Like kids go for bubble gum

Baltimore merchants go for WITH like kids go for bubble gum. 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!
An hour a week on WLS

PROVES RADIO'S POWER FOR ALKA-SELTZER...

In February, 1933, Miles Laboratories decided to see what an hour’s sponsorship of the WLS National Barn Dance would do for its relatively new product, Alka-Seltzer.

By the middle of summer, Alka-Seltzer was selling so well in the Chicago area that Detroit and Pittsburgh stations were added and, eventually, this popular WLS program was being broadcast over a total of 133 stations for Alka-Seltzer.

Throughout Miles’ fourteen-year sponsorship of the WLS National Barn Dance, sales of Alka-Seltzer increased so rapidly that Miles used radio more and more, until it became one of the largest such advertisers in the field.

Today Alka-Seltzer is using a saturation schedule every Saturday night on the WLS National Barn Dance program. WLS is one of the few individual stations on the Miles' otherwise network radio schedule...further proof of the pulling power of WLS, and the importance of the vast WLS listening audience.

If you want to put your product over in a big way... see your John Blair man, or contact us, today.
Alka-Seltzer is only one of many products which have started on the way to fame and fortune with WLS advertising.
you don't have to be a magician...

...to know that WHIM stretches your PROVIDENCE advertising dollar!

HERE'S THE TRICK...
WHIM'S popularity in PROVIDENCE, and attractive rate structure.

Represented Nationally by the Headley-Reed Company

*PULSE MARCH-APRIL 1952. 17 OF THE TOP 25
LOCALLY PRODUCED SHOWS BELONG TO WHIM!
HOOPER CREDITS WHIM WITH 16 OF 25.
the world at 11:00 P. M.

World News and Sports Highlights program unfolds, nightly at 11 p.m., when the newsworthy events of the day pass before the camera. WGAL-TV viewers see history in the making. On-the-spot war news from Korea... latest happenings in the UN... the Washington scene... the sports picture. Up-to-the-minute INS Telenews films and United Press stills are used to keep viewers abreast of world-wide developments.

Regional News takes over following World News. Whatever is new and important on the local and regional scene appears before the camera or is authentically recorded by WGAL-TV's own camera crews. Other daily WGAL-TV news periods follow the same pattern. It's easy to understand why viewers throughout a ten-county area keep their eyes on WGAL-TV for a complete, unbiased, informative account of each day's news and events.

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

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago Los Angeles San Francisco
WHATEVER outcome of tomorrow’s (Tuesday) election, Paul A. Walker will not submit his resignation as Chairman of FCC. If new President (Ike or Adlai) wants new Chairman, Mr. Walker feels he has right under law to select him from among FCC membership. Mr. Walker, who’s enjoyin Chairmanship, despite his 71 years, has no intention of resigning either Chairmanship or Commissionship. His present term expires next June 30. That’s word as of late Friday night.

PLAN WHEREBY full broadcasting-telecasting rights to National Professional Football League games would be sold for blanket figure of possibly $1,500,000 being talked up in League circles. Leading proponent is George Marshall, owner of Washington Redskins. Plan could encompass two games per Sunday, as well as two additional from each team, or roughly four hours of time. This, it’s said, could be answer to NCAA headache by placing pro football on level with big league baseball.

ROUND OF RADIO network rate and discount adjustments, which started with CBS Radio in August, appears all but complete. Though they’ve made no public announcement, officials of Mutual, last to make realignment move, say affiliates’ acceptances in hand assure effectuation of proposed changes on Jan. 1, as planned (B&T, Oct. 20).

TELEVISION homes with three or more radios report relatively small decrease in time at least one radio is in use, just completed national research shows. Homes with two radios and one TV set show greater drop and those with one each greatest. Research also confirms widely held belief that morning kitchen and bedroom listening continue high in spite of TV set in living room.

IF EISENHOWER is elected, his “little White House” may well have radio annota- tors. It’s whispered that Sam Pickard, former member of Federal Radio Commission and afterward one of William S. Paley’s chief architects in fashionable CBS, is building special quarters at his sportman’s resort, Para- dise Point, Crystal River, Fla., for General Ike. Quarter century ago, Ike and Sam were Washington buddies—Ike was major and Sam, Dept. of Agriculture’s first radio man.

DEEPFREEZE Appliance Div. of Motor Products Co., North Chicago, Ill., thinking of appropriating $500,000 per year to television, as supplement to successful use of Gabriel Heater on Mutual, which firm has just renewed for another 13 weeks. Deep- freeze reportedly wants TV as soon as possible, with right vehicle. Agency is Roche, Williams & Cleary, Chicago.

WITH space at premium in Presidential in- auguration coverage, WOL Washington is quietly working on plan to set up special net.

BUSINESS BRIEFLY

RADIO LOWEST COST MEDIUM, HEYNE TELLS ILLINOIS GROUP

Radio offers advertisers lowest cost-per-con- tact medium, Norman Heyne, vice president of Radio Capital & Ryan, Chicago, told Illinois Broadcasters Assn. Friday at Springfield. Scouting at competitive charges that TV is dying, Mr. Heyne said it isn’t even sick.

William Holm, WLPO LaSalle, elected IBA president, succeeding Charles C. Caley, WMBD Peoria. Charles R. Cook, WJFP Herrin, elected vice president, and Merrill Lindsay, WSOY Decatur, secretary-treasurer. Angus D. Fass, WNMP Evanston, elected to board.

Mr. Heyne reminded there are more auto radios than TV sets, with radio still growing twice as fast as TV. He added, though, that TV is “competitive to radio, whether you like it or not.” He said radio now reaches over 55% of population compared to TV potential of 45%.

Radio, he rumored, people listen 108 minutes per day to radio compared to 45 minutes of TV viewing. He added that in TV markets they watch 2 1/2 hours per day compared to one hour of radio listening. Loss in radio listenership, about Fourth, is enough to justify rate adjustments, he felt.

Evaluating daytime media, he cited figures showing radio reaches 934 persons per dollar, TV 365, magazines 334 and newspapers 240. Story is different at night, he said, but did not give parallel figures.

Walter Rothschild, WTAD Quincy, moderate sales panel.

AT&T ADDS 2,800 MILES TO TV NETWORK

AT&T is temporarily adding some 2,800 channel miles of TV network facilities to its permanent circuits for use tomorrow (Tuesday) in transmitting on-spot election programs over nearly 100 miles of Valley TV chan- nels reaching 110 TV stations in 67 cities. A. F. Jacobson, Long Lines director of operations, announced over weekend. He estimated that 98% of nation’s more than 18,700,000 TV sets would be able to receive Election Day TV network programs.

Facilities being added include eastbound channel from Chicago to New York, which with present channels will provide three separate networks between New York, Chicago and Washington; channel from Los Angeles to Denver via Oakland, making it possible for two programs to be carried simultaneously over nearly 1,100 miles of Valley TV chan- nels; and another third westbound channel from Oakland to San Francisco.

In addition, Mr. Jacobson said, facilities are being added to permit nationwide connection of TV and radio networks and headquarters of both major party Presidential and Vice Presidential candidates on election night.

THEATRE USES TV FILM

CBS-TV’s See It Now program of June 29, titled “One Plane, One Bomb, One City” dealing with mock enemy bomb- ing attack on New York City, will be presented as feature film at New York’s Victoria Theatre for seven weeks, starting Thursday.

50 MARKET CAMPAIGN • Good Luck Marg- arine to start radio spot announcement cam- paign Jan. 5 in 50 markets for 82 weeks, using five to ten participating programs (Closed Circuit, Oct. 27). In each case featured person- nel on such programs will deliver commer- cial live. Agency, Hewitt, Ogilvy, Benson & Mather, N. Y.

EXTEND CAMPAIGN • Current eight- week radio spot campaign for Shulton Inc. (men’s toiletries), N. Y., so successful that its agency, Wesley Assoc., also N. Y., is recom- mending campaign be extended to 82 weeks in at least dozen major markets.

SHAVE CREAM SPOTS • Rapid Shave Cream, promoter of Gillette & Schick-Peet Co., (Continued on page 110)
WOW CANCELS HOOPER; OMAHA SURVEY CONTINUES

WOW OMHA has failed to renew annual Hooper contract because, according to Sales Manager Bill Wiseman, station was dissatisfied with "the ‘duplex’ interviewing method; 2, the combination Radio-TV question; 3, the size of the sample." WOW has contracted with The Pulse for semi-annual area surveys covering one hundred counties of its primary service area.

Hooper's New York office reported they would continue Omaha survey on firm order from KOWH. When asked about reports of other cancellations they reported other stations in area had not been heard from.

In another state, Hooper interviewers were reported still on job in San Antonio, collecting data on listening and viewing, despite introduction of premium-for-identification plan by the station which allegedly twists results of telephone interviews [CLOSED CIRCUIT, Oct. 27].

Hooper TV report for San Antonio will be published; radio report in doubt at this time. Stations in that Texas city reported to be trying to resolve sticky situation themselves, hope to have it settled by mid-November.

WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc. petitioned FCC Friday to dismiss without prejudice its suit Channel 21 TV application for Fort Wayne, Ind., which would leave two others seeking frequency (changed to Channel 69 in correction to Sixth Report). WRS, owner WBZ-TV Boston and applicant at Portland, Ore., Philadelphia and Pittsburgh, told FCC it "has been investigating the possibility of acquiring (through purchase or application) television broadcasting facilities in a number of other cities ... in which the opportunity for public service may be greater than in Fort Wayne."

AMEND FARGO APPLICATION

AMENDMENT of TV application to seek Fargo, N.D., Ch. 6 instead of Ch. 13 by North Dakota Broadcasting Service presumably leaves way open for grant to Red River Valley Television Corp. (combination of KFGO Fargo and KVOX Moorhead, Minn.), sole remaining applicant there. However, change to Ch. 6 puts North Dakota Broadcasting into competition with WDAY Fargo. Principal in North Dakota Broadcasting is John W. Boier, owner of KSJB Jamestown and KCJB Minot, N. D.

TV RECEIVER POTENTIAL

POTENTIAL $14 million worth of business for retail TV dealers in Lubbock and Great South Plains area during next 14 months was predicted by Dan D. Malpin, general sales manager of receiver division, Allen B. DuMont Labs, in statement released today (Monday). He added he expects sale of 40,000 receivers in areas to be covered by KUB-TV Lubbock, which goes on air in about three weeks.

FM PERMITS GRANTED

TWO Class B FM permits granted by FCC Friday, one to Clemson Bscg. Co., Clemson, S.C., for Channel 246 with ERP 63 kw; other to WSNW Seneca, S. C., for Channel 251, ERP 0.5 kw.

In this Issue—


BUT it isn’t all gravy for broadcasters by any means. Seldom if ever has a campaign produced so many legal headaches in political broadcasting. After long the election is over, broadcasters will be coping with problems of the campaign. Page 28.

FCC backs down—at least part way—on its threat to put broadcasters in the doghouse if they refuse rebroadcast rights to their programs. Page 25.

NEW $1 million TV film syndicating and producing company formed by a coalition of broadcasters and film executives. Page 29.

CBS and the American Cancer Society have teamed up to educate U. S. doctors in the subject of cancer and its treatment. It will be carried on by color television and if it lives up to expectations may reduce cancer to a secondary disease. Page 32.

DUANE JONES wins a precedent-setting judgment against former officers of his agency who formed another with some of his accounts. Page 40.


WHAT will a shift in control of Congress mean to broadcasters? Here’s the way new committee assignments would shape up if control changes parties. Page 26.

NETWORK and station coverage of the election returns will be the most elaborate ever. Page 87.

FCC issues a primer on radio and television broadcasting. It’s a handy work for anyone entering the business and a good refreshser course in basic information for those who are in it now. Page 28.

Closed Circuit (Continued from page 5)

work to feed independent stations. Provision would be made for local cut-ins on restricted basis.

FIRST WORD from FCC on actual merger of AM applicants for TV due this week, after several delays. Slated for consideration is joint application of WWSM, Mineola, N. Y., and WBNX, Macon, Ga. (Macon Television Co.). There are no signs to indicate that approval will not be forthcoming. Action, if favorable, expected to flush out scores of plans for "marriages."

LIKELIHOOD of merger action this week (see above) brought revelation that fortnight ago FCC was prepared to act on Wichita Falls, Tex., fusion of KWFT and KTRN involving both newspaper and motion picture interests. Favorable action there indicated but block application was filed day before consideration, forcing both into hearing.

NEGOTIATIONS UNDERSTOOD underway for entry of U.S. station representative firms in Canada into partner- ship or outright purchase of one or more Canadian station representative firms. Move is planned to compensate for loss of U.S. business now being placed through Canadian offices of U.S. advertising agencies.

WILLIAM WIGHT, for 14 years in charge of Washington operations of Cari Byoir & Assoc., resigns Dec. 1 after becoming director of public relations of Philco, with headquarters in Philadelphia. He was former crack correspondent with AP in Washington. Lyle Youngstrom, second in command, slated to succeed for Byoir. One of principal Byoir accounts is RCA.

INDICATION of headaches facing FCC reflected in agenda, which shows that on Nov. 17 no less than 10 hearings on competitive TV applications will be held simultaneously in Washington. This not only taxes its manpower on processing of pending applications but also raises question as to where so many hearings can be held.

SOME OF FCC members really lifted their eyebrows last week when they read in Washington press that Chmn. Paul A. Walker and Comr. Frieda B. Hennock had appeared before D. C. Board of Education to urge prosecution of application for noncommercial educational TV station on reserved Ch. 26. Amaze- ment came from quote attributed to Chmn. Walker that FCC would swiftly approve application. School Board agreed to tackle Congress for initial budget of $400,000, and promptly filed—even without money.

HECTOR CHEVIGNY, official candidate for president of Radio Writers Guild in elections Thursday, says he will file suit against 31 Guild members who signed petition said to charge Mr. Chevigny with "consistently and publicly" supporting an allegedly pro-Commu- nist faction within Guild.

NBC LIKES RULE CHANGE

FCC's order removing 10-day reporting clause from rebroadcasting rule (story page 25) is "highly gratifying," spokesman for NBC said Friday. He said network is "very pleased that the Commission took a new look at the rule and changed it."

for more AT DEADLINE see page 110

BROADCASTING • Teletcasting
ELECTED!

BY THE PUBLIC who have given us better ratings than ever—against tough competition.

BY NATIONAL SPOT ADVERTISERS who have spent more money with us in the first ten months of 1952 than in any other similar period in our history.

BY LOCAL ADVERTISERS who spend more money on WWDC than any other radio station in the Washington area.

WWDC

The sales result station in the nation’s capital.

REPRESENTED BY JOHN BLAIR & COMPANY
wdod is now operating both AM and FM facilities twenty-four hours a day to tap a new market—the Southeast's industrial night worker.

wdod AM—5,000 watts
FM—44,000 watts

CHATTANOOGA'S PIONEER STATION

National Representatives
Paul H. Raymer Company
NOV 2 1952

Today is the 32nd Anniversary of Broadcasting

KDKA
PITTSBURGH
What Leading Advertisers Think

EDWARD R. MITTON, President
Jordan Marsh Company

"Jordan Marsh is pleased to begin its fifth consecutive year with WHDH. Our exclusive fifteen minutes of news every morning 7:30 to 7:45 on this station plays an important part of our radio advertising."

ARTHUR G. PLANTE
Asst. Vice Pres. Public Relations
New Haven Railroad

"Our sponsorship of the radio coverage of the Democratic and Republican National Conventions over WHDH exclusively was one of the most effective advertising promotions ever used locally by the New Haven Railroad. It was an excellent supplement to our continuing sponsorship of Hal Clancy Reports the News' 52 weeks of the year."

RALPH CAREY, N.E. Manager
Shell Oil Company

"Shell Oil Company has sponsored five-minute news programs at least twice daily over WHDH for the past five years. When motorists drive in to service stations with requests for the products advertised, we know WHDH is producing."

What Leading Agencies Think

FRANCIS W. HATCH, Vice President
Batten, Barton, Durstine & Osborn, Inc.

"Our programs for the First National Bank of Boston have been on WHDH without interruption during the past 2 1/2 years. This continuing campaign has been most effective in helping to promote bank services."

J. PAUL HOAG, President
Hoag & Provandie, Inc.

"For many years we have bought substantial amounts of both program and spot time on WHDH for various clients. Listenership figures provide a measure of the large and loyal audience that WHDH enjoys. Our own experience proves its responsiveness, measured by outstanding sales results."

JEROME O'LEARY, President
Jerome O'Leary Advertising Agency

"We find that Boston radio, used intelligently, will produce more customers per advertising dollar than any other medium. Our agency's radio billing is among the highest in New England. More advertising dollars are placed on WHDH than on any other individual radio station."

Owned and Operated by The Boston Herald-Traveler Corporation • Represented Nationally by John Blair & Company
About Boston's Leading Radio Station

ARTHUR J. CHANTER
New England Regional Manager
Studebaker Corporation

"Studebaker's sponsorship of the 6:00 P.M. news nightly over WHDH is now in its fifth year. Such longevity would never have been possible without the full support of individual dealers. Nor would that support have been forthcoming but for the demonstrated value of the program."

H. GILSON, President
Washburn Candy Corporation

"The Washburn Candy Corporation has made great strides in the promotion of its Waleeco Coconut Bar; in this, WHDH has played a major role. Our program sponsorship is now in its fourth year."

RALSTON H. COFFIN
Director of Advertising and Sales Promotion, Consumer Products
Radio Corporation of America
RCA Victor Division

"WHDH's promotion for 45 rpm records helped to spearhead our national campaign. Their ideas, follow-through, and cooperation have been outstanding."

GABRIEL M. STERN, Exec. Vice Pres.
Hirshon-Garfield, Inc., Boston

"Our numerous weekly radio programs on WHDH have all done effective jobs for our clients in the food, clothing, houseware, and luxury product fields by creating strong New England consumer demand for the clients' products, at a comparatively small cost."

JOHN C. DOWD, President
John C. Dowd, Inc. of Boston
Dowd, Redfield & Johnstone, Inc. of New York

"Placing business from New York as well as Boston, our agency realizes the stature of WHDH as one of the country's leading independent stations. We feel it is an extremely effective vehicle in any local advertising campaign."

GEORGE C. WISWELL, Treasurer
Chambers & Wiswell, Inc.

"WHDH and Curt Gowdy make a great sports team. We are currently sponsoring a very successful sports program on WHDH five nights per week for the Chevrolet Dealers Association."

850 KILOCYCLES • 50,000 WATTS • BOSTON
YOUR CONSUMER IS WSPD’S BEST CUSTOMER

Webster defines CONSUMER as "one who spends, a purchaser." Here in Northwestern Ohio each consumer spends $1,331 in retail buying—proof that this is a Top Consumer Market. But the big job is to direct this spending—towards your product. Statistics prove radio does that job. Here in this thriving market the total owned radio sets is Above the nation’s average—proof they’re sold on radio. The most important statistic of all—WSPD delivers 60% more audience than any other local station—proof they’re sold on WSPD. So, the answer is easy—use radio—use WSPD—because Your Consumer is WSPD’s Best Customer. Sell on the station this BILLION DOLLAR MARKET’S Sold On—WSPD, Toledo.

FRANK McCORD elected vice president in charge of research and merchandising and WINSOR H. WATSON Jr. elected vice president and account supervisor at Cecil & Presbrey Inc., N. Y.

BERNARD WEISS, assistant production manager, McCarty Co., L. A., to H. M. Gardner Assoc., that city, as production manager.

JAMES W. JOHNSON, account executive with Young & Rubicam, N. Y., appointed manager of Detroit office, succeeding Elliott E. Potter, who has resigned effective Jan. 1 to establish new automotive dealership in Miami.

ARTHUR W. WEIL Jr., vice president and account executive, Hirshon-Garfield, N. Y., to Foote, Cone & Belding, N. Y., as account executive.

NORMAN PETERZELL, account executive, Grey Adv., N. Y., to Biow Co., that city, on Procter & Gamble account.

AYEN to be outstanding apparently was the personal gadfly which drove Robert Winston Dailey up the more often than not rocky path to success in the advertising business.

The vice president and general manager of McCann-Erickson’s Cleveland office some eight years ago was contented enough as director of publicity, news and special events at WTAM Cleveland, NBC’s o and o station, where he had worked for the preceding eight years.

The transition came when an agency executive, proud of his trade, did a little scoffing within earshot of Mr. Dailey. The better a radio newsman writes news, the advertising man allowed, the worse he writes radio commercials. Mr. Dailey promptly produced some commercials—so of them—and McCann-Erickson just as promptly hired him.

Born in Olney, Ill., Mr. Dailey had a rather peripatetic early life, spending his boyhood in Minneapolis, Billings, Mont., Kansas City, Cleveland and Toledo.

After attending the U. of Toledo, with a major in economics, he joined the Toledo Blade and spent the next four years writing general assignment, police and labor stories, ending as radio editor, from which job he joined WTAM.

As a cub reporter on the Blade, Mr. Dailey hit the journalistic world with a bang when his photograph appeared on the lead page of Editor & Publisher, showing him sitting underneath a desk with a telephone in hand, after he covered the spectacular Electric Auto-Lite strike in Toledo from within the riot-bound plant.

Prowling through the darkened plant at night for 14 hours until the Ohio National Guard arrived to rescue non-union employees and executives, he gave a blow-by-blow account of what is said was the nation’s first automotive strike to readers of several extra editions issued that night. Besides the E & P trade recognition, he received his first by-lined story and his first salary increase from the Blade’s editor,

Grove Patterson.

As radio-TV director and account executive for McCann-Erickson’s Cleveland office, he helped create and produce many outstanding regional programs, including the famous Ohio Lottery for Ohio Bell Telephone Co. This program, (Continued on page 52)
PAUL GERHOLD, director of research, Foote, Cone & Belding, N. Y., elected a vice president in charge of research.

DONALD H. QUINN, Benton & Bowles, N. Y., to Doherty, Clifford, Steers & Shenfield, that city, as head of radio-TV timebuying section of media department [CLOSED CIRCUIT, Oct. 13].

LILYON E. LOUDEN, publicity manager of John Mather Lupton Co., N. Y., to Smith, Hagel & Snyder Inc., that city, as vice president in charge of publicity and public relations.

EDWARD J. THAYER, sales administrator for Pillsbury Mills, to Fuller & Smith & Ross, N. Y., as research associate.


MILDRED DUDLEY to timebuying staff at Schwimmer & Scott, Chicago.

WILLIAM FRANKE, copy chief, KCKN Kansas City, to Tilda & Cantz Adv., Hollywood, as media director. Agency has moved to 6087 Sunset Blvd. Telephone is Hudson 2-1187.

ROBERT E. WRIGHT, Executive Sales Management Consultant Service owner, to H. H. Kennedy Adv., Chicago, as account executive.

MALONE, MOORE Assoc., N. Y., moves to larger quarters in Grand Central Terminal Bldg. there.

ALVIN B. WELLS Jr., Babcock & Wells Inc., to Mann-Ellis Inc., N. Y., as account executive and head of new book department. MICHAEL KRAFT, assistant advertising manager, Doughnut Corp. of America, to Mann-Ellis as account executive and director of merchandising on all food accounts. JOAN ROGGEN, Hirshon-Garfield, N. Y., added to M-E staff as publicity director.

EDWARD RATNER, radio-TV copy chief, Product Services Inc., N. Y., to Friend-Reiss-McGlone, N. Y., as radio-TV director.

MORRIS BAUMSTEIN appointed head of production department and PEARL ISAACS assistant to the president, Altman-Stroller Adv., N. Y.


KAUFMAN-STROUSE Adv. relocates at 419 N. Charles St., Baltimore, Md.

ROBERT ARNDT (extreme l), executive vice president, John Faulkner Arndt Adv. Agency, introduces Reggie Schuebel, of Wyatt & Schuebel, to Philadelphia media executives. L to r are Mr. Arndt; David Carlisle, WFIL; Pete Dannenbaum, WPTZ; Miss Schuebel, and Bob Teeter, KYW. Wyatt & Schuebel serves as the New York radio-video department for Arndt and other advertising agencies.

GET PROMPT SALES RESULTS
at LOW COST PER THOUSAND

All the towns in the 16 rich sales-yielding WHAM counties and Rochester are reached by this twice-a-day syndicated feature. This high Pulse telephone quiz program produces remarkable sales results for spot sponsors.

 Gives the correct answer to any question asked by the wit testers, brain-busters and curious in his big loyal audience. Keeps them amazed, amused and intrigued. So are his participating sponsors as they watch sales grow.

Ask us about WHAM's high Pulse low cost per thousand coverage of its rich 16-County primary market where most of the people listen 99.3% of the time to WHAM.

The STROMBERG-CARLSON Station
Rochester, N.Y.

Basic NBC - 50,000 watts
clear channel - 1180 kc

GEORGE P. HOLLINGER COMPANY, National Representative

November 3, 1952 • Page 13
feature of the week

THOUSANDS of commuters on San Francisco's famed Bay Bridge are "Spanning the Bay with KYA" since the station began an unusual program, controlled completely from the bridge.

Entitled Car Tunes, the KYA program is aired 4-6 p.m., Monday-Friday. By dialing 1200 kc, motorists can hear the latest reports on traffic and weather conditions on the bridge.

The program is handled by Bert Winn, KYA disc jockey, who also may claim credit for dreaming up the program. One day last year, Mr. Winn, in commuting, came to one of those seemingly inevitable slowdowns caused by some happening ahead.

Mr. Winn thought to himself, "How convenient it would be for the motorist to have some radio information of the traffic conditions just ahead." This thought was the beginning of 16 months of planning. Then H. G. (Jack) Fearnhead, KYA general manager, gave a green light for the program to begin Sept. 8.

Bridge Engineer Carl Hamilton welcomed the program from the start. "Commuters during the rush evening hours are in the worst frame of mind of any during our 88,000-car day. Morning drivers are fresh, but the 4 to 6 drivers are tired, quick to anger and eager to get home," Mr. Hamilton observed. "Anything to keep the motorist's interest and at the same time inform him of traffic conditions will help us."

The National Safety Council also has welcomed the program and contributes special traffic messages. Mr. Winn's radio vocabulary conforms to that of bridge officials, to whom an accident is an "obstruction." All obstructions are reported via radio by riding traffic officers to a central control booth near the toll plaza.

Car Tunes is controlled from the toll plaza where Mr. Winn has set up a microphone. Music and news are presented from KYA studios in the Fairmont Hotel. But at split second notice, Mr. Winn can relay traffic information to motorists, even if he has to interrupt the vocalizations of Bob Eberly or Johnny Ray.

Biggest stumbling block during the months of planning was to win approval of state officials. To keep the program primarily "public service" in nature, Mr. Fearnhead keeps commercials suitable and at a minimum. Commuters' wives also tune in to the program. They know that any obstruction on the bridge will make their husbands late in arriving home.

strictly business

Mr. JEWETT... better than gold prospecting

CARL JEWETT, manager of the Chicago office for Robert Meeker & Assoc., station representative, uses more refined tools to make a living in the broadcast business than he did when he prospected and mined gold.

In the late 30's, in Canada's Ontario district, he wielded a sturdy drill to blast veins of gold from the hard rock formations. Vocal persuasion in behalf of some 40 radio and 3 video stations succeeded this physical strain but results from both professions are rewarding, he says.

Mr. Jewett, who was born in Pelham Manor, N. Y., spent most of his early years in Buffalo, and grew up with a population comprised almost entirely of gold speculators as the city was directly across the border from several gold mining areas.

In addition to working the mines and helping locate fields, he also became a gold stock broker in those halcyon days when a share of stock could be had for 10 pennies. His prospecting these days is limited to agencies and advertisers. At Meeker, he heads sales activity (Continued on page 46)
To Sell Watches to inland Californians (and Western Nevadans)

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

THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada. (BMB State Area Report)

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

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

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

KFBK Sacramento (ABC) 50,000 watts 1530 kc.
KOH Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.
KERN Bakersfield (CBS) 1000 watts 1410 kc.
KWG Stockton (ABC) 250 watts 1230 kc.
KMJ Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day
Best for the Money
Best for the Show
That's Why at SESAC
We Grow, Grow, Grow

Growing in subscribers and in size—now over 4,200 selections with new releases going out every month.

The Best Buy—as little as $45 a month (based on advertising rates)

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

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new business

Spot • • •

RAYCO Mfg., Paterson, N. J. (auto seat covers), planning radio-TV spot campaign in over 40 markets starting this month to push Christmas business. Agency: Emil Mogul Co., N. Y.


ORANGE CRUSH, Ltd., Toronto (soft drinks), has started weekly half-hour variety show on number of major market stations for 28 weeks. Agency: Harry E. Foster Adv. Ltd., Toronto.

LANGENDORF UNITED BAKERIES Inc., S. F., has launched spot campaign on Washington stations and two programs weekly on KING-TV Seattle, to spotlight new $2 million bakery plant in Seattle. Agency: Blowe Co., S. F.


Network • • •

AMERICAN OIL Co., Baltimore (Amoco), sponsoring Year of Crisis news commentary program on New Year's Day on CBS Radio and CBS-TV, 4:30-5:30 p.m. EST. Agency: Joseph Katz Co., Baltimore.

PARKER PEN Co., Janesville, Wis., has signed for five five-minute portions of Today on NBC-TV. Parker will spot time on Dec. 10, 12, 15, 17 and 19 as pre-holiday promotion. Agency: J. Walter Thompson Co., Chicago.

BURTON-DIXIE Corp., Chicago (mattresses; pillows), will sponsor Paul Harvey, news commentator, Sun. 11-11:15 p.m. on ABC-TV effective Nov. 16, taking over time segment canceled by Carter Products with its Drew Pearson Show. Agency for Burton-Dixie: Turner Adv., Chicago.

Agency Appointments • • •

BALLARD OVENREADY BISCUITS, Louisville, Ky., appoints Campbell-Mithun Inc., Minneapolis, for West Coast advertising.


BRISTOL-MYERS Co., N. Y., names Dowd, Redfield & Johnstone Inc., N. Y., for Mum lotion deodorant.

NECCHI SEWING MACHINE SALES Corp., N. Y., U. S. distributors for foreign-made machines, appoints Doyle, Dane, Bernbach Inc., that city, as advertising agency for Swiss-manufactured Elna sewing machine.


LEROY'S JEWELERS, L. A. (credit jewelers, retail household appliances), appoints Factor-Breyer Inc., that city. Radio-TV will be used.
Put your brand on Wyoming, Northern Colorado and Western Nebraska

BY USING

WYOMING COWBOY NETWORK

KFBC
Key Station Cheyenne

KWRL
Riverton

KOWB
Laramie

KWOR
Worland

KRAL
Rawlins

KODI
Cody

KGOS
Torrington

KSID
Sidney, Nebraska

KVOC
Casper

ALL STATIONS ABC AFFILIATED
This is a genuine full-time line-connected network, keyed and fed out of Cheyenne.

SPOT ANNOUNCEMENT RATES:
9 stations—$22.50 day $33.00 night
Less 25% group discount—$16.87 day $24.75 night

COVERAGE AND MARKET DATA:
Population (1950 census) 440,246
Radio Homes (Broadcasting) 109,954
Retail Sales (Sales Management) $669,274,000

FOR FURTHER DETAILS...
see any Joseph Hershey McGillvra man, or phone
Frank Flynn, Commercial Manager, or Wm. C.
Grove, General Manager, WYOMING COWBOY
NETWORK, 4-4661, Cheyenne, Wyoming.

Rates effective until December 31, 1952
Animal Act—Curtain

EDITOR:

BEEN FOLLOWING OPEN MIKE LION STORY WITH INTEREST. GLAD I AM STILL AROUND TO REPORT THAT ON APRIL 23, 1946, I DID DIRECT BROADCAST FROM CAGE AT MEMORIAL AUDITORIUM BUFFALO. MY PLAYMATES WERE LIONS AND LEOPARDS, 14 OF THEM.... BILL KEATON WGR BUFFALO.

EDITOR:

Here’s news for Del Greenwood of Evansville, Ind., who thinks that Miss Rosencranz of WGBF went into a lion’s cage long before Eddie Chase (now with CKLW).

When we were at WXYZ back in the early forties, I combed Eddie Chase to go into the lion’s cage at a circus located in the Arena (in Detroit), and further to stroke the lion on a paw while the king of the jungle was seated on a perch from which he could have jumped and demolished said Chase quite quickly. The date—May, 1944.

Lambert B. Beeswkes
General Manager
WLAB Boston

EDITOR:

... Back to my first station, WATL, and 1937. Doing special events (along with many other announcing chores) I handled interviews. The circus came to town, and with it four wonderful interviews: Harriet and Clyde Beatty, Hoot Gibson and Esma Wilson... I saw a great deal of them during their stay in Atlanta and was allowed to do Clyde’s first cage description before they left town. It was a commentary of the act from the big cage which contained both lions and tigers.

Johnny Clarke
New York

[EDITOR’S NOTE: So many intrepid broadcasters have recounted their adventures with lions that B.T. must call a halt to further publication of their exploits. Is there anybody in the industry who has not been in a cage with a lion?]

THE BRANHAM COMPANY

open mike

RADIO

Mobile, Ala.
Hot Springs, Ark.
Los Angeles, Calif.
San Diego, Calif.
Columbus, Ga.
Marion, Ga.
New Orleans, La.
Shreveport, La.
Cumberland, Md.
Springfield-Holyoke, Mass.
Jackson, Miss.
Albuquerque, N. M.
Cincinnati, Ohio
Chattanooga, Tenn.
Jackson, Tenn.
Knoxville, Tenn.
Memphis, Tenn.
Amarillo, Texas
Beaumont, Texas
Corpus Christi, Texas
Dallas, Texas
Tacoam, Wash.
Yakima, Wash.
Charleston, W. Va.
Clarksburg, W. Va.
Parkersburg, W. Va.

TELEVISION

San Diego, Calif.
Albuquerque, N. M.
Cincinnati, Ohio
Cleveland, Ohio
Memphis, Tenn.
Dallas, Texas

Wrong Call

EDITOR:

In your Oct. 13 issue, page 112, call letter assignments to FM stations, you indicate that our present call letters are WFMF. This is incorrect. They are now WMFM.

Earl W. Fessler
Licensee
WMFM (FM) Madison, Wis.

Readership Report

EDITOR:

... Your complete coverage and presentation of news in radio and television are responsible for better readership of your publication....

Robert N. Aylin
President
Aylin Advertising Agency
Houston

Satisfied User

EDITOR:

I want you to know that... your book is a tremendous aid in our operation and one which we consult frequently...

E. H. Ezser
General Sales Mgr.
Motion Pictures For Television, Inc.
New York

Rare Opportunity

EDITOR:

Your issue of Oct. 20, on page 67, didn’t include our call letters for Flint, Mich. As you have recorded in the past, we have been assigned WCTV (TV).... Also to bring your records up to date, our starting

(Continued on page 68)
what makes WLAC

Coverage

...FOR ONE THING

As enthusiastically reported in a recent independent 12 State survey of Station coverage for the J. R. STRICKLAND CO. of Memphis, Tenn., scheduling 11:00-11:45 six nights a week on WLAC since 1950... the Strickland program is being received SOLID IN 143 OF THE 175 CITIES SURVEYED.

This report indicating "WLAC... SOLID AT NIGHT" in city after city prompted the Strickland Co. to write this...

"it's a genuine pleasure to buy WLAC... and if you don't quit producing such outstanding results for us, who knows, we may schedule 5 or 6 hours a day."

For a greater listening audience... for proven programming results

143 cities in 12 State area report WLAC "SOLID AT NIGHT"

WLAC

CBS RADIO 50,000 WATTS

NASHVILLE, TENN.

Represented Nationally by The Katz Agency
Another DU MONT Station
COMPLETE TELECASTING EQUIPMENT

... ON SCHEDULE

DESTINATION:
LUBBOCK, TEXAS
TEXAS TELECASTING, INC.

Ask the people of Lubbock!
Through the cooperation of Du Mont with the station owners, television becomes a reality — on schedule!

KDUB-TV marks another successful station start with Du Mont — the equipment that pays off in better performance with lower operating costs.

DU MONT
TELEVISION TRANSMITTER DIVISION
Allen B. Du Mont Laboratories, Inc.
1500 Main Avenue, Clifton, N. J.
With the Lubbock area audience, Channel 13 becomes the No. 1 Channel for the Great South Plains Area. As Texas' first post-freeze Television Station, KDUB-TV brings TV to the vast untapped $389,756,000* West Texas TV Market.

Here is a brand-new audience ready for you. Here are 317,700* potential customers for your products or services. Here is the heart of West Texas awaiting your message.

*Estimate based upon figures from the 1952 SALES MANAGEMENT Survey.

TEXAS TELECASTING, INC.
The Hub of the Great South Plains
3601 Avenue H—Lubbock, Texas
W. D. "Dub" Rogers, President
THAT'S JACK EIGEN, who conducts the successful "Chez Show," interview-chatter program broadcast from Chicago's famed Chez Paree Tuesdays through Sundays from 11:15 p.m. to 1:00 a.m. PROOF?

Louis Weinberg, Jr., president of Kitchen Art Foods, Inc., makers of PY-O-MY baking mixes, recently wrote a fan letter to Eigen which said in part:

"I am curious about one factor. Are your listeners, to any degree at all, typical housewives that are the backbone of our company's business?"

Kitchen Art Foods, Inc., then tested the Eigen sales appeal by inserting a short schedule of announcements which resulted in mail returns from 24 states. This immediate demonstration of sales power brought a contract renewal and a letter from George L. Sternfield, vice-president of Kitchen Art Foods, Inc., which said in part:

"You have been doing such an outstanding job for us... that it would be unthinkable of us to discontinue at this time. We expect you to continue your good work, and know that it will be most beneficial to PY-O-MY products."

Yes, Some Spots Are Better Than Others

and in Chicagoland radio, those better spots are on Station WMAQ where Jack Eigen and other top personalities offer prime selling help for your product or service.
POLITICAL TILL MOUNTS

By JOHN OSBON

THE MAJOR political candidates will place unprecedented reliance today on radio and electronic media—radio and television—in their 11-hour whirlwind appeal to the electorate of America.

Some day, somewhere, someone may unveil a magic device that will compute accurately the voluminous expenditures involved in the "high cost of campaigning" at all levels. But until then, one may only estimate the flurry of time purchases purchased by the major parties and related groups.

This has been the spendiest campaign in history as a multi-million dollar drive, with roots in the primary media of radio and television. Appraisal of overall totals at the national, state and local levels is high impossible.

Some light has been shed on these huge purchases in reports submitted to the File Clerk of the U. S. House. They also point out contributions to both parties by major radio-TV personalities and those in allied fields.

The reports do not include final figures on the major radio and TV networks the past fortnight as both parties scraped the barrel for funds to put their candidates before radio-TV audience.

Nor do they take account of the role that radio and television have played in whipping up public interest in the 1952 campaign—starting with the July conventions in Chicago, gathering steam around Labor Day and culminating with a gigantic organized drive for a record registration that is certain to be reflected at the nation's ballot boxes tomorrow.

An indication of the high cost of campaigning is written in the contributions and disbursements reported on Capitol Hill. The names printed here do not include all contributions from the radio-TV and related field. However, those appearing represent leaders or well-known persons who are morally identified with the industry. Among those revealed as contributors to one of the two major parties are such figures as FCC Chairman Paul A. Walker, NARTB Board Chairman Justin Miller, CBS Board Chairman William S. Paley and AFM President James C. Petrillo.

Dante's Balance Sheet

The House reports covered contributions and expenditures for September and most of October. They were submitted by the Democratic and Republican National Committees, the Senatorial and Congressional Campaign Committees of each party, and various other organizations including the Stevenson Volunteers, Citizens for Eisenhowen, the CIO Political Action Committee and Labor's League for Political Education.

Among those contributing to the Democratic National Committee:

- FCC Chairman Paul A. Walker, $100;
- Justin Miller, NARTB board chairman and general counsel, $100;
- Milton H. Blouw, The Blouw Co., $1,500;
- Joseph A. Katz, Joseph Katz Co., $2,500;
- Ralph E. Stolkin, former president of RKO Pictures Corp. and WUSA New York, $2,600;
- Marshall Field, Field Enterprises (radio, newspapers), $2,000;
- Harry Bingham, Louisville Courier-Journal and Times (WHAS-AM-TV Louisville), $5,000;
- James A. Noe, KNOE Monroe, La., $2,500;
- Leo Resnick, FCC hearing examiner, $100;
- Secretary of Commerce Charles Sawyer, owner of WIZE Springfield, WING Dayton and WCOL Columbus, $500; (the late) Francis P. Matthews, former stockholder of WOW Omaha, and KODY North Platte, Neb., $600;
- Sen. Robert S. Kerr (D-Okl.), part owner of WEEK Peoria, Ill., and KRMG Tulsa, Okla., $2,000;
- Arde Bulova, New York, $2,000.

Also see stories on Congressional lineup in '53, inaugural coverage plans, network and station election coverage, pages 26-27.

LIBEL LIABILITY

The most feervish campaign in recent history was almost over last week, but the end was not in sight for the libel and censorship troubles arising from political broadcasting.

Seldom if ever there has been as much controversy over the use of radio and TV in a campaign. To continue another 24 hours to go—even the most closed-mouth observers were willing to concede the need for revising the Communications Act in particular and campaign procedures in general. Apparently, the 83rd Congress will tackle the unenviable task of removing broadcasters from FCC's Inferno of political broadcasting.

The FCC was placed in the middle of most of the controversies, but displayed little willingness to act before the national elections tomorrow.

The difficulties in which stations found themselves stemmed from these developments:

- Radio consultant Morris S. Novik lashed out at an alleged practice by network stations of scheduling spot announcements for party right after a program sponsored by the opposing party, and called on the broadcast industry to "clean our own house instead of waiting for legislative action."

- Legal counsel for DuMont TV Network revealed the gist of a protest filed with FCC charging that some video affiliates have refused political programs from networks other than those of $2-500; Nathan Strauss, president of WMA New York, $2,600; Marshall Field, Field Enterprises (radio, newspapers), $2,000; Harry Bingham, Louisville Courier-Journal and Times (WHAS-AM-TV Louisville), $5,000; James A. Noe, KNOE Monroe, La., $2,500; Leo Resnick, FCC hearing examiner, $100; Secretary of Commerce Charles Sawyer, owner of WIZE Springfield, WING Dayton and WCOL Columbus, $500; (the late) Francis P. Matthews, former stockholder of WOW Omaha, and KODY North Platte, Neb., $600; Sen. Robert S. Kerr (D-Okl.), part owner of WEEK Peoria, Ill., and KRMG Tulsa, Okla., $2,000; Arde Bulova, New York, $2,000.

- Harold E. Stassen protested to FCC that the United Auto Workers failed to properly label a TV program as a "paid" broadcast and that CBS "declined to offer" him (Mr. Stassen) equal opportunity to answer UAW leader Walter Reuther whom he accused of misquoting him.

- Other than the Stassen and DuMont complaints, FCC also is identified with cases involving KING-TV Seattle's refusal to carry an earlier McCarthy talk and a protest by the National Volunteers for Stevenson over the purported $2 million GOP spot blitzes.

Haunts Broadcasters

WMAL-TV Washington, D. C., also was confronted with the libel question the past fortnight. A veterans committee had sought time to oppose candidacy of Joel Brownhill, GOP House aspirant from Virginia, and claimed station refused to air its program.

The Evening Star TV outlet said its counsel felt the script contained "possibly" libelous allegations and advised the advertising agency handling the program.

FCC was not directly involved in the WTVN case. Receipt of Mr. Stassen's telegram was acknowledged in Commission quarters. Sen. McCarthy, who had promised to seek revocation of KING-TV's license in that case [B*+T, Oct. 27], had filed no formal complaint with FCC as of late Thursday.

CBS reportedly advised FCC Wednesday it felt that Sec. 315 of the Communications Act was not applicable since Mr. Stassen is not a candidate. News bureau sponsor-identification requirements were met and submitted a transcript of them.

WTVN cancelled the McCarthy speech from Chicago minutes before

Record Spending in AM, TV

Mr. Stolkin, who resigned the past fortnight as head of RKO Pictures Corp. [B*+T, Oct. 27], has interests in KOIN Portland, KJF Seattle and KXOB Stockton, Calif., both TV applicants and has subscribed interest in WMAY Inc., applicant for TV in Springfield, Ill.

Among other contributors to the Democratic National Committee were Paul Herzer ($1,000), National Labor Relations Board; Stephen J. Spingarn ($250), Federal Trade Commission, and Albert A. Carretta ($100), also FTC.

A report on contributions to the Republican National Committee included: Ross D. Siragusa, Admiral Corp., $3,000; Arthur Godfrey, CBS Radio-TV personality, $2,500; a candidate. News bureau aides to TV, Life and Fortune, $3,000, and Cecil B. DeMille, Hollywood producer, $100. No other radio-TV names were identified.

The Volunteers for Stevenson re-

(Continued on page 81)
VADEBONCOEUR

Named WSYR President

ELECTION of E. R. Vadeboncoeur as president of Central New York Broadcasting Corp. was announced effective today (Monday) by S. I. Newhouse, owner of WSYR-AM-FM-TV Syracuse. Mr. Vadeboncoeur has been acting head of the Syracuse operation since Col. Harry C. Wilder's retirement resignation from that office last Sept. 30. Mr. Vadeboncoeur [B*T, Sept. 29]. Mr. Vadeboncoeur, who will continue as general manager of the stations, joined WSYR in 1939 as news director and three years later became WSYR vice president and general manager. Before entering broadcasting, he had spent 19 years as a newspaperman and was author of numerous short stories and articles.

The new WSTR president, who is director of NAETB District 2, was forced to drop his 15-minute daily newscast a year ago because of increased administrative duties.

NON-N.Y. AGENCIES Seek Billings Via W&S

MAJOR agencies outside New York, representing a combined total billing of $40 million, are making a concerted bid for their share of radio and television advertising revenue through Wyatt & Schuebel, New York, it was reported last week.

Mumm, Mullay & Nichols Inc., Columbus, Ohio, has retained Wyatt & Schuebel [CLOSED CIRCUIT, Oct. 20], it was formally announced by John Wyatt, partner of the firm. With this addition, the major out-of-New York agencies are co-sponsoring radio and television planning, production and placement through W&S.

Their joint effort to participate in radio and television billing increases, which totaled $87 million last year, was sparked 20 months ago when Westheimer & Block, St. Louis, and Lilller, Neal & Batie, Atlanta, named the then new W&S radio and TV team, to represent them and their radio and TV departments in New York. Since then 14 other major agencies have joined under the Wyatt & Schuebel banner.

Arvin Christmas Drive

ARVIN Industries, Chicago, plans to use radio and TV to back its pre-Christmas campaign for its full line, including radio-TV sets, electric housewares, car heaters and metal furniture. Advertising is expected to be done cooperatively with dealers and distributors. Agency is Roche, Williams & Cleary, Chicago.

RAWLS NAMED Will Head KPHO-AM-TV

RICHARD B. RAWLS, formerly ABC-TV director of station relations, has been appointed general manager of KPHO-AM-TV Phoenix, it was announced last week.

Mr. Rawls' effective Nov. 15, succeeds John C. Mullins, who remains as a consultant.

The appointment of Mr. Rawls followed by four months FCC approval of the purchase of KPHO-AM-TV by the Meredith Publishing Co. [B*T, June 30]. Meredith also owns WOW-AM-TV Omaha and WKEN (TV) Syracuse.

Entering television 13 years ago, Mr. Rawls joined ABC in 1946 after two years service in the Army.

From 1946-49, Mr. Rawls was manager of television operations for ABC. From then up to the present, he was ABC-TV director of station relations.

Previously, he had been with CBS, as manager of studio operations for WCBS-AM-FM New York. He served also as manager of service operations for WCBS-AM-FM.

Up to that time, Mr. Rawls had been associated with the theatre. He was national technical director of the Federal Theatre, government operator of a national theatre with productions in 43 cities in 26 states. Earlier, he was active in Broadway theatre and film circles.

PONTE VEDRA MEET Ends ABC Sessions

ABC top officials completed their 1952 round of regional meetings with their radio affiliates last Tuesday. Sessions — 9th in the series, which started Sept. 29 in Hollywood — was held at Ponte Vedra, Fla., with 48 representatives of some 35 stations in attendance.

Like the four preceding meetings, the one-day session was devoted to subjects of common interest to network and affiliates — sales, program, promotion plans and prospects, the pending merger of ABC with United Paramount Theatres and its potential effects on network operations, etc.

As in the prior sessions, officials reported, the network's plan to establish a single rate for daytime and nighttime radio was also explored. Executives said afterward, that although opposition had been manifest by some, they still were thinking in terms of effectuating the plan but were not "pushed" on it since target date is not till April 1 [B*T, Oct. 20].

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FCC Backtracked in Part

Eating 'Legalized Larceny' Crow ............ AN EDITORIAL

THE FCC ate crow last week. But not the whole crow; just a wing or two.

It did a partial about-face on its rebroadcast rule of last May (we called it "Legalized Larceny"). It rescinded the most vicious part requiring an originating station to tell the FCC 10 days why it refused to rebroadcast a station or network the right to pick up any of its programs. It was the most dangerous foray into forbidden fields since the Blue Book of 1946.

The part the FCC left unchanged at first blush would appear unimportant. It uses legalistic language about arbitrary referrals to permit rebroadcasts and about doing violence to the public interest. That's dangerous here, as we see in another part of the infection remains and it can flare up again.

The FCC did this on its own motion. It came after strong protests from the NARTB, stations and networks, which brought two promises of action against the FCC thereby, for the present, avoids a hearing and also saves some face by retaining some of the language of the rule. Of course, there are instances where the rebroadcast privilege must be given. We have in mind a Presidential address, an extraordinary session of Congress, or similar transcendental events, where the rebroadcasting station shares part of the expense.

The FCC lawyers seek to make much capital of the point that there was no outcry back in October 1950, when the rule-making was proposed as the result of a controversy between two television stations. Perhaps they have a point. But that didn't justify the sneak attack last May to foil on the broadcast arts rules that could destroy property rights in programs, stiffen creative talents, force stations to endless legal expense and place them in constant legal jeopardy.

Last May, when the FCC smuggled out its new interpretation (Vice Chairman Hyde and then-Comr. Jones were absent) we commented editorially:

"A temerarious moment, we must believe that the FCC will see the error of its ways."

That, obviously, has happened. Comr. Hyde, in the action announced last Thursday, favored reconsideration and deletion of the rule "previously announced." He isn't satisfied with partial action. Nor are we. While the Commission rescinded the most onerous provisions, it retains a degree of control by saying the same purposes may be achieved through the complaint procedure, i.e., the FCC itself can investigate complaints on refusal to permit rebroadcasts.

It can be readily seen what could happen. Crackpot complaints reach the FCC by the score. There could be endless harassment of licensees and networks, even though the simple device of chain letters for rebroadcast permission — letters which would be answered negligently with a resultant barrage of complaints to the FCC.

We believe this is what has happened over the years because of the damned-if-you-do,don't language of the FCC's interpretation of the political section.

We think the rebroadcast section of the law is adequate as such. It doesn't need the interpretative treatment of the FCC's legal geniuses. An aggrieved station has plenty of ways of getting its complaint before the FCC. Failing to get relief there, a broadcaster can always have his day in court.

November 3, 1952  Page 25
Pinned on Election

LINEUP IN CONGRESS

SHOULD a Republican majority in Congress follow the elections tomorrow (Tuesday), one possible immediate consequence would be the ban on radio-TV coverage of House committees.

That might accrue with the elevation to the House speakership of Rep. Joseph W. Martin Jr. (R-Mass.).

When Speaker Sam Rayburn (D-Tex.) "interpreted" House rules to prohibit radio, TV, recordings and theLike of telecasting committee sessions [BT, March 3], the minority leader told Broadcasting * Telecasting:

"What the Speaker says is that in the absence of authority, he, the Speaker, takes it. I believe that the authority rests with the committees of the House."

There would be no ban on radio and television, he indicated, and neither should the Speaker assume this authority.

Possibility that the Republicans may follow suit exists, and thus the speculative likelihood among political observers. They are also quite unanimous that the Senate will remain in Democratic hands.

Committee Chairmen

In the event of a Republican House, committee chairmen will change hands. Among those in which broadcasters are interested are the following:

- Interstate & Foreign Commerce—Rep. Chauncey W. Reed (R-N.Y.)
- Appropriations—Rep. John Taber (R-N.Y.)
- Rules & Administration—Rep. Samuel McCall (D-Minn.)
- Budget—Rep. Thomas H. Reed (R-N.Y.)
- Rules Committee—Rep. Carl Hinshaw (R-Mo.)
- Rules & Administration—Sen. Henry M. Jackson (D-Wash.)
- Appropriations—Sen. Styles Bridges (R-N.H.)
- Foreign Relations—Sen. Allen B. Dulles (R-N.Y.)
- Interstate & Foreign Commerce—Sen. Hiram Leveck (R-Del.)
- Rules Committee, Sen. Langer, in line for the chairmanship of the Senate Appropriations Committee.

Mising from the 83d Congress will be Sens. Herbert R. O'Connor (D-Md.), who decided to resume his Baltimore law practice, and Olin E. Teague (D-Tex.), defeated in the primaries. Both are members of the Senate Interstate & Foreign Commerce Committee.

Also not returning are Reps. Lindsey Beckworth (D-Tex.), and Leonard W. Hall (R-N.Y.), both members of the House Interstate & Foreign Commerce Committee.


Not Returning

Sen. Fred A. Seaton (R-Nebr.), one of GOP Candidate Dwight D. Eisenhower's top level confidantes, declined to run for the seat to which he was appointed last December, upon the death of Sen. Kenneth D. Clark (R-Mo.). As Seaton is associated with his family in newspaper publishing in Nebraska and Kansas and in the ownership of ABC, KBOQ, New York, and KMAN Manhattan and KGIF Coffeyville, both Kansas.

Rep. Clifton D. McKinnon (D-Calif.), former owner of KCBQ San Francisco, who was publisher of the San Diego Journal, lost the Democratic nomination for the Senate.

LBS SUIT

Depositions To Be Given

FORMER executives of Liberty Broadcasting System were in Chicago last week to give depositions in the long-pending $12 million Liberty anti-trust suit against major league baseball clubs.

Former LBS President Gordon McLendon arrived there Monday from Dallas to begin a week-long stint with attorneys Sidney, Redman, Slaughter, Neb., and KMAN Manhattan and KGIF Coffeyville, both Kansas.

SCHEDULED to follow Mr. McLendon in giving testimony are James Foster, former executive vice president, and James Kirksmith, former vice president of Liberty. The baseball clubs have not yet filed an answer to the original complaint brought by LBS. Court dates set by U.S. District Court, Chicago, have been postponed several times. The trial date for a formal answer is Nov. 17, 1953. An informal answer may insist upon an answer even if the taking of depositions has not been completed.

Spurred on by the plaintiff's request to collect depositions after defense has finished. This would put the testimony of more than 40 persons back farther because McConnell, Luckin and the Democratic Senatorial Committee in Chicago for Liberty, have this number as a minimum with which to begin. Trial date is Jan. 19.

INAGURAL PLANS TAKE OFF

Radio-TV Specifications Spoiled Out

SPONSORSHIP of the 1953 inaugural ceremonies, under the same conditions which governed the political conventions last July, was recommended last week by the radio-TV subcommittee of the District of Columbia Inaugural Committee.

The subcommittee also asked that the inaugural committee extend to radio and TV correspondents the same courtesies proffered in the 1951 inaugural.

Conditions for sponsorship of the political conventions carried the following restrictions among others: (a) approval of the sponsor by the committee and (b) commercial time only at reception during pauses, and pitched at the highest level.

Need for cooperation of D. C. Inaugural Committee for Jan. 9-10 activities, except those occurring immediately after the inauguration proper on Capitol Hill, was considered more serious this time than in 1949 because TV coverage is more extensive and is going to be of higher quality than in 1949. It also means proper credentials for the camera crews and technicians and for the commentators who will cover the procession.

Situation at Capitol Plaza also is giving concern. Contract for erection of stands is based on duplication of 1949 inaugural [BT, Sept. 29]. At that time, only two TV cameras covered the oath-taking ceremony. This inaugural is expected to have a minimum of eight TV cameras, Robert M. Menzies, member of the House Radio-TV Correspondents Gallery, is handling requests for space on Capitol Hill.

Rules committee for Washington activities is headed by Bryon Rapp, ABC. Other members are: Kenneth H. Berkeley, WMAL; Walter Campton, DuMont; John Hayes, WTOP; Eugene Juster, NBC; Hollis Stavey, MBS; Louis Shollenberger, CBS; Ben Wilber, WOL, and William Wood, CBS.

Co-chairmen of the D.C. Inaugural Committee are Melvin Hildreth, Democratic national committeeman, and Joseph McGarraghy, chairman of the D.C. Republican Party.

CASTING 3, Wood (D-Mo.) would be in line for the chairmanship of the Senate AP Appropriations Committee.
NETWORKS’ ELECTION PLANS

RADIO and television audiences will receive the most comprehensive election night coverage in history tomorrow (Tuesday) evening with major networks fortified by a host of commentators, electronic computing devices, visual aids and other techniques to give up-to-the-minute news developments and trends from across the nation. For the past month, the networks have been preparing for the event with workshops, testing calculators and mapping programs for coverage of every conceivable angle of the election story. Preparations have been made to go on the air in 8 p.m. and television at 9 p.m. EST and remain on the job through the wee hours of the morning, if necessary, until choice of the new President is determined.

All network spokesmen declared late last week that they are prepared for any contingency that may arise and voiced confidence that this year’s coverage will surpass all previous efforts. Plans for election night coverage as reported by the networks follows:

**NBC**

NBC will begin radio coverage at 8 p.m. and television at 9 p.m. EST, both under sponsorship of Philco Corp. Network reports will originate from NBC’s combined radio-TV election night headquarters in studio 8-H, Radio City, New York, under direction of William R. McAndrew, overall supervisor. The staff in New York, according to Mr. McAndrew, will number about 250, including 15 top commentators. For NBC-TV, Bill Henry will give the overall running commentary, with John Cameron Swayze concentrating on Presidential returns; Richard Harkness on Senate and Gubernatorial contests, and Ned Brooks on the Congressional and gubernatorial races. George Hicks and Merrill Mueller will describe the Presidential contests and the general election story. W. W. Jr. in man will report on Senate and Gubernatorial races, and Ray Henle on House elections. William Sprague will provide color and human interest angles.

At Party Headquarters

Stationed outside New York headquarters will be Frank Bourgh-holtzer and Ben Grauer, who will broadcast latest news developments on both radio and TV from Gen. Eisenhower’s headquarters at the Commodore Hotel in New York. Similarly, Ray Scherer and Jack Angell will report from Gov. Stevenson’s headquarters in Springfield, Ill. The Springfield hookup will be made possible by Illinois Bell Telephone Co. with a special microwave relay to the nearest coaxial cable circuits 200 miles away at Danville, from where signals will be relayed to the four TV stations in Chicago and the rest of the country.

NBC will use its electronic calculator, “Mike Monrobot,” to give a rapid comparison with Presidential returns in 1948 and to compute important trends. Teams of tabulators will be on hand to post the results and these figures will be translated into visual presentations, such as animated cartoons, for which NBC has hired the Howell-Rogin staff for the night. Arrangements have been made for NBC radio stations to report local results at 25 and 55 minutes after each hour and for NBC-TV stations, on the hour and at 35 minutes past each hour.

**CBS**

CBS coverage, under sponsorship of the Westinghouse Corp., will start at 8 p.m. on radio and an hour later on television. Overall direction of election night activities will be under Wells Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for their respective networks.

A combined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team of Walter Cronkite, Robert Trout, Allan Jackson and Douglas Edwards. From time to time special reports, analyses and interviews will be broadcast by Edward R. Murrow, Lowell Thomas, Larry LeSeuer, Charles Collingwood and Donollenbeck. Bill Wood will supervise pickups from Washington headquarters of the Democratic and Republican parties, assisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

CBS plans an election night staff in New York City headquarters and will utilize visual devices to interpret the course of results.

**MBS**

Mutual’s election returns will be broadcast under sponsorship of Chevrolet Div. of General Motors and the Cheverlet Dealers of America, beginning at 8 p.m. EST. Before that time, MBS will feature programs during the day in connection with its “Lights-Out-Votes On” campaign to get out the vote.

The night’s coverage, under supervision of Milton Burgh, MBS news director, and Arthur Feldman, special events director, will be implemented by a working force of 250 in New York headquarters. MBS commentators who will report developments include Gabriel Heatter, Fulton Lewis, Jr., Cedric Foster, Bill Cunningham, William Hillman, R. H. Baukhe, Robert F. Hurleigh, Everett Holles, Fred Van Deventer, Lew Nichols, Frank Singsin, Joe McAffrey, Ed Pettitt, Prescott Robinson and Henry Gladstone, plus the network’s regional directors. The network has arranged a three-minute cutout every half hour and hour to permit local stations to report local election results.

**ABC**

Election results will be broadcast over ABC radio, starting at 8 p.m. EST and over ABC-TV an hour

(Continued on page 61)

STATION COVERAGE

State, Washington, D. C., Baltimore, Bridgeport and Hartford disclosed their projected activities.

WNEW New York planned to devote its entire facilities and commercial time to election returns and analyses starting at 7:30 p.m. in cooperation with the New York Daily News. News Director John Jaeger will head WNEW personnel at the News while Program Director Bili Kandal will direct activities at headquarters. Plans called for broadcasting returns as received; analysis by WNEW, News and World Telegram & Sun experts, election returns.

WPIX (TV) New York, owned by the Daily News, also enlisted the cooperation of that newspaper. Camera interviews with News political writers and reports from election headquarters at the station were planned. WPIX is to go ahead with regular programming, but will interrupt with election bulletins. John Tillman and Kevin Kennedy will coordinate coverage.

WINS and RKO Theatres of the

NATIONAL political campaign coverage and plans for election reporting by radio and TV stations on the local level across the nation were worked out. Preliminary reports received at Broadcasting • Telecasting last week.

In the East, outlets in New York, Philadelphia, Pittsburgh, New York • • •

I PROMISED WBTH TO VOTE

NOV. 4

THIS is how one station, WBTH William,on, W. Va., promoted its vote campaign. Pictured is the black-lettered, white-background button, near-ly 4 inches in diameter, distributed by the station before elections.
WANT to start a radio or television station? Need the latest official dope on educational telecasting? FCC has the answers—hundreds and hundreds of them. They are wrapped up in the compact 52-page pamphlet modestly titled "Radio Broadcast Primer." For persons uninitiated in the intricacies of radio and television, the primer is a single copy of a pamphlet that the FCC is handling by the Office of Reports & Information, of which George O. Gillingham is chief. It represents three years of research and writing, compiling and editing a covering AM, FM, TV and related services. The Commission hopes the primer will serve as a catch-all answer to routine inquiries, with about 50 letters a day to say nothing of telephone calls and personal inquiries.

Since the job of explaining electronic media involves historical background, the primer naturally starts with the evolution of broadcasting. Referring to advances in the fields of electricity and magnetism, it cites Maxwell's prediction of radio waves in 1865, along with similar experiments leading up to Marconi's transmissions in 1895.

Station Claims

Moving along into early broadcasts, the primer dwells briefly on contested claims without deciding them. The oft-argued subject of who made the first commercial broadcast is handled this way: "In 1919, station WHA of the U. of Wisconsin was transmitting weather and market reports. A Detroit experimental station, which later became WWJ, claimed to have started broadcasting on July 7, 1920. However, records of the Dept. of Commerce, which first supervised radio, show KDKA Pittsburgh as the first commercial license issued. From that point on, the primer says, "Nothing in this act shall be understood or construed to give the Commission the power of censorship over the radio communications or signals transmitted by any radio station, and no regulation or condition shall be promulgated or fixed by the Commission which shall interfere with the right of free speech by means of radio communication." The paragraph on political broadcasts is handled rather gingerly, an obvious concession to silent confusion inside and outside the Commission. All that's revealed is the paragraph from the Communications Act specifying equal opportunity and banning premium time charges for political talks. Regulatory summaries include an explanation for the Commission's call-letter procedure. Recalling that the demand for call letters in the early '20s soon began to exhaust the three-letter combinations, the primer tells about calls having special significance, including appropriation of KOP by the Detroit police. This brought a flood of requests for call letters embodying the initials of places, names or slogans, it is explained. "Thus, WRC became the Washington station of the Radio Corp.; WGN was selected by the Chicago Tribune because of its slogan, World's Greatest News Paper; WCBO with the Washburn Crosby Co., Minneapolis, and WACO with the Texas city of that name. WMCA started in the Hotel McAlpin, New York; WNEW took its name from the New York Daily News; WINS New York from the International News Service, and WLIB New York from its slogan, The Voice of Liberty; and WNYC is operated by New York City. WCPF bears the initials of the Chicago Federation of Labor; WEVD New York identifies the (E. V.) Debs Memorial Radio Fund; and WCBS and WNBC New York incorporate the initials of the Columbia Broadcasting System and the National Broadcasting Co., respectively."

Other Call Examples


"Many stations use calls indicative of their local areas. WFTW Fort Wayne is typical. Others refer to slogans. WIOD Miami typifies 'Wonderful Isle of Dreams,' and KAGH Crosset, Ark., stands for 'Arkansas Green Home.'" KXGI Richmond was licensed to ex-G. I.'s. In Washington WTOP signifies 'Top of the Dial'; WQMS, 'Washington's Grand Music Station,' and WCFM, 'Washington's Cooperative Frequency Modulation Station.'"

Commission methods of policing these stations are explained as the primer winds up its story of basic regulatory techniques. From that point it goes into more detail in outlining broadcast-application procedures, including a tabulation of obtaining construction permits, licenses, renewals and other grants.

Brief chapters explain AM and FM broadcasting. The television section is necessarily more involved, starting with this simple definition, "Television (TV) broadcasting involves radio transmission of visual programs, synchronized that at the receiving set they are seen and heard in a manner resembling talking motion pictures."

Historical outline starts with the scanning disk patented in 1884 by the German, Nipkow. VHF and uhf problems are discussed with clarity. A history of educational broadcasting reviews AM and FM operations, winding up with a summary of the TV educational situation.

"SOVIEH UNION, which recently reported plans for plug-in color television, claims that 2,000 TV receivers have been installed in Kiev, the number of sets has increased in all villages. Radio Moscow adds: "Regularly, three times weekly, concerts and films are being telecast from the studio of the Kiev television center. The use of television sets is becoming a habit of the Soviet people. In one area, four people are also portraying the U. S. as a villain in a new radio soap opera about World War II titled Happiness."

"FCC Compiles Data"

Represents 12 North Dakota stations met Oct. 18 and formed the North Dakota Broadcasters' Assn. Officers include (l to r) Elmer Hanson, KNOO Grand Forks, secretary-treasurer; Orville F. Burde, KDIX Dickinson, president; F. E. Fitzsimonds, KFTR Bismarck, vice president, and Charles Sasfeld, KWFM Williston, director. Also elected a one-year director was John B. Cooley, KLPF Minot. Messrs. Burde, Hanson and Fitzsimonds will serve as two-year directors.

BROADCASTING TELECASTING

Habits and Suds

RTMA Names Manson

STANLEY H. MANSON, advertising and public relations manager of Stromberg-Carlson Co., has been named by Radio-Television Mfrs. Assn. as vice chairman of the RTMA Public Relations & Advertising Committee. Appointment was made by John W. Craig, chairman of the RTMA Set Division. He succeeds Paul Toney, RCA Victor Division, who has resigned from the committee post. Mr. Manson heads the public relations group of the combined RTMA committee, created Sept. 17 at the RTMA fall meeting.

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NEW FILM FIRM

$1 Million Vitapix Formed

FORMATION of a $1 million TV film producing and syndicating company by four prominent broadcasters was announced last week.

The company is Vitapix Corp. Its principals are John E. Petzer, president of WNKZ-AM-TV Kalama- zoo, Mich., and WJF Grand Rapids, Mich.; C. Howard Lane, president of KOIN Portland, Ore., and KES Seattle and past owner of KFBI Wichita; Harry C. Wilder, who retired a month ago as president and director of WSYK-AM-FM-TV Syracuse, and William F. Broidy, owner of the D. C. Electric Co., Hollywood, supplier of electrical equipment to the film industry.

President of the new company is Robert H. Wormhoudt, who resigned as sales manager of Unity Television Corp., New York, as of last Saturday.

At present the stock of the corporation is divided among the original principals, none of whom owns more than 20%. A redistribution of stock is planned to include Mr. Wormhoudt in equal holdings. When the redistribution is complete, he and the original principals will hold equal shares.

Other Officers

In addition to Mr. Wormhoudt, the corporation's officers are Messrs. Broidy, Petzer, Borel and Wilder, vice presidents; Mr. Campbell, treasurer, and Mr. Lohnes, secretary. The board of directors includes the officers and Mr. Lane.

Vitapix will syndicate films which are produced especially for it by its production arm, the Broidy company in Hollywood, and which is acquired from other sources.

It has already bought both television and theatrical rights to 27 Monogram westerns, 21 starring Johnny Mack Brown and six starring Whip Wilson—all released since 1947. The cost of that acquisition is reported to have been nearly $700,000. Vitapix is reproducing the features on fine grain film.

Although its corporate formation was not complete until last week, the company had been selling these westerns and has sold the features to 10 stations. At the Broidy studios it has in production a 26-time series, "Case History," starring Regis Toomey, and another 26-time series, "Trail Blazers," starring Alan Hale Jr, in a 26½-minute adventure strip for boys.

It has also acquired rights to 100 TV Filmski pictures, which are three-minute films to be synchronized with standard musical recordings by top performers.

As president, Mr. Wormhoudt will direct operations and sales. Mr. Broidy, as vice president, will be the production chief.

The other officers and Director Lane will not be concerned with the detail of administration or operations but will act in advisory capacities in the overall management and in the selection of properties.

NETWORK CLIENTS

Oct. '51-'52 Compared

MORE advertisers used radio networks last month than in October 1951—139 this October to 127 for the same month of last year—according to an analysis made by Executives Radio-TV Service.

Reverse is true for TV, the report notes, with 141 advertisers on the video networks in October 1952, compared to 175 TV network clients in October 1951.

Both media in October 1952 had more food advertisers than any other type, 28 food companies using network radio and 27 using network TV to advertise their products. Makers of home furnishings and appliances ranked second, 17 advertisers of this category using the radio networks and 20 buying TV time.

There were fewer commercial network programs on the air this October than a year ago, the summary shows, declining for radio from 210 in October 1951 to 196 in October 1952 and for TV from 170 to 149.

Mr. Broidy, the company's production chief, was among the most experienced TV film producers in Hollywood and that Mr. Campbell was a veteran in the movie industry. The broadcasters in the firm, he said, were highly regarded in radio and television and included the chairman of the NARTB Code Board (Mr. Petzer). They will be able to provide sound and practical advice on the kinds of film which the company will distribute, he said.

SEARS TESTS

Summarized by BAB

RADIO "out-performed" newspapers in 10 out of 12 dollar-for-dollar sales effectiveness tests made by the ARBI method in Sears, Roebuck stores during the past 18 months, BAB reported last week.

BAB said this superiority of performance referred both to traffic drawn to the stores and to volume of sales.

Results of the surveys, which BAB said were conducted in "Sears stores on the West Coast and in the Northwest to Washington, D.C.," were summarized in a new 24-page presentation, "Sears Counts Its Customers," which has been sent to BAB members.

It stresses that the presentation, similar to those contained in the larger "Count Your Customers" summary of ARBI tests which was issued by BAB earlier this year, were described as follows:

"(1) Radio and Newspaper advertising seem to reach entirely separate audiences.

"(2) Radio reaches a slightly larger audience than newspapers.

"(3) There is relatively little over-lap between the radio and newspaper markets for retailers.

"(4) Store traffic is created by daily advertising. Other factors including carry-over effect of previous advertising seem to produce relatively little traffic even for the well-established Sears stores."

"Sears Counts Its Customers" recounts some tests included in the earlier "Count Your Customers" brochure, some of which have been made and released since [B'T, Aug. 16], and some which have not been made by BAB of public or private

Reynolds Radio Plans

REYNOLDS Metals Co., Louisville, for its new product, "Liquid Aluminum," plans to distribute radio spots in cooperative advertising campaigns. The principal line Material" "Liquid Aluminum" pigment and distributes labels and promotion material to paint manufacturers, currently does not plan any direct advertising program. Agency is Price, Robinson & Frank, Chicago.

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NBC STATIONS

Boca Meeting Support Nil

EFFORTS of some NBC affiliated stations to stir up a December convention of their own following the network's abandonment of plans for the annual session appeared at the weekend to have developed little support.

Affiliates in some areas were slow in replying to informal polls conducted by members of NBC's Stations Planning & Advisory Committee. P. A. Sugg, WKY Oklahoma City, requested the polls at the instigation of affiliates who felt that the show had brought about a revival of interest in the affiliate meetings.

Mr. Sugg told Broadcasting that a large number of affiliate officials were too busy with political problems, and related management headaches, to reply to the polls by SPAC committeemen.

Mr. Sugg indicated that a convention may be held next spring developed during the week, with some feeling that NBC officials might go along with the idea. One suggestion was that NBC stations affiliate during the Los Angeles NARTB convention April 29-May 1.

A meeting of the NBC Television Affiliates Committee is scheduled Nov. 15, with rate compensation as the main topic. The so-called Damm Committee, headed by Walter J. Damm, WTMJ-TV Milwaukee, may meet before the year end.

Mr. Damm said he has received several discussions during the past year.

Majority Opposes

E. R. Vadeboncoeur, WSYR-TV Syracuse, a television SPAC member, said the 13 affiliates in his business session were preponderantly opposed to a December convention at Boca Raton, Fla. He added, however, that they voiced belief that some form of meeting of TV affiliates is necessary or desirable.

Of the 13, he said eight were opposed to proceeding with the Boca Raton general convention.

Most of these expressed a need for a business session of TV affiliates. Two affiliates favored a general convention, two stated no preference and one did not reply, he said.

Election Results

VOA to Air Overseas

DEPT. of State's Voice of America will carry U. S. election results to various countries in 46 languages, it was indicated last week.

A staff of 300 announcers, newsmen and engineers will be utilized to assemble and broadcast the returns starting at 7 p.m. Tuesday, with stress on shortwave broadcasts behind the Iron Curtain. Among places slated to receive full coverage are countries in Europe, Latin America and the Far East, Near and Middle East.

Voice programs will be relayed by domestic networks overseas. Broadcasts to the Iron Curtain will employ a special pattern. All phases of the political race will be reported, Voice officials said.

Sesac Xmas Scripts


AUDI0 FAIR

Binaural Demonstrated

FOURTH Annual Audio Fair, under the sponsorship of the Audio Engineering Society of America, was held Wednesday through Saturday at New York's Hotel New Yorker with more than 100 displays of sound equipment on exhibit.

Highlights of the fair included displays of binaural sound systems by Magnecord Inc. and Ampex Electric Corp. In binaural ("two-earred") recording, musical sound is picked up by two microphones, recorded on two independent sound tracks and played back through separate speakers.

Binaural recording was described as an effort to give an added dimension to recorded sound in much the same way that a stereoscope adds the illusion of depth to a photograph.

Magnecord presented a demonstration of binaural sound reproduction at a news conference Wednesday and later that evening cooperated with WQXR New York in broadcasting a demonstration. The binaural effect was accomplished by broadcasting one sound signal over AM and the other over FM.

Magnetic binaural recording is presently not available on a commercial basis as no satisfactory method has been found to mass-produce tape recordings. A binaural system that uses a disk with two sets of groovees, one set at the outside of the record and the other halfway across it, was demonstrated by Cook Laboratories, Stamford, Conn.

Ray N. Reizes, fair manager, estimated that at least 15,000 persons visited the exhibition. He said that 29 technical papers were delivered at the Audio Engineering Society convention, which is held each year in conjunction with the fair.

Mr. Reizes also announced that the fair has established an annual $50 scholarship to be awarded to a deserving student specializing in audio engineering. First presentation will be made at next year's show.

The Audio Engineering Society of America is composed of more than 1,100 members in the United States and abroad.

Seasc Xmas Scripts
In the 1952 Iowa Radio-Television Audience Survey, just completed by Dr. F. L. Whan of Wichita University and his staff, every third family reached by personal interview was asked to keep an “In-home Activities Diary”, quarter-hour by quarter-hour, the day following the interview.

The graph above shows one significant finding from this diary study. Dozens and dozens of other new facts also merit your careful study.

9,143 families were personally interviewed for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and merchandising man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you free, of course.
CBS and the American Cancer Society are joining forces in an ambitious venture in medical education by color television which they hope will help combat cancer to a "secondary" disease.

Expected to start in about six months, the project calls for hour-long weekly programs on cancer detection and treatment to be transmitted by the color TV network, into cities having one-third of the nation's doctors.

The programs, which leaders hope will be approved by medical colleges as "courses" for which credits will be allowed, will be prepared under the supervision of cancer experts with an experienced radio-TV producer to help make them "interesting and exciting" as well as factually educational.

CBS-TV has committed its Tuesday 7-7 p.m. EST period for transmission in the project. The Cancer Society has committed up to $250,000 to underwrite the project, and leaders are hopeful that other sponsors and organizations—will make contributions to defray additional expenses, particularly for more projection receivers and other equipment.

CBS President Dr. Charles F. Goldmark, developer of the CBS color TV system and originator of the cancer education project said enough now is known by a few cancer experts to detect the disease comparatively "insignificant" if the knowledge is imparted to doctors throughout the nation.

Save 10,000 Lives

By extending this presently-known information to doctors generally, the programs could be responsible for saving 10,000 lives the first year after the first year, he estimated. Dr. Goldmark is adviser on the project, which is headed by Dr. Charles Cameron, medical director of the society.

The society was said to be planning to work closely with county medical societies in developing its "audience," since most doctors are members, and a search is being made for convenient sites for receivers in the various cities involved. CBS-TV will transmit the programs, and it is expected that they will be taken off the intercity relay by local TV stations for feeding to the receiver locations.

A special projection receiver, with a viewing angle of 10,000 degrees, has been developed by CBS Laboratories. Each one, Dr. Goldmark said, can serve as many as 500 persons.

Color recordings of the programs will also be made for use in cities not having CBS stations. Dr. Goldmark said such recordings definitely have been proven feasible.

Approximately 56,000 of the nation's estimated 187,000 practicing doctors are concentrated in the cities selected for the programs, and it is expected that at least half of these will take part in the "courses." The cities, with their populations shown in parentheses, are as follows:

New York (17,000); Los Angeles (4,100); Washington (2,500); Denver (1,200); Baltimore (2,200); Omaha (655); Des Moines (360); Toledo (355); Lancaster, Pa. (500); Detroit (440); Cleveland (360; Pittsburgh (300); Des Moines (240); St. Louis (240); Providence (500); and Utica, N.Y. (350).

The network at the outset is expected to include the cities of the Eastern Seaboard and as far west as Chicago. Those west of Chicago would be added later.

The project, first revealed Oct. 24, with the Cancer Society's appropriation of the $250,000, was described as "non-commercial venture" of either CBS or the society. CBS is providing its circuits and its color TV technique, which has been employed extensively in medical demonstrations since May 1949 and which also won FCC approval for commercialization despite almost unani-

mous industry opposition. CBS-TV has not engaged in color broadcasting on a regular basis since closing down at governmental request to conserve raw materials, although this ban was later lifted.

Dr. Goldmark revealed that one of the primary purposes of the transcontinental relay of a color pickup of a heart operation on the West Coast several months ago was to provide a free-take of the current project. He felt the cancer program ultimately would be extended to other fields of medicine with vast benefits.

As a result of the anticipated results of the cancer education project, he pointed out that in the case of stomach cancer, for example, only 25% of discovered cases is 65%, as against 6% where the disease is not detected in time.

In addition to training the nation's doctors to detect the disease at an early stage and to treat it properly, project encompasses, a public educational campaign.

As this course progresses, local radio and television stations will be asked to acquaint their audience with the fact that their doctors are "enrolled" and learning about cancer, and should be contacted for checkups if any question arises.

The CBS-type color equipment has been used frequently for medi-cal education, particularly in cooperation with Smith, Kline & French Labs., and currently is in daily teaching use at the U. of Kansas, the U. of Pennsylvania, and a hospital in Paris.

Doctor Survey

The Journal of the American Medical Asso., describing medical color TV, has reported that a survey of physicians attending the Missouri State Medical Asso. in 1950 showed that 91% (of 116) preferred to watch surgery on color television rather than from an operating-room amphitheatre, and that 82% preferred it to a place beside the operating table.

The Journal also reported on a survey by Wayne U.'s college of medicine, which it said showed that: "(1) 96% expressed a preference for watching surgery by means of color television, as compared with a color TV monitor; (2) 92% preferred the color TV monitor to a color TV monitor at the hospital, and its 38% expressed a preference for a clinical presentation on color television, as compared with the conventional paper tray in the operating room; (3) 42% of this audience considered diagnosis the subject matter of greatest interest, 38% treatment, and 9% the new advances in research."

72-76 Mc Notice

BECAUSE of extensive interest in FCC proposals to limit interference potential of fixed stations (non-compact) to 72-76 mc, the Commission has postponed until Dec. 22 the deadline for filing of comments. The proposals, issued in June, provided for operational fixed stations and fixed stations in the domestic fixed public service to prevent interference to TV stations on Chs. 4 and 5 [BET, Sept. 5].

CBS CANCER PROJECT

Is Planned

PROSPECT of a backlog in orders to equip new and prospective TV stations was raised before the National Production Authority (NPA) last Tuesday.

A member of an industry broadcast equipment advisory committee who represents a large company expressed concern that some future demand would "uneconomical" to gear their production to FCC's TV processing line.

His statement came during a discussion by industry and NPA officials on the TV station picture since the Commission lifted its freeze last April, and particularly the future demand for broadcast equipment.

NPA reported that since July FCC has issued more than 80 construction permits for new outlets, with an approximate ratio of three to one for uhf to vhf. (There was a total of 92 post-tvawc p's as of last Thursday).

The industry member, who was not identified by NPA, said a backlog of dozens from these new stations and for the many whose applications now pend before the FCC, NPA reported. Feeling was expressed that those permits should not be felt to obligate the producers facilities in view of the present status of the TV grant situation—at least until more stations receive permits.

A number of CP holders, however, have had orders on file throughout the past year as they anticipate FCC approval of their applications.

Continuing shortage of skilled technicians and engineers also was reported by the manufacturers. Some foreign personnel is being imported, it was revealed. Production and operating efficiency losses due to complex electronic designs also were discussed. Military authorities are attempting to meet the problem, the committee was informed.

Pinch on first-quarter steel allocations for commercial broadcasting production may be eased by extra deliveries in January and February, NPA said. Component and materials remain an acute problem in point of supply and quality.


Manufacturers of receiving and transmitting tubes also met with NPA in separate conferences last week. Receiving tube producers said they were against any plan for centralized government procurement of electron tubes as government-financed equipment, expressing doubt such a system would work.

487 Million Units

NPA estimated 1983 receiving tube output at 487 million units, including overall total military requirements. Although military representatives felt 450 million units would be a better guess. No serious shortage of these tubes was reported. Another industry group asked NPA to relax building curbs Jan. 1 instead of the May 1 originally set, citing an easing of steel supplies in all categories except structural. NPA promised to study this recommendation.

While the relaxation would more directly benefit commercial and recreational construction, any easing of the freeze presently in effect should be regarded as an indication of greater allotments for building-minded radio-TV broadcasters and other industrial groups.

Broadcasters still may self-authorize per project and per quarter: 25 tons of carbon steel (including structural), 5000 pounds of copper and 4,000 pounds of aluminum.

NPA also held out hope for increased steel allotments early next year for civilian goods products, but did not specify whether setmakers would benefit [BET, Oct. 6].
IN JUST ONE YEAR
UNDER STORER MANAGEMENT —

KEYL

BECAME SAN ANTONIO’S NO. 1 TV STATION

anyway you check it; —

HAS MORE AUDIENCE *

HAS MORE PROGRAMS IN THE PUBLIC INTEREST

HAS MORE BILLING

DOES MORE MERCHANDISING

* August Pulse

YOUR KEY TO MORE SALES ON TV KEYL

CHANNEL 5 IN SAN ANTONIO
REPRESENTED BY KATZ
NATIONAL SALES HEADQUARTERS, 488 MADISON AVE. N. Y.
TOM HARKER, V. P., NATIONAL SALES DIRECTOR
reported only $3,000 in contributions as of Aug. 31, with $5,000 of that sum donated by Gov. Stevenson. A later report also will be given in a subsequent issue. The Demo-
crats' Senate Fund received donations of $3,000 by Lehman Bros, New York, and $2,000 by Marshall Field.

Lehman Bros., a New York stock firm, reportedly paid for some 500 copies of the GOP "blitz" plan before the volunteers group "revealed" it to the press. Ted Bates & Co., through Rossen Reeser, creative executive, had announced the plan publicly weeks in advance.

Among contributors to the Repub-
lican Congressional Committee were A. B. Godfrey ($1,000) and Henry R. Luce ($2,000). Mr. Luce also contributed $3,000 to the GOP Senatorial Committee.

Listed among among the contributions to the Eisenhower-Nixon or-
ganizations are: A. C. Nielsen, $500; T. L. Bates, $1,000; William C. Esty, William C. Esty ($500); Sam H. Bar-
mon, Young & Rubicam, $1,000; William S. Paley, CBS board chair-
man, $3,000; Mrs. Oveta C. Hobby, KPRC-AM-FM-TV Houston, $100. Contributions to the Senatorial Senatoral-
Sparksman Forum Committee was H. Leslie Atias, CBS Central Divi-
tice president, with the sum of $5,000.

Confirmation of the huge net-
twork time buys by both parties also was given in the House reports as the campaign drew to a close.

Democratic Spending
The Democratic Congressional Committee reported disburse-
ments of $943,260.88 and contributions of $787,087.66 from Sept. 1 to Oct. 31. The committee paid out these sums:

To CBS-$1,233, $1,650.80 and $32-
$3,806.80 for ad space in connection with network radio and TV campaigns.
To NBC-
To $14,591.84 for expenses of a broadcast Sept. 7.
To Mutual-
To $3,270.80 for ads on program on radio and TV.
To ABC-
To $2,836.80 for ads on program on radio and TV.
To ABC-
To $13,150.80 for ad space in connection with network radio and TV campaigns.
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To ABC-
To $13,150.80 for ad space in connection with network radio and TV campaigns.
THERE'S NO ILL-WIND IN TEXAS:
Like Amarillo, it's big and healthy

You may have heard about a Panhandle wind-gauge—a concrete block at the end of a ten-foot chain anchored to the top of a ten-foot iron pole. If the chain and block are blown parallel to the ground, it's too windy to work. There isn't much need for paint-removers hereabouts, either. Folks just put the woodwork outdoors, fasten it down, and let the wind blow the paint off.

Citizens of Amarillo, in common with most other Texans, have a fondness for tall tales. Actually, the biggest wind on record was a 75-mile-an-hour gale. Cotton John, KGNC's farm editor, says it disrobed a young lady crossing Polk Street at Sixth (our Broadway and 42nd). She was spared embarrassment, though, because the same wind blew sand in men's eyes, opened a store door, and sailed her right up to the dry-goods department, where it wrapped her in a piece of calico. Cotton John's got a piece of sand to prove it.

Cotton John also has a passel of surveys which prove he and KGNC have a loyal following of farmers and ranchers. Because he was born and raised on a Texas farm and knows about 80% of the farmers in the Panhandle by name, he is personally familiar with their problems. His early morning and early afternoon farm, weather, and market broadcasts provide information for farmers and ranchers throughout Amarillo's trading area. The programs typify the way KGNC serves its wealthy agricultural and industrial market.

The market is well worth the attention of an advertiser interested in business, well covered day and night by KGNC's 10,000 watts of power. For further information, please check with our national reps.
Philadelphia Planning
WFIL-AM-TV Philadelphia, to make voting easier, will send news-
caster Shelly Gross to polls in the WFIL mobile unit to report on the flow of voters, with the station in-
terrupting regular programs for election news. Voting returns will be handled by John Corcoran for TV and Chuck Harrison for radio, with a special newscaster to handle returns and a direct line to the Philadelphia Inquirer. WFIL will feed returns to the Quaker Net-
work for Pennsylvania, New Jer-
sey and Delaware.

WIP Philadelphia will begin airing returns at 7 p.m. election day with Fulton Lewis Jr. Pro-
gram Director Murray Arnold re-
ports a staff of 35 persons will cover the election. The station will run special links to headquarters of both parties.

KYW Philadelphia, will focus cov-
erage on the city and tri-state area of Pennsylvania, New Jersey and Delaware. Local returns will be aired in five-minute segments before the half hour starting at 8:25 p.m., with station cutting away from NBC. KYW correspond-
ents will be stationed at key points in city. Station will maintain dual hookup with sister outlet, KDKA Pittsburgh. Election reporting is under supervision of Jim Gantz, news editor, and Fred Harper, pro-
ducer in charge of coverage. News-
men include John Raleigh, John Franklin, Paul Taylor and Hal Woodard.

WCAU-AM-TV Philadelphia re-
ports radio news director Charles Shaw will air news flashes and election returns, with Alan Scott reporting for TV viewers. A staff of 25 will back the airings and the station will cut into network new-
casts twice hourly to give returns on local, Pennsylvania, New Jer-
sey, Delaware, and Maryland bal-
loting. Newscasters will be station-
ed in Harrisburg, Wilkes-Barre, Pittsburgh, Newark and Wilming-
ton, Del., and facilities of the Phil-
adelphia Bulletin and City Editors Election Service will be available.

Philadelphia's WPTZ (TV) will telecast news on two five-minute station breaks every hour, with George Tobin handling local re-
turns and Norman Brooks and Dr. Edgar B. Cale assisting with back-
ground material. Tally boards and maps for states, Congressional dis-
tricts, and parties will be televised. A staff of 60 will be used.

WPEN Philadelphia will begin airing returns at 8 p.m., cutting regular programs for latest elec-
tion news. Jules Rind will head the station's coverage, to include tape recordings of telephoned in-
terviews with candidates and pol-
citical figures of both parties.

Election coverage for WIGB Philadelphia will be handled by Doug Arthur, Rube Welting, Roy Walton, Tom Donahue, Bob Knox and Toni Bourg, with broadcasts to include street interviews. Direct wire will connect the Philadelphia Daily News with parties' head-
quarters.

Pittsburgh Sponsors
In Pittsburgh, EQV has lined up sponsors for full election coverage. J. A. Williams Co. (Dutohert heaters) with a special roll was assigned to sponsor local returns and is plugging the broadcasts with spot. Seallest has bought a spot package for election night and Levinson Steel backed a weekend

campaign urging citizens to vote. KQV also will carry MBS national returns.

In New York, WENE Bingham-
ton will air returns direct from the Binghamton Sun offices, and from headquarters of the two parties. Program Director Hal Graves will spark the operation from GOP headquarters, with Daily Bulletin reporter Martha Doyle interview-
ing guests. WENE news editor Hal Hancock and assistant Bob Maas will report local returns from the Sun offices and the station's sales manager, Norm Flynn, and announces Tom Rowley will handle interviews at Democratic head-
quarters. Station manager Stephen W. Ryder will edit UP regional material for announcer Peter Ellis. Endicott National Bank will spon-
ror twice-hourly local returns.

WGY Preparations
At Schenectady, WGY has es-
established wire lines in Albany, Schenectady and Pittsfieid, Mass., according to Albert G. Zink, pro-
grams manager. Senior announcer Howard Tupper will broadcast from the Albany Times-Union. Bill Car-
penter will be at the Schenectady Union Star and Bill Bradley will be at Pittsfieid. Telephone reports will be made from 20 other counties in cooperation with area newspa-
pers. WGY also will feed results to WRGB (TV) at alternate half-
hours with its twice-hourly radio reports.

WPTR Albany has mobilised its staff for coverage beginning at 7 p.m., with a staff of more than 30, and pickups scheduled from six remote points in the Albany - Schen-
ecady - Troy area. Cooperating with WPTR to bring coverage of other areas will be WBEN Buffalo, WNYY New York, WAGE Syra-
cuse, WRUN Utica and others. News commentator Leo W. O'Brien will analyze INS returns every hour from New York City. WPTR news editor Roger Stevens will direct integration of returns from the six remote points and several

metropolitan areas. Coverage will extend into Wednesday morning.

WQMS - AM - FM Washington plans FM airing of AP reports from 7 to 11 p.m. and direct broad-
casts from the New York Times radio room from 11 p.m. through the night. Special features will in-
clude actual recorded voices of every President and his election op-
ponent from Grover Cleveland to President Truman, plus excerpts from the writings of Abraham Lin-
coln and Thomas Jefferson. WQMS-
AM will duplicate the special broad-
cast beginning at 4 a.m. Wednes-
da.

WMAR-TV Baltimore, Md., plans an innovation in TV election cov-
eration night. It will cut in to the city's Stanley Theatre every half-
hour for a five-minute segment. Election night schedule gets under-
way at 8 p.m. with switch to CBS-
TV at 9 p.m. Gunther Brewing Co. will sponsor local coverage through Biow Co. Reporting will be handled by David Sickle, news director, and Ernest and Jules Bingham, Sun copywrit-
ers and Sun copywriters. Cartoonist "Moko" Yardley will provide hu-
morous sidelights.

WAAM (TV), Baltimore will begin special election features at 7 p.m. Tuesday with the commentary program of Gerald W. Johnson; at 7:15, WAAM commentators will be introduced and visual devices for election returns will be demon-
strated, with a WAAM-produced film to show "Election Trends in Maryland, 1916-1952." Election returns will begin at 8 p.m., with Baltimore and Maryland returns, and starting at 8:25, five-minute reports will be given until all re-
results are complete. American Oil Co. will sponsor local segments, which will supplement ABC na-
tional returns and other material by ABC-TV.

WTIC Hartford begins election coverage at 7 p.m., with 370 work-
ers reporting election results in Hartford's 169 towns, and Hartford's 60 polling places. At WTIC studios 90 of the workers will be on hand to compile returns. Remote pickups are planned for city, towns, homes and party headquarters. INS, the AP and the New York Herald Tribune will use WTIC fac-
cilities and information. State-wide reports will be sponsored by Trav-
ellers Insurance Cos. When state votes are counted, WTIC will join NBC for national returns.

In the Midwest, Chicago stations which completed elaborate plans for election coverage included WBBK-TV, WBBK-AM-TW and WNQX (TV) WMAQ WENR-TV WBBM WIND and WLS.

WBBK (TV) in that city plans complete local coverage there at Springfield, and also will air full CBS-TV reports. Umer Turner, news editor, and Frank Reynolds, announcer, will handle local cut-
s, to be handled by Helnholz Bros. Furniture Store, Wiesloch's
KLAC HAS TURNED SO. CALIF. RADIO UPSIDE DOWN!

FOR THE FIRST TIME IN THE HISTORY OF LOS ANGELES RADIO — AN INDEPENDENT STATION, KLAC DELIVERS MORE TOTAL AUDIENCE THAN TWO OF THE LARGEST NETWORK STATIONS.

HOOPER RADIO AUDIENCE INDEX

<table>
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<tr>
<th>SEPTEMBER, 1952</th>
<th>SHARE OF RADIO AUDIENCE</th>
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<td></td>
<td>SETS</td>
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<tr>
<td>TOTAL* RATED TIME PERIODS</td>
<td>9.9</td>
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*Every rated hour given equal weight. For this reason this Total Index is not an arithmetic average of the Day-Part Indexes.
† The above measurements are adjusted to compensate for the fact that Radio Station KBIG signs off at 7:00 PM in September.
feeding its reports at 7 p.m. Con O'Dea, director of news and special events, will supervise news. Commentators will include Austin Kiplinger and Paul Harvey.

WBEM (CBS) Chicago men will cover candidates' headquarters in Chicago and Illinois, and other key Midwest areas, such as Wisconsin and Michigan. Julian Bentley is news director. Chuck Wiley, special events director, will head a crew in Springfield and others in Morris and Dixon. Newscaster John Harrington will handle most air work, aided by Fahey Flynn, Joe Foss and Larry Alexander.

WIND, 24-hour independent, will headquarter at the Chicago Daily News. News Director Jim Dale will broadcast from there. Newscasters will include Jack Quinlan, Bud Campbell, Tom Pickering and Bill Guthrie.

Ervin Lewis, news editor at WLS Chicago, and Bob Lyle will handle the bulk of the work there. Stationing remote crews at Democratic and GOP Chicago headquarters, WLW, which shares time with WENR, expects to carry full ABC network coverage.

Twelve commentators and news men will provide latest developments at all levels for WLW Cincinnati. They will broadcast directly from Indianapolis, Louisville and Charles P. Taft Headquarters in Cincinnati. Newsmen include Peter Grant, Dallas Deweese, William Hassler, Joseph Sagmister, John Baker, Glen Wilson, Alan Stour, Dick Bruce, Dick Witty, Jim Bruce, Barry Lake and Howard Chamberlin.

On the West Coast, KPIX (TV) San Francisco is planning coverage of returns from nine counties in the Bay Area. Pre-election telecast from Hollywood by CBS-TV for an hour will start at 6 p.m., plus a quarter-hour of national coverage beginning at 6 p.m., before KPIX begins feeding from New York and Hollywood alternately at 6:15 on an 11-minute telecasts, respectively. William Winter, KPIX news analyst, and Sanford Spillman, program and news director, will head election programs, with Frank Schiro, promotion director, assisting. Local coverage will be backed by a KPIX film team coursing through the city, recording interesting events. Political notables also will appear before KPIX cameras.

AFRS to Overseas

Overseas, servicemen will get election returns from 50 specialists of Armed Forces Radio Service, Los Angeles, in a 13½-hour broadcast from 5 p.m. Tuesday to 6:30 a.m. Wednesday, according to Col. William M. Wright Jr., officer in charge. He said AFRS tabulated returns will be interspersed with election programs from the networks.

KSFQ San Francisco, independent sister outlet of KPIX, will join forces with San Francisco News for complete national and local coverage, according to Alan Torbet, general manager. Newspaper will provide latest returns, even from correspondents in field. KSFQ plans to start coverage at 5 p.m. Regular programming will be interrupted frequently for bulletins. KSFQ program director Bob Hansen will head up the news crew, including Bob Colvig and Herb Kennedy.

Brewer Names W & G

TERRE Haute Brewing Co., Terre Haute, Ind., has named Weiss & Geller, Chicago, to handle advertising on its Champagne Velvet beer and 76 Ale effective Jan. 15. Radio and TV are expected to be used. Account executive is Eugene Cooper.
HOW
TO PUT THIS WAMPUM
IN YOUR TEPEE...

$5,746,872,800
effective buying income

A six-billion-dollar market . . . 17 rich Northern
Ohio counties tuning in on WJW . . . ready to spend
their money on the products you tell them about. Let
Cleveland’s CHIEF Station Sell Ohio’s Chief Market for You!

AIM YOUR SALES
STORY THROUGH

WJW

- Greater Cleveland’s strongest signal
- Best local programs
- Favorite network shows
- Sales-minded merchandising

CLEVELAND’S CHIEF STATION

5000 WATTS
WJW BUILDING
CLEVELAND 15, OHIO

BROADCASTING • Telecasting

November 3, 1952 • Page 39
JONES WINS SUIT

AWARD of $300,000 was made to Duane Jones, President of Duane Jones & Co., New York, by an 11-man jury in New York County Supreme Court Tuesday in his conspiracy suit against former employees and Frank G. Burke, treasurer of the Manhattan Soap Co.

Exempted from the damages award was one of the nine former workers, Donald Gill, now with Scheideler, Beck & Werner, and the Manhattan Soap Co.

In a statement following the announcement of the award by Judge Dennis O'Leary Cohalan, Mr. Jones noted that this was the first time in the history of advertising that a verdict of damages had been won for "pirating of agency accounts and personnel" by executives and employees.

The significance of this one, Mr. Jones declared, "is that after officers and employees of any advertising agency, or other service organization, will think twice before stealing the time and effort of someone else's business of their own."

Neil P. Cullom, counsel for the defendants, made a motion immediately after the verdict announcement to set aside the grounds it was "excessive." Thomas Boyle, counsel for Mr. Jones, asked that Manhattan Soap Co. and Mr. Gill be included in the verdict. It was explained that this step was taken better to assure the collectibility of the damages.

Commenting on the verdict, Mr. Cullom issued the following statement Wednesday:

"Because we had expected complete expropriation, we are more than surprised by the verdict. The facts, fully and competently reported ... in advertising publications, make the true picture of our case clear to anyone who is familiar with the advertising business."

It is our intention to press the issue to final legal conclusion, which necessarily is sometime in the future.

Mr. Jones' announcement claiming the jury's verdict and the judge's award is erroneous. Judge Cohalan has reserved his decision on all aspects of the case until Nov. 14.

Mr. Cullom's latter comments referred to his motion to set aside the verdict on which Judge Cohalan reserved decision.

Defendants named in the verdict are: Joseph Scheideler, Paul Werner, Philip Brooks, Lawrence Hubbard, Eugene Hulsizer, Joseph Beck, and Robert Hughes, all with Scheideler, Beck & Werner; Robert Hayes, now with Doherty, Cliftord, Steers & Shenfeld and Mr. Burke.

The conflict between Mr. Jones and his employees began on July 3, 1951, according to his attorneys, who claimed the group handed him an ultimatum to resign by July 5 or they would walk out, taking their accounts with them. Mr. Burke was accused by Mr. Jones of "masterminding and directing the conspiracy that resulted in loss of personnel and accounts to the new SBW agency." The Manhattan Soap Co., at that time, was one of the principal accounts of the Jones agency.

Mr. Jones, his attorneys claimed, refused to accede to his employers' demands and filed suit for $4,500,000 against the group, Manhattan Soap Co. and Mr. Burke.

The trial began Oct. 8, during which time Mr. Jones lowered his damage demands to $2 million, withdrawing one cause of action seeking $1½ million for alleged slander. Another was shifted on technical grounds to Equity Court.

During the course of the trial Mr. Cullom sought to develop the line of attack that Mr. Jones, through dissipation and inattentiveness to business, had lost many accounts allowing Manhattan Soap Co. to assert that the defense had to prove that Mr. Burke directed the alleged conspiracy and the evidence of his own conduct in losing both defense and prosecution witnesses that this contention was not established and not proved.

Milton Pollack, an associate of

Is Awarded $300,000

Mr. Boyle, who served as trial counsel, paraded witness after witness on the stand, including Mr. Jones, to bolster his assertion that the new 71-man SBW agency and its 10 accounts could not develop without conspiracy.

Following the verdict, Mr. Jones said he would not seek, through the courts, an accounting of the profits claimed on the accounts he claims that agency took from him. According to Mr. Jones these include: Manhattan Soap Co., Werner, & Snowdrift Sales Co., F. P. Heublin & Bros., International Salt Co., The Borden Co., McHenny Corp., and Martin Firearms Co.

In a separate legal action, the nine former employees of the Jones Agency on June 4 last filed a $13,150,000 slander suit against Mr. Jones (B'T, July 14).

JUDGES CHOSEN

For Voice of Democracy

NATIONAL judges for the sixth annual Voice of Democracy Contest for high school students were announced last week by Robert R. Richards, national chairman of the committee and NARTB assistant to the president-public affairs director.

Associate Justice Tom C. Clark, U. S. Supreme Court, again will serve as honorary chairman of the contest committee.

National contest judges will be Dr. Ralph Blanche, director, Dept. of Trusteeship, United Nations; Joseph John son, president, Carnegie Endowment for International Peace; Charles Kuhlke, winner in the 1946-47 contest; Theodore S. Reppier, president, Advertising Council; Dr. Susan B. Riley, president, American Assn. of University Women; John D. Rockefeller Ill, Anna Rosen berg, Assistant Secretary of Defense; Eric Severeid, CBS news analyst; FCC Chairman Paul A. Walk er; John Walter, NBC director of education.

The contest is endorsed by the U. S. Office of Education and approved by the National Association of Secondary School Principals. Co-operating in sponsorship are NARTB, Radio-Television Mrs. Assn. and U. S. Junior Chamber of Commerce.

WCKY Twist

C. H. TOPMILLER, station manager, WCKY Cincinnati, is cooperating with the current BAB promotion to "Use Radio to Sell Radio." Since Oct. 6, WCKY have been listing 35 spots weekly (five announcements daily) to boost radio. The station has added a twist of its own which brings WCKY Twist to a potential buyer or prospect. Typical of the spots is this one: "Here's a word for Mr. George Farr, of Farr Trade Mart, Reading, Ohio, watching TV with WCKY advertising. A BAB prepared announcement, selected to fit the type of business follows, Mr. Topmiller and Bob Fleming, WCKY promotion director, report much favorable comment on the personalized series.

JUDGE Atkinson

To ABC Radio-TV Co-op Post

PROMOTION of Frank Atkinson, manager, ABC, to the department, to the post of manager of the newly-integrated radio and television co-op department, was announced last week by Alfred R. Beckman, ABC national director of radio and television station relations department.

Mr. Atkinson joined ABC in February 1941 as a member of the sales service department. He was assigned to ABC radio's co-op department in March 1946, following his discharge from the U. S. Army.

Mr. Beckman also announced the promotion of Ross Worthington to assistant manager in charge of radio co-ops and James O'Grady to assistant manager in charge of radio co-ops.

Pulse Extends Service

EXPANSION of Pulse coverage to Kansas City, Louisville, Denver, Salt Lake City and the Quad City group (Davenport, Moline, Rock Island) was announced last week by Pulse Director Sidney Roslow. TV reports will be issued for all five markets with radio also reported in Kansas City. Mr. Roslow noted that Pulse now covers 45 TV and 70 radio areas throughout the country.

C-P-P's Net Income

NET INCOME of Colgate-Palm- olive-Perk Co. for the first nine months of 1952, $18,880,000, compared to $3,749,000 for the same period last year, President E. H. Little reported last week. Domestic net sales for the first nine months amounted to $189,900,000 this year as compared to $173,065,030 for the first three quarters in 1951. Third quarter domestic net sales were up at $52,185,164 in 1951 to $56,858,583 in 1952.

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'BIVE BY NIGHT'

WMT Beams Show to Truckers

TRUCK drivers in the WMT Cedar Rapids, Iowa, area will have weather and road condition reports blended with music and news in a new "all night" program.

WMT has arranged a network of strategically located all night truck stops in Iowa, Illinois, Missouri, Minnesota, and Wisconsin. Truckers who have weather and road reports, news of accidents and other obstructions, may leave such information at these stops, from where they will be relayed to WMT for general broadcast.

Wally Pearson, former WMT announcer, traded his Air Force uniform for a suit, the same day he took over the program.
Although Milwaukee is a thriving metropolis, it's a small town in many respects. Milwaukee folks, you see, have an eager interest in both local and state news.

For 30 Years WTMJ has led the field in news broadcasting. WTMJ's news department alone numbers seven full-time newsmen, backed by the active cooperation of The Milwaukee Journal's 40 reporters, plus nearly 300 correspondents throughout Wisconsin.

Full local and state news coverage is one of the reasons why more people in Milwaukee and throughout wealthy Wisconsin listen to WTMJ than any other station.

Your Henry I. Christal representative will welcome the chance to give you all the compelling reasons why WTMJ dominates in Milwaukee and throughout Wisconsin. "Why not call him?"
RADIO home saturation in Oklahoma reached a peak in Midwest City, with 99.5% of homes having radios, according to the U. S. Census data just released by the Census Bureau. TV set ownership was relatively small at the time the census was taken in April 1950, there being only 21,082 residences in the nation compared to about 19 million at this time.

Statewide average of radio homes was 94%, according to the 1950 Census, with highest data in central and urban areas.

Census Bureau also announced radio saturation in North Dakota at the national level. The bureau found that cities and rural areas alike had unusually high saturation as of April 1950, when the census data were gathered.

North Dakota’s radio saturation was found to be 96.9%, compared to 96.6% for the nation as a whole. Two cities reached the exceptional figure, 99%. There was no indication of any saturation in Grand Forks 6,000 of 6,970 homes, 99%, reported radio ownership. TV ownership was negligible at this time, as the census data were collected. The state had no TV service of its own and at that time TV circulation was only one-fourth of the present figure.

**Statistics in adjacent tables are extracted from final reports of the 1950 Census of Population, Series H-A, No. 38 for Oklahoma and No. 34 for North Dakota, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 60 and 35 cents per copy, respectively.**

**Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-11, No. 36 and 34, available from the Superintendent of Documents, at 60 and 40 cents per copy. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports. A Standard Metropolitan Area is generally described as a county or group of counties containing one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.**

An urbanized area contains at least one city of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.
KTUL Delivers a Mighty Market... Tulsa!

Tulsa's Metropolitan Area ranks 73rd in population in the U.S. (258,000)...

But... it also ranks—

- 65th-in TOTAL RETAIL SALES
- 47th-in RETAIL SALES PER CAPITA
- 56th-in DRUG STORE SALES
- 53rd-in WHOLESALE SALES
- 54th-in AUTOMOTIVE STORE SALES
- 46th-in FILLING STATION SALES
- 54th-in BUILDING MATERIAL and HARDWARE STORE SALES
- 56th-in APPAREL STORE SALES
- 65th-in HOME FURNISHING STORE SALES
- 68th-in FOOD STORE SALES
- 62nd-in GENERAL MERCHANDISE STORE SALES

★ Tulsa Folks SPEND MORE, EAT MORE, DRIVE MORE, DRESS BETTER, LIVE BETTER than practically any other folks in the good old U.S.A....

FROM 10% to 50% BETTER!

- KTUL serves the rich Tulsa trade area of Eastern Oklahoma BEST... with no waste coverage!
- CBS Radio... top local programming!
- Get the KTUL story from your nearest Avery-Knodel, Inc. office.

JOHN ESAL—Vice President—General Manager
AFFILIATED with KFPI, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY

BROADCASTING • Telecasting

November 3, 1952 • Page 43
Rebroadcast Rule
(Continued from page 25)

sponsor desires to have that station carry the program, involves a restraint of trade, and that rebroadcasts are valuable both to sponsors, independent stations, and the public.

Explaining its attitude on property rights, the FCC said:

...we wish to make clear that we have not said, and we are not saying, that legitimate property, recognized by law, may be freely appropriated by others through the mere device of demanding rebroadcast privileges. Moreover, we have not implied, nor are we implying, that many, if not most, station programs can be rebroadcast, unless a station's program is denuded of the public service it should render to the public.

It is clear, however, that a licensee may abuse its right to refuse rebroadcast privileges, just as it may abuse other rights. The principle involved is not novel. Thus, a broadcast station has the right to deal on equitable terms with those wishing to use its facilities and for what type of program use is asked. It is sufficient, in this respect, to decide the question with reference to the public's interest in a well-rounded program service.

We do not attempt here to define the scope and nature of program property interests in broadcast material which may arise from the ability to pro- tection, or the effect of the antitrust laws in this field, but neither do we seek to establish here the situation in which such restraint is justified or in which it is unjustified.

Such determinations will obviously depend upon the facts of particular cases. And an evaluation of such cases, through expert or implied agreement, on the basis of the public interest, in concert with each other or with other interests, will be required. And it is the program request, whether requesting stations seek to use the station's program, or that the station whose program they wish to rebroadcast, the request is for permission to carry a simul- taneous rebroadcast of a program that is in progress, or to rebroadcast a program at some subsequent date, when it is argued that the requesting station has indicated a willingness to pay a reasonable share of the costs incurred by the originating station, whether or not other persons have the right in the program have requested or agreed to rebroadcast, whether the program concerns public service, and whether the public service of the program should be granted.

The FCC denied a petition by Mr. Brown requesting investigation of an alleged conspiracy to restrain rebroadcasting.

AYLESWORTH WILL

Estate Less Than $10,000

ESTATE of the late Merlin Hall Aylesworth, first NBC president, was valued at less than $10,000, according to a petition for probate of his will in New York County Surro- gate's Court last week. Mr. Ayles- worth died Sept. 30 [BT, Oct. 6].

He bequeathed his residuary estate to his widow, Mrs. Caroline McEntire Aylesworth of Reading, Conn., and named his executrix of his estate. Mr. Aylesworth left legacies of $1 each to a son, a daughter and former wife, but it was explained he had provided for them by the disposition of his property as insurance beneficiaries.

Mrs. Aylesworth was quoted as reporting that the son, Barton Jerome Aylesworth, disappeared from his New York City home in November 1948 and efforts to locate him during his father's last illness failed.

RECORDING of Beethoven's Ninth Symphony, as carried by Arturo Toscanini, carried by Hall Johnson, Aylesworth, and William S. Whitney, Jr., Librarian of Congress, was rebroadcast on NBC's Hi, Neighbor and Voice of America. The symphony manuscript is on exhibition at the Library.

RCA MOTION
Judge Explains Denial

REASONS for denial of a RCA motion to quash a government sub- poena, regarded as the first step toward investigation of possible anti-trust law violations in the pipelines television manufacturing industry, were in a court order made available last week [BT, Oct. 27].

Judge Edward Weinfeld of the U. S. District Court for the Southern District of New York ruled RCA's two principal objections to the subpoena invalid. RCA's position, outlined by Judge Weinfeld, was (1) the consent decree of 1932 covers all matters up to that date and "operates prospectively as a bar to any further proceeding, civil and criminal, and the sole and exclusive remedy remaining to the government is to move for action in the District Court of Delaware which entered the decree", and (2) the subpoena was so "broad in scope as to render compliance unreasonable burdensome.'

On the first argument, Judge Weinfeld said the subpoena was not limited to information of RCA's patents and licensing records but to many documents, dealing with color TV, FM and other items not touched by the consent decree. He asserted the grand jury's right to inquire into these matters "is not questioned ... and the connection, if any, between these latter items and the patent and licensing policies of RCA, may relate to the conduct of corporations other than the movant."

In ruling that the subpoena was not broad and burdensome, Judge Weinfeld cited that other companies had complied with it. He argued that "inconvenience" is no defense.

COMPLETE sponsorship of Brown U.'s football home and away games for 1954 was secured by Allis-Chalmers Mfg. Co., Zenith TV distributors, on WHIM Providence.

WMAZ OBSERVES

30th Year of Broadcasting

GROWTH from a "dining room" operation to 10 kw fulltime was noted by WMAZ Macon, Ga., as the station observed its 30th anniversary last Thursday.

WMAZ, which actually began broadcasting in the spring of 1922 before its license was issued, claims to be the second oldest and second most powerful station in Georgia. Besides lesser awards, WMAZ received a du Pont Award in 1943 and a Peabody citation for news in 1950. WMAZ is applicant for vhf Ch. 15 in Macon [BT, June 16].

George P. Cowen is president of Southeaster Broadcasting Co., the licensee.

Iglow Impact

STATIONS wishing to put in rival claims to a unique distinction credited to WWVA Wheeling, W. Va., may think twice before setting out to substantiate them. "WWVA is heard with the greatest regularity of all the American radio stations by Eskimos in the Eastern Arctic," reports R. D. Cowen, president of the Monongahel & Ohio Coal Co. and who recently completed a tour of several Hudson Bay posts. Mr. Cowen wrote the station: "We have seen a group of Eskimos dancing in a pattern similar to our square dance to the strains of your mountain music."

ALMS Annual Meet

ANNUAL meeting of the Assn. of Independent Metropolitan Stations will be held Nov. 15-17 at the Conrad Hilton Hotel, Chicago.
To a time buyer who will vote
Dem. tomorrow

If your candidate is elected, somebody will have to eat some words. Man cannot live by words alone. How much better to eat a hamburger—from Iowa. Or an egg—from Iowa. Or an et cetera. (Iowa raises delicious et ceteras.)

Iowa produced 781,231,000 pounds of slaughter beef the first 7 months of '52. Figuring 4 hamburgers to the pound, Iowa has the inside track on an awful lot of hamburgers.

Iowa hens are also working overtime. They laid 3,454,000,000 eggs so far this year—10% ahead of '51. Ref. the et cetera, the '51 total for all farm livestock was 6,392,238,000 pounds.

These are grass roots facts which politicos, time buyers and WMT like to stay close to. WMT is also close to Iowa's annual cash farm income of $2.125 billion; industrial income of $3.737 billion; and 338,480 radio families listening to WMT every week. After 30 years of cultivating the latter, we like to think we know what these folks vote for in the way of programming. (Up in Waukon, 110 miles hence, WMT was elected the favorite radio station of 71% of the respondents in a poll WMT had nothing to do with.)

... well, may the better man* emerge victorious.

* The Katz Agency man for example, our national rep.

To a time buyer who will vote
Rep. tomorrow

If your candidate is elected, somebody will have to eat some words. Man cannot live by words alone. How much better to eat a hamburger—from Iowa. Or an egg—from Iowa. Or an et cetera. (Iowa raises delicious et ceteras.)

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* The Katz Agency man for example, our national rep.

This is a non-political advertisement published in the interest of WMT by WMT, Cedar Rapids, Iowa. 600 kc. 5000 watts. Basic CBS Network.
On The Dotted Line

Strictly Business
(Continued from page 14)

in the Midwest, with high spots at Detroit, St. Louis, and Minneapolis. The company has represented three TV stations for about three years, one being the originally experimental TWT (TV) Bloomington, Ind. Mr. Jewett has been with the company since November 1951. Previously he was Chicago manager of Everett McKinney, station representatives. In 1945 he was eastern sales representative for Radio Market Guide in Cleveland. After leaving the magazine he joined WKNK Kanekee, III., as commercial manager. He stayed there about a year for on-the-job-training before going to Everett-McKinney.

For five years during the war, Cary Jewett served with the Coast Artillery and the Army Transportation Corps. He enlisted early in the war, and when discharged was a first lieutenant. His work included the procurement of and the shifting of amphibian trucks and was centered in France and Belgium, "very old countries" which he has no desire to re-visit.

Mr. Jewett worked briefly in the advertising department of the Distillation Products, Inc., New York, after completing his schooling. He attended Salisbury Preparatory School in Salisbury, Conn., and the University of Buffalo, where he majored in commerce and business administration.

He lives on Chicago's North Side, loves to go duck hunting along the Illinois River and dreams of playing golf next summer.

HEARING EXAMINERS
Court to Hear Argument

SUPREME COURT has agreed to hear arguments on the status of government hearing examiners—and its decision will determine finally just how independent federal agencies' junior judges are of the agency for which they work.

The court accepted certiorari two weeks ago on an appeal by the Civil Service Commission from a decision of the U. S. District Court and of the U. S. Court of Appeals which invalidated a Civil Service regulation concerning examiners. At issue is the validity of the Civil Service Commission's regulation involving hearing examiners' tenure, compensation and assignments. Opposing Civil Service Commission is Federal Trial Examiners Conference and others. Under present procedures, the FCC is following the practice upheld by the lower courts—single compensation for all examiners and rotation of assignments.

PeeWee Reese, captain of the Brooklyn Dodgers, will star in 13 WAB New Orleans programs beginning in mid-November. Program will be directed to young audience and will co-feature Don Hill, area's play-by-play reporter of New Orleans Colasols' games.

SALES ADVICE

Aids Advertising—Mitchell

ADVERTISING is "nothing but a sales help" and close attention to its effectiveness at the local level is a vital function of a manufacturer's sales staff, Maurice B. Mitchell, vice president of Associated Program Service, asserted last Friday.

Addressing the Sales Executives Club of the Missouri Valley at Omaha, he branded as "ridiculous" the idea "that advertising should be left to the advertising men." Advertising is necessary to place advertisements in the hands of "specialists" without first getting recommendations from field sales staffs.

Mr. Mitchell said that "nobody is in a better situation for evaluating media than the man who must depend on it in his daily work for that vital, sales boost."

He urged the salesmen to "speak up about advertising," and continued:

"After all, it's no longer an 'optional' sales aid. It's a must in today's selling world, and that means it's a part of your working condition. ... You shouldn't have to take the rap for advertising that doesn't pay off for you.

"One sure way to decide about the advertising that is being done for you is to look at the selection of media. Copy appeal and other technical factors are simply not as important as media selection. If the advertising that is supposed to help you just doesn't reach the people to whom you are selling, or if it doesn't reach their customers, then it just isn't efficient advertising in your area and you owe it to yourself and your management to show them the facts. . . ."

SINGLE RATE

Set by WLAV-AM-FM, KFGO

KFGO Fargo, N. D., and WLAV-AM-FM Grand Rapids, Mich., have established a single rate for both day and night.

The KFGO new rate for all time between 7 a.m. and 11 p.m. becomes effective Nov. 15, Charles G. Burke, general manager, announced. At the same time, Mr. Burke announced that in line with the standardization, a 10% increase in its local charges for daylight hours has been effected.

WLAV on Oct. 25 equalized the day and night rates, setting an overall base hourly rate of $96. This represented a 25% reduction from the previous base rate of $120. Rate cut was passed along to all advertisers immediately. Daytime clients are to be protected against the night overall increase for six months.

The switch to a single rate has been the subject of much discussion among broadcasters [B&T, Oct. 27].
If you like the GRAND OLE OPRY, you’ll like WSM’s FRIDAY NIGHT FROLIC!

Now you can hear your favorite Grand Ole Opry stars on the big WSM Friday Night Frolic. Tune in this Friday night for this great lineup of shows:

7-7:30 P.M.,...Visitin’ Time
Sponsored by Morton Salt
7:30-8 P.M.,...Ernest Tubb and his gang
Sponsored by Martha White Food Products
8-8:30 P.M., Roy Acuff’s Housewarming
Sponsored by TEMCO Gas Appliances
8:30-9 P.M., George Morgan Show
Sponsored by Sal Hepatica
9-9:30 P.M.,...Eddie Hill
Sponsored by Randy’s Record Shop

Hear the FRIDAY NIGHT FROLIC 650 on your radio dial

Although WSM’s Grand Ole Opry star-studded Friday Night Frolic is sold out solid, the 112 Central South newspapers, indicated on the map, were scheduled to carry the above copy the week of October 5th. Promotion like this helps to explain why there are radio stations everywhere but only one WSM. Ask Irving Waugh or any Petry Man for the full story.

WSM Nashville 650
Clear Channel • 50,000 Watts

IRVING WAUGH, Commercial Manager • EDWARD PETRY, National Representative
ZIV 'FAVORITE STORY'
Brewers Take in 14 Markets

FOUR brewing companies have signed for Ziv television series, forthcoming in 14 markets, H. J. Riffkin, sales vice president of Ziv Television Programs Inc., reported last week. He predicted the series, for release in January, will set a new company sales record.

Brewers which have bought the program, starring Adolph Menjou as narrator and actor, were E. & M. Schaefer Brewing Co., New York, for showing in the New York (WNBT), New Haven, and Hartford markets; Genessee Brewing Co., Rochester, for Buffalo, Rochester, Syracuse and Binghamton, N. Y.; Blitz Brewing Co., Milwaukee, for Milwaukee (WTMJ-TV) and other markets not yet set; and Olympia Brewing Co. for Portland, Seattle, Spokane, San Francisco, Los Angeles and San Diego.

Sold thus far on a regional basis, the series will be offered to local sponsors starting this week.

Buy 'Smith' Segments

TWO new advertisers have signed for 15-minutes of Kate Smith Hour on NBC-TV (Mon.-Fri., 4-5 p.m. EST). They are Block Drug Co., through Cecil & Presbrey, New York, which will sponsor the Tuesday 4:30-4:45 p.m. period for 39 weeks starting Nov. 27; and James Lees & Sons (carpets and rugs), through D'Arcy Adv., New York, which will underwrite the Monday 4:15-4:30 p.m. segment for 26 weeks effective Dec. 8.

FTC SUIT

Vs. Liggett & Myers

SUIT seeking a preliminary injunction against Liggett & Myers Tobacco Co. (Chesterfields) was filed in Federal District Court in New York last week by the Federal Trade Commission.

The injunction was asked to require the firm to cease certain advertising claims and to prevent "injury to competitors who are unwilling to use false advertising." Claim attacked was that Chesterfields "are manufactured in such a manner as to prevent irritation to the nose, throat and accessory organs of smokers."

Suit was filed on order of FTC Comm. Stephen J. Spingarn.

CBS-TV Post to Frank

MILO FRANK of the Hollywood office of the William Morris Agency, has been named chief talent scout for CBS-TV to operate on a roving assignment in line with CBS-TV's plans to find new talent. A graduate of the U. of California at Los Angeles, Mr. Frank entered the talent field in 1946 with the San Jaffee Agency, Hollywood. In 1949 he joined Century Artists as head of picture development and went to William Morris a year later.

'Watchman' Clocked

LETTERS attesting listenership to WDOD-AM-FM Chattanooga's new all-night programming have been received from points as distant as Miami and Detroit. Vice President Norman A. Thomas reported last week. He said a number of all-night grocery stores, restaurants, and filling stations are sponsoring portions of The Night Watchman program, and that national advertisers have shown interest in early-morning spots. The stations commenced around the - clock operations in late September.

C. G. SIMS

Station Executive Succumbs

C. G. (Preacher) Sims, 45, technical director for WKYB and WYKC (FM) Paducah, Ky., died unexpectedly Tuesday at Illinois Central Hospital. Mr. Sims suffered a cerebral hemorrhage earlier that day while at his desk.

Mr. Sims entered radio in 1930 as chief engineer of WPAD Paducah. He was engineering consultant on construction of at least 20 other stations in Kentucky, Illinois, Tennessee and Missouri. Survivors include his wife, the former Ethlyn Rooks, and two daughters.

METROPOLITAN PLANS

Opera Via Theatre TV

PLANS are under consideration by the Metropolitan Opera Co. to channel its productions by television into theatres throughout the country, it was reported last week. Anthony A. Bliss, chairman of the opera's TV committee, said the project would "give some 200,000 people throughout the country the experience of coming into the Metropolitan's home."

Mr. Bliss said plans are still in the formative stage. It was learned that the Metropolitan has been negotiating with Theatre Network Television for such a program.

Sawyer to Europe

SECRETARY of Commerce Charles Sawyer left New York Friday for Europe to study business conditions. Secretary Sawyer, owner of WIZE Springfield, WING Dayton and WCOI Columbus, all Ohio, will be accompanied by Henry H. Fowler, director of the Office of Defense Mobilization, and other officials. He is expected to return late this month.

New Scorpion F-89 jet fighter tucks in its wheels and climbs with afterburners blazing on night interceptor mission. Jet flames show how F-89 eats up fuel—around 8 times as fast as World War II fighters. Jet fuel consumption is just one of the many record oil needs met by U. S. oilmen every day.

New Jets Gulp Fuel 8 Times Faster Than World War II Planes

U. S. Oilmen Meeting Biggest Petroleum Product Demands in History

Defense authorities have issued an urgent call to U. S. oil companies for sharply increased supplies of jet fuel, as a result of greatly stepped-up air activity.

Since jet fuels are made from the same base stock as heating oils, this new demand adds to oilmen's present problems in meeting this winter's record heating oil needs. Motorists are also using more gasoline than ever before.

In spite of these sharply increased demands, U. S. oilmen are presently meeting all military and civilian needs. They are able to do this because they have constantly planned ahead, plowed back much of their profits into expansion, and taken great risks.

This is the only way America's demand for more and more oil can be met: under a system of free competition where privately-managed oil companies have a chance to stay in business by earning a profit while serving you.

For a free, intriguing booklet, “20 Questions,” write to Oil Industry Information Committee, American Petroleum Institute, Box 14, 50 West 50th Street, New York 20, N. Y.

SOME REASONS WHY U. S. OIL USAGE IS NOW AT ALL-TIME HIGH

1945

2 JET FIGHTERS NOW USE AS MUCH FUEL AS AN ENTIRE WORLD WAR II FIGHTER SQUADRON FLYING SAME MISSION

1952

25.6 MILLION

PEOPLE TODAY OWN MORE CARS, drive further than ever before. Car owners will use an estimated 27 billion gallons of gasoline this year—an increase of almost 109% since 1945.

41.5 MILLION (estimated)

6.3 MILLION (estimated)

2.5 MILLION

FAR MORE AMERICANS than ever before now enjoy the comfort and economy of oil heat. Heating oil demand has jumped 103% since 1945.
NEW steps to cut red tape out of FCC forms were taken last week by the Budget Bureau's Committee on Radio and Television Broadcasting, a unit of the Advisory Council on Federal Reports.

A series of changes in the FCC's annual financial report (Form 324) received committee sanction last Monday [B.T., Oct. 26]. While no action was taken last Monday because the FCC's rule has been stayed repeatedly in line with industry protests, a committee meeting will be consulted before the Budget Bureau decides whether it will approve any FCC proposals that would require reports from stations or networks [B.T., June 16].

NARTB Files Petition
NARTB last Tuesday filed a petition with the FCC asking it to grant a further stay of its order, slated to go into effect Nov. 1 (see story this issue).

The FCC's May order drew widespread protests from stations and networks. It became popularly known as the "legalized larceny rule" because it would put the burden on broadcasters to justify their refusal to give away programs to any broadcaster who wanted to rebroadcast them. Under the Federal Reports Act of 1942 the Budget Bureau's approval is required any time FCC calls on stations to supply information. The bureau's committee on FCC's authority from a policy standpoint but points out that a rule requiring information from broadcasters would be invalid without bureau approval.

The advisory council, which has just celebrated its 10th anniversary, is the central agency through which government contacts with business are conducted in an effort to ease the burden on those who must fill out federal forms. Russell Schneider is executive secretary of the council and Mr. Cohn is the Budget Bureau's liaison on the radio-TV committee.

In the 10-year period, the radio-TV committee's activity has led to a reduction in the number of FCC application forms from 18 to eight, and from 379 to 52 pages. Originally the FCC forms were unsuitable for pre-publication and pre-publication of forms, benefiting both FCC and industry by making available more necessary information and reducing the cost and labor involved in preparation.

Committee's Function
Mr. Cohn put it this way, "Our function is to weight the needs of information against those burdens the needs impose on industry." Last Monday's committee meeting was devoted principally to improvement of FCC's annual financial report (324). Under the committee's revision, applicants will be required to submit their own balance sheets to the FCC, providing the material prepared for their own use is substantially the same in which FCC may be interested.

This simple step will mean important savings to broadcasters, since it will not be necessary to have accounts drawn up special balance lists for FCC. The old balance sheet covered many items considered of minor importance by the advisory committee. These included listing of items such as goodwill, prepaid insurance and others. Stations will be able under the revised form to lump many current asset items.

The Form 2B4 changes were discussed at the committee's June 10 meeting and submitted to FCC for suggestions. Most of the recommendations were accepted by FCC. The committee also approved the filing of reports May 1, 30-day extension. The committee felt the present April 1 deadline is too close to the March 15 date for tax reports.

Another Project
Another project before the committee centers around the filing of contracts affecting management. Present FCC requirements are fuzzy and indefinite, according to committee members, with broadcasters often feeling obliged to file large stacks of contracts in which the Commission has no interest.

The committee is now trying to find out just what types of contracts the FCC wants and will then devise language designed to clear up the confusion, with the help of both government and industry.

In the last decade, the radio-TV advisory group has spearheaded hundreds of changes, with FCC cooperation. For example, the original CP application form required vast and detailed material as bank balances, income and expenses, and each year for four years, and each month for 12 months, from each principal. Bank references were required. Furthermore, each party had to include listing of assets and liabilities, with net worth. This has been simplified so each party must show ability to meet his obligations.

Budget Bureau officials point out that the government gets priceless technical advice without cost from leading figures in industry. The advisory council was formed October 1942. Its membership embraces major business organizations. These are American Chamber of Commerce Executives; American Retail Furniture Federation; National Consumer Council; National Industrial Council, as well as members-at-large.

Attending last week's meeting of a panel representing the radio-TV committee were Messrs. Cohn and Schneider, and Storer stations. Cohn and Schneider, were Kenneth Berkeley, WMAL Washington Leon Brooks, CBS; Arthur W. Schardt, presiding member of Advisory Council; Richard Steele, WTG Worcester, Mass.; Gordon Hawkins, for Joseph E. Baudino, Westinghouse Radio Stations Inc.; Richard Aller, WCPA Chicago; Ralph Hardy, NARTB; and Elsie Caldwell of the committee staff.

First chairman of the radio-TV committee when it was formed a decade ago was J. Howard Young of the Storer stations. He was succeeded by Wayne Coy then of WINX Washington and now KOB Albuquerque, who resigned when he became FCC chairman in late 1947.


Seeks Election STA
SPECIAL temporary authority to operate all night following national election day, tomorrow, was asked of FCC fortnight ago by WEBB Southern Pines, N. C., a 1 kw day-time outlet of 5 kw night-time. "An approval of our request will make it possible for the people of this community to receive news of local election returns along with national returns," WEBB said, pointing out "ours would be the only primary signal rendered this section which is now without any nighttime service. The penetration of other signals is negligible and of poor quality in this area."
GROWING FAST!

TERRE HAUTE AREA

... Spearhead of Industrial Development over all of Indiana!

WTHI
CBS RADIO 1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!

... WTHI is your best medium in this RICH, GROWING and ISOLATED MARKET.

OUR MOTTO: "Aggressiveness with Imagination"

BROADCASTING • Telecasting
Libel Liability Haunts Broadcasters

(Continued from page 28)

fore air time, asserting it had no advance text to check for possible libel. The Ohio State Journal reported a "tornado of protest" at WTVN switchboards.

Some of the protests raised questions bearing on the political philosophy of Edward Lamb, owner of WTVN and other radio-TV properties. The Journal quoted one televisioner as asserting he had written to the McCarran (Senate) Internal Security Committee. No protests had been acknowledged by that group, the Senate Interstate & Foreign or House Un-American Activities Committees.

Walter McGough, WTVN sales manager, said he was advised by ABC in New York that "we would have to carry the speech at our own risk." He noted Sen. McCarthy was not a candidate in Ohio. Mr. Lamb issued this statement:

The rules governing political broadcasts are clear. A station may be held liable for libelous and slanderous statements even though the station is without power to censor the speech of the candidate himself. However, a non-candidate's speech can be examined for possible libelous statements. WTVN officials were merely enforcing the ordinary rules when they insisted on having copy of Senator McCarthy's speech for examination by the station attorneys.

There is no political preference shown in my stations even though I personally endorse Mr. Stevenson's candidacy. I suspect that the Republicans have had a vast majority of the broadcast time in this campaign. But every candidate must play according to the same rules.

Nor is there any element of free speech involved. I have defended hundreds of civil liberties cases. I dare anyone ever to point to a case where I, as attorney, newspaper publisher or broadcaster, have ever failed to be on the side of protecting the free exchange of ideas.

According to a spot check by AP, WTVN was the only TV outlet in the country to cancel the McCarthy speech after scheduling it. It also was reported that WTVN and WICU (TV) Erie, Pa., another Lamb property, had declined to carry Clarence Booth Luce's talk on communism on ABC-TV Oct. 26.

In the DuMont case, Col. C. A. Roberts, of the law firm of Roberts & McInnis, Washington, D.C., said he had filed a protest with FCC on behalf of that network, although affiliates are not required to follow FCC practices with respect to politicalcasts. FCC advised him, he said, that more data is needed, and he has so obliged.

Novick's Objection

Question of clearances also was posed by Mr. Novik in New York.

Mr. Novik, who is radio consultant to the Liberal Party and the New York Volunteers for Stevenson, and special assistant to the chairman of the Democratic National Committee in addition to serving as consultant to the AFL, the ILGWU-AFL, and the UAW-CIO, wrote in a letter released Thursday night:

The principle of voluntary clearance for competing products, an established practice in our industry, has seemingly been forgotten during the closing days of the political campaign.

No, in our business, thinks of scheduling a "Pepsi" spot after a "Coke" program. Yet, within the past week, network stations have aired Eisenhower spot announcements immediately after Stevenson programs: A clear violation of the concept of commercial clearance for competing products.

Due to the limited number of hours in the broadcast day it is patently impossible to avoid scheduling competing political programs in adjacent periods, especially during the hectic days at the end of a campaign. And even here the political purchaser knows that a competing political program is adjacent.

But the same situation does not prevail where spots and "breaks" are concerned. It is inconceivable and indecent for our industry to permit such incidents to occur; after all, why buy a program in which the sponsor permits the competitors to reach your audience by spot announcement or station break?

This situation transcends party politics; it is simply the economic side of the party. However, on behalf of the New York Volunteers for Stevenson, and, on behalf of the Liberal Party, I am asking you to order your stations and to take whatever steps are required to avoid scheduling a political program with a "spot" of any competing political program. For unless it is ended, I have only two alternatives:

A. To file a protest in behalf of the New York Volunteers for Stevenson and the Liberal Party, against the broadcast of any announcement or network permitting such practice.

B. To purchase the adjacent "spot" or "break" to protect my client.

Mr. Novik reminded broadcasters that the Senate Elections and Privileges Committee "has already announced its intention to hold public hearings on radio and television advertising." Because Mr. Novik is a consultant to the New York Volunteers for Stevenson, his charge was reviewed in some quarters as another prong of the national volunteers group's protest over the so-called GOP spot "blitz." A spot program had been prepared for Citizens for Eisenhower Committee.

It was held doubtful Thursday whether the national group would re-purse its complaint with the FCC before the approaching election. FCC refused to consider the original complaint which charged that large corporations and stations had conspired to set aside clearance rules.

FCC did say it would consider any additional specific information and the volunteers embarked on a drive to elicit data from about 300 radio-TV broadcasters on the amount of time the GOP group is using.

Whether the volunteers' protest has the sanction of Gov. Adlai Stevenson, Democratic Presidential nominee, was not known. In view of his high-mindedness, this is quite possible.

The Governor told his Madison Square Garden audience last Tuesday that the Republican "air attack" would be over soon and the "all-clear will be sounded.'

District of Columbia Republicans branded the "blitz" report as a "hoax" and the Democrats continued their attack on media coverage and advertising agencies in general.

$20,000 Spent

A report filed by the Citizens for Eisenhower-Nixon for the period Sept. 9-Oct. 12, a sum of $20,000 in disbursements to Ted Bates & Co., which undertook the original creative and production work on the citizens' spot program. The sum covered three months.

The agency is not involved in the timebuying phase of this campaign. The citizens' group parcel's out recordings and films to GOP state directors who, in turn, buy time through their agencies on local stations.

The $2 million figure was originally recommended by Ted Bates as part of their plan since discarded as ineffective. The plan called for "saturation" of some 63 counties in 12 key' states lost to the GOP in 1948.

George W. Ball, executive director of the volunteers, claims there is evidence of such a "blitz," and has denied any attempt by his organization to harass or intimidate stations which carry the announcements—a charge raised in FCC, broadcasting and other circles.

Mr. Ball has acknowledged the "extremely cooperative" attitude of broadcasters in replying to the volunteers' question of seeking time purchase data, and has said stations would be willing to offer equal time for a reply to the Eisenhower group.

Many stations filed replies when others declined.

In HANNIBALAN*

THEY have money to spend!

* HANNIBALAN—the large 41 county area surrounding Hannibal, Mo., Quincy, Ill., and Keokuk, Iowa.

The population of the rich Hannibal area is mostly rural. These are the folks who have the money to spend to buy your products. To sell 'em use the station they listen to most—KJMO.

KJMO reaches and sells the buying power of the 240,470 radio families who live in this large, 41 county area.

Make your selling job easy in the middle-west in Hannibal—buy KJMO. Write, wire or phone KJMO or Pearson today for availability.
IDEALLY SUITED TO DIRECTIONAL ANTENNA OPERATION

...The Continental Type 315
5000 WATT AM TRANSMITTER

Radio stations utilizing directional antenna systems find this modern 5 KW AM Transmitter especially suited to their requirements. It offers unexcelled performance, plus many extra features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

For 10 KW operation, CONTINENTAL also offers the Type 316 Transmitter with identical features and performance.

The Continental Type 315-C
CONTROL CONSOLE

This up-to-the-minute console is now available for use with either the Type 315 or Type 316 Transmitter. Complete control and supervision of normal operation of either type of transmitter and associated equipment is provided. Microphone and turntable inputs for testing or for local emergency operation are incorporated. Control panel is designed with maximum accessibility for servicing.

CONTINENTAL ELECTRONICS
MANUFACTURING COMPANY
4212 S. Buckner Blvd.
Phone Evergreen 1137
Dallas 10, Texas

Distributed by Graybar
Electrical Company
IN OVER 100 PRINCIPAL CITIES
WGN CORN PICKING CONTEST
Points Up Station's Farm Service Operation

POINTING up its farm service operation, WGN Chicago, 50 w clear channel station, co-sponsored the first mechanical corn picking contest in southern Illinois as a safety and public service promotion.

The competition, which took place Oct. 11 on a 640-acre farm near Bloomington, attracted an estimated 30,000 persons, most of whom, station officials believe, attended in direct response to on-the-air mentions.

Sponsored by WGN and the Bloomington-Normal Junior Chamber of Commerce, the contest brought together 23 downstream farmers to husk and pick corn along a four-tenths of an acre course.

Norman Kraeft, station farm service director who broadcasts nearly two hours of farm news daily, handled most of the broadcast origination. A temporary studio was set up atop two flatbed trucks, with Mr. Kraeft using a portable transmitter to relay on-the-spot reports from the corn fields more than a mile from the mobile unit.

Other staffers on hand were Bruce Dennis, program director; Jim Hanlon, publicity and public relations director; Don Coleman and Gene Filip, special events; Dick Coughlin and Butch Davis, farm service; Virginia Gale, woman's editor; Ernie Simon, Del Ward, Saxie Dowell and Frank Sweeney, station personalities, and Paul Rindorf, Dick Swan and Don Raydon, engineers.

Station officials are planning a similar contest next year.

MISS ILLINOIS, Glenna Pohl, was WGN's official hostess at its corn picking contest. Other participants were (1 to r) Messers. Kraeft and Long.

PROFIT RATE
FTC Releases Figures
REPORT on profit rates (after taxes) for 512 companies in 28 major industry categories was released by the Federal Trade Commission Oct. 22, comparing 1951 with 1940.

Categories showing lower profits last year compared to 1940 were cigarettes, cigars, smoking tobacco, wool carpets and rugs, soaps and cleansers, and motor vehicle equipment. Substantial increases were reported by companies engaged in processing of paper and allied products, petroleum and refining, tires and tubes, and matches. Electrical machinery, equipment and supplies, with 63 corporations reporting, showed a percentage increase from 4.3% in 1940 to 15.2% in 1951.

U. of Tampa Visit
BROADCASTERS and mayors of central and western Florida cities were guests Oct. 19 of the U. of Tampa, at Tampa, Fla. Guests included Roger Bennet, WDAE Tampa; Mr. and Mrs. H. D. Parker, WTAN Clearwater; Art Mundorf, WPIN Clearwater; Dick Bothwell, WTSP St. Petersburg; Robert Taylor, WONN Lakeland, and Mr. and Mrs. Max G. Kimbrel, WPIC Lake Wales. The university tour included a visit to the studios and control rooms of the college's radio station. Gail Potter, WPFA Tampa, assists in radio instruction at the university.

On All Accounts (Continued from page 18) heard over 20 Ohio radio stations three times weekly for the past six years, has won a number of national awards and during one year was awarded by the client for directly producing records the three times the cost of the program.
HIEBNER NAMED
Succeeds Ogden at Capital

APPOINTMENT of Walter S. Hiebner as general manager of the Studio and Recording Service Sales Div. of Capitol Records was announced last week by Glenn E. Wallach, president of Capitol Records Distributing Corp. His office will be in Hollywood and he will report directly to William H. Fowler, CRDC's acting general manager.

Mr. Hiebner was with Capitol's Artists & Repertoire Dept. for the past year. He joined the firm after a decade with RCA Victor, where he was manager of the Custom Record Div. and later West Coast recording director.

In his new capacity, he absorbs the duties of Clifford Ogden, who resigned as vice president and general manager of Capitol's Broadcast Div. to become supervisor of NBC's West Coast TV films sales division [B&T, Oct. 20].

Mr. Wallichs said the appointment of Mr. Hiebner is part of a plan to strengthen Capitol's position in the broadcast field.

FTC Penalty Order

CIVIL penalty judgment has been obtained against Domestic Short-Wave Diathermy Co., New York, for violation of an order prohibiting false advertising, the Federal Trade Commission announced Oct. 23. FTC complaint charged that a diathermy device was misrepresented in radio, newspaper and other advertisements. Cease and desist order was issued by the agency on June 21, 1943. Penalty judgment of $20,008.30 was entered by Federal Judge Irving S. Kaufman of the U. S. District Court, Southern District of New York, when the respondent failed to answer charges of the violation. Principal in the diathermy firm is Maude S. Jaret.

ALASKA BIRTHDAY
Hailed by Territory Outlets

THE 85th anniversary of U. S. possession of Alaska was hailed Oct. 17 with simultaneous broadcast over all stations in the Territory, plus KVI Seattle.

Half-hour transcribed program was presented as a public service by the Alaska Steamship Co. and was arranged by its agency, Frederick & Asene, Seattle.

Program was rebroadcast Oct. 19 as one of the first shows of the new Midnight Sun Broadcasting outlet, KJNO Juneau.

AWRT MEETING
Program Creation Discussed

CHARLES C. CALEY, WMIB Peoria, Ill., general manager, represented management at a discussion on creating radio and television programs for sale before members at a meeting Oct. 24 in Chicago of the Illinois chapter, American Women in Radio & Television.

Mr. Caley appeared with Peter Cavalle, radio-TV director, J. Walter Thompson Co.; Fred Killian, ABC-TV program director; Tom Elvidge, assistant program director, WLS-AM-TV; Judith Waller, NBC director of education and public services, and Braila Karney, ABC radio-TV home economist, all Chicago.

Meeting, which took place at the Normandy House, was planned by Josephine Wetzler, AWRT vice president and education director at WLS Chicago.

FETZER EXPANDS
Staff Promotions Announced

SERIES of executive promotions in connection with an expansion of Fetzer Broadcasting Co. has been announced.

Carl E. Lee continues as administrative assistant to the president in charge of all operations. Donald W. DeShitt Jr. becomes sales director of WKZO-TV Kalamazoo. Martin Giammo is elevated to station manager of WJEF Grand Rapids.

John W. O'Harro, besides his national sales duties, assumes special assignments for the company. Otis T. Gaston, account executive, broadens his sales activities to include administrative duties in national sales. Thomas P. White continues as local sales director.

Arthur E. Covell becomes transmitter technical supervisor and Francis L. Morse will be studio technical supervisor for WKZO and WKZO-TV. Bruce M. Gieddich is given broader duties as technical supervisor of WJEF Radio. Hardy E. Travis, radio and TV program director at WKZO-AM-TV, is in charge of expanding TV production. Ellsworth L. Tait becomes comptroller.

in this room...

there's no room for doubt

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

Would you compromise with quality in the tape recorder you select?

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

AMPEX brings you these cost-saving operating advantages:

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver hundreds of hours of unbroken service.

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

- **ACURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassment time overlaps.

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

- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recording match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.
The "Sellingest" Station in the Nation

WCKY'S THE STATION PROGRAMMED TO SELL

A Small Investment on WCKY Will Net You TREMENDOUS DIVIDENDS IN SALES

Ask one of our oldest accounts . . .
BULOVA WATCH—ON WCKY 13 YEARS

OR

Ask one of our youngest accounts . . .
GULF OIL—ON WCKY 3 MONTHS

The Answer's the Same

WCKY's the Station
Programmed to Sell

WITH FIFTY GRAND IN SELLING WATTS
WCKY Sells

BECAUSE

WCKY's operation is based on sound policies developed over 23 years under the same management...

Management that is always eager to learn...willing to listen...and quick to act.

Management that takes pride in the fact that in 23 years this is its greatest selling year.

SELL ON WCKY WITH 50,000 WATTS OF SELLING POWER

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1698

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

Y-FOUR HOURS A DAY - SEVEN DAYS A WEEK
Prudent Programming

The voluntary restrictions which WKZO-TV Kalamazoo, Mich., has imposed on crime programming and beer and wine commercials are a handsome example of self-discipline.

The example is the more significant for having been set by a station whose president, John E. Fetzer, is chairman of the NAB TV Code Review Board.

WKZO-TV has reorganized its schedule to online crime shows to hours at which children are not apt to be in the audience and has limited the frequency and number of beer and wine commercials. The action was taken after careful study of audience mail and, as such, it represents the correct method of programming regulation, evolving from the will of the audience rather than the use of government.

We do not say that the WKZO-TV model should be precisely imitated by other stations, since conceivably the tastes of their audiences may differ from the attitudes of those who view WKZO-TV. The motivation behind the WKZO-TV restrictions, however, deserves praise. It combines self-discipline with enlightened self-interest.

Here's a Proposition...

IT WILL be the natural reaction of the nation's newspapers to circumvent, with every wily resource at their disposal, the offer by Broadcast Advertising Bureau to underwrite the research costs of a conclusive test of radio's ability to move goods for retail advertisers.

The local retailer has been kept so long as Exhibit A in the newspapers' private preserve that newspapers are bound to resent, as a poacher, anybody who wants to let Exhibit A out.

In the past, newspapers have regarded every radio development as a death threat to themselves and have reacted with more violence than objectivity. If they will but examine the purposes of the new BAB offer, they may find it possible to treat it calmly.

In making the offer, Kevin Sweeney, BAB vice president, pointed out that the 200 ARB comparisons of radio and newspaper retail advertising effectiveness indicated that the two media "seem to complement rather than compete and should be used together for maximum coverage" [B&T, Oct. 20].

These are not the words of a spokesman of the enterprise which hopes to kill off another. We venture that the major test which BAB hopes a big store or retail chain will undertake (with BAB financing the research cost) would only prove out what already is indicated.

Now if newspapers really believe in their own promotion, they should not be seriously opposed to a project which could prove valuable to this honest job of comparative research. No one imagines for a moment that a comparative test would suggest elimination of newspapers from a retailer's schedule.

What it would probably show is that the advertiser should distribute his budget between newspapers and radio, if he wants to get the most out of his advertising dollar.

Presuming that newspapers are interested in improving the efficiency of retail advertising and thereby strengthening the financial status of retailers in their communities, we suggest that newspapers not only should refrain from attacking the test which BAB proposes but indeed should actively assist in conducting it.

BAB's counterpart in the newspaper world is the Bureau of Advertising of the American Newspaper Publishers Assn. Why shouldn't the Bureau of Advertising, which has a much larger budget than BAB's, chip in on the expenses of the test and participate in supervising it?

It would be revolutionary, we must admit. But it would also be intelligent.

Timing When it Counts

Whatever the outcome of tomorrow's elections, it is not mere optimism to hope that they will result in a clarification and improvement of the basic law governing political broadcasting.

In the 1952 campaign, as in no others of the past, politicians realized the power of radio and television. What is more important, they began to understand the almost intolerable difficulties imposed upon broadcasters in an election year. Some of the difficulties were illustrated in the Volunteers for Stevenson complaint to the FCC regarding the alleged Republican blanks, the cancellation of a scheduled telecast by Senator McCarthy on KING-TV Seattle, the complaint to the FCC by the Progressive Party charging stations had violated the law by refusing to carry a speech by the Progressive Presidential candidate.

Enough of these problems have come up during this campaign to make politicians of both major parties acutely aware that an overhauling of the political broadcasting law is needed before another political season arrives.

We have reason to believe that at the next session of Congress the legislators will be receptive to suggested changes in the law. There will be a chance for broadcasters to present their case to a far more interested audience than they have heretofore been able to talk common to in evidence.

It is a chance they cannot afford to squander. They must begin work now on proposed legislation which will improve their own lot in political years and yet will be acceptable to Congress.

At the last session, it will be recalled, at least four different amendments to the political broadcasting section of the Communications Act were offered, but none survived. For the broadcasters were not united in support of legislation. It is probably just as well that all these pieces of legislation died, for although each had its own merits, each also had defects that could have added to the broadcasters' burdens.

All had one characteristic in common. They were drawn up in haste and without adequate consideration.

The next proposal to correct the law must not suffer from these shortcomings. If work is begun at once on framing proposed legