Station **WHO** helps industrial manufacturer to sell other industrials!

**INDUSTRIAL ADVERTISERS AND AGENCIES!**

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

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

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

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

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—Though they had been selling brakes to tractor companies for fourteen years.

Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, **WHO** can help you sell it. Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.
Coal and Chickens

More than 2 billion tons of coal have come out of Kentucky's mines — yet it's estimated that Kentucky's wealth in coal will last for more than seven centuries! The total value of Kentucky-mined coal in 1949 was $315,489,674. 1950 topped that by some $70,000,000. And 1951 production rose still higher to $395,426,000.

Kentucky's farm income also reaches to record highs. Kentucky farm land has increased in value 222% over pre-war values, topping all other states. Chicken and egg production grossed Kentucky farmers $57,157,000 in 1950—increasing to $60,000,000 in 1951. On its farms ... in industry ... growth is everywhere in Kentucky.

Go where there's GROWTH...

Go WHAS!

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

(Benson and Benson)
"Yes! Yes!

A THOUSAND TIMES YES!"

"A thousand times, yes, is right!

More than a thousand requests came in to vivacious Christina as a result of a single offer on her Christina's Garden Club of the Air" program heard Mondays, 7:15-7:30 A.M. over KVOO. The offer? A little folder on "Beautify America with Roses". No wonder Christina is now in her 13th year with this great program over Oklahoma's Greatest Station! People do enjoy Christina's garden and flower hints . . . they do find it easy to hear it all over Oklahoma's No. 1 Market Area . . . and they do respond! While Christina has used many forms of advertising during her 12 years on KVOO her 7:15 Monday morning program has been consistently a happy and effective vehicle which, in Christina's own words "Really gets the job done!"

Congratulations, Christina, on a wonderfully interesting and highly successful program which you report has had a really important part in building your fine business to its present impressive stature . . . one of America's largest retail florists operations!

KVOO is proud of your program! It's a great fifteen minutes for everybody who loves flowers . . . and just about everybody does! And it proves again — a great program and a great station are an unbeatable combination!
young golfers get some expert advice

Amateur Delaware golfers intently watched their TV screens when Golf Pro Willie Polumbo, in a series of eight golf lessons televised on WDEL-TV, recently instructed a group of Wilmington lads in the fine points of the game. In one of these instructive sessions, Mr. Polumbo taught young Richard Yeatman to perfect his stance, a demonstration which WDEL-TV’s George Frick—and the television audience—found extremely interesting. “Young Golfers” is one of many stimulating sports programs which WDEL-TV brings regularly to its viewers, as part of its overall sports programming.

WDEL-TV
Wilmington, Delaware
A Steinman Station

Represented by
Robert Meeker Associates
New York Chicago San Francisco Los Angeles
AT LEAST one top experimenter claims his system of recording pictures on magnetic tape for television is "an accomplished fact." Under development past two years by electronics division of Bing Crosby Enterprises it is now "90% perfected" and will be ready for demonstration within ninety days. Only "bug or two" remain to be worked out.

CONTRACT FOR acquisition of KMPC Los Angeles by Gene Autry, Robert O. Reynolds, present vice president and general manager, and associates, could be wrapped up this week in Los Angeles [CLOSED CIRCUIT, Sept. 29]. Gross price is $800,000 which includes dollar-for-dollar repayment of quarter of million dollar liquid assets as well as land. Sellers include Mrs. Frances Richards, widow of C. A. (Dick) Richards and Frank E. Mullenn, former NBC executive vice president who holds 15% minority. Horace L. Lohnes, Washington counsel for KMPC and Mr. Autry, in Los Angeles this week to button up sale, subject to customary FCC approval.

AMERICAN FEDERATION of Television and Radio Artists (AFTRA) in negotiations with major networks understood to be seeking overall 20% raise in actors' fees for television. Union also pressing for reduction by almost half of minimum rehearsal time before overtime sets in. For example, one-hour show normally allowed 22 hours before overtime; AFTRA wants new provisions with overtime after 12 hours.

IS C. E. Hooper Inc. pulling out of San Antonio? Report from there last week was that rating service, which has been center of sticky competitive situation there, had decided to call it quits in Texas city. Hooper spokesman said only that company was hopeful that problems could be resolved.

SIGNIFICANT factor that may have bearing on whether or not NBC affiliates go ahead with own convention at Boca Raton, Fla., first week of December, in lieu of one cancelled by network (story page 26), is that Boca Raton management requires guarantee of registration of at least 400 persons before it will open up. Some 91 registrations had been made at time NBC called convocation off.

RESIGNATION of A. A. (Abe) Schechter as general executive of NBC's TV operations was not wholly unexpected after he completed his assignment on Today month ago. His new connection, under negotiation for several weeks, will be announced by Nov. 1.

HEWITT, OGLIVY, BENSON & MATHER, New York, advertising agency for Good Luck Margarine, calling meeting Wednesday of station representatives to discuss advertising plans for Good Luck in 1953. Product was formerly called Jelke's Good Luck margarine.

(Continued on page 6)

BROADCASTING • Telecasting

**OPS RESTORES CEILINGS ON RADIO-TELEVISION PARTS**

PRICE ceilings on radio and TV parts ordered restored Oct. 27 by Office of Price Stabilization. Ceilings had been suspended Aug. 29. Radio-television Mfrs. Assn. had opposed OPS proposal to control parts.

OPS explained it had not sufficiently taken into account significance of use of parts in other products bought by Dept. of Defense. It pointed to continued high demand for parts in defense purchases along with sizable increase in demand for television sets, which in turn might have material effect on supply of parts. OPS also pointed to price increases on new models, "possibly forecasting a similar upward movement in the price of parts."

**SPOTS FOR INSTANT COFFEE**

INSTANT Coffee giving spot radio extra boost. Instant Maxwell House, through Benton & Bowles, N. Y., starting Nov. 2 with short spot campaign in regular General Foods markets to promote short-term reduced price for introductory offer. Instant Chase & Sanborn, through Compton Adv., N. Y., adding few more markets to its lists, using five spots weekly for 52 weeks.

**AP ADDS 52**

ASSOCIATED PRESS over weekend announced election of 52 additional stations to membership, bringing total of AP affiliated stations to 1,186.

**NEW YORK SPONSORS**

NEW YORK Republican State Committee sponsoring speeches by Sen. Irving M. Ives (R-N.Y.) on 17 New York state ABC Radio affiliates from noon-12:06 p.m. EST and over seven New York state CBS-TV affiliates, 7:15-7:30 p.m. EST, both tomorrow (Tuesday), and over 10 New York state CBS Radio affiliates, 6:15-6:30 p.m. EST Wednesday. Also talks by Gov. Dewey on New York state NBC-TV and seven NBC Radio affiliates, 6:30-6:45 p.m. EST today (Monday); over 10 New York state CBS Radio affiliates tomorrow (Tuesday), 6:15-6:30 p.m. EST and over seven New York state NBC-TV affiliates Wednesday, 7:15-7:30 p.m. EST.

### THIRD OF RADIO-TV FROM NEW YORK

MORE THAN third of total advertising investments in radio and TV network time comes from New York City, according to analysis of advertising origins made by Magazine Advertising Bureau. Using Publishers Information Bureau data on advertising expenditures for network time, MAB found Cincinnati (home of Procter & Gamble), n° one top purchaser of time on both radio and TV networks) in second place, accountable for nearly tenth of national total.

Analysis also revealed that during 1951 there were 625 accounts on national radio networks, with average expenditure of $228,500 for time, and 447 accounts on TV networks, with average time expenditure of $286,500. In contrast, MAB reported 13,729

### BUSINESS BRIEFLY

39 SPONSORS BUY • NBC Radio announced Friday 39 sponsors have bought all or part of network's Saturday afternoon football schedule of 12 college games on 29 NBC-affiliated stations. Network offered scheduled stations as co-op package for local sale. Broadcasts to run to Dec. 6.

FLOOR MACHINE TEST • General Floorcraft Inc. (twin-2 floor cleaning, sanding & waxing machine), launching two-week spot radio campaign in eight test cities, starting dates staggered from Oct. 22 through Nov. 12. Company using minute and 20-second announcements stressing theme that machine "costs less to buy than to rent." Dealers have been supplied with prepared advertising copy for use, if desired, on local stations. Strong possibility of expansion to heavier and longer spot schedule depending on results. Agency, Hicks & Greist, N. Y.

WINE CAMPAIGN • Union Liquor Co., Chicago, for Hannah and Hogg wines, considering use of radio and TV spots in Chicago area for Christmas holiday campaign. Agency, Olin & Brommer, Chicago.

ALTERNATE WEEK SPONSOR • Toni Co., Chicago (Prom & White Rain), effective Oct. 31 sponsors on alternate weeks Down You Go on DuMont TV network, Friday, 10:30-11 p.m. Agency, Weiss & Geller, Chicago.

TONI ON ABC RADIO • Toni Co., Chicago (Tonette, White Rain and Toni home permanents), sponsoring A Christmas Spectacle from Dan Dodge over ABC Radio (Fri., 8-8:30 p.m. EST) beginning last Friday. Agency, Foote, Cone & Belding, Chicago.

STAGG BEER TEST • Stagg beer, which recently cancelled spot campaign, is planning to use three or four programs in selected markets for radio test. Program most successful will probably be used in another campaign. Agency, Maxon Inc., N. Y.

ACOUSTICON SPONSORS • Dictograph Products Inc., N. Y. (Echocloud), sponsoring Golen Drude Sunday, 1:30-1:45 p.m. EST, over CBS Radio, starting Nov. 2. Agency, Buchanan & Co. Inc., N. Y.

**for more at DEADLINE turn page**

October 27, 1952 • Page 5
NEW AM GRANTS

FCC Friday granted following construction permits for new AM stations:

Geneva, Ala.—The Geneva County Reaper, 1190 kc, 1 kw daytime; estimated construction cost $25,000. Applicant is newspaper owner.

Homewood, Ala.—Voice of Homewood, 1220 kc, 1 kw daytime, $12,000. Principal stockholder is Dr. J. E. McEloy, automobile dealer.

Benton, Ark.—Benton Booth Service, 690 kc, 500 w fulltime; $18,000. Principals include W. R. Tuck Jr., general manager of KVMA Magnolia, Ark. Post office boxes are given for Benton and Magnolia, Ark.

Prestonburg, Ky.—The Mountain Misses, 1320 kc, 1 kw daytime; estimated construction cost $18,750. Principals include W. E. Powell, president of Ohio’s News-Journal Co., Crewe, Va.

Idabel, Okla.—Eklhorn Besty. Corp., 1270 kc, 1 kw daytime; cost $7,500. Principal stockholder is Duolan Moore, county court clerk. Floyd County, Ky.

Rombok, Me.—Rombok Pub. Co., 1450 kc, 350 w fulltime; cost $15,078. Applicant is newspaper publisher.

Leonardtown, Md.—North Eastern receipts, Inc., 1370 kc 1 kw daytime; cost $23,673. Principals include J. L. Bittner, Warsaw, Va., resident.

Magolia, W. Va.—Ambel Olds, West Hotel Co., 1420 kc 250 w fulltime; cost $9,100. Applicant is licensee of KIMP Magnolia, Tex.

Punxsutawney, Pa.—Punxsutawney Besty, Co., 1460 kc 1 kw daytime; cost $18,425. Principals include S. W. Pruett, proprietor of auto service and coal company in Bluefield, W. Va., and C. M. Bowers Jr., Punxsutawney, Pa. Announced for WHER Bluefield, W. Va., and W. D. Dixon, Jr. and J. G. Jarrett, program director and traffic manager, respectively, of Punxsutawney, Pa., broadcast.

Narrows, Va.—Gilles Besty, Co., 1260 kc, 1 kw daytime; cost $23,260. Owner is H. J. Romanus, Narrows.

TV HEARING

TWO withdrawals in Jackson, Mich., TV hearing left field wide open for grant of uhf Channel 48 to WIBM. Applicants withdrawing were Spartan Broadcasting Co., owned by Sparks-Williamsburg Corp., electronic manufacturers, and WKHM.

Meanwhile, Motions Comm. George E. Sterling Friday referred to full Commission opposition of Wichita Beacon-KWWB to Broadcast Bureau petition that TV application be returned to proceeding list. Withdrawal of KFBI last week, from uhf Channel 16 contest left KWWB unopposed. If Broadcast Bureau recommendation followed, said KWWB, additional applications could be filed which would throw it into hearing again. Wichita hearings began Oct. 20.

FCC Friday also granted petitions to remove issue of legal qualification from uhf Channel 6 hearing for Beaumont, Tex., since all three applicants are existing AM licensees (see story page 69). Commission denied denial of issues in Channel 6 hearing at Duluth-Superior but permitted addition of issue for Sec. 307 (b) comparison (fair distribution of facilities) between applicants in both cities.

AUDIT BUREAU ELECTS

WILLIAM A. HART, DuPont, appointed president of Audit Bureau of Circulations by board at final session of 58th annual meeting in Chicago Friday. New vice chairmen: John Platt, Kraft Foods; H. H. Rimmer, Canadian General Electric; Roy E. Eadem, Detroit Newspapers; with Vern Beatty, Swift & Co., secretary, and E. Ross Gamble; Leo Burnett, treasurer. All will serve one year. New directors, some succeeding themselves for second term, include Mears. Hart, Rimmer and Gamble; Wesley I. Nunn, Standard Oil of Indiana; Lowry H. Crites, General Mills; Russell Z. Eller, Sunkist Growers, and Ralph Robertson, Colgate-Palmolive-Five (see earlier story).

Column at deadline

In this Issue—

THE drive for the finish in the political campaigns is bringing out big expenditures in radio-TV time by both parties. But the buyingwindfall is not putting end to problems for broadcasters.

A SPECIAL B*T poll of radio and television commentators and reporters shows the majority thinks Adlai Stevenson has made more effective use of radio and TV than Gen. Eisenhower and will win the Presidency.

SOME NBC affiliates are up in arms over the network's cancellation of the affiliates convention that had been planned for early December in Boca Raton, Fla.

GEN. SARNOFF becomes chairman of task force that will find out how military manpower can be more efficiently used.

A B*T spot check of 27 broadcasters finds the belief strong that the day of the single rate card for day and night radio broadcasting is coming, and fast.

THE Advertising Research Foundation's committee on radio and television rating methods will expand its membership and buckle down hard to the job of figuring out better ways to measure radio-TV.

JUDGED by one-time, before-discount rates, the billings of the four national radio networks were bigger last September than in September, 1951.

BMI issues fiscal year report that shows strong financial position and dominance of BMI tunes in popular music field. It doesn't make ASCAP members happy, and there's talk that ASCAP is raising a fund to entice hit-makers away from BMI.

SOME television film makers have gone abroad to do their filming. Is film made in foreign countries better or cheaper than that made at home? These and other questions are answered in a special report.

MOVIE exhibitors won FCC to give them 360 mc band for theatre television as FCC hearings on FM color begin.

FOUR more TV stations granted. Page 65.

New applications begin on Page 61.

Upcoming


Oct. 30-Nov. 2: Final ABC-Affiliates Regional Meeting (Ga., N. C., S. C., Va., and Fla.), Ponte Vedra, Fla.

Nov. 3-4: Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.

(Other Upcomings, Page 38)

Closed Circuit

(Continued from page 5)

but will be referred to as Good Luck, "Tolko" being dropped due to recent unfavorable publicity not related to margarine business. Among things to be announced at meeting will be that Good Luck will use radio spot announcement campaign to be launched about middle of January.

ALTHOUGH HE'S 2,000 miles away, perhaps best informed man on TV hearing proceedings before FCC, notably those surrounding Denver contests and station picture TV, is Senator Edwin C. Johnson (D-Col.). "Big Ed," chair- men of Senate Interstate & Foreign Com- merce Committee, which under his gavel has performed so superbly, FCC gets regular intel- ligence reports from Nick Zappe, committee communications expert. He has been sitting in on all sessions.

IF HIGH POWER becomes issue in TV, it will likely be provoked by FCC's lady Commissioner Henneck. She has steadfastly op- posed anything more than power adequate to cover immediate market for commercial TV stations in FCC executive sessions. FCC major- ity, however, is for maximum power to pro- vide maximum service.

DESPITE popular appeal, there's some ques- tion whether a ship using "big band bond, housing seagoing "Voice of America" transmitters, will be built. Capable of gener- ating 150 kw, ship nevertheless has had re- stricted operation because of necessity to anchor when transmitting and also because of interference with existing services. There was talk about several additional ships but these presumably will be held in abeyance until fur- ther experience is obtained. Vagabond now lies in European waters pumping 40 kw signal into Red dominated areas.

THERE ARE nonbroadcasters in number of new TV applications who will be surprised to find they have few secrets after being put to fire of comparative hearing before FCC. That's observation of those who know ships are down in TV hearings and see many newcomers flinching when they're faced with quiz on personal affairs and finances. Question is: How many "big names," already shy of excess publicity, will want to be turned inside out on the record?"

TV ATTORNEYS can see that competitive hearings, virtually shorn of technical compari- son which based findings in AM cases, more and more are becoming arena for comparison of applicants' "personal qualifications"--and even personal "disqualification." Big money potential of TV has lured wide variety of persons never before in radio, they note, hence many may be easy prey for new TV battle tactics.

KNEW SUES ON SITE

SUIT to prohibit TV grantee KXLY Spokane from putting its TV antenna atop Mt. Spokane, about 55 miles north of city, has been brought by KNEW that city. TV applicant KNEW claimed that if KXLY is permitted to use Mt. Spokane it will deliver signal so superior to KNEW's that that station will have to join KXLY on Mt. Spokane. KNEW already has own site and apparently does not want to be forced to move if, as and when it gets TV grant. KNEWS also claimed that TV tower in state-owned park will destroy beauty and rec- reational use of park. Suit due to be heard in week or so.

for more AT DEADLINE see page 98

BROADCASTING • Telecasting
All It Took was a Siesta...

Taken daily by a sizeable portion of Jamestown's population, to convince John Smith that communism couldn't produce the food direly needed by the settlement. "No work... no eat," was the doughty Captain's dictum cancelling out America's first Utopian experiment.

There's no snoozing in the competitive Omaha, Council Bluffs area either... yet wide-awake KOWH manages to stay head and shoulders over all comers. Cast an enterprising (free, of course) eye over the Hooper averaged below for the eleven-month period from October, 1951, to August, 1952.

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

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

![Bar chart showing station ratings]


36.3%  25.2%  20.0%  15.0%  10.0%

**KOWH**

"America's Most Listened-to Independent Station"

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

October 27, 1952
One-arm driving is fine...

...so is one-arm "park benching"

..but it takes two arms to get the best results

to sell Memphis you need BOTH

**WMC and WMCT**

NBC—5000W  Memphis' Only

790 K.C.

owned and operated by the Commercial Appeal

National Representatives - The Branham Company
SEE THE MOST THOROUGH AUDIENCE SURVEY EVER COMPLETED IN NEW ENGLAND!

If you’re selling in New England, you can’t afford not to use this new Whan report!
Tells you the best hours, the best programming, the best station!

WBZ / WBZ-TV
BOSTON

WESTINGHOUSE RADIO STATIONS Inc
KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Interviews conducted in one of every 181 homes

To give educators and advertisers a comprehensive picture of adult radio-TV listening habits in New England, Dr. Forest L. Whan has compiled a study that penetrates more deeply into this audience than any heretofore published. Interviewers visited more than 10,000 New England homes, one out of every 181 in the area. Each county, city, village and farm section received its proportionate share of the sample, based on the Federal Census of 1950. Sampling was also controlled on a basis of geography, urbanization, and economic standards.

A new diary technique

Part of the survey was achieved through the use of written diaries left in the respondents’ homes. A diary record of listening or viewing (by quarter hours) on each set (separately) was kept by selected families for a 7-day period. The results offer an excellent criterion for judging the effectiveness of various quarter-hours over the full range of the broadcasting week.

Set ownership and operation

Among the 70 pages of findings are these: 98.5% of the homes checked have radios. Almost 60% have two radio sets or more. About half of the families own a TV set. Simultaneous use of radio and TV sets is more common than might be anticipated. Other findings, expressed in tables and charts in the printed report, include data on out-of-home listening; "listened to most" and "heard regularly" ratings for both radio and TV stations; shares of audience by quarter-hours; size of customary audiences; preference for type of program.

With this report at hand, you can tell in advance just where and how an appropriation can be spent most effectively on New England airwaves. We invite you to use the study for this purpose, and to choose media impartially for your own best interests. If you haven’t a copy in file, get in touch with these stations, with Free & Peters, or with NBC Spot Sales.

October 27, 1952 • Page 9
MULTNOMAH, one of the gateways to the Portland area, is a bustling city serving both industrial and agricultural areas. It is part of a rapidly growing residential district that has increased its size tremendously during the post-war period.

CIVIC LEADER J. L. Whitcher of Whitcher Printing Company and Multnomah Chamber of Commerce president, asserts, "KGW brings us the top programs of the day, both national and local. It has demonstrated its interest in us and we in turn have always felt a loyalty to this pioneer radio station."

You cannot adequately cover the northwest without KGW! Listener loyalty available for your product in the ever-growing Oregon-Southwest Washington Market. Examine these picture captions for proof of the "putting". Yes, "put" your advertising dollars in KGW spots and reap the reward of the best radio salesmanship available anywhere!

KGW is the pioneer station in the Portland area with more than thirty years continuous service to the community.

Ask anyone in the Portland Metropolitan area and nine out of ten can tell you that KGW is 620 on the radio dial! This highly desirable low frequency delivers a listening audience in a 12,000 square mile area to you.

If you are not on the KGW band wagon, investigate now because it is true you cannot adequately "sell" this Greater Portland area without KGW!
IN MULTNOMAH THEY KNOW SIX TWO OH!

DRUGGIST Don Germain of Multnomah Drug says, "Public service and interest in our community activities has made KGW the outstanding favorite in Multnomah."

BUSINESSMAN Lynn Cavitt of Copeland Lumber Company, reports, "The highest type of service and programming have become KGW by-words. Our favorite for many years."

GROCER Bill Ryan of Ryan's Thriftway Market, declares, "KGW's merchandising promotion has helped sales on KGW-advertised national brands we handle. It's the best bet in Portland."

BUSINESSMAN Percy Hughes of Multnomah Variety Store, asserts, "KGW has been known in the Oregon-Washington area for so many years that it has naturally taken a place as a leader."

BANKER Dwight E. Gard, president of The Multnomah Bank, reports, "KGW listenership has always been superior in our community. A big station that still takes an interest in local activities. We think it's the best in the west."

DRUGGIST B. J. Adleman of Adleman's Rexall Drug Store, says, "KGW is the only station that takes such a local interest in our Portland communities. Prestige and popularity, no one can duplicate, result."

Multnomah...

Serving a retail trade area of more than 30,000 persons and within easy reach from downtown Portland, is becoming a new and rich area in residential and industrial expansion. The Choice here again is KGW!
If this looks like a cigar-store Indian to you, it's because you always think of cigar-stores when you see wooden Indians.

Blonde cigarette girls have probably sold more tobacco products than all the wooden Indians in the world, but would a blonde's picture have made you think of tobacco?

Further, if we'd shown an unidentified cigarette, you'd have probably thought only of the one you now use.

However, if we could have played the melody of a cigarette jingle, brand identity would have been instant, regardless of your preference.

The point is that although cigarettes (and other products) look alike and are used alike... on radio they don't sound alike!

So, what can you show smokers that you can't tell more of them, more often for less money than you can with radio?

*figurehead from the old Natches photo from Philip Gendreau

---

**KOMA**

Affiliated with KTUL, Tulsa  Radio Station Representatives

50,000 Watts • CBS Radio

J. J. Bernard Vice-President and General Manager

---

**H. H. DOBERTEEN** vice president and director of media for Benton & Bowles, N. Y., to Poole, Cone & Bolding, same city, as vice president in charge of media, effective Nov. 17.

**ROBERT L. SMOK** , Doherty, Clifford, Steers & Shenfield, N. Y., to Dancer-Fitzgerald-Sample, same city, as vice president and copy supervisor.

**JAMES F. EGAN** , vice president in charge of copy, Doherty, Clifford, Steers & Shenfield Inc., N. Y., elected to agency's board of directors.

**ROBERT A. DEARTH** elected a vice president of Ross Roy Inc., Detroit.

**RAY WAGNER** , radio-TV department, Young & Rubicam, N. Y., to agency's Hollywood office where he will head radio and TV commercial writing and production. **WILLIAM SCHURR** , commercial writer, has also moved from eastern office to Hollywood.

**BOGART CARLAW** , copy chief of Biow Co., N. Y., to Ted Bates & Co., same city, as member of copy staff.

---

**INTERNATIONAL ADVERTISING**

**on all accounts**

**IRENE HESS**, timebuyer at Ruthrauff & Ryan, Chicago, is more interested in the sales patterns of her clients than in the Vogue patterns from which she makes her clothes. A business-like gal, Miss Hess nevertheless combines her radio-TV aptitudes with those along more aesthetic lines. She designs and sews her own clothes, has a musical training which passed the harmony and counterpoint stage, enjoys legitimate theatre and confesses to harboring a ravenous travel-bug.

At R & R where she buys for such clients as Demert & Dougherty (Heet), Staley, Reddi-Wip, Janney-Semple-Hill, Horlick's and Krey Packing, Miss Hess is concerned with making careful buys which bring the client dollar-for-dollar value.

Ever-increasing TV time charges make costs of upcoming campaigns hard to estimate, but business in both media is booming. On many AM stations, she notes, good time slots are completely closed. One major metropolitan station a fortnight ago could not offer a single daytime spot, she says.

The tightening broadcast trends, however, "are separating the men from the boys," and the aggressive station operator is checking his schedules more carefully, going into promotion and merchandising and offering better programming and the kind of service which clients now expect, in her opinion.

Irene Hess was born in Chicago, the only daughter in a three-son family. She lives now on the city's North Side with her father, who does the cooking, and a brother. Periodically, she junkets off to distant parts, but these are less frequent since she entered the radio business. After graduation from high school, she habitually took off to the Indies on a banana boat, or the West Coast or Panama, returning only when her money ran out.

When the responsibilities of radio became a large part of her life, she relegated most of her travels to flying weekends to Bermuda and longer jaunts to regular vacations. Before the war, she spent three-and-a-half months driving through Europe. Last summer, at the last-minute suggestion of a friend, she visited South America, stopping in Panama, Peru and Bolivia in a fast three-week flying trip.

Miss Hess entered radio in 1943, working for Carl Wester on his...
JOHN MARTIN GILBERT, art director, and JOHN WEYL, legal counsel, Vick Knight Inc., Hollywood, elected vice president and secretary, respectively.

GEORGE C. HEARN, account executive at Action Adv., Memphis, and formerly manager of WFAK there, elected agency vice president.

JIM COYLE, assistant manager of KOWL Santa Monica, Calif., forms J. E. COYLE Adv., 3049 W. 8th St., L. A. Telephone is Dunkirk 3-3949.


DAVID HANSON, TV producer, Nat C. Goldstone, Beverly Hills (talent agency, program packager), to Leo Burnett Co., Hollywood, as TV director.

ANITA BERKE, office manager, Good Time Jazz Co., Hollywood (music publishers), to Vick Knight Inc., that city, as media director.

MARK J. WOLTERS to Warner, Schulenburg, Todd & Assoc., St. Louis, as production manager.

WARREN THOMAS to DeMartini Assoc., Phila., as associate art director. PAUL V. FORTE added to staff as public relations director.

IRA E. DEJERNETT Adv. Agency, Dallas, elected to membership in AAAA.

FENSHOLT Co. has changed name to FENSHOLT ADV. AGENCY, Chicago.


SHIRLEY E. HERZ appointed publicity director, Product Services Inc., N. Y.

CYRIL E. LIVINGSTON, director of media, Ketchum, MacLeod & Grove Inc., Pittsburgh, elected secretary.

DAVID S. WHITE promoted to assistant art director, Hening & Co., Phila.

CALVERT & PERRY Adv., Hollywood, changes name to J. RUSSELL CALVERT & Assoc. and moves to 11638 Barrington Ct., L. A. Telephone is Bradshaw 2-7814.

MATHISSON & Assoc., L. A., opens offices at 1127 Wilshire Blvd. Telephone is Mutual 2482.

hour-per-day five days weekly, serial strip. It included Road of Life for Procter & Gamble and Guiding Light, Today's Children and Woman in White for General Mills. She learned every angle of the business, from casting to selling, in her first broadcast job.

Three years later she went to the O. L. Taylor Co. (station representative firm) working as liaison between agencies and the salesmen. In her fifth and final year there she was assigned to selling on specific products at agencies, becoming one of three women time sellers in Chicago and the first in the Taylor organization.

Miss Hess joined the timebuying staff of Ruthrauff & Ryan in May 1961.

Obviously OUTSTANDING...

FOUR TOP PEORIAREA INDUSTRIES SELECT ONE MASS MEDIUM FOR MOST EFFECTIVE COMMUNITY RELATIONS.

Community relations is personal relations. That is why these industries use WMBD...reaching ALL the Peoriarea with the warmth and friendliness of the human voice.

"Careers Calling"...a panel of experts answer "career" questions from high school students.

"Our Neighbors Sing"...Peoriarea vocal groups are provided an outlet for their talent.

"Sounds Of Our Times"...a document in sound reflecting the ever changing events in the city, nation, and the world.

"Singing Rails"...music of general appeal is the vehicle for community messages.

These programs, developed by our special events department, are another example of WMBD's outstanding leadership and service to the Peoriarea community.

See Free & Peters...
Happy Birthday

EDITOR:
OBSEVEANCE OF THE TWENTY-FOURTH BIRTHDAY OF WGH GIVES ME OPPORTUNITY TO CONGRATULATE YOU ON COMPLETION OF YOUR TWENTY-FIRST ANNIVERSARY. MANY YEARS OF CONTINUED SUCCESS AND PERSONAL HAPPINESS.

EDWARD E. BISHOP
GENERAL MANAGER
WGH NEWPORT NEWS, VA.

EDITOR:
Congratulations on Broadcast- ing's 21st birthday. With all good wishes for many more years of the same fine type of objective reporting...

William S. Hedges
Vice President
NBC
New York

EDITOR:
A little late, but none the less sincere, my congratulations on your 21st anniversary. May your influence, circulation and image continue to grow.

Martin B. Campbell
Supervisor of Radio-TV
WFAX-AM-TV
Dallas

United, We Fall
EDITOR:
Somebody's wrong on that little item tucked away on page 58 of the Oct. 20 issue under "Air- casters." It states that Mary Holt has joined WJMO in our fair city. Mary, top woman disc jockey in this area, has been with us for three years and we look forward to a long, happy, profitable association from here on out. She not only has not left us but her schedule has been increased from an hour to an hour and a half each night, Monday through Friday, plus her special Sunday show.

Samuel R. Sugue
President
WSHS Cleveland

[EDITOR'S NOTE: B.T. regrets the error. Story was submitted by United Broadcasting Co., owner of WJMO.]

Switcheroo
EDITOR:
The enclosed item from the

Chadron (Neb.) Record—a reverse twist to broadcasters who claim same when money is spent for space instead of time—might bring a smile. And then, again, it might not.

Our nomination for the most undignified political candidate was the classic we heard of recently who sent publicists releases to all the newspapers in his area asking them to "give" him some space to plug his broadcasts. He informed his "hoped for" benefactors that he was spending too much money paying for broadcasts that he couldn't afford to buy any space with them.

Hugh McCoy
News Dept.
KFAB Omaha

Typo
EDITOR:
Your piece on page 25 of the October 20 Broadcasting • Telecasting about the new spot telecasting contract is fine except for the typographical error at the top of the last column.

Cancellation of programs after first 13 weeks is on 28 days notice, not 21.

You may want to correct this in the interests of avoiding confusion.

Kenneth Godfrey
Senior Staff Executive
American Assn. of Advertising Agencies
New York

New Testament
EDITOR:
...I've been reading Broadcasting • Telecasting for well nigh unto 16 years—through 10 years of commercial radio, five in educational radio and one year plus now in religious broadcasting. My ordained colleagues smile patiently when I refer to it as my "Bible."... John Grollier
Secy., of Broadcasting
Board of National Missions
Presbyterian Church in the United States of America
New York

Oops
EDITOR:
It happens in the best of well-regulated organizations—those little mishaps with print, or a slip of the lip, which puts tongue in cheek. Meaning, that I looked twice and read a paragraph three times which appeared on page 42 of last week's Broadcasting • Telecasting; then I found I was robbed.

It so happens that I was misquoted in the talk which I gave at the NARTB Third District meeting in Harrisburg. The report stated that I "opposed giving national rates to accounts whose products and services are nationally distributed." What I said was that I was opposed to giving local rates to accounts whose products and services are nationally distributed, and that local rates should apply solely to local stores.

A. K. Redmond,
General Manager
WHP Harrisburg, Pa.
Hitching your sales program to NBC Radio plows deeper profit furrows in the fertile West

The farm-rich, industry-rich Pacific Coast, with the highest per capita income in the United States, is ready to buy your product or service. Make sure your sales message gets to this 16 billion dollar market. Use NBC, the network with top coverage in the Far West!

NBC Pacific Coast Network plants your product's selling points firmly in 83.5% of all Pacific Coast radio homes. Good business can't help sprouting with that sort of cultivation. And NBC costs-per-thousand are lower than those of any other far-western network!

Make this year's crop of profits your biggest! Call your NBC sales office for details on how to reap the most sales for the least money out west!

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK


Spot

R. J. REYNOLDS TOBACCO Co., Winston-Salem, N. C. (Camel cigarettes), sponsoring roundup of Saturday afternoon football games, Camel Football Scoreboard, 5:30-5:45 p.m. EST over NBC radio, until Nov. 29. Agency: William Esty & Co., N. Y.


MURINE Co., Chicago, will sponsor nine five-minute segments of Today on NBC-TV, using three per week for three weeks from Nov. 4. Agency: BBDO, Chicago.

WELCH GRAPE JUICE Co., N. Y., renewing sponsorship of Howdy Doody over NBC-TV alternate Fri., 5:45-6 p.m., for 52 weeks effective Dec. 5. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.


Agency Appointments


CAMPBELL PRODUCTS Co., Bensenville, Ill. (Shave-Whip brushless shaving cream), appoints Philip J. Meany Co., L. A.

EXCHANGE LEMON PRODUCTS Co., Covina, Calif. (bottled fresh orange juice), appoints Universal Adv. Agency Inc., Hollywood. TV spot announcement campaign has started on KNBH (TV) Hollywood and KGTV San Francisco with more markets to be added.

STRATOSPHERE PRODUCTS, L. A. (Skyway anti-freeze), appoints Holzer Co., that city. Spot announcements are being used in six mid-western radio markets.

MAGIC PANTRY Co., L. A. (built-in home freezers), appoints Walter McCrery Inc., Beverly Hills. Radio-TV will be used. CHARLES B. GANZ is account executive.

Adpeople

PERRY L. SHUPERT, vice president in charge of sales for Miles Labs., Elkhart, Ind., elected vice president in charge of sales and advertising. H. S. THOMPSON is new advertising consultant. Other changes: O. B. CAPELLE, advertising manager; L. E. WADDINGTON, assistant advertising manager.

JACK SIEGRIST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc., Chicago, as national advertising manager.

ROBERT B. QUICK, advertising department, Procter & Gamble, Cincinnati, to Morton Salt Co., Chicago, as assistant to advertising manager.

WHAT BETTER PLACE
than here

BROADCASTING YEARBOOK
Will sells everything*

to hit your point of purchase? Harry Parnas, Cecil & Presbrey, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. It works for you every working day of the year—the annual one-time shot campaign.

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.
WAPI
"The Voice of Alabama"
already commanding the largest average total-week audience in the Birmingham area, month after month—now
10,000 WATTS
daytime (5,000 watts nighttime)—now twice the daytime power of any other network station in Birmingham!
REPRESENTED BY CBS RADIO SPOT SALES

*Pulse, Sept. 1950-Aug. 1952
Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish?

Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5:30 p.m. Saturday spot on WRC for two years, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

**IN THE NATION'S CAPITAL YOUR BEST BUY IS**

**FIRST in WASHINGTON**

**WRC**

980 KC • 93.9 FM

Represented by NBC Spot Sales

---

**FAITH** in television's selling power has paid off for a Grand Rapids automobile dealer.

Learning that a Hudson dealer in Chicago had done well with TV, Marion Marsh of the Down Town Hudson agency thought he, too, could make the medium pay. Because TV prices were high, it took a lot of deliberation on his part. But after examining statistics of TV sales stories, he signed for a 13-week series over WOOD-TV Grand Rapids.

His program, Talent Quest, amateur show, aired 6:30-7 p.m. Thursday, featured Bill Roh as mc. Mr. Marsh labored long over commercials, which he delivered in person. He gave time to a blood bank drive. He pushed everything of a civic nature. He adopted the theme of "Look, folks, the kids on Talent Quest" are wonderful. We are proud that your purchases of new and used cars make it possible for us to give them this break."

Competitors in and around Grand Rapids seemed to be sure that Mr. Marsh entered a bad deal when he signed his first 13 weeks. When he signed again, they figured he was going out on a long, shaky limb.

Sales did not result immediately. During the first four weeks, Mr. Marsh wasn't so sure that he'd made a good buy. But he didn't lose faith in TV. And from then on the sales curve climbed sharply. Business chalked up a 50% increase for its fiscal year, which ended in July.

