell out that clock radios are receivers and thus exempt from controls.

Radio and video parts were decontrolled along with receivers last August on the premise that components prices normally parallel those of finished sets. Putnam said it later determined that, while radio-television sets were and are selling below ceilings, it could not go on with continued decontrol on parts for reasons cited. Agency officials will meet with a repair service industry group Tuesday.

Ceilings are to be reimposed on antennas, boosters and all other parts save cabinets at levels set before the original suspension order.

OPS has left the door open for restoration of ceilings on sets if prices hit a certain level.

TWO Israeli publishers—Edition Tav- jina and Edition Darom—have been added to the list of publishers affiliated with the Israeli Publishers Agency, exclusively represented in the U. S. by SESAC.

WOKC Keeps Awake

THERE have been "Talkath- thons" and "Telethons," but it remained for WOKC in Winton to come up with the latest—a "Wilkithon." Station recently presented an all-night disc show to pro- mote Wilkin's Coffee. Event was part of firm's contest for best promotion of its coffee by radio stations. WOKC claims the program was non- commercial and was under- taken as a pitch for an adver- tising contract with Wilkins.

ELECTION TO TROOPS

Signal Corps Sets Plan

U. S. TROOPS overseas will be kept abreast of election returns by means of the Army Signal Corps' expansive communications network, Frank Pace Jr., Secretary of the Army, announced Oct. 12.

For the first time in history, the service hopes to provide simultaneous news coverage of a national election to the entire Army through Signal Corps and Army Troop Information facilities. The Army will use services of the three major press associations, transmitting 72 overseas radio outlets and over 200 newspapers.

WHAS Wins Award

WHAS-AM-TV Louisville is winner of a certificate of Public Relations Achievement, it was announced today (Monday) by Robert E. Harper, chairman of the 1952 Awards Competition Committee of the American Public Relations Assn. For Harper's competition 13 Silver Anvil trophies and 24 certificates were awarded. Awards will be presented during the association's annual convention in Washington early in March.

WHAS, the city's first radio station, was cited in the Public Relations Achievement Awards for outstanding 1951 achievement in radio promotion. WHAS' "Wink of Day," "Christmas in July" and "Winkleigh" contests were cited for "extraordinary achievement in the outstanding radio promotion category."
Practically all of Birmingham's viewers watch WAFM-TV... practically all of the time they are watching television. It's a well-supported fact. During September, for instance, WAFM-TV had 14 of the top 15 weekly shows, 6 of the top 10 multi-weekly shows, and 70% more quarter-hour wins than Birmingham's second TV station (Birmingham Telepulse). Conclusion: you're sitting pretty with your customers when you are on WAFM-TV. For details, ask WAFM-TV, "Television Alabama," or CBS Television Spot Sales.
G.E. TAKES UHF LEAD WITH “TRIPLE POWER” KLYSTRON

New tube for 12 kw transmitter is rated at 15 kw; three times that of other klystron tubes for TV

High power UHF television becomes a reality for 1953 as quantity production begins on General Electric’s 12 kw UHF Transmitter. Utilizing a 15 kw klystron tube, the high-power UHF transmitter is rated at 12 kilowatts to assure the required linearity over the operating range.

Power Tripled
This literally triples the power of other available klystron tubes to produce the highest power in the industry today. Production of the units coincides with the release of UHF channel allocations.

A six-kilowatt unit, operated experimentally at Electronics Park for nearly a year, led to the 15 kw klystron tube development.

UHF Helical Antenna
At the same time, development of a simple, high-gain UHF Helical Antenna was in progress. This antenna, now in production, features a simplified feed system—only one feed point per bay—and power gains of 5 to 25 times. Antennas will be available for delivery in Transmitter-Antenna combinations.

THE 15 kw KLYSTRON
What it does!

Engineers agree the main reason why the G-E 15 kw klystron tube represents such an outstanding electronic achievement is its amazing simplification in comparison with both conventional tubes and other klystrons for television.

For one thing, all amplification circuits are confined within the G-E tube—simplifying circuit arrangement as well as tube replacement. Secondly, the G-E klystron overcomes all major complexities of using standard type tubes for high power UHF while providing 120 times amplification in a single tube.

Development of klystron tubes began during the war for use in radar equipments.
Radar was able to utilize the klystron’s entire output, and the tube was rated on this basis. In UHF television application, however, a 20% reduction takes place in usable rated output. Therefor a 15 kw tube is necessary to power a 12 kw transmitter.

COMPACT TV TRANSLATOR FOR UHF RECEPTION TO LEAVE CABINET APPEARANCE UNCHANGED

Announcement has been made of a new G-E UHF Translator that can be installed in any current G-E table or console model without removing the chassis or changing the appearance of the cabinet. The unit will sell for $30 to $50.

Model Noted for Simplicity
The Translator is an extremely simple unit, both from engineering and installation standpoints. It will provide reception on present receivers of programs telecast on the new ultra high frequencies. When installed, maximum sensitivity will be obtained because the high amplification of the Translator is added to the amplification of the TV receiver.

The entire assembly can be mounted on the inside of current General Electric television models using the “A-K” and later-chassis. The new Translator has been specifically designed to provide ease of installation and excellent UHF reception.

Meet our District Sales Manager!

Tom Bost, southeastern District Sales Manager, is a highly-qualified, friendly advisor on equipment requirements for complete television systems. He has served the southeastern district with offices in Atlanta, since 1949. A native of Hartshorne, Okla., Bost was graduated from Oklahoma A & M College with a B.S. degree in electrical engineering. He joined General Electric in 1941, where he completed a series of factory tests, engineering and business assignments.

Recent sales accredited to Tom Bost have been to WKAB-TV, Mobile; WLAC, Nashville; WSIX, Nashville; WDOD, Chattanooga; and WBIK, Knoxville.
POST-THAW GRANTS: 78

BY LARRY CHRISTOPHER

PERMITS for three vhf and two uhf commercial TV stations were granted by FCC last week to boost the total number of post-thaw authorizations to 78, including 89 commercial outlets and 9 noncommercial educational stations.

The grants were made Wednesday, the same date on which the Commission's processing "speed-up" plan became effective. FCC amended its temporary processing procedure to specify that after Oct. 16 for a "limited period" no new contested applications would be set for hearing—in view of the backlog of hearing cases already in hand—so that non-contested bids in cities presently without service might be processed more rapidly [B&T, Sept. 22]. Processing of hearing cases already designated or notified will continue, however.

Eight additional applicants were notified Wednesday that their requests are mutually exclusive with others, hence hearings will be required. These were the last cases so notified at the speed-up plan went into effect.

There presently are nearly 240 applications designated or notified for comparative hearing in some 10 different processing stages.

The new station grants were awarded the following:

Lincoln, Neb. (City priority Group A-2, No. 28)—Cornwell Broadcasting Corp. (KFOR), granted vhf Channel 16, effective radiated power 58 kw visual and 28.5 kw aural with antenna height above average terrain 235 ft. Estimated commence date: Unknown.

St. Joseph, Mo. (Group A-2, No. 44)—KFEQ Inc. (KFEQ), granted vhf Channel 2, ERP 52 kw visual and 26 kw aural, antenna 810 ft. Estimated commence date: Unknown.

Amarillo, Tex. (Group A-2, No. 47)—Amarillo Broadcasting Co. (KFDX), granted vhf Channel 10, ERP 56 kw visual and 30 kw aural, antenna 550 ft. Estimated commence date: Unknown.

Bristol, Tenn. (Group A-2, No. 55)—Davenport Broadcasting Co. (KTVJ), granted vhf Channel 5, ERP 45 kw visual and 125 kw aural, antenna 988 ft. Estimated commence date: Unknown.

The applications notified for hearing included:

-Evansville, Ind. (Group A-2, No. 17)—E. R. Tuley, seeking uhf Channel 62, is being advised consolidated hearing is required with competitive bids of Premier Television Inc. and The American Television Corp. with additional question respecting proposed studio location of Tuley.

-Charleston, S. C. (Group A-3, No. 55)—Southern Broadcasting Co. (WSVN), Atlantic Coast Broadcasting Co. (WTMA), and Charleston Broadcasting Co. (WHAN), all seeking vhf Channel 2, are being notified of need for hearing with additional questions respecting proposed studio location of Southern Broadcasting and Atlantic Coast Broadcasting Co. among others.

Galveston, Tex. (Group A-2, No. 58)—Galveston Television Co., granted uhf Channel 11, are being notified of hearing.

The application for vhf Channel 16 in Kansas City, Mo., by Mutual Television Corp., was denied petition of Mutual Television Corp.

The application for vhf Channel 12 in Davenport, Iowa, was denied petition of the system.

The application for vhf Channel 13 in Minneapolis, Minn., was denied petition of the system.

Uhf Channel 60 is the only channel assigned to East Lansing, Michigan State College plans to operate the station as a commercial outlet but will emphasize educational programs. It is a non-profit venture.

The Commission last week also announced correction of an earlier grant to WKRN Saginaw, Mich., for uhf Channel 57 [B&T, Oct. 13, 6]. FCC indicated ERP should be 17 kw visual and 9.1 kw aural with antennas 470 ft. The earlier notice incorrectly read ERP 1 kw visual and 0.8 kw aural.

Wednesday's TV actions were passed upon by Chairman Paul B. Green and Commissioners Floyd. H. B. Byrd, Fredrick B. Henkoc and Eugene H. Merrill. It was Comr. Merrill's first participation following his taking oath of office on Wednesday (see picture, page 28).

Comrs. George D. Merritt, Arnold E. Bartley and E. M. Webster (Continued on page 96)

'PAY-SEE' GRID PLAN

TELEVISION is here to stay, "and we hope college football will stay with it," but pay-as-you-see rather than free video seems to be the answer. This opinion was given last week by Asa Bushnell, commissioner of the Eastern College Athletic Assn. for Distributive Aid and director of the television committee of the National Collegiate Athletic Assn.

Mr. Bushnell met in Chicago last Monday through Thursday with the 17-man executive council of NCAA to outline the progress of the present controlled system of network telecasting and to sketch future problems of the TV committee which need to be confronted and solved now before "they become a reality."

Accepting the advent of subscription TV in four to five years as a fact, Mr. Bushnell and his committee have boiled down to four some seven methods of adapting the system to college football and of distributing the profits generally.

He, with other members of the council, have previewed four pay-as-you-see systems now in the planning stage, and have talked "very recently" with their officials about possible costs, profits and coverage.

Mr. Bushnell said that because in the past "premium financial and publicity rewards" have tempted some schools to live beyond their means and establish an over-ambitious athletic program, the TV committee seeks to equalize some of the staggering profits which the schools potentially could make with a subscription form of TV. With 19 million sets throughout the country assessed at even 25 cents per receiver, one game could bring in $4 million a day, or $27 million in a single day, it was pointed out.

During the past three years, the NCAA reports, the group has realized that "unrestricted television provides financial and publicity rewards for successful football teams far beyond any rewards ever known in intercollegiate athletics." Terming this a threat to amateur football, the group points out that as TV circulation grows the advent of subscription video would bring about a situation in which rights for "a few network games, now measured in thousands of dollars, will be measured in millions."

"The committee is concerned because regardless of which kind of television is involved, relatively few schools can participate in and profit from a TV program. The association therefore is considering removal of the "excessive" portion of future subscription TV payments and allocation of this fund on a pro-rata basis among NCAA schools which have football teams in TV areas.

Network television plans for 1953 football will not be settled until committee recommendations are made to the entire membership at the annual convention next January in Washington, D. C. At that time, the 10-man TV committee will make its report, based to a large degree on results of a continuing study of the effects of TV on gate attendance. The study is being conducted again this year by the National Opinion Research Center at the U of Chicago, and concluded by a 12% assessment on TV receipt participation. The 18% assessment in 1961 has been reduced 6%, the amount re-bated when the fund was found excessive. The 12% amounts to an estimated $70,000 this year, one source said.

UHF 26 CPs Last Week

Catches NCAA Eye

October 20, 1952 * Page 65

BROADCASTING * Telecasting

BROADCASTING * Telecasting

BROADCASTING * Telecasting

BROADCASTING * Telecasting
NEW STATION GRANTS

Listed by States

EAST LANSING, Mich.—Michigan State Board of Agriculture and Industries. Granted unamed ch. 9 (746-702 mc); ERP 240 kw visual, 155 kw audio; antenna height above average terrain 390 ft. above ground 106; Estimated construction cost $235,000; site; 0.5% 94° N.; Engineer Griswold.

LINCOLN, Neb.—Includes East Lansing, Mich. Granted ch. 4 (54-60 mc); ERP 5 kw visual, 2.5 kw audio; antenna height above average terrain 500 ft. above ground 125 ft. Estimated construction cost $125,000; site; 0.5% 94° N.; Engineer Griswold.

SAN FRANCISCO, Cal.—California Teleradio Inc. (KXFR), ch. 2 (54-60 mc); ERP 1 kw visual, 0.5 kw audio; antenna height above average terrain 500 ft. above ground 125 ft. Estimated construction cost $46,126. Site; 0.5% 94° W.; Engineer Thieman.

NEW APPLICATIONS

Listed by States

EAST LANSING, Mich.—Michigan State Board of Agriculture and Industries. Granted ch. 9 (746-702 mc); ERP 240 kw visual, 155 kw audio; antenna height above average terrain 390 ft. above ground 106; Estimated construction cost $235,000; site; 0.5% 94° N.; Engineer Griswold.

LINCOLN, Neb.—Includes East Lansing, Mich. Granted ch. 4 (54-60 mc); ERP 5 kw visual, 2.5 kw audio; antenna height above average terrain 500 ft. above ground 125 ft. Estimated construction cost $125,000; site; 0.5% 94° N.; Engineer Griswold.

NEW APPLICATIONS

Listed by States

EAST LANSING, Mich.—Michigan State Board of Agriculture and Industries. Granted ch. 9 (746-702 mc); ERP 240 kw visual, 155 kw audio; antenna height above average terrain 390 ft. above ground 106; Estimated construction cost $235,000; site; 0.5% 94° N.; Engineer Griswold.

LINCOLN, Neb.—Includes East Lansing, Mich. Granted ch. 4 (54-60 mc); ERP 5 kw visual, 2.5 kw audio; antenna height above average terrain 500 ft. above ground 125 ft. Estimated construction cost $125,000; site; 0.5% 94° N.; Engineer Griswold.
The New Grantees' Commencement Target Dates

Here are the 78 post-harvest TV grantees and the dates on which they expect to commence operation. Channels authorized, as well as network affiliation where signed, is also given.

<table>
<thead>
<tr>
<th>Grantee</th>
<th>Channel</th>
<th>Starting Date</th>
<th>Network Affiliate</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFEL-TV Denver</td>
<td>Ch. 2</td>
<td>On the Air</td>
<td>NBC, DuMont</td>
</tr>
<tr>
<td>KPTV (TV) Portland</td>
<td>Ch. 27</td>
<td>On the Air</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KTV (TV) Denver</td>
<td>Ch. 9</td>
<td>On the Air</td>
<td>CBS, WABC</td>
</tr>
<tr>
<td>WSBB-TV York, Pa.</td>
<td>Ch. 4</td>
<td>Dec. 15</td>
<td>CBS, ABC</td>
</tr>
<tr>
<td>KKX-TV Spokane, Wash.</td>
<td>Ch. 6</td>
<td>Mar. 1</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WHEB-TV Williams-Bordeau, Pa.</td>
<td>Ch. 38</td>
<td>Mar. 1</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WHUM-TV Reading, Pa.</td>
<td>Ch. 61</td>
<td>Mar. 1</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KGMB-TV Honolulu, T. H.</td>
<td>Ch. 7</td>
<td>Mar. 1</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KTBC-TV Austin, Tex.</td>
<td>Ch. 7</td>
<td>Mar. 1</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KFOR-TV Farmington, Va.</td>
<td>Ch. 32</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KDEN (TV) Denver</td>
<td>Ch. 24</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WTVB-M Mobile, Ala.</td>
<td>Ch. 28</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WJTV (TV) Jackson, Miss.</td>
<td>Ch. 25</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WACO-TV Austin, Tex.</td>
<td>Ch. 31</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WABY-TV South Bend, Ind.</td>
<td>Ch. 34</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WLAB-TV Baton Rouge, La.</td>
<td>Ch. 39</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WHOL-TV Holyoke, Mass.</td>
<td>Ch. 35</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WSPA-TV Baton Rouge, La.</td>
<td>Ch. 36</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WSBK-TV El Paso, Tex.</td>
<td>Ch. 37</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WHQ-TV Spokane, Wash.</td>
<td>Ch. 38</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WLO-TV Columbus, S. C.</td>
<td>Ch. 39</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WPTV (TV) Miami, Fla.</td>
<td>Ch. 40</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KOLN-TV Lincoln, Neb.</td>
<td>Ch. 41</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WJAM-TV Tavern, Ohio</td>
<td>Ch. 42</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KBOO (TV) El Paso, Tex.</td>
<td>Ch. 43</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WCBS-TV Montgomery, Ala.</td>
<td>Ch. 44</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WPTL-TV Fort Lauderdale, Fla.</td>
<td>Ch. 45</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WISO (TV) Los Angeles</td>
<td>Ch. 46</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KKRL-TV Columbus, S. C.</td>
<td>Ch. 47</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KCNC-TV Amarillo, Tex.</td>
<td>Ch. 48</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WCIC-TV Bridgeport, Conn.</td>
<td>Ch. 49</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WRGB-TV New Britain, Conn.</td>
<td>Ch. 50</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WHTO-TV North Tonawanda, N. Y.</td>
<td>Ch. 51</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WJW-TV Youngstown, Ohio</td>
<td>Ch. 52</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WJJE-TV Reading, Pa.</td>
<td>Ch. 53</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WEE-TV Fall River, Mass.</td>
<td>Ch. 54</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WTTV-TV Harrisburg, Pa.</td>
<td>Ch. 55</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KTSB (TV) El Paso, Tex.</td>
<td>Ch. 56</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KHQ-TV Spokane, Wash.</td>
<td>Ch. 57</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WABA-TV York, Pa.</td>
<td>Ch. 58</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WICC-TV Bridgeport, Conn.</td>
<td>Ch. 59</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WJY-TV New Britain, Conn.</td>
<td>Ch. 60</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WJQ-TV New Bedford, Mass.</td>
<td>Ch. 61</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WMMN-TV Springfield, Mo.</td>
<td>Ch. 62</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>U. of Southern California, Los Angeles</td>
<td>Ch. 63</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>Mountain States TV Co., Denver</td>
<td>Ch. 64</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WSGG (TV) Bridgeport, Conn.</td>
<td>Ch. 65</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WGBR-TV Fort Lauderdale, Fla.</td>
<td>Ch. 66</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WBBF-TV New Bedford, Mass.</td>
<td>Ch. 67</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WKTV (TV) Springfield, Mo.</td>
<td>Ch. 68</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>U. of State of N. Y., Stony Brook, N. Y.</td>
<td>Ch. 69</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>U. of State of N. Y., Buffalo, N. Y.</td>
<td>Ch. 70</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>U. of State of N. Y., Rochester, N. Y.</td>
<td>Ch. 71</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WHVL (TV) Syracuse, N. Y.</td>
<td>Ch. 72</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>Polin Industries, Youngstown, Ohio</td>
<td>Ch. 73</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>WTVM (TV) Chattanooga, Tenn.</td>
<td>Ch. 74</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>KATU-TV (TV) Atlanta, Tex.</td>
<td>Ch. 75</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>U. of Houston and Assist.</td>
<td>Ch. 76</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>Independent School District, Houston, Tex.</td>
<td>Ch. 77</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
<tr>
<td>Texas Teletext Inc., Los Angeles, Tex.</td>
<td>Ch. 78</td>
<td>Mar. 16</td>
<td>ABC, WABC</td>
</tr>
</tbody>
</table>

Telegraff

EDWARD R. MURROW (I). commen-
tator and editor-narrator of CBS-TV's See It Now, receives Arts & Letters Award from National Assn. of Air Force Veterans at a Detroit banquet for his radio and TV programs. Award is presented by Lt. Gen. James Doolittle, citing Mr. Murrow's contributions "to public understanding of airpower preparedness."

PLAQUE recognizing "pioneering foresight" of WCAU-AM-TV Phila-
delphia in erecting own Radio-Television Center is presented to Donald W. Thornburgh (I), pres. and gen. mgr., by local Chamber of Commerce. J. Harry LaBran, chamber pres., presents certificate, praising executive "for great faith" in future of city and 33-county coverage area.

KLAC-TV Los Angeles receives scroll from California's Secretary of State for outstanding public service in keeping listeners informed. L to r: Joe Parker, TV dir.; Caroline Leonatti, Head of Hollywood charm school, presenting scroll; Donald Fodnesson, KLAC-AM TV — p., gen. mgr.; Fred Henry, KLAC-TV progr. dir.


WORK on eight more films for The Doctor as new NBC-T.V. series, gets underway for Procter & Gamble. L to r: William F. Craig, assoc. TV dir., P&G; Warner Anderson, who has title role; Marious Parsonnet, prod. P&G products (Camay, Cheer) are handled by Benton & Bowles.

K. A. Chittick, RCA Victor Div. The chairman said that uhf radiation limits of 50 uv/m at 100 feet low band and 150 uv/m at high band were merely "a first effort on the part of the industry and were looked upon by the Commission as interim radiation limits only. The value of 18 uv/m as suggested by Commission engineers in the preliminary proposal of 1949 and 1950 is still considered to be a desirable objective for receivers in the vhf bands."

The RTMA committee will meet Oct. 20, with William C. Boese attending as FCC representative of E. W. Allen, chief engineer.

**SET DISTORTION**

FCC Urges RTMA Action FCC expects TV set manufacturers to make drastic efforts to eliminate interference caused by receiver radiation and spurious receiver responses, Chairman Paul A. Walker notified James D. Secrest, executive vice president of Radio-Television Mfrs. Assn. in a letter sent last week. Acknowledging RTMA's report on efforts to cut down interference of this type, Chairman Walker said the Commission is awaiting results of tests of 1952 models which an RTMA committee (R-10) is conducting. Committee chairman is
WRITERS WRANGLE
TWA Petitions NLRB

JURISDICTIONAL battle in Hollywood over live and film TV writers for network shows has been embittered because of a petition to the National Labor Relations Board by the newly-formed, unaffiliated Television Writers of America. Petition asks for an election to determine the bargaining union.

Authors League of America and Screen Writers Guild oppose the new TWA. They assert the petition might delay even for a year the signing of a bargaining agreement already negotiated by the National Television Committee of ALA. This pact is for writers of live TV shows, and was to have been effective last Wednesday.

This troubled labor picture is already clouded by the 11-week strike against the Alliance of Television Film Producers.

BARTLEY TALK
Warns Educators on TV

EDUCATORS are on notice from FCC Comr. Robert T. Bartley that when amendments are suggested to the Commission on the Sixth Report and Order "none will require more careful review than the suggestion that changes be made in the reservation of . . . assignments for exclusive use of non-commercial educational institutions."

Comr. Bartley spoke at the annual study conference of the Alabama Assn. of Broadcasters Oct. 10 at the U. of Alabama, Tuscaloosa (B&T, Oct. 13). He warned that unless greater activity is forthcoming by educators to acquire or use channels now set aside, "there will be slight basis for justifying all 242 channels now reserved for education."

Comr. Bartley said the problem will be before FCC next summer.

CBS-TV EXPANSION
In Station Relations

EXPANSION of CBS-TV's station relations department, in anticipation of network growth following the lifting of FCC's TV freeze, was announced last week by Fritz Snyder, national director of the department.

He said Robert Wood had been promoted to the post of assistant director and that John M. Boylan and Edward Scovill had been added as staff representatives.

Mr. Wood, with CBS Television since 1946, has been a member of the station relations staff for the past 15 months.

Mr. Boylan has served with ABC-TV station relations department since March, 1951, and previously was with NBC station relations and station clearances for 17 years. Mr. Scovill has been in the CBS radio station relations department for the last 18 months.

CBS FILES
For St. Louis Ch. 4

CBS last Thursday filed with FCC an application for vhf Channel 4 at St. Louis, already applied for by both KKK and KXXX St. Louis.

The network, which is licensee of 50 kw KMOX there, estimates that construction cost will be $1,791,727, with first year operating cost of $800,000 and expected first year revenue of $1,270,000. CBS proposes effective radiated power of 100 kw visual, 50 kw aural, with a 1,000-ft. antenna. Cost of the antenna alone is placed at $216,000—nearly $65,000 more than it plans to pay for its GE transmitter. The application revealed CBS will spend $800,000 in constructing studio and transmitter buildings and another $411,300 for studio technical equipment. In addition, $151,000 is earmarked for miscellaneous equipment, excluding $7,700 for frequency and modulation monitors. Land cost is $55,000.

The proposed studio location is at 401 South 12th Blvd., in downtown St. Louis. Transmitter would be near the intersection of Lindbergh Blvd. and Gravois Rd.

In an attached balance sheet, dated Aug. 30, CBS showed total current assets of $53,815,232. Of this amount, $6,051,591 was in cash. Total broadcast investments total $23,532,021. There is $14,869,632 worth of tangible property other than broadcast, according to the balance sheet. Total assets are $98,415,280.

Total current liabilities of the network are $26,946,715. The long term debt, consisting mostly of notes payable from 1957 through 1971, is $28,542,185.

CBS net income last year (1951) was $6,380,997 after federal income taxes. This was a $2,254,768 increase over the 1950 income.


KQV has announced it will file for vhf Channel 4 at Irwin, Pa., when the allocation amendment is finalized (B&T, Sept. 1, Aug. 19).

KPTV (TV) Names

KPTV (TV) Portland, Ore., first commercial uhf station to commence operation (B&T, Sept. 22), has named NBC Spot Sales as its national representative. Station is owned by Empire Coil Co., licensee of WXEL (TV) Cleveland and also operator of KBTV (TV) Denver, and operates on Channel 27.

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

New York
Chicago
San Francisco

WLTV Atlanta
owned by Broadcasting, Inc.

WAAM Baltimore
owned by WAAM, Inc.

WBEN-TV Buffalo
owned by Buffalo Evening News

WFMY-TV Greensboro
owned by Greensboro News and Record

WDAR-TV Kansas City
owned by The Kansas City Star

WHAS-TV Louisville
owned by the Courier-Journal & the Louisville Times

WTMJ-TV Milwaukee
owned by the Milwaukee Journal

WTTF Washington
owned by Allen B. DuMont Labs., Inc.
for the local advertiser

of a quality product . . .

Lilli Palmer,

"... the toast of television row"
—BEN GROSS, DAILY NEWS

Beauty plus charm plus talent ... and informative, entertaining interviews with famous personalities. That's why this gracious lady of theatre and screen rocketed to overnight television success.

Now NBC presents "The Lilli Palmer Show," the perfect program to advertise a quality product. This brand-new film series is available to you on a market-to-market basis . . . 26 fifteen-minute shows filled with all the Lilli Palmer magic.

"The Lilli Palmer Show" is geared for the family audience . . . and this means a big audience.

The show was Hollywood-filmed expressly for television . . . they're 1952 pictures . . . of 1952 quality.

The films are backed by NBC—the network with the industry's longest, continuous experience in television programming.

For further information on "The Lilli Palmer Show"—and other NBC Quality films—write, call or wire:

NBC film programs

30 Rockefeller Plaza, New York 20
Offices in: New York, Chicago, Los Angeles
A Service of America's No. 1 Network

October 20, 1952 • Page 69
**KGBM-TV BID**

KGBM-TV Honolulu, sole new TV grantees in the Hawaiian Islands, filed with the FCC earlier this week a request for special temporary authorization to commence interconnection operation Dec. 1 on vhf Channel 9 with effective radiated power of 266 w.

The request also indicated KGBM-TV plans later to seek authority to construct its regular facilities at a new, higher site in order to cover additional areas, including Hilo, possibly with the aid of a satellite transmitter or community antenna system. This is believed to be the first mention of commercial satellite operation at FCC even though experimental units are in operation at present in the U.S.

Filed by C. Richard Evans, KGBM-TV vice president and general manager, the request specified the interconnection operation would be established at KGBM-AM's site using an RCA 500-w transmitter and a single-bay RCA antenna atop the present KGBM tower.

Since the tower will not support a heavier antenna, the request noted, "the FCC requirements of minimum field strength are not quite met, but excellent service would be furnished to the principal population of Honolulu with these facilities, inasmuch as the antenna is in the center of population and the principal population does not extend more than 5 miles from the KGBM transmitter site. It is significant that one-half of the total population of the combined Hawaiian islands, which extend over a range of several hundred miles, live within this 5-mile radius."

KGBM-TV's construction permit, granted in early August [87, Aug. 11], calls for ERP of 34.8 kw visual and 17.4 kw aural with antenna height above average terrain 1,768 ft. The site is atop Tanilus Mt. KGBM-TV proposes to move this site 2.2 ml. northeast to Konahuanui Mt., about 1,000 ft. higher. The station said the new site would permit better coverage of Honolulu as well as "excellent coverage of the windward side of the Island of Oahu where, at present, only 8% of the population live but which is developing rapidly as Honolulu expands."

**BELL-WU TIE-IN**

FCC Says Undesirable

FCC issued a decision last week denying the necessity or feasibility in the public interest of requiring interconnection of intercity video transmission facilities of Western Union Telegraph Co. with those of the Bell System companies.

The decision disposes the investigation instituted in Docket 9539 to determine whether intercity video channels of the two companies should be interconnected.

On Dec. 21, 1949, FCC had decided that the American Telephone & Telegraph Co.'s tariff prohibiting interconnection with Bell System intercity lines with those of broadcasters (non-common carrier lines) was "unjust, unreasonable and unlawful." AT&T thus was required to interconnect its interest video channel facilities with those of broadcasters "until such time as adequate common carrier interest video channels are available to meet the needs of the broadcasters."

Comr. Rosel H. Hyde issued a dissenting opinion in last week's decision, with Comr. Frieda B. Hennock concurring in the dissent. Comr. Hyde said that although the decision denies supporting any claim the Bell System may have made to a monopoly in intercity video transmission, the action "effectively does grant such a monopoly to Bell."

In the absence of interconnection or of a service parallel to the Bell System, no common carrier can compete with Bell in the interest video transmission field, Comr. Hyde said. Comr. Robert T. Bartley did not participate in the 3-2 decision.

In a statement Thursday, Western Union officials said the decision will not diminish its company's "keen interest" in furnishing TV channels by microwave. Stating that the company now owns sites for radio relay towers near far west as Minneapolis and as far south as Atlanta, officials said the FCC decision is being "carefully re-studied by the company to determine future planning."

**FILM PRODUCTION**

Pathé Labs. to Finance

Pathé Labs., Hollywood, which has just completed construction on a new $1 million plant to process 16 mm. film for TV, has established a fund to finance video film productions.

With two producers signed and ready to go into production at Eagle-Lion Studios, Hollywood, further backing is available to others with well thought-out series in mind, according to Charles M. Amory, recently appointed vice president of Pathé Labs. in charge of sales for Eagle-Lion. "Funds, though not unlimited, are sufficient to help discover the future Goldwyn or Selznick of television," said Mr. Amory. Chesapeake Industries is the parent company of Pathé Labs. and Eagle-Lion Studios.
KRON-TV serves one of the nation’s top TV test markets. In number of TV sets the San Francisco Bay Area now ranks in “First 10” market group

You’ll sell more on Channel 4 in San Francisco Bay Area

Of San Francisco’s 3 established TV stations, you can be sure that KRON-TV consistently puts more eyes on spots because...

KRON-TV has the market’s highest antenna, providing clearest signal and unparalleled “Clear Sweep” coverage of the San Francisco Bay Area, Northern and Central California

KRON-TV serves the largest number of advertisers (Rorabaugh)

KRON-TV offers the greatest percentage of audience...both day and night, and throughout the week* (Pulse)

KRON-TV presents the largest number of top-rated shows — more than the other two stations combined (Pulse)

*except Saturday daytime

The San Francisco TV Station that puts more eyes on SPOTS

Check with FREE & PETERS for availabilities! Offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4
Hearings—FCC Rejects Pleas
(Continued from page 32)

are applicants for uhf Channel 3 and 10 and uhf Channel 18 in

Hearing examiner is J. D. Bond. In Wichita, Kan., vhf Channel 3 and 10 and uhf Channel 18 are in

to be consolidated in the hearing.

The Commission upheld the motions commissioner and ruled that an application filed 20 days

Pleading as of Thursday was a joint petition by Orange and WDAE opposing the request of

Wichita. (Continued from page 32)

KANS, owned by O. L. Taylor, radio station representative; Wichita Eagle's KFH and Wichita Tele-

are applicants for uhf Channel 10 are KAKE; Sunflower Television Co., comprising

station representative; Wichita Eagle's KFH and Wichita Television

Corporation Inc., whose major stockholder is local businessman

Seeking Channel 10 are KAKE; Sunflower Television Co., comprising

George M. Brown.

am a "substantial" amendment and is

foreclosed by the 20-day policy, by which the Commission has re-

fused to allow major amendments if tendered less than 20 days

First moves in the Tampa-St. Petersburg hearing were the intro-

duction of engineering exhibits and testimony for all applicants.

FCC Examiner Basil P. Cooper is hearing the Tampa-St. Peters-

burg applicants. FCC counsel is Max D. Paglin; engineering coun-

sel, John E. Doane.

In Jackson, Mich. the following are applicants for uhf Channel 48: WIBM, WKHM and Sparto-

n Broadcasting Co., owned by radio-TV manufacturer Sparks-Wither-

ton Co. Hearing examiner is J. D. Bond.

In Wichita, Kan., vhf Channel 3 and 10 and uhf Channel 18 are in

agent for actor James M. Stewart, 20% stockholder in Denver Tele-

vision. The younger Mr. Wolfberg testi-

fied that he would prefer home TV to theatre TV if a conflict arose

the his and his wife.

Principals in Vancouver Radio include Sheldon P. Sackett, presi-

dent and 75% owner; D. Elwood Caples, vice president and 20%, and

Fred P. Chitty, secretary and 5%. Mr. Chitty, KVAN manager, testi-

fied fortnight ago.

Mr. Sackett, testifying Oct. 10 and appearing for cross-examina-

tion of the day, also President and sole owner of KROW Oakland, Cali-

for, pre-free TV applicant which has pending an appeal of

FCC's Sixth Report and Order: [B'T, Aug. 11], and president-55% owner of KOOS Coos Bay, Ore.

Both of these stations also plan TV.

Mr. Sackett related that the esti-

mated construction cost for the

proposed KVAN-TV is $220,386 with first-year operating cost of

$500,000. Estimated revenue is $600,000. Proposed Class A time

hourly rate is $362.50.

Vancouver is the fourth largest city in Washington, it was pointed out, and is near Portland. KVAN-

TV would be programmed for Van-

couver, FCC was told.

KVAN's balance sheet as of July

31, presented by Mr. Sackett, shows current assets of $31,716.67

with total assets $87,879.10. Cur-

rent liabilities were $16,938.78. Surplus of $10,920.32 was given.

Capital stock totals $40,000.

Mr. Sackett said KVAN had a loss of $2,364 in 1950 but had a net income, after federal taxes, of

$4,971 in 1952. In the latter year gross revenue totaled nearly $130,000 with expenses about $123,700,

he indicated.

To finance the proposed KVAN-

TV, Mr. Sackett related KVAN will issue another $100,000 worth of stock, which with present capi-

tal and surplus of nearly $71,000 and deferred payments to DuMont for equipment totaling $133,000.

would give KVAN a pro forma balance sheet showing of nearly $320-

000 in total capital and liabilities.

Financial Data

The $100,000 in new stock would be divided: $20,000 to Mr. Caples; $10,000 to Mr. Chitty; $35,000 to Times Inc., owned by Mr. Sackett and publisher of the Coos Bay Times; $35,000 to Mr. Sackett.

Mr. Sackett reported his net worth to be in excess of a half-

million dollars, his assets totaling nearly $600,000 with liabilities slightly more than $145,000. Assets of Times Inc. were reported as $442,163 with liabilities $191,598. KROW assets totaled $424,818; liabilities, $102,846. KROW Inc. is issuing $50,000 more stock for total issue of $300,000, an exhibit showed. KOOS assets totaled $166,354; liabilities, $28,262.

Other witnesses for the proposed KVAN-TV besides Mr. Sackett, Caples and Chitty included Van-

couver Mayor R. E. Carter and Russ C. Coughlan, assistant manager of KROW who will be super-

visor of TV programming for the proposed TV outlets at Vancouver, Oakland and Coos Bay.

Mr. Coughlan said KVAN-TV would be 73.3% commercial, with

Wise Buyers Buy KFMB-TV
San Diego's First
and Only TV Station
Blankets California's
Third Market!

KFMB-TV, KFMB-AM
San Diego, Calif.
Represented by THE BRANHAM CO.

San Diego County's 1951 FARM PRODUCTION was valued at more than 82 Million Dollars!

San Diego's First
and Only TV Station
Blankets California's
Third Market!
the nation's first commercial UHF television station...

announces the appointment of NBC Spot Sales as National Spot Sales Representative

Portland, Oregon's first television station

KPTV - Portland - Oregon
UHF Channel 27

Started Operations September 20, 1952
Owned by Empire Coil Company, Inc.
film comprising 40.2% of the 56 hours operation proposed initially. AM and TV stations would be integrated, he related, with KVAN-TV having a staff of about 36 exclusive of key executives.

The Portland vhf Channel 12 hearing began Wednesday with engineering testimony from the three applicants, Oregon Television Inc., Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co.

Principals in Oregon Television include President Henry A. White (15.1%), industrialist-shipbuilder; Vice President Stephen Eberthy Thompson (15.1%), lumber executive; Secretary Robert L. Sabin (7.6%), attorney; Director Julius L. Meier Jr. (22.6%), divisional manager, Meier & Franks Co., department store; General Manager Walter J. Stiles Jr. (1.9%), consulting engineer, most recently with KKEA-TV Hollywood, and Director William A. Healy (15.1%), vice president of Dorenbecher Mfg. Co.

Technical witness for Oregon Television was John Mullaney, Washington consulting engineer. Mr. White began initial non-technical testimony in the hearing on Thursday. He reported on personal qualifications and general program policies.

Principals in Columbia Empire include Chairman of Board Philip L. Jackson, editor and publisher, Portland Oregon Journal; President and initially 60% owner Wally J. Dunn, chief owner of KSFO and KPIX (TV) San Francisco and 37.5% owner of KKA Seattle; Treasurer Richard Brown, general manager of KPOJ Portland; Secretary Frank C. McColloch, and Vice President Richard Bell, assistant to Mr. Dunn. KPOJ, owned by the Journal, holds 26.67% interest in applicant and Journal Pub. Co. holds 13.33%.

Northwest Principals

Technical witness last week for Columbia Empire was Jules Cohen of Vandivere, Cohen & Wearn, Washington consulting engineers. Also to testify later is Alfred Towner, director of engineering of KPIX (TV) and director of Universal Research Labs., San Francisco.

Principals in Northwest Televison & Broadcasting include President John D. Kaeating, 50% owner of KPOA Honolulu and KILA Hilo and half-owner of KYA San Francisco; Vice President Lester L. Hunter, owner of Pacific Stationery Inc., Portland; and Treasurer Winston W. Casey, partner in Walston, Hoffman & Goodman, Portland investment securities firm. Each is one-third owner.

Technical evidence was presented for Northwest by Glenn D. Gillett, head of his own Washington firm.

SERIOUS interference to TV stations operating on Channels 4 (66-72 mc) and 5 (76-82 mc) will result if the FCC adopts its proposed policy of permitting operational fixed stations in the 4 mc space between 72 and 76 mc, splitting the two video channels. The Commission was informed last week by NARTB and WCCO-TV Minneapolis.

Only experimental stations have been assigned the past two years. The 72-76 mc space, conditioned on lack of interference to TV reception, NARTB observes, adding that the new proposals would allow fixed stations without any protection to TV reception if the stations or assignments are separated 80 or more miles.

NARTB also points out that operational fixed stations may operate as close as 10 miles from a TV station on Channels 4 or 5, under more restricted conditions. One of these conditions requires the fixed licensee to eliminate any interference to TV reception which may be found within a given radius prescribed by a family of curves developed by the FCC research department, according to NARTB.

Asks Informal Huddle

Calling of an informal conference among TV broadcasters, receiver manufacturers, parties proposing to use the band and the FCC was proposed in the NARTB petition opposed by Neal McNaughton, engineering director, and Thad H. Brown Jr., television counsel. NARTB explains it desires more accurate data as to actual transmission conditions before allocation policies are made. Radio-Television Mfrs. Assn. is asking a 120-day delay to develop the new research.

John M. Sherman, technical director of WCCO-TV Minneapolis, asked amendment of the proposed

UHF SERVICE

RCA's Package Plan

SERVICE and installation plan for uhf television stations, described as the first in the industry, was announced last week by RCA Service Co., Camden, N. J. Letters outlining the proposal were sent to every TV station in the country, according to W. L. Jones, vice president in charge of technical product service.

First to sign up for the basic package offer was KPTV (TV) Portland, Ore., first commercial uhf outlet. KPTV went on the air Sept. 20.

Mr. Jones said that under the plan an RCA Service Co. uhf broadcast engineer will aid station personnel, giving the same information offered in RCA TV symposiums at Camden. Uhf stations, he added, will get all the technical aid they need "to get a good picture on the air and keep it there."

Included in the installation-supervision part of the package are complete technical inspection and many other services.

INTERFERENCE

FCC Warned of Trouble To Ch. 4 and 5

In Los Angeles your best TV spot buy is KNBH. Participations are currently available in Komedy Klub, featuring Uncle Archie and hilarious old-time movies. Klub has membership of over 150,000, over 5000 weekly mail pull; is on Monday thru Friday, 6:30-6:55 PM.

For the best spot, at the right time, at the right place use KNBH Channel 4

HOLLYWOOD

Represented by NBC SPOT SALES

Page 74 • October 20, 1952
Television's Finest
PORTABLE CAMERA MOUNT
for Complete Mobility

HOUSTON-FEARLESS
ALL-METAL TRIPOD
Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ½ and full length.

HOUSTON-FEARLESS
FRICITION HEAD
Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS
TRIPOD DOLLY
Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially built equipment for your specific needs.

The
HOUSTON
FEARLESS
Corporation
"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
 Nielsen, ARB Surveys; More on ‘Hooperade’

(Report 238)

Telerestatus

Less Reading Among Set Owners, Survey Claims

RESULTS of a Boston U. survey indicate that fewer TV owners read, and that those who do, read much less than non-TV viewers.

The survey was conducted among 350 families of Brighton and Allston, Mass.

Other results showed that televiewers are more active in sports; that the average viewing time for families is 3.4 hours daily, and that persons of lower education, income and occupation tend to spend more time before video sets than persons who rank higher in these categories. Eagerness for TV in youngsters under 18 was shown to be a strong determining factor as to whether a family will purchase a set.

TV Preferences Differ In City-to-City Survey

WIDE city-to-city differences in program preferences were reflected in the September “Hooperade of TV Stars” released this week by C. E. Hooper Inc. Only one program—NBC-TV’s “Your Show of Shows”—placed within the top 15 in all of the six cities measured. Of a total of 38 shows which made the top 15 in one or more of the six cities, 18 made the list in only one city. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Godfrey Leads ARB Sept. 7-13 Survey

ARTHUR GODFREY was the top TV attraction nationally in September, according to an American Research Bureau survey. ARB rating figures show that Mr. Godfrey’s Monday TV show, Talent Scouts, topped all other programs Sept. 7-13 with a rating of 60.2. His Wednesday show, Godfrey & Friends, reached more homes than any other program.

Following is the ARB list of the first 10 TV programs by rating and by homes reached:

<table>
<thead>
<tr>
<th>Program</th>
<th>Network</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Talent Scouts</td>
<td>CBS</td>
<td>58.3</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>NBC</td>
<td>49.8</td>
</tr>
<tr>
<td>Godfrey and Friends</td>
<td>CBS</td>
<td>43.9</td>
</tr>
<tr>
<td>Your Show of Shows</td>
<td>NBC</td>
<td>42.4</td>
</tr>
<tr>
<td>What’s My Line?</td>
<td>ABC</td>
<td>42.2</td>
</tr>
<tr>
<td>Gas House</td>
<td>NBC</td>
<td>41.4</td>
</tr>
<tr>
<td>Toast of the Town</td>
<td>NBC</td>
<td>38.4</td>
</tr>
<tr>
<td>Your Little Margie</td>
<td>NBC</td>
<td>37.4</td>
</tr>
<tr>
<td>Basket Squad</td>
<td>NBC</td>
<td>36.1</td>
</tr>
<tr>
<td>Man in Action</td>
<td>NBC</td>
<td>35.8</td>
</tr>
</tbody>
</table>

Program Network Homes

| Godfrey and Friends | CBS     | 8,100,000 |
| Grucho Marx         | NBC     | 7,890,000 |
| Your Show of Shows  | NBC     | 7,500,000 |
| Godfrey             | CBS     | 7,440,000 |
| Godfrey & Friends   | NBC     | 6,960,000 |
| Your Little Margie  | NBC     | 6,790,000 |
| Toast of the Town   | NBC     | 6,300,000 |
| The Big Show        | NBC     | 5,970,000 |
| TV Playhouse        | CBS     | 5,970,000 |
| Basket Squad        | NBC     | 5,700,000 |

Weekly Television Summary—October 20, 1952—Teletesting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets In Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV, WDSV</td>
<td>16,500</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSBG-TV, WSB-T, WLSY</td>
<td>19,000</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WPTF, WTVR, WMAR-TV, WBAL-TV</td>
<td>23,500</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBFM, WBSF</td>
<td>20,000</td>
</tr>
<tr>
<td>Bloomington</td>
<td>WTV, WAB</td>
<td>19,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGR, WNYG, WNYW, WNY</td>
<td>21,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WGR, WNYG, WNYW, WNY</td>
<td>21,000</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN, WGNR, WGNV, WGN</td>
<td>23,000</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WDFN, WRUR, WXYZ</td>
<td>24,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WJW, WIES, WQW, Wظم</td>
<td>26,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-AM, WFAA, WSBP, WSB</td>
<td>28,000</td>
</tr>
<tr>
<td>Davenport</td>
<td>WOC-TV, WXIA, WBAP, WSB</td>
<td>30,000</td>
</tr>
<tr>
<td>Dayton</td>
<td>WLW, WHIO-TV, WLLD</td>
<td>32,000</td>
</tr>
<tr>
<td>Denver</td>
<td>KXAS, WTV</td>
<td>21,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WBKB, WWJ, WWJX, WXYZ</td>
<td>24,000</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>KRLD-AM, WFAA, WSBP, WSB</td>
<td>30,000</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WDBO</td>
<td>25,000</td>
</tr>
<tr>
<td>Greenboro</td>
<td>WFBX</td>
<td>24,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC, WOUI</td>
<td>26,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WBNO</td>
<td>12,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KTLA, KNXT, KTTV</td>
<td>24,000</td>
</tr>
<tr>
<td>Las Vegas</td>
<td>KLAS</td>
<td>23,000</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KOL, KOLV, KOLD, KOOL</td>
<td>26,000</td>
</tr>
<tr>
<td>Portland</td>
<td>KATU, KAT, KATW</td>
<td>28,000</td>
</tr>
<tr>
<td>San Diego</td>
<td>KFMB</td>
<td>20,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON, KRON-TV</td>
<td>23,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KCTS</td>
<td>22,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KLNS, KLTV, WPRT</td>
<td>25,000</td>
</tr>
<tr>
<td>Toledo</td>
<td>WTVG</td>
<td>18,000</td>
</tr>
<tr>
<td>Tulsa</td>
<td>KFHJ</td>
<td>15,000</td>
</tr>
<tr>
<td>Washington</td>
<td>WUSA, WJLA, WJY, WJYX, WJY</td>
<td>20,000</td>
</tr>
</tbody>
</table>

Editor’s Note: Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Get Set with BOTH Barrels
to Get Your Limit -- Fast!

WHIO-TV
coverage
1st in Dayton

The 12 top once-a-week shows—seen on WHIO-TV. 7 of top 10 multi-weekly shows, with locally-produced WHIO-TV “Front Page News” the leading news show in the area. (August Pulse)

WHIO
coverage
1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (Hooper average for the past year)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a “Preferred City” by Sales Management for the past 20 months.

YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY COMPANY FOR FULL INFORMATION
Miller Address
Hits TV Reservations

An AMPEX is always ready to go
— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were “built to a price.”

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs less per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer’s attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- When you press the button, it operates
- Program timing stays accurate
- Starting, stopping and rewind will operate smoothly
- Fidelity will still be high
- Maintenance costs will still be low

If you plan for tomorrow, buy an AMPEX today.

Model 403C

Model 403P

For new broadcast application bulletin, write Dept. D

Set Shipments
RTMA Releases Figures

Television receiver shipments to dealers totaled 2,722,089 units during the first half of 1952, according to Radio-Television Mfrs. Assn., almost equaling the 2,744,831 sets shipped in the same period a year ago. August shipments this year totaled 315,392 sets compared to 156,015 a year ago.

New York led all states with 330,914 sets with California’s 289,972 ranking second. RTMA’s estimated shipments of TV sets to dealers by states for the first eight months of 1952 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>23,635</td>
</tr>
<tr>
<td>South Carolina</td>
<td>11,347</td>
</tr>
<tr>
<td>Arkansas</td>
<td>7,300</td>
</tr>
<tr>
<td>California</td>
<td>289,972</td>
</tr>
<tr>
<td>Colorado</td>
<td>18,137</td>
</tr>
<tr>
<td>Connecticut</td>
<td>29,958</td>
</tr>
<tr>
<td>Delaware</td>
<td>9,747</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>28,990</td>
</tr>
<tr>
<td>Florida</td>
<td>47,416</td>
</tr>
<tr>
<td>Georgia</td>
<td>46,402</td>
</tr>
<tr>
<td>Idaho</td>
<td>1,129</td>
</tr>
<tr>
<td>Illinois</td>
<td>135,291</td>
</tr>
<tr>
<td>Indiana</td>
<td>155,967</td>
</tr>
<tr>
<td>Iowa</td>
<td>45,314</td>
</tr>
<tr>
<td>Kansas</td>
<td>16,460</td>
</tr>
<tr>
<td>Kentucky</td>
<td>36,486</td>
</tr>
<tr>
<td>Louisiana</td>
<td>30,003</td>
</tr>
<tr>
<td>Maine</td>
<td>4,064</td>
</tr>
<tr>
<td>Maryland</td>
<td>46,529</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>15,174</td>
</tr>
<tr>
<td>Michigan</td>
<td>112,015</td>
</tr>
<tr>
<td>Minnesota</td>
<td>38,474</td>
</tr>
<tr>
<td>Missouri</td>
<td>7,157</td>
</tr>
<tr>
<td>Montana</td>
<td>70,311</td>
</tr>
<tr>
<td>Nebraska</td>
<td>960</td>
</tr>
<tr>
<td>Nevada</td>
<td>3,181</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>10,072</td>
</tr>
<tr>
<td>New Mexico</td>
<td>1,072</td>
</tr>
<tr>
<td>New York</td>
<td>310,514</td>
</tr>
<tr>
<td>North Carolina</td>
<td>54,347</td>
</tr>
<tr>
<td>Ohio</td>
<td>206,382</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>46,818</td>
</tr>
<tr>
<td>Oregon</td>
<td>1,257</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>237,304</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>17,731</td>
</tr>
<tr>
<td>South Carolina</td>
<td>13,349</td>
</tr>
<tr>
<td>South Dakota</td>
<td>75,456</td>
</tr>
<tr>
<td>Tennessee</td>
<td>29,996</td>
</tr>
<tr>
<td>Texas</td>
<td>125,276</td>
</tr>
<tr>
<td>Utah</td>
<td>13,680</td>
</tr>
<tr>
<td>Vermont</td>
<td>3,346</td>
</tr>
<tr>
<td>Virginia</td>
<td>49,954</td>
</tr>
<tr>
<td>Washington</td>
<td>40,688</td>
</tr>
<tr>
<td>West Virginia</td>
<td>20,067</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>41,465</td>
</tr>
<tr>
<td>Wyoming</td>
<td>489</td>
</tr>
</tbody>
</table>

Grand Total: 2,722,089

KOTV (TV) to Expand

Plans to add a second floor to the building housing KOTV (TV) in Tulsa, Okla., were disclosed by KOTV General Manager Helen Alvarez as the station began its fourth year on the air last Wednesday.

Broadcasting * Telecasting
TV PORTABLES
GE Unveils New Equipment
GENERAL ELECTRIC Co. in Cleveland last week unveiled new portable equipment for video pickups of such events as sports contests and parades.

The new equipment is so versatile and produces such high quality TV pictures, GE says, that it is being used as studio equipment for demonstrations of TV program improvement through better use of lighting.

Demonstrations are part of two-day Television Studio Lighting clinics begun last Monday at the GE Lighting Institute at Nela Park.

One or more cameras and associated control units form the new equipment, GE explains.

TWA's Labor Role
CLAIMING as members the majority of writers working on network shows, the newly organized and unaffiliated Television Writers of America will push its jurisdiction claim despite negotiations by Authors League of America for a bargaining agreement for writers with the networks. TWA seeks recognition as bargaining agency for writers in both live and film TV.

TV IN EDUCATION
New Calif. Meet Dec. 15
SECOND statewide conference to "explore the needs and possible uses of television in education in California" will be held at Sacramento Dec. 15-16.

An earlier 70-man conference group, which met in Sacramento, failed in its two days of meeting to reach any conclusions. Howard L. Chernoff, KFMB-TV San Diego, general manager, was the only California TV representative to attend that session. The FCC has allocated eight non-commercial educational channels to California. The new conference was called by Gov. Earl Warren at the suggestion of the first group [B+T, Sept. 15].

Levoy TV Poll
TO improve video programming, Gordon M. Levoy, Hollywood TV consultant and head of General Television Enterprises for the fifth year, is polling 700 industry executives, asking for suggestions, preferences in type of program, length, dramatic method, and type and method of production. Results are expected Nov. 1.

BOX OFFICE TV
Called Answer to Future
ENCOURAGEMENT of adoption and growth of "box office television and home subscription TV" was urged before a meeting of the Central Council, American Assn. of Adv. Agencies.

Millard C. Faught, president of a New York management consultant firm, called for support of pay-as-you-see TV in a talk last fortnight in Chicago's Drake Hotel.

Mr. Faught said that American advertisers cannot afford to develop "the full potentials of TV" in this country. He said that a form of box office service would aid advertisers, stations and the public.

Also speaking at the meeting were Jack Cunningham, 4-A's board chairman and executive vice president, Cunningham & Walsh, New York; Otis Carney, J. Walter Thompson Co., Chicago, and Robert Lang, director, Radio Free Europe. John M. Willem, of the Leo Burnett Agency, presided.

DuMont at Fairs
SPECIAL TV demonstrations were staged by the Television Transmitter Div., Allen B. DuMont Labs. Inc., at the North Carolina State Fair in Raleigh Oct. 8-12 and at the Spartanburg, S. C. County Fair Oct. 14-19. Cooperating with DuMont on the projects were WRAL Raleigh and WORD Spartanburg, respectively.

Two Cooks Sell Better Than One!
"HOME COOKING" WITH MR. AND MRS. IS TELEVISION MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN WAAM KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc.

At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly.

THE COST IS LOW—$48 per participation less frequencies—one of the sweetest buys in television. Look into it!

WAAM TELEVISION . . . CHANNEL 13 . . . BALTIMORE
Represented nationally by Harrington, Righter & Parsons, Inc.
DuMONT—ABC Affiliate

October 20, 1952 • Page 79
Mr. Edwards will make his headquarters in New York, with sales offices in Chicago, Los Angeles and Memphis. He will remain at KNXT until Nov. 1, by which time a successor will be named.

PRICES on Spartan TV sets have been raised $10. B. G. Hickman, Spartan general sales manager, has announced. Cost rise will not affect Spartan radios or phonographs, he said.

138,000 TV SETS IN THE QUAD-CITY AREA

Each month this TV set total is ascertainment by Quad City wholesalers serving this area. Actually, the total of TV homes reached by WHBF-TV is considerably larger, as one-third of TV signals are received over an extensive area beyond the Quad Cities.

Increased power has doubled WHBF-TV radiated strength; the staff and facilities have recently moved into enlarged quarters.

True to a 25-year tradition of service in radio broadcasting, WHBF-TV now also serves Quad-Citians who are avid advertisers profitably.

Les Johnson, V. P. and Gen. Mgr.

WELCOME to M. J. Riffkin (l), vice president in charge of sales for Zenith Television Programs Inc., Los Angeles, former managing executive for the Katz Agency Inc.'s San Francisco office.

NEW FILM LABS

Two Plan Large Plants

NEW $1 million 16mm film processing plant, under construction for the past year by Consolidated Film Industries, Hollywood, will start operations in mid-November, according to Sidney Solow, general manager.

Reported to be the largest 16mm laboratory on the West Coast, it will be used for TV, religious, educational and industrial films. Immediately convertible to 16mm color processing, the laboratory will be able to handle from 3 to 4 million feet of film weekly.

Hollywood Film Co., with one plant recently completed, is readying construction plans for an even larger one. Planned building, estimated at a cost of $350,000, will house 50 vaults and 30 cutting rooms.

Already completed plant, representing an investment of approximately $170,000, contains 15 cutting rooms and 22 vaults.

‘Lucy’ Gets Award

CBS-TV's comedy program, I Love Lucy, has been given a Christopher award “for the inspiration and high quality entertainment” it provides “to a vast audience.” The Christophers regularly make awards for contributions "with God's help, to improve the world."
MOVIE FILMS
Wurtlez Relees to TV
ARRANGEMENTS were completed last week between Sol M. Wurtzel, independent Hollywood producer, and Major Attractions Inc., New York, for leasing Mr. Wurtzel's entire group of motion picture films for television use. The transaction included existing pictures and any new productions.

Both parties approved the granting of distribution rights to Unity Television Corp., New York.


In a joint statement, Mr. Wurtzel and Arche Mayers, president of Unity, said: "This is the forerunner of many new Hollywood films to become available to the TV audiences from Unity. Although we cannot divulge the price involved in this deal, it represents more than six figures."

Commenting upon his entrance into the television field, Mr. Wurtzel remarked: "There is no basic difference between movie and TV production. The question of costs I regard as a challenge. I believe that the solution of this problem lies in the joint production and mutual participation between the stars and our company. More so, I believe, can be brought to Newcastle by including in our TV productions new faces, new talents, new skills and new techniques."

The transaction and organizational plans were negotiated by Bertram A. Mayers, attorney for Major Attractions Inc. and I. B. Kornblum, attorney for Sol. M. Wurtzel Productions Inc.

PRINCIPALS in purchase of controlling interest in RKO Radio Pictures Corp. for $7,350,000 made to consummate deal and discuss long-range plans involving motion picture production for theatrical and TV use. Signing papers is (seated) Ralph E. Stolkin, Chicago industrialist; standing, (l to r) A. L. Koolish, Mr. Stolkin's father-in-law; Sherrill C. Corwin, Southern California theatre owner, Edward G. Burke and Ray Ryan, San Antonio oil men. Mr. Stolkin is president of Empire Industries (mail order house) and vice president of National Video Corp. (cathode ray tube manufacturer) as well as a co-owner, with Messrs. Burke and Corwin, of KOIN-AM-FM Portland, Ore. and KJR Seattle, Wash. Now executives plan to produce custom-built films for television and continue output of major motion pictures for theatres [BT, Oct. 6, Sept. 29, 22].

WEXLEY SUIT
Ruling Expected in L. A.
RULING this month on the $20,000 copyright infringement suit brought by playwright John Wex- ley against KTTV (TV), Hollywood, Scr eenscript Pictures and Olio Video Productions, is expected to be rendered in Los Angeles by Federal Judge William M. Byrne. The court heard evidence earlier this month.

Suit, filed April 1951, charged KTTV with telecasting a film version of Mr. Wexley's play, "The Last Mile," without his prior knowledge or consent in November 1950. Although KTTV acknowledged telecasting the film, the station denied infringement. Besides damages, Mr. Wexley asks an injunction against further telecasting.

BMI Talks Published
TALKS on TV programming and related subjects totaling 22, transcribed at the three BMI television clinics in New York, Chicago and Hollywood last spring, have been put into book form by BMI and will be available shortly at a pre-publication price of $3.60 (subsequent editions, $6). The 200-page volume includes a foreword by FCC Chairman Paul A. Walker, question-and-answer periods condensed from the clinics, plus informal discussions.

FOR SALE
For television micro-wave relay use—one 200 foot "skyline" double guyed tower complete with required obstruction lighting. Could be used as two separate 200-ft. towers.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE—
J. M. MCDONALD, Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

October 20, 1952 • Page 81
CROSLEY'S 'POP' PLAN  

'Merchandising' technique of WLW and WLWT (TV) Cincinnati really is humming, according to latest reports from R. E. Dunville, president, Crosley Broadcasting Corp.

Stations' merchandising plan has been expanded and encompasses more than a thousand supermarkets and nearly 500 drug stores, Mr. Dunville announced last week.

WLW's "Point-of-purchase Plan" was unveiled to Crosley executives by Mr. Dunville as part of the "Design Impact" audience-and-sales promotion begun Sept. 28.

Forerunner of the new operation was the "Shopping Stopper Plan" which was placed in effect last March for WLWT food advertisers. This plan involves three aisle-end displays in Albers Supermarkets weekly.

Albers' operation area duplicates the Crosley video coverage area, based on WLWT, WLWD (TV) Dayton and WLWC (TV) Columbus.

WLW's "Shopping Stopper Plan" also includes display space in the double-truck Albers display ads Thursday in 19 metropolitan newspapers. The "Shopping Stopper Plan" was a huge success, said Mr. Dunville.

"It verifies our research department's studies on product movement and further emphasizes the transition from clerk service to self-service," Mr. Dunville added.

"Advertisers are no longer interested in 'paper hanging' because modern merchandising at the retail level where the major portion of food and drug products is moved, no longer permits this," he declared.

"Thus, we have embarked upon a specific point-of-purchase plan which assures advertisers of product movement."

Mr. Dunville said also that WLW and WLWT were purchasing display space in major markets with an on-the-air tie-up to assure the stations' advertisers traffic displays.

Michelson Sales  

CHARLES MICHELSON Inc., New York, radio and television transcription firm, announces it has sold its half-hour mystery shows to 10 radio stations and its Hepzibah Cassidy series to 10 additional stations. It also announced the sale of its one-minute Christmas Jingles spot announcement to E. N. Holmes Ltd., Hilo, Hawaii.

NPA UNIT CHANGE  

TOP-LEVEL realignment of National Production Authority's Electronics Products Div., claimant group for military contracts, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting, was announced by Mr. L. A. Sypher, NPNA chairman, at its weekly meeting.

Mr. Sypher, who specializes in military work with NPNA, to the staff of the Defense Production Administration was to be announced shortly. Mr. Sypher will serve as aide to Richard Cotton, DPA Electronics Production Board chief. Mr. Cotton also is NPA Electronics Div. head.

Remaining key posts in the NPA electronics division will not be affected. Donald Parris will continue as deputy director under Mr. Cotton. Mr. Parris will also handle allocations and priorities duties. Other staff changes previously indicated involved electronic tube and components sections [B&W, Oct. 13].

These operating sections under Mr. Parris also remain unchanged: equipment (Robert Burton), broadcast and communications (Bernard Joseph, radio-TV receivers (Lee Goldier), capacitors and resistors (R. D. Parker), electron tubes (H. G. Butlerfield), components (James Crane), and transformers (E. M. Nyhern).

Among those who have returned to private industry is W. F. Anderson, who has rejoined DuMont TV Network after NPA service.

WTG (TV) SIGNS  

26 Programs, Spot Clients  

CONTRACTS have been signed by 26 clients for programs and spot campaigns on WTG (TV) Washington, General Manager Walter Compton has reported. The clients represent eight programs, seven participation buys and a dozen spot campaigns, with Arthur Murray studios represented in both program and spot categories.

Among new clients is General Foods, which will use Washington as a test market for participation sponsorship to promote Post Krinkles on Children's Hour. Agency is Dancer-Fitzgerald-Sample.

Merrill Aides  

NEWLY appointed FCC Comr. Eugene H. Merrill last week stated that for the present time he plans to retain as office aides Elizabeth L. Dannelly, Mary L. Moore and Isolene Corbett. Miss Dannelly was previously confidential assistant to Comr. Robert F. Jones, whom Comr. Merrill succeeds, while Mrs. Moore was secretary to Comr. Jones. Miss Corbett was Mr. Merrill's secretary at Defense Production Administration.

What's he looking at?  

Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers . . . OR, your advertisement in the BROADCASTING Yearbook.

IRE SYMPOSIUM  

Franklin Agenda Set  

COMPREHENSIVE practical analyses of high-power uhf broadcast systems and spot production techniques plus the "inside story" of broadcast coverage of the national political conventions highlight the agenda of a second annual IRE Broadcast Symposium at Franklin Institute in Philadelphia next week. Symposium is under auspices of the IRE Professional Group on Broadcast Transmission Systems.

Among other topics slated for discussion are klystron amplifiers, uhf power tubes, flying spot scanners (optics, circuitry, instrumentation, uhf electronic, spot television system, rear-screen projection and network audio facilities.

From 9 a.m., when registration begins, to 10 p.m. or later, when a windup question and answer session concludes, Lewis Winner, chairman of the IRE group, has provided a program which the announcement described as a lively parade of timely-informative discussions of significant import to everyone in the field, the lab, plant and at the transmitter.

Other Talks  

Following Mr. Winner's introductory remarks, the morning session will include Alfred Jenkin, Trans-Lux Corp., speaking on "Distant Projection;" G. Edward Hamilton, ABC, "New Scale Considerations of a TV System;" R. Paulson, Audio-VideoProducts Corp., "TV Broadcasting Production Techniques;" R. H. Hammans, BBC, "Flying Spot Television Equipment and its Use at BBC."


At the evening session, A. C. Angas, GE, B. P. Boyer, ABC, will discuss "ABC Audio Installations." Participating in a symposium on "Radio TV Special Event Coverage at Chicago Conventions" will be Orrille Sather, CBS; Rodney Chipp, DuMont TV Network; F. A. Wanke, NBC; William Trevarthen, ABC.

"Information Please roundtable sessions will conclude the afternoon and evening meetings. Lunch, cocktails and dinner will be served at the institute. Registration fee is $2; luncheon and dinner charge is $6.

KLIX IS KLIICKIN'  

BROADCASTING * Telecasting  

Page 82 * October 20, 1952
**WICC PROMOTION**

WICC Bridgeport sends to advertisers and ad agencies a brochure illustrated by drawings of "Bridgeport Mike," the station's symbol. "Bridgeport Mike" points out that the city is the 30th market in the nation and that there is an effective purchasing power of $7,127 per family.

**EDITORIALS ON WTMJ-TV**

EDITORIALS of the Milwaukee Journal form the basis of a new program over WTMJ-TV Milwaukee entitled *The Milwaukee Editorial in Pictures.* New program telecast Tuesday, 6-6:15 p.m. Editorials deal with local events. Programs are filmed by Cliff Sager Productions, Milwaukee, and are narrated by Paul Skinner, WTMJ-AM-TV. Station reports: "This is believed to be the first time a newspaper has reached into television to expand its editorials..."

**'IF I WERE PRESIDENT...**

WLWT (TV) Cincinnati reports that its contest, "If I Were President..." caused the Cincinnati Public Library to be flooded with phone calls and personal queries concerning U. S. Presidents. Traffic became so heavy that library officials set up a special Presidential section.

---

**G**IANT electrical sign promoting WNBC and WNBC (TV) New York, NBC outlets, is expected to begin operations at a site on Times Square about Nov. 15, according to Ted Cott, vice president and general manager of the stations. Thirty feet high letters will spell out "WNBC-WNBT" and a 90-foot-long running sign underneath will give weather and news, information on stations' shows and personalities and sponsor identification for various advertisers.

---

**'POPCORN PLATOON' REPRESENTATIVES** of WDTV (TV) Pittsburgh, during a telecast of a Pittsburgh Steelers game, were sent with popcorn to homes in and around the city for the viewers to enjoy at halftime. Harold C. Lund, WDTV general manager, headed the "popcorn platoon."

---

**'MOTHER GOOSE' "MOTHER GOOSE" is working for Arthur Murray Dance Studio in Racine, Wis. The manager of the studio told Bob Martin, WRAC Racine station manager, and Mike Starr, commercial manager, that he wanted something different in the manner of spot announcements. Dick Fitzgerald, WRAC copy chief, came up with an answer: He worked a plug for the studio into nursery rhymes.

---

**TV 'MARCH OF TIME'** OPENING on TV the first week in October of Time Inc.'s March of Time was heralded by a photo-illustrated folder announcing the weekly show. Folder stated TV March is the answer to those who "sorely missed" the pictorial documentary film "when it was withdrawn from the nation's theaters."

---

**MOST NEW YORK EYES...** WCBS-TV New York has sent scores of 112x40-inch posters throughout Long Island, Westchester County, New Jersey and Connecticut (where more than half of New York's 3,026,000 TV families reportedly live), saying that "most of the time, most New York eyes are on Channel 2."

---

**STAR PROMOTION**

TWO-COLOR blotters calling attention to the return of CBS stars have been mailed to 1,000 key advertisers by WGAR Cleveland, CBS affiliate in that city. The bloter side carried the phrase "Reflecting the Best," which was printed in reverse to simulate inked message which had been blotted.

---

**INK CHANGE at KBIG**

SOUTHERN California agency men and clients are receiving surprise bottles of red ink, accompanied by suggestions from KBIG Avalon that it be given to children for school or used to address Christmas cards. It seems that KBIG laid in a vast supply when it started operations in June but it is no longer necessary. The station switched to black ink in August.

---

**SUCCESSFUL ONE-TIMER**

NBC-TV Chicago has premiered a unique children's show, Jing Dong School, which brought in about 150 telephone calls of approval after an unscheduled half-hour debut as a one-timer. WNBC is now airing the feature daily from 9:30 to 10 a.m. CT with Dr. Frances R. Horwich, chairman of the department of education at Roosevelt College there, handling the show alone. Dr. Horwich, a specialist in preschool youngsters, speaks directly to the 2- to 5-year-olds on games, jumbles and pictures. Jing Dong School is supervised by Judith Waller, director of public affairs and education.

---

**'MONEY AT WORK'**

KIDDER, Peabody & Co., member of the New York Stock Exchange, renewed Your Money at Work programs over WOR New York yesterday. Shows are aired at 3:30 p.m. Sunday. The series, continued from last spring, features a discussion of a different industry from the investor's viewpoint. The program will be heard via transcription in other cities where it will be sponsored by Kidder, Peabody & Co. or associated mutual fund dealers. Agency is Doremus & Co., N. Y.

---

**BOOST UP LADDER**

A NEW feature, Make Your Break, begins tomorrow at 7:30 p.m. over WQAM Miami, Fla. The weekly half-hour show is designed to present talent to theatrical agents, producers, radio and TV scouts for that much-needed break into the big time. Combining the creation and playing the role of m. c. are Leonard Keller and Eve Tellegen, theatre and broadcasting personalities.

---

**FARM SERIES**

SERIES of Saturday afternoon programs has been launched by KOIN Portland, Ore., as a service to farmers. Farm Facts features Art Kirkham presenting a discussion on a current farm topic with an authority in the field of agriculture. Series was planned in cooperation with a group of experts representing county, state and federal agriculture agencies.

---

**OHIO'S VOTE**

CAPITALIZING on the current election fever, George and Marilis Case, husband and wife disc jockey team on WONE Dayton, Ohio, are inviting listeners to send in "their estimate of the total vote to be cast in Ohio on Nov. 4th." Some $2,500 in prizes has been provided by the team's sponsors.

---

**'OPERATION COMBO'**

WCCO - AM-TV Minneapolis St. Paul have combined radio and television staffs for election night and from 8 p.m. to dawn will simulcast election coverage from a special news headquarters set up in the grand ballroom of the Hotel Nicollet. Some 600 civic leaders will be guests of the stations at a banquet in the ballroom, beginning at 6 p.m. Nov. 4. After dining tables have been cleared away, the doors will be opened to the public to watch newsmen in action.

---

**WICC PROMOTION**

WICC Bridgeport sends to advertisers and ad agencies a brochure illustrated by drawings of "Bridgeport Mike," the station's symbol. "Bridgeport Mike" points out that the city is the 30th market in the nation and that there is an effective purchasing power of $7,127 per family.

---

**EDITORIALS ON WTMJ-TV**

EDITORIALS of the Milwaukee Journal form the basis of a new program over WTMJ-TV Milwaukee entitled *The Milwaukee Editorial in Pictures.* New program telecast Tuesday, 6-6:15 p.m. Editorials deal with local events. Programs are filmed by Cliff Sager Productions, Milwaukee, and are narrated by Paul Skinner, WTMJ-AM-TV. Station reports: "This is believed to be the first time a newspaper has reached into television to expand its editorials..."
at a one-time rate. A small percentage of stations had charged a "special" rate.

- Overwhelming majority of stations sell time to three types of applicants — actual candidates, authorized speakers and political party groups. Fewer will sell to "probable" candidates. Some stations refuse to sell political time other than during actual campaigns, preferring to set aside time for groups under certain conditions. Study also explores policy on forum-type programs.

- Transcribed or live "reports to the people" by elected officials pose a problem of real concern to station management. Amount of time given by stations is greater when a campaign is not in progress. Stations believe that reports during a campaign should be considered "highly political."

- Networks have been inclined since the 1948 campaign to accept dramatized political materials, but have reserved the right to refuse broadcasts which appear to be emotional or misleading. Previous codes frowned on such a format. CBS reversed its own policy in 1948 along that line.

- The majority of stations maintain a policy of restricting political expression by news commentators and religious speakers.

Citing the famous Port Huron decision, the study reported that radio-TV networks and stations require submission of political scripts in advance of broadcasts. Some outlets desire to edit copy to the extent allowed by the law. In a large southern city, applicants for political time are asked to sign a memorandum of agreement "in order that public interest be served and to safeguard the station licensees from liability from slanderous or libelous words."

The survey notes that while Sec. 516 of the Communications Act provides licenses with "no power of censorship," many stations maintain that other provisions of the Act require them to eliminate all obscene, indecent, profane or treasonable language. Broadcasters are not forbidden to examine scripts and recommend certain changes. About half of fulltime network radio stations and TV outlets have requested candidates to revise their scripts, the past four years, it was reported. For the most part, broadcasters have been successful in getting changes. Percentage was higher for candidates than non-candidates.

According to Mr. Mall's findings, some stations have been forced to "censor" editorials, though this question was not put directly to them. He quoted one midwestern station manager: "In effect, you're asking me if I'll censor a political broadcast. You bet I will. I would rather risk the wrath of the Commission and wrangle over the issue with them than face a lawsuit in our state courts."

When speakers refuse to change their scripts, many stations will carry the broadcast in its original form. The study cites the case of KBOI Boise, Idaho, which carried a broadcast against its better judgment and found itself involved in a $100,000 libel suit.

**Protective Measures**

Faced with such a dilemma, stations can seek protection by carrying libel insurance, obtaining indemnity waivers from speakers, taking out a bond, using disclaimers or employing retractions, according to the survey.

Networks and their affiliates usually obtain indemnity waivers. But where speakers commit violations and are financially "irresponsible," the indemnity-waiver is not foolproof. Stations make heavy use of disclaimer; the study noted. Some 36.5% of TV and 22.3% of radio stations surveyed carry political liability insurance, it was estimated.

Retractions also can be used to mitigate damages recoverable for defamation. A few states have statutes providing specifically for retractions.

Political broadcasts pose a special problem for network affiliates as reported in a special article, "How to Stay Out of Jail" [B&T, Nov. 19, 1951], cited by Mr. Mall. He noted that the local outlet "takes on the problems of the network and adds them to his own." Problems include equal time-to-reply demands and libel. Affiliates are equally responsible along with networks on the latter.

The majority of radio-TV stations surveyed "will not allow Communist candidates time for political broadcasts. Not many will even sell such time, but prefer to keep [them] off the air completely." (See Table IV.)

The survey found, in answer to a direct question, that some stations believe public opinion would sustain their position in refusing to grant the party time. The survey notes that where the party is legally on the ballot in certain states broadcasters must offer equal time — a point made in the political catechism published by NARTB [B&T, Aug. 18].

The "refusal" of time extends to Communist candidates, party representatives, "a person suspected of being a Communist," and organizations believed to be Communist-fronts.

There is no issue involved here in this Presidential campaign year, it should be noted, since the Communist party has not been particularly active. Even in the case of the Socialist Workers of America and Pro-Gorbachev party, however, broadcasters have provided equal time for their candidates, even though stations had indicated a policy (in the survey) of refusing time to organizations which are suspected of "red" leanings.

Some stations look at the issue as a commercial proposition, the study said, while others claim they have no choice under FCC rules — providing the party is legally recognized in the state.

A number of broadcasters felt they had no choice but to act on judgment on Communist or suspected Communist speakers and that their responsibility extended with presentation of all issues.

In conclusion, Mr. Mall suggests the FCC survey the field and assemble rules after calling for a report on political broadcasting activities from all stations. He recommends a voluntary code be pressed into use for the 1954 elections and modified for the 1956 campaign as needed.

Mr. Mall further suggests that the Commission should review program content and allow broadcasters to seek opinions on questionable cases before broadcasts are actually carried.

Mr. Mall's approach would be to make the broadcaster responsible for all political utterances over the air "by giving him full power to control the content and materials so broadcast." This approach thus would subject stations to state laws.

This is the tack taken in a bill authored in the 82d Congress by Rep. Joseph P. O'Hara (R-Minn.). A second method would be to free broadcasters from state libel laws as advocated by Rep. Walt Horan (R-Wash.). His amendment was offered to the McFarland Bill but rejected in floor debate.
PETITION asking revocation of the construction permit of WBRN Big Rapids, Mich., because of alleged overlap with commonly-owned WCEN Mt. Pleasant, Mich., was denied by Mr. Williams, consulting engineer of Oshkosh, Wis., not a "party in interest." WBRN and WCEN are owned by Paul A. Brandt.

Mr. Williams charged that 29% of the rural area and 24.8% of the population living within the primary contour of WBRN is also within the primary contour of WCEN [B-T, Sept. 29]. He contended this violates the FCC duopoly ban. FCC's order denying the petition stated Mr. Williams has failed to state "what his interest is, if any, in the matter and has not attempted to make any showing of injury."

Jack Rubin
FUNERAL services were held in Hollywood Oct. 12 for Jack Rubin, 42, radio-TV writer-artist who died two days earlier after a heart attack. He wrote for the radio shows Hallmark Playhouse, Screen Guild Players and Andy Hardy among others and before his death completed the script for "The Gentle Years," to be included in the Ethel Barrymore Theatre TV series. He is survived by his wife, a son and a daughter.

Cioffi Wounded
CBS RADIO news correspondent Louis Cioffi suffered a leg wound while interviewing American soldiers on the Korean front last week. Mr. Cioffi was the first American correspondent hit by enemy fire in more than a year. He is convalescing in Seoul and is expected to be back on the air shortly, according to CBS Radio officials in New York.

NEW MEDIA EQUALITY
Brookings Gives Radio-TV Better Treatment
A MINOR revolution involving re-orientation of public relations policy has begun at The Brookings Institution, a privately-endowed research organization which dabbles in the social sciences.

The public service agency, which touches the Rockefeller and Carnegie foundations, among others, for not considerable grants of money, is taking a less medieval view of its relations with radio and television.

The institution had snubbed radio-TV last August in releasing its publication, Health Resources in the United States, on which both MBS and NBC-TV were denied equal treatment with the press [CLOSED CIRCUIT, Aug. 18].

Brookings' newest work, Major Problems in United States Foreign Relations, has been released to broadcasters and other media newsmen in Washington, D. C., under a new limited distribution policy. Implied in the new concept, too, is the possibility that handling of the agency's future publications may be "farmed out" to a public relations firm. Even news conferences are being discussed.

The institution publishes about a dozen books a year, claiming influence through press releases, the sale and distribution of the printed volumes, special articles and addresses, and "radio, movie, and television programs." The releases are carried by AP, UP, INS and local newspapers, the institution explains.

Last Aug. 11, the philanthropic organization, which maintains no public relations department and maintains a dim view of other than the pencil reporting school of journalism, released its Health Resources in the United States.

Without fanfare—and perhaps without malice—the institution released the study to the wire services and newspapers. On the other hand, it flaxily rejected bids by MBS and NBC-TV to bring the report to the American listening and viewing public. It made no routine effort, even, to send the releases to radio stations.

It was learned that Les Higbe, MBS Washington commentator, sought to have a Brookings representative explain highlights of the report in laymen's language. He was asked to record a two-minute report for inclusion in the Mutual Newsmore. An NBC-TV representative in New York also sought the technical assistance of officials to film segments. He, too, was unsuccessful, it was reported.

Radio-TV newsmen confide that lack of procedure is typical of such organizations—the National Geographic Society and others. Brookings claims that its publications yield annual revenues ranging from $60,000 to $100,000 "in this most important means of affecting opinion in responsible quarters." The institution has made no attempt to popularize its findings in book form, nor to set up a public relations department as such, let alone a radio-TV division.

Robert D. Calkins, the second president of the Brookings Institution, was inaugurated on May 19, 1952, succeeding Harold C. Moulton, who retired. The possibility of appointing a public relations specialist—to deal with government as well as media—was mentioned as a way to bolster a claim of "30 years of achievement."

CANDIAN RATING
U. S. Shows Lead Top 10
TWO Canadian programs are among the first 11 evening network shows rated most popular in Canada during September by Eliott-Haynes Ltd., Toronto. Leading are Radio Theatre with a rating of 18.1, followed by Twenty Questions, 16.4; Mario Lanza, 13.7; Doris Day, 12.9; Great Gildersleeves, 12.5; Treasure Trail, 11.7 (Canadian); Club 12, 10.4; Father Knows Best, 9.9; John & Judy, 9.7 (Canadian), and Championship Fights, 9.
Five leading French-language evening shows were Le Hamme et Son Peche, 30.7; Metropole, 25; La Pausse qui Rentache, 17.6; Jousse Double, 17.2; and Chanson de l'Escadrille, 17.2. Five leading French-language daytime shows were Jeunesse Doree, 31.1; Rue Principale, 30.8; Les Joyeux Troubous, 21.2; Grande Sœur, 19.2, and Tente Ludee, 19.6.

WSB Approves Increase
WAGE Stabilization Board has approved 15% weekly wage increase contract, agreed upon by CBS Hollywood and Publicists Guild last April [BT, May 5].
Contract, affecting 13 members, raises starting salary from $77 to $86.50 for 40-hour five-day week and is retroactive to January 1. Fringe benefits hitherto been approved.
WNBP PROMOTION
Open House for Executives

MORE than 300 top-level client, prospective client and agency executives were invited Wednesday by WNBP (TV) to a "VIP & o out-
et in Chicago, to an open house at its Merchandise Mart headquar-
ters Oct. 29 and 30 [B+T, Oct. 15]. The TV promotion, unique among larger stations, may serve as a pilot operation to be followed later by others in the network's chain.

Management from manufacturing companies and advertising agencies, along with keybuyers, will be able to see the entire op-
erations plan of the video station.

Agenda has been divided into four major activities: (1) demonstration of live programming; (2) film department demonstra-
tions; (3) a continuous exhibition of the station's original live sta-
tion-break policy, and (4) complete tours of all TV facilities. Harry C. Kopf, Central Div. vice presi-
dent and manager of WMAQ (AM) and WNBP (TV), will be host, assisted by George Heinemann, TV program manager.

CBFT (TV) Rate Increase

WITHIN two months of starting telecasts on CBFT (TV) Montreal, Canadian Broadcasting Corp. has announced effective Nov. 4, rate increases on the station, from $500 an hour to $750 an hour, and other time segments proportionately.

There are estimated to be about 7,500 receivers in the Montreal area, compared to only a few thousand when the station went on the air Sept. 6.

More 'Freedom' Sales

SALES of Freedom, U.S.A., new Frederic W. Ziv Co. transmitted radio program, has reached more than 550, Alvin E. Unger, Ziv radio sales vice president, an-
nounced last week. Latest pur-
chaser is the Farmers Insurance Co., for showing over WCCO Minneapolis, KFW Portland, Ore., KEYS Corpus Christi, KFAB Omaha and WOAI San Antonio.

KAB SESSIONS

Hardesty Hits Time Grabs

"FREE time grabs" in the guise of publicity handouts from adver-
tisers and trade groups are de-
priving radio stations of millions of dollars in revenue were year, the Kentucky Assn. of Broadcast-
ers was told last week at its sev-
enth annual fall meeting in Ash-
land, Ky. About 100 KAB mem-
bers attended.

This condition was cited in a
luncheon address last Monday by John P. Hardesty, director of local program department of KAB. The public relations and program clinics dominated the Monday-Tuesday meeting, held at the Henry Clay Hotel, with J. W. Betts, WFTM Maysville, Ky., presi-
ding as retiring KAB president.

Mr. Hardesty also took part in the sales clinic.

Mr. Hardesty urged management to personally scan all incoming releases of promotional value to his station.

He cited transcribed announce-
ments and five-minute interviews as the "most deadly weapons in the arsenal of the 'free time' boys."

Attention of KAB members was called by Mr. Hardesty to chain store managers who refuse daily to acknowledge stations as an advertising medium but who, whenever a community group turns to broadcasters for public service time.

Paul G. Blazer, board chairman of Ashland Oil & Refining Co., told an audience of civic groups turn to broadcasters for public service time.

Joe Eaton, WKJO Louisville, was elected president for 1955. Other officers named were Mike Layman, WSPC Somerset, first vice president; Sam Livingston, WKJB Paducah, second vice presi-
dent; Avery B. Potter, second vice-
retary-treasurer. Georgia Bates, WLBJ Bowling Green, was elected honorary secretary-treasurer.

KULA SNARES THIEF

"Advertisers' Traps Self

ADVERTISING does pay and the exception which proves the rule turned up on KULA Honolulu.

Jack Irvine, KULA account ex-
cutive, sold a program series en-
titled Best Buys to the Piggly Wigg-
ly chain of stores. The series offers free broadcasts of listeners' ads on items they want to buy, sell or exchange.

In preparation for the first show, one store manager turned over to the station several items which had been parked on the store bulletin board.

An alert policeman happened to be listening and recognized the description of a camera which had been stolen. The ad even contained the name and address of the person having possession of the camera.

The thief hadn't counted on the bulletin board advertising being multiplied by the power of radio.

PRIVACY RIGHTS

Attorney Warns of Pitfalls

PRIVACY is the right to be let alone, the right not to have one's personality used for entertainment or advertising purposes without his written consent, Samuel Spring, attorney and author of "Rights & Risks," said Wednesday in a talk before the National Television Film Council.

Mr. Spring warned his audience against taking chances of being sued for invasion of privacy, urging them to get clearances in writing where they can and to consult their attorneys where there is any doubt. With the growth of tele-
vision, many cases of alleged inva-
sion of privacy are certain to come to court, he said, with the outcome of the cases much less certain because of the difficulty of deter-
mencing when a TV camera pickup of an individual is news reporting, which is permissible without con-
sent, or when it is entertainment, which is not. Even if the pickup is clearly reporting, such as a camera pan of a crowd at a sport-
ing event, it might become enter-
tainment and an invasion of pri-
vacy in moments when it appears un-
duly on an individual whose dress or action might make him of more than passing interest.

Mr. Spring cited cases, to illus-
trate the lack of precise definitions and the uncertainty as to how any particular case may be decided. He concluded with another warn-
ing to consult a competent attorney whenever there is any doubt as to whether invasion of privacy is involved.
CANADIAN SETS

TV Sales Jump in August

SALES OF TV receivers jumped in August in eastern Canada with advent of first two Canadian TV stations at Montreal and Toronto, according to a report of the Radio—Television Mfrs. Assn., Toronto. Sales in August were 12,799 sets valued at $6,683,206, compared with 7,492 sets valued at $3,398,844 in July. Prior to July, monthly sales had been averaging about 5,000 sets.

In the first eight months of 1952 a total of 60,268 TV receivers worth $23,387,009 were shipped by manufacturers. This compares with 21,367 sets valued at $11,678,062 in the same period in 1951. At the end of August, about 39% of all TV sets marketed in Canada since TV set manufacturing started have been sold in the Toronto-Hamilton area, about 31% in the Windsor area, opposite Detroit, 16% in the Niagara Falls area, close to Buffalo, and 9% in Montreal. Re-mailer was sold mostly in Vancouver area.

RIAS Jammed

TRANSMITTER power of RIAS, U. S.-operated radio station in West Berlin, will be stepped up to help counteract Soviet jamming, it has been reported. Walter Donnelly, U. S. High Commissioner in Bonn, Germany, disclosed the Russians are jamming German-language programs to East Germany. He told the Foreign Press Assn. that RIAS (Radio in American Sector) broadcasts were jammed because of the effect they have had on Iron Curtain listeners. RIAS is used along with the Voice of America in the U. S. "Campaign of Truth."

MAB Convention

MICHIGAN Assn. of Broadcasters will hold its annual convention Nov. 7-8 at Detroit's Port Shelby Hotel, D. E. Jayne, general manager, WLL-AM-FM Battle Creek, and MAB president, announced last week.

CORN? 

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

WIBW—The Voice of Kansas in TOPEKA

BROADCASTING • Telecasting

CONGRATULATIONS are in order for a station personality as Westinghouse Electric Corp. observes third anniversary of its sponsorship of You Can Be Sure on KMOX St. Louis. Surprise party was given Sept. 25 for Curt Ray (seated, l), who conducts program. L to r: (standing) John Cox Jr., Westinghouse manager, and Bob Hyland, KMOX assistant manager; seated, Mr. Ray; Vera Wegner of Westinghouse, and Gene Wilkey, KMOX manager.

BENTON LIKES TV

And Hopes Viewers Like Him Nov. 4

SEN. William Benton (D-Conn.), candidate for re-election to the U. S. Senate, will stick to two type programs in his radio-TV campaigning—the sidewalk poll and the question-and-answer format—if he adheres to the suggestions of his Connecticut TV audience.

The Senate fortnight ago reported results of a contest designed to elicit comments on campaigning techniques and he simultaneously began a TV series incorporating those suggestions. The letters were in response to his experiment on WNHC-TV New Haven last month when he used six different program approaches [BTV, Oct. 6, Sept. 29]. The Connecticut Democrat also announced contest winners named by a panel of three judges, including Robert K. Richards, assistant to the president of NARTB. Contest was based on the Senator's contention that video will revolutionize campaigning.

The question-and-answer format is patterned after NBC-TV's Youth Wants to Know. After the program, he submits himself to queries from a panel of constituents from all walks of life. Sidewalk interviews feature the Senator in real-life meetings with his constituents.

The Senator launched two 30-minute programs two weeks ago. They were increased to three last week. Additionally, a 14-minute film, "Bill Benton, Fighting Senator," is to be shown on television six or eight times.

Sen. Benton's recent seven-hour radio-TV talkathon evoked mixed comment, with objectors scoring repetitious questions. Reaction to a Meet the Press format also was varied. Some favored the incisive questions put by the reporters; others claimed newspapermen did not typify the average citizen.

Among concrete suggestions put to Sen. Benton: "Don't ever use Howdy Doody's time on TV"; "We want serious programs without any gimmicks"; "Give us the old-fashioned, down-to-earth straight political speech."

Some letters offering subject matter urged the Senator to speak on ways and means of making the Voice of America more effective overseas.

WTOC Is Host

WTOC Savannah, Ga., was host last fortnight to civic officials at a showing of the CBS Radio documentary film, "More Than Meets the Eye." Ben Williams, WTOC sales manager, presided.

RADIO HOMES

Canadian Listing Released

COMPLETE 1952 listing of radio homes in Canada has been released in pamphlet form by the Bureau of Broadcast Measurement, Toronto. It lists all radio homes by provinces, metropolitan areas, county and census divisions. This year for the first time BBM city areas are designated. They show each city with satellite communities which are included in the metropolitan coverage areas. There is also a list of all Canadian broadcasting stations as of August, 1952.

Total number of radio homes in Canada, estimated as of Jan. 1, 1952, is given by BBM as 3,454,000, or 94.4% of all Canadian households. By provinces, radio homes are 1,220,000 in Ontario; 869,000, Quebec; 349,000, British Columbia; 226,000, Alberta; 226,000, Saskatchewan; 198,000, Manitoba; 148,000, Nova Scotia; 112,000, New Brunswick; 61,000, Newfoundland, and 20,000, Prince Edward Island.

Willson Appointed

KENNETH B. WILLSON, executive vice president of National Better Business Bureau, has been elected president, succeeding the late Edward L. Greene. Allan E. Backman, a vice president of the Bureau, assumes Mr. Willson's former post.

... and for AM, FM and TV It's Marconi!

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance. You'll be the first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION—Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the first radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in this field than any one else in Canada.

EQUIPMENT—Everything from microphone to antenna, designed, installed, adjusted and guaranteed . . . that's the experienced Marconi service.

Marconi

the greatest name in radio and television

CANADIAN MARCONI COMPANY

Established 1902

Vancouver • Winnipeg • Toronto

Montreal • Halifax • St. John's

October 20, 1952 • Page 87
distribution of the guild sports library, group of 30-second film clips of 400 sports personalities, to an initial 10 TV stations. Total of 768,540 feet of film prints has been ordered from Mercury Film Lab. Inc., New York, based on a 62-station subscriber estimate, according to guild president, Reb Kaufman. Contracts include unlimited use and receipt of 10 additional film clips per month [B+T, July 14].

Distribution rights to Guild Film Library have been acquired by Guild Films, following contract signing by Mr. Kaufman and partners, Robert L. Lippert, Jr., and Holbrook N. Todd. New library, is reduced to 16mm.

Jamieson TV Productions, Dallas, announces the availability of a new quarter hour children's series, *Betty and the Magic Key*. * * *

Association Films Inc., TV film producers and distributors, offering special Fire Prevention Week film this week to TV stations, *Titled Crusaders Against Fire*, 20-min., 16mm sound film is presented by National Automatic Sprinkler & Fire Control Assn.

* * *

Peerless Television Productions, N. Y., is offering full-length feature film, "March of the Wooden Soldiers," on exclusive basis to one "TV" station in each market for Thanksgiving or Christmas period.

* * *


* * *

Association Films Inc., New York, offering a free 15-minute film, "Buttons Through the Years," giving Paris fashion hints and information on the history and creation of buttons.

* * *


Distribution . . .

Guild Films Inc., New York, has acquired distribution rights to *Call the Play*, quarter-hour live and film action sports TV quiz program. The series will ultimately consist of 152 programs to cover three years of weekly programming. Delivery of the first 13 shows will be made this week.

* * *

Pictorial Films Inc., New York, has acquired distribution rights (excluding the British Isles) for 18 color puppetoons produced by Toy Town Producers in England, and Western Hemisphere rights to five color cartoons produced by British Animated Films.

Production . . .

Lever Bros., New York, has again signed Gross-Krassen Inc., Culver City, to produce an additional 52 half-hour films for CBS-TV Big Town, upon completion of the production firm's current contract for the initial 26 programs. The contract reportedly involves $1,196,000.

* * *

Ziv TV Programs Inc., Hollywood, has started filming half-hour TV version of its syndicated radio package, *Favorite Story*.

* * *

FilmeCraft Productions, Hollywood, has started filming *It's a Small World*, audience participation series of 29 half-hour TV programs, which is jointly owned by the firm and Al Gannaway, series' star.

* * *

Mutual Television Productions, Hollywood, now filming *Jack London Theatre* series, is completing the third half-hour TV film in Mexico City. Written by Alen Kandel and Herb Kline, and directed by the latter, the proposed 26 programs also will be filmed in Alaska and the U. S.,

* * *

Revue Productions, unit headquarters at Motion Picture Center, Hollywood, is producing the pilot film in America's Finest, a half-hour TV series.

* * *

Screen Gems Inc., Hollywood, has completed "The Studebaker Story" for Studebaker Corp., South Bend. Filmed in color for TV and theatrical release, the half-hour film depicts the 100-year history of the manufacturer and stars Russell Hicks and Carol Ann Woods. Jules Bricken is producer.

Rondom Shots . . .

Lucille Ball and Desi Arnaz, stars of CBS-TV's *I Love Lucy*, have formed Desilu Inc. for merchandising purposes. Edward Hamilton, merchandising consultant, in charge to deal with manufacturers.

* * *


* * *

Screen Gems TV Dept. has moved from 729 Seventh Ave., New York, to quarters 235 W. 42nd St.

* * *

Bing Crosby Enterprises, Culver City, Calif., has moved to Hal Roach Studios and goes into production this week on the next series of half-hour films in *Rebound for Packard Motor*. Artie Foster is the producer-director. Also headquartered for the past year at RKO Pathe Studios, executive and story departments moved to 9026 Sunset Blvd., Hollywood.

* * *

Thomas J. Corrardin & Assoc., Hollywood, has been named west coast film sales representative for DuMont Television Network. Mr. Corrardin will purchase new video film product and distribute already acquired properties.

* * *

Johnny Maschino, head of Artists Ltd., Hollywood talent agency, has acquired TV film rights to the comic strip, *Casey Ruggs*, from United Features Syndicate.

* * *

Inexpensive method of testing film commercials was claimed last week by American Film Producers, New York, which announced the delivery of 10 TV tests films to Calkins & Holden, Carlock, McClintoon & Smith, New York. Bob Gross of American Film said the cost of each one-minute spot announcement was $33 as compared with the standard price of $2,000 to $10,000. The films do not go on the air but will be seen by a test audience.

* * *

Reduction in price of the Old American Blondes film series by as much as 20% in some markets was announced last week

**WBTV (TV) CLINIC**

Larger Program Planned

PLANS were underway last week for a WBTV (TV) Charlotte TV Clinic, postponed once [B+T, Oct. 13] after industry reaction indicated a more ambitious clinic would be justified.

Originally, the clinic was scheduled for Oct. 22-23 [B+T, Oct. 6]. After the industry greeted the announcement with widespread enthusiasm, it was decided to set back the clinic until Dec. 3-4. Some 150 to 200 persons are expected.

by King-United Studios, Chicago, producers, and United Television Programs Inc., Chicago, distributors.

* * *

PSI-TV Inc., New York, TV film producer and distributor, has opened a branch office at 240 Stuart Street, Boston, under the direction of Edward Ruff and Irving M. Farber.

* * *

Douglas Corp. has acquired exclusive rights to more than 2 million feet of film from The American Museum of Natural History, New York. The film, covering 30 years of world expeditions, will be edited and released to TV, theaters and schools.

* * *

Telenews Productions Inc. released to TV stations last week a special edition of *Telenews Daily* containing what was said to be the first direct statement made to the American public by Gen. Mohammed Naguib, prime minister of Egypt.

**Film People**

Oliver Unger, executive vice president, Snader Telecension Sales and headquartered in New York, has resigned to set up his own TV film distribution firm. He continues on Snader Telecension Corp. board of directors.

* * *

Al Joyce, producer on KNBH (TV) Hollywood *Your Big Moment*, Gross-Krassen Inc., Culver City, to handle publicity for CBS-TV's *Big Town*.

* * *

Pat Kane, production staff of Lewis & Clark Inc., Chicago, producers of filmed TV shows, has been named supervising producer of a new show, *Nothing but the Truth*, a five-minute continuing series, starring Alexander Scourby.

* * *

Norman Reitche, assistant to Jacque Braunstein, executive producer of Screen Television Productions, Hollywood, adds duties as story editor.

* * *

William Sands, film division of NBC-TV Hollywood, joins production department of FilmeCraft Productions, the city.

* * *

Danny Cahn, film editor for Desilu Productions, Hollywood, on CBS-TV's *I Love Lucy*, won the American Cinema Editors quarterly award for TV film editing.
Entries are somewhat sporadic and scattered, lacking a clear structure. However, a few key points can be discerned. A classification or categorization of the content is not apparent, and without a clear structure, the document appears to be a杂乱无章的组合，可能包含各种不同的内容片段。
**FCC Actions**

(Continued from page 88)

From 1400 kHz. 250 w un to 1232 kHz. 1 kw-D. AMENDED to make frequency change and change type trans. authorized.

KSWB Yuma, Ariz.—CP to replace expired CP, which authorized new AM on 1240 kHz. 250 kw-D.

License for CP

KFBF Needles, Calif.—License for CP, which authorized new AM.

WTWB Coldwater, Mich.—License for CP, as mod., which authorized change in power of operation, in power of station of DA and change in ant. and trans. systems.

WHEF Sanford, N. C.—License for CP, as mod., which authorized new AM.

Modification of CP

WBET Breckton, Mass.—Mod. CP, which authorized changes in frequency of operation and installation of DA to make changes in DA.

WPEL Montrose, Pa.—Mod. CP, which authorized new AM, for approval of ant., trans. location and specify studio location.

Extension of Completion Date

KDFP Albuquerque, N. M.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

TENDERED FOR FILING

WMC Memphis, Tenn.—CP to change effective height of NW tower of DA array.

**October 15 Decisions . . .**

**BY COMMISSION EN BANC**

AM—1390 kHz

WIRK West Palm Beach, Fla.—Granted CP to increase power to 1 kw on 1450 kHz. 250 kw-D.

KUOM Owatonna, Minn.—Granted CP to increase power on 1490 kHz. 250 kw-D.

Change Antenna System

WBAM Montgomery, Ala.—Granted mod. CP to make changes in ant. system.

Extension of Authority

KWIN Ashland, Ore.—Granted extension of authority to remain silent 30 days, from Sept. 9 to Oct. 9, 1955. Station not in operation during that time. Commission approval if control is transferred.

KPBS Olathe, Kan.—Granted extension of authority to remain silent 30 days, from April 6, 1955, pending completion of move to Kansas City, Mo.

License Renewals

Following grants were renewed licenses of CP holders:


**POLL GRANT**

**JEFNES Reviews Review**

FCC Oct. 9 denied a petition by Valley Television Co., applicant for uhf Channel 21 in Youngstown, Ohio, asking reconsideration of the Commission's decision of Sept. 17, granting of Channel 21 to Polan Industries on Sept. 19.

Valley Television had maintained in its petition [41 FCC 12, Oct. 5] that Channel 21 was granted only 17 working days after its final allocation to that city. Substitution of Channel 21 for 33 at Youngstown was made by the Commission to correct an error in minimum spacing of uhf channels [6 FCC, Sept. 17]. Valley Television's petition agreed in effect with FCC Chairman Paul Clauer and members Robert Bartley, both of whom dissented in the FCC grant order on grounds the grant to Polan Industries was too hasty.

Valley Television also had suggested questioning of financial qualifications of Polan Industries to construct and operate the Youngstown station, plus a TV station in Ashland, Ky., for which Polan has received a grant and bids for four other TV outlets.

**SERVICE DIRECTOR**

Customer-Built Equipment U. S. RECOR DING CO.

1121 Vermont Ave., Wash., D. C.

**TOWERS**

**AM** and FM Complete Installations

**SERVICE DIRECTORY**

**Robert M. Morley**, Assistant Manager

**Commercial Radio Monitoring Company**

**RECORDING ENGINEERS**

**Station Planning** and **Complete Guidelines**

**BROADCASTING** and **Telecasting**

**Dave & Barbee**

**TELEVISION PROGRAMS**

**STATION PLANNING** AND **ALL GUIDANCE**

P. O. Box 7037

**Jackson, Michigan, **
JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1329 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE*

COMMERCIAL RADIO EQUIPMENT
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL LTD.
D. 1319
WASHINGTON, D. C.
F. O. BOX 7027
JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE*

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE*

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE*

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG. EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE*

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W. Republic 3883
WASHINGTON, D. C.

JOHN CREUTZ
319 BOND BLDG. REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE*

Lynne C. Smeby
"Registered Professional Engineer"
1211 G St., N. W. EX 8073
Washington 5, D. C.

Robert L. Hammett
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

George P. Adair
Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television
1610 Kyle St., N. W., Wash., 6, D. C.
Executive 1219—Executive 5451
(Right-to-left, holidays, Lockwood 3-8189)
Member AFCCE*

Robert L. Hammett
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

Bernard Associates
CONSULTING RADIO ENGINEERS
501 Sunset Blvd.
Hollywood, Calif. FOrmondy 2-6715

James C. McNary
Consulting Engineer
National Press Bldg., Wash., 4, D. C.
Telephone District 1205
Member AFCCE*

—Established 1928—
PAUL GODLEY CO.
Upper Montclair, N. J. NO. 5-3000
Labs of Great Notch, N. J.
Member AFCCE*

There is no substitute for experience
GILLET & BERQUIST
982 N. A. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE*

Russell P. May
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE*

Kear & Kennedy
1302 18Th St., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

Guy C. Hutcheson
P. O. Box 32
1100 W. Abroad
Arlington, Texas

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APTOS—3352
Member AFCCE*

Harry R. Lubcke
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESCENT WAY NO 9-3566
HOLLYWOOD 28, CALIFORNIA

James R. Bird
Consulting Radio Engineer
Fairmount Hotel, K.Y.A.
32 Elm Ave.
San Francisco 8, Calif.
Mill Valley, Calif.
DDouglas 1-5558
EDale 1-4971
Member AFCCE*

October 20, 1952 • Page 91
Help Wanted (Cont'd)

First class engineer. No experience required. Write WCBT, Rosaneck Rapids, Virginia. Z.

Combination engineer announcer, with a voice and production that will sell. No experience necessary, but must have excellent vocals or voice. Must be able to work alone. Send full details and telephone number. WFDU, Box 450, Newark, New Jersey.

First class engineer with announcing ability. Eighty dollars weekly. Send full details and telephone number. WLCR, Box 104, WJC, Jacksonville, North Carolina.

First class engineer or combo immediately. WJNY, Burlington, Vermont, centrally located. Beautiful summer, winter. Rush references, background, salary requirements.

Help wanted: Combination man to assist engineering part time. Small station. Small town. Fast set up. Must be able to work alone. Send full details and telephone number. WHIC, Box 205, North Carolina.

Production-Programming, Others


Help Wanted (Cont'd)

Beautiful Virginia—Combo announcer-engineer, top salary. Must be first class in all fields. Send full details and telephone number. WMBR, Box 40, Virginia Beach, Virginia.

Expanding operations! Immediate opening two announcers with first class experience. Write or call WBCF, Newport News, Virginia.

First class engineer, no experience necessary. Eighty dollars weekly. Rush references, background, salary requirements.

Help wanted: Combination man to assist engineering part time. Small station. Small town. Fast set up. Must be able to work alone. Send full details and telephone number. WHIC, Box 205, North Carolina.

Technical

First class engineer. No experience required. Virginia network station. Box 106, Petersburg, Virginia.

Immediate opening for first class transmitter operator for full time position. Write Box 728B, BROADCASTING TELECASTING, giving phone number.

Transmitter engineer, single. Some experience. Experience desirable. Write Box 636B, BROADCASTING TELECASTING.

Woman for continuity writing and air work. Experience desirable. Excellent opportunity with large radio station with television affiliation. Send full background, sample continuity and resume. WJSB, Box 6008, BROADCASTING TELECASTING.

Newsmen—Need mature, settled, experienced newsmen. Write at once for details. WJYX, Box 38, Miami, Florida.

Immediate opening for first class transmitter operator. No experience necessary. Send complete information, references, and photo. Box 219, BROADCASTING TELECASTING.

Expanding operations! Want alert all-round newsmen to gather, write local news, assist in announcing. Ability to handle small-town woman with good voice. Better than average salary. Box 174, BROADCASTING TELECASTING.

Western Michigan station, 1000 watt independent, open for combo man, as well as engineer, with good voice. Send full details and telephone number. WYFR, Box 103, Grand Rapids, Michigan.

Help Wanted

Commercial Manager—Major South- western independent television, New Orleans, Louisiana. New opening. Write with complete detail and references for appointment. WNOE, Box 400, New Orleans, Louisiana.

Manager for new 500 watt daytime station in South. Write with complete detail and references for appointment. WIXL, 500, Greenville, South Carolina.

Help Wanted

Commercial Manager—Major South- western independent television, New Orleans, Louisiana. New opening. Write with complete detail and references for appointment. WNOE, Box 400, New Orleans, Louisiana.

Manager for new 500 watt daytime station in South. Write with complete detail and references for appointment. WIXL, 500, Greenville, South Carolina.

Help Wanted

Commercial Manager—Major South- western independent television, New Orleans, Louisiana. New opening. Write with complete detail and references for appointment. WNOE, Box 400, New Orleans, Louisiana.

Manager for new 500 watt daytime station in South. Write with complete detail and references for appointment. WIXL, 500, Greenville, South Carolina.

Help Wanted

Commercial Manager—Major South- western independent television, New Orleans, Louisiana. New opening. Write with complete detail and references for appointment. WNOE, Box 400, New Orleans, Louisiana.

Manager for new 500 watt daytime station in South. Write with complete detail and references for appointment. WIXL, 500, Greenville, South Carolina.

Help Wanted

Commercial Manager—Major South- western independent television, New Orleans, Louisiana. New opening. Write with complete detail and references for appointment. WNOE, Box 400, New Orleans, Louisiana.

Manager for new 500 watt daytime station in South. Write with complete detail and references for appointment. WIXL, 500, Greenville, South Carolina.
**Help Wanted (Cont'd)**

### Television

**Salesmen**

Weekly and Excellent climate, applying in Southeast. Established newspaper, good broadcasting telecasting.

**Situations Wanted (Cont'd)**

**Managerial**

Experienced executive, knows sales, personnel and engineering, manager of Kibbald, independent, with strong sales background, desires change for good reasons. Superb, reliable, will be a mem-ber of our staff. If interested please reply promptly. Mar-ried family. Serious inquiries only. Call your sales experience. Every detail important.

**Situations Wanted (Cont'd)**

**Technical**


**Production-Programming, Others**

Continuity writer for television station in Southeast. Established newspaper, experience desirable but not required. Must be able to type at 50 words per minute.

**Production-Programming, Others**

**Program director: experience:** station engineer, sales, supervises production and programming. Program director, manager, engineering, supervision, and technical. Local agency experience over NBC and ABC. Will furnish highest references from past employers. Present program director of leading station and refers to local management.

**Situations Wanted (Cont'd)**

**Telecasting**

Want experienced director, sales. Prefer you're a veteran. Interested in TV, station operation. Special ability, desire to make position with position with large to medium large to medium size station with open programming. Please give full details in writing. Box 787R, BROADCASTING TELECASTING.

**Producer, experienced chief mainte-**

**Program director:** college graduate, three years experience. Excellent ideas, smooth programming. Superb knowledge of music. Presently em-ployed. Box 789R, BROADCASTING TELECASTING.

**Announcer:** light experience. Have done news, disc shows, staff announcing, on- air sales, etc. Veteran, can expect a long stay. Veteran. Box 790R, BROADCASTING TELECASTING.

**Producer:** will swap production experience, cre-ative ability, directing, recording. Desires position with medium to large to medium large size station with open programming. Please give full details in writing. Box 792R, BROADCASTING TELECASTING.

**Technical**

Television Manager

Will swap production experience, cre-ative ability, directing, recording. Desires position with medium to large to medium large size station with open programming. Please give full details in writing. Box 793R, BROADCASTING TELECASTING.
Situations Wanted (Cont'd)

First phone. Experienced various phases broadcasting. Ambitious, good references, thoroughly familiar with TV. Car. Will accept commitments now with station. Eastern preferred. Available immediately. Box 782R, BROADCASTING • TELECASTING.

Graduate electrical engineer (31) first phone. Radio, school diploma preferred. Experience in lighting, sound recording, photography, 3mm projection. Servicing desires TV experience. TV technician. R. S. Shain, 102 Mountainhouse Road, South Orange, New Jersey.

Production-Programming, Others

Film producer director, Age 30. Member Eastern Screen Directors Guild. At present associated with major network. Seek change will locate. Seeking production work. Box 782R, BROADCASTING • TELECASTING.

TV director... for 16 months at one of country's top television stations, building and producing shows in full. College graduate. Available November 1. Presentation on request. Box 768R, BROADCASTING • TELECASTING.

TV-Anywhere. Bright gal with best radio experience, some in theater and TV, College graduate. Currently scripter, key stage. Seek opportunity as director-producer. Attn. Box 768R, BROADCASTING • TELECASTING.

For Sale

Stations

Midwest station, AM-FM, 1 kw metropolitan market. Desirable location. Monthlies - all except 2 days. Box 769R, BROADCASTING • TELECASTING.

Southwest Independent, 320 watt. Cross country coverage. Desirable fast growing area. Terms. Box 768R, BROADCASTING • TELECASTING.

Equipment, etc.

Used heavy duty guied 225' tower. Formerly supported heavy FM antenna. Suitable for construction of 300', Disassembled. Midwest area. $1,500. cash. Box 764R, BROADCASTING • TELECASTING.

One complete rectangular 4 tower antenna power and phase feeding system including antenna tuning units, meters, sampling phase meters, open wire transmission line accessories. Excellent condition. Box 764R, BROADCASTING • TELECASTING.

Late model 250 watt Gates transmitter. Like new $1650. Will crate for shipment. Box 761R, BROADCASTING • TELECASTING.

Collins 1 kw FM transmitter. Excellent condition. Like new 1004PA unit. Offer. Reply Box 763R, BROADCASTING • TELECASTING.

250 foot RG11U coaxial cable $140.00 M. 250 feet RG11U coaxial cable in 3 lengths. $500.00 M. 300 foot stranded No. 8 rubber covered wire in short length. $3.00 hundred feet. 1800 No. 8 Pound Wire $2.00 spool. 5 pound. Contact Stewart, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Collins 3 kw FM transmitter. Excellent condition. Like new 1004PA unit. Offer. Reply Box 765R, BROADCASTING • TELECASTING.

250 watt General Electric AM transmitter. Operates and looks like new. Everything completely overhauled and refinished. Complete with one set tubes. $2400.00. Box 768R, BROADCASTING • TELECASTING.

For sale-200 foot guied tower complete with lightning. All offers considered. KGNO, Dodge City, Kansas.

Will sell at small discount a new RCA 211A S9 generator complete set up. RCA TVA transmitter chain with studio control and field camera type M-82 and M-81A. Contact Frank C. Carmalt. Radio Station KUTA. Salt Lake City, Utah.

Collins 42A 250 watt antenna tuning unit, metal waterproof housing. No. 211-300. Complete with all wire. All new. Dalton Sanders, Engi.

One RCA type RTP-1A walkie talkie microphone used, needs some repairs $60.00. One Collins 26C limiting amplifier used $80.00. One GE type EA1 amplifier used $80.00. One GE wire recorder used $100.00. Two RCA wire recorders used $450.00. Collins 26C, Chief Engineer, Station WAYS, Charlotte, North Carolina.

Complete GE 3 kw FM station, whole or part for information-WICE, Providence, Rhode Island.

One kw AM transmitter (used less than one year) type XT-1A, Model 9XT1AL, console with desk type BCA GE 3 kw FM transmitter type BTA-21 also modulation and frequency monitors and monitor amplifier, jack strip and rack. 500 feet of 3½" coax in good condition. 1000' of RG11U in good condition. Station 250 North Dakota Broadcasting Company, Bismarck, Minot, North Dakota. Phones 51-161.

Assortment of RF ammeters 0-1 to 0-10 amps. used $25.00. Johnson 750 MFM. 7600 Wv. used. Assortment of RF meters used $45.00. Assortment of BTA direct current meters. Assortment of RF switches, ammeter, megger connections, antenna testers, d-c meter, coaxial cable clamps, strain insulators, etc. for television transmission. Exbook 2-5650: $200.00 and key switches. Write for complete list and prices. Contact Stewart, Chief Engineer. Station WAYS, Charlotte, North Carolina.

Californian

For Sale (Cont'd)

Wanted to Buy

Stations

Wanted to buy—Station in single station market preferable due to small TV coverage. Write full particulars and terms to Box 602, Dunn, North Carolina.

Equipment, etc.

Wanted—Used transmitter for stand-

by use. Operating $1000. Offer. Box 626R, BROADCASTING • TELECASTING.

Wanted—10 kw. FM transmitter or amplifier and FM monitor. Give description and lowest price first letter. Box 762R, BROADCASTING • TELECASTING.

Wanted—Used turntables, console, frequency monitor, modulation monitor, one unit. Reply Box 780R, BROADCASTING • TELECASTING.

Wanted: 5 kw AM transmitter, late model, standard make. Also 250 to 1000 kw FM transmitter and antenna. KREM, Spokane, Washington.

Wanted—Locke Pivot tower insulator 2504 or Larger Similar Wire. Collect to XEF, Monterrey, Mexico.

Need 5 kw transmitter in good condi-

tion over ten years old. Also dual single channel console connected. Both commercial, Air mail information to W. D. Perry, KREK, San Diego, California. A mountain Network, 146 South Main Street, San Diego California.

Buy 250 watt transmitter preferably Western Electric or RCA, P. O. Box 602, Monterrey, N. L. Mexico.

Miscellaneous


Help Wanted

Managerial

MANAGER

MANAGER

Manager for new Station WOKK new building in Bates Range, Louisiana. You must have a background as station manager, managerial attitude and a proven record of success, a minimum of at least 75.000. This is a good paying job and an opportunity to work for a company who know how to sell in a competitive market. You will be located in one of the least traveled and many nucleus of successful operation and you will form a complete part of the management team. KRAK, Lake Charles, Louisiana. You have the qualifications to do this job, your experience your results. You will receive a good base salary plus a good bonus. We have the range to give you the results you want. We want a manager capable of running this station, help build up the station and we want a real salesman who can and will promote sales. We are looking for a man who is capable of handling all phases of the station operation and for management. The qualifications and experience are not as important as your ability to meet our requirements.

We are interested in the background, the education, the business background, the sales ability and the right record for the past four years.

Apply Stanley W. Ray, Jr., Manager, Station WOKK, New Orleans, Louisiana.

Help Wanted (Cont'd)

PERSONALITY DISK JOCKEY

Midwest network station in market of over 100,000 wants today morning DJ. Outstanding opportunity for a mature, energetic disk jockey who enjoys building and selling on audience from 7 to 9 A.M. Non competition. Experience is Midwest network station necessary. We will entertain any reasonable compensation arrangement. Send photo, disc or tape and complete details to Box 782R, BROADCASTING • TELECASTING.

Television

Managerial

EXPERIENCED TV EXECUTIVE to take charge of UHF stations in present of over 1000,000 position as assistant manager or second in command. Must have complete rewrite, ability to handle first letter. Box 762R, BROADCASTING • TELECASTING.

Situations Wanted

PROMOTION MANAGER

50,000 watt radio and TV network affiliate wants to relocate in New York City or New England. Interested in publicity, promotion, merchandising or programming with AM, TV, station or agency or rep. Top references available. All offers given careful consideration. Box 802R

BROADCASTING • TELECASTING

Announcers

OUR CHIEF ANNOUNCER WANTS TO MOVE

and we don't blame him. Our long-

haul policy prevents the development of a strong person. Our chief announcer has a strong sense of "self" and of radio production. Should do a top job as network staff, news or independent DJ. We'd like to see him in a setting where he can grow. He's a family man and has three kids. Excellent opportunity for a hard worker. Burns. Write or wire. M. E. Rogers, General Manager, WOGM, Washington, D. C.

Announcers

For Sale

Eastern Independent

$50,000.00

A profitable daytime independent located in a well-diversified Eastern market. An excellent opportunity for two partners.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

WASHINGON RD. 379-1500

CHICAGO

SAN FRANCISCO

Ray V. Hamilton

Lenor M. Smith

Tribune Tower

235 Montgomery St.

1-7148

1-7148

WASHINGTON, D. C.

Stirling 451-3

1-7148
Docket Actions...

ORDERS

Tampa, Fla.—FCC denied petition by Orange Television Co. for clarification or, in alternative, for enlargement of permit in proceeding on its application and those of Tampa Times Co. and Tampa Newspapers, Inc., for new TV stations in Tampa, which would require Commission to receive evidence and make determinations as to whether applicants would, on engineering basis, best serve the public interest of Tampa, Fla., and communities, areas, and populations within an antenna field in the proposed Counties. Order Oct. 6.

Wichita, Kan.—FCC denied motion by WRK, Inc., to enlarge hearing in proceeding on its application for TV station, KAKE, in Wichita, Kan.—FCC permitted WRK, Inc., Mid-Continent Television Inc. and Sunfunwes Inc., to file notice of new TV stations at Wichita, which would require Commission to receive evidence and make determinations on areas and populations served by new A and Grade B service from stations proposed in subject applications, and that Grade A and Grade B service available to such areas and populations from stations in operation, under construction, and proposed in pending applications. FCC also denied request for oral argument on motion. Order Oct. 16.

Wichita, Kan.—FCC denied motion by The Radio Station KFH Co. to enlarge hearing in proceeding on its application, KFH-Wichita, KFH-Kansas City, and KFH-Atlanta, for new TV stations in Wichita in order that petitioner will have opportunity to evidence on such factors of comparison as present TV service, proposed new TV service, and present Grade A and B contours, extent to which each applicant will provide efficient utilization of existing service, and available other of television services, existing or proposed. FCC denied oral argument on motion. Order Oct. 16.

Flint, Mich.—FCC denied motion by Trex, Inc., to enlarge hearing issues in proceeding on its application and that of WBF, Inc., for new TV stations at Flint in order that petitioner will have opportunity to evidence on such factors of comparison as present TV service, proposed new TV service, and present Grade A and B contours, extent to which each applicant will provide efficient utilization of existing service, and available other of television services, existing or proposed, and as far as possible, to evidence the capability of each applicant to make available Grade A service in the overlap areas. Order Oct. 16.

Jackson, Miss.—FCC denied motion by Bcstg. Inc., to enlarge hearing issues in proceeding on its application and that of WBF, Inc., for new TV stations at Jackson in order that petitioner will have opportunity to evidence on such factors of comparison as present TV service, proposed new TV service, and present Grade A and B contours, extent to which each applicant will provide efficient utilization of existing service, and available other of television services, existing or proposed, and as far as possible, to evidence the capability of each applicant to make available Grade A service in the overlap areas. Order Oct. 16.

Duluth, Minn.—FCC denied petition by Head of the Lakes Bostc., Co., to enlarge hearing issues in proceeding on its application and that of KFC, Inc., for new TV stations at Duluth in order that petitioner will have opportunity to evidence on such factors of comparison as present TV service, proposed new TV service, and present Grade A and B contours, extent to which each applicant will provide efficient utilization of existing service, and available other of television services, existing or proposed, and as far as possible, to evidence the capability of each applicant to make available Grade A service in the overlap areas. Order Oct. 16.

Kensico, N.Y.—FCC denied petition in above order denying petitions for motions to enlarge hearing issues in proceeding on its application and that of New York Television Stations of New York, Inc., for new TV stations at Kensico in order that petitioner will have opportunity to evidence on such factors of comparison as present TV service, proposed new TV service, and present Grade A and B contours, extent to which each applicant will provide efficient utilization of existing service, and available other of television services, existing or proposed, and as far as possible, to evidence the capability of each applicant to make available Grade A service in the overlap areas. Order Oct. 16.


Rossmoyne Corp., Harrisburg, Pa.—FCC denied petition for clarification or enlargement of issues in the proceeding on its applications and those of Kendrick Bostc., Co., for new TV stations at Harrisburg on issue of ERP from master to auxiliary. One issue was added: "To determine the rate of ERP from master to auxiliary stations that will exist between the Grade A and Grade B TV service in the overlap areas..." Order Oct. 16.

FCC Action

(Continued from page 91)

licensee to station, overall height above ground, 490 to 539 ft.

Tendered for Filing

WOC Davenport, Iowa.—CP to make changes in DA to incorporate taller tower for Station WOC-TV.

October 12 Applications

Extension of Completion Date

WTRV, Pittsburgh.—Mod. CP as mod., which authorized new AM, for extension of completion date.

WNK Journey, Des Moines.—Mod. CP, which authorized new AM to change tras, location from SE corner of Pas-cal- gue & S. West Sts. to W of Robinson Rd., about 0.3 mi. N of R. 18 Jackson; specify studio location at latter location; change ERP from 325 kw to 365 kw, 63.94 kw a.u.

Change Name

KOTY (TV) Jackson, Miss.—Mod. CP, which authorized new AM to change name to "WJTV Jackson, Miss."

Change Studio Location

WPBR-FM, Fair Lawn, Mass.—Mod. CP, which authorized new AM to change studio location from "be determined," Fair Lawn, Mass., to Ham-bury Rd., Tiverton, R. 1.

Tendered for Filing

Extension of SSA

WOI Ames, Iowa.—Extension of SSA to change DB to from 8 a.m. to 6 a.m., for period ending Feb. 1, 1953.

WALF Norfolk, Va.—Mod. CP to change from 900 w-D to 1 kw-D.

KPX (TV) San Francisco.—Mod. CP, which authorized change in existing TV to change ERP from 3.5 kw a.u. to 10 kw a.u., 50 kw a.u., change ins and change DB to from 6:00 a.m. to 4:00 a.m., to change new CP, which authorized new TV to change DB to from 6:00 a.m. to 4:00 a.m., to change ERP from 3.5 kw a.u. to 10 kw a.u., 50 kw a.u., change ins and change DB to from 6:00 a.m. to 4:00 a.m.

WANTED

TELEVISION ENGINEER for COLOR TV

Smith, Kline & French Laboratories of Philadelphia needs an engineer to direct the installation, operation and maintenance of its color television equipment (CBS system) in order to carry out its series of medical television programs. Must be well trained, experienced in operating TV chains and supervising technicians, willing to reside in Philadelphia and willing to travel. Salary excellent. Excellent working conditions.

Contact: Lewis M. Lang, Smith, Kline & French Laboratories, 1530 Spring Garden St., Philadelphia 1, Penn.; LOCUST 4-5400.

October 20, 1952 • Page 95
FCC Roundup
(Continued from page 95)

(5,49%), manager and 35% stockholder of W. H. Eddington. (transcription library), Mr. W. H. Eddington, Inc. Chevrolet Auto Service Corp., Louisville, Ky., maintains the present assignment for WVOG, under the management of Walter L. Van Vleet, executive vice president.

J. W. Litten Porter & Sons, a partnership of principals which operates WJPA, Inc. in partnership with principals of World Best System, Inc., the latter being a partnership of principals of WDRC, Inc.

Bennington, Vt.—Catamount Bosco, Inc. Granted 1730 kc. 500 w. day, antenna height 300 ft. engineering condition. Estimated construction cost $50,000, first year operating cost $45,000, revenue $45,000. Permittee is James W. Hoagland, president; James R. Hoagland, treasurer; and Charles T. Hoagland, secretary. Filed Jan. 25, 1951; granted Oct. 15, 1951.

Barsewell, R. C.—Blue Ridge Bosco, Inc. Granted 740 kc. 200 w. day, engineering condition. Estimated construction cost $16,125, first year operating cost $35,000, revenue $42,500. Permittee is Mr. R. C. Barsewell. Filed May 21, 1951; granted Oct. 15, 1951.

Bennington, Vt.—Catamount Bosco, Inc. Granted 1730 kc. 500 w. day, engineering condition. Estimated construction cost $51,000, first year operating cost $40,000, revenue $46,000. Permittee is Mr. W. H. Eddington, Inc. Chevrolet Auto Service Corp., Louisville, Ky., maintains the present assignment for WVOG, under the management of Walter L. Van Vleet, executive vice president.

J. W. Litten Porter & Sons, a partnership of principals which operates WJPA, Inc. in partnership with principals of World Best System, Inc., the latter being a partnership of principals of WDRC, Inc.

Bennington, Vt.—Catamount Bosco, Inc. Granted 1730 kc. 500 w. day, antenna height 300 ft. engineering condition. Estimated construction cost $50,000, first year operating cost $45,000, revenue $45,000. Permittee is James W. Hoagland, president; James R. Hoagland, treasurer; and Charles T. Hoagland, secretary. Filed Jan. 25, 1951; granted Oct. 15, 1951.

Barsewell, R. C.—Blue Ridge Bosco, Inc. Granted 740 kc. 200 w. day, engineering condition. Estimated construction cost $16,125, first year operating cost $35,000, revenue $42,500. Permittee is Mr. R. C. Barsewell. Filed May 21, 1951; granted Oct. 15, 1951.
APPLICATIONS MODIFIED

SACRAMENTO, Calif.—Marina Helen Antrim, in accordance with the provisions of Section 312(a) of the Communications Act and Section 5 of the_BGRG_ of 1940, did file an application with the Commission, in Form 205. In the application, applicant seeks authority to reclassify the antenna height above average terrain for Station KQCA (AM), KQCA, at 594 kHz (204.0 m). In the application, the antenna height above average terrain is specified to be 230 feet (70 m), while the antenna height above average terrain is specified in the application to be 181 feet (55 m).

APPLICATION MODIFIED

VICTORY AT SEA

BBC to telecast NBC Film

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary by Captain John H. P. Studebaker, USN, with NBC Vice President Robert W. Sarnoff, who flies to London for the occasion. Preview of two episodes was presented for NBC newsmen by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

THE anestheses were Dr. Gen. David Sarnoff, RCA board chairman; Joseph N. McConnell, NBC president; Robert Oppenheimer in charge of NBC's TV film division; Maj. Gen. Frank Cross, Chief of Naval Operations; John F. E. McCall, NBC's Pacific Coast head; and the Navy for Air: Herbert Kaskins, Assistant Secretary of the Air Force; and L. C. Shepherd, Jr., Commandant of the U.S. Marine Corps.

TV Grants and Applications

(Continued from page 66)

MOVIE PEOPLE URGES THEATRE TV FREQUENCIES

THEATRE TV needs its own frequencies because no one else can do it as well and as cheaply as is in the motion picture interests' position on eve of hearing before FCC en banc which begins today (Monday) at National Museum in Washington as expressed at news conference in Washington Friday.

Expected to reach in week of hearings will concern themselves solely with technical and cost phases of issues. Subsequent hearing, scheduled to begin Jan. 12, will treat with lay testimony and cross-examination.

Essentially, theatre TV adherents—notably Motion Picture Assn. of America and National Exhibitors Theatre TV Committee (comprising exhibitors) seek to prove that 400 megacycles band in microwave region (about 6-7,000 mc) is needed to provide four 10-mc channels for theatre TV system capable of delivering 35mm-quality picture on movie screens. Also, they will attempt to show that A&P can't provide these facilities now and for good long time and that even if it could charges would be exorbitant.

No conflict exists between home TV and theatre TV, proponents will insist. Theatre TV will supplement home TV, not compete with it, they will say.

Scheduled to testify during next two weeks are following:

Earl I. Sponable, 29th Century-Fox; Paul Ratbourn and Richard Hodgson, Paramount; John W. Clark, Warner Bros. Associates (ticket makers); Skipwith W. Atley, General Precision Lab.

Also engineers Ronald D. Hanks & Bailey; and Frank H. McIntosh and Andrew F. Ingle, McIntosh & Ingle, Inc.

'rescinded Polan grant and set aside for hearing. Valley Television also declared Polan Industries not qualified for grant. In previous request, Valley

TELEVISION petitioned for reconsideration but Commission dismissed claim on ground that Polan grant was not premature and that Valley Television had not controvertied Polan application.

UPT EARNINGS REPORT

ESTIMATED earnings of United Paramount Theatres for first nine months of 1962 totaled $8,435,000 including $1,465,000 in capital gains, as against $9,537,000, including capital gains of $3,483,000, for same period last year, President Leonard H. Goldenson announced Friday.

Reported still under consideration of UPT and ABC is still awaiting FCC approval. Also pointed out that UPT operating companies have added Theatre TV equipment in Dallas and Houston and that other installations are under way in Los Angeles, Salt Lake City and Buffalo. Theatre telecast of Walcott-Marciano boxing bout was carried in eight UPT subsidiary theatres and results were "good." During same quarter of year, he said, UPT disposed of 24 theatres, of which 10 were by termination of joint interests.

CONVENTION LISTENERS

REPORT showing 64.3% of U. S. homes heard radio coverage of at least one session of Democratic National Convention, compared to 60.6% in case of Republican conv, was released Friday by A. C. Nielsen Co. Listening of less than six minutes' duration not counted. Democratic convention figure represented 27,926,000 households and GOP 30,000,022. Average home tuned to 3 GOP sessions, 3.1 Democratic sessions (day being divided into two "sessions": one, daytime to 6 p.m.; other, evening after 6 p.m.).

FPA, SAG NEGOTIATIONS

FILM PRODUCERS Assn. of New York and Screen Actors Guild will resume negotiations tomorrow (Tuesday) on contract covering actors in filmed spot commercials. Parties met three times last week to attempt to set up formula to solve such questions as actors completing several episodes of a TV show for reissue. SAG and FPA are reported in agreement on bonus after reissue following 15 or 26-week period depending on area. Parties seeking formula for payment above $70 scale per day if actor completes more than one spot with SAG asking for percentage higher than FPA claims it can afford to meet.

SELL MEDIUM AS WHOLE

Radio broadcasting industry has banded together behind concept of selling medium as whole as well as stations individually, R. David Kimble, BAB national promotion director, told advertisers and advertising agency executives attending Friday's opening session of Ohio U.'s ninth annual Advertising & Sales Promotion Conference in Columbus. This approach, Mr. Kimble declared, has resulted in advertisers placing more stress on sales results, rather than competitive ratings, in judging effectiveness of advertising.

REPUBLICANS SPONSOR

FEDERATION of Women's Republican Clubs of New York state sponsoring discussion of "Youth Deserves a Future," Oct. 6-7, at 3-6:45 p.m. EST today (Monday) over seven NBC- affiliated radio stations in New York state.

NCAA BASKETBALL BAN?

DePaul U., Chicago, which has highly successful basketball squad, has petitioned National Collegiate Athletic Assn. for same protective treatment from TV it gives football, Chicago lawyer Arthur Morse, DePaul graduate manager of athletics, has asked problem to be placed on NCAA convention agenda in January (see earlier story). He says NCAA as all-athletic body should be as interested in aiding college cage teams as football squads. He claims DePaul, which plays top teams at Chicago Stadium without TV, is losing money to competing teams who appear on TV.
Almost 10% of the nation’s sales take place in WJR’s primary coverage area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the only single medium that reaches this entire market EFFECTIVELY AND ECONOMICALLY! Contact WJR or your Christal representative today!

Almost 10% of the total U.S. (national) sales are made within WJR’s primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the only single medium that reaches this entire market EFFECTIVELY AND ECONOMICALLY! Contact WJR or your Christal representative today!

### WJR Market Data

<table>
<thead>
<tr>
<th>Category</th>
<th>Value</th>
<th>% of U.S. Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Population</td>
<td>12,601,300</td>
<td>8.3</td>
</tr>
<tr>
<td>Radio Homes</td>
<td>3,784,170</td>
<td>8.1</td>
</tr>
<tr>
<td>Retail Sales</td>
<td>$13,613,431,000</td>
<td>9.3</td>
</tr>
<tr>
<td>Food Sales</td>
<td>$3,266,766,000</td>
<td>9.4</td>
</tr>
<tr>
<td>Drug Sales</td>
<td>$464,447,000</td>
<td>10.3</td>
</tr>
<tr>
<td>Filling Station Sales</td>
<td>$739,614,000</td>
<td>10.1</td>
</tr>
<tr>
<td>Passenger Car Registrations</td>
<td>4,116,934</td>
<td>10.2</td>
</tr>
</tbody>
</table>

Almost 10% of the total U.S. (national) sales are made within WJR’s primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the only single medium that reaches this entire market EFFECTIVELY AND ECONOMICALLY! Contact WJR or your Christal representative today!

Radio—America’s Greatest Advertising Medium

WJR, Fisher Building, Detroit 2, Michigan

WJR Eastern Offices: 665 Fifth Avenue, New York 22, N.Y.

Represented nationally by the Henry I. Christal Company

Canadian representatives: Radio Time Sales, (Ontario) Ltd.
It's The KMBC KFRM Team and It's Wholehearted and "Wise"

"Women-Wise"...

KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home." (8:30-9:00 AM, Monday through Friday). But that's not all. Women in the Heart of America know all about Bea Johnson, too. They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

Cal...
WNEW BALANCE SHEET
Independent's Success Story Told by 'Fortune'

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-panel 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 holds 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 $2,420,400, it took an operating profit of $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. Dollars-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 t-e-a-t-1-a-s-e-r-n-o-n."

Fortune's article recounted 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 villain 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 $30,000 the first 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 1130 kc, has a CP to increase power to 50 kw. The outlet is owned by William Cherry, who also owns WPRO-AM-FM Providence.

RATES Committees

ROBERT SARNOFF, president, Radio and Television Executives Society, has named committee chairmen as follows: Programs—Ted Cotz, 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.

Ideal home for permanent tenant! Perfect location (9:30-9:00 a.m. Monday through Friday) in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bob Johnson (formerly Joanne Taylor) to the women of the Heart of America and operated strictly according to the Heart of American plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 50% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for inspection at all times. Call, wire or phone your nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate commitments are recommended.

BROADCASTING • Telecasting

October 13, 1952 • Page 101
SELL MORE IN THE SOUTH'S No. 1 State!

A Lucky Strike in the Camel City

* Winston-Salem is the home of R. 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 Cooper 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 WAGAR Cleveland, WLS Chicago, WCAU Philadelphia, KPFW Los Angeles and WFLD Chicago 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 commentator covering 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 Gordon T. Hughes. Frank Goss was host-narrator for KHUM Eureka, Calif., KRKN Roseburg, KYJC Medford, KFLW Klamath Falls, Ore., and WXEIE Kennewick, Wash.

PLACE MAT PROMOTION

MOST recent addition to overall promotion efforts of WBT (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 WBT'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

NEWSSTANDS 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 Brokhouser Show, Freedom, USA, the Villanova gridcasts and shows of the station's new broadcaster, Paul Sullivan.

WWMI BENCHES

TEN benches have been provided at key bus stop locations throughout Biloxi, Miss., by WWMI there to promote the station. Back of each bench carries the outlet's call letters and a reminder that WWMI 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-a-thon" the top three prizes are trips for two each to the inauguration. Third of the top three winners will go to a youngster who writes why his parents intend to vote.

SUCCESS CANCELS SPOTS

COMPLETE stock of 7,000 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 KDDL (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

WWPP Miami, Fla., flyer shows rouges' 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 Laundrymatic 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 WDDO-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 a.m. program.

the cornerstone of every advertising campaign
in New Haven and New England

represented by the Xelara Agency
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 he had just completed indicates the average TV station expends $1,000 per man per month. In smaller stations, it runs as low as $800 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”), 105 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 administrative; 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.
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, WRRP Washington, presided at the sessions. New officers were elected as follows: Cecil Hopkins, WWNC Asheville, president; Jack Younts, WEEB Southern Pines, 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 program," 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. 24-Oct. 4.

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 38 B.F.W. moved in at 7 a.m. Oct. 2, and stayed until 10:30 p.m., giving sportscasts, making announcements, spinning records, checking ledgers and selling radio time. The latter was stimulate 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!"

NCAB MEET

Profit-Making Tips Given by Knabb

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 newspaper 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; Harry 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 1961-62 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 1961, 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. Repplier, 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 awarded the

and

professional level

place in the

San Francisco

cisco

past

vision in

ule

show

a scientist

staff,

sonable

grams covering Mars,

was

BROADCASTING

In

The

program award

by

TV

and was given a

Best Ed-

ment

report

on

is a

in

program are always unpredictable.

Animals appearing on the pro-

gram are always unpredictable.

One night a litter of 91 snakes on

the show managed to wiggle from

their bag shortly after the show

signed off. No studio ever emptied

faster. But Academy scientists did

a quick, thorough job of getting

the snakes back into the bag.

Another time a gopher, being

readied for the program, bit its

handler during rehearsal. A small

amount of ether was used to slow

the gopher down for the actual

show so that he could be handled

safely.

While both sponsors and exec-

utives 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 Ass'n, at Chinook

Hotel, Yakima, Wash., fortnight

ago.

James Cox, West Coast director

of BMI, reminded that any TV im-

pact 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 ex-

ecutives, 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.

Rogan Jones, KVOS Bellingham,

discussed advantages of Broadcast

Advertising Bureau selling serv-

ices. William Trenor, NARTB

West Coast office, reviewed services

of the association.

WSAB members were advised of

plans for a state association net-

work to handle election coverage.

Some 20 stations participated in a

similar venture for primary elec-

tion coverage.

CBS Radio Brief

CBS Radio the past fortnight is-

sued a presentation, "Where Net-

work Radio Faces Peak Compli-

tion," 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 great-

est share of listening in the peak

TV hours of 5-10 p.m. [B+E, Sept. 8].
October 6 Applications

ACCEPTED FOR FILING

AM - 1096 kc

KILO Grand Rapids, Mich. — CP to change station site to 1440 kw, 500 n. w., 1 kw.

to 3760 St. Ambrose Rd., Grand Rapids. CP to change main studios location.

AM - 1054 kc

WEBR Atlanta, Ga.; WKOV Maple Grove, Ohio; KSR-FM Salt Lake City.; KFAM-FM St. Cloud, Minn.

APPLICATION DISMISSED

Extension of Completion Date

KMYC Marysville, Calif.—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

ACCEPTED FOR FILING

License Renewal

KPX (TV) San Francisco—License renewal.

License Petitions

WBBX-TV Birmingham —CP, which authorized changes in existing TV, to change ant. type. Ant. height above average terrain: 606 ft.

October 8 Decisions

By Comm. George E. Sterling

WATR Inc. Waterbury, Conn.—Denied application for extension of license.

American-Republican Inc. Waterbury, Conn.—Denied application for extension of license.

Lufkin Amusement Co., Beaumont, Tex.—Granted petition for extension of license.

KXTC Big Springs, Tex.; KFST Fort Stockton, Tex.—Denied petition for extension of license.

KXTC Big Springs, Tex.; KFST Fort Stockton, Tex.—Granted petition for extension of license.

By Hearing Examiner

Basil P. Cooper

Pinellas Best, Co., St. Petersburg, Fla.—Amended petition for extension of license.

Pinellas Best, Co., St. Petersburg, Fla.—Denied petition and for extension of license of certain named persons to change station site and location.

By Hearing Examiner

Romey Best Inc., St. Petersburg, Fla.—Amended petition for extension of license.

By Hearing Examiner

J. O. Leonard

Chief, Broadcast Bureau—Granted petition for extension of time from Oct. 12 to Oct. 31 to file for proposed station.

October 8 Applications

ACCEPTED FOR FILING

License for CP

KGNV Denver City, Tex.—Granted license for CP as mod., which authorized new antenna, new transmitter, change in trans. location.

AM - 1600 kc

WHIL Hammond, La.—CP to change station site to 25 kw, 500 n. w., change from D to UNL. AMENDED to change name of applicant to Sidney S. Rosenblum.

CP-construction permit

DAA-antenna facilities

ant-antenna facilities

cond.-conditional

D-day

LS-localsection

N-night

mod.-modification

aur.-aural

trans.-transmitter

unl.-unlimited

hours

STA-special temporary authorization

CG-conditional grant

SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new stations and transfer applications. Special to page 111.

October 8 Applications

ACCEPTED FOR FILING

License for CP

KGNV Denver City, Tex.—Granted license for CP as mod., which authorized new antenna, new transmitter, change in trans. location.

AM - 1600 kc

WHIL Hammond, La.—CP to change station site to 25 kw, 500 n. w., change from D to UNL. AMENDED to change name of applicant to Sidney S. Rosenblum.

AM - 890 kc

WILD Birmingham, Ala.—CP which authorized changes in existing AM station, to change from 5 kw-d to 30 kw-d and change trans. type.

Modification of CP

WMZO Mobile, Ala.—CP, which authorized changes in existing AM, for extension of completion date.

WLSM Salem, Ind. —CP, mod. as mod., which authorized changes in existing AM, for extension of completion date.

KWRP Columbus, Ohio.—CP, mod. as mod., which authorized new AM, for extension of completion date.

KMYC Marysville, Calif.—CP, mod. as mod., which authorized new AM, for extension of completion date.

Change to DA-ON

KMYC Marysville, Calif.—CP, mod. as mod., which authorized new AM, for change from DA to DA-ON.

Modification of CP

ECHE Des Moines, Iowa.—CP, which authorized new AM, for approval of ant. and trans. location; specify studio location and change trans. and studio location.

WAPL Appleton, Wis.—CP, mod. as mod., which authorized new AM, for approval of ant. and trans. location.

Change Transmitter Location

WVYM San Juan, P. R.—CP, mod. as mod., which authorized new AM, for change in existing AM, to change transmitter location.

License Renewals

WPRC Lincoln, III.; WPLO Farmville, Va.; WYAM Neenah, Wis.; XOMG

FCC actions

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 applica- tion. Whatever you use, the electric plant will fit into the "U.S. line" for U.S. use over 300 models, backed by more than 60 years of manufac- turing experience!

UNITED STATES MOTORS CORP.
354 Nebraska St.
Osborn, Wis.

Please send me the free booklet on ELECTRIC PLANTS.
I am interested in □ Gas powered, □ Diesel, □ Gasoline powered.

Name ____________________________
Address ____________________________
City Zone State ____________________________

Page 106 • October 13, 1952

BROADCASTING • Telecasting

commercial radio
monitoring company

precision frequency measurements

engineer on duty all night every night

JACKSON 5302
P. O. Box 7007
Kansas City, Mo.

vacancy
your firm's name in this "vaccum" will be seen by 15,000 readers—reception owners and managers, chief en- gineers and technical—applicants for AM, FM, television and facsimile facilities.

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 2-7205

TOWERS • AM • FM • TV
• Complete installations
TOWER SALES & ERECTING CO.
6100 N. E. Columbia Blvd.
Portland 11, Oregon

VACANCY
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Telephone</th>
<th>Members</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>1339 N. W. Washington, D. C. Adam 2414</td>
<td>Member AFCCE</td>
</tr>
<tr>
<td></td>
<td>National Press Building &amp; Laboratories</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Everett L. Dillard, Gen. Mgr.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>INTERNATIONAL BDG.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>P. O. BOX 7037 JACkSON 5302</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>KANSAS CITY, MO.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Craven, Lohnes &amp; Culver</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MUNSEY BUILDING DISTRICT 8215</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 4, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>E. C. PAGE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BOND BDG. EXECUTIVE 5670</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WASHINGTON 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Member AFCCE</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>WILLIAM L. FOSS, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>Formerly Colton &amp; Foss, Inc.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>927 15th St., N. W.</td>
<td></td>
<td>Republic 3883</td>
</tr>
<tr>
<td></td>
<td>WASHINGTON, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>LYNNE C. SMEBY</td>
<td></td>
<td>&quot;Registered Professional Engineer&quot;</td>
</tr>
<tr>
<td></td>
<td>1311 G St., N. W.</td>
<td></td>
<td>EX. 8075</td>
</tr>
<tr>
<td></td>
<td>Washington 5, D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>ROBERT L. HAMMETT</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CONSULTING RADIO ENGINEER</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>230 BANKERS INVESTMENT BDG.</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SAN FRANCISCO 2, CALIFORNIA</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>SUITER 1-7345</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>BERNARD ASSOCIATES</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>CONSULTING RADIO ENGINEERS</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>3010 Sunset Blvd.</td>
<td></td>
<td>Hollywood, Calif. NORMANDY 2-6715</td>
</tr>
<tr>
<td></td>
<td>Marshall, Mo.</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**TENDERED FOR FILING**

Change Transmitter Location


**WNOE **New Orleans—CP to increase 12 kw power from 3 kw to 26 kw.

**WICC-TV **Bridgeport, Conn. — Mod. CP which authorized new TV to change ERP from 81 kw vars., 46 kw avar. to 182 kw vars., 261 kw avar.; change studio location from 114 State St., Bridgeport.

**VANDIVERE, COHEN & WEARN**

Consulting Engineers

612 Evans Bldg. N. A. 3160
1200 New York Ave. N. W. Washington 5, D. C.

**AM-1000 kc**

WNOE New Orleans—CP to increase 5 kw power from 3 kw to 26 kw.

**WICC-TV **Bridgeport, Conn. — Mod. CP which authorized new TV to change ERP from 81 kw vars., 46 kw avar. to 182 kw vars., 261 kw avar.; change studio location from 114 State St., Bridgeport.

**JAMES R. BIRD**

Consulting Radio Engineer

Fifth Street Hotel, KYA.
33 Elm Ave.
San Francisco 8, Calif.
Hollywood 28, California

**BROADCASTING • Telecasting**

October 13, 1952 • Page 107
Wanted: Combination announcer-engineer. Accept on announcing. Ability to plan and produce program. Full time job at WBYS, Galveston, Texas. No night work. Box 691R, BROADCASTING • TELECASTING.

Anchors
Florida coast station. Need two combination men. Both must be heavy on announcing that is interesting. High level of voice, disc, experience record, references, letter. Box 103R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Excellent production of entertainment. Experience. CBS station in Southeastern city. Send resume to Box 578R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth network and regional affiliate. Top pay (salary plus commission). Experience. Box 618R, BROADCASTING • TELECASTING.

Help Wanted
Manager
Representative business long established in Midwest. Owner will offer aggressive type man 35-50 years sales experience and general management ability. $25,000 to $50,000 according to ownership interest desired. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only. Box 700R, BROADCASTING • TELECASTING.

Commercial manager—Major Southern market. Send resume today. Box 700R, BROADCASTING • TELECASTING.

Salesmen
CBS station in highly competitive Southeastern city. We need a professional salesman to present staff. Remuneration on commission basis, plus draw. Write in full giving references and calling card with photo if available. Box 700R, BROADCASTING • TELECASTING.

Independent station alone in fast-growing, progressive city, seeks salesman with at least 2 years experience. Good share of new and car expense. Parttime announcing desired. Immediate start. Box 700R, BROADCASTING • TELECASTING.

Wanted—Radio salesman for major Southern market. Box 619R, BROADCASTING • TELECASTING.

Have opening for topnotch salesman and an independent program director—must possess both. Must have proven sales record. Advertisement design, good skill. Excellent salary plus commission. Only permanent position available. Contact well-known man, Station in New Mexico. Send references and photo in first letter opening immediately. Box 700R, BROADCASTING • TELECASTING.

Wanted to operate record shop with topnotch management. Send resume to Box 700R, BROADCASTING • TELECASTING.

Experienced, married salesman will be given active, established account in management position. Weekly draw against commission. Excellent benefits and arrangement. Personal interview necessary. WLPX, Sales Manager.

Help Wanted (Cont'd)
Technical
250 watt small town Pennsylvania station needs engineering help to get station on the air. Our employees know how to get your station going. Send resume and complete writing, technical, transcriptions, photos, etc. to Box 700R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)
Television
Manager
Wanted immediately competent, energetic, experienced professional who has had wide experience in television who can qualify as program director in prominent television station in South. Box 699R, BROADCASTING • TELECASTING.

Salesmen
Time salesman for television station in Southern California. Established station, excellent potential. Good experience desirable but not necessary. Must be able to sell and handle both TV and radio. Personal appearance as important as sales ability. Ability as artist helpful but not necessary. All references and information on background and references must be sent. Box 699R, BROADCASTING • TELECASTING.

Situations Wanted
Manager
Executive experienced, knows sales, programming, promotion. Currently manager of key account, independent station needs key account manager of key account, independent station. Excellent opportunity. Box 700R, BROADCASTING • TELECASTING.

Announcers
Florida coast station. Need two combination men. Both must be heavy on announcing that is interesting. High level of voice, disc, experience record, references, letter. Box 103R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Excellent production of entertainment. Experience. CBS station in Southeastern city. Send resume to Box 578R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Excellent production of entertainment. Experience. CBS station in Southeastern city. Send resume to Box 578R, BROADCASTING • TELECASTING.

Staff announcer needed for Midsouth network and regional affiliate. Top pay (salary plus commission). Experience. Box 618R, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)
Situations Wanted (Cont'd)


Announcer—Experienced all networks. Currently employed. Prefer to return to Cleveland market. Box 100R. BROADCASTING TELECASTING.

Announcer—Disc jockey—network. Must have three years experience in all phases. Not a better basketball a specialty. Prefer New York. Box 107R. BROADCASTING TELECASTING.


Treecontrol. Reliable, veteran, low bid expert. 30 years experience. Contact Williams. Box 280R. BROADCASTING TELECASTING.

Potential! Built on topnotch play-by-play of major sports. Box 590R. BROADCASTING TELECASTING.

Situations Wanted (Cont'd)


Announcer—Experienced all networks. Currently employed. Prefer to return to Cleveland market. Box 100R. BROADCASTING TELECASTING.

Announcer—Disc jockey—network. Must have three years experience in all phases. Not a better basketball a specialty. Prefer New York. Box 107R. BROADCASTING TELECASTING.


Treecontrol. Reliable, veteran, low bid expert. 30 years experience. Contact Williams. Box 280R. BROADCASTING TELECASTING.

Potential! Built on topnotch play-by-play of major sports. Box 590R. BROADCASTING TELECASTING.

Looking for colored disc jockey, an- nouncer. Must be working major market. I am the man you need. Call me. Must see a lot of foreign accent, which is the key to my success. Also can handle the job of program director, M.C., or lim- ited. Single—free to travel. Call me. Box 140R, New York, N. Y. Telephone President 5-3514.


Television

Managerial

Highly capable TV program director desirous of new situation. Ideal for managerial slot new situation. Please take over on month's notice. Box 728R. BROADCASTING TELECASTING.

Technical

Present television chief engineer desirous of new situation particularly with station planning control. Highly experienced in phases radio and television. Highest recommendations. Excellent record. Box 618R. BROADCASTING TELECASTING.

Production—Programming, Others

NABC-NU Television Institute graduate 1650, desires program director or production director. Also, recently returned from Southwestern overseas experience. States: "Excellent production and successful years overseas experience. Tape-ops experience. Ready for future phone request. Box 825R.

Engineer—First phone. 23, single, draft exempt, technical school graduate. Box 108R. BROADCASTING TELECASTING.

Engineer—First phone, married, professional Voice. Call before answering. Box 135R. BROADCASTING TELECASTING.

First phone, no station experience, technically trained, single, veteran, no family, no pets, no children, no expenses. Box 718R. BROADCASTING TELECASTING.

First phone, single, 21, home TV, legal age, future and living wages. 6 years experience. Tape-ops experience. Ready for future phone request. Box 106R. BROADCASTING TELECASTING.

AM-FM-TV transmitters 11 years, si- multaneous operation, Open experience, installation, construction, proofs, di- rection, self-rising concrete grades, first phone. Prefer VHF or UHF Los An- geles area. Phone 615R. BROADCASTING TELECASTING.

Engineer—Experienced all phases. Veter- ans 100 mile radius New York City. Box 719R. BROADCASTING TELECASTING.

Engineer—Experienced studio transmitter en- gineer. Good voice, Veteran, Northeast. 6 years, ABC, NBC, and ABC. Box 719R. BROADCASTING TELECASTING.

First class transmitter technician. 7 years experience. Bath, New York. Box 218R. BROADCASTING TELECASTING.

First station, SA, 1935, full time, all phases. Low pay. Box 728R. BROADCASTING TELECASTING.


Production—Programming, Others

Program director available for station near New York City. Young, competent, in- dependent, excellent rapport with staff. An- nouncer for major metropolitan TV. 3 years experience. First phone. Need greater responsibility. Box 927R. BROADCASTING TELECASTING.

Program director: experience: station experience from $50 to $50,000 wait as station manager. Box 927R. BROADCASTING TELECASTING.

Program director: experience: station experience from $50 to $50,000 wait as station manager. Box 927R. BROADCASTING TELECASTING.

Program director: experience: station experience from $50 to $50,000 wait as station manager. Box 927R. BROADCASTING TELECASTING.

Program director: experience: station experience from $50 to $50,000 wait as station manager. Box 927R. BROADCASTING TELECASTING.

Program director: experience: station experience from $50 to $50,000 wait as station manager. Box 927R. BROADCASTING TELECASTING.

Wanted to Play

Announcer—Strong DJ, news, commer- cials and on-air experience plus APRS. One year sales exp- erience as a DJ and four years radio school graduate. Veteran World War II. 15 years in progressive Midwest station. Available for full or part-time. Box 728R. BROADCASTING TELECASTING.

Announcer—Disc jockey—network. An- nouncer knows your market. Disc jockey appeal. Married, one child. Former DJ. Must have 3 years experience. Played, looking for spot to settle with family. Box 258R. BROADCASTING TELECASTING.

Announcer—Disc jockey—play-by-play. Licensed. Good voice, control. Full board, room, and weekly. Box 258R. BROADCASTING TELECASTING.

Television

Managerial

Highly capable TV program director desirous of new situation. Ideal for managerial slot new situation. Please take over on month's notice. Box 728R. BROADCASTING TELECASTING.

Technical

Present television chief engineer desirous of new situation particularly with station planning control. Highly experienced in phases radio and television. Highest recommendations. Excellent record. Box 618R. BROADCASTING TELECASTING.

Production—Programming, Others

NABC-NU Television Institute graduate 1650, desires program director or production director. Also, recently returned from Southwestern overseas experience. States: "Excellent production and successful years overseas experience. Tape-ops experience. Ready for future phone request. Box 825R.

For Sale

Stations

Midwest station, AM-FM, 1 kw xmt, metropolitan market. Desirable loca- tion. Good production, excellent management. Box 418R. BROADCASTING TELECASTING.

Midwest—250 network affiliate Gross $85,000. Thriving town. Must sell. Box 768R. BROADCASTING TELECASTING.

Western and Midwestern stations. In- cludes the entire West Coast. Box 815R. L. Stoll & Associates, 4508 Melrose Ave., Los Angeles 25, Calif.

Equipment, etc.

Used heavy duty guyed 235' tower, formerly supported heavv FM antenna, present tower was razed. Currently dismantled. Midwest area. $1,650. cash. Box 705R. BROADCASTING TELECASTING.

One complete rectangular 4 tower an- nouncer independent. Also network operation. Various parts of system including antenna tuning units, meters, sampling pickup loops, and open circuit signal. Wire equipment. Contact Stewart, Chief Engineer, Sta- tion WAYS, Charlotte, North Carolina.

One 600 watt 1 gang 3 legged self-safeguarded 350 foot tower. 20 pound rat- ter. Masts - four. Condition not over ten years old. Box 718R. BROADCASTING TELECASTING.

Equipment, etc.

Wanted—Used transmitter for stand- alone operation. Box 689R. BROADCASTING TELECASTING.

Wanted used REL FM receiver. State condition and price. Tate, WMRC, Charlotte, North Carolina.

Wanted—UHF transmitter tower insulator 2548 or Lapp of similar strength. Wire collect. Box 727R. BROADCASTING TELECASTING.

Need 5 kw transmitter in good condi- tion not over ten years old. Also dual frequency equipment. Contact Stan- dard advertising. Also, both residence and correspondence. Box 238R, 1501 Main Street, Salt Lake City, Utah.

Miscellaneous

Individual interested in investing up to $100,000 in small AM-FM station, good location, financial terms. Grantham Radio License School, 6064 Hollywood Blvd, Holly- wood, Calif.

FCC first phone in 6 weeks. Both residence and correspondence courses offered. Chu, technical director for station (one) (1) set of FCC papers, SE, FRE- quency coordinator, 3 transmitters, 5 kW, 2500 watt FM, 1000 watt AM, 3000 meter antennas. 5 kW AM, 5000 meter antennas. Contact John Dwyer, Manager, W. L. W. Marks, Inc., 4213 W. State Street, Milwaukee, Wisconsin.

First class phone license at our school. Also correspondence course. Copies of all material sent to you now for catalogue. Don Martin Radio, 12440 West 26th Street, North Chero- kes, Hollywood 28, Calif.

(Continued on next page)
Salesman

SALESMAN AVAILABLE
Frequent travel local and national CBS in 36 months. Now want TV or TV potential stations. Imaginative worker.
Box 7718
BROADCASTING TELECASTING

DE-EMPHASIS
New owners re-evaluate sports coverage. Versatile, talented women sports director seeks sports-related TV or TV directing project. New relationship with station; interested in regional and national network projects including sports show production; look to network new or existing TV or Radio stations. Reports to Program Director; office in Los Angeles. Will carry tough salary package. Best News Sport Director or Field Manager. Full Father man. Age 30. Interested in Metro-North operation for one mediumsized or larger station. Salary ranges $10,000-$20,000 and/or bonus over-ride. All inquiries confidential.

BROADCASTING TELECASTING

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 good maintenance in the eyes of your community and your viewers? Sell your product under a new high in competitive years? I have an idea that you'd be interested in a thoroughly-seasoned young program executive with excellent background for TV who has helped many and successfully answered these problems. I have an idea we can work together profitably. If you like the idea, write: Fred Freeland
KING STUDIOS, INC.
101 N. Fair Oaks Blvd., Chicago 11, Ill.

For Sale

EXECUTIVE PLACEMENT SERVICE
We have selected General, Commercial and Sports Sales; Chief Engineers, Blue Jockeys, Booking Agents, Ad Salesmen, Seasonal jobs at cost; tell us your needs today.

HARRIS S. FAXER
TV & Radio Management Consultants
706 Broad Blvd., Washington 5, D. C.

For Sale—(Cont'd.)
Are you trying to get on the air quickly with your new television construction permit? Here's the answer to the steel shortage for you. For sale, erected 400' self-supporting Truscon type D-30 tower. Designed to resist 70 mile per hour wind pressure in accordance with specifications of RTMA. In immediate and remittable condition within thirty days. Wire or write Box 663R, BROADCASTING TELECASTING.

Wanted to Buy

Equipment, etc.

WANTED TO BUY
RCA 71D MICROPHONES, TURNTABLES, in good condition.
Fred Freeland
KING STUDIOS, INC.
101 N. Fair Oaks Blvd., Chicago 11, Ill.

Employment Service

Appeals Costs High To FCC
(Continued from page 70)

Litigation Division, has explained that most all of the general reallocation 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 WWSW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WISL, WLOA or RYVL 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 many for photostating. FCC has its own photostating unit where additional people have been handling other aspects of the proceeding, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

The general portion of the allocation proceeding in Delaware, and the record starts with the FCC notice of July 11, 1949, the initial realization proposal. It also includes the allocation comments filed in August and September 1949; the revised allocation proposal of Feb. 1, 1950; Third Notice of March 22, 1951; all general comments and transcripts of hearings and pertinent city-by-city comments. The color TV portion is excluded, but comments on educational TV are included.

The record involves some 32 volumes of hearing transcripts and nearly 180 exhibits. Processors last Wednesday had identified their 15,000th 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 $40,000.

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 Columbiaappeals court has been held; representatives of the Federal Communications Bar Assn. to deal with streamlining 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, section 1035 of the Act, the court of appeals in which the proceeding is pending, unless the proceeding has been held in abeyance or the petition has been dismissed by the court, shall file in the office of the clerk the record on review, duly certified, containing the transcripts of the evidence, and proceedings before the agency, or such portions thereof as such court, after due consideration, may exclude 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—The Real One." 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 with creating new patterns in living, shopping and marketing 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 homes, radio has one listening family for every three tuned to video. In the three West Coast states, (California, Washington and Oregon), there are 3,961,420 radio-couriered households, 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 not 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 homemake type even though other ideas appealing to this same class of listeners may be included. 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 network. 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 Midwestern town of approximately 10,000 population. Submit full history and background, salary expected and photographs to Robert Hobbs, Radio Station WLS, 1220 Washington Boulevard, Chicago 7, Illinois. Do not apply in person.

This position represents a permanent placement with a rapidly growing national advertising. The past 12 years has been a period of growth and expansion and 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.
FCC Actions
(Continued from page 107)
port to 6.9 mi. N of center of Bridge-
port.

APPLICATION RETURNED
WHVU Wausau, Wk.—Mod. CP, which
authorized new AM, for extension of
completion date.

October 9 Decisions . . .
BY COMMISSION EN BANC
AM—1070 kc
WAPI Birmingham, Ala.—Granted
CP to increase power from 290 w to
500 w, and change type trans., operat-
ing on 1070 kc, 5 kw N, DA—engine-
ing condition.

AM—910 kc
KLCN Mblsheville, Ark.—Granted
mod. CP, as mod., to change type trans.,
operating on 910 kc; engineering condi-
tion.

AM—1220 kc
WFXA Falls Church, Va.—Granted
CP to increase power from 290 w to
500 w, and change type trans., operat-
ing D on 1220 kc; engineering condi-
tions.

Advised of Hearing
Sumter Bestg. Co., York, Ala.—It
being advised that applicant for new
AM on 1460 kc 250 w, D, indicates
necessity of hearing on question of
use of Class IV station on regional
channel.
Darrell E. Yates, Jacksonville, Tex. —It
being advised that application for new
station on 1260 kc-with 500 w DA-N, D, indicates mutual interfer-
ence with station KTAE Taylor, Tex. and
licensee of program service, and indicates
necessity of hearing.
WHA Roanoke, Va.—It being advised
that application to make changes in
DA pattern indicates necessity of
hearing because of interference to
WAYS Charlotte, N. C.

KAFY Bakersfield, Calif.—It being
advised that application for mod. li-
ence to change from DA-DN to DA-N,
indicates necessity of hearing because of
interference to KSFO San Francisco,
and KPMB San Diego.

Replace Expired CP
KCEC Pittsburg, Calif.—Granted ap-
plication for CP to replace expired CP,
with new license, for new AM on 1460
kc 250 w; engineering conditions.

Represented nationally

KWEU Griffin, Ala.—It being advised
that application to change height of
vertical radiator, indicates necessity
for hearing because of possible in-
ference to WYMG Middles-
ville, Ga., and WBHB Carters-
ville, Ga.

Reinstall Expired CP
constant authority and engineering condi-
tion, regarding CP for FM, with expiration date of

FCC round up
New Grants, Transfers, Changes, Applications

October 9 box score

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>Licensed</th>
<th>CPs</th>
<th>Pending</th>
<th>Hearing</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM Stations</td>
<td>2,358</td>
<td>131</td>
<td>310</td>
<td>177</td>
</tr>
<tr>
<td>FM Stations</td>
<td>627</td>
<td>579</td>
<td>73</td>
<td>22</td>
</tr>
<tr>
<td>TV Stations</td>
<td>111</td>
<td>18</td>
<td>80</td>
<td>225</td>
</tr>
</tbody>
</table>

* Filed since April 14, of which 73 have been granted.

Docket Actions

ORDERS
KWEM West Memphis, Ark.—FCC
denied petition for reconsideration and
grant of KWEM application for modifi-
cation of license to change main stabi-
dy station from West Memphis, Ark.,
to Memphis, Tenn. Comr. Hyde dis-

WTMV East St. Louis, Ill.—FCC de-
nied petitions of WTMV to reinitialize
and grant its application for CP to
change from present CS to fulltime,
1560 kc, 1 kw fulltime, DA-DN.
WTVM may file new application with-
in 30 days from date of order. Order
Oct. 6.

KREE Farmington, Mo.—FCC granted
petition for reconsideration, and grant of
KREE application for CP to change
frequency from 1290 kc to 800 kc with
1 kw-D, and FCC granted conditions. Order (and grant) Oct. 7.

KOB Albuquerque, N. M.—FCC
granted new power of extension of spe-
cial service authorization for opera-
tion of FM from A to D, for four
months from Oct. 1, or until 30 days
from date of order, whichever is sooner.
Comr. Webster issued dissenting opin-
ion. Order Sept. 30.

Fremont, Ohio—FCC amended Sec.
3.606 of TV rules as to docket No. 7
is in effect.

Columbia Empire Telecasters Inc.,
Portland, Ore.—FCC denied petition
for clarification or cancellation of
issues in current proceeding involving
its application and that of Armstrong
Television Inc. and Northwest Tele-
casters Inc., for new TV sta-
tions on Ch. 12 in Portland. Order
Sept. 25.

Old Hickory, Tenn.—FCC adopted or-
der finalizing proposed rule making
amending Sec. 3.605 of rules so as to
add vhf Ch. 5 in Mississippi to list of
channels exempt from grant of
federal decision to Table of Tele-
vision Assignments. In effect.

KMPM Mount Pleasant, Tex.—FCC
approved petition of KMPM for
change from 1 to 5 kw fulltime.
Effective 30 days from date of pub-
lication authorized operation on
FCC Federal Register.

KEMP Mount Pleasant, Tex.—FCC
denied petition for reconsideration
and grant without hearing of KEMP ap-
plication, for CP to change hours of
operation from daytime only to fulltime
with present power of 500 w-
DA-N, on present frequency of 960 kc.
FCC granted petition to continue
Licenses of delay inMountain
disputed the order. Order Sept. 25.

San Angelo, Tex., Temple, Tex.,
Beaufort-Port Arthur, La.—FCC re-
considered and amended four
channel assignments in Sec. 3.606,
to add Ch. 3 to Temple; add Ch. 8 to
San Angelo; add Ch. 6 to Bea-

ton-Port Arthur from plus to minus,
and change offset of new TV station
on Ch. 14 in Beaumont-Port Arthur
from minus to plus. Order Sept. 25.

Vancouver Radio Corp. Vancouver,
Wash.—FCC granted petition for cla-
sification of enlargement of issues in
proceeding involving its application
for new TV station on Ch. 21 in
Vancouver, and that of Mt. Scott Tele-
casters Inc. for same channel in
Baker, Oreg. Added issues! To deter-
mine in the light of Sec. 307(b) of the
Continuance Act of 1938, if issues
were properly considered, if either of
these applicants would provide the more fair, efficient, 
distribution of radio (television) service." Order Oct. 7.

MEMORANDUM

OPINIONS AND ORDERS

American-Republican Inc., Water-
bury, Conn.—FCC denied petition re-
quoting warrant of Sec. 3.606 of
rules, and amendment of Table of Tele-
vision Assignments to assign additional
ultrahertz channel to Waterbury. Mem-
orum opinion and order Sept. 25.

Regulation Telecasters Inc., Tampa,
Fla.—FCC granted petition of Sept.
26 action of Motions Commis-
sioners to dismiss the application of Tampa Bestg. Co. for new TV station on Ch. 4 in
Tampa, and further petition to dismiss application of Tampa Television Co. for same channel
and designation latter application for consolidated hearing with those of Orange Television Bestg. Co. and Tampa Times Co. for that channel at
date. Scheduled for Oct. 15 in Wash-ington, Memorandum opinion
and order Oct. 9.

WTOC Savannah, Ga., and Brennan
Bestg. Co., Jacksonville, Fla.—FCC
granted in part petition of Sept. 26
for reconsideration of Commission’s de-

cision in Sixth Report & Order [B.T. April 14] which
denied Telegraph Herald’s counter-
petition to assign vhf Chs. 5 and 11 with
5 kw power to Dubuque at separa-
tion less than the minimum. Comr. Bartley reversed. Memorandum opinion and order Sept. 25.

Alexandria, La.—FCC states that
applications for new VHF stations
now be processed. Memorandum opin-
ion and order Sept. 25.

WBRN Big Rapids, Mich.—FCC dis-
missed petition filed by Nathan Wil-
liams and others, for new FM station
(Continued on page 118)

THE STARS ARE BACK ON CBS

Benny, Crosby, Lux Radio Theater
and a host of the brightest stars are
back on KROD. Your advertising
will be in the best of the company here;
will sell more because more people
will hear it. Call your nearest Taylor
office today.
CALL LETTER ASSIGNMENTS

AM STATIONS: WANA Anson, Ala. (Annonstion Radio Co., 1400 kc, 250 w reports Jan 27, in MEMO to Orestra, Ala. (Pat M. Courington, 1500 kc, 250 w) WAMI Opp., La. (Field, Inc., 1500 kc, 250 w); WAAY Opp., Mont Real Station 1390 kc, 1 kw; WTAI Bradenton, Fla. (Trail Business Corp., previously assigned WSNH); WVUJ Mckeesport, Pa. (Wheeling Station Co., 1500 kc, 250 w); WCEF Hawkinsville, Ga. (Tri-County Business Co., 1990 kc, 250 w); WMEU Winfield, Ga. (Wimberly Bros., Inc., 1560 kc, 1 kw); KJRL Pocatello, Idaho (Radio & Television Best, Co of Idaho, previously assigned KEYV); KKLW Estherville, Iowa (Estherville Best, Co., 1390 kc, 100 w full time); KSYL Kingman, Ariz. (KSYL Inc., previously assigned KNON); KXO Portland, Ore., 1450 kc, 250 w full time); WIBS Benton, Miss. (WIBS Inc., previously assigned WMQM); WMAM Memphis, Tenn. (WMAM Mem, 1450 kc, 250 w full time); WDBB Canton, Miss. (Madison County Best, Co., 1370 kc, 500 w); WHRL Harrison, Miss. (Honaker Radio Co., 1390 kc, 250 w full time); WŁMA Edenton, N.C. (Tom Heel Best, 1900 kc, 1 kw in); WGOW Norfolk, Va. (Crovern Best, 1400 kc, 250 w full time); WFWA Fortlaud, Fla. (Ocean (Sudencias Radio Corp., 1450 kc 1 kw full time); KBW Blackwell, Okla. (Starr of Oklahoma, Inc., 1410 kc 1 kw WPEF Longmont, Pa. (Wipele Inc., 1390 kc, 1 kw); WZMI Weekees, N.J. (Richard Inc, 1390 kc, 1 kw); WCHER Chalma, Mich. (Chalmar Best, Co., previously assigned KILW); KFYV Provo, Utah (Mid-Utah Best, Co., previously assigned KLFM) instead of Sept 25 [FCC Dec 21, CALL ASSIGNMENTS, B-T, Sept 23]; KSEH Richfield, Utah (Epic Best, Co., 1390 kc, 1 kw); previously assigned KEEE); WEVA Emporia, Va. (Stone Best, Co. 1400 kc, 250 w full time); KTRY Tacoma, Wash. (Tribune Broadcasting Service, previously assigned WMAW), and WMIA Cagusa, P. R. (Inter-American Radio Corp., previously assigned WJLA).

FM STATIONS: WWB-Jasper, Ala. (Bankhead Best, Co., 102.5 mc, 272 WR, 17.5 kw); KWFOM-Long Angeles (Union Best, Corp, previously assigned KFMY-FM); WTV-FM Jackson, Miss. (in lieu 106.3 kc, 1500 kw); KSRE-Pearl, Miss. (West Memphis Best, Co., previously assigned KSFM [FM]); KTB-FM Shreveport, La. (KTBS Inc., 96.3 mc, 243 mc, 4 kw); WETC-Dublin, Miss. (Head Best, Co., 91 mc, 1 kw); WMMW Norfolk, Va. (The Southwestern Best, Co. of Mississippi, 160.1 mc, 241 kc, 270 kw); WJYE Jackson, Miss. (The Mississippi Best, Co., 106.1 mc, 1 kw); WYOM-Oakland, Mich. (The Maitland Best, Co., 90.3 mc, 1 kw, 2 kw); WWMN, Montrose, Pa. (Montrose Best, Co., 100 kw, 1 kw); WWO-FM Pittsburg, Pa. (West Pittsburgh Best, Co., 99.2 mc, 265 kc, 2 kw); WVAM-Altavista, Pa. (The General Best, Crop, 90.3 mc, 1 kw); WJG-FM Jackson, Miss. (The Mississippi Best, Co., 106.3 kc, 242 kc, 56 kw); WVCK-Columbus, Ohio (Ohio State University, 133.2 mc, 1 kw); WQW-FM Madison, Wis. (Madison Best, Co. of Wisconsin, 146 mc, 50 kw). (List of TV station call assignments appears on page 72.)

Non-Dockets Actions

AM GRANTS

Hot Springs, Ark.—Report Best, Co. granted 590 kc 1 kw, 200 watts operating condition, estimated construction cost $55,000, revenue $40,000. Commission includes Alexander Calvin (15), owner of Cain Drug Co., who also owns ABC station in Hot Springs, as minority at Second Baptist Church on Oct 11, 1962; J. B. Craft, 50 kw transmitter, Birmingham, Ala. (1/10), president of Southern Baptist Convention, also owner of KFRE and KRFB, waves with less than 1/10 interest. Filed Sept 15, 1961; granted Oct 5, 1962.

Milford, Del.—The Kent Sussex Best, Co.,Granted 100 kw 250 w full time, antenna 225 ft. Estimated construction cost $125,000, revenue $75,000. Stations licensed to Dr. W. H. Biddle, 1100 W. 3rd St., Milford, Del. (5/15), to operate as WMMR. Filed Oct 1, 1961; granted Oct 7, 1962.

Wallace, N. C.—Duplin Best, Co. granted 1400 kc 250 w full time, antenna 400 ft. Estimated construction cost $50,000, first 15 months $50,000. Principals include President of Duplin County, F. H. Porter (6/15), owner of Porter Store, Wallace; Vice President, Mr. E. W. Terry, president of Wallace Execu- tive of Leder Bros. Inc. (general merchandising business); Secretary-Treasurer Isaac Kala (15), owner of Kala Bros., a hardware and mercantile business); Goldsboro, N. C. (9/30), licensed May 1, 1961; granted Oct 9, 1962.

FM GRANTS


TRANSFER GRANTS

KNOG Nogales, Ariz.—Granted assignment to new engineer Thompson, Co. to Old Pueblo Best, Co. for $20,000. Estimated construction cost $30,000, revenue $12,000. Commission grants to Tom Chace (5%), 5% owner of KNOG, and Robert C. Gar- dner, 95% owner of KNOG, and assignees of Old Pueblo Best. Co. is licensee of KNOG Tucson. Granted Oct 7.

KFRE, KKB, and KKAF Prescott, Calif.—Granted transfer of control from J. E. Rodman to Paul R. Bartlett for $3,000,000. Commission grants to J. E. Rodman already owned 24% of KFRE and KKAF, transfer of control of WRFN, KKB, and KKAF. Continued as manager of stations. Granted Oct 9.

WDEC Americus, Ga.—Granted transfer of control from the Americus Best, Co. to J. F. Smith & Co., 96%, J. F. Smith (5%) and W. G. Pear- son (5%) owners, J. F. Smith is manager of WDEC, Mr. Myers is Amer- ican attorney and Mr. Pearson is 96% owner of WDEC, Mr. Pearson, W. G. Smith in Americus. Granted Oct 2.

WAAR Worceester, Mass. —Granted transfer of control from Brun W. Olin Jr. to Wilson Enterprises Inc. For $950,000 for 100% interest. Principals in the new owners include Alexander Bove, 55% owner of WARB, Edward Wilson, 55% owner of WARB, James Bove (5%), President. Granted Oct 9.

SELL YOUR PRODUCT IN CINCINNATI ON WCKY

The "SELLINGEST" Station in the Nation

Buy WCKY and SELL your product in Cincinnati, with 50,000 Watts of Selling Power

Page 112 * October 13, 1952
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 over last weekend at a meeting of national board of directors and national and state committee chairmen. Present convention chairman for "Full programs 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 appears to be "a step toward deporting Canadian-born Reuben Ship of Hollywood.

Mr. Ship last year refused to answer whether or not he is or has been a Communist or Communist sympathizer, when questioned by the House Un-American Activities Committee. Deportation would be under the National Security (McCarran) Act. After his test, Ship was released on $5,000 bail pending a hearing. He was a writer on the Life of Riley radio series for several years and now 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 of Steel" advertising theme by Schaefer [B+T, Sept. 22].

Hamilton 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.
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 that 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 WDDD Savannah, now serving as news and special events director of WDPQ Jacksonville, Fl., he joined Air Force. Prior to his service at Capitol Records he was at WVTI East Point, Ga. Mr. Barton will work out of NARTB Washington office with William K. Trenyer headquarters 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 uhf 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 Roosmaye 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 $859,000 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 lower reduced $2,080,000 for recovery of federal income taxes under carry-back provision of internal revenue code.

WHTN ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Hunting- ton, W. Va., petitioned FCC Friday to dismiss TV application of WHTN. latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

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 that 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 WDDD Savannah, now serving as news and special events director of WDPQ Jacksonville, Fl., he joined Air Force. Prior to his service at Capitol Records he was at WVTI East Point, Ga. Mr. Barton will work out of NARTB Washington office with William K. Trenyer headquarters 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 uhf 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 Roosmaye 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 $859,000 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 lower reduced $2,080,000 for recovery of federal income taxes under carry-back provision of internal revenue code.

WHTN ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Huntington, W. Va., petitioned FCC Friday to dismiss TV application of WHTN. latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

21 YEARS AGO

TWENTY-ONE years ago—specifically Oct. 15, 1931—Vol. 1 No. 1 of BROADCASTING made its bow, "firm in its belief in the American system of radio."

The editorial columns carried this statement:

"Frankly, the editors of BROADCASTING in this issue and in the columns of number one intend to play the people's 'game' but that of the broadcasting industry as a whole. This periodical has not been conceived as the spokesman for any one network, any one station or any particular group."

The lead article in this first issue presented a statement by Maj. Gen. Charles MeK. Saltzman, Chairman of the Federal Radio Commission, calling U. S. broadcasting the best in the world and urging improvement of programs to keep pace with technical advances.

Philip G. Loucks, then managing director of the NAB, forecast a record attendance at NAB's approaching ninth annual convention at Detroit, with President Herbert Hoover addressing the convention by remote control.

Among headlines were these:

* Columbia Scouts Independents' Fears of Replacement by System of Boosters
* Hedges to Remain in Charge of WMAQ
* New WCAU Studios to Cost $350,000
* Nine Stations Given Maximum Power (50 kw)
* Danger Signals Ahead of the Broadcasters, an article by Henry Adams Bellows, CBS vice president
* Power of ICC to Rule on Rates for Broadcasting to Be Tested
* Census Shows Radio's Hold on Country
* A lot of electrons have poured out of radio and TV, and Broadcasting published its first issue. The industry's spectacular growth has been carefully recorded in the 21 ensuing years.

This dedicatory pledge in Vol. No. 1 still stands, "To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated."

BARTLEY WARNS EDUCATORS

FCC Comm. Robert T. Bartley last Friday sounded a note of warning to educators in talk before Annual Study Conference of Alabama Assn. of Broadcasters, U. of Alabama campus, Tuscaloosa. "I must say frankly that unless the next several months reveal substantially greater activity on the part of the educators in acquiring and using the channels now set aside, there will be slight basis for justifying all of the 242 channels now reserved for education," said Comr. Bartley. He advised educators to "wake up to these new opportunities in television, and wake up promptly. . . ."
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.
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED & COMPANY
RADIO STATION REPRESENTATIVES