Evidence that Mr. Marsh is happy he didn't lose faith in TV: Last fortnight he signed for another 13 weeks on WOOD-TV. He joined WOR he's enjoying that last laugh on his competitors.

Strictly business

Back in 1936, Mr. Mayo, fresh out of Princeton U., applied at CBS for a position in the training program. He made the first "sale" in the broadcasting industry by convincing CBS executives that his future lay in sales and not in programming—which his college training program had encompassed. His first assignment was on CBS' sales service staff.

That Mr. Mayo knew what he wanted was attested to in his upward climb. By the time he left CBS in 1940 he had served as assistant to the sales service manager and as a member of WUSB New York's sales department. He joined WOR New York in 1940 as a salesman, (Continued on page 48)
Consistent, convincing Bob Bean progressed steadily from one Carolina radio station to another until he made the Carolina “big time”—50,000 watt pioneer, WBT. In another and more important sense, Bob Bean and men like him make WBT. They give WBT local programs the network quality with local character that make goods move.
Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW
RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27
RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt
The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity
With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1/2% of a perfect circle!

No protruding elements
Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments
The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in
High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line
No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies specially designed lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available
RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all specifically designed to work with the UHF Pylon.

REMEMBER! Only by having everything matched from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.
Typical measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92° pattern tilt.

Typical calculated and measured vertical field pattern of a UHF Pylon. Channel 75 (838 Mc).

RCA's UHF Pylon
Leading Jobbers
in Louisiana, Arkansas, Texas

Praise KWKH

If you want the truth about the impact a radio station has in its area—the truth about its effect on its listeners' living and buying habits—ask the progressive jobbers, distributors and wholesalers in that station's area.

Many of these businessmen may know very little about BMB figures, half-millivolt contours, hours per day spent with various media, etc. But oh!, what they know about the sales a station can produce!

That's why we're proud that most of the leading jobbers in Shreveport praise KWKH—recommend it to their sources—use it, themselves, when they spend their own advertising dollars. May we send you all the facts?

KWKH
A Shreveport Times Station

The Branham Company Representatives

Henry Clay, General Manager

50,000 Watts · CBS Radio
CAMPAIGN'S RADIO-TV FEVER

By JOHN OSBON

BROADCASTERS are walking a political tight-rope as a result of a scathing attack, pending for sizable chunks of time to cap the 1962 Presidential campaign.

The welter of problems posed by political time-broadcasts could be compounded a thousand-fold if the politicians carry "equal time" requests to a literal conclusion.

The scope of the issue is only partly pointed up by the demand of the Volunteers for Stevenson for detailed data from radio-TV outlets in 63 "critical" counties on the extent of their time sales to the Republicans. Group last week reported progress on its quest for information from stations.

Extensive network time purchases by both parties the past fortnight could raise additional problems for broadcasters bent on offering equal time to both parties and otherwise preserving a semblance of program balance.

Further reports on Stevenson volunteer plans came amid these other developments:

• The Republican National Committee rounded out its nationwide radio-TV timebuys, announcing plans for nine network simulcasts, seven in the last seven days of the campaign, climaxing by a heavy election eve schedule. Between $500,000 and $900,000 is involved in the commitments.

• The Democrats also announced firm speaking dates with extensive network coverage of major speeches, using principally the facilities of DuMont TV Network and CBS Radio.

• Both the Citizens for Eisenhower and Volunteers for Stevenson renewed last-fortnight appeals for money to buy more broadcast time.

• Various local political groups bought time on statewide network radio affiliates.

• ABC announced plans for technical coverage of election returns revealing the existence of a new "robot reporter."

The volunteers have contacted some 300 stations seeking details of GOP radio-TV plans and asking whether equal time would be extended to the Democrats [B&T, Oct. 20, 13]. Stations have indicated they would make such time available.

With election day fast approaching, it was not known late Thursday what course of action the volunteers would pursue. A spokesman for the volunteers reported that most of the stations contacted have returned questionnaires. "Most of them have been extremely cooperative in supplying the requested data, while others have referred us to their attorneys," he said. All stations noted they would sell equal time, he added.

Refers to Answers

The spokesman cited replies from New Haven (two out of three), Newark (three of five), Camden-Trenton, N. J. (all), South Bend (two out of three), Cedar Rapids (two of five), Sioux City (two of three).

The questionnaire had asked stations to furnish a statement of time sold to the Republican National Committee or related groups, and whether they would furnish equal time under similar conditions.

"The data accumulated thus far seems to substantiate the existence of the GOP $2 million spot blitz," the volunteers spokesman told Broadcasting. Telecasting.

FCC had advised the group and George W. Ball, executive director, it could make no determination on the original charge. But the Commission said "it will consider any specific information you are able to supply." The volunteers protest charged possible collusion between corporations and stations involving pre-emption of choice time slots for GOP spot announcements.

Attorneys in Washington, D. C., have acknowledge inquiries from station clients throughout the country. They have advised stations to disregard the volunteers' questionnaires on the basis that only FCC can elicit such data. Stations have been further advised of no compulsion to submit details of future sales to the Democrats on the premise that the latter seek to smoke out GOP radio-TV plans.

Stations need not feel concern if their time ratios sag heavily to either political side providing they are prepared to make existing time available and are fulfilling public interest requirements, attorneys feel.

Last-minute pre-emption by either party to carry the radio-TV fight to the wire could cause some consternation. One attorney noted that the headache would be multiplied—as would the cost to the interested party—where talent costs are involved. Limited availability of choice time on election eve may (Continued on page 24).

GM BUYS INAUGURAL

On NBC; Others Plan

You see, Stevenson bought the time WOF-TV usually telecasts its cowboy picture.

SPONSORSHIP by General Motors Corp. of NBC's combined television-radio coverage of the Presidential inauguration on Tuesday, Jan. 20, 1953, was announced last Thursday. General Motors said it would sponsor a four-hour telecast and a two-hour broadcast, starting at 11:30 a.m. (EST). Estimated cost is $560,000.

NBC radio coverage will continue until 2:30 p.m. (EST) and TV coverage until 4:30 p.m. (EST).

Network will teletact and broadcast the actual swearing-in ceremonies, followed by the President's speech at the east portico of the Capitol, as a public service.

GM's sponsorship will include coverage of the Presidential procession from the White House to the Capitol, the return cavalcade from Capitol Hill to the White House and the President's review of the inaugural parade.

General Motors currently is sponsoring the NCAA football telecasts on NBC-TV.

Describing the inauguration ceremonies will be NBC commentators Morgan Beatty, John Cameron Swayze, H. V. Kaltenborn, Frank Bougholtzer, Ray Henie, Ned Brooks, David Brinkley, W. W. Chaplin and others.

All other national networks, both radio and television, conceded they were trying to line up sponsors for their own inauguration coverage, but said they had not yet reached the contract-signing stage. CBS and ABC, at least, were reported to have negotiations in progress but the advertisers were not identified.

October 27, 1952 • Page 23
Campaign Radio-TV Fever Rages

(Continued from page 28)

prove harassing to broadcasters if one party should invite equal time requirements on any one station.

The Citizens for Eisenhower, which originally had agreed to raise only $3 million for its GOP spot program, claims that it has about $120,000 available to buy radio and television time for sherry of the $2 million figure charged by the Democrats.

Spot material is being channeled to various political groups which, in turn through their own advertising agencies, are buying time on local stations. State chairmen are preparing supplied films and recordings. Spot campaign got under way last Tuesday. The citizens group also bought time for a 15-minute film on WYX (TV) New York. It was aired initially last Tuesday and will be telecast tomorrow evening again.

"How much we actually will spend depends, of course, on what money we are able to raise," Walter Williams, co-chairman of the committee, has said. He referred to the $120,000 available during his appearance Oct. 15 edition of CBS-TV's "Man of the Week."

Ted Bates & Co., which prepared a series of 40 radio and TV spots each, is no longer in the picture. Its task was a creative one from the outset and the job of channeling the money and buying time is being handled from the national citizens' organization.

Warning Sounded

Democratic party workers are being warned that the GOP "$2 million radio-TV blitz hits in the last two weeks of October and that the Republicans "will spend millions to try and buy victory by saturating all media."

The warning was sounded in the official party's national headquarters by Stephen A. Mitchell, Democratic National Committee chairman, and in a telegram to national committee members from 33 state chairmen.

Spoke a headline, "Radio-TV Monopoly Bought."

The Democrat also claimed to have unveiled another instance of GOP saturation efforts. James A. Finnegan, head of the Democratic Campaign Committee of Philadelphia, said the opposition planned to spend $3 million in Pennsylvania alone, with a considerable sum siphoned off to radio and television.

The campaign includes more than 1,300 spot announcements and five- and 15-minute radio and TV programs. Mr. Finnegan said, adding "this is an unprecedented expenditure for funds for radio and television locally in a political campaign."

Whether these funds actually were committed and whether they had been allocated through the Republican National Committee or the Citizens for Eisenhower was not readily ascertainable.

The spot campaign arranged through Kudner Inc., GOP national committee agency, calls for radio and TV spots to aid Senatorial and Congressional candidates. It has been extended to some 85 key markets," according to Kudner spokesmen and calls for five and one-minute radio spots as well as 20-second spots (B&T, Sept. 29).

It was learned, meanwhile, that the ambitious plans of the Democrats to blitz some 500 cities in 20 states with radio announcements have been held in abeyance for lack of money. This spot campaign is national in character, handled through the Joseph Katz Co., Baltimore and New York, and not to be confused with spot purchases by Democratic groups at the local level.

Originally, four or five states were mentioned including California, Ohio, Illinois, Minnesota and others, but at week's end the list was down to two—Ohio and California. If clearance is received in time, six spots per day will be purchased on all stations in some 30 cities of these two states in the last two weeks at a weekly cost of about $60,000.

These announcements comprise the theme of the "regular" spot drive. Plans also had been drawn up for rural and small-town or "grass roots" listeners. All three were to be underwritten by any one of the majority of Stevenson-Sparkman clubs or the Volunteers for Stevenson.

Once again, Senate leaders in the administration party have appealed to prominent civil and industrial leaders for fund contributions, explaining that "one minute of nationwide television-radio time costs $2,900." They are asked to send their donations to headquarters for the Stevenson volunteers in Springfield, Ill.

Further light was shed on the high cost of political campaigning in a survey by the AP issued last Monday. "More than a million dollars have been or will be spent on national radio and television programs alone for the last three weeks of the campaign," AP estimated conservatively.

Using Oct. 15 as a starting date, AP recorded 12% hours of radio and 11% of TV for programs boosting Gov. Stevenson, and 4% hours of radio and TV each for those supporting Gen. Eisenhower. It estimated that if listed prices are paid for network time (exclusive of any pre-emptions), cost would run about $869,000 for Stevenson backers and $351,000 for Eisenhower supporters.

The survey was compiled and released on AP wires, however, before the Republicans announced additional network coverage last week. AP noted that the figures do not include programs carried by single stations or regional networks or any spot announcement drives.

Without reference in most cases to actual expenditures, AP listed these organizations and the amounts they have spent and hope to raise: Citizens for Eisenhower—to collect between $750,000 and $1 million; Volunteers for Stevenson—has spent $380,000 and collected about $750,000; CIO—hopes to raise $1 million; AFL—hopes to raise between $400,000 and $600,000; United Auto Workers—plans include three national TV shows and a radio program on 73 stations in 24 states.

The flurry of GOP network purchases covering the last 13 days of the pre-election campaign is expected to put the Republicans on a par with the Democrats in point of actual time expenditures. Here- before, network commitments have been made largely on behalf of the administration party.

GOP campaign headquarters has whipped up simulcast plans which call for five featuring Gen. Eisenhower and two others for the election week rally at the Boston Garden. One other simultaneous event also was reserved for the General. The two simulcasts were aired last week.

Using Oct. 22 (last Wednesday) as a jumping-off point, the following is a breakdown on how campaign purchases of both parties line up:


NORFOLK, Va., radio and TV stations have been cooperating with NARTB's "Get Out the Vote" campaign for the past two months. Planning campaign strategy are (l to r) Robert Moody, WWRC (FM) Norfolk; Roy Penner, WCAV Newport News, chairman of station representatives committee; Joeiel Carlson, WTAG-AM-FM-TV Norfolk; Tom Metheva, WNRN Norfolk, and Frank Facundo, WSPW Portsmouth. Not present when picture was taken was Bob Drapper, WLOW Portsmouth; Dufl Kliwer, WVEC Hampton, and Tom Bradshaw, WHYT Newport News.
RADIO-TV NEWSMEN PICK THE WINNERS—A B•T SURVEY

IF the majority of leading radio and television newsmen replying to BROADCASTING • TELECASTING's poll is gifted with powers to divine the future, Adlai Stevenson will win the Presidency in a photo finish and his party will retain control of the Senate and House.

The Democratic victory, if it materializes, will be due at least in part to Mr. Stevenson's skillful use of radio and television.

Of the newsmen participating in the poll, 74% thought Mr. Stevenson had made more effective use of broadcasting and TV than Gen. Dwight D. Eisenhower. Only 10% thought the general had been more effective on the air. The rest made no choice between the candidates as broadcasters.

Every newsmen who responded to a similar question comparing the radio-TV performances of the vice presidential candidates picked Richard Nixon over John Sparkman. Though no reference to it was made in the question put to the newsmen, the Nixon simulcast in which he described his personal finances unquestionably accounted for his overwhelming choice over his opponent as a radio-TV performer.

If the average of the predictions of the newsmen polled by B•T turns out to be anywhere near the results of Nov. 4, Mr. Stevenson will squeak into the White House with the narrowest margin of electoral votes in any Presidential election since 1800 when Thomas Jefferson and Aaron Burr tied at 73 each. (The House of Representatives elected Jefferson.)

And if the average of the predictions is right, the Democratic control over Senate and House will be retained but by slimmer differentials than now prevail.

In general the results of the BROADCASTING • TELECASTING poll of radio and television newsmen were similar to those of a poll of 50 Washington newspaper correspondents published a month ago by Newsweek.

It would appear that the radio-TV news experts and the newspaper political writers see just about eye-to-eye on the outcome of the elections, though the radio-TV newsmen think, on the average, that the electoral vote will be closer.

Here are the questions that BROADCASTING • TELECASTING asked and the replies (excluding the question on effectiveness of radio-TV use which is reported above):

1. How many electoral votes do you estimate each Presidential candidate will receive?

   Average of the answers:
   
   Eisenhower 263
   Stevenson 256
   Total 519

   In the Newsweek poll, the newspaper correspondents guessed, on the average, 251 for Gen. Eisenhower and 280 for Mr. Stevenson.

   Individually, most of the radio-TV newsmen thought it would be a close race. More than half of them predicted fewer than 300 electoral votes each for the candidates. None predicted a landslide for either candidate. The biggest electoral vote forecast for Gen. Eisenhower was 383, for Stevenson, 392.

2. How do you think the mem-

   (Continued on page 98)

Who Will Be Elected President?

56% picked Stevenson
44% picked Eisenhower

Who Will Control the Senate?

58% picked the Democrats
25% picked the Republicans
17% predicted 48-48 split

Who Will Control the House?

54% picked the Democrats
46% picked the Republicans

October 27, 1952 • Page 25
NBC STANDS PAT

On Boca Ratton Cancelling

NBC officials reported late last week the network had no plans afoot to reschedule the cancelled early-December convention of its affiliates at Boca Ratton, Fla., despite efforts of some members to stir up a convention of their own.

In response to a letter from P. A. Sugg of WKY Oklahoma City, chairman of NBC's Stations Planning & Advisory Committee, other members of SPAC were polling affiliates on whether they'd like to go ahead and have a convention themselves, at the same place and time, but not out of NBC.

Last Friday it was reported unofficially that responses to the poll were running better than half in opposition to a re-scheduling of the meeting. Harry Bannister, NBC vice president in charge of station relations, said the preponderance of votes favoring the meeting apparently came from the eastern seaboard and not from the country as a whole.

Bannister's Statement Confirmed

Some confirmation of this statement came from E. E. Vadeboncoeur, WSYR-AM-TV Syracuse, TV member of SPAC, who stated Friday that of seven TV affiliates in his area, five favored a meeting and two were opposed.

Mr. Bannister reported that Walter J. Damm, chairman of NBC TV Affiliates Assn., had stated he was opposed to a meeting of his TV group.

Many affiliates were said to feel that, even though the radio rate question was settled at the meeting in Chicago in September, many important problems remain to occupy the joint attention of affiliates and network officials.

Allen M. Woodall, WDAK Columbus, Ohio, SPAC member of NBC District 4, told Broadcasting Telecasting he had sent copies of Mr. Sugg's letter to all affiliates in the district. "I will follow the wishes of the affiliates in District 4," Mr. Woodall said, explaining there hadn't been time to receive replies to the letter. He is taking no personal stand on the matter, he added.

B. T. Whitmire, WFBC Columbia, S. C., NBC District 2 SPAC member, has circulated that area to find out what affiliates want to do about the convention proposal. At the weekend he had not received any replies.

Two TV problems were cited: (1) Affiliates' current effort to negotiate what they regard as a "better" system of compensation from the network, and (2) morning TV network programs, a target of a number of affiliates.

One affiliate, who is participating in the negotiations toward a new system of compensation, said NBC's offer, made last Wednesday, was "so bad" the committee refused to submit it to the other affiliates. He said that affiliates carrying fewer than 182 hours of network commercial time per month would receive less compensation under NBC's counter-offer than they do now. He also criticized NBC's reoffering which he said would make a 10% cut in stations' compensation for programs which they carry on a delayed basis.

This affiliate said a further meeting between the affiliates' committee and network officials was expected in mid-November and that he hoped NBC would "come up with a better compromise" at that time.

NBC officials declined to comment on the compensation question on the ground that it would be "improper" to discuss it while the negotiations are pending.

In radio, a number of affiliates were said to take the position that the September settlement of the rate question, far from making a convention unnecessary, actually created a need for one. The affiliate with NBC would "come up with what's ahead in terms of sales, programs, and all the rest," one of them asserted.

NBC, in announcing cancellation of the convention, said affiliates suggested it. (B&T, Oct. 13). Officials reiterated this contention last week, saying it was not NBC's idea but had been suggested by a number of stations at the rate meeting in Chicago. As a result of these suggestions, they said, Station Relations Vice President Harry Bannister contacted "20 leading stations" and found them all in favor of calling off the conclave.

"Why didn't they send questionnaires to all affiliates?" a station executive asked last week, expressing resentment at what he termed the network's operating with "a clique of friends." "Every NBC affiliate is important to himself."

Additionally, it was maintained, a number of managers, especially those with smaller stations, had planned their vacations around the convention and, accordingly, had foregone summer vacations. Many managers also were said to look upon the convention as being "a part of station compensation." As evidence of many affiliates' attitude toward a convention, it was noted that 91 reservations had been made. NBC spokesman said this represented only 42 stations, however, and that close to 90 stations were represented in reservations the same time last year.

In his letter to SPAC members, Mr. Sugg said several affiliates indicated they would like to hold their own convention at Boca Ratton.

He asked members to contact stations in their districts to determine whether NBC affiliates should attempt to meet if the hotel was available; "should not business sessions be scheduled in order that proper deductions could be made for travel expenses?" would that meeting "embarrass NBC through the attitude of the trade press or other sources."

Mr. Suggest a telephone conference by the SPAC if enough stations desire to meet.

Writing to Mr. Bannister, Mr. Sugg expressed surprise that only 47 stations had indicated they were going to Boca Ratton, citing political receptiveness as a possible cause for the small number of reservations. He again raised the point that an affiliate-called meeting might embarrass NBC and asked for the list of early reservations.

SARNOFF GROUP

To Check Military Manpower

IN A MOVE toward the "most economical and effective use" of the nation's military manpower, the Defense Dept. last week set up a fact-finding task force and installed Brig. Gen. David Sarnoff as chairman.

Appointed to the RCA board chairman to head a Citizens Advisory Commission on Manpower Utilization in the Armed Services was announced by Secretary of Defense Robert A. Lovett last Wednesday.

The commission will comprise a maximum of 11 "eminent citizens," the majority civil, who will work with—and report to—Mrs. Anna M. Rosenberg, Assistant Secretary of Defense in charge of manpower and personnel. No date had been set for the group's organizational meeting.

Noting that manpower distribution is "one of the critical long-term problems facing the U. S.", Mrs. Rosenberg stated: "We are confident that the studies and deliberations of this commission will further advance our efforts to conserve manpower and the wisdom admired Mr. Sarnoff for a great many years and he is uniquely qualified for this job."

Gen. Sarnoff took over his new desk in his new office at the Pentagon last Thursday. He is expected to share his time between Washington and New York. At a joint news conference, Gen. Sarnoff said:

Americans who have the right and freedom to criticize their government have the obligation to respond to their government's call for help when the call comes. This is the principal reason why I have taken on this job. Another reason for my doing so is the deep respect I have for Secretary Lovett and Assistant Secretary Rosenberg, for their untiring efforts and devotion to their difficult tasks in the Dept. of Defense. I count it a privilege to work with them.

Mrs. Rosenberg said the Defense Dept. and all the military services are grateful to Mr. Sarnoff for accepting the chairmanship of this commission and welcome this responsibility.

While the composition of the commission remained undetermined last week, it was acknowledged in Pentagon circles that Gen. Sarnoff's appointment would ease Secretary Lovett's task of recruiting crucial members of the other members. The military members will be drawn from the reformed ranks of the Army, Air Force, Navy, and Marine Corps.

Gen. Sarnoff is credited with considerable contact involving the armed services. During World War II he served as brigadier general in the Army Signal Corps. His service has been enshrined by the government on numerous occasions.

In recent years he has been a member of a Signal Corps advisory group looking into equipment and other procurement and personnel matters, and recently he has been named to the Signal Corps program touching on electronics. Additionally, he has been a director of the Armed Forces Communications Assn.

The commission was established at the request of the 82d Congress and Secretary Lovett evolved a charter in the form of a Defense Dept. directive. It was suggested by Sen. Lyndon Johnson (D-Tex.), who headed a Senate "watchdog" committee checking progress of the nation's preparedness program.

BROADCASTING • TELECASTING
**SINGLE RATE CARD**

By J. FRANK BEATTY

THE single rate card for day and night broadcasting is coming—and fast.

That's the opinion of two-thirds of broadcasters in the mid-Atlantic and southeastern areas, judging by a letter sent recently by the Broadcasting & Telecasting.

They believe that some version of the day-night rate formula is inevitable or provides the best way to meet the increasing competition offered by television.

Some experienced broadcasters can't buy this formula, however, and that includes operators of stations located in multiple-TV areas.

**ARF BUDGET**

Kobak Reassures on Funds

ASSURANCE that the $10,000 needed to complete the $25,000 budget of the Advertising Research Foundation committee on broadcast ratings will be provided in the near future was given by Edgar Kobak, ARF president, Wednesday at the Hotel Bilsmore in New York.

Speaking at the 11th annual luncheon of The Pulse Inc., audience research organization, Mr. Kobak said that to the $15,000 already pledged by BAB, he anticipates getting the remaining $10,000 from the TV broadcasters. He is scheduled to meet with NARTB's TV board in December, he reported, and hopes to have the grant approved at that time.

Meanwhile, the ARF committee on radio and TV ratings methods, headed by Mr. Kobak and Mr. Deckinger, vice president and research director, Biow Co., is beginning its work without waiting for Mr. Kobak to complete its orgination (see story, this page).

Mr. Kobak urged commercial research organizations such as Pulse to support ARF as well as the advertisers, agencies and media members of the tripartite organization. ARF, Mr. Kobak stated, is in no way a competitor of the commercial research firms; its job is not to conduct research but to establish standards for research. In that way, he said, the buyer of research will be able to tell whether he is getting what he is paying for, Mr. Kobak declared.

Speaking on the topic, "No Charts, No Graphs, No Data, Just Bare Hands," Mr. Kobak urged salesmen to learn the facts presented by both and to use them in selling, but to "talk" them rather than "lean on a stack of cardboard." He briefly reviewed the story of the reorganized ARF, as he has to last month in the Washington Marketing Assn. [B&T, Sept. 29].

Sydney Roool, director of The Pulse, presided.

**ARF RATINGS STUDY**

**Committees' Scope Set**

**COMMITTEE** on radio and TV rating methods of the Advertising Research Foundation, meeting last Thursday in New York, decided to make each of its four subcommittees a full- fledged working committee and at the same time to expand their membership by an overall total of perhaps ten additional members.

The overall committee, whose function is to establish standards and guidelines for both television and radio, to analyze present services to determine how well any service or combination of services approaches that ideal, is headed by Dr. L. Treyz, president of the American Research Foundation, and Mr. Deckinger, vice president and research director of Biow Co. [B&T, Sept. 29].

Members of this committee include, in addition to Chairman Deckinger, H. M. Beville Jr., NBC; Harper Car raine, CBS; Wallace Drew, Bristol-Meyers Co.; Gordon Hughes, General Mills; Fred Manchee, BBDO; J. J. Neal, Dancer-Fitzgerald-Sample; Richard Poff, MBS; Oliver Treyz, NBC; Maxwell Ule, Kenyon & Eck hard.

The purpose of each of the four working committees was defined and its methods of attacking its assignment outlined by its chairman at the Monday meeting, with the full group discussing each report as it was given. It was out of these discussions that it was agreed that for larger committees became evident that if they are to accomplish their purpose without making undue call on their members. As a result, some members dropped out compensation, in the interest of improving the rating methods of radio and television.

Others argue that each market must be analyzed separately.

Personal interviews with 27 broadcasters at the District 3 and District 4 NARTB meetings would seem to confirm the trend in network-rate cards toward equalized day-night rates. Their comments (see below) reflect broadcast situations in seven states (Pa., Md., Del., W. Va., Va., N. C., S. C.) and District of Columbia.

The majority views show that many broadcasters agree, too, with those agency timebuyers and advertiser officials who contend night rates in TV markets must reflect audience inroads made by the visual medium.

Comments were obtained from broadcasters representing all types of operations—large, small, full-time, daytime, radio-only, AM-FM, AM-only, TV-radio, network affiliated and independent, as well as as large, medium and small markets with and without TV service.

Equalization of day and night rates will come by different methods, according to the majority viewpoint. Some favor an increase in daytime rates to meet the night level. Others favor a slice in night rates to be day charges. Still others like a compromise version of these two methods.

Then there's another approach—jumping of the best hours, 7 a.m. to 11:30 p.m. for example, under a single rate with a lower scale for the late-night hours.

Pretty general agreement exists that daytime radio has been underpriced because its value hasn't been appreciated by broadcasters or buyers of radio time. Most radio executives feel the industry has been derelict in not making day-time rates reflect the rising circulation and the sales impact of the medium.

Nobody attempts to run from the facts that TV's impact on the radio market is one. There is disagreement, however, on its extent. Some stations in TV areas claim they haven't suffered serious loss of audience at night. Others note that the rating figure for a night program must be evaluated in the light of the larger number of persons in the home after dinner. In other words, a sets-tuned-in-

(Continued on page 36)
On 4A Eastern Meet Agenda

Panel of four business executives will explore the question of whether the advertising business is making creative progress at tomorrow morning's (Tuesday) Grand Opening meeting of the two-day 1962 Eastern Annual Conference of the American Assn. of Advertising Agencies at the Hotel Roosevelt, New York.

Participating in this discussion will be C. L. Whittier, vice president and chairman of the plans board, Young & Rubicam; Claude Robinson, president of Opinion Research Corporation; John F. Cunningham, executive vice president of Cunningham & Walsh Inc. and chairman of the AAAA board; and Mr. M. Tompkins, chairman of the production department. Nine separate group meetings devoted to a specialized subject of advertising will be conducted Tuesday afternoon.

Brookway Luncheon Address

Highlight of Wednesday's program will be a luncheon address by Louis N. Brookway, chairman of the AAAA Advisory Committee and executive vice president of Young & Rubicam, on "The Impact of Communications on the Future." Another meeting that will be held on radio and TV production, advertising and marketing will be conducted Wednesday evening.

Three Name SHG

Three broadcast advertisers have named Schoenfeld, Huber & Green, Chicago, as agency. They are the Coca-Cola Bottling company of Northern Indiana, Gary, currently using heavy radio spot in Gary and Hammond; M. W. Labs, Chicago (electron and silverware platers), which plans to use TV spot; and Scientific Brake Service Labs, Chicago, which is using radio programming locally.

AMP ELECTION

Wolf To Succeed Tompkins

ELECTION of Charles A. Wall as president of Associated Music Publishers was announced last week following his appointment to that position in May 1947 after 18 years of service with NBC. During World War II, Mr. Wall served with Gen. Omar Bradley's staff overseas and currently as a colonel in the infantry reserve. He is a graduate of Harvard U. and the Harvard School of Business.

Mr. Tompkins, who joined B&M in 1947 as general manager, was praised for his services by the directors of AMP & AM. He will be retained on a long-term consultation basis for both organizations.

Other Elections

The BMI board also announced the election of Glenn Dolberg, director of station relations, to vice president in charge of station relations. Robert J. Burton, vice president of publishers relations, was appointed to the additional post of vice president in charge of writers relations; Robert Sour, director of publisher relations, to assistant vice president of this department, and Charles E. Lawrence, assistant treasurer, to the additional post of assistant secretary. Mr. Burton also was elected secretary of BMI, a position formerly held by Mr. Tompkins.

Mr. Dolberg has been with BMI for eight years, joining the organization as West Coast field representative in the station relations department.

Mr. Sour has been with BMI since its founding in 1940 and has served as an executive in both the production and publishers relations departments.

Mr. Lawrence joined BMI shortly after its founding and has served both AMP and BMI.

Rill Appointed

IRVING R. RILL, vice president of Kastor, Farrell, Chesley & Clifford, New York, has been appointed executive vice president and account supervisor. Mr. Rill, with KPC since September, previously was a vice president at Duane Jones & Co., New York.

SHIFTS

WRS Shift

SHIFT of L. P. Rawlins from general manager of KYW Philadelphia to that of KDKA Pittsburgh, both Westinghouse Radio Stations Inc. properties, was announced last week by Joseph E. Baudino, WRS vice president and general manager.

Replacing Mr. Rawlins as KYW head will be Franklin A. Tooke; for the past two years manager of WOPO Pt. Wayne, Ind., also a WRS station. Carl A. Vandagrift, program head at WOWO, will become manager there. All the appointments take effect Nov. 10.

R. G. Duffield, manager of KDKA for the past year and a half, has resigned to enter another field, Mr. Baudino said. Mr. Duffield will remain until the end of the year as a consultant.

Mr. Rawlins, who was made general manager of KYW in February 1960, joined Westinghouse Electric Corp. in 1942 at the Louisville Ordnance Plant, serving during the war years as office manager of the projectile department, later becoming industrial relations supervisor. He transferred in 1946 to the broadcast subsidiary's offices, then in Philadelphia, as head of the industrial relations department, four years later becoming KYW head.

Mr. Tooke joined WOWO in 1935 after being awarded a B.A. degree at DePauw U. and studying at the American Academy of Dramatic Arts. He later became WOWO program manager and in 1942 transferred to KDKA as program department head.

After three years in the Navy, he returned to his program post at KDKA and in 1950 assumed management of the KYW program department. In 1951 he returned to WOWO as station manager and supervised the station's move to new and modern quarters.

Mr. Vandagrift is a veteran of 17 years with WRS, having begun in the news department. He won national recognition later and a number of safety awards for WOWO by developing one of the first street-interview Safety-in-Motorizing campaigns.

MEDIA INFLUENCE

'Two-Way Process'—Eisenberg

INFLUENCE in radio and TV programming "is a two-way process," with the media both influencing and being influenced by audiences, Philip Eisenberg, CBS-TV research psychologist, told the annual New York State Conference of Probation Officers at Utica last week.

Citing broadcasters' reliance on both research and public reaction in development of programs, Mr. Eisenberg said: "We try to provide entertainment, news, education, and culture. The public is quick to tell us whether [a program] has been a success or a failure. In that way, they guide us in new explorations in television."

While the influence of radio and TV often is spectacular, it is 'limited,' he said, citing the famed Orson Welles "invasion from Mars" broadcast of 1938. It caused "a nation-wide panic," he recalled. And yet, he continued:

"It was estimated that at least six million people heard the broadcast. About 28% thought the program was a real newscast. But only 20% were disturbed by it. Of the people who heard the show 80% did not blame it and most of them recognized it as a dramatic show."

NOVIK NAMED

Demo Radio-TV Consultant

MORRIS S. NOVIK, consultant and president of WLIR New York, was appointed last Wednesday a special radio-TV consultant to the Democratic National Committee. His appointment was announced by the Committee's chairman, Stephen Mitchell.

Mr. Novik, a former director of radio for the City of New York, has been acting as liaison with the committee's and labor groups on separate programming projects. Mr. Novik has been responsible for re-broadcasts of major speeches by Gov. Alfred E. Smith and President Truman which are beamed to workers in their homes (CLOSED CIRCUIT, Oct. 13).
**NETWORK GROSS OVER $27 MILLION**

In September

GROSS income of both the radio and TV networks was higher in September of this year than in that month a year ago, according to figures compiled by Publishers Information Bureau on the advertising expenditures by one-time, before-discount rates, on the broadcast networks.

Radio networks in September grossed $12,886,632, or 8.8% above their gross of $11,848,794 in September 1951. TV networks grossed $14,450,632 this September, up 21% from the September 1951 total of $11,955,518. Combined advertising time purchases on both the radio and TV networks totaled $27,517,629 this September, up $1,900,416 from the $25,617,210 grossed in September a year ago.

Lag in Radio

Cumulative totals for the first nine months of this year show radio network business for this year lagging behind last year's total, but the 1952 figures still lack the July political convention program billings, which will narrow the gap. In TV, the network volume for the three-quarter part of 1952 is roughly 50% ahead of last year and when the political convention sponsorship billings are added the gain will be still greater. Network-by-network analysis of time sales for September and the first nine months, with this year compared to last, as compiled by PIB, follows:

<table>
<thead>
<tr>
<th>NETWORK RADIO</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 1952</td>
<td>$5,165,971</td>
<td>$16,848,974</td>
<td>$21,802,019</td>
<td>$24,125,153</td>
</tr>
<tr>
<td>Jan.-Sept.</td>
<td>$24,646,099</td>
<td>$28,761,507</td>
<td>$29,318,652</td>
<td>$29,827,181</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,657,892</td>
<td>$2,500,246</td>
<td>$2,700,715</td>
<td>$1,855,207</td>
</tr>
<tr>
<td>CBS</td>
<td>$1,495,623</td>
<td>$4,148,206</td>
<td>$3,904,502</td>
<td>$1,678,864</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,104,173</td>
<td>$1,697,874</td>
<td>$2,158,781</td>
<td>$1,202,935</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,493,568</td>
<td>$2,082,957</td>
<td>$2,081,786</td>
<td>$1,201,956</td>
</tr>
<tr>
<td>Total</td>
<td>$6,849,357</td>
<td>$11,684,794</td>
<td>$11,465,386</td>
<td>$6,828,908</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>NETWORK TELEVISION</th>
<th>ABC</th>
<th>CBS</th>
<th>MBS</th>
<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>Sept. 1952</td>
<td>$1,623,342</td>
<td>$1,623,342</td>
<td>$1,623,342</td>
<td>$1,623,342</td>
</tr>
<tr>
<td>Jan.-Sept.</td>
<td>$8,315,174</td>
<td>$8,315,174</td>
<td>$8,315,174</td>
<td>$8,315,174</td>
</tr>
<tr>
<td>ABC</td>
<td>$2,657,892</td>
<td>$2,500,246</td>
<td>$2,700,715</td>
<td>$1,855,207</td>
</tr>
<tr>
<td>CBS</td>
<td>$1,495,623</td>
<td>$4,148,206</td>
<td>$3,904,502</td>
<td>$1,678,864</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,104,173</td>
<td>$1,697,874</td>
<td>$2,158,781</td>
<td>$1,202,935</td>
</tr>
<tr>
<td>NBC</td>
<td>$1,605,445</td>
<td>$2,082,957</td>
<td>$2,081,786</td>
<td>$1,201,956</td>
</tr>
<tr>
<td>Total</td>
<td>$7,953,936</td>
<td>$11,684,794</td>
<td>$11,465,386</td>
<td>$6,828,908</td>
</tr>
</tbody>
</table>

**ABC AFFILIATES**

To Hold Last Region Meet

ABC will wind up its 1952 round of regional meetings with radio affiliates tomorrow (Tuesday) with a session at The Inn in Ponte Vedra, Fla., for officials of ABC stations in Georgia, North and South Carolina, Virginia, and Florida.

The meetings are held annually to acquaint affiliates with network plans and programs and to enable them to explore problems of common concern. A highlight of this year's agenda is ABC's plan to adopt, probably effective April 1, a new gross cost formula which would establish a single rate for day and evening time but maintain current net charges and station compensation payments [B&T, Oct. 21].

Four Other Sessions

Four meetings already have been held, starting with one in Hollywood Sept. 29. Subsequent sessions were in New York, Chicago, and North Carolina.

The network delegation to Ponce Vedra, as at the other sessions, will be headed by President Robert E. Kintner. Others attending are Ernest Lee Jahnke Jr., vice president and assistant to the president; Charles T. Ayres, vice president for the radio network; Ted Oberfelder, director of owned radio stations; Alfred B. Beckman and William Wylie, representatives of the wire and managed and manager of the radio and TV station relations departments; Oliver Trey, research and sales development director; and Ralph Hatcher, regional manager of the radio and TV station relations departments.

RALPH E. STOLKIN, new president of RKO Pictures Corp., was resigned as president and member of the board of directors last week and two other officers resigned as directors.

The action followed publication by the Wall Street Journal of several articles in a series on the backgrounds of RKO's new owners. Those who resigned, in addition to President Stolkin, were his father-in-law, Abraham L. Koolish, and William Gorman. The trio also resigned from RKO Radio Pictures Inc. and all other affiliated corporations.

In a joint statement the retiring trio said:

Our only interest in acquiring stock of RKO Pictures Corp. was our belief that the company can be, under able and independent management, brought to the full realization of its great potential. We recognize that a volume of unfavorable publicity directed against us as owners is not good for the company and for that reason only, we have submitted our resignations.

Appointments Soon

Board Chairman Arnold M. Grant said the board "as soon as possible" would "fill the vacancies with men of outstanding caliber who will be well qualified to represent the interests of stockholders of RKO." He said it is "hoped that this can be accomplished within the next 10 days."

Earlier in the week, Mr. Grant reiterated to a news conference that RKO does not at this time plan to release its backlog of movies to television [B&T, Sept. 29]. He said it would take at least nine months' study before a decision can be reached on whether to sell them for TV use, and that nobody had been assigned to make such a study.

In reporting the resignations of Messrs. Stolkin, Koolish, and Gorman, the Wall Street Journal said Thursday:

Mr. Stolkin and Mr. Koolish ... are veterans of the publishing and entertainment business, and have records of Federal Trade Commission citations and Better Business Bureau complaints.

They have become multi-millionaires, largely through mail-order sales of everything from coonskin caps to life insurance—but their activities have also branched out into such ventures as oil and radio broadcasting. The two have conducted most of their ventures from Chicago.

'Journal' Allegations

The Journal said Mr. Gorman had been a board member representing a third member of the publishing syndicate, Jahncke, Ryan, and that "Mr. Ryan's business is oil, but he has been a heavy gambler and an acquaintance of big-time racketeers Frank Costello and Frank Erickson. In one petroleum lease venture he became—inadvertently, he said—a business associate of Costello and Erickson."

The Journal said two members of the original five-man purchasing group resigned from the RKO board: Edward G. Burke Jr., who is the youthful oil-company partner of Mr. Ryan, and Sherrill C. Corwin, film exhibitor.

Burke, Burke, Convin, and Stolkin recently acquired interests in KORI Portland and KJQ Seattle, in each of which the three own a combined 45.5% interest [B&T, Aug. 19]. They also own a total of 31% of the stock of KOXO Stockton, Calif. [B&T, July 14].

The Journal on Monday said the three also have "each subscribed 10% of the capital stock of WMAY Inc, a concern which has applied to FCC for a permit to build a television station in Springfield, Ill." Both KOIN and KJQ are seeking television station grants.

Comment Withheld

The Journal's Monday article also said "Mr. Stolkin's old troubles with the FCC's sister agency, the Federal Trade Commission," concerning a former publishing business, "were set out in an exhibit made part of the record" when the transfer of KOIN was up for FCC approval. The article continued:

"Asked late last week whether they cared to comment on this, FCC officials said they would merely refer us to the record. All of the facts of the situation were made known in the record and the entire Commission approved the purchase on the basis of these facts. No one or no one government, protested the purchase."

Messrs. Stolkin, Koolish, Burke, Ryan, and Corwin bought 1,013,420 RKO stock shares from Howard Hughes for $7,095,970, and the 96,000 shares owned by former President Ned Dipenot. The purchase represents about 30% of the company's stock, a controlling interest [B&T, Sept. 29].

<table>
<thead>
<tr>
<th>RKO TRIO OUT</th>
</tr>
</thead>
</table>

Resign After 'Journal' Expose

<table>
<thead>
<tr>
<th>BROADCASTING</th>
<th>Telecasting</th>
</tr>
</thead>
<tbody>
<tr>
<td>OCTOBER 27, 1952</td>
<td>PAGE 29</td>
</tr>
</tbody>
</table>
BMI and its subsidiaries for the fiscal year ended July 31, 1952, earned a net profit after provision for federal and Canadian income taxes of $5,607,842, of which $4,970,836 or roughly seven-eighths came from licenses paid by the industry-owned music rights organization for the year was $5,607,842, of which $4,970,836 or roughly seven-eighths came from licenses paid by the industry-owned music rights organization for the year was $5,607,842. BMI, ASCAP, and BMI were banding to them only way BMI publishers should have unaccustomed to such year music. The dominance of BMI–licensed recordings in commercial field, as demonstrated by a Federal and Canadian court, is one of the reasons why BMI carries the weight of the music industry. In contrast to last year, when 12 BMI–licensed compositions "showed such strength as to merit their listing in our letter to stockholders," BMI’s results this year are measured by the same standards of popularity, BMI writers and publishers produced 24 such hits this year. As a matter of fact, the record of accomplishment, during the fiscal period BMI–licensed songs had 51% of all the first places and 66% of the total positions on the Lucky Strike Hit Parade. The dominance of BMI tunes in the popular music field in the past year and a half has been a matter of growing concern to the writer and publisher members of ASCAP, unaccustomed to such rivalry. That in less than a year BMI should have snatched the public fancy so thoroughly from the big name established writers and publishers in the ASCAP roster seems to them to be logical, that no one has the right to be criticized for being descended. Music business circles in recent weeks have buzzed with rumors that a number of ASCAP members were laying together to do something to reverse the trend and were raising a war chest of sizable proportions to finance the project. Legal action has been mentioned, based on the smug theory that the only way BMI could possibly get more popular tunes than ASCAP would be through a conspiracy between BMI and its broadcaster owners. Cooler heads, however, have decried such action, pointing out that in the years immediately following the ASCAP strike, BMI and ASCAP and the broadcasters, when feelings certainly were running much higher than now, the broadcasters were glad to broadcast ASCAP music when they could purchase the rights to do so at fees more reasonable than those demanded by ASCAP before the break occurred. Indeed, for some seven years following the return of ASCAP music to the air, tunes licensed by the society stood in the top places on the Hit Parade and were accordingly given more time on the air than the less popular BMI compositions.

What seems more likely is that what happens to the ASCAP members collect will be used to entice the composers and publishers who today have the magic touch that makes their tunes top favorites to desert BMI and move over into the ASCAP camp. Just as BMI in earlier, leaner days used every power at its command to secure a seat among the top ASCAP ranks whenever the opportunity presented itself, so today the ASCAP members are planning counter–radio tactics, as already is numerous reports, whose authors state positively that certain BMI publishers have already had offers to change their affiliation, but have refused for reasons that have remained unexplained, during the fiscal period BMI–licensed songs had 51% of all the first places and 66% of the total positions on the Lucky Strike Hit Parade. The dominance of BMI tunes in the popular music field in the past year and a half has been a matter of growing concern to the writer and publisher members of ASCAP, unaccustomed to such rivalry. That in less than a year BMI should have snatched the public fancy so thoroughly from the big name established writers and publishers in the ASCAP roster seems to them to be logical, that no one has the right to be criticized for being descended. Music business circles in recent weeks have buzzed with rumors that a number of ASCAP members were laying together to do something to reverse the trend and were raising a war chest of sizable proportions to finance the project. Legal action has been mentioned, based on the smug theory that the only way BMI could possibly get more popular tunes than ASCAP would be through a conspiracy between BMI and its broadcaster owners. Cooler heads, however, have decried such action, pointing out that in the years immediately following the ASCAP strike, BMI and ASCAP and the broadcasters, when feelings certainly were running much higher than now, the broadcasters were glad to broadcast ASCAP music when they could purchase the rights to do so at fees more reasonable than those demanded by ASCAP before the break occurred. Indeed, for some seven years following the return of ASCAP music to the air, tunes licensed by the society stood in the top places on the Hit Parade and were accordingly given more time on the air than the less popular BMI compositions.

What seems more likely is that what happens to the ASCAP members collect will be used to entice the composers and publishers who today have the magic touch that makes their tunes top favorites to desert BMI and move over into the ASCAP camp. Just as BMI in earlier, leaner days used every power at its command to secure a seat among the top ASCAP ranks whenever the opportunity presented itself, so today the ASCAP members are planning counter–radio tactics, as already is numerous reports, whose authors state positively that certain BMI publishers have already had offers to change their affiliation, but have refused for reasons that have remained unexplained, during the fiscal period BMI–licensed songs had 51% of all the first places and 66% of the total positions on the Lucky Strike Hit Parade. The dominance of BMI tunes in the popular music field in the past year and a half has been a matter of growing concern to the writer and publisher members of ASCAP, unaccustomed to such rivalry. That in less than a year BMI should have snatched the public fancy so thoroughly from the big name established writers and publishers in the ASCAP roster seems to them to be logical, that no one has the right to be criticized for being descended. Music business circles in recent weeks have buzzed with rumors that a number of ASCAP members were laying together to do something to reverse the trend and were raising a war chest of sizable proportions to finance the project. Legal action has been mentioned, based on the smug theory that the only way BMI could possibly get more popular tunes than ASCAP would be through a conspiracy between BMI and its broadcaster owners. Cooler heads, however, have decried such action, pointing out that in the years immediately following the ASCAP strike, BMI and ASCAP and the broadcasters, when feelings certainly were running much higher than now, the broadcasters were glad to broadcast ASCAP music when they could purchase the rights to do so at fees more reasonable than those demanded by ASCAP before the
PROSPECTIVE Nunn Claims Nation Depends on Sales

WITH today's economic emphasis on sales, the salesman has become "a key custodian of our national prosperity," according to Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, Chicago. Mr. Nunn spoke Thursday at the first of two day-long sessions of the Audit Bureau of Circulations, meeting in the Drake Hotel, Chicago.

Success in the art of selling, he asserted, makes the difference between "the deepest depression and the greatest prosperity." Calling for closer cooperation between media and management, Mr. Nunn said advertising must shoulder much of the responsibility in the growth process by "selling, as such, and by helping in management decisions on vital functions such as product development, market planning and research."

Some responsibilities at the advertisers, primarily, he added, as "sympathetic observers," he said, with others "clearly in the province of media, as advertisers and agencies perhaps fill a counselor role..."

Discussing media and costs, he cited as a most pressing "current problem" for advertisers the diversification of media "by deals and gimmicks from advertising programs planned in advance to accomplish needed company objectives."

Such deals, he said, involve the purchase of time in "brokerage deals" by wholesalers and retailers. He noted a "sharp conflict" between the long-run buying view which stresses consistency and long-term development and the short-run practices of buying distribution and dealer support through "deals."

The attitude of advertisers toward such deals varies, Mr. Nunn said, but generally speaking they have "legitimate objections" to them. This practice, he said, leads to loss of control of "one of the most important functions in any business—pricing."

He referred to suggested TV studies, with analysis of the medium's effect on newspaper readership by newspaper groups. A city, for example, would be studied before and after the advent of TV. Mr. Nunn suggested the magazine industry might be interested in conducting a similar investigation. "We know there is a continuing need for this type of information because advertisers are contemplating the possibility that the radio and the television stations will be a vital factor in helping advertisers achieve objectives."

Mr. Nunn continued: "Which Party Can Do the Most for the Nation."

The 45-minute panel, interspersed with questions from a newspaper-man-panel, was broadcast on WCPJ, Chicago.


Richard Widdmark and Anne Baxter were presented with the first annual "Golden Mike" award on CBS Radio's Suspense, Oct. 30. They were voted the best guest actors by the program's regular cast and crew.

October 27, 1952 - Page 31
RADIO is selling itself short though it is stronger than ever before, NARTB District 1 (New England) broadcasters were told last week.

Special rates and under-the-table deals were criticized by Paul H. Provandie, vice president of Hoag & Provandie, Boston, addressing the closing luncheon of the Monday-Tuesday meeting held at the Hotel Statler, Boston.

These practices are "all too prevalent," Mr. Provandie said, and "put the agency in a bad position." He mentioned the practice of giving local dealers local rates after station representatives had quoted card rates to the agency. "We want the most for our money," he said, "but we want to pay the legitimate price."

"You get the impression that radio is dead," he continued. "Instead of positive selling, the approach is—if you have a few dollars left over, how about using radio?"

Powerful Sales Medium

"If properly used, radio is a powerful sales advertising medium that can bring exceptional results," he said. "Methods of using radio have changed. Today it's a question of saturation, of dominating a market." He mentioned a client on an all-radio budget, with 12,500 spots on 79 stations. The campaign is proving how well radio can produce for an account, he said. Of the 79 stations, he continued, only 21 were paid at the national rate. He said $24,000 was lost by the other stations and "there was no need for it." Representatives put in a lot of work but were cut out, he noted.

Dr. Sydney Roslov, director of The Pulse Inc., described merits of his firm's audience technique, reminding there is no chance of making a complete audience count at any given time. W. Bruce McEwen, vice president of C. E. Hooper Inc., substituting for Mr. Hooper, said he was proposing a "practicable, workable" plan designed to show radio listening in and out of the home, describing parallel surveys in which out-of-home listening is measured by the diary method. Dr. Roslov said Pulse has been doing out-of-home measurement.

Participating in the Tuesday afternoon TV panel were W. C. Swartley, WBZ-TV Boston; Craig Lawrance, WCBS-TV New York, and Robert D. Swezy, WDSU-TV New Orleans, NARTB TV board member.

Resolutions included a loyalty pledge by which members agreed to abstain from double billing. Others commended NARTB officials and William B. McGrath, WHDH Boston district director. Appreciation was voiced for the vigorous support given broadcasting by the trade press. Resolutions committee members were Earle G. Clement, WBET Brockton, Mass., chairman; Joel MacKenzie, WMOU Berlin, N. H.; Carleton D. Brown, WTML Waterville, Me.; William H. Rines, WCSS Portland; John D. Swan, WCAX Burlington, Vt. President at the sessions was William B. McGrath, district director and managing director of WHDH Boston.

Robert D. Lilien, advertising manager of Whitehall Pharmaceutical Co., reported that radio gets a bigger share of its budget than any other medium. In presenting sales ideas today, he suggested that Whitehall's two levels of purchases, network and spot, be kept in mind.

Headache Remedy Sales

"Since headache remedy sales are somewhat concentrated in urban areas, and what we are looking for if we buy additional network time is audience extension rather than increased frequency against the same audience we reach so heavily in the daytime, the inroads of television become a very important factor," Mr. Lilien declared.

"Practically the only type of network time left to buy is at night, and it is just in urban areas where TV is hitting hardest at night. We are always extremely anxious to hear of any network plan which will crack this very tough nut, and we believe the network leaders showed great creative media imagination in working out with their affiliates the 'tandem' type operations which enabled advertisers like us to extend our daytime audiences with minimum talent charges, short-term commitments, and at reasonable cost-per-thousand levels."

Referring to spot buying, Mr. Lilien said that since "early morning time has suffered negligibly in most markets because of TV, we buy almost uniformly in the daytime, and we can reach not only TV homes, but also working women and a heavy male audience."

Whitehall is extremely measurement conscious, he said, and since it uses transcriptions almost exclusively in spot announcements, personalities as salesmen are not so important as how many people

(Continued on page 56)
Like pretty girls go for sweets

Baltimore merchants go for WITH like pretty girls go for sweets! 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!
**McCarthy Talk**

**KING-TV Cancels When Deletion Fails**

REFUSAL of Sen. Joseph R. McCarthy (R-Wis.) to delete a portion of his prepared speech containing allegations against two members of Drew Pearson's staff led to cancellation of a televised program on KING-TV Saturday.

KING-TV officials said the Senator would not allow deletion of libelous insertions," he said. "However, where an individual speaks in behalf of another candidate, any libelous material on such a program would render it liable to suit by any individuals so defamed."

Mr. Brandt further told BROADCAST • TELECASTING that the station "leaned over backwards" in its dealings with the Wisconsin senator. The station has a 48-hour deadline on political scripts, he said, and the Senator's script was "almost 48 hours late."

Within an hour following receipt of the script, Mr. Brandt said, the agent was advised of the station's position, and that was nearly four hours in advance of air time. Influence had been made the station had not advised the Senator until just prior to air time.

**TV Sets in '53**

**GE Sees 6.2 Million**

TV RECEIVER production next year will hit 6.2 million, higher than the 7.5 million manufactured during record-setting 1950, the General Electric Tube Dept.'s marketing manager, P. F. Peterson, predicted last week.

He said 1953's retail value production of sets will be $1.73 billion, or 0.75 million more sets than in 1952. Some 5.4 million sets were produced in 1951, the same figure expected this year. The rise he attributed to the expected establishment of new stations, many of them ultra-high power units, and sale of replacement of old sets, partly because of new uhf operations.

Increased saturation in established TV markets and increase in the number of multiset owners also will contribute to the production rise, Mr. Peterson said. The predictions were based on a GE Tube Dept. market analysis.

Production of small radio and TV receiving tubes will hit new peaks, he said, predicting production of 455 million such tubes, compared with the 376 million total expected this year. The 1953 figure will eclipse the 1950 record of 383 million tubes, he said.

TV picture tube production is expected to exceed the eight million manufactured in 1951, and will be up 1.5 million over this year's expected total, with more than two million of this number to be used for replacements.

He said about 700,000 sets bought between 1946 and 1950 may be ready for replacement next year, with many old models relegated to second-set use in favor of new receivers.

**Bouquet to WAAM (TV)**

**DETELY W. BRONK, world-famed scientific president and chief executive officer of Johns Hopkins U., has paid tribute to Ben and Herman Cohen, chairman and president of WAAM (TV) who have, for "outstanding public service" in interest of education, religion, social service and arts. As chairman of WAAM Program Advisory Council, President Bronk arranged the testimonial and presented a scroll to WAAM executives.**

Mr. Cohen, 46, was joined in signing the scroll. Its members include public, religious and civic leaders. Among WAAM achievements for education is Johns Hopkins Science Review, award-winning telecast developed cooperatively with the university.

**WOW-TV Expands**

**Will Up Power to 28 kw**

A $120,000 improvement and expansion program is underway at WOW-TV Omaha.

Present construction is the first segment of a two-part program which WOW-TV hopes will lead to power increase to 100 kw.

The initial program, already approved by FCC, will jump WOW-TV's power from its present 17.2 kw to 28 kw. The second step, which would up the station's power to the maximum 100 kw, awaits FCC approval, it was reported.

Assembly and testing of the new antenna already have begun, with actual work on the modification of the WOW-TV tower slated to begin Nov. 5. All equipment is scheduled for installation by mid-November.

Construction work will be under the direction of WOW-TV chief engineer W. J. Koter and RCA engineers.

Frank F. Fogarty, general manager of Meredith WOW-TV, said that in addition to improving WOW-TV's signal, the program also will extend the station's service area to 12 miles.

**AAA Elects Ronalds**

**RUSSELL C. RONALDS, president of Ronalds Ad Agency, Montreal and Toronto, was elected president of the Canadian Asn. of Advertising Agencies at Toronto Oct. 16, 100.**

Mr. Ronalds, a graduate of Columbia, was elected vice-president in 1954.

**CBS-TV Shift**

**Aubrey to Head KNXT (TV)**

JAMES T. AUBREY Jr., for 10 months sales manager, has been named manager of KNXT (TV) Hollywood, CBS-TV owned station, and general manager of Columbia Television Pacific Network.

The appointment was announced Wednesday by Ed S. S. Jones, vice president in charge of CBS Television stations and general service.

Mr. Aubrey succeeds Wilbur S. Edwards, shifted to New York as general sales manager of CBS Television film sales [B*TV, Oct. 29].

Mr. Jones also revealed that Edmund C. Bunker, account executive in CBS-TV network sales, New York, is being transferred to Hollywood as sales manager of KNXT and CTBN, taking over the first week in November.

With CBS for more than four years, Mr. Aubrey joined KNXT in 1950 when it was purchased by the network from the Thomas S. Lee Co. Previously, he was KNXT account executive for two years.

Mr. Bunker was account executive with Avery-Knoedel Inc., New York, before joining CBS network sales in June 1949. Before that he had been regional sales manager of WLS Columbia, S. C. He at one time had been program director and chief announcer of WSBN Houston, S. C., and account executive and copywriter at WTC Savannah, Ga.

**Philip Morris Looks**

**PHILIP MORRIS cigarettes, New York, through Biow Co., is looking for a new show for its award-winning My Little Margie on CBS Radio. Letter program will be cancelled Nov. 26 but the firm will retain the Wednesday 9:30-10 p.m. time. Cigarette firm also plans to place its My Little Margie on CBS-TV but the time and exact starting date have not been set. Program is on NBC-TV for five weeks.**

**UBC Appoints Two**

**GRAEME ZIMMER, formerly general manager of WCVY Norfolk, Va., and WXG I Richmond, Va., has joined United Broadcasting Co., Washington, taking charge of new sales offices in New York City, according to Richard Eaton, head of the UBC operations. Robert L. Wittig continues in charge of the New York sales office. Eugene Miller, formerly sales manager of WRFD Washington, Ohio, has been named UBC publicity director at Washington headquarters.**
When you place your TV film shows on a Spot basis, you don’t get tangled up in cable allocations, “must” stations or minimum group requirements. With Spot, you buy only the markets you wish... find stations clear time more readily. And there’s a saving in time charges—enough to cover film prints, their distribution and others costs.

Get the full details from your Katz representative.

**THE KATZ AGENCY, INC. • National Advertising Representatives**

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
Single Rate Card Favored

(Continued from page 27)

time means more in terms of listeners than a daytime rate.

One way of bringing day and night rates closer to the same level is to use different frequency discount formulas. Another method shown by a survey is the use of a single rate for local business regardless of the time of day, with day and night rates for national spots.

Comments offered by 27 broadcasters at the District 3 and 4 meetings (about one out of six of those present) follow:

ED M. ANDERSON, WBBM-AM-FM Forest City, N.C., WPNF Brevard, N. C.—There’s no reason a 250 w station should have a higher night rate, in view of the decreased coverage. TV obviously is causing a shrinkage of the night audience. It has not affected our daytime audience.

JOHN S. BOOTH, WCHA-AM-FM Chambersburg, Pa.—We are

WWDC’S GROSS

Single Rate Credited

SINGLE rates for day and night time deserve most of the credit for a three-year climb in gross receipts of WWDC Washington, according to Ben Strouse, general manager (see rate card survey this page).

“Equal rates for the hours between 6:30 a.m. and 11 p.m. are a terrific attraction to national and local advertisers,” said Mr. Strouse, one of the first to adopt the single rate formula.

“We equalized rates Feb. 1, 1950 when we went from 250 w to 5 kw and changed time rates,” he continued. “Our daytime rates to the level, with the exception of special rates between 11 p.m. and 6:30 a.m.

“Our 1950 gross volume was 23% over 1949. In 1951, our gross was 8% over 1950. Now 1952 looks still larger and our gross should be 15% over 1951.”

Mr. Strouse stated further:

We should have equalized our rates many years ago. TV was not an important factor in night radio in early 1950. As an independent station at that time, WWDC had a substantial share of the night audience, though bucking big-name radio programs. When it decided it wasn’t fair, however, to charge advertisers a substantially higher rate at night because the audience wasn’t that much larger.

By the time we joined MBS in March 1951, television’s influence had become obvious. We decided to equalize the structure, however, and more than held our own with our daytime audience.

Night radio rates at that time were too high in proportion to the daytime scale. Stations should raise their daytime rates and keep their night equalizing rates on the basis and the job done for the advertiser. Radio rates have long been too low.

6:30 to 11 p.m. The 11 p.m. news is still one of radio’s strong points.

J. FRANK JARMA, WDN-C AM-FM Durham, N. C.—I don’t believe in the same day and night rate. Surveys rate the programs higher than day programs in our market. I believe in charging according to the size of the audience.

E. ZONES, WBBB-AM-FM, Burlington, Va.—If we get the single rate, it would have a single rate. Our FM rate is the same for day and night.

LEONARD KAPNER, WCAC-AM-FM Pittsburgh—Since June 1 WCAC has had a Class A rate from 6:30 a.m. to 11:30 p.m. at 9 p.m. The stations are rate-cutting. I hold no brief for this practice since it can put stations out of business. Rather than use unethical practices to get business they should decide that TV’s impact is apparent on evening sets-in-use. The evening audience is still a little shyer of daytime listening. You don’t get 45% of them at 9 p.m. For example, but the audience is still substantial.

GEORGE D. COLEMAN, WGBI-AM-FM Scranton, Pa.—A lot depends on the market, and the income picture. Each market must be analyzed separately. WGBI is carrying a full, sold-out schedule and has no special local rate. Night rates are about double our daytime scale.

CHARLES H. CRUTCHFIELD, WBT-AM-FM and WBTV (TV) Charlotte, N. C.—The single rate card for radio is invaluable. I am hopeful it will not come immediately, but it will come. If a single rate is used, the timebuyers will force them to take the step. Television has affected our radio ratings only a fraction of a point. Broadcasters would be in a better position and beat the timebuyers to the single rate, making it a positive step and not negative as in the case of network rate-cutting.

HAROLD ESSEX, WSJS-AM-AM-FM Winston-Salem, N. C.—When WSJS went on the air in 1930 it used a single rate. Single rate time hours are becoming more valuable as TV’s influence spreads.

F. J. EVANS, WPLH-AM-AM-FM Huntington, W. Va.—That’s what we’re going to have. We now have the same day and night rate for local spot. Stations will be charging a little less at night and a little more during the day. We have Class A and B national rates. Most national spot business is daytime.

EARL J. GLUCK, WSOQ-AM-AM-FM, Charlotte, N. C.—I’m opposed to a single rate. I look for an increase in day rates until they approach night rates. We need to increase daytime rates up to the night level.

LESTER L. GOULD, WJNC Jacksonville, N. C.—I believe in a single day and night rate, in line with TV’s influence, but with this exception—a 25% higher night rate for spots to discount them, saving the time for programs.

CECIL B. HOSKINS, WWNC Asheville, N. C.—We may come to that but not this year, or next. Last Aug. 15 WWNC increased rates. Our Class B rate is now 15% higher. Class A time has been reduced from 6-11 p.m. to 6:30-10:30 p.m.

J. ROBERT GULICK, Steimman radio stations. We aren’t doing it now, but are considering it at all the Steiman radio stations because of television. TV creates a terrific competitive situation from

CHARLES W. BALTHROPE (r), president, KITE San Antonio, presents an- niversary cake to Jack Morse, vice president, Joske’s department store, on Feb. 12 in appreciation of his sponsorship of all hourly headline newscasts on KITE. During four-year period, store has sponsored more than 10,000 newscasts.

WSAZ-AM-TV Huntington, W. Va.—I believe in a revision of the present system, leaning toward a single day-night rate although research is necessary in individual cases. We are bringing the day radio rate more closely in line with the night rate through the frequency discount schedule, raising the high-frequency daytime rate without increasing the base scale. The night rate hasn’t been changed. I can’t see the safety of reducing the night rate until the industry stops talking in terms of a onetime night hourly rate.

JOE L. SMITH JR., WJLS-AM-AM-FM Beckley, W. Va.—We have a single rate now for spots at Charleston. If the Beckley station gets a day-time power increase, we will change to a single rate.

J. T. SNOWDEN JR., WCPS-AM-AM-FM Tarboro, N. C.—We “sell WCPS” to sponsors. If it’s a night program, it’s on FM since our AM station is off the air. However, if it’s a daytime program, the FM station duplicates except for sports events. On weekends we have carried four football games, three on FM. We have good AM and FM coverage of a game to separate sponsors. AM and FM rates are the same. Most fulltime stations in the area have the same day and night rate.

JOHN E. SURRICK, WFBF Baltimore—I’m in favor. We sell on a circulation basis. Where TV penetrates, the night audience is reduced. WFBF is building a new card with an adjustment upward in day rates and downward in night rates. Daytime radio has been un-derpriced.

ROY F. THOMPSON, WTRA Altoona, Pa.—The single rate may come but I’m not in favor of it now.

BEN E. WILBUR, WOL Washington—I believe in a modified single rate day and night. In the p.m. and 7 a.m. might be other than Class A. Our basic day and night rates are the same.
Our first thirty years!

<table>
<thead>
<tr>
<th>Channel</th>
<th>Year</th>
<th>Power</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOAI</td>
<td>1922</td>
<td>500 Watts</td>
</tr>
<tr>
<td>WOAI</td>
<td>1925</td>
<td>5,000 Watts</td>
</tr>
<tr>
<td>WOAI</td>
<td>1930</td>
<td>50,000 Watts</td>
</tr>
</tbody>
</table>

Texas

<table>
<thead>
<tr>
<th>Channel</th>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>4,663,000</td>
</tr>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>5,824,000</td>
</tr>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>6,414,000</td>
</tr>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>7,711,000</td>
</tr>
</tbody>
</table>

San Antonio

<table>
<thead>
<tr>
<th>Channel</th>
<th>Year</th>
<th>Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>161,000</td>
</tr>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>232,000</td>
</tr>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>254,000</td>
</tr>
<tr>
<td>WOAI</td>
<td>1919</td>
<td>455,000</td>
</tr>
</tbody>
</table>

NBC affiliate

Represented Nationally by EDWARD PETRY & COMPANY, INC.

New York * Chicago * Los Angeles * St. Louis

Dallas * San Francisco * Detroit

October 27, 1952
uled a "preview" tonight (Mon-
day), on its Johns Hopkins Science Review (8:30-9 p.m.), of Reming-
ton's Red Room. The show's sus-
icious "brain" which CBS-TV will use
in its election coverage. The preview
will present the machine's inventor, Dr.
Johns Hopkins, Baltimore.
In addition to placing the CBS-
TV coverage on the four DuMont
stations, Westinghouse also has be-
ning sponsoring the CBS-TV Pick
the Winner programs on the same
DuMont outlets.

Other election coverage sales in-
cluded further developments in WIZ-TV New York's signing of American Oil Co. (Amoco) for five
minute local presentations every half-
hour starting at 8:30 election night
and continuing until signoff. New York
network stations NBC, ABC and
commersials and S. W. Farber (Farber-
ware kitchen utensils) signed for 10-second commercials in all of these
five-minute periods. The Amoco spot
replaced a 30-second spot estimated
to amounted to an estimated $11,000
in billings. Commentator - Editor
Taylor Grant and newsmen of the New York Times, The Telegram & Sun
will be featured.

GOP New York Schedule

The New York Republican State
Committee announced a number of
broadcasts on New York state stas-
tions last Thursday, Friday, and
Saturday on behalf of Presidential
and/or Senatorial candidates.

These included a Thursday evening
half-hour broadcast by Gen. Eisen-
hower, over WMCA New York. A fifth-hour
quarter-hour speech by Dean Acheson
on WQXR New York Friday night, with rebroad-
cast Saturday night over WMCA New York;
and a five-minute broadcast on the three
carried on 17 New York network radio
stations of ABC, plus a quarter-hour on
WTCI (TVA) Saturday evening.

WPIX (TV) New York reported
that the New Jersey and New York State
Republican State Committee had booked "intensive" spot cam-
pan on its stations. The
Liberal Party also signed for two
quarter-hours on WPIX—to
night and Wednesday—night for
speeches by Dr. George Meany,
candidate for the U. S. Senate.

In the meantime, ABC, outlining technical features of its coverage plans, estimated it would use a half-
million dollars worth of broadcasting equipment, including a new "Robot Reporter" and at least 125 micro-
phones and 35 TV cameras in studios and at key election points across the country.

Mutual, adding to its earlier an-
nouncements of plans, said some 26 regional centers are being set up throughout
the country to augment its five major news bureaus in providing coverage of re-
turns.

Canadian stations and

NIXON'S NIelsen

Aspirant Gets 48.9 Rating

PUBLICAN Vice Presidential
candidate Richard Nixon attracted
an audience of 9,136,000 families
to his Sept. 23 telecast on a 62-
station hookup of NBC-TV, accord-
ning to A. C. Nielsen Co., which
gave the program a rating of 48.9.
Political speeches telecast on the
network in the Sept. 15-24 period
are reported on by Nielsen as fol-

Speaker

Date

Time

Nielsen-
Rating

Stevenson

NBC (48)

9/15

10:30

16.0

NASC

ABC (56)

9/17

11:30

8.4

NBC (51)

9/17

10:00

4.0

NBC (56)

9/19

10:45

29.0

CBS (48)

9/22

10:00

31.4

NBC (62)

9/23

9:30

48.9

Eisenhower

Du Mont

9/24

9:30

73.5

The percent of homes reached in program

The following尼elson ratings for ABC and NBC shows on the

A similar call for Presidential can-
didates Eisenhower and Nixon to
be debate held at the University of
Students for Stevenson, and Roger
College Chairman of the Young Re-
Review, was made by the conclusion of a "Junior Press Con-
and ABC-TV. Telegrams were sent to the nominees.

TRANSMIT FM

FCC Rejects Barger Plea

PETITION by Harry S. Barger,
Washington, D. C. attorney who
sought court's decision to require
the Commissioners to place on the
air 10-minute summaries of the
WDDC-FM in the transmit FM case was dismissed by the
FCC last week.

Mr. Barger had filed a protest
against the renewal on the same
day FCC rejected the T. A. com-
plaint. But, the Commission noted,
his petition was not filed within
the thirty-day period prescribed by Sec.
10(c) of FCC's rules. TRA had
protested against any renewal of
the WDDC-FM renewal hearing and
the FCC concluded that renewal, along with 16 others for transcasting and functional music
[B.T., Aug. 24, 4).

In denying the petition by Mr.
Barger, one-time chief investiga-
tor for the Carey committee of the
FCC, and Henry Stratton, also
Washington, the Commission also
noted that it already had dismis-
several cases.

Counsel of TRA has indicated
that it would appeal the whole
transmit FM case to the courts.
The Supreme Court has ruled that free
speech does not "forced listening", is not
involved in the dispute. TRA's pe-
tition last summer raised the point of
whether transcasting is pro-
plementary broadcast service within
the meaning of the Communications
Act.

DELU D of CANDIDATES

Proposed by Columnist

PROPOSAL that the rivals for the
Presidency, Gen. Eisenhower and
Stevenson, be placed together on
an all-network "quiz program" and
all "quiz programs" was ad-
vanced last week by Hal Humph-
reys, radio-TV editor of the Los
Angles Mirror. His plan was to have
responsible newsmen submit questions dealing with subjects
of the candidates in the advance, and
then have them give their answers
on a program to be carried on both
radio and TV networks.

Official of CBS and ABC were
said to have indicated a willingness
to provide time for such a broadcast—Mr. Humphrey suggested it be
called. Twenty Questions—and
NBC was said to have given a con-
dition that it be a simulcast, the condition be-
ing that the nominees file to participate.

NBC noted that its earlier offer of free time for an
Eisenhower-Stevenson debate had been rejected.

BROADCASTING • Telecasting

Upcoming

Oct. 28-30: AAAA Eastern Conference (New York, New England & Atlantic Coast Convention, Roosevelt Hotel, New York)
Oct. 30-Nov. 2: Final ABC-Aaffiliates Re-
sembles Convention (St. Louis, C., V. A.
Fla., Ponte Vedra, Fla.)
Nov. 3-4: Central Canada Broadcasters Assn. Annual Meeting, Royal York Hotel, Toronto, Ont.
Nov. 10: National Broadcast Standards of Practice Committee, NARFB Hqrs., Washington, D. C.
Nov. 6-8: National Assn of Educa-
tional Broadcasters 1952 Convention, Win-
chester, Va.
Nov. 6-8: Sixth annual Southern In-
dustrial Contractors Institute, U. of Geor-
gia, Athens, Ga.
Nov. 6-8: CBC Board of Governors meeting, Ottawa, Ont.
Nov. 7-8: Michigan Assn of Broadcast-
ers, Annual Convention, Fort Shelby Hotel, Detroit, Mich.
Nov. 9-10: National Radio & Televis-
ion Assn., Burlington, Vt.
Nov. 11: National Conference of Chris-
tians and Jews awards luncheon, Wash-
ington, D. C.
Nov. 17-18: NARFB Copyright Committee, NARFB Hqrs., Washington, D. C.

"POST" SUES WINCHELL

Paper Claims Libel

ATTORNEYS for the New York Post
have filed suit for libel against ABC
commentator Walter Winchell "and other parties re-
sponsible" for his telecast and ra-
dio broadcast on Oct. 15.

In announcing the action, the
newspaper said Monday:
"Walter Winchell's month-long cam-
paign of defamation against the
New York Post and its editor, Walter
Winchell, culminated in a telecast and radio broadcast last
night. As long as Winchell limited his scurrility to the printed word, they had nothing to say about them in the arena of public dis-
cussion. However, since he has carried his false and malicious accusa-
tions into the medium of the air, there is no means of rebuttal, the Post has no alternative except to resort to legal
action."

Spoken for ABC, which car-
ries Mr. Winchell's telecast at 6:45 p.m. (EST) Sunday and his radio
broadcast at 9 p.m. that day, re-
port later late last week the network had not been served papers.

Poll Predictions

SPEAKERS panel of pollsters
Arch Crossey, George Gallup,
Elmo Roper and Bud Wilson
will discuss "Why the Polls Won't Go Wrong in 1952" at the New York
chapter meeting of American Mar-
keting Assn. at New York's Bel-
mont Park Hotel next Monday night.
They will cite improvements in polling techniques and will predict who will be the next U. S. Pres-
dent.

Page 38  *  October 27, 1952
Mr. Ralph Stufflebean
Radio Station KXOK-FM
St. Louis, Missouri

Dear Ralph:

When we started our Garigum announcement campaign on KXOK-FM, you asked me to keep track of any results directly traceable to the announcement and let you know. Here are the facts.

(1) You will recall that we featured a "gimmick" in newspaper, t-v, and radio: Garigum Mystery Girls who asked everyone they met "Do you have a package of Garigum and if so, would you give us the answer to a simple general interest question?". More than 100,000 asked, 10,000 plus were aware of the $5.00 offer - 67% had heard about it "on the bus" and the remaining 33% was about equally divided between television and newspaper.

(2) Daily reports from our twelve sampling girls, stationed at busy intersections and in front of key chain drug and department stores, reported hundreds of instances where people got off the bus and went directly to the candy counter to ask for Garigum. Ral's Drug stores, who refused to stock it initially, reported so many calls that they bought 400 boxes the second week. Scruggs-Vandervoort did likewise the third day after Garigum spots started on KXOK-FM.

Seldom do you do an advertising campaign as satisfying as this Garigum campaign in St. Louis. Our sales have exceeded expectations; and because of the nature of the campaign, the client has been able to trace results clearly and concisely.

I thank you for insisting that we alter our plans and use KXOK-FM, and we appreciate your splendid co-operation in the campaign.

Charles H. Brown
President

What do you buy?... time... space... or RESULTS?

You buy RESULTS... and you buy the medium that produces the best RESULTS.

Your ad dollars go farther—with greater results in Transit Radio. Transit Radio sells RESULTS at the low... low cost of $1.00, or less, per thousand impressions—with circulation audited—and impact only minutes before consumer purchasing. Get the full story from your nearest FORJOE rep.

Represented by FORJOE NATIONAL, INC.

NEW YORK  •  CHICAGO  •  LOS ANGELES  •  SAN FRANCISCO  •  ATLANTA

BROADCASTING  •  Telecasting

October 27, 1952  •  Page 39
HERE'S WHAT YOU GET!

1. SPECIAL SALES: Product featured in Special Sales conducted by each of eleven participating Food Groups, comprising more than 4000 grocery stores with an annual food dollar volume equal to 75% of the retail food volume done in metropolitan Chicago.

2. SALES BULLETINS: Product featured in Sales Bulletins from Food Group headquarters to member stores...and store managers directed to give special display, promotion and selling effort to WLS-advertised products.

3. NEWSPAPER ADVERTISING: Product featured in Chicago newspaper advertising by the various Food Groups during the weeks of their respective promotions.

4. SPECIAL DISPLAYS: Product given special display treatment, with Window Banners, dump or basket displays, Circulars and other point-of-purchase material from the eleven participating Food Groups.

5. SHELF TALKERS: Product high-pointed with Shelf Talkers which effectively bring it to the special attention of shoppers at the psychological moment and step up sales even more.

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.
Step up the sales of your grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments... many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply all the facts... facts you should have if you’re interested in increasing your sales in the nation’s second largest market. Write, ‘phone or wire today for complete information!
Strictly Business
(Continued from page 18)

was appointed sales manager of the station in 1948 and of WOR-TV in 1949 and assumed his present post last September.

Mr. Mayo credits his father and three of his uncles for his sales interest. As a youngster growing up in Erie, Pa., where he was born on June 8, 1913, he often had occasion to discuss his ambition with his uncles (all highly successful salesmen) and his father, who conducted a flourishing leather goods business.

He received his early education at Phillips Academy, Andover, Mass., and matriculated at Princeton in 1930. His major in college was political science and among his outside interests he was assistant manager of the football team and a member of the Triangle Club. It was his interest in dramatics, Mr. Mayo recalls, that prompted him to strike out for a career in radio broadcasting after his formal education.

To get a jump on his contemporaries, Mr. Mayo accepted a position with the Firestone Rubber & Tire Co. sales department the summers of 1934-5.

"Strangely enough, I started with a rubber company and have wound up with a rubber company," Mr. Mayo comments wryly, referring to WOR-TV's ownership by the General Teleradio Corp., a subsidiary of the General Tire & Rubber Co. His staff also serves as representative for KFJH-TV Los Angeles, another General Teleradio property.

Respects Radio

As an executive who received his basic training in radio, Mr. Mayo expresses profound respect for radio as an advertising medium, but he sums up his attitude toward television this way:

"Television is the greatest advertising and sales medium, not only for the present but the future."

Mr. Mayo believes that an independent operation like WOR-TV keeps an executive like himself on his toes because it requires constant alertness to costs, a sharp eye for production value and an intimate knowledge of labor relations. But such problems hold no fears for Mr. Mayo, who survived four major invasions in both the European and Pacific theatres of operation during 1942-45 service as a Navy lieutenant, senior grade.

Mr. Mayo is married to the former Barbara Jacobs of Bethlehem, Pa. They live in Roslyn Estates, L. I., with their three children: John, 10; Jeff, 8, and Deborah, 4½.

He belongs to the Princeton Club of New York and the Sales Executives Club of New York and is a deacon of the Roslyn Presbyterian Church. He likes to garden and putter around the house.

Walker Tribute

FCC Chairman Paul A. Walker received a public tribute from Stephen Mitchell, Democratic National Committee chairman, when the latter spoke in Oklahoma City Oct. 16. Mr. Mitchell said he shared the pride of fellow Democrats in that state's "great contribution to the national scene." Chairman Mitchell also praised Sen. Robert Kerr (D-Okla.) for his speeches on radio and television to promote the Democratic ticket. Sen. Kerr is part owner of KRMM Tulsa and WEEC Peoria, Ill., with WEEK-TV expected to begin operation next January.

AGENCY NAMING

At St. Georges & Keyses

NAMING of a new president and appointment of three new vice presidents were announced last week by St. Georges & Keyses, New York.

Maubert St. Georges, president of the advertising agency since its formation in 1939, takes over the newly-created position of chairman of the board, while Stanley J. Keyses Jr., executive vice president, becomes president and chief executive officer.

New vice presidents are: James J. Freeman, media director and account executive; S. Ward Seeley, copy chief, and John L. Fitzgerald, account executive. They also will serve on the agency's executive committee.

KNOG To Join CBS

KNOG Nogales, Ariz., 250 kW independent on 1340 kc, will join CBS Radio as a bonus affiliate and member of the Arizona group, effective Nov. 2. William A. Schutt Jr., national director of station relations for the network, announced last week. The station is licensed to Old Pueblo Broadcasting Co., of which CBS Radio and Century General Autry is principal owner. H. C. Tovre is president. With the addition of KNOG, CBS Radio will have 215 affiliates.

'Touchdown Tips'

SALES of Touchdown Tips With Sam Hayes have increased from 40% to 100% in 1952, RCA Recorded Program Services Sales reported last week. Package now reaches estimated audience of 4,050,000, spokesman said. The transcribed 13-quarter-hour series is in its 11th season.

Page 42 • October 27, 1952
The fact that the audience comes FIRST continues to keep WREC out in front as Memphis No. 1 Station. In providing a service dedicated to public interest, WREC is proud of the engineering perfection, adequate power and prestige that work to the best interest of advertisers, too! Here are two facts that prove our point: WREC has the highest Hooper rating of any Memphis Radio station. Rates are 10.1% lower per thousand listeners than in 1946.
AES AUDIO FAIR
Set in N.Y. Oct. 29-Nov. 1
AUDIO Engineering Society's annual Audio Fair Oct. 29-Nov. 1 at
New York's Hotel New Yorker will be attended by 15,000 high-fidelity
hobbyists, professional audio engineers and music lovers, according to
Harry N. Reizes, fair manager.
Admission is free to the fair,
where purchasing agents and buy-
ers will represent major jobbers,
distributers and dealers, Mr. Reizes
said, adding that more than 100
manufacturers have engaged ex-
hibition space. The fair is held in
conjunction with the annual AES
convention. G. A. Briggs and
Harold Leak, British audio author-
ties, will deliver talks, according to F. Sumner Hall, AES vice presi-
dent.

Roger H. Nash
ROGER H. NASH, 44, district
sales manager in Washington,
D. C., for RCA Communications
Inc. since 1948, died Oct. 20
while en route to work from his home in
nearby Arlington, Va. Mr. Nash
joined RCA Communications in
New York during 1946 after serv-
ing in the Army Signal Corps in
World War II. Survivors include
his wife and a daughter.

HAROLD A. LAFOUNT, 72, radio
consultant to Bulova Watch Co. in-
terests and member of the former
Federal Radio Commission, died
Tuesday in Detroit at the home of
his daughter, Mrs. George Romney.

Widely known in the broadcast-
ing and related industries, Mr. La-
fout was an important influence in
the early development of radio
regulation. He was appointed to
the FRC in 1927 by President
Coolidge when the first separate
radio agency was set up in the gov-
ernment. He served with the Com-
mission until it was replaced by
the FCC in 1934.

As a radio commissioner he was
interested in improving reception
by increasing the power of large
stations and reducing interference
from smaller outlets. He advocated
creation of citizens advisory boards
to guide stations in allocating sus-
aining time to community inter-
ests.

As far back as 1931 he was inter-
ested in development of television
service and at one time suggested
program supervision to prevent
abuses through objectionable ad-
vertising or programming. He was
an important factor in development of
federal regulations requiring equal
treatment to political parties and
candidates.

When FRC was abolished Mr.
LaFont joined the Arde Bulova
radio station interests, becoming
president of Atlantic Coast Net-
work. His official capacities in-
cluded president of WCOP and
WORL Boston; vice president of
WINQ and WOFY New York, and
WNEC New Britain, Conn.

Activities included presidency of
Broadcasting Service Organization,
Boston, and the unaffiliates' asso-
ciation, National Independent
Broadcasters. He was vice presi-
dent of Wodaam Corp., Greater
New York Broadcasting Corp. and
Fifth-Forty-Sixth Corp.

During World War II Mr. La-
font was chairman of the Radio
Committee, New York City War
Fund, and later a member of the
National Radio Committee of the
National War Fund.

Harold Arundel Lafount was
born in Birmingham, England, go-
ing to Salt Lake City in 1883 as a
boy. He attended Utah State
Agricultural College, receiving a
degree in civil engineering. From
1919 to 1924 he was a bishop in the
Mormon church.

Following college, Mr. Lafount
helped his father in a Logan, Utah,
retail hardware business, later be-
coming manager of Pacific Land &
Water Co. in Salt Lake City.

Mr. Lafount was a Republican
but publicly refuted a Republican
charge in 1933 that the Roosevelt
Administration was planning to
 censor broadcasts.

Surviving are his mother, Mrs.
Robert Lafount; four daughters,
Mrs. Romney, Mrs. Earl Richards,
Mrs. Ruth Colby and Mrs. John
Scowcroft, and a sister, Mrs. Elsie
Sullivan.

Friends were asked by the family
to send flowers. Contributions
will be accepted to the Harold A.
Lafount Tribute Fund, 51 W. War-
ren St., Detroit.

8880 Harold A. Lafount 1952

The WLI Sound Story

ONE STATION WHLI IN EVER GROWING LONG ISLAND

Delivers more listeners at a lower cost per 1,000 families than
any network station—or all other independents combined!

YOU MUST USE WHLI . . . TO SUCCESSFULLY REACH THE

$4,000,000,000 LONG ISLAND MARKET!

WHLI . . . . 27.5
"A" Network . . . . . 21.8
"B" Network . . . . . 18.1
"C" Network . . . . . 14.2
"D" Network . . . . . 8.3
All Others . . . . . 10.1

Monday thru Sunday-Daytime-Spring 1952
Conlan-Hempstead Town-Long-Island-New York

SHARE OF AUDIENCE

DATA SOURCES
Sales Management Survey of Buying Power, May 1952
Conlan Study of Listening Habits, Feb. 1952

REPRESENTED BY RAMBEAU

Page 44 • October 27, 1952
Radio news has always been a sensible advertising buy. Now it is a particularly brilliant advertising investment—especially when enhanced by the flexibility, prestige, impact and economy of these NBC CO-OP NEWS PROGRAMS.

Each is available to local and national advertisers on any one or more of the NBC affiliated stations at a minimum program cost predicated on the individual station's time rates.

H. V. KALTENBORN MON. WED. FRI. — 7:00-7:15 PM NYT — SAT. — 6:15-6:30 PM NYT. “The dean” with his informed, reasoned analysis of the news.

RICHARD HARKNESS TUES. & THURS. — 7:00-7:15 PM NYT. Expert, intelligent news reporting and interpretation.

NEWS OF THE WORLD with MORGAN BEATTY — MON. thru FRI. — 11:15-11:30 PM NYT. A late night roundup by one of America's most popular interpreters of the news. (Not available to Pacific Zone).

WORLD NEWS ROUNDPUP with WILLIAM SPRAGUE — MON. thru SAT. — 8:00-8:15 AM NYT. With BILL FITZGERALD — SUN. 9:00-9:15 AM NYT. Early morning news, highlighting reports from 26 NBC overseas correspondents.

HOME EDITION OF THE NEWS with MERRILL MUELLER — MON. thru FRI. — 1:30-1:45 PM NYT. Midday news presentation designed for the daytime audience.

Among the advertisers using NBC CO-OP News programs are:

- METROPOLITAN LIFE INSURANCE CO.
- PETER PAUL CANDIES
- SEARS ROEBUCK & CO.
- SOUTH CAROLINA ELECTRIC & GAS CO.
- STANDARD OIL OF INDIANA
- THE BOSTON STORE
- FIRST NATIONAL BANK OF AMARILLO, ELKHART, LEWISTON, ST. LOUIS, TAMPA

Other NBC CO-OP radio and television programs available for sale:

- BILL STERN’S SPORTS REVIEW
- DANGEROUS ASSIGNMENT WITH BRIAN DONLEVY
- HOWDY DOODY
- MEREDITH WILLSON
- AMERICAN FORUM OF THE AIR (TV)
- ROOTIE KAZOOTIE (TV)
- WHO SAID THAT? (TV)

For further details consult your nearest NBC station or

NBC CO-OP SALES
NATIONAL BROADCASTING COMPANY
30 Rockefeller Plaza • New York 20, New York
<table>
<thead>
<tr>
<th>DAY</th>
<th>SUNDAY</th>
<th>MONDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:00 AM</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:15</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>9:45</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:00</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:15</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:30</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>10:45</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:00</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:15</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:30</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>11:45</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:00</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:15 PM</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:30</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>12:45</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:00</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>1:15</td>
<td>CBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>MBS</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td></td>
<td>NBC</td>
<td>13</td>
<td></td>
<td></td>
</tr>
<tr>
<td>TIME</td>
<td>MONDAY - FRIDAY</td>
<td>SATURDAY</td>
<td></td>
<td></td>
</tr>
<tr>
<td>------</td>
<td>----------------</td>
<td>----------</td>
<td></td>
<td></td>
</tr>
<tr>
<td><strong>SUNDAY</strong></td>
<td><strong>CBS</strong></td>
<td><strong>MBS</strong></td>
<td><strong>NBC</strong></td>
<td><strong>CBS</strong></td>
</tr>
<tr>
<td><strong>CBS</strong></td>
<td><strong>MBS</strong></td>
<td><strong>NBC</strong></td>
<td><strong>CBS</strong></td>
<td><strong>MBS</strong></td>
</tr>
<tr>
<td><strong>SATURDAY</strong></td>
<td><strong>CBS</strong></td>
<td><strong>MBS</strong></td>
<td><strong>NBC</strong></td>
<td><strong>CBS</strong></td>
</tr>
</tbody>
</table>

**Details:**
- The schedule includes various programs from different networks such as CBS, MBS, and NBC.
- Programs include news, shows, and sports.
- Specific times and slots are provided for each program.
- The schedule is formatted in a table for easier reading.

**Notes:**
- The schedule is for the week of November 5, 1952.
- Programs are broadcasted on different days of the week.
- The schedule includes both daytime and nighttime programs.

**Broadcasting:**
- The newspaper of radio and television.
- Coverage includes news, sports, and other entertainment programs.
- The schedule is for the week of November 5, 1952, and includes various programs from different networks.
That's right—240,000 new U.S. customers who may never have heard of your product! 240,000 more customers than there were in September... college students, brides and grooms, craftsmen and farmers and executives!

We didn't invent the figure. It derives directly from Census Bureau statistics. And it proves once more that you must keep telling your advertising story over and over.

There isn't any short-cut. But there is a way to get the longest mileage from your advertising dollar. That's radio. And in six of the nation's biggest market-areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon... you'll find powerful and popular Westinghouse stations to help reach both new and old customers at consistently low cost.
FUNERAL services were conducted last week for Francis P. Matthews, 65, broadcaster and high public official, who died Oct. 18.

Mr. Matthews, Ambassador to Ireland and former Secretary of the Navy, died following a heart attack while on a visit to his home in Omaha from his post in Dublin.

At one time, Mr. Matthews held a 9% interest in KODY North Platte, Neb., and WOW-AM-TV Omaha. He was president of WOW Inc. until its sale in August 1951 to Meredith Publishing Co. [B&T, Aug. 15, 1951]. In addition, Mr. Matthews had been a member of the Federal Communications Bar Assn.

Born March 15, 1887, and reared in Albion, Neb., Mr. Matthews rose to become one of Nebraska’s proudest sons. Until President Truman asked him to come to Washington as Secretary of the Navy in May 1949, Mr. Matthews had for the two previous decades directed most civic activity in Omaha. Trusteeships he held included that of Boys Town.

Mr. Matthews, as Secretary of the Navy, presided over the Navy’s incorporation into the overall unification of armed forces. In the battle over unification, Adm. Louis E. Denfield, Chief of Naval Operations, was replaced because he disagreed with the Secretary on unification.

Another instance when Mr. Matthews attracted international attention was when, during a speech at Boston in August 1950, he advocated a preventive war to insure lasting peace. The following day this statement was repudiated by both the White House and the State Dept.

Among honors which came to Mr. Matthews was his being made a Secret Papal Chamberlain with Cape and Sword, one of the highest honors a Catholic layman can obtain.

About a year ago, President Truman named him Ambassador to Ireland. Mr. Matthews was in this country for a three weeks vacation when the fatal heart attack occurred.

President Truman learned of Mr. Matthews’ death while in Connecticut aboard his “whistle stop” train. He issued the following statement:

“I am deeply grieved to learn of the death of Francis P. Matthews, United States Ambassador to Ireland. He served his country well, not only in his important post at Dublin, but also as Secretary of the Navy. He was a great American, my good friend, and an able public servant.”

Survivors are his wife, the former Mary Claire Hughes, whom he wed in 1914; five daughters and a son.

NBS Report

ENGINEERING and scientific inquiries conducted by the National Bureau of Standards during fiscal 1951 are summarized in a new booklet, Annual Report 1951, published by the bureau this month. Included in NBS research and development projects are radio propagation, electronics, missiles and other subjects. Report (No. 204) contains 106 pages and 28 illustrations, and is available for 50 cents from the Government Printing Office, Washington 25, D. C.

TWO articles by Russell E. Oehlau, general manager, WMPS Chattanoogas, appear in the October issue of Author & Journalist. Articles deal with selling the nation’s Negro market.
STAR-SPANGLED EXCITEMENT!...
SPONSORED IN OVER 500 MARKETS IN JUST 90 DAYS!

THE MOST AMAZING RECORD OF SALES IN THE HISTORY OF RADIO!

BANKS like these are grabbing "Freedom, U. S. A."
- FIRST AMERICAN STATE BANK, Wausau, Wisc. WSAU
- PERPETUAL BLDGS. ASSOCIATION, Washington, D.C. WTOP
- CROCKER FIRST NATIONAL BANK, San Francisco, Calif. KSD
- PLANTERS NATIONAL BANK & TRUST, Rocky Mount, N.C. NFM
- RUDELANDER BLDGS. & LOAN ASSOC., Rhinelander, Wis. WOR
- FIRST NATIONAL BANK, Odessa, Texas XOSA
- FIRST NATIONAL BANK OF LEWISTON, Lewiston, Pa. WMBF
- BUDGET FINANCIAL CO., Las Vegas, Nevada KLAS
- FIRST CITIZENS BANK & TRUST CO., Fayetteville, N.C. WFTC
- CITY NATIONAL BANK OF CENTRALIA, Centralia, Ill. WCNT
- AMARILLO NATIONAL BANK, Amarillo, Texas
- MIDLAND NATIONAL BANK, Midland, Texas KCRS
- FIRST NATIONAL BANK OF THE BLACK HILLS, Rapid City, S.D. KOTA
- MOUNTAIN NATIONAL BANK OF CLIFTON FORGE, Clifton Forge, Va. WCFV
- SOUTHERN ARIZONA BANK & TRUST CO., Tucson, Ariz. KCHA
- FIDELITY NATIONAL BANK, Twin Falls, Idaho KTVI
- FIRST NATIONAL BANK, Missoula, Mont. KGVO

BAKIES like these are presenting "Freedom, U.S.A."
- HOME BAKERY, Laramie, Wyoming KOWB
- MILLER-GRODERS BAKING CO., Saginaw and Bay City, Mich. WCM
- SUPREME BAKING CO., Des Moines, Iowa KID
- HONEYCRUST BREAD, Somerset, Ky. WSCF

BREWIES like these are signing up "Freedom, U.S.A."
- GREAT FALLS BREWING, Inc., Great Falls, Mont. KEB
- VALLEY DISTRIBUTING CO., FOR GREAT FALLS, Livingston, Mont. KPRK
- FLATHEAD DISTRIBUTING CO., FOR GREAT FALLS, Kalispell, Mont. KCZ
- FRED KOCH BREWERY, Inc., Dunkirk, N.Y. WFCB
- GEORGE F. PFALMER CO., Colorado Springs, Colorado KDDO
Tyrone Power

STARRING IN

"Freedom, U. S. A."

FEATURING EDWIN C. HILL WITH THE DAVID ROSE ORCHESTRA, JIMMY WALLINGTON, AND AN ALL-STAR SUPPORTING CAST!

SPONSORS GET RESULTS BECAUSE ZIV MAKES THINGS HAPPEN!

Ziv doesn't just sell you the show and leave you to promote it the best way you can. Ziv provides brilliantly planned, elaborately produced, dynamic selling tools to assure you of tremendous listener response!

FREE!

THE GREATEST PROMOTION EVER BUILT AROUND ANY RADIO PROGRAM!

Just look at the attention-getting, audience-atttracting promotional materials shown in this ad...all are valiantly in-waiting...ready to go to work for you when you sponsor the most timely and important radio program on the air today!
One MUST assume that the members of the FCC have read with interest the articles published by the Wall Street Journal containing enlightening, if not entirely complimentary, biographical notes on Ralph Stolkin, the 54-year-old millionaire who in recent months has become a tycoon of movies, radio and TV.

Only last August the FCC approved the purchase of KION Portland and KJRB Seattle by two companies in which Mr. Stolkin has substantial stock interests. Eventually it will be called on to consider television applications filed by those companies and another TV application for Springfield, Ill., filed by WMAY Inc., in which Mr. Stolkin has a 10% capital stock holding. He also has a minority interest in KXKB Stockton, Calif., likewise a TV applicant.

In deciding whether an applicant is entitled to be granted a license, the FCC is obliged to examine not only the financial capacities of the petitioner but also the quality of its general character.

In all these companies Mr. Stolkin is associated with respected broadcasters. Whether his presence enhances the character of the licensees is something the FCC will have to determine.

Landslide (By Proxy)

UNLESS all present indications are proved wrong, unprecedented swarms of Americans will rouse themselves from the political apathy that has overcome them in past elections and will go to the polls Nov. 4.

One of the principal stimuli to voter interest has been the massive "Get Out the Vote" campaign conducted under the general guidance of the American Heritage Foundation. The evidence is incontrovertible that radio and television have done the best and biggest job of all the media in the campaign.

As reported here a fortnight ago, Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt and president of the foundation, calls the campaign's "history's greatest citizen action program" and says that "a major moment has arrived for fighting the success the campaign should go to the NARTB and to radio and television as a whole.

The foundation and the NARTB have been too busy planning and executing the last, and perhaps most difficult, phase of the campaign—persuading people who have registered to make the effort to go out and vote—to make a national survey of registration. Though details are lacking, it appears that registration for this election exceeds that in 1948 by 15 to 20%.

That means a lot of millions of Americans have been motivated to do something they haven't done before. It is a condition here that cannot be ignored. If radio and television can exert such extraordinary influence in moving people to perform an action which, however important as an obligation of citizenship, is not one that brings direct, personal gain, they certainly have the capacity to move people to action which is of more immediate and personal meaning.

American broadcasters undertook and have vigorously carried out this "greatest citizen action program" for no other purposes than to satisfy their own sense of good citizenship. In doing so, however, they have unintentionally created for themselves a devastatingly con-

vincing sales talk for the commercial effectiveness of their media.

No other advertising vehicles have come within miles of matching the public relations value of radio and television in this campaign, though all have supported it to the full extent of their individual resources.

Here is a perfect test case in which all media have an equal opportunity to get the same message across. Of all of them, radio and television have transmitted the message most influentially to the most people.

The campaign was not conceived as a commercial proving ground and as far as we know there are no participating interests in thought of it as such. The comparison in media effectiveness is an incidental by-product of the campaign. But the by-product should not be forgotten.

In Meetings Assembled

The 1952 cycle of NARTB district meetings is over. From August in Cleveland until last week in Boston, 17 two-day sessions spanning the nation were held. They served a most useful purpose. Over-all attendance broke all records. Iron-Man Hal Fellows, NARTB president, made about as many speeches campaigning for better broadcasting as GOP and Democratic Presidential candidates have made campaigning for themselves.

But it should be pointed out that during 1952 broadcasters also broke all records as the most meetingest group of professionals extant. There were, in addition to the NARTB sessions, the meetings of state associations (38 of them now); clinics of BMI, AP and BAB; meetings of the American Women in Radio & Television; meetings of affiliates of networks, college institutes, engineering seminars,_conclaves, pow-pows, and meetings to organize other meetings.

All told, meetings have averaged about one a day, excluding Saturdays, Sundays and legal holidays.

Now we do not decry or view with alarm. There's no better way to keep informed than to meet people in the know. NARTB's job is to know things about this business of broadcasting-telecasting, and this administration seems to know them on all fronts better than any of its worthy predecessors. It has more members and more of a budget with which to tell the members what it knows.

Our point is that there are just too darn frequent meetings of broadcast groups at different places and different times. Aside from the dollars spent and the man-hours dissipated, there's the matter of sheer physical stamina. Perhaps that's the reason the number of top men attending the sessions diminishes year by year.

It would seem to us that the job could be done by tying in the subsidiary sessions with the annual two-day district meetings. For example, the state associations could hold their sessions at the district meeting site a day ahead. The BMI and the BAB sessions, although these organizations are entirely separate and apart from NARTB, could be integrated in the NARTB programs. (Sidebar: It would bring to the NARTB scene non-members who would be available for "contact").

Through such a consolidation (and through elimination of many of the institutes and clinics under educational auspices) broadcasters would have time to attend other meetings. We have in mind the sessions of the American Association of Advertising Agencies, the Assn. of National Advertisers and the Advertising Federation of America meetings. There they would get the viewpoints of their customers and their competitors. They would not be eternally talking to themselves.

Raymond Fitzhugh Herndon Jr.

Texas' claim that it has everything it needs right within its borders is backed to some degree by the career history of Raymond Fitzhugh Herndon Jr., who reached success in his own hometown by becoming manager of KTRH Houston.

Born in Houston 43 years ago this Wednesday, the son of a successful physician, Mr. Herndon attended Houston public schools and was graduated from Rice Institute there in 1932.

The doctor's son decided early what he was going to be—a singer. As a singer he entered radio.

Mr. Herndon's interest in the radio medium was whetted by his new job. From singing it was only a step to announcing; from announcing only a step to selling; from selling only a step to radio administrative positions—to complete his climb. All these took place during his radio career.

These facts speak pretty well as proof that Mr. Herndon landed in the right business. He is a member of CBS Affiliates Steering Committee and of the Texas Assn. of Broadcasters' board of directors. He is membership chairman of NARTB District 13. He is a member of the Houston Chamber of Commerce publicity committee, the Houston Ad Club and the Houston Variety Club board of directors.

Mr. Herndon arrived at KTRH in October 1947 as commercial manager. He was promoted to assistant manager the next fall and was made manager in 1950, assuming fulltime administration of the 50-kw Houston CBS outlet.

"Radio," says Mr. Herndon, "has been a vital part of the American way of life since the early twenties. It has been so dominant in establishing our present standards of living that it now has become a part of our basic economy and will remain thus for a long time in the foreseeable future."

The KTRH manager feels that today radio's future is as bright as ever; that introduction of television into American homes will stimulate listener interest and affirmative results toward radio's growth and popularity.

KTRH, according to officials of the Houston Chamber of Commerce Public Relations Co., which owns the station, has prospered under Mr. Herndon's leadership, and is an applicant for television in Texas' largest city.

Well known and well liked throughout the broadcast industry, the singer-turned-broadcaster...
Yes, we at Station WNBQ (that’s NBC Television in Chicago) have thought for a long, long time now that we have been doing a good job in holding our position as the number one television station in our area. Continual leadership in programs and audience and advertiser acceptance gave us good reason to think this. It’s a natural result from always meeting each assignment from listener or sponsor as though it were the most important matter in the world. However, it remained for a client to put our aims into words. Note this excerpt from a letter from Mr. Roderick Mitchell, radio-TV director of the Chicago office of N. W. Ayer & Son, Inc.:

"When you buy a show you expect to get a good show. After all, you’re paying good money for it—you have the right to expect the best. But the same money does not give you the right to feel entitled to the wholehearted cooperation and friendly interest of all the members of the staff of the station involved. This must be freely given—and if it exists at all, it is born of that thing which is akin to artistry—a determination to do one’s best.

"Last Saturday we got what we expected from WNBQ—a fine broadcast of the Little League Area finals. But beyond this, we received a cooperation and an interest in the success of the show that matched ours."

- Are you taking advantage of this extra interest in your success?
Speaking of platforms...

Cutting transcription costs - is our BIG plank

VOTE for the SESAC Transcribed Library and you'll elect the service that will do the whole job for as little as $45 a month (based on advertising rates).

And there's much more than economy in this candidate's platform. You can count on music for round-the-clock programming. You get over 4,200 varied selections - plus script shows, double-barreled sales aids, program notes, and 1,200 bridges, moods and themes.

It's easy to see why the SESAC Transcribed Library is the broadcasters’ choice. Drop us a card for samples, discs and data.

SESAC TRANSCRIBED LIBRARY

SESAC Inc. 475 Fifth Avenue, New York 17

William C. Whitlock appointed general manager of KCLO Leavenworth, Kan., and coordinator of national sales for Mid-West Broadcasting System.

B. George Barber Jr., commercial manager, WCOG Greensboro, N. C., promoted to station manager, succeeding Henry Sullivan, who moves to WGTM Wilson, in same capacity.

William Feild, Dallas, Tex., radio and public relations man, to KEVT Kerrville, Tex., as manager, replacing Dean Turner, who has resigned.

Robert Wood, station relations staff, CBS-TV New York, promoted to assistant director of CBS Television Station Relations. John M. Boylan, station relations department, ABC-TV, and Edward Scovill, station relations at CBS Radio, appointed staff representatives in CBS-TV’s station relations.

Bill Hunefeld to sales staff, KSFO San Francisco, after discharge from Naval Air Force, replacing Doug Miner who has been recalled by U. S. Navy.

Bill Endicott, KBRC Mt. Vernon, Wash., to KCRE Crescent City, Calif., as assistant manager.

Jeter C. Pritchard, WNAV Annapolis, Md., to WPFR Baltimore on sales staff. Don Spatz, continuity director at latter station, promoted to assistant to Robert S. Maslin Jr., vice president in charge of promotion.

P. R. Ransom to KSIB Creston, Iowa, as sales manager after discharge from Marine Corps.

Glen McDaniel, former president of Radio-Television Mfrs. Assn., to law firm of Lundgren, Lincoln & Peterson, 63 Wall Street, N. Y., as member. Firm name has changed to Lundgren, Lincoln, Peterson & McDaniel.

Richard M. Fanning, commercial manager, KSON San Diego, opens station representative office at 3757 Wilshire Blvd., L. A. Telephone is Dunkirk 2-2301.

Marjorie Boyle, executive secretary, WOR New York, to station's sales staff as assistant to William Crawford, sales manager.

Peter Mustaki, account executive, WQAM Miami, Fla., to KOTV (TV) Tulsa, Okla., in same capacity.

Persons

Farris E. Rahall, president of WNAR Norristown, Pa., vice president, WWNR Beckley, W. Va., and Wkap Allentown, Pa., flying to Brazil to study TV operations in that country. . . . John D. Gale, Southern California manager, Paul H. Raymer Co., station representative, elected to Hollywood Ad Club board of directors.

Lincoln W. Miller, assistant to the president, KIRO Seattle, re-elected president of Washington State Press Club.

E. M. Roberts Jr. vice president, KXOK St. Louis, elected 2d vice president of city’s Advertising Club. . . . Robert R. Tinch, vice president and general manager, WNAV Yankton-Sioux City, S. D., elected to membership on U. of South Dakota development commission. . . . Donald L. Chapin, assistant general manager, WKTV-Cincinnati, and Joan Marilyn Gamble, TV performer, were married Oct. 10. . . . Mike Meehan, salesman for WISN Milwaukee, and Bette Crownhart have announced their marriage. . . . Fred Rabell, president-general manager, KSON San Diego, and Dorothy John- son, vice president-assistant general manager, same station, were married Oct. 8. . . . Fred Stubbins, Los Angeles representative, KSDO San Diego, father of girl, Catherine Louise, Oct. 11. . . . James Wemple, account executive, KNBR (TV) Hollywood, father of girl, Oct. 15.
HOW THE PROFIT SYSTEM BENEFITS YOU

1. Shortly after the end of World War II we brought out a brand new super gasoline called 7600—a high octane aviation fuel adapted to automobile operating conditions. The performance of 7600 was so superior to anything the average motorist had experienced that it was months before we could supply our stations with enough to satisfy the demand.

2. Today 7600 is still the top-quality gasoline in the West by a comfortable margin. For its quality has steadily improved from year to year. But in one way 7600 has been a rather embarrassing success—for we haven’t always been able to keep pace with the demand.

3. In order to keep up with this demand we were faced with doing one of two things: (1) reduce the quality of 7600 so that we could make more of it, or (2) undertake a program to increase our output of high octane super quality gasoline.

4. It didn’t take us long to decide on the desirability of increasing our facilities for making 7600—although the program represents an investment of many millions of dollars. For we reasoned that by maintaining the quality of 7600 we would get enough additional business to make a profit out of our investment.

5. This profit incentive is the driving force behind our whole competitive economic system. It has given the American people the best products, in the greatest abundance, at the lowest cost in the world. That’s why any attempt to tax away this profit incentive is bound to lower the standard of living of every American.

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

MANUFACTURERS OF ROYAL TRITON THE AMAZING PURPLE MOTOR OIL!
Available at leading car dealers throughout the nation
Faith in Radio Cited at Dist. 1
(Continued from page 33)

a program reaches, the area it covers, and its cost in relation to other stations in the market. All other things being equal, he said, "I'm personally inclined to favor a station which cooperates in making listener surveys with other stations in its market, and which subscribes to the Standard Audience Measurement of the Nielsen Coverage Service."

Mary McKenna, group supervisor of timebuying, Benton & Bowles, called for more surveys—not those measuring radio homes, the traditional yardstick—but surveys measuring radio listening in terms of the number of listeners: men, women and children.

She drew attention to the recent American Research Bureau survey showing listening by rooms in the home, with the 27.2% in the kitchen for single homes shifting to 50% in that room in radio-televison homes. Referring also to Dr. Forest Whan's survey in New England, which showed a high percentage of two-set simultaneous listening all day, she said that these show the new pattern of radio listening in a TV market, but don't constitute enough data to continue to insure acceptance by clients of radio's continued position of influence in such markets.

"That is," she continued, "so long as stations continue to accept and subscribe to local listening studies which measure the unrealistic unit of the so-called radio home listening." Stressing the need for a united objective by all radio stations in a market, Miss McKenna emphasized that "in days when the basic advertising value of radio stations is being seriously questioned, a pooling of resources for responsible research to conclusively prove the continued effectiveness of radio should be the goal of all stations."

Another selling job which stations should undertake in group action, she suggested, is to sell distributors and retailers of drug and grocery products on radio's effectiveness as compared to other media.

Package Rates

Discussing package rates, Miss McKenna said she believes rate structures should be competitive but that such rates should be a matter of open record available to all advertisers on an equal basis. Lewis H. Avery, head of Avery-Knodel, station representatives, compared factors regarded important in timebuying ten years ago with today. "There is slapdash worship of cost-per-thousand, and much of the information used is based on questionable facts and figures," he said.

Harold E. Fellows, NARTB president, warned that stations are now operating under the threat of a Federal "big stick." Future developments, he said, might include controls limiting radio and TV in broadcasting of public events and a new standing Congressional committee to investigate radio and TV. The same many problems facing broadcasters, he asserted, is joint industry action.

Mr. Fellows spoke at a luncheon meeting held in conjunction with the Portland Chamber of Commerce, England. Presiding was Donald Bruce, club president and advertising manager of New England Coke Co.

Reporting on the nation's first commercial uhf station, KPTV (TV) Portland, Ore., John Taylor, advertising manager of RCA's Engineering Products Dept., said that in the station's total trading area, with a population of 739,400, the number capable of receiving a good picture was 849,100 or 88%. Breaking down the figures, he said that in the city, with a population of 383,700, the number getting a good picture could be estimated at 384,600 or 96%, while outside the city, with population figures of 356,700, a good picture would be received by 384,600 or 80%.

Portland's UHF Findings

In a slide presentation of "The Portland Story," Mr. Taylor described how measurements were reached and pointed out some of the findings thus far, based on studies of the country's first uhf commercial venture.

The KPTV transmitter, he said, was set up on a ridge one and a half miles from the center of town, with its antenna to about 1,000 ft. above average terrain.

To measure performance, the following factors were included: finding out how far the signal goes; determining how much signal is needed for good reception; locating areas of poor or no reception; drawing a map showing relation of actual coverage to population and shadow areas.

An RCA Service Co. portable truck was rigged up with a low antenna and one which could be extended to 70 ft. Traveling along the roads, signal strength was observed and was found to correspond with the FCC predicted curve of P (60.60).

Measuring field intensity in dealer stores and other places where there were TV sets, it was found that two mv per meter were needed to get a snow-free picture. This was slightly higher than the Commission's 1.6 mv per meter.

Following comparison of uhf coverage of 88% in England as against an estimated 94% vhf, Mr. Taylor posed the question, "Can results in Portland be used to predict coverage in other cities?" Answering with a "Yes, but," he observed that factors to consider were antenna height, terrain, distribution of population and signal strength, and a low uhf channel. These were all favorable in Portland, he declared.

From Where I Sit
by Joe Marsh

Left Ham Sandwich
40¢

Amled over to Bob's Restaurant Tuesday for lunch and noticed a new sign "Left Ham Sandwich, 40¢ . . . Right Ham Sandwich, 30¢."

"Why the sign, Bob?" I asked. "Don't tell me you believe the old story that hogs scratch more with their right leg than with their left—so's the left ham is more tender?"

"No," he says. "I don't take any stock in it. But, some people have ordered those 'left' sandwiches. When I explain to them that there's nothing to that fable, that the sign is just a business-getter, and I've only one price, they enjoy an old fashioned, plain ham sandwich all the more!"

From where I sit, stories like "right" hams being tougher than "left" ones are with us because some people get ideas into their head and hang onto them for dear life. It's like those who think an adult like myself hasn't the right to a glass of beer with my supper. I say let's keep our opinions free from being "sandwiched-in" by misinformation.

Copyright, 1952, United States Brewers Foundation
"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

Extra-large hub gives new "Scotch" Brand reel exclusive advantages

- **LOWER ROTATIONAL SPEED** produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new 2¾" hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.
- **CUTS TIMING ERRORS 50%**! By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.
- **REDUCES PITCH CHANGES**! Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF "SCOTCH" BRAND 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

Tape on new reel is improved 4 ways!

1. **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping...a completely dependable tape that turns in a flawless performance in extremes of heat and humidity.
2. **100% SPICE-FREE!** Tape supplied on the new "Scotch" Brand 7" professional reel is guaranteed to be completely free of splices.
3. **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand #111-A, the industry's standard of quality.
4. **GUARANTEED UNIFORMITY**! Output variation of tape wound on the new reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

PERLMAN ELECTED
AFA Dist. 5 Governor

MEMBERS of the Fifth District of the Advertising Federation of America elected Ellis S. Perlman, director of public relations, Coleman Todd & Assoc., Mansfield, Ohio, to the post of governor at the organization’s annual business meeting Oct. 18 in Columbus.

Others elected were:

William T. Owens, public relations director, Girdler Corp., Louisville, and retiring governor; chairman of district’s board of directors; Martin W. Schuyer, Crystal Laundry and Dry Cleaning Co., Dayton, first lieutenant governor; Samuel Rothe, The Kroger Co., Cincinnati, second lieutenant governor; Roger C. Fleming, director of advertising and public relations, Allison Div., General Motors Corp., Indianapolis, third lieutenant governor; Virginia M. Hood, WBDG, Cleveland, fourth lieutenant governor; G. Patricia Wagner, space buyer, DeAnder-son Agency, Louisville, secretary; Melvin E. Tharp, Columbus Dispatch, treasurer.

More than 300 advertising people and club members from Ohio, Indiana and Kentucky attended the meeting, which was held in conjunction with the ninth annual conference sponsored by Ohio State U.

Sports Charges

WESTERN UNION football and hockey “full-description” service to radio and TV stations may cost more in some sections of the country this season; less in other areas depending on component cost in each instance. FCC last week granted the common carrier permission to amend its tariffs on not less than one day’s notice in certain respects. The football tariff becomes effective Nov. 7, FCC reported, while the hockey tariff runs until April 15. Component costs for each subscriber differ, it was explained, since they include variables such as telephone line charges and operator wages. On overall basis, costs this year are no more than before, Western Union said.

GULF, Colorado & Santa Fe Railway Co., has completed installation of a Philco multi-channel microwave communications relay system between Galveston and Beaumont, Tex., according to James D. McLean, general sales manager of Philco’s government and industrial division.

WORTH KRAMER (c), general manager-vice president, WJR, Detroit, receives two citations at the same time for outstanding service to veterans groups. L to r are Morton Nico, national junior commander, Veterans of Foreign Wars; Mr. Kramer, and Jasper Kohn, Michigan VFW commander.

Our Respects To
(Continued from page 58)

caster is married and the father of three teen-agers, two boys, 17 and 16, and a girl, 13. His love for music and choral singing still are reflected in his hobbies.

Mr. Herndon’s personal plans for the future are essentially the same as those of many another broadcaster: “To remain in broadcasting — radio and television—as long as they will let me.”

RETAILER MEET
Being Planned in Chicago

HOW to make radio pay and how to use TV at moderate cost are problems which low-budget retailers will pose at the First Retail Advertising Conference now being planned in Chicago.

Conference, slated for between January and March, is being set up by Budd Gore, former advertising manager of Marshall Field & Co. who opened his own agency — public relations—consulting firm in September, and Ralph Heineman, co-director. Believed to be the first of its kind, the conference will be open to retailers nationally, to resource and media people and manufacturers.

HERE’S PROOF...

SEE OUR DOUBLE PAGE SPREAD IN THIS ISSUE CHICAGO 7

Clear Channel Home of the National Barn Dance

BROADCASTING • Telecasting
HOW DOES THE POWER GET INTO THE BOMB?

Uranium itself isn't enough. Preparing it for the bomb's A-power takes vast quantities of electric power. So do the planes, tanks and other huge Defense production jobs. On top of this, homes, farms and businesses are using twice as much electricity as before World War II. Will the electric companies develop enough power? The answer is YES!

As much electric power as Detroit uses will be needed by one A-bomb factory now nearing completion. Another new A-bomb project will use twice that much. Electric light and power companies are now building a giant power plant for one of these, and are ready to build a plant for the other — faster than the federal government could — and without a cent of your taxes!

New plants double U. S. power. The map pinpoints the new electric power plants and plant additions built by the nation's electric companies just since World War II. They give each American twice as much electricity as he had then. In spite of this, the people pushing for socialized electricity still talk "power shortages" as an excuse for getting government deeper into the electric business.

These facts are heartening proof that the experience and sound business management of the country's hundreds of electric companies are ready and able to meet the nation's biggest power needs. America's ELECTRIC LIGHT AND POWER COMPANIES*.  

* "MEET CORLISS ARCHER"—ABC—Fridays—9:30 P. M., Eastern Time.  

*Names on request from this magazine
MULTI-RADIO OWNERSHIP

Found in 'Household' Survey

PERCENTAGE of Household magazine subscribers who own two radio sets more than doubles the number who own only one set, and the figure for those who own three sets is almost twice of those who own a single set, the magazine reported last week after a sample survey of its readers.

Household's third annual survey showed 98.3% of its subscribers owned radios, with 16.0% having one, 32.8% two, 30.6% three, 12.4% four and 6.5% five or more. The study polled every 400th subscriber of the magazine's 2,100,000 circulation.

Of radios, 97.1% had radios in the home, while 59.0% had an auto radio. The survey listed 27.2% of the subscribers as owning television sets.

Canadian Gagwriters

PLANS were underway last week to organize chapters of the National Assn. of Gagwriters in both Toronto and in Montreal. Hank Karpus, Canadian comedy writer, was chosen to organize the Toronto chapter; Jaques Gauthier, radio and television gagwriter and production executive of Quebec Province, was selected to set up the Montreal branch.

SANDWICH YOUR SPOTS!

CBS-WBNS Combination Is Tops On Listeners' Menu!

From sign-on to sign-off, WBNS whips up a steady diet of good listening entertainment. By combining CBS programming and local personalities with tremendous Ohio appeal, WBNS gives Central-Ohio listeners the 20 top-rated programs. Your spot announcements sandwiched between these top-rated shows are heard on WBNS because your audience stays tuned program after program.

WBNS RADIO

PLUS WELD-AM

CENTRAL OHIO'S ONLY CBS RADIO OUTLET

ASK JOHN BLAIR

POWER
WBNS 5,000
WELD-AM 5,000

COLUMBUS, OHIO

AIR CASTERS

RUSS COUGHLAN, program director, KROW Oakland, named supervisor of television programming for Sackett Enterprises, for appearing for TV stations in Oakland, Vancouver and Coos Bay.

ROBERT C. MILLER, farm service di-rector, W R P D Worthington, Ohio, to WVL Cincinnati, as farm program director.

BOB MORRISON to WIRE Indianapols announcing staff.

RAY WALES WBTM Danville, Va., to continuity staff, WSCS Charleston, S. C.

EDWIN T. CON- NELL, staff member, NBC-TV's Today program, to ABC-TV's All-Star News staff.

JACK MILLE, newscaster, KSJB Creston, Iowa, named program director in addition to other duties. LES WRIGHT appointed farm editor at station. PEGGY SMITH added to staff as music director.

LEN CORBOSIERO, program department, KNX Hollywood, shifts to Columbia Pacific Radio Network as associate director.

LOWELL JACK, program director, KWBG Perry, Iowa, appointed studio manager there.

BOB OBERBEG, WFGM Fitchburg, Mass. disc jockey, to WEKE Keene, N. H., as staff announcer.


RICHARD ES- MINGER, advertising-promotion manager, KGB (TV) Hollywood and ALBERT Y. COLE, program director there, have resigned.

BILLY MARGARET TOMLINSON, commercial traffic manager, WTOP Washington, to KCBS San Diego, as promotion and merchandising director.

BARD MELTON, disc jockey at King Seattle, to KENI Anchorage, Alaska, as announcer.

MARY LOU CONTE to Hollywood of- fice, WINS Milwaukee, as member of traffic department.


WILLIAM BIDELL, promotion-publicity director, KPOL Los Angeles, has resigned.

KIMBERLEY JOHNSON, WBLN Peeksill, N. Y., to WCHS Portland, Me., on announcing staff.

REG MERRIDIM, program director, WCAR Cleveland, elected vice presi- dent of Downtown Cleveland Kiwanis Club.

FILOMENA VOLPISTI to promo- tion staff, WINS Wisconsin, STEVE CANNON to station's announcing staff.

GEORGE A. BROWN, production manager of CJCQ Lethbridge, to CFAC Calgary, in same capacity.

MARIA VAN CLEAVE to KXOK St. Louis in traffic department.

MARY SINCLAIR, New York TV ac- tress, assigned role in Paramount Pictures feature film, "Adobe Walls."

JACK BRIGGS, announcer, KPMB San Diego, and MARY LOU LUDWIG, station secretary, were married Oct. 17.

RICHARD BROWN, Hollywood free lance radio-TV director, father of boy, Kerry Robb, Oct. 18. Mother is MARGARET KERRY, who por- trayed Sharon on KECA-TY Los An- geles "The Ruggles."

SCOTT PHOENIX, photographer, WSBY Syracuse, father of girl, Debra Jean, Oct. 11. MARY LOU MATTIN, staff announcer, father of girl, Mary Kath- leen.


JAMES TERRIL, news staff, WKY Oklahoma City, named news director, succeeding EING CANADAY, now extension editor at Oklahoma A&M. College.

LYNN SUCHER, KTPO Topeka, Kan., appointed day news editor, KFBI Wichita, Kan.

JACK HANNON, KELO Sioux Falls, S. D., to news staff, WNAV Yankton- Sioux City, S. D.

GENE GORDT, WHO Des Moines, and DON PADILLA, photo editor and news staff, WCCO-TV Minneapolis-St. Paul, appointed associate news directors at latter station.

HAROLD MEIER to news staff of WISN Milwaukee.


JIM McGOVERN, director of news and special events, WINS Milwaukee, and Ruth Hale have announced their mar- riage.

ALASKAN DEBUTS

Two New Stations Added

Two new stations are being added to the Midnite Sun-Aurora Broad- casting System in Alaska, it was reported last week by Gilbert A. Wess, national advertising manager.

KJNO Juneau went on the air for the first time on Oct. 18, on 680 kc and with 1 kw-D and 500 w-N. Present schedule is from 6:30 a.m. to midnight. Del Day, formerly with KFAR Fairbanks, is station manager.

The other new outlet, KABI Ketchikan, will be on the air by mid- November, Mr. Wellington said. On 550 kc, it will have the same power and the same broadcast day as KJN. Ross Erickson, also former- ly with KFAR, is to be KABI man-ager.

Mirem Dickey, Fairbanks, Alas- ka, is president of the license company, succeeding the late Capt. A. E. Lathrop.

Both stations are affiliated with ABC, Mutual-Don Lee and NBC.

WSDC Men Injured

HEADING on assignment to town from transmitter-studios of WSDB Marine City, Mich., Stan Heineman, program director, and Arnold, engineer, were involved in a two- car collision in which both were injured on Oct. 17. Station reports state police are searching for a hit-run car in the mishap.

THREE hundred civic, professional and business leaders in Chicago will be invited by NBC Chicago to its election night open house in the net- work's Merchandise Mart headquar- ters. Harry C. Kopf, Central Div. vice president, will be host. Returns from NBC will be watched on an RCA large-screen projection unit in Studio D. Combined radio and video returns will be seen and heard in Studio A.

BROADCASTING  Telecasting
Fables of the leopard and the hippo-2.

ON WOMEN

THE HIPPO:
"Starting out to find lady friends just at night-fall is a heavy job, I learn."

THE LEOPARD:
"Then try wooing them also in the daylight hours. They're most receptive then, you'll find."

THE MORAL:
Skilful TV advertisers will also find (like the wily Spotted Leopard) that daylight hours are profitable hours to woo important women.

Well-rated daytime Spot TV programs on the thirteen stations listed here woo women while they're planning daily shopping trips.

They inform. They entertain. They convince.
Their cost is low.

If you'd like to woo more lady friends for your product... then ask us for more facts about daytime Spot TV in the Petry markets.

WSB-TV ............ Atlanta
WBAL-TV ............ Baltimore
WFAA-TV ............ Dallas
KPRL-TV ............ Houston
KECA-TV ............ Los Angeles
KSTP-TV ............ M’p’t’s-St. Paul
WSM-TV ............ Nashville
WJZ-TV ............ New York
WTAR-TV ............ Norfolk
KPHO-TV ............ Phoenix
WOAI-TV ............ San Antonio
KGO-TV ............ San Francisco
KOTV ............ Tulsa

REPRESENTED BY
EDWARD PETRY & CO., INC.
NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
WHEN-TV MOVES TRANSMITTER WITHOUT LOSS OF AIR TIME

A major electronics moving feat was recently accomplished by Station WHEN-TV, Syracuse, N. Y., when it moved the station's transmitter site during one night, without losing a second of broadcasting time.

Technicians and moving crews began the job as soon as the station went off the air at midnight. They moved tons of electronic equipment from the old site to the new one, which is nine miles away. The move was completed within 12 hours, in time for the station to go back on the air on schedule.

Engineers Aid Move
WHEN Chief Engineer H. Eugene Crow and his staff of technicians were aided by a crew of six engineers from General Electric. The equipment was largely G-E made and according to Crow, "every bit of it worked perfectly, at the new location despite the quick, jiggling move." The station went on the air with a temporary 100 ft. tower bearing a single bay antenna, at an elevation of 1,470 ft. above sea level.

During the following week the original six-bay antenna atop the former site was taken down and connected to the tower at the new location. The station is now operating at an Effective Radiated Power of approximately 30 kw.

WNBF-TV Obtains First ERP of Over 50 KW

Station WNBF-TV, Binghamton, N. Y., is the first station in the country to obtain ERP of over 50 kw. The Station is using a G-E 12-bay high channel antenna and is actually operating on 52.5 kw ERP on Channel 12.

"Chief Engineer Lou Stantz recently said "Reports from our urban areas of Binghamton, Johnson City and Endicott indicate that our local coverage is good. Much improvement in signal level was noted in many locations. The signal in the suburban and fringe areas has been much improved—in fact better than was predicted."

Recent Antenna Installation
Station WNBF-TV expects to go to full allocated power in the near future. Other recent G-E antenna installations have been in WHAS-TV, Louisville, WKRC-TV, Cincinnati—all of which were 12-bay antennas, WBBZ-TV, Boston, and KPIX, San Francisco.

THREE G-E TUBES MAKE POSSIBLE NEW ALL-CHANNEL TUNER

Now In Full Scale Production
To Meet UHF Expansion

General Electric recently announced substantial quantities of all tubes necessary for manufacture of an all-channel television tuner are now ready. This represents a major step forward in the field of UHF television because it keeps receiver development in step with those advancements G.E. has made in UHF broadcasting equipment.

G.E.'s Tube Department said any television set manufacturer who wishes to include an all-channel TV tuner in his set can now get the necessary tubes immediately.

This UHF receiver advancement goes hand-in-hand with such other G-E UHF developments as the 12 kw transmitter and the high-gain UHF Helical Antenna.

Three tubes are necessary for the design of a television tuner which will receive all channels. All three are now being produced on a full-scale basis at the company's Owensboro, Ky., Tube Works.

Sales Manager Cody famous for cold weather experience

Working with winds exceeding 70 miles per hour, in an 18 below zero temperature is but one of the many experiences Bill Cody, G.E. district sales manager, has had since he began his career in electrical engineering.

For three years he was engineer in charge of the Rensselaer Polytechnic Institute and New York University Observatory, atop the summit of Whiteface Mountain near Lake Placid, New York. His duties involved the construction of several radio communication systems, making meteorological observations for the United States Weather Bureau and airlines, research in atmosphere, radio and other fields, and the development of electronic weather equipment.

Of this period, Bill says, "For months we had the choice of being isolated on the mountain top or using skis or snow-shoes to travel back and forth to the village, eight miles down the mountain."

After this job Bill came to work with General Electric. During his first two years with G.E., he participated in the development, construction and operation of the first television relay. During the war he served as Commanding Officer of the 3362nd Signal Service Battalion in the Pacific, and then returned to work for G.E. after he left the service.
MOTION picture industry flung down the gauntlet to AT&T last week when it asked the FCC for a 360 mc band in the 5925-6875 mc portion of the spectrum for theatre TV. These frequencies are now allocated for common carrier (fixed) use.

The challenge was made during the first week of the FCC's en banc hearings on the petition of theatre TV interests for the allocation of frequencies for exclusive, large screen movie theatre television.

Limited to engineering and cost accounting, the hearings are scheduled to continue this week. The formal, direct, policy case is scheduled to begin Jan. 12 in Washington. At that time, too, cross-examination will be permitted.

Gist of the week-long testimony by movie technical executives and consulting engineers was that in order to achieve 35mm picture quality, theatre TV needs the following:

1. A single channel 10 mc wide.
2. Radio frequency channel 30 mc wide.
3. Two channels for a single system.
4. Six systems to ensure competitive services.

Theatre TV adherents asked that the Commission not set up standards for this service. However, if required, they recommended:

1. Scanning rate of 735 lines.
2. Signal to noise ratio of 66 db for monochrome; 42 db for color.
3. Linearity not to exceed 1% variation between the black and the white level.
4. Video signal frequency modulated.
5. Audio signal multiplexed on the carrier, 8 kc wide.

Should the Commission be disposed not to allocate 360 mc in the 5925-6875 mc band, motion picture interests asked that theatre TV be classified as an industrial radio service and be permitted to use 6755-6757 mc. This would require, however, they pointed out, that the band be widened to accommodate 360 mc. They suggested, therefore, that the industrial radio service band be extended down to 6425 mc.

As a final alternative, theatre TV spokesmen asked for a band beginning at 10,700 mc. The band 10,700-11,700 mc is presently allocated to common carrier fixed circuit. This would require, they pointed out, a radio frequency channel of 55 mc instead of 30 mc they were asking for the lower portion of the spectrum.

At the bottom of the movie request, presented jointly by Motion Picture Asso. of America and the National Exhibitors Theatre TV Committee (a group of more than 100 theatre exhibitors), was the belief that the theatre TV frequencies, if allocated, could be used by a common carrier type of company, a limited common carrier organization similar to Aeronautical Radio Inc. or Press Wireless Inc., or by private licensees.

Audience was heavily sprinkled with AT&T executives (see photo) and with representatives of other services. Following first day's session at the National Museum, the hearing was continued for the remaining days at FCC. There was no meeting on Thursday.

Stressed by spokesmen for the motion picture industry was the theme that they had no designs on home TV or home TV programs. Theatre TV presentations would be special programs in which home TV would not be interested, they asserted.

Bulk of questioning was by Chairman Paul A. Walker and Comm. Frieda B. Hennoch.

Mr. Walker's concern, made immediately at the onset of the meeting, was whether theatre TV aimed to take programs away from home TV. He said that the Commission had received "thousands" of complaints from Congressmen and the public regarding the exclusive theatre-TV showing of the Mariano-Walcott fight. He said people seemed to fear that motion picture houses would soon have a "monopoly" on sporting events and that there are not enough theatres to care for all who want to get in.

Amount of spectrum space requested for theatre TV — 360 mc plus 60 mc in mobile pickup bands — seemed to worry Mr. Walker and Miss Hennoch. Miss Hennoch's questions were directed toward post-
(Continued on page 97)

FOUR NEW GRANTS

FOUR MORE commercial TV stations were authorized by FCC last week to push the post-thaw total of grants to 82, including 73 commercial stations and 9 non-commercial educational outlets.

Concurrently, the Commission finalized its allocation of uhf Channel 4 to Irwin, Pa., adjacent to Pittsburgh, and proposed to allocate uhf Channel 52 to Princeton, Ind.

The new construction permits were issued to the following:

Honolulu, T. H.—Radio Honolulu Ltd., granted uhf Channel 11 with effective radiated power of 125 kw visual and 74 kw aural with antenna height above average terrain 1,740 ft. Grant is conditional upon majority stockholder R. M. Richards divesting himself of all ownership and connection with Honolulu Star-Bulletin Ltd., 24% owner of newly authorized KGBM-TV Honolulu.

Duluth, Minn. (City priority Group A-2, No. 10)—Great Plains Television Properties Inc., granted uhf Channel 23, ERP 17 kw visual and 9.6 kw aural with antenna 630 ft.

El Paso, Tex. (Group A-2, No. 15)—KEPO Inc. (KEPO), granted uhf Channel 38, ERP 17 kw visual and 60 kw aural with antenna 1,006 ft.

Frederick, Md. (Group B-1, No. 184)—Monocacy Broadcasting Co. (WMFD), granted uhf Channel 22, ERP 105 kw visual and 54 kw aural with antenna 1,150 ft.

The following applicants were notified respecting hearing:

Madison, Wis. (Group A-2, No. 30)—Monona Broadcasting Co. (WKOW) is being advised in connection with its application for uhf Channel 25 that the Commission "inadvertently omitted to include in its letter of Sept. 17 that the question of management contract will be considered in addition to mutual exclusivity with application of Radio Wisconsin Inc." (WIBC).

Watertown, Iowa (Group A-2, No. 61)—Josh Higgins Broadcasting Co. (KXFL), and KXFL Broadcasting Co. (KWWL), both seeking uhf Channel 2, are being advised of need for comparative hearing. FCC said it would issue "additional information re protest by President R. J. McElroy of Black Hawk Broadcasting Co. against Joe DuMond, majority stockholder of Josh Higgins Broadcasting Co." Further question regarding corporate structure of Black Hawk was included.

The Channel 11 grant to Radio Honolulu is the second authorization to that city. KGBM-TV, granted uhf Channel 9 in August, plans to commence operation Dec. 1 under interim power [B&T, Oct. 20].

WFMD Frederick, near to both Baltimore and Washington, ac-
(Continued on page 97)

Post-Thaw Total 82
television grants and applications

Digest of Those Filed With FCC Oct. 17 through Oct. 23

Grants Since April 14:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>20</td>
<td>12</td>
<td>32</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td></td>
<td></td>
<td>7</td>
</tr>
<tr>
<td>Total</td>
<td>27</td>
<td>18</td>
<td>45</td>
</tr>
</tbody>
</table>

Commercial television stations on the air:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>111</td>
<td></td>
<td></td>
<td>111</td>
</tr>
</tbody>
</table>

Includes XELO-TV Matamoras (Mexican-Brownsville).

Applications Filed Since April 14:

<table>
<thead>
<tr>
<th>New</th>
<th>Amended</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>548</td>
<td>565</td>
<td>1113</td>
</tr>
</tbody>
</table>

Includes $2 already granted.

NEW APPLICATIONS

Listed by States

1. Indicates pre-tv application amended treffed Board on Oct. 13.

MESA, Ariz. — Ashley L. Robinson and Frank E. Hurst, Jr., each of Mesa (210 mc), ERP 32.9 kw visual, 11.9 kw audio; antenna height above average terrain 1,645 ft., above ground 187 ft. Estimated construction cost $14,146. Operating cost not estimated. Post Office address 1120 Cashmere St., Los Angeles 49. Antenna to be located on transmitter location atop south-central peak in Salt River Mts., 90°E., 1613 ft. above average terrain 789 ft. first year operating cost $2,974.

SAN DIEGO, Calif. — T. C. C. Television Co., vhf Ch. 19 (192-198 mc); ERP 240 kw visual, 2.4 kw audio; antenna height above average terrain 778 ft., above ground 254 ft. Estimated construction cost $89,000, first year operating cost $37,000, revenue $849,150. Post Office address 484 Third Ave., San Diego, Calif. Transmitter location to be determined. Transmitter location on Mt. Soledad, near La Jolla, 90°W, 76°SW of Easter Cross. Geographic coordinates 32°30' 16"N, 117°15' 12"W. Long. Transmitter and antenna are to be owned by T. C. C. Television Co., Inc. Alfred E. Reiter, Beverly Hills, Calif., consulting engineer. Owner L. N. Pajery, San Diego, Calif. Principals include President J. William Fisher (35%), president and 61% owner of Southwest Onyx & Marble Co., and Vice-President of Pacific National Bank of San Diego. Attorney Neil Papernow (65.8%), managing partner of The Video Store (retail television sales service), San Diego. 20 persons with 33% interest, and a number of stock subscribers. City priority status: Gr. B-3, No. 182.

BROOKLYN, Conn. — State of Conne- ccut, Hartford, Conn., Ch. 2 (501-531 mc); ERP 286 kw visual, 11.8 kw audio; antenna height above average terrain 775 ft., above ground 99 ft. Estimated construction cost $14,146. Operating cost not estimated. Post Office address c/o Commissioner of Public Works, State Office Bldg., Hartford 15, Conn. Transmitter location State Office Bldg., 160 Capitol Ave., Hartford. Transmission location 2.7 mi. NW of Wnion in West Pt. State Park. Geographic coordinates 41°25'33" N., 72°57'33" W. Licensee is not applicable to noncommercial, educational applications. Applicant is the licensee of WUOM (FM), WOUM (AM) and WQUD (FM) in Hartford. Connecticut, Hartford, Conn. Consulting engineer Clinton. Lohens & Culver, Washington. Applicant also seeks noncommercial educational tv stations in Bridgeport and Hartford; see above.) City priority status not applicable to noncommercial, educational applications.

BELLEVILLE, Ill. — Signal Hill Tele- casting Corp., Ch. 54 (710-716 mc); ERP 220 kw visual, 11.8 ft. above average terrain 895 ft., above ground 35 ft. Estimated construction cost $331,182, first year operating cost $3,067,000. Post Office address 720 First St., Belleville, Ill. Transmitter, 1000 West Main St. Transmitter location 0.8 mi. NW of State Rte. Geographic coordinates 39°34' 10" N., 89°40' 36" W. Licensee is not applicable to noncommercial, educational applications. Applicant is the licensee of WQOD (AM) in Belleville. Consulting engineer J. H. Heffelfinger, Kansas City, Mo. Principals include President and General Manager Bernard F. Wilson (10%), operating engineer David W. Roff (50%), engineering and general manager Frank R. Johnson (40%), vice-president Richard W. Wilson (14%), and secretaries. City priority status not applicable to noncommercial, educational applications.

AT SINGING ceremony for the new WHIO-TV Dayton, 1,014-ft. tower, claimed the tallest in Ohio, are (1 to r): Seated, James M. Cox Jr., station president; and William G. Hanshier, Cincinnati, Ohio Valley district sales manager, Greybar Electric Co., which expects tower completion by spring. Standing, Robert A. Troman, Bow-Koa tower director; Clayton Biddle, Graybar sales engineer, Dayton, and Ernest R. Adams, WHIO-AM-TV chief engineer.

GATHERED at Allen D. Modell Labs, Clifton, N. J., for signing of contract to purchase DuMont vhf TV transmitter, studio equipment and mobile unit are (1 to r): Dr. Fernande de Souza, director; and Jerry & TV Re- pintoje Pinto de Rio de Janeiro; Ernest A. Marx, director, DuMont International Div., and Col. Laura A. Medeiros, consulting engineer for Dr. Tude de Souza.


EDWARDSVILLE, Mo. — R. C. Groen (KWED), Ch. 17 (217-218 mc); ERP 114 kw visual, 11.8 kw audio; antenna height above average terrain 772 ft., above ground 99 ft. Estimated construction cost $159,216, first year operating cost $151,000. Post Office address 210 Monroe St., Jefferson City, Mo. Transmitter, 1030 Galloway Rd., Jefferson City, Mo. Transmitter location on St. Mary’s Blvd., 3070 E., near First St. Geographic coordinates 38°30' 36" N., 90°14' 17" W. Licensee is not applicable to noncommercial, educational applications. Sole owner is R. C. Groen (98%), president and managing owner. Applicant is the licensee of KWED (radio). Newspaper publisher, date 19 May 1959, license number JER-45025, and signature of licensees executive vice-president, date 29 Oct. 5, (see below and general matter under Kw). City priority status: Gr. B-3, No. 159.

NEW YORK CITY — WNEW Inc. (WNEW), Ch. 51 (672-678 mc); ERP 215 kw visual, 11.9 kw audio; antenna height above average terrain 1,285 ft., above ground 1,284 ft. Estimated construction cost $641,585, first year operating cost $580,000, revenue $31,000,000. Post Office address 505 Fifth Ave., New York 17, N. Y. Studio location 10911 Fifth Ave., New York, N. Y. Transmission location on Empire State Bldg., Fifth Ave. and W. 33rd St. Geographic coordinates 40°44' 45" N., 73°27' 66" W. Licensee is not applicable to noncommercial, educational applications. Applicant is the licensee of WNEW (radio). Legal counsel Dow, Lohens & Lohens, New York City. Consulting engineer H. R. Martin, Lohens & Culver, Washington. Principals include President William S. Cherry (48.5%), executive vice-president Bernice L. Hertzen (24.7%), vice-president Ira M. Herbert (17.5%), secretary Frank DeMango (9.2%), treasurer. Charles W. Knowles (4.8%), assistant treasurer. Priscilla R. Fey (1.2%), Alfred Buckley (12.4%), George Meenan (4.2%), Harry R. Playford (1.9%), and Robert R. Knowles (4.8%). City priority status: Gr. B-2, No. 180.

CHARLOTTE, N. C. — Charlotte Tele- casting Co., Ch. 12 (420-436 mc); ERP (Continued on page 77)
IN an effort to meet the growing demand for program materials, TV film producers have not hesitated to go beyond the shores of the United States. The move has prompted some labor union difficulties here at home. Also the producers are encountering problems abroad in casting, staging, etc. Nevertheless, many firms are continuing their efforts over the border and across the seas to make quality films for TV while cutting down that big bugaboo—production costs.

By DAVE GLICKMAN

DESPITE threats of reprisals by unions and guilds against users of films made abroad, producers are making tracks for foreign countries in an effort to cut production expenses and meet advertisers' budget demands.

More than a score of Hollywood producers and several from the New York area have TV film production plans for Mexico or overseas.

Reasons for this trek abroad include lower production costs (music is a major item), and exotic and authentic backgrounds which enhance the value of the show in the eyes of the sponsor.

IATSE, hitting at such TV filming on grounds that it creates unemployment of technicians and craftsmen at home, at its recent Milwaukee convention in substance approved some sort of boycott on products of sponsors utilizing such shows for advertising purposes.

On penalty of suspension, AFM also prohibits musician members from aiding and abetting the growing practice. It forbids union members from supervising, conducting, arranging, orchestrating for and in any way assisting the recording outside the U. S. of incidental music, themes, bridges and cues for use in this country in TV, radio and motion pictures.

Networks' agreement with the AFM, however, is to record foreign filmed TV shows at home, thus eliminating use of soundtracks made abroad by non-union members.

Not only are production units going to Mexico, England and Europe, but North and Central Africa, South and Central America, India, Japan and Australia.

However, TV producers are finding that overseas film making in-

HERE on location in Sweden, as well as other European countries, Foreign Intrigue utilizes foreign talent and production facilities to augment its nucleus of American stars and production staff.

reason or another, reputations for irresponsibility.

In the case of Dougfair Corp., this was overcome because of the presence of Douglas Fairbanks Jr., as president of the company. He is well known in Europe and has been decorated by several European governments.

Stage space throughout Europe is at a premium, Mr. MacDonald pointed out. Most movie production too begins in the spring, reaching a climax in early fall months, he said.

Thus the TV producer, with shorter shooting schedules, finds himself in competition for space with the movie producer.

At Scattered Points

Douglas, for example, had to shoot its three pilots at as many different studios. International Theatre, in which Douglas Fairbanks Jr. appears as host, was filmed at Gates Studios; Silent Men was shot at Riverside Studios. Interiors for Foreign Legion were made at Wharlow Hall.

Greatest misapprehension in the United States is in the matter of costs, Mr. MacDonald said. While it is true that there are favorable union rates for smaller production—these include half-hour TV efforts—schedules are necessarily longer because of the more leisurely pace of foreign production.

A 48-hour shooting schedule, fairly common among Hollywood and New York video producers, would be absolutely unthinkable in the British Isles or France where the same production would require at least five stage days.

Another vexing problem which should change as TV production in England increases is the lack of trained video personnel; it was pointed out by Mr. MacDonald.

On the credit side of the ledger is the fact that top creative talent is eager to try the new medium.

Following the announcement that Douglas Fairbanks Jr. had opened London offices, he and Mr. MacDonald were besieged by some of England's outstanding actors, writers and directors wanting to be associated with the enterprise. Thus for International Theatre, services of Laurence Huntington, one of England's veteran mega-

(Continued on page 80)
LUCKY?
Sure. We can't guarantee we'll win 7 of the top 10 every time, as we did the first time up. (Let alone 4 of the top 5... or 13 of the top 20.) But when you add ratings like that to our usual highest average nighttime audiences in all television... starting the new season even further out in front than last year... a pattern begins to emerge. And the whole thing begins to look less like good luck than good programming.

THE CBS TELEVISION NETWORK
OREGON HEARING

THE PRESSURE of comparative hearing among post-thaw TV applicants seeking the same channel in the same city took its first toll last week as the general manager of one applicant in the Portland, Ore., Channel 12 case resigned.

The prospective witness who tendered his resignation Tuesday for "personal reasons" unexplained even to his employer was Walter J. Stiles Jr., general manager of Oregon Television Inc. Mr. Stiles was to have been a principal witness for Oregon Television, having assisted in preparation of the application and its exhibits.

Counsel for competing applicants unsuccessfully moved to strike large portions of the Oregon 'Television bid on ground that Mr. Stiles' resignation effected a major amendment of the application.

Other highlights of the Portland Channel 12 hearing included:

- Testimony by Oregon Television's Director Julius L. Meier Jr. the employeety took Stiles' case and was recommended by DuMont executives Comdr. Mortimer W. Loewi and Herbert E. Taylor Jr. Mr. Meier, who said he was "a close personal friend of RCA President Frank M. Folsom and whose technical advice he had sought, later testified Mr. Stiles preferred DuMont equipment over RCA.

- Disclosure that Oregon Television President Henry A. White on Oct. 15 wrote the president of a Portland bank, at the latter's request following personal contact, to inquire of the bank's policy with respect to its officers making investments in a competitive situation. Further examination of Mr. White showed the bank officer to be Russell M. Colwell, stockholder in competing applicant Columbia Empire Telecasters. Mr. White denied any "pressure" motive.

- Observation by Hearing Examiner Elizabeth Smith, when controversy arose about producing Mr. Stiles' employment contract, that "...he who applies for radio facilities or television station and goes to comparative hearing has few secrets." 

Aside from the Portland case, other TV comparative hearings continued last week. These were the Denver hearing and the Tampa-St. Petersburg case. On Monday, the Wichita hearing began. The Jackson, Mich., hearing, also scheduled to start Monday, was delayed until this Wednesday.

The resignation of Mr. Stiles was reported Wednesday morning by Mr. Meier, who was recalled to the stand by Maurice Barnes, counsel for Oregon Television.

"Yesterday, Oct. 21, Walter Stiles tendered his resignation as general manager," Mr. Meier testified, "and I accepted his resignation." The witness said Mr. Stiles relinquished his subscription to 50 shares of stock which Mr. Meier agreed to buy.

"He gave personal reasons," Mr. Meier said. "I pressed him at length and he did not care to divulge his personal reasons and I could not, frankly find out what his reasons were."

"This brought up a suspicion in my mind," the witness said, "and you can well understand, this coming at a time when it did, in the midst of a hearing, I endeavored to find out what his reasons were. He gave me very little to go on. However, I did ask our counsel to contact one of Mr. Stiles' previous employers in Phoenix, Ariz., and this man reported an incident, or circumstances that were very distasteful or displeasing to me. Whether they are true or false I don't know, but as long as I now have this information, which I did not have before, I had no choice but to accept Mr. Stiles' resignation."

Further testimony showed Mr. Stiles upon resignation returned his five year employment contract calling for an annual salary of $15,000. Mr. Meier said the general manager had been advanced six months' salary but indicated the applicant did not intend to ask for its return.

Asked what he plans to do about granting him another general manager, Mr. Meier said, "I have contacted several good friends of mine in the television field and advised them of our predicament, the serious blow that occurred to us, and solicited their help in procuring the most qualified, capable and competent man that is available in the country today.

Jack Blume, counsel for Columbia Empire Telecasters, moved "to strike all of this testimony as a major and material change in the application, coming too late in the game... We have had testimony for days now, all involving and revolving around Mr. Stiles. ... I think it is unfair to the other applicant to make such a material change at this point."

Harry Becker, counsel for Northwest Television Inc., commented, "I don't see how Oregon can proceed in this hearing without putting Mr. Stiles on the stand... a good deal of this application was prepared by Mr. Stiles and the testimony of the other witnesses is predicated on that preparation."

James Juntilla, FCC counsel, refused to join in the motion to strike. "I think the testimony in question should be in. How Mr. Stiles' withdrawal will otherwise affect the application is another matter."

In defense of Mr. Meier's testimony on the resignation, Harold Mott, also counsel for Oregon Television, stated Mr. Stiles "was hired as an employee to frame the exhibits... but in no case was there any exhibit ever prepared that the directors themselves did not see and pass on. The direct case is still here.

After the examiner denied the strike motion, Mr. Blume cross-examined Mr. Meier about the resignation.

"What do you mean you made a

(Continued on page 74)
In Philadelphia... people watch

WPTZ

more than any other TV Station!*

*Not our estimate but ARB figures for the entire year of 1951 and the first 6 months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales
Hennock Urges Schools On Building

**CUT TV COSTS**

Non-commercial educational TV stations can be built at a cost well below unrealistic estimates, FCC Commissioner Frieda Hennock said Thursday in addressing the Minnesota Education Association, at St. Paul. She urged educators to speed up their TV activities.

Explaining there’s no need for Taj Mahal structure to house video operations, Miss Hennock said schools can take the air with a modest operation just as commercial stations did in the early days of TV. “Start slowly but get on the air,” she said, “and later, when solidly established, extend range and hours of operation to wider and more desirable limits.”

Educational institutions can generally get a 10% discount on equipment, she said, in referring to catalog figures of $200,000 for 15 kw operation. A more modest operation would cost less, she explained.

A survey of existing stations shows that 17 reported investments in tangible broadcast property under $300,000, Miss Hennock said, with six under $200,000. “When land and building costs are excluded,” she continued, “18 of these operating stations show tangible broadcast property owned by them in 1951 of less than $200,000; eight of these were below $100,000; and three as low as $15,000.

Furthermore, a study of the 51 CPs granted by the Commission in the past few months for commercial TV stations discloses that 19 of the applicants estimate that their construction costs will be less than $250,000—12 of these below $200,000 and some as low as $138,000 and even $108,000.” She noted that some of these examples reflect use of existing radio facilities, as would be the case with operators of educational outlets.

Miss Hennock said schools can use their stockpile of human and physical resources to keep operating costs well under $100,000 a year besides sharing programming with other schools and groups.

**RE-ELECT DuMONT**

President of DuMont Labs.

DR. ALLEN B. DuMONT was re-elected president of Allen B. DuMont Labs. at the annual meeting of the company’s common stockholders in Clifton, N. J., last week. Other officers re-elected were:

- Stanley F. Patten, vice president; Paul Raibourn, treasurer;
- Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Elected as directors by Class “A” stockholders were: Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont; by Class “B”, Edwin West, Barney Balaban and Mr. Raibourn.

In a statement after the meeting, Dr. DuMont reported that company net sales for the 40-week period ending Oct. 5 totaled $22,128,000 as compared with $27,537,000 for the corresponding period of 1951. Net profits for the same period this year amounted to $359,000 as against $320,000 loss for 1951. Dr. DuMont declared. He noted there were 2,361,054 common shares outstanding in both periods and that net profit per share after dividends on preferred stock was $11 against a $.01 per share for 1951.

Four UPT Sales

UNITED Television Programs Inc., Chicago, has sold Royal Playhouse, half-hour film series, to WGN-TV Chicago and a re-run of Fireside Theatre to the Goldsmith Fashion Forum, Chicago, for showing on same station. Other UPT sales: The Chimp to KPHO-TV Phoenix and Heart of The City to KGO-TV San Francisco.
You can bank on wrestling. It packs them in...night after night...on channel after channel. By way of illustration, here is the way "Ringside With The Rasslers" monopolizes audiences in the face of earnest competition. Share of audience in Atlanta, 69%; in Omaha, 68%; in New Haven, 93%.*

Yes, wrestling on film is particularly adept at pinning down big audiences. All of the lulls and lags are snipped out. All of the temperament captured at the boiling point. And "Ringside With The Rasslers," produced in Hollywood by Jerry Fairbanks, Inc., is further distinguished by a superb cast of mighty grapplers...the very best grip-and-groaners in the business: Lord Blears, Baron Leone, Gorgeous George, Hans Schnabel, Ali Bey, Argentine Rocca, Gino Garibaldi, Mr. Moto, Danny McShain—practically any other monarch of the mat you can mention.

"Ringside With The Rasslers" is amazingly adaptable. It may be shown in versions running 30 minutes...or a full hour. Its informal format makes it ideal for one sponsor...or many. And it sells at a starkly competitive price...low enough to give you a high profit in any market.


Consolidated Television Sales
Yesterday

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

Today

there are

265,000

Sets in use

in WFBM-TV’s coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market — COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

WFBM-TV

Channel 6

“First in Indiana”
WMAR-TV
FIFTH ANNIVERSARY
SUNPAPERS TELEVISION
BALTIMORE • MARYLAND

For your free copy of WMAR-TV's Fifth Anniversary Publication,
Write to:
Anniversary Brochure
WMAR-TV
Baltimore 3, Md.

FIVE YEARS OF TV SERVICE TO MARYLAND
mistake?" Mr. Blume questioned the witness.

"That we did not conduct a more thorough investigation of Mr. Stiles and perhaps make a further attempt to discover his background," was the reply.

"Are you pretty familiar with his background now?" the attorney asked.

"No, I am not," the witness said.

"There is something there that he won't tell me, and I can't find out.

Relating that his counsel on Monday had checked Mr. Stiles' previous employer in Phoenix, the witness testified, "I say I don't know whether it is true or not, but it seems when Mr. Stiles left his employment at that station in Phoenix, KPHO, I believe, the engineers, the technicians, or some of the station personnel walked off the job with him and the station had to go out of business. They walked off the job with him and the station had to go off the air until they could fly in a new crew. That is a pretty serious statement, and I noted one of his associates appeared in that amendment." The bank official was Mr. Colwell, the witness indicated.

Mr. Meier testified Mr. Belgrano was interested in the matter so Mr. White showed the bank president a photostat of the amendment the next day.

Mr. White testified that on Oct. 16th he visited the bank president. Questioned by Columbia Empire's counsel as to the reason, Mr. White said, "I was making inquiry verbally as to what the policy of the bank was in connection with officers of the bank making investments in a competitive situation. I happen to be a customer of the bank."

Letter of Oct. 15

The witness testified he wrote a letter to Mr. Belgrano on Oct. 16th to solicit the bank's advice and also recommended Mr. DuMont executives Comdr. Loewi and Mr. Taylor.

Mr. Meier, who is also secretary of Portland's Meier & Frank Dept. Store, testified on Monday respecting the Colwell incident. He is not door neighbor to Frank Belgrano, president of the First National Bank of Portland.

Asked if he talked with Mr. Belgrano respecting Mr. Colwell's interest in Columbia Empire Telecasters, Mr. Meier replied, "If I may preface it by the use of a cliché, I believe a mountain has been made out of a molehill."

The witness said he met Mr. Belgrano at a social function Sept. 21 at the home of Aaron Frank, president of Meier & Frank and Mr. Meier's cousin.

"It was the day after KPTV had gone on the air and television was the main subject of conversation," the witness said. "I mentioned I had just seen an amended application of Columbia Empire Telecasters and commented that the bank expressed interest in any of his associates appeared in that amendment." The bank official was Mr. Colwell, the witness indicated.

Mr. Meier testified Mr. Belgrano was interested in the matter so Mr. White showed the bank president a photostat of the amendment the next day.

Mr. White had testified Oct. 16th of his visit to the bank president. Questioned by Columbia Empire's counsel as to the reason, Mr. White said, "I was making inquiry verbally as to what the policy of the bank was in connection with officers of the bank making investments in a competitive situation. I happen to be a customer of the bank."

Columbia Empire's counsel asked the witness, "Did you, on behalf of Oregon Television and your fellow stockholders, ever attempt to bring any pressure on Mr. Belgrano to force Mr. Colwell out of Columbia Empire Telecasters?"

Mr. White answered, "No," after his counsel objected to the question but was overruled by the ex-

In the Wichita hearing, which began last week, applicants for Channel 10 argued engineering.

The three applicants are KAKE, Sunflower Television Co. and Mid-Continent Broadcasting.

Sunflower principals are ollin

In the Wichita hearing, which began last week, applicants for Channel 10 argued engineering.

The three applicants are KAKE, Sunflower Television Co. and Mid-Continent Broadcasting.

Sunflower principals are ollin

In the Wichita hearing, which began last week, applicants for Channel 10 argued engineering.

The three applicants are KAKE, Sunflower Television Co. and Mid-Continent Broadcasting.

Sunflower principals are ollin

In the Wichita hearing, which began last week, applicants for Channel 10 argued engineering.

The three applicants are KAKE, Sunflower Television Co. and Mid-Continent Broadcasting.
which is 20% owned by W. Walter Tison (WALT Tampi), asked to be permitted to increase costs of construction, specify new transmitter site and increase antenna height. Opposition claimed that this is a substantial amendment and is foreclosed by the FCC's 20-day rule.

WDAE is owned by the Tampa Times, and Orange Television by department store executives David A. Falk and Frank E. Mandel.

Hearing for Denver's Channel 4 last week saw the case for KMYR completed and the beginning of presentation by KOA. KMYR is owned by F. W. and A. G. Meyer, plus 20 other stockholders, mostly local businessmen.

It plans to spend $518,000-$641,000 on construction, depending on whether some facilities are leased or bought. It estimated its first year operating costs, with a staff of 55, to be $370,185. It proposed to establish a $250 Class A charge. Station listed current assets as $149,005.59; liabilities, $40,123.81. KMYR made $13,101.07 after taxes in 1950; $37,974.11 after taxes in 1951.

Hooper Adds Four
FOUR additional stations have been reported to have signed for C. E. Hooper Inc.'s new 40-city service. "TV-Area Hooperratings." They were: WPAA-TV, KRLD-TV and WBAP-TV Dallas-Fort Worth, and KOTV (TV) Tulsa.

CBS- TV OUTLETS

**KTBC, WAFB, KGMB Sign**

CBS-TV has signed TV channel grantees in Texas and Louisiana as primary supplementary intercon- nected affiliates and one in Hawaii as a primary affiliate, Herbert V. Akberg, vice president in charge of station relations, said last week. KTBC-TV Austin, Tex., contract is effective Dec. 1. The station, assigned vhf Channel 7, is being constructed and will be operated by Texas Broadcasting Corp., licensee of KTBC. J. C. Kellam is general manager of both radio and TV outlets.

WAFB-TV Baton Rouge, La., pact becomes effective Jan. 1. Owned by Modern Broadcasting Co., licensee of WAFB, the station will operate on uhf Channel 28. Like its AM affiliate, it will be under the general management of Tom E. Gibbons.

Primary affiliation of KGMB-TV Honolulu, "farthest outpost of television," will be effective Dec. 1 when station officials expect to begin operations. Hawaiian Broad- casting System, licensee of KGMB, is assigned vhf Channel 9. C. Richard Evans, general manager and former general manager of KSL Salt Lake City, said RCA equipment is expected to arrive about Nov. 20.

ADMIRAL SIGNS

**To Sponsor Bishop Sheen**

ADMIRAL Corp. will sponsor Bishop Fulton J. Sheen's "Life Is Worth Living" series on DuMont TV Network, it was announced last week by Admiral's President Ross D. Siragusa.

The contract, extending for one year with options to renew for two more, represents an annual expenditure of $1 million and calls for 28 weekly talks by Bishop Sheen from November through May.

The series starts Nov. 18 and is scheduled in the time period it occupied last year, Tuesday 8:30-9 p.m., opposite Milton Berle on NBC-TV, and Eddie Albert's "Leave It to Larry" on CBS-TV. ABC-TV does not program in that period.

It was understood arrangements call for opening commercials of the institutional type, with direct selling limited to the closing commercial. There will be no middle commercial.

The signing marks Admiral's return to regular television sponsor- ship. The company sponsored ABC's radio and television coverage of the national political conventions and it will sponsor election night coverage on the same networks.

The contract for the Bishop Sheen series was between Admiral and Mission Humanity and it was understood his fee would be turned over to the latter organization, of which he is national director. Mission Humanity is the subsidiary of the Society for the Propagation of the Faith, of which the prelate also is national director, and is a member of the voluntary agencies of the United Nations. It dispenses funds to hospitals, leprosaria, dispensaries, homes for the aged, and orphanages throughout the world. Last year it aided an estimated 83 million persons of all creeds.

TEXAS-TV Stores, San Antonio, Tex., distributor, will stage an audio show Nov. 3-8 as part of its Open House Week. High-fidelity products of more than 35 manufacturers will be demonstrated.

3,000,000 people in 103 counties spend $1,828,557,000 in an area covered by WSAZ-TV Home-town Station for Huntington and Charleston.

84,000 WATTS ON CHANNEL 3

WSAZ-TV
HUNTINGTON, WEST VIRGINIA

For full details on rates and availabilities to stake out your claim in this rich new market, wire, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of the Katz Agency, Inc.

"WORLD'S MOST POWERFUL TELEVISION STATION"

October 27, 1952 • Page 75
CROSMY'S REPLY

THE PUBLIC will benefit far more from power boosts granted the three Ohio TV stations of Crosley Broadcasting Corp. than from a more "exacting" application of the FCC's multiple ownership rules. This is argued by Crosley in its reply to the Commission's notice of inquiry into the signal overlap problem. Crosley asks grant of the bids without hearing.

In behalf of WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, Ohio, together representing a multi-million dollar investment, Crosley pointed out that FCC considered the overlap problem once before when issuing the construction permit for WLWD in 1947. The petition also noted the applications in strict conformance with the allocation plan and other requirements specified in the Commission's Sixth Report and Order.

FCC Ordered Changes

The three Crosley outlets were required to change channels, as were 27 other existing stations, in the final allocation order [B&T, April 14].

The Crosley petition was submitted to the Commission last week by Duke Patrick of Hogan & Hartson, Washington counsel of Crosley, in response to FCC's notice in mid-September that the channel changes applications, because of the overlap situation, "involve multiple ownership question which...indicates necessity of hearing" [B&T, Sept. 22]. FCC contended there would be Grade A overlap between the Cincinnati and Dayton stations and Grade B overlap between all three outlets.

At the same time, the Commission had notified WGL-TV-Campton, Pa., and WDEL-TV Wilmington, Del., both Steinman stations, of a similar problem of overlap involved in pending channel change and power boost applications.

At that time, FCC issued conditional grants for changes of frequency to the Crosley stations, requiring them to continue operation with their present power. Similar conditional grant was issued to WGL-IV for change for Channel 4 to Channel 8.

Crosley's WLWT was conditionally granted a change of Channel 6 to Channel 5, WLWD from Channel 2 to 5 and WLWC from Channel 3 to 4.

In both cases, Comm. George E. Sterling disallowed the major objection. He argued full power should be approved along with the channel changes, indicating the overlap problem was created by FCC's new engineering standards, not the applicants, and must be recognized as such.

The Crosley petition reviewed the first telecasting in TV since 1937 and pointed out the three stations were the first or among the first to begin operation in each city. WLWT, licensed Jan. 27, 1937, was first granted at Cincinnati, being granted in November 1946. WLWC, first in Columbus, was approved at the same time, the petition said, while WLWD, for Dayton, was the second granted and put into operation there. This delay was caused by the overlap inquiry, raised in favor of Crosley with the grant in April 1947, it was indicated.

Crosley Didn't Object

The petition pointed out FCC's Sixth Report noted the Crosley stations did not object to the frequency changes proposed by the Commission and in each station's case said an "appropriate authorization will be issued" to specify the frequency change on the channel proposed by FCC.

"From the outset of Crosley's operations at Cincinnati, Columbus and Dayton every effort has been made to develop television broadcast service," the petition said, noting large sums were invested to provide the best facilities and programs possible.

"In granting its investment, Crosley stated: As of Nov. 29, 1951 the combined cost values of the fixed assets of the three stations, exclusive of fixed assets used jointly for radio television in Cincinnati, total $2,399,096.78. An additional amount of $490,000 represents the cost of land, buildings and equipment devoted to television purposes but used jointly with its radio broadcast operations in the Cincinnati area. The actual operating cost, including program expenses, of stations WLWT, WLWC and WLWD at the end of their operations, total $6,292,087.31 and no profit was realized from the operation of any of these stations until the fiscal year ending Nov. 29, 1951. As of that date and even allowing for these profits, the combined net operating loss of WLWT, WLWC and WLWD amounted to $911,577.96.

The petition explained that Sec. 3.628(a) of the Commission's rules provides that, "No person (including all persons under common control) shall, directly or indirectly, own, operate or control more than one television broadcast station that, in the aggregate, transmits substantially the same area as another television broadcast station owned, operated or controlled by such person."

"Reduced to simplest terms, the petition pointed out that the operation of "two television broadcast stations in the same area" would prevent Crosley from owning or operating any of the three stations if any two of them 'served substantially the same area. That same problem would not manifest not only from the physical facts but from all considerations which the Commission has employed in construing and applying similar language for similar purposes in its AM multiple ownership rules."

The Crosley petition pointed that while all three cities are in Ohio, "their individual markets, industries, populations and characterisitcs are sufficiently different as if they were located in different states and separated by hundreds of miles rather than by fractions of that distance."

The petition contended FCC "has given full recognition to these physical facts by allocating three vhf channels for use in Cincinnati, three in Columbus and two in Dayton; by approving B-2's for Dayton's processing purposes; and by not even computing the distances in miles to the main transmitters in use by stations located elsewhere."

The petition contended that "throughout each stage in the construction and operation of its stations, Crosley has recognized the separate and individual requirements of the cities. Crosley maintained separate staffs and studios and originated separate programs for each of the cities in question."

The fact that certain signal contours of these stations overlap under the proposed allocation and authorized by the Commission as a result of the Crosley petition in 1947 and 1947: the fact that there is some overlap of transmission is not the issue. The problem is the fact that such overlap was the result of the Commission's decision and that it continues to persist, but not to continue under the proposals made in this petition as to what would be done to reduce such overlap, does not change the basic fact of the existence of overlapping service, the fallacy of predictions of service based upon signal strength alone and all the other uncertainties in this developing and growing service were recognized by the Commission in its Sixth Report Sec 88 and 91) as well as in its Memorandum Opinion and Order of Oct. 7, 1952 to American Telephone and Telegraph Radio Stations, Inc., et al., Docket No. 913, et al.

These pronouncements and the facts which underlie the above are demonstrated by proof positive that the operation proposed by the Crosley petition is inconsistent with the considerations cannot and will not violate either the letter or spirit of Sec. 3.626 of the Commission's Rules."

In interpreting and applying Sec. 3.626, the court portrayed multiple ownership of AM stations, the petition said, "the Commission has made many pronouncements regarding the object and purpose of this section. The gist of what has been said amounts to this:

"The Commission has decided each case involving multiple ownership on its merits after consideration of all pertinent facts. The Rules are not an absolute bar to a showing that, under the facts there is an overlap of service areas of two stations under consideration. However, overlap of service areas of two stations under common control is a factor to be considered in the cases involving comparative consideration between two stations. The record before the Commission is based upon the statements of the applicant and, although it is not in itself "(John A. Kennedy, Board Chairman: Howard L. Chennoff, Gen. Mar., Wis-Buyers Day hydraulic stems
San Diego's First and only TV Station
Blankets California's Third Market!
San Diego's 1951
BANK
DEPOSITS
were $407,613,259
KBMB-TV
KFMB-AM
San Diego 1, Calif.
Represented by
THE BRANHAM CO.
Page 76 • October 27, 1952
BROADCASTING • Telecasting

BANK
DEPOSITS
were $407,613,259
KBMB-TV
KFMB-AM
San Diego 1, Calif.
Represented by
THE BRANHAM CO.
TV Grants and Applications
(Continued from page 64)


DALLAS, Tex. - Trinity Broadcasting, (KLPF), uhf, Ch. 26 (560-566 mc): ERP 2 kw visual, 2.45 kw audial; antenna height above average terrain 347 ft., above ground 500 ft. Estimated construction cost $328,000. First year operating cost $102,000. Post Office address 214 Jackson St. Dallas, 75201. Studio and transmitter location 5000 Jackson St., 1 mi. east of KRLD TV Tower. Geographical coordinates 32° 40' 22" N. Lat., 96° 30' 41" W. Long. Transmitter and antenna RCA. Legal counsel H. D. Marks. Washington Consulting engineer Weldon & Carr. Principals include President Barton R. McLeod (20%), owner of Tri-State Theatre (motion picture exhibition), Dallas, and Vice President Gordon (40%), 20% owner of Tri-State Theatre. Applicant also is licensee of KELP El Paso, Tex., and KLIGS Houston, Tex. City priority status: Gr. A-2, No. 355.


APPLICATIONS MODIFIED


SAN BERNARDINO, Calif. - KITO Inc. (KHTV), uhf, Ch. 16 (100-106 mc): ERP 3 kw visual, 4 kw audial; antenna height above average terrain 3,648 ft., above ground 3,848 ft. Studio location 506 Fourth St. Transmitter location in San Bernadino County. Geographical coordinates 34° 14' 10" N. Lat., 117° 19' 42" W. Long. Transmitter DuMont, antenna GE. For application, see TV Applications, B.T. July 1, City priority status: Gr. A-2, No. 64.

WATERBURY, Conn. - WATR Inc. (WTBR), uhf, Ch. 43 (318-324 mc): ERP 1 kw visual, 4 kw audial; antenna height above average terrain 915 ft., above ground 927 ft. Studio location 292 Rogers Ave. Geographical coordinates 41° 37' 25" N. Lat., 73° 23' 32" W. Long. Transmitter DuMont, antenna GE. For application, see TV Applications, B.T. May 12. City priority status: Gr. A-2, No. 64.

WATERBURY, Conn. - WATR Inc. (WAFM), uhf, Ch. 31 (198-204 mc): ERP 5 kw visual, 2 kw audial; antenna height above average terrain 915 ft., above ground 927 ft. Studio location 292 Rogers Ave. Geographical coordinates 41° 37' 25" N. Lat., 73° 23' 32" W. Long. Transmitter DuMont, antenna GE. For application, see TV Applications, B.T. June 27. City priority status: Gr. A-2, No. 66.


WAUSAU, Wis. - Wisconsin Valley Television Corp., uhf, Ch. 7, ERP 100 kw visual, 80 kw audial; antenna height above average terrain 748 ft., above ground 747 ft. Studio location to be determined. Transmitter location 4 mi. SW of Wausau on Rib Mt. Road, on Rib Mt. near site of WIVR (FM). Geographical coordinates 44° 55' 03" N. Lat., 89° 40' 30" W. Long. (See application, TV Applications, B.T., Oct. 25, for proposed location and real estate development to be purchased.) City priority status: Gr. A-2, No. 160.

EXISTING STATIONS

Changes Requested

KMTV (TV) OMAHA, Neb. - May Best, Co., uhf Ch. 3, Requests mod. CP (which authorized changes in existing station) to change ERP to 20 kw visual, 50 kw audial. Height antenna above average terrain 361 ft.

WKTV (TV) UTERA, N. Y. - Cooper City Best, Co., uhf Ch. 13, Requests CP to increase ERP to 212 kw visual, 100 kw audial. (See application, TV Applications, B.T., July 15.) City priority status: Gr. A-2, No. 36.

From Station Break to Feature...the NEW "BALANCED" TV Tripod is doing a whale of a job every day!

We threw the book away and engineered a brand new "BALANCED" Tripod for every photographic and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

Perfect balance prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for camera's preference. Built-in spirit level. Telecoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

WE CALIBRATE LENSES... Precision "T STOP CALIBRATION of all types lenses, any location. One method approved by Motion Picture Industry and Standard Committee of SMPTE. Lenses coated for photography, Special TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS... MOVIOLAS... DOLLYS... Complete line of 35mm and 16mm equipment available for rental.


WE DESIGN and manufacture less mounts and camera equipment for 16mm—35mm and TV cameras.

UNION DISPUTE

Cancels ABC-TV Program

ABC-TV canceled the weekly "United—Or Not" program Monday for the second time this month in mediation efforts with the National Assn. of Broadcasting Engineers & Technicians (CIO) failed.

NABET engineers employed at ABC-TV refused to take a "feed" from cameras operated by members of the International Brotherhood of Electrical Engineers (AFL), who handle the program for the United Nations Correspondents Assn. A similar dispute with NBC-TV was settled when the network made arrangements to send a camera to the UN meeting hall [B+T, Oct. 20].

118.3 kw audial; antenna height above average terrain 704 ft., above ground 44 ft. Estimated cost of new equipment $983,580. Transmitter GE.

If you work with film...you will pay to get to know us. The country's foremost professionals depend on our portable, versatile, adaptable equipment.
That nice "gal next door" knows all the latest recipes, all about what's new in the stores, what to do about beauty problems, is full of new ideas about decoration. Kay Larson is "the gal next door" to thousands of Central New York housewives who take time off each day at 3:15 for a friendly session with her in their TV rooms. You'll find this light-hearted participation show an ideal place to spot your product story.

FOR REAL RESULTS
say "WHEN"

CENTRAL NEW YORK'S MOST
LOOKED AT TELEVISION STATION
Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN
TELEVISION
SYRACUSE

A MEREDITH STATION

Page 78 • October 27, 1952

BROADCASTING • Teletest

CASCADE PICTURES CALIFORNIA INC.
CULVER CITY, CAL.

has completed I Beheld His Glory and is offering the half-hour film for televising between Good Friday and Easter. The film is based on a story by Rev. John Evans, religion editor of the Chicago Tribune.

PHONEVISION PAY
3 Ways Possible—McDonald

PHONEVISION can be used with three collection methods, Condr. E. F. McDonald Jr., president of Zenith Radio Corp. and prime mover for the adoption of pay-as-you-see home TV, revealed in a letter to sports leaders recently.

"We have for a long period of time," Condr. McDonald wrote, "been testing various methods of collection and billing. We have put them into actual operation here at the factory. This has given Zenith a completely flexible Phonevision system which combines three collection methods in the same transmission to serve all homes in range of the television station, whether or not they have telephones.

"With this flexible system, Jones will be charged on monthly billing, Smith will use a card purchased at the corner drug store, and Johnson will pay for his program by a coin box in his home, etc."

Zenith petitioned the FCC last March for commercialization of its subscription-TV Phonevision system [B-T, March 3]. The petition implied that Phonevision could work by various methods, and was not irrevocably wedded to telephone line operation.

Other fee-TV systems are Sixtron's Subscriber-Vision, International Telemeter's coin-box method and RCA's system: Television.

LIPPERT FILMS
January Release Expected

SOME 107 Robert L. Lippert motion picture films may be released in January. It is believed that release of the films hinges on their sale to more than 20 of Mr. Lippert's former movie partners and associates. The transaction is expected to be completed in early January.

Unable to produce any theatrical features since being blacklist by Screen Actors Guild for selling movies to video after SAG's Aug. 1, 1948, cutoff date, Mr. Lippert is reported to be contemplating heavy TV film production after disposal of the remaining backlog. Meanwhile, Mr. Lippert is reported to be conferring with CBS about his producing feature films exclusively for TV.

SAG FILM TALKS
Break on Commercials

SCREEN Actors Guild last week broke off collective bargaining negotiations with the American Assn. of Advertising Agencies and New York film producers following failure of the groups to come to agreement on wages and working conditions for actors in TV film commercials.

Talks ended in a stalemate Tuesday night in New York when SAG representatives and TV commercials producers, who represented what the guild termed "virtually unlimited use" of the filmed spots for the payment of the actor's original fee.

Strike action was expected to be voted immediately by the guild's board of directors and its New York council, with approval by SAG's general membership at a Hollywood meeting on Nov. 9.

Guild's proposals include that one showing of the film would be allowed for the actor's original fee on a network TV program. For each other showing, the actor would be given added compensation, with no further telecasts of the commercial allowed beyond one year after making of the film.

For the original payment to the actor with a slight premium over minimum scale the agencies countered—proposed that it include rights to televise a filmed commercial on national networks (more than 30 stations) without limitation as to the number of times it could be shown on each station, on a 13-week period and with no overall limitation on the life of the spot.

They asked that 30 stations or less, situated anywhere in the country, be defined as a regional network.

For "wild spots" on station breaks, etc., on individual stations, SAG proposed that the actor's original fee allow unlimited use for four weeks or less. Total original fee would be paid for each added four-week use, with overall limitation of six months.

The agencies demanded that the original payments to the actor allow unlimited use for 13 weeks on a national basis and for 52 weeks on a local basis, with no restrictions on the overall life of the spot.

Snow Crop Signs

SNOW Crop Marketers, New York (frozen foods), signs for sponsorship of quarter-hour of CBS Radio and CBS-TV Arthur Godfrey Time basis, alternating with French Sardine Co. (Star-Kist Tuna), effective Dec. 2. Snow Crop will sponsor simulcast of 10-10:15 a.m. segment on Tuesday and Thursday one week, and on Monday and Wednesday, plus Friday radio broadcast, the next. Agency is Maxson Inc., N. Y.
**EMERSON URGES**

**Educational TV Aid**

EMERSON Radio & Phonograph Corp. Thursday issued a pamphlet titled "Educational Television, a New Market for TV Receivers," calling on 30,000 TV dealers to stimulate set sales by urging local communities to support non-commercial educational video stations.

The Emerson pamphlet told dealers that FCC's allocation of 242 educational TV channels offers "a vast new potential market for television manufacturers." If no community action is being contemplated, dealers should take the lead in obtaining support for educational television, the statement said.

Emerson's president, Benjamin Abrams, on June 25 announced his firm would award $100,000, or $10,000 each, to the first ten non-commercial educational TV stations on the air (B&T, June 30).

The pamphlet reproduced news stories in various newspapers and trade publications on the contemplated Emerson awards and featured President Truman's wire to Mr. Abrams congratulating Emerson for its support to educational television.

The increase in potential TV set sales, Emerson stated, would come from "more than a million elementary and secondary schoolrooms" and from people who would like "a wider choice of programming."

**EDUCATIONAL TV**

**WLWT (TV) Offers Tower Use**

EDUCATIONAL television in Cincinnati moved a step closer to realization last week when WLWT (TV) Cincinnati offered the Greater Cincinnati Educational Foundation use of its tower.

Announcement of the offer was made by Alberto Neely, foundation chairman and director, Radio-TV Arts Dept., Cincinnati College of Music. He said the tower use, if technically feasible, would save the foundation about $100,000. Although both WLWT and the proposed educational TV station would use the same tower, no engineering problems were anticipated. The offer is to be considered this week at a foundation meeting. The group currently plans a fund drive.

**‘VICTORY AT SEA’**

FORMAL presentation of the Victory at Sea films was made to Sir Alexander Cadogan, board of governors chairman of the BBC, by Edward D. Madden, vice president and assistant to the president of NBC, at a luncheon in London last week (B&T, Oct. 20). Series, a 26-part film and music history of World War II naval operations produced by NBC in cooperation with the Admiralty and U. S. Navy, will be telecast weekly in Britain. Program's started NBC-TV yesterday (Sunday).
TV Filming Abroad
(Continued from page 65)

phoners, were acquired. Directing The Silent Men is Terence Fisher. Third in the series, Foreign Legion is being produced and photographed by Anthony Barley who also de-

vised original story. Daniel Birt is directing. Allen Gray, who scored "The African Queen," is also conducting an original score for the TV series.

Greatest difficulty in shooting TV film abroad, for the American market, according to Mr. MacDonald, is problem of using European person-
nel without loss of American flavor. This, Mr. MacDonald said, requires direct supervision by an American producer. How-
ever, if talent of American producers. This, says Mr. MacDonald, should be the major factor in determining Euro-

pean production. Douglas would limit its production to Hollywood, he points out, except for fact that backgrounds provided in England and on the continent and elsewhere were required for the three NBC TV shows.

Foreign Legion, for example, was filmed at Busanda in French North Africa, where through cooperation of the French government actual forts and a regiment of Spahis were employed. By arrangement with the Belgian government, all exteriors for Silent Men were filmed in Antwerp. Virtually every European capital is on schedule for filming of International Thea-

tre.

Differing Opinions

Some other producers are of an opinion contrary to that of Mr. MacDonald.

Savings in production costs vary, according to figures shown BROAD-

casting • Telecasting by pro-

ducers who declare the advantages outweigh disadvantages in filming outside the United States.

One estimated production costs on his half-hour musical features as around 33½% less in Mexico than in Hollywood. Another showed that his company was saving "about 25%" on a series of 13 half-hour mystery shows being made abroad. Still another revealed that difference in production of a series being made in units of 13 half-hour shows will be "more than 25%.

From figures on hand, one TV film producer said that a series of 13 duration films to be made in England and France will be shot for "below $10,000 per program". Cost in this country, he declared, would be much higher.

Some of these projects are being financed with frozen funds and some with U. S. money. Others have a combination of European and American financial backing. Still others are "on their own." Much of the production however is still in the paper planning stage until the studio availability and/or money is actually worked out.

Harlan Thompson and Frank Chapman, both well known in U. S. movie industry, in a tie-in with Thesis Films, plan to produce a series of 13 half-hour musicals starring Gladys Swarthout, Doro-
thry Kirsten, Cesare Siepi and Ra-

mon Vinay in Italy. Actual shoot-
ing, however, has been postponed because of the financial situation.

It is reported that Margaret Bul-
lock, Los Angeles department store heiress, was to invest $500,000 in the venture. Her death cancelled the financial backing.

Another American group headed by Ralph Serpe and said to be well financed is reported to be setting up headquarters at Ponti DeLaurentis Studios in Rome, in a half-hour series. The D. M. Grattan Co. recently announced plans to shoot a series of half-

hour operatic films in Rome.

Real Films' Release

A tie-up with a British film produc-
er, Real Films of Vienna expects to get underway shortly with a TV series for U. S. release.

Sovvaine Selective Pictures, Paris, distributing foreign made theatrical films to art theatres and U. S. TV stations, also has plans to produce a video detective series in France. There is U. S. money backing this venture too.

Roland Reed Productions, Holly-

wood, has earmarked Italy as pos-
sible locale for an upcoming video series. It would be a joint financial venture by that company and an Italian production firm.

George F. Foley, president of the package firm bearing his name, is slated to leave New York Oct. 18 for a two-week trip to Paris and Rome to set up production units for half-hour and 13-hour-long TV film dramas for syndication in the U. S.

The films, as yet untitled, are being financed partially by Euro-

pean producer, Cesar. Production of half-hour programs is scheduled to start in early December; on the hour films, in mid-January. Rotat-

ing casts will be used, composed largely of Americans in Europe.

"The cost of producing such films in this country would be prohibitive," Mr. Foley asserted, "but European economics make such a project desirable. To pro-

duce half-hour dramas such as we have in mind would cost $22,-
000 per program in this country, while the hour-long programs would cost about $50,000 to pro-

duce here. We will bring them in for considerably less in Europe, where we will also be able to turn out a superior product."

Barry Series Planned

John Austin, former English mo-
tion picture producer, who recently formed John Austin Production with headquarters in New York, is readying an adventure series built around Steve Berry, fictional government investigator on overseas assignment. Thirty-800 minute films in the series are already completed, having been shot in Europe. They are "The Nelson Case," "An International Affair" and "International Rendezvous." Others in series will be filmed abroad.

He is also preparing a series of half hour subjects filmed in India and plans to shoot another in Japan. Sterling Television Inc., New York, will handle distribution.

His TV feature film "Intrigue," produced in England, is currently being released to stations.

Ziv Television Programs cur-
rently is shooting some location shots in Europe for use in future film programs. President John L. Sinn flew to Europe on Oct. 8 for about a month's visit, primarily on vacation but with possibility that he may supervise some location filming.

Jack Hoffberg, president Hoff-
berg Productions, and William Al-
bach, representative Video Inter-
film Corp., Berlin, months ago ar-

ranged for production in Western Germany for a 13 half-hour series of ballet and operaetta films. In-

cluded are "Merry Wives of Wind-

sor," "Rosenhainhasser," and "The Flying Dutchman."

In addition 26 symphonic musi-
cals and ballets, running 15 min-

utes each, are scheduled for release in the fall. Another series will be filmed in Italy, on location in Rome, for release in 1954.
ures each, will also be produced. Each film will carry English commentary which will describe story behind music.

March of Time Inc., New York, recently completed a series of 26 quarter-hour ballet films, *Ballets de France*, in Europe which are now being offered to American TV stations.

Adolph Wendland Productions recently completed first in a series of half-hour TV musicals filmed at Cinematografica Guanitomuc, Mexico City. Series is titled *Around the World for a Song* and first film starred Andre Toffel, French actor-singer. Series will be produced in units of 10 programs, according to presenter Ted Lewis is producer, and Fabian Andre, musical director. Bert Wendland heads the projected series as business manager.

Karl E. Moses, vice president in charge of production for Scandinavian-American Television Co., is currently in Denmark filming the half-hour film *Hans Christian Andersen Tales* series. First 13 are scheduled to be completed by January to Interstate Television Corp., Hollywood, which has secured American distribution rights. Arthur Pierson directs. Thor Brooke is production manager with Malvin Wald screen writer. Cooperation of Royal Danish Government and Andersen Society and Museum has been secured in filming series which incorporates Royal Danish Theatre, Ballet and Symphony Orchestra.

Gow-Mo Film Productions was to start shooting in September 13 half-hour video films under title of *Secret Assignment in Stockholm*. Thor Brooke has been assigned as producer-director.

In German Production

Walter Klinger, in charge of sales for Scandinavian-American Television Co., is enroute to Western Germany (Nov. 1) to act as production supervisor and distribution head for a German motion picture production company which will enter the American market with new product.

Allegro Pictures Inc. and Bernard Tabakian, president, Tableau TV Ltd., Beverly Hills program packagers, and head of West Coast operations for PSI-TV Inc., have arranged with Jacques Gauthier, head of Enterprises Generale Cinematographique, Paris, for a half-hour TV film series to be made in France and its colonies.

Hollywood group will supply star, director, script and writer as well as handle U. S. distribution. Paris firm is to furnish production facilities and make available $1 million in francs. Films will be in English for U. S. market. Michel Bernheim, French director, is acting as Gauthier's production supervisor and will direct several of the films.

Crown Pictures International, formerly Exclusive Distributors, besides distributing films to television, plans to produce several series in foreign countries. Two are scheduled for production in England and one in Mexico, according to Lew Jackson, vice president.

Simmel-Meservy Television Productions recently sent Jackson Winter, photographer, on a seven months' round-the-world trip to film in color unusual locales for *Yesterday's World Today*, new 18 quarter-hour TV series.

Carl Swanstrom, executive producer, Swanstrom Productions, Hollywood, and Melbourne Turner, Montreal producer-director, recently formed Swanstrom-Turner Corp. to distribute each other's films.

With shooting scheduled to start next spring, Turner will produce and direct a 13-hour as yet untitled video series in color, with story built around Northwest Mounted Police. They will be produced in Quebec at the same time he makes two feature films. U. S. distribution of both the features and TV films will be handled by Mr. Swanstrom.

African Adventure Set

Breakston-Stahl Productions has started filming a 26 half-hour TV adventure series, *Safari Bill*, in color, in British East Africa and Belgian Congo. George Breakston and C. Ray Stahl will co-produce direct from scripts by Mr. Stahl. Irene Breakston is associate producer. Cast includes Martha Hyer (Mrs. Stahl), film-TV actress. John R. Carter has been named technical executive. Series will be released through United Artists.

American and British interests represented by Forrest Judd, president of Film Group Color Productions, Hollywood, recently joined with K. M. Modia, chairman of Western India Theatres Inc. and on a four-year lease took over the Central Studios and Minerva Studios in Bombay. They have been revamped for color production.

Mr. Judd is planning a series of 30 half-hour as yet untitled TV films to be shot in color in India. Interiors will be shot at Central Studios with exteriors in northern India. Ernest Haller who was cinematographer on "Monsoon" and "Thani Ki Raat" arranged recently made by Mr. Judd in India, will act as producer-photographer on the TV series.

Ken Krippen, who filmed "Lost Emeralds of Ila-Pica" for Sol Lesser Productions in Peru, has formed a TV production company with James Black, executive, Radio America, in Lima and Robert Colton of Panagra Airlines. They'll produce 52 13-minute TV adventure films with South American locales. Mr. Krippen will write and direct.

Sheldon Reynolds, producer of *Foreign Intrigue*, half-hour TV film series, being shown on a regional basis in this country, has leased studios and established production units in Paris and Stockholm. He also has under consideration a new series (Continued on page 87)
NEW SAG PACTS
Two Major Studios Sign
COLUMBIA Pictures Corp. and Universal International Pictures Corp. have signed new collective bargaining agreements with Screen Actors Guild covering actors in TV films and including an additional re-use payment clause.

They reportedly are the first of the major studios to sign such agreements.

Both firms are currently in TV film production through their respective subsidiaries, Screen Gems Inc. and United World Films Inc.

RKO Radio Pictures and Republic Pictures were in negotiation with SAG but withdrew last July announcing they planned no immediate TV production.

In addition to the two major studios, 20 other video and theatrical film production units have signed similar agreements with SAG within the past few weeks.

WGES, WEFM (FM) SIGN
Contracts With IBEW

TWO new contracts have been signed with Chicago stations by the Independent Brotherhood of Electrical Workers (IBEW), Local 1220, with substantial raises involved in each. WGES, managed by Dr. John Dyer, agreed to a $10 weekly raise for engineers now, raising the top from $110 to $120, and another $5 per week one year from the effective date of the new contract, which is Nov. 20. Station also agreed to reduction of the escalator clause from four and one-half years to two.

Zenith FM station, WEFM (FM) signed a one-year contract which provides that all technicians receive a $7 per week increase, reduction of the escalator clause to three years, and a fourth week vacation for employees within 10 or more years of service. Negotiations were handled by Ted Leitell, firm's public relations director, who also acts as station manager, and by Joseph Wright, company attorney. IBEW was represented by Walter Thompson, president of Local 1220

WALLACE A. ROSS, founder and publisher of Ross Reports on Television, to Music Corp. of America's television-radio department.

CHARLES W. NULLE, advertising manager, co-set products div., Interchemical Corp., N.Y., named advertising manager, lighting div., Sylvan Electric Products Inc., N.Y.

DICK GEDNEY, former salesman for United Television Programs and United Artists, to Consolidated Television Sales, Chicago, as account executive.

KAY NORTON, formerly operator of her own publicity and public relations firm, to RKO Radio Pictures Inc., N.Y., as publicity manager.

JACK F. BREMBECK, national advertising manager, Western - Holly Co., L.A. (stove mfrs.), to Kaye-Halbert Distributors Inc., Culver City (TV sets), as advertising manager.

R.M. GILL, to J.A. Ward Inc., N.Y., national research organization, as member of executive staff.

DR. JOHN RUIZE, Air Force Cambridge Labs., to Gabriel Labs., Needham Heights, Mass., as director of research.

JEROME PINZUR appointed commercial service manager, CBS-Columbia Inc., Brooklyn, N.Y.

GENE SCHOOB to Spotlight Promotions Inc., N.Y., public relations staff, representing Wide Frame Productions, producer of Strike It Rich, The Big Payoff and Double or Nothing.

STEVENS-ARNOLD Inc., Boston, Mass., has issued Catalog 200B on new 1963 models of firm's choppers which feature non-plug-in model.

W. HOWARD CHASE, director of public relations, General Foods Corp., N.Y., to Selvage & Lee, that city, public relations firm, which changes name to SAGEL, LEE & CHASE.

LARRY E. LAYOS, head of Color Reproduction Co., Hollywood (motion picture laboratory), forms LAYOS REPRODUCTIONS, that city, to specialize in recordings of sacred music.

WRITERS ANONYMOUS, 830 N. La Brea Ave., Hollywood, has been formed by GEORGE BURT, head of George Burt Advertising, that city.

PHIL SEITZ, Los Angeles representative for trade publications, and professional business writers to handle writing chores for advertising agencies. Telephone is Hollywood 9-5739.

DANIEL STARCH & STAFF, research firm, relocates at Boston Post Rd. & Beach Ave., Manasquan, N.J. Telephone is Enterprise 6076.

EDGAR N. GREENEBAUM Jr., director of research for Television Shares Management Corp., Chicago, and Virginia Sparr of Chicago were married there Oct. 18.

ARTHUR PINE, head of Arthur Pine Assoc., N.Y., publicity-public relations a.m., father of boy, David Jay, Sept. 22.

Equipment . . .

CONRAD Inc., Glendora, Calif., announces production of new line of remote controls on television sets: "Fleetwood" with 24" or 24" picture tubes. Line is complete two chassis TV system built to professional standards and provides full remote control operation.

JOHANSON Mfg. Co., Boonton, N.J., announces production of new center high frequency capacitor with maximum capacity of 35 mmdf and minimum capacity of 1 mmdf. New unit is high Q condenser at and above 200 mc.

HIV-DIV. Aerovox Corp., Olean, N.Y., announces production of compact combinations of ceramic capacitors, resistors and printed conductors in units termed plate and flat assemblies for miniaturisation in TV.

ELECTRONIC TUBE DIV., Westinghouse Electric Corp., Pittsburgh, announces production of two new high-vacuum diodes, type 6102 and 6103, for industrial use in high-voltage rectifier applications.

TECHNICAL APPLIANCE CORP., Sheboygan, Wis., announces production of mirror plate wall antenna, Cat. No. 3006, known as Taco Bow-Tie. This is stacked four element antenna for maximum gain.

Technical . . .

WILLIAM ZOLLMAN appointed chief engineer, KCHB Creston, Iowa, replacing ARNIE WILSON.

A. H. SAXTON, manager of radio operations, NBC Hollywood, promoted to manager of technical operations in charge of radio-TV engineering department.

NAEB CONVENTION
Full Schedule Announced

PLANS for the annual convention of the National Assn. of Educational Broadcasters, to be held Nov. 6-8 at the U. of Minnesota, Minneapolis, were announced last week by Seymour Siegel, director of New York's Municipal Broadcasting System and president of NAEB.

Speakers at the three-day meet will include FCC Chairman Paul A. Walker; Sen. Hubert Humphrey (D-Minn.); G. H. Griffiths, director of Mass Media for the Fund for Adult Education; Morris Novick, radio-TV consultant; Sydney Roslow, director of The Pulse Inc., and I. Keith Tyler, director of the Institute for Education by Radio-TV at Columbus, Ohio.

After opening day sessions devoted to general business and a banquet, Nov. 7 will be "Television Day," with a progressed report on education TV as its theme, and Nov. 8 will be "Radio Day," with talks designed to answer the question: "How can educational radio compete?" Sen. Humphrey will speak at the Nov. 6 banquet; FCC Chairman Walker at the one Nov. 7, and Dr. Tyler at the one Nov. 8.

"Television and Problems" will be appraised, as part of the Television Day program, by a panel composed of Leonard H. Marks of the Washington law firm of Coln & Marks, attorney for NAEB; Seymour Krieger of the Washington law firm of Krieger & Jorgensen, representing the legal staff of the Joint Committee on Educational Television (JCET); and Walter Emery, special consultant to JCET.

Paley Addresses Forum

IMPORTance of "increasing free world production of materials and importing more on terms that are advantageous to the country and to consumers alike" was stressed by William S. Paley, CBS board chairman, in an address at the Herald-Tribune Forum in New York last Monday. All national radio networks carried portions of the Sunday through Tuesday proceedings. WNYC-AM-FM covered all sessions, and NBC-TV carried forum addresses by Gov. Adlai Stevenson and Gen. Dwight Eisenhower.

Looking for Radio & Television Technicians? RCA Institutes, Inc., graduate students of regular intervals as technicians, operators and laboratory aids. Our placement office offers all first Radio-Telephone License's and for your technical personnel needs.

Write to: PLACEMENT MANAGER
RCA INSTITUTES, INC.
A Service of Radio Corporation of America
35 West Fourth Street, New York 14, N. Y.
The steel disc on the trailer truck, like a coin from Brobdingnag, is something special in steel forgings. It measures 18 feet across and weighs 48 tons. It is one of eleven discs we are making here at Bethlehem Steel for something equally special — a wind tunnel to help aviation engineers study supersonic flight.

This forging is so big it couldn't be shipped by rail. So it is being moved on the highway, with a police escort moving on ahead of it to clear a path. It is on its way from our plant at Bethlehem, Pa., where our forging people turned it out, to Philadelphia, where it will be shipped by boat to Newport News, Va., for further machining. From there it will go by water to the Pacific Coast. Final destination is the Ames Aeronautical Laboratory, in California, where the wind tunnel is being built for the National Advisory Committee for Aeronautics.

The eleven Bethlehem forged discs will be the principal moving parts in the larger of two compressors that the designers say will create enough pressure to drive a blast of air through the wind tunnel's 8-foot-diameter throat at speeds of 2000 miles an hour and better. Models can be tested at speeds several times the speed of sound.

Power to whip up this torrent of air comes from four electric motors totaling 180,000 horsepower, which the designers point out is the most horsepower that has ever been harnessed to a single shaft.

NACA engineers are counting on this supersonic wind tunnel to help them learn more about flight at speeds faster than the speed of sound. They expect that it will have a powerful influence on future designs of supersonic fighter planes and guided missiles.
CONTEST which offers a trip to the Rose Bowl game on New Year's Day as the top prize is being sponsored by Admiral TV dealers in the Portland, Ore., area on KEX Portland's Sports Edition and Football Score Board. Dealers are supplying weekly football selection sheets which list many of the prominent games of the week. Special "selector" for all weekly winners will be available for the last week of the season. Winner will make the Rose Bowl trip via Western Air Lines.

KGNC BROCHURE
SOUVENIR brochure celebrating the 30th anniversary of KGNC Amarillo, Tex., has been prepared by the station. It contains a chronology of the station's three decades on the air, including a large number of illustrations. A history of radio traces the medium back to electricity experiments in 1896. The brochure is dedicated to the late Gene A. Howe, president of the station, who died last June 25, and John G. Ballard, sales manager, who died July 18.

COMEDY SERIES
WDSU New Orleans rounds out new morning schedule with addition of Phil and Jack, in comedy-song series, 11 a.m.-12:30 p.m. daily. Phil Gordon and Jack Alexander are billed as "a double threat to the sanity of New Orleans" on basis of their popularity as stars of WDSU Coffee Club show last year.

SERVICEMAN CONTEST
SOME lucky serviceman will be wearing a complete outfit from Lansburgh's, Washington, D.C., department store, as the result of the "Bill Mauldin Willy and Joe Serviceman's Popularity Contest" featured on Allen Jefferys' Ladies Day program on WTOP-TV Washington, Jefferys asks viewers to send him the name of their favorite serviceman. Names are read over the air and then sent to the store where they are displayed in the men's clothing section. Viewers cast their votes at the store.

FRESH PROMOTION
PLASTIC boxes to keep food fresh in the refrigerator are being distributed by WIBW Topeka, Kan. Analogy was drawn in the promotion copy between the box and WIBW which "keeps your Kansas selling methods fresh . . . "

DON'T BE A RETOVNON
GIMMICK worked out by KSIB Creston, Iowa, to "Get Out the Vote" in that area kept listeners guessing for a week, according to the station. Spot announcement featuring three voices was broadcast regularly. Two belonged to a Democrat and a Republican, who stated they would vote for Gov. Stevenson and Gen. Eisenhowe, respectively. Third voice stated "I'm a Retovnon—I might as well vote for Joe Stalin." Mystery of the origin of the third party was cleared up when listeners spelled Retovnon backwards.

SIGNAL RECORD
LONG distance record for FM stations of its class and power is being claimed by WITJ(FM), 10 w Ithaca College outlet in Ithaca, N.Y. Fred Brewer, chairman of the radio department there, reports that residents of the Bethlehem-Allentown-Easton, Pa. area some 155 miles away are receiving WITJ programs.

TIME ON YOUR HANDS'
NEW public service program dedicated to the interest of aging population in the Baltimore area has been scheduled by WBAL-TV Baltimore. Series, titled Time on Your Hands, is telecast weekly and strives to find employment for so-called "over-age" people who can work but are unable to obtain jobs because of the age barrier set up by many employers.

STUDENTS AID PROMOTION
STICK-ON bumper strips for automobiles are being used as a promotion device by KITE San Antonio. To make certain that stickers were placed on as many cars as possible, various nicknames for local football teams were carried in the copy, along with station call letters. Station reports that students, more than pleased to advertise the old school team, were glad to use the bumper cards.

SILVER ANNIVERSARY
SILVER money clips with Canadian 25 cent piece in the center are being presented to advertising agency personnel by CFRB Toronto marking the station's 25th anniversary.

FREE ENJOYMENT
"LIFETIME Entertainment" passes are being distributed to clients and potential customers by KLRA Little Rock, Ark. Copy on the wallet-size card stresses the "free enjoyment" offered by radio-TV industry.

FLOWERS TO VOTERS
A FREE flower will be given to each resident of Cincinnati who goes to the polls on Election Day, according to an announcement made by WLWT(TV) that city. Station, in cooperation with 10 florists in the area, is boosting its "Get Out the Vote" with the flower promotion. WLWT will spark the campaign by encouraging persons to vote on such programs as Play Magic and other popular shows.

ADS CONGRATULATE WFIL
EIGHT page ad plugging service and expansion of WFIL-AM-TV Philadelphia was used by the station in an issue of The Philadelphia Inquirer fortnight ago. Prominent in the copy were comments made by top civic leaders as well as radio-TV people on the stations' new radio-TV center. Business organizations carried ads in the section extending congratulations to the outlets.

TRIPLE THREAT PLAN
NEW "triple threat plan with guaranteed product distribution" has been announced by WBZ Boston. The promotion service to the drug trade is designed to deliver radio advertising plus day-to-day merchandising service in 50 New England drug stores. Details about the plan are contained in a brochure released by the station.

NEW WJR PROGRAM
A NEW WJR Detroit program, Mel-O-Time, starring the Jimmy Clark Quartet and songstress Judy Carroll, has begun. The program, sponsored by the Frankenmuth Brewing Co., is aired every day, including Sunday.

SWITCH GETS PUBLICITY
UTILIZING bus cards, newspaper space, spot announcements and an 18-foot blimp, WAVZ New Haven, Conn., has announced its switch to 45-rpm. Station reports installation of three complete RCA units and a full library of the latest RCA-45 recordings.

IDENTIFICATION DISCOUNTS
NEW discounts in station identification announcements in all time periods is being offered by KSTP-TV Minneapolis-St. Paul: A 15% discount on three announcements per week; 25% on six announcements per week.

MAGAZINE FEATURE
SEPTEMBER 13 issue of Collier's magazine carried an article on Grand Ole Opry and WSM Nashville station, whose program originates. Similar spread was given to the program in July 1951 by the same magazine and on a sticker promoting the article WSM claimed "talks a lot of history" and "make the same magazine twice in the space of fourteen months. But that's what happened."

FIRE WARNINGS
FIVE sirens have been sounding on all programs on WMT Cedar Rapids, during the past week to call attention to announcements cautioning listeners about the hazards of fires this time of year. News director Dick Cheverton and farm service director Chuck Worchester introduced the idea following disastrous fire reports from several eastern Iowa communities.
CBF MONTREAL FIRE
50 kw Transmitter Damaged

CBF Montreal, was burned out on Oct. 14 when a fire started in the 50 kw transmitter at Vercheres, outside Montreal, causing serious damage. Cause has not yet been determined.

By the following evening the CBF was back on the air with a small temporary RCA transmitter, giving reception in a limited area. CBF programs were put on sound channels of the TV Montreal, when no TV programs were being aired. At 7 a.m. Oct. 17 station was on the air with temporary 1 kw connected to regular antenna, and a bigger transmitter is now being installed.

MATERIALS

RADIO-TV set manufacturers will receive about the same quantity of controlled materials next January-March as they were allowed during the current quarter.

This was indicated last Tuesday by R. A. McDonald, head of the National Production Authority (NPA), who announced first quarter allotments for civilian goods. New quotas are similar to fourth quarter allocations: 50% copper, 55% aluminum and 33% steel, based on pre-Korea use.

Possibility was held out for more materials sometime in the next quarter, depending on fulfillment of military needs and resulting relaxation of curbs. Mr. McDonald said more steel may be allocated if there is "evidence that steel production is cutting into the large backlog of civilian steel orders." It also was noted that copper and aluminum have become more plentiful for radio-TV sets and other goods than it was for the first quarter of 1951. The steel strike was responsible for cutbacks in that metal. Manufacturers have been urged to spread steel deliveries and not pre-empt limited steel now for civilian goods.

Seasonal problems of the radio-TV industry are pointed out, however, in the case of set-makers and loud-speaker producers alike. An industry advisory group has informed NPA that steel allotments for this and the next quarter are inadequate because of seasonal demand. Speaker industry depends on concentration of material to meet civilian demands, it reported. Despite this shortcoming, speaker-makers report their civilian business is excellent after meeting defense requirements.

NPA authorities reminded the ADVISORY COUNCIL

International Panel Formed
FORMATION of the International Radio & Television Advisory Council to aid the free international flow of radio and television programs and TV films was announced last week by Seymour N. Siegel, director of communications for the City of New York and president of the National Assn. of Educational Broadcasters.

The newly-established council, formed under NAEB sponsorship, will review exportable radio and television material from the free world and advise on problems of export, import distribution and clearance. Council members include:

Peter Aylen, UN Radio; James Fisher-Northrup, Voice of America; L. Cnrd, H. A. Spindt, Armed Forces Radio; W. J. Russell, Jr., British Broadcasting Corp.; Pierre Crenne, Voice of France; Broadcast Corp.; Bernard Bellemare, Canadian consultant; Hartney Arthur, Australian consultant; Max Tak, Netherlands consultant; John Emrstein, Norwegian Information Service; Licorto Costa, Brazilian consultant; Sam Bierer, French consultant; Philip Barbour, Radio Free Europe and Mr. Siegel.

Copyright Act

RECIPROCAL agreement extending copyright privileges to the nationals of the U.S. and Monaco (located on the French Riviera) within either country was consummated Oct. 15 in a proclamation by President Truman. Copyright protection applies to artistic and literary works, including musical compositions, as spelled out under Sec. 9, Title 17, of the U. S. Code on copyrights originally approved by Congress in July 1949.

NPA Sees Status Quo For Set Makers

Mr. Keegan continues operation of Keegan’s School of Radio & Television in Memphis and will retain other electronics industry holdings.

SALES: of $2,434,610 for the nine months ended Sept. 30, 1959, for WJR Detroit reported by John F. Patt, president. Sales for a comparable 1951 period were $2,605,811.

BROADCASTING • Telecasting

NEIL KELLY owner and manager says...

"I am positively sold on saturation spot radio. It has done on excellent job merchandising my product and I plan to continuously saturate the air with Britt announcements, over Orlando’s WHOO."
NATHAN LEVINSON

Ex-Radio Executive Dies

FUNERAL services were held in Hollywood Tuesday for Col. Nathan Levinson, 64, former radio executive and most recently head of Warner Bros. sound department. A pioneer in the development of sound motion pictures, he died in his sleep at his home in North Hollywood on Oct. 18.

Prior to the Warner Bros. sale of KFWB Hollywood to Harry Mazilzher in October of 1950, Col. Levinson was for several years vice president in charge of plant and engineering for that station.

Col. Levinson in 1922 became Pacific district radio specialist for Western Electric Co. Three years later he was named managing director of KPO (now KNBC) San Francisco. Surviving are his wife, Edna, and three sons, Edwin, John and Robert.

‘Guest Star’ Slate

TREASURY DEPT. last week released the November schedule for Guest Star, transcribed radio program designed to stimulate sales of U. S. defense Bonds. The schedule: Hoagy Carmichael, Nov. 2; Barbara Luddy, Olan Soule, Nov. 9; Nat (King) Cole, Nov. 16; Kay Armen, Nov. 23, and Igor Gorin, Nov. 30.

Temper, Temper!

. . . Easy little Bismarck—just tie a string around that sore finger and remember next time that KFYR, in agriculturally wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

ELMER DAVIS (second from l., cooperatively-sponsored ABC commentator, pauses at WMPS Memphis while on tour with the Eisenhower campaign entourage. L to r are Harold Krefstein, WMPS president; Mr. Davis; Norman Brown, General Electric dealer, and T. K. Edenfield, GE distributor. General Electric Supply Corp. is a local sponsor.

VOICE SETUP

PROGRESS of the U. S. International Information Administration's plan to decentralize field operations of the Voice of America and other media will be viewed first-hand in forthcoming weeks, the State Dept. has announced.

Dr. Wilson Compton, IIA administrator, left Washington, D. C., Oct. 18 on the first leg of a projected round-the-world trip. He will meet in various countries with public affairs field officers of the U. S. Information Service.

One purpose of the tour, Dr. Compton explained, is to determine the degree to which decentralization may be carried IIA has been reshaping its operations, with an eye to localizing media operations. Under the plan, workers “on the firing line” would play a greater role in determining local needs for radio, press and publications, Dr. Compton said.

Decentralization is part of a two-pronged re-evaluation of shortwave radio and other activities. Localization envisions more program originalizations as needed in the field and a reappraisal of those from the U. S., particularly at New York headquarters.

The other phase of the re-analysis is the proposed implementation and consolidation of domestic VOA operations on a technical scale. Inherent in this streamlining is the consolidation of certain shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming—where indicated as the decentralization plan develops.

Exploratory plans were devised the past fortnight at a meeting of the Radio Advisory Committee of the U. S. Advisory Commission on Information [Closed Circuit, Oct. 20].

Greater emphasis on field operation of the Voice and other activities in strategic countries has been pursued by Dr. Compton ever since he took office. Congressional cuts in appropriations for proposed new domestic plants—some of them high power transmitters—have been a factor in the thinking of IIA along decentralization lines. Another is the belief that one of the best ways to sell the U. S. “Campaign of Truth” or “Crusade of Ideas” is to enlist the support of the radio nationals (broadcasters, technicians, etc.) of friendly countries working with U. S. field representatives.

Dr. Compton plans to look into all phases of the international information program. Communist aggression has raised a welter of new problems affecting field operations of U. S. public affairs officers, the State Dept. announcement noted. Upon the results of his re-evaluation may depend the extent to which the IIA streamlining program is carried out.

Among the countries Dr. Compton is slated to visit are Japan, the Philippines, Burma, Thailand, India, Egypt, Pakistan, Italy, Germany, Austria, France and Belgium.

Compton Studies Decentralization

TWO INDICTED

In Starrett Corp. Case

TWO persons have been indicted by a District of Columbia grand jury on charges of conspiracy and making false statements to the Reconstruction Finance Corp. in connection with the financial status of a manufacturing firm, Starrett Television Corp., New York. The action Oct. 17. Charges were the outgrowth of attempts by Jacob Freidus and Larry Kohl, both New York, to purchase assets of Aireon Mfg. Co., Kansas City, Kansas, in 1950.

Individuals offered RFC $700,000 through Starrett Television, department said. Atty. Gen. James P. McGraw said the indictment charged that through their efforts, letters and statements falsified the financial status of Starrett. Mr. Kohl was described as vice president and Mr. Freidus as a controlling stockholder of the firm. Mr. Freidus is now serving a prison term for tax frauds.

Amateurs Warned

AMATEURS have been warned by FCC of provisions in the radio Dept. of Justice announced, 1947, which forbid communication with amateurs of countries whose governments object to such communication. The countries which presently forbid outside communication by their amateurs are Austria, Cambodia, Indonesia, Iran, Laos, Thailand and Viet Nam. Russia and its satellites have no such restrictions, it was indicated, since they were not listed.

ALA and SWG Ratify

AUTHORS League of America and Screen Writers Guild membership in New York voted Oct. 15 to ratify the first contract covering freelance television writers and NBC-TV, ABC-TV and CBS-TV. The pact, which went into effect Oct. 16, also includes composers of music and lyrics for television [BT, Oct. 6].

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
TV Filming Abroad
(Continued from page 81)

video adventure series which will be laid in France.

Already completed are 13 half-hour films of Pan-American Show Time, co-starring Gale Robbins and Bob Savage. Made in Mexico by Kemp-Bright Productions, Inc, the other 13 programs are yet to be produced.

With pilot film produced in Hollywood, Rosamond Productions, headed by David Chudnow as president-executive producer, will make some 25 half-hour films in France, with stories based on case histories from files of French Surate, crime detection agency. Akin Tamiroff, stage and film actor, will star in series. Steve Sekely will direct first six films.

Mr. Sekely will also join Stanley Bergerman, Hollywood talent agent, in production of Paris After Dark, half-hour adventure series, scheduled to start in early January. Casting will be done in France.

Dudley Pictures Corp., filming documentary This World of Ours and World on Parade in different parts of the world for TV release, also has on schedule a new one-hour video adventure series. Titled International Detective, it goes into production in early November. First film will be shot in Hawaii. Subsequent ones will be made in Mexico, Philippine Islands and Japan. Series will be shot in color.

On Location in Alaska

Having completed in Mexico three half-hour films in the proposed 26 Jack London Theatre TV series, Mutual Television Productions, Hollywood, will shoot further episodes in Alaska and the states before resuming production south of the border. Beside collaborating with Aben Kandel as writer, Herb Kindling will direct.


In negotiation is a deal between Robert Blees, Hollywood writer, and Ninon Perl Felices, head of Inter- tings, to film in Mexico City, and Albert Lopez, under banner of Tele-Voz Co., are scheduled to start production on Judge Bean at Churubusco Studios, Mexico City, at the month-end (October). The half-hour TV series, based on true stories of the judge who conducted court in his Red Lily Bar during the early 1890's in Pecos, Texas, is to star Chili Wills.

Lamarr in Starring Role

Going into mid-November production is Victor Pahlen on Great Loves, 39 half-hour TV films in color. Starring Heddy Lamarr in historical love stories, interiors will be shot in London and exteriors in the actual European setting. Allowing a 10-day schedule for each film, Edgar Ulmer will direct from scripts by Salka Viertel, Arnold MacKenzie, Hans Kastka, Noel Coward and others. Miss Lamarr will be costumed by such European couturiers as Fath and Dior. She will receive residual rights plus salary. American talent will make up cast.

Several films in NBC-TV The Doctor series for Procter & Gamble are being produced in Mexico City by Marion Parsonnet, directed by Peter Godfrey.

In filming CBS-TV Schlitz Playhouse of Stars, producer Edward Lewis has already utilized Mexico's facilities in shooting "The Trial," "This Plane for Hire," "Port of Call," "Marriage of the Lit-Litt," and "Calamity Jane." Each of the films may be developed into an independent series.

Television Varieties Inc., Hollywood, is shooting background footage, consisting of acts, circuses and locales, abroad to be converted to video film programs around the first of the year.

Background and animal footage is also being filmed in India for incorporation in CBS-TV Smile's Ed McConnell and His Buster Brown Gang by Ellis Dungan, program's technical advisor. Produced by Frank Ferrin, the 13-half-hour show is sponsored by Brown Shoe Co.

Filmmakers Inc., independent movie production unit headed by Ida Lupino and Collier Young, have developed TV templates TV film making abroad in 1953. Their plans include a budget of $15,000 per video film. A. E. Lakin, TV writer, on leaving Hollywood for England in late September, announced he would survey facilities there for the production of TV films by Ziv TV Productions and open London offices for that firm. With Jerry Lawrence he writes The Unesperated stories filmed by Ziv.

Trident Films Inc., independent production group, is preparing to make 13 half-hour puppet films in Salzburg, Austria. Featured will be the Salzburg Marionette Theatre. Films will include fairy tales from the troupe's repertoire as well as original stories. Release will be to theatres as well as TV.

Combinations for Economy

Not to be forgotten, as has been pointed out, is fact that several of these production companies will or are combining their TV films abroad with making of feature length motion pictures, thus cutting overhead costs. Among those following this procedure are Break-Stahl Productions, Dougfair Corp. and Forrest Judd, to name but a few.

South American Motion Picture Productions, Ltd., which was recently formed in Hollywood to act as intermediary in the production of TV and feature films abroad, Group, concerned primarily with Latin-American, will secure equipment, technicians, stars and raw celluloid for films made outside the U. S. SAMPPA will also act as representative in arranging distribution.

PXLY FOLDER

Is Aid to Merchandising

MONTHLY folder distributed to its clients by KXLY Spokane shows trends for that month in individual items of merchandise, indicating whether an item should be pushed or de-emphasized, according to Ed B. Craney, store president and general manager.

Listing trends in sales of merchandise by types (with average 8.3%—or 1/12 of 100%), the chart indicates the amount of a particular item expected to be sold during the month and the sales trend, whether upward or downward. Mr. Craney said the KXLY merchandising aid had "clicked major.

Mr. Craney said the chart goes to regular accounts and that it sells many extra spots and lets regular advertisers do a better job of selling their own lines. The station has hired a special merchandising man to explain use of the monthly sales tool.

the NBC station serving greater YOUNGSTOWN, O.

30th population rank in U. S.

3,000 WATTS

WMJ

Duplicating on 50,000 Watts FM

BROADCASTING • Telecasting

SERIES AUDIENCE

Word Survey Released

APPROXIMATELY 83 million persons in about half of the nation's 44 million radio homes heard one or more of the seven 1952 World Series baseball games on Mutual, Richard J. Puff, the network's research director, said last week on the basis of a special survey made by J. A. Ward Inc.

This figure represents home listenership only. It has been estimated unofficially that at least 100 million persons heard at least one of the games, which were carried by 560 Mutual stations, 249 other U. S. outlets, the CBS network in Canada, a Latin American hookup, and Armed Forces Radio Service and the Voice of America around the world, and that 70 to 75 million persons saw one or more of the series telecasts, which were carried by 64 NBC-TV affiliates and four TV stations owned by Mutual stockholders [B*7, Oct. 13].

Point IV: Pakistan

CERTIFICATES of merit for completing a program of study in the telecommunications field were awarded by the FCC under the government's Point IV foreign economic aid program were awarded four representatives of the Pakistan government last Wednesday. FCC Chairman Paul A. Water made the presentations.

Miss Fazu Vethaya
Compton Adv. Inc.
Manhattan Island
New York City

Dear Fazu:

Polyckick is much in th' news these days and folk here to th' west wonders if th' west wonders if it be the right news.

We sure got a good trip thru' th' state and that was our own Boss Edwards. Ye may'a think it's a trip to cover th' news, WCHS valued 5,000 at 580 three leads th' state and that was also in Chi, for th' cominer shows. Maybe news is one of th' reasons my boss him say we got more listeners in th' state than any other station. Yes, Agra.

WCHS

Charleston, W. Va.

October 27, 1952 • Page 87
**Everywhere You Go . . .**

E. S. Whitlock, manager, WNZL Richmond, believes that a letter he has just re-
ceived proves that, "Every-
where You Go, There's
Radio." The letter said, in part, "I turned on your
radio to your station and
heard a remedy for bad kid-
neys, I shall be very much
delighted to have a bottle of
this remedy and trust to me
air, C. O. D." The letter was
postmarked British Guiana.

**IBS TO PRODUCE**

Hazen Foundation Series

INTERCOLLEGIATE Broadcasting
System, an association of some
90 campus radio stations, has
been granted $4,500 by the Edward W.
Hazen Foundation of New Haven,
to produce three program series,
George Abraham, IBS president,
said last week.

Two of the series are to be taped.
The first, UN Review, will include
26 weekly on-the-spot news, back-
ground and interview programs, produced
by Peter J. Turner, WKCR (Columbus U.) New
York correspondent, at UN headquar-
ters. The second, International House Forum, features eight
forums from various international
houses. The third, Religion at the Newas Desk, is a series of weekly
scripts to be produced at Yale
Divinity School, New Haven, and
coordinated by Howard C. Hansen,
professor of radio at McMurry
College, Jacksonvile, Ill.

**Price to FTC**

DUNCAN PRICE, veteran of news-
paper, trade press and government
public information posts, has been
appointed director of information
for the Federal Trade Commission.
He succeeds Nick M. Carey, who
has retired. Appointment was an-
nounced Tuesday by FTC Chairman
James M. Mead. Mr. Price's govern-
ment service comprises public infor-
maton posts with the Housing &
Home Finance Agency, Dept. of
Commerce and the National Pro-
duction Authority. He joins FTC
from NPA.

**RCA SERVICE**

**Special Plan Detailed**

NEW nation-wide service for RCA-
equipped television stations was
announced last week.

In a letter and four-page bro-
chure, W. J. Jones, vice president
in charge of RCA Service Co.'s
technical products service, detailed
the plan to owners of RCA-equipped
outlets.

The service plan provides for
complete reconditioning and in-
corporation of the latest factory
modifications in RCA studio and field

When a camera is scheduled for
overhaul, the RCA Service Co.
will furnish the TV station with
special packing cases for use in
shipping the equipment to Camden.

Reconditioning, the letter stated,
will include inspection of all elec-
trical components and replacement
of worn or deteriorated parts, and
such repair or replacement as is
warranted.

All modifications for improved
design that are not already incor-
pored in the camera will be made
during the reconditioning opera-
tion, the letter said.

A fortnight ago, RCA Service Co.
announced its plan for service
and installations for uhf outlets

**KMA Cruise Jan. 29**

PLANS for the third annual
Friendship-Goodwill Tour of KMA
Shenandoah, Iowa, were announced
last week by Edward May, KMA
president. Tour will be a 14-day
cruise to the West Indies and South
America. KMA tourists will leave
Omaha Jan. 28. The cruise is open
to all midwesterners and will be
accompanied by Mr. May and Mer-
rill Langtill, KMA farm service
director. In 1960, 75 KMA tourists
toured the Pacific Northwest,
Canada and Alaska. Last year,
60 persons visited Mexico.

OFFICIAL dedication of new broad-
casting studies and facilities at
WAMU Washington, American U.'s
campus outlet, was held Friday.
Station is completely operated by stu-
dents.

**factions**

**OCTOBER 17 THROUGH OCTOBER 23**

- ant-antenna cond-conditional
- DA-directional antenna D-day
- ERP-electroeffective power LI-Local sunset
- STL-studio-transmitter link LS-mod.-modification
- aur-alural trans.-transmitter NN-aural trans.-transmitter
- trans.-transmitter s-trans.-transmitter
- vis-vis-uial trans.-transmitter w-transmitter
- STA-special temporary authorization trans.-transmitter
- SSA-special service authorization

Grants authorizing new stations and transfers, accompanied by a
roundup of new station and transfer applications, begin on page 66.

**October 17 Applications . . .**

**ACCEPTED FOR FILING**

KAGH Crosetts, Ark.—CP to change
from 1280 kc., 100 w. to 1240 kc., 250 w.,
AM=Ident.-antenna to change from
radiator to cupola, on
ERF=electroeffective power, and
AM=Ident.-antenna to change from
radiator to cupola, on

AGCM=station license for AM.

**APPLICATION DISMISSED**

AM=360 kc.

KVMA Magnolia, Ark.—CP to change
from 1 kw to 5 kw.

**October 21 Decisions . . .**

BY BROADCAST BUREAU

License Granted

WKJO Fort Wayne, Ind.—Granted
license for AM and specify studio
location; 1390 kc., 5 kw-DA unil.

WKhFM Muncie, Ind.—Granted
license for FM Ch. 269; 770 w.; 110 ft.

WCRF Owosso, Ala.—Granted
license for AM 1570 kc. 250 w. D

Granted CP

KERN-FM Bakersfield, Calif.—Grant
license to make changes in licensed
station.

Change Antenna Type

WWBT-TV Birmingham, Ala.—Grant
mod. CP to change type ant. of TV

Change ERP

WXLY-TV Symms Bestg., Co., et al.,
Sl as KLXX-TV Spokane, Wash.—Grant
mod. CP to change ERP from
100 kw to 50 kw. 10 kw aux.
25 kw aux.; ant. at 3070 ft.; change
trans. location and type of ant.

Change Transmitter Location

WRAQ San Juan, P. R.—Granted
mod. CP to change type trans.

WPTC Orono, Minn. — Granted mod.
CP to change type of trans.

Extension of Completion Date

KLXX-TV Symms Bestg., Co., et al.,
KXLY-TV Spokane, Wash.—Grant
mod. CP to change type trans.

License Renewals

Following stations requesting renewal of
license:

WACM-FM Tampa, Fla.; WCNF-FM
Centrals, Ill.; WFFL (FM) Chicago,
WFMK-FM Binghamton, N. Y.; WBNM-FM
Jacksonville, Ill.; WABY-FM Baton
Rouge, La.; WMGB-FM Harrisburg,
Md.; WKRC (FM) Cincinnati, N. Y.;
WYAF-FM Columbus, N. Y.; WYFM-
NY New York; WLS-B-FM Ogdenburg,
New York; WLSB-FM Ashville, N. C.;
WSTW-FM Steubenville, Ohio; WGST-
FM Wooster, O.; KPBC-FM Bount-
town, Tex.; WJFG-FM Green Bay, Wis.

License for CP

WNNF-TV Binghamton, N. Y.—Lic-
ense for CP, which authorized changes
in existing TV.

**TENDERED FOR FILING**

AM=1200 kc.

WGAA Cedarown, Ga.—CP to change

**Political Report**

POLITICAL broadcast problems which
confront radio and television broad-
casters will be analyzed by
Richard S. Salant, CBS vice presi-
dent, in an informal interview on
Dwight Cooke's "You & the World"
program on CBS Radio on Friday
(6:15-20 p.m. EST). He will also
report on some of the methods used
by CBS to meet these election
year problems.

Over $5,000,000,000 in successful sales
campaigns that grossed from $5,000
to $15,000,000 for some 400 radio and
tv stations from coast-to-coast since
1931. Phone 8629 or 48440.

411 AVALON PLACE, PEORIA, ILL.
Regardless of conditions—BLAW-KNOX CAN BUILD YOU A BETTER TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas...in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX COMPANY
Blaw-Knox Division
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.
AUSTIN'S BRINGING IN A GUSHER
Set Makers Prepare for KTBC-TV's Dec. 1 Debut

WITH regular television programming to make its debut around Dec. 1, the boom is on in Austin, Tex.

Every major manufacturer of receiving sets has trained his most powerful promotion guns on the 15-county area. The existing avenues of approach—radio stations and printed media—are reaping the first harvest.

Radio stations report loaded schedules. Special TV sections have been published by newspapers. Others are planned.

The Texas Broadcasting Co., owner of KTBC and holder of the permit for KTBC-TV, has set a tentative date of Dec. 1 for the debut of KTBC-TV.

KTBC-TV started the ball rolling several weeks ago by bringing executives of all major manufacturers, and their distributors, into Austin to discuss plans.

Industry men will be watching the KTBC-TV operation closely because of uncertain, fringe area reception.

C. Kellem, KTBC general manager, said the 500-foot tower for KTBC-TV is in transit. Other equipment already has arrived from RCA. The transmitter house is complete. A 12-bay antenna will be shipped last.

In cooperation with the U. of Texas—radio TV department, KTBC-TV has launched a series of programs on radio to explain video to radio listeners—and, incidentally, to urge those listeners to buy TV sets now.

W. VA. ZONING
WHIS Again Asks Change

WHIS Bluefield, W. Va., last week petitioned the FCC to amend its television rules so as to place all of West Virginia within Zone I and allocate vhf Channel 6 to Bluefield. WHIS contended the Commission improperly denied the earlier petition on the sole ground of insufficient reason to waive the one-year ban on amendment requests.

WHIS pointed out the part of the state within Zone I "has a population per square mile of 76.7 persons. That part of West Virginia is Zone II has a population of 110.6 persons per square mile. In short, that part. . .within Zone III has almost a 50 per cent greater density of population than the part . . .within Zone I. WHIS contended that "it is clear that if the Commission adheres to its criterion relating to the density of population all of West Virginia should be in Zone I."

The WHIS petition explained that if the state is placed wholly in Zone I, it would be possible to add Channel 6 at Bluefield, now assigned only uhf Channel 41, by substituting vhf Channel 4 for Channel 6 at Beckley. This would be a more efficient use of spectrum space, the petition argued.

CANADA MEETING
Engineering Leads Topics

ENGINEERING problems were discussed at the first Central Canada Broadcasters Assn. engineering conference at the Royal Connaught Hotel, Hamilton, Oct. 14-15, with G. A. Robitaille, CPPL London, presiding.

Papers presented included a discussion on tape recording equipment by H. W. Jackson, the Ryerson Institute of Technology, Toronto; a talk on engineering considerations in TV broadcasting by C. E. Spence of Canadian General Electric Ltd., Toronto; audio equipment control by T. Nygman, Northern Electric Co. Ltd., Montreal; and engineering of a broadcast station by G. Clive Eastwood, CFRB Toronto.

Cooke Adds to Holdings

JACK KENT Cooke, owner, CKEY Toronto, last week announced purchase of one of Canada's largest publishing firms, Con- soldia Press Ltd., Toronto. Mr. Cooke has extensive other holdings including a management interest in CKYO Ottawa.

FCC Actions

(Continued from page 88)

October 21 Applications . . .

ACCEPTED FOR FILING

License Renewals

Following station requests renewal of license:

WFFO Palm Beach, Fla.; WLBC Munster, Ind.

TENDERED FOR FILING

Change Transmitter Location

WKBW Buffalo—t.o change trans. location and DA-N.

AM—1230 kc

WLFR Little Falls, N, Y.—CP to increase power from 100 w to 250 w and change type trans.

Oct. 22 Applications . . .

ACCEPTED FOR FILING

License for CP

WIVY-FM Jacksonville, Fla.—License for CP, as mod., which authorized new

SERVICE DIRECTORY

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Lincoln 3-2705

COMMERCIAL RADIO MONITORING COMPANY

PREFERENCE FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 3202

P. O. Box 7037

Kansas City, Mo.

TOWERS

AM * FM * TV

Complete Installation

TOWER SALES & ERECTING CO.

4100 N. E. Columbia Blvd.

Portland 11, Oregon

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—tune in one firm in engineering and technician—applicants for AM, FM, television and facsimile

BROADCASTING • Telecasting

Page 90 • October 27, 1952
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 3139
WASHINGTON, D. C.
P. O. BOX 7037 JACKSON 5302
KANSAS CITY, MO.

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 815
WASHINGTON 4, D. C.
Member AFCCE

Russell P. May
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. 20548
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 815
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

AFCCE

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

Millard M. Garrison
1519 Connecticut Avenue
WASHINGTON 6, D. C.
MICHIGAN 2261
Member AFCCE

Russell P. May
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. 20548
Member AFCCE

Guy C. Hutcheson
P. O. Box 32
1100 W. Abrom
Arlington, Texas

Robert M. Silliman
John A. Moffat—Associate
1011 New Hampshire Ave., N. W.
Republic 6644
Washington 7, D. C.

William L. Foss, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

John B. Heffelfinger
815 E. 36th St.
Hillard 7010
KANSAS CITY, MISSOURI

Robert L. Hammett
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Sutter 1-7545

Walter F. Kean
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 240 APTOS—3352
Member AFCCE

Raymond M. Wilmotte
1449 Church Street, N. W.
District 2331
Washington 5, D. C.
Member AFCCE

Bernard Associates
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif.
Normandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., N. W.
2400 New York Ave., N. W.
Washington 5, D. C.

Harry R. Lubcke
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY NO. 9-3366
HOLLYWOOD 28, CALIFORNIA

James R. Bird
Consulting Radio Engineer
Fairmont Hotel, KYA.
211 E. 54th St., New York 16, N. Y.
Member AFCCE

October 27, 1952 • Page 91
Help Wanted

Managerial

Commercial manager for local station in Southeastern competitive market. Network affiliate with application for TV. Requires engineering experience. Box 879, BROADCASTING TELECASTING.

We are presently operating two Texas AM stations and shortly expect to open for third. We need responsible, industrious young man with sales background. We have a good staff, and we need another. Box 827R, BROADCASTING TELECASTING.

Help Wanted

Salesmen

Special radio program telephone salesmen to contact and take orders throughout U. S. Box 955, BROADCASTING TELECASTING.

If you sell, would you like to live in a pleasant small Western town? We want a local salesman to sell and who will get out and work at it. As the only station in the local community, we need good people. Good guarantee plus commission. Send complete details. Box 815R, BROADCASTING TELECASTING.

Salesman—Unusual financial opportunity for man with proven sales background. Good opportunity to really build up a coast station. Write full details of experience. Box 1360, BROADCASTING TELECASTING.

Announcers

Florida coast station. Needs two announcers. Both must have heavy on announcing. Send tape or disc, experience record, references, etc. First 50 replies. Box 835R, BROADCASTING TELECASTING.

Announcer—First class license. Send tape or disc, experience record. First 50 replies. Box 817R, BROADCASTING TELECASTING.

Minnesota station wants announcer with first class license. Send tape or disc, experience record. First 50 replies. Box 780R, BROADCASTING TELECASTING.

Do impersonations famous stars. Croby, Bugs Bunny, etc. Fast talking ad man. Send resume and references. Box 948R, BROADCASTING TELECASTING.

Have immediate opening—Combo announcer-engineer. Send tape and complete resume. First 50 replies. Box 819R, BROADCASTING TELECASTING.

Wanted—Combination announcer-engineer. Excellent opportunity in small market. Salary, housing, all expenses. Box 848R, BROADCASTING TELECASTING.

Morning man with emphasis on strong DJ shows. New studio daytime indie. Has money for good doers. Own your own show. For Company owns two AM stations and one FM in same area. Heavily on announcing. Good opportunities and income. audition. Don Reed, Program Director. Box 860R, BROADCASTING TELECASTING.

Wanted—Announcer with first class license for staff work at Virginia television station. Experience and ability required. Box 865R, BROADCASTING TELECASTING.

Wanted immediately—Top all-around announcers for new Southeastern clear channel. Must have first class license and local sales requirements, references and tape. For new station. Box 879R, BROADCASTING TELECASTING.

If you are a "combo" man and would like to get away for a change, here's an excellent opportunity for the right man. Will give you a good base plus an opportunity to earn extra. Around-the-clock work, extra time and tape. Send resume and references. Box 821E, BROADCASTING TELECASTING.

Wanted immediately—Top newsmaker to gather, edit and deliver news for new Southeastern clear channel. Heavy on announcing that doesn't drifters. Better than average money selling. Experience desired. Box 1,000 watt network engineer. Send salary expected and references. Box 873R, BROADCASTING TELECASTING.

Good voice and good character. Needed immediately. Local station. Apply only to us. Send all replies by mail. Box 1,000 watt network engineer, WJOY, Bloomfield, New Jersey.

Technical


First class transmitter engineer, with required license. Ross New York City. Box 915E, BROADCASTING TELECASTING.

Technical

Engineer wanted for chief engineer position at KOWM, Anchorage, Alaska. Job mainly technical. Experience for limited announcing. $425.00 plus per month, extra week.

Engineer wanted to fill immediate opening. Must have first class license. Must be rated. Box 893R, BROADCASTING TELECASTING.

Engineer wanted. KOPR, Butte, Montana. Car necessary.

Wanted—Combination engineer-announcer for new Southeastern clear channel. Good sales background, ability, salaries expected and references must be tops to be a member of our team. Good salaries and benefits. Write for complete history of yourself and your past employment. Every data is important to us. We want the man who wants to work with us and become a part of our growing station. Excellent climate, schools, churches, cultural activities, etc. Write early, every data important. Box 372R, BROADCASTING TELECASTING.

Wired copywriter. We are building a national network of television stations. Our plan calls for the immediate opening of five new stations in various parts of the country. Personality type. Apply only to us. Box 812E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at Cali- fornia station. For well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. A well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.

Television

Salesmen

TV applicant in beautiful, preferred Midwestern city with fine schools, churches, universities, is now accepting applications for TV personnel. Must have sales experience and TV knowledge, all types business, in town of 150,000 population. Write full details of experience, salary expected and references to the following positions: Cameron, film production, writing, announcing, selling, sales. Box 1,000 watt network engineer. Send salary expected and references. Position available immediately. Contact KNCM, Morehouse, Missouri.

Wanted, combination engineer- announcer plus fulltime engineer, and newsystem engineer for new construction. For details write WMAM, Martinsville, Indiana.

Engineers with first class license capable of taking over chief's job in 250 watt network station. Write full qualifications and experience. Box 878E, BROADCASTING TELECASTING.

First class engineer, no experience required. Will train for combination position. Send resume and references, salary expected and references to Box 205, New Hope, Pennsylvania.

Production-Programming, Others


News editor to take complete charge of news department. Heavy local news coverage. Must have authoritative delivery. Better than average opportunity and possibly aggressive station with TV application. Expanding company. Auditions required. Position confidential. Box 858R, BROADCASTING TELECASTING.

Copywriter-announcer wanted at California station. Well paid job. Box 916E, BROADCASTING TELECASTING.
Help Wanted (Cont'd)

Production-Programming, Others

Continuity writer for television station in an ownership group. Must be able to plan video material as well as script. Must be able to start immediately. No experience necessary. Good organize.-Complete Informa- tion write: Box 618R, BROADCASTING TELECASTING.

Situations Wanted

Managerial

BROADCASTER (6) with sixteen years experience in management, sales, public relations and consultant capacity desired. Must be proficient in all phases of operating medium-size station. Excellent references. Write: Box 587R, BROADCASTING TELECASTING.

Mature woman seeks post as administrative assistant to GM or manager. Wide experience all phases AM and FM. Excellent records. Available immediately. Write Box 687R, BROADCASTING TELECASTING.

Announcers

Experienced announcer, first class ticket, good selling voice, prefers West. Willing to travel. Available immediately. Box 608R, BROADCASTING TELECASTING.

Experienced announcer, good voice, control board operator. Willing to travel. Available immediately. Box 609R, BROADCASTING TELECASTING.

Hillbilly DJ, character, straight, 6 years experience, working in large Southern city. Box 610R, BROADCASTING TELECASTING.

Announcer, disc jockey, control board operator, salary secondary. Wish contact owner for business. Not adverse to small community. Box 611R, BROADCASTING TELECASTING.

Good staff salesman, 10 years experience, low pressure. Must be able to work with public. Excellent references. Box 612R, BROADCASTING TELECASTING.

Experienced combo man with first phone. Will consider management position in medium market, go anywhere for good competition. Box 613R, BROADCASTING TELECASTING.

Technical

Engineer: Eight years experience. Four years of experience with antennas and small FM stations. Excellent records. Willing to travel. Available immediately. Box 614R, BROADCASTING TELECASTING.

Production-Programming, Others

Program director: experience: station experience from 250 to 50,000 watts as first or second in command. Must have experience in present day broadcasting techniques. Excellent references. Willing to travel. Box 615R, BROADCASTING TELECASTING.

For Sale

Midwest station, AM-FM, 1 kw metro- politan, 70,000 watts. Monthly net $2,000. Box 616R, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)

Eager to utilize four years radio experience in any phases of TV pro- duction. Creative, independent, skilled technician. Box 617R, BROADCASTING TELECASTING.

Midwest—Very profitable daytime. Exclusive market. Principals only. Cash. Box 618R, BROADCASTING TELECASTING.

Western and Midwestern stations. Independent affiliates. All areas. L. Stoll & Associates, 4568 Melrose Avenue, Los Angeles 5, California.

Equipment, etc.

250 watt General Electric AM transmit- ter. Complete. Can be used as transmitter for two small AM stations. Has been completely overhauled and refinished. Has all new chassis and tubes. $2,400.00. Box 619R, BROADCASTING TELECASTING.

For sale: One RCA 50 kw transmitter type SA-50B. Has been modified to keep abreast of the ever-increasing requirements of the FCC. If in need of any high quality transmitter, hurry and ask your price. Box 620R, BROADCASTING TELECASTING.

Will sell at small discount a new RCA TV-10A camera complete with brand new RCA TV-50A camera mount. All parts guaranteed. Box 621R, BROADCASTING TELECASTING.


400 feet, 3/4" diameter rigid coaxial transmission line in 22 feet sections. 5.15 ohm, 3 elbows 90 degrees, 2 end seals and 1 feedthrough. Communications Products Type 506, 18 insulated hangers, 200 ft. of 100 ft. minimum. $450.00. FOB Mobile, Alabama. Contact WALT, 304 Government Street, Mobile, Alabama.

For sale: 200 feet of Andover type 450 coaxial cable 1/4 x 5.15 ohms. For price and additional information write: S. Alexander, WMAM, Marinetts, wire sac.

One kw AM transmitter (used less than one year) type XY-1A. Model KCA-4, 1000 watts, 10,000 cycle. 3 kw FM transmitter type BT-3A also modulator and frequency monitors and monitor amplifier, Jack strip and rack. 500 set of 3 1/2" coax in condition. Terms will be considered. North Dakota Broadcasting Company, Box 1112, Minot, North Dakota. Phone Single.

Wanted to Buy

Equipment, etc.

Wanted—Used transmitter for stand- by. 25 kw or better. Would consider a new RCA TV-50A camera mount. Box 623R, BROADCASTING TELECASTING.

Equipment wanted: Complete for 1 kw station including a 300 foot tower. 1 kw FM tower equipment. Box 624R, BROADCASTING TELECASTING.

Wanted: Pulse operated FM receivers, audio and video, new or used. For backup. Box 625R, BROADCASTING TELECASTING.

Wanted: Used 4 porter, 1 kw FM four section standard siren antenna. RCA or John- son. Both new and used. Call 516-8913. Transmitter, AM or FM. For sale or trade. Box 626R, BROADCASTING TELECASTING.

(Continued on next page)
Help Wanted (Cont'd)

**ANNOUNCERS**

We need two ambitious colored disc jockeys with ability for a new station, WBOK. One must have a wide, frank, jive type of mind and not afraid of going too far. Second must be a real raconteur or story teller and able to create a relaxed, easy mood and be able to exude a cheerful attitude. We need a manager with newspaper background that is interested in the area. Must have an ability to handle the public in a pleasant way. We have a potential of over P1,000 in advertising and will handle the station in a professional manner. Help Wanted (Cont'd)

**TELEVISION**

**MANAGER**

For a new station WBOK, new building, new lights, etc. Manager should be an experienced professional man who has a proven record of executive of television management and a proven record of success. Good salary and good future. Help Wanted (Cont'd)

**TELEVISION**

**MANAGER**

Manager for new station WBOK, new building, new lights, etc. Manager should be an experienced professional man who has a proven record of executive of television management and a proven record of success. Good salary and good future.
CBS PETITION

Presented on WBKB Status

FEAR that its purchase of WBKB (TV) Chicago might be "fooled" by Zenith Radio Corp. petitions—if and when the FCC approves ABC-United Paramount Theaters merger—caused CBS last week to petition the Commission to (1) deny the Zenith petitions or (2) put conditions on the WBKB license if and when its transfer to CBS is approved.

Situation is outgrowth of fact that WBKB license, which CBS seeks to purchase for $6 million, may be in jeopardy because of Zenith petitions asking for (1) consolidation of Channel 4 and 2, and (2) declaratory ruling on the status of Channel 2 in Chicago.

Under the terms of FCC's Sixth Order and Report, WBKB was ordered to file a comparative hearing the right to which is premised in whole or in part, on the shift from Channel 4 to Channel 2, comparative hearing having been commissioned in its Sixth Report and Order.

PLAN COLOR SETS

Sylvania to Be Ready

COLOR television receivers will be placed on the market in limited numbers by Sylvania Electric Co. in late 1954 if FCC approves a compatible system, John K. McDonough, new general manager of the company's radio and television division, told a news conference Wednesday.

He said the sets would be manufactured along the lines suggested by the National Television Systems Committee, an industry-wide group working on the development of a compatible color system acceptable to the FCC. Production would begin at the division's Buffalo plant by mid-1953 to be ready for distribution late in 1954, he added. Announcement of Mr. McDonough's promotion from general sales manager to general manager was made by Arthur L. Chapman, vice president. The new general manager published the sale of at least 6 million television sets in 1953 and 7 million in both 1954 and 1955.

SHIPLEY PETITION

Asks WNWB Renewal Hearing

PROTEST was filed with FCC last week by Cari L. Shipley, attorney for Betty Lou Summers, against renewal of the license of WNWB (TV) Washington, N.B.C. & O.TV outlet, on charges that the station promised the winner of a contest one of its shows $4,000 to $5,000 in prizes, then refused to keep its promise.

Mrs. Summers said she won the contest by distributing 20,000 post cards and having individuals mail them to the station in the form of popularity votes for her, acting on the advice of Ignat Rundvold, who conducted the show. The protest also charged Eugene E. Juster, WNWB manager, with writing a "smear" letter against Mrs. Summers to the FCC. The Juster letter was in reply to an earlier complaint filed with the Commission by Mr. Shipley in the case. New petition asks hearing on WNWB renewal, granted on Sept. 24.
Newsmen Pick Winners
(Continued from page 25)

bership of the new Senate will be divided?

Average of the answers:

Republicans (now 46) 47
Democrats (now 50, including McMahon seat) 48
Total .......................... 96

In the Newsweek poll, the newspaper writers, on the average, gave the Republicans 46 and the Democrats 50, retaining the status quo.

Almost all the radio-TV newsmen in the B+T poll were consistent in believing that the winning Presidential candidate would carry his party to victory in the Senate. Among those predicting an Eisenhower victory only four guessed that he would have a Democratic Senate on his hands. Among those predicting a Stevenson victory only one thought he would have a Republican Senate.

Of all the radio-TV newsmen, 17% thought the Senate would be split 48 to 48 between the parties.

3. How do you think the membership of the new House will be divided?

Average of the answers:

Republicans (now 202) 211.6
Democrats (now 223) 222.9
Other (now 1) ....... .8
Total .................. 435

The average of the radio-TV newsmen's answers and that of the newspaper correspondents in the Newsweek poll were almost identical on this question. Newsweek's newspaper people gave the Republicans 212 seats in the Democratic 223.

Again, the radio-TV respondents to the Broadcasting • Telecasting poll felt, for the most part, that the winning Presidential candidate would have a sympathetic House. Only four who predicted an Eisenhower victory thought he would have a Democratic House. Only two Stevenson forecasters thought he would have a Republican House.

WTVJ (TV) PLANT

WILL open the new WTVJ (TV) Miami television plant, described as "the finest in the South," will be held during the 10 days beginning Nov. 5, according to Mitchell Wolfson, president and principal owner of the station.

The new WTVJ studios are housed in the Capitol Theatre, built 26 years ago by the Wometco Theatre chain, of which Mr. Wolfson is head.

The Capitol Theatre was remodeled and two stories added to its single floor. The first floor accommodates executive offices, programming, sales and receiving departments and storage and prop space.

Most of the second floor is occupied by a 68 x 100 ft. studio. The third floor is control and master control rooms, projection room, maintenance shop and engineering research and engineering offices. The new building is connected to the former WTVJ building by a third building, 25 x 25 ft.

Size of the new plant and its equipment will permit WTVJ to undertake many types of local programming heretofore impossible, Mr. Wolfson said.

CROSBY BUYS Tarzian Tube Plants

AS part of an expansion move in television and radio operations, the Crosley Division of Avco Mfg. Co. last week purchased the manufacturing facilities of the tube divisions of Sarkes Tarzian Inc., Batavia, Ill. The plants manufacture television picture and miniature receiving tubes.

John W. Craig, vice president of Avco and general manager of the Crosley Div., said the plants will aid in "alleviating critical shortages as they have occurred in the past and will undoubtedly occur in the future." He noted that during the month of September shipments of Crosley TV and radio sets were "almost double those for the same month last year."

Sarkes Tarzian Inc., former owner of the plants, manufactures tuners and selenium rectifiers at its home base in Bloomington, Ill. It also owns WTTV (TV) in that city.

Gardner Anniversary

FIFTIETH anniversary celebration honoring Herbert S. Gardner Sr., founder and board chairman of Gardner Adv. Co., was held last week at the agency's St. Louis headquarters. Media, advertiser, agency, and other industries were represented at the three-day fete.

Guests were shown the newly enlarged three-story headquarters suite at 915 Olive St.
The New Grantees' Commencement Target Dates

**Grantees**

<table>
<thead>
<tr>
<th>Station</th>
<th>Ch.</th>
<th>Date</th>
<th>Network/Network Affiliation</th>
<th>National Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFEL-TV Denver</td>
<td>2</td>
<td>Oct. 11 (July 18)</td>
<td>NBC, Dumont</td>
<td>Blair</td>
</tr>
<tr>
<td>KFVY-TV Portland</td>
<td>27</td>
<td>On Air</td>
<td>NBC</td>
<td>Broadcast Co.</td>
</tr>
<tr>
<td>KSBY-TV Denver</td>
<td>9</td>
<td>On Air</td>
<td>ABC</td>
<td>Free &amp; Peters</td>
</tr>
<tr>
<td>WBSA-TV York, Pa.</td>
<td>43</td>
<td>Apr. 4</td>
<td>CBS, DVA</td>
<td>Walker</td>
</tr>
<tr>
<td>KQGO-AM/TV Long Beach</td>
<td>13</td>
<td>Nov. 15</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WJHN-TV Reading, Pa.</td>
<td>42</td>
<td>On Air</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WKIZ-TV Akron, Ohio</td>
<td>49</td>
<td>Late 1952</td>
<td>NBC</td>
<td>Katz</td>
</tr>
<tr>
<td>WITP-TV Wilkes-Barre, Pa.</td>
<td>34</td>
<td>Jan. 1</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WPTF-TV Raleigh, N.C.</td>
<td>48</td>
<td>Feb. 2</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KTVN-TV Lincoln, Neb.</td>
<td>21</td>
<td>Feb. 1</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KTVI-AM/TV Tulsa, Okla.</td>
<td>23</td>
<td>Feb. 4</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KFRO-AM/TV Pueblo, Colo.</td>
<td>7</td>
<td>Dec. 1</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KWOX-TV Roswell, N.M.</td>
<td>27</td>
<td>Dec. 11</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KDEN-TV Denver</td>
<td>29</td>
<td>Dec. 25</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WKTV-MTV Mobile, Ala.</td>
<td>6</td>
<td>Sep. 25</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WJTV-TV Jacksonville, Fla.</td>
<td>28</td>
<td>Dec. 30</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WJTV-TV Jacksonville, Fla.</td>
<td>28</td>
<td>Jan. 5</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WHEX-TV Springfield, Mass.</td>
<td>35</td>
<td>Mar. 1</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KCES-TV Lubbock, Tex.</td>
<td>11</td>
<td>March</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WJTV-TV Alexandria, Va.</td>
<td>27</td>
<td>Apr. 15</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WPFG-AM/TV Ann Arbor, Mich.</td>
<td>41</td>
<td>May 1</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WTVM-TV Macon, Ga.</td>
<td>45</td>
<td>May 31</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WSBN-TV Pittsburgh, Pa.</td>
<td>55</td>
<td>May</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WTVT-AM/TV Tampa, Fla.</td>
<td>28</td>
<td>June</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KQTV-MTV Denver</td>
<td>7</td>
<td>July</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>KEMP-TV San Antonio, Tex.</td>
<td>24</td>
<td>July</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WNBH-AM/TV Newark, N.J.</td>
<td>32</td>
<td>Aug. 1</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WKAQ-TV San Juan, P.R.</td>
<td>29</td>
<td>Aug. 5</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>WLOA-Carlton, Calif.</td>
<td>28</td>
<td>Aug. 15</td>
<td>CBS</td>
<td>Katz</td>
</tr>
<tr>
<td>* Mountain States TV Co., Denver 26</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KETC-TV Bridgeport, Conn. 49</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* WVTM-TV Fort Lauderdale, Fla. 24</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KFOX-TV Phoenix, Ariz. 47</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* WFLM-TV New Bedford, Mass. 25</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* WKAR-TV East Lansing, Mich. 60</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KYLV-TV Alexandria, Va. 27</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KZTV-AM/TV San Antonio, Tex. 29</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* WTLY-TV Youngstown, Ohio 20</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* WTVT-AM/TV Chattanooga, Tenn. 43</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* WTVT-AM/TV Chattanooga, Tenn. 49</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KTTE-TV Austin, Tex. 10</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KTAC-TV Austin, Tex. 14</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
<tr>
<td>* KGMT-TV Houston, Tex. 6</td>
<td>Unknown</td>
<td>Katz</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

**Broadcasting** • **Telecasting**

**American Oil Show**

**EXPOENTS of theatre TV during a hearing rull: S. H. Fabian (U), chairma of National Exhib-**

**Theatre TV**

(Continued from page 63)

possible compromises in bandwidth to save spectrum space.

Majority of motion picture testi-monies was presented by Frank H. McIntosh and Andrew F. Inglis, of the Washington consulting engineer firm of McIntosh & Inglis, and by Stuart L. Bailey of the Washing-ton consulting engineer firm of Jansky & Bailey.

Also testifying were Paul Rain-bourn, Paramount Pictures TV vice president, and Earl I. Sponable, 20th Century-Fox television director. Mr. Rainbourn testified on video bandwidth requirements, and Mr. Sponable on the history of theatre TV and on Eldophor.

Skipwith W. Athey, General Precision Lab., described instantaneous projection; Richard Hodgson, Paramount Pictures, film storage projection. Cost studies were discussed by Mr. Bailey on Friday.

**Theatre TV Counsel**

Handling the case for theatre TV proponents are James Lawrence Fly, former Paramount Pictures, and Vincent B. Welch, for MPAA, and Marcus Cohn for NETTC.

Commission battery included General Counsel Benedict P. Cottone, Common Carrier Bureau Chief Jack Werner, Chief Engineer Edward W. Allen Jr., and Edward Stratford, chief of services and facilities branch, Telephone Div., Common Carrier Bureau.

In addition to Comra. Walker and Hennoch, other FCC members sitting in regularly were Comra. Rose H. Hyde, George E. Sterling and Eugene H. Merrill.

**Broadcasting** • **Telecasting**

**Theatre TV**

(Continued from page 63)

**Theatre TV**

(Continued from page 63)
DENY TIME EXTENSION FOR ELECTION RETURNS:  

HOPE that FCC might permit daytime only stations to remain on air all night to report election returns was dashed Friday when FCC denied waiver of Sec. 1.324 for that purpose requested by new group headed by Mayor Quigg Newton. New lineup includes Mr. Seare, former ABC Western Division chief, as stockholder—with 2,000 shares from Hope Class B stock and 2,000 shares from Denver group’s Class A shares.  

Also brought out in testimony by Mr. Hope was that Hope Productions paid half of the $2.26 million plus purchase of KOA from NBC last year with $175,000 in cash and a $1,250,000 note at 4 1/2% interest to NBC. Denver group put up its $1 million plus in cash. Mr. Hope also said he hoped to lend his talents in the program and production side of KOA-TV. He added his interest in KOA was primarily as an investment. Friday’s hearing was held at ICG hearing room, with more than 150 in attendance.

SKYWAVE QUESTION  

Basic question in oral argument scheduled for Nov. 3 by FCC on complaint of WCKY Cincinnati and KFBR Sacramento against 50 kw daytime grant to KSOS Harlingen, Tex. [B-T, Dec. 10, 1951] is whether daytime skywave of Texas station interferes with normally protected contours of dominant 1500 kc Cincinnati and Sacramento stations to extent their licenses were modified without hearing. FCC added in reply to request for elucidation on oral argument issues that any other questions of law or policy are also relevant in this matter.

SKYWAR owned by Rogers, owner of four candidates for Mayor of Houston, get 50 kw daytime grant in November 1951, and program test authority following month. The 50 kw grant permitted non-directional operation from sunrise in Harlingen to sunset in Cincinnati. Both WCKY and KFBR petitioned FCC for revocation of grant and program authority of amended hearing held in which they were permitted to intervene.

ARTWORK FOR ELECTION RETURNS:  

HOPE that FCC might permit daytime only stations to remain on air all night to report election returns was dashed Friday when FCC denied waiver of Sec. 1.324 for that purpose requested by new group headed by Mayor Quigg Newton. New lineup includes Mr. Seare, former ABC Western Division chief, as stockholder—with 2,000 shares from Hope Class B stock and 2,000 shares from Denver group’s Class A shares.  

Also brought out in testimony by Mr. Hope was that Hope Productions paid half of the $2.26 million plus purchase of KOA from NBC last year with $175,000 in cash and a $1,250,000 note at 4 1/2% interest to NBC. Denver group put up its $1 million plus in cash. Mr. Hope also said he hoped to lend his talents in the program and production side of KOA-TV. He added his interest in KOA was primarily as an investment. Friday’s hearing was held at ICG hearing room, with more than 150 in attendance.

SKYWAVE QUESTION  

Basic question in oral argument scheduled for Nov. 3 by FCC on complaint of WCKY Cincinnati and KFBR Sacramento against 50 kw daytime grant to KSOS Harlingen, Tex. [B-T, Dec. 10, 1951] is whether daytime skywave of Texas station interferes with normally protected contours of dominant 1500 kc Cincinnati and Sacramento stations to extent their licenses were modified without hearing. FCC added in reply to request for elucidation on oral argument issues that any other questions of law or policy are also relevant in this matter.

KSOS owned by Rogers, owner of four candidates for Mayor of Houston, get 50 kw daytime grant in November 1951, and program test authority following month. The 50 kw grant permitted non-directional operation from sunrise in Harlingen to sunset in Cincinnati. Both WCKY and KFBR petitioned FCC for revocation of grant and program authority of amended hearing held in which they were permitted to intervene.
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America’s most important consumers as well. Here are some of the factors that have made him “Your Best Customer.”

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer’s purchases of consumer merchandise were 2 1/2 times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of “Your Best Customer.”
The Swing is to WHB in Kansas City

THIRTY YEARS of FAITH and WORKS BUILT THE WHB TRADITION of FRIENDLY PUBLIC SERVICE

But yesterday is past. TODAY is the only day that counts. Right now is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

KANSAS CITY'S OLDEST CALL LETTERS

10,000 WATTS IN KANSAS

Represented by JOHN BLAIR & CO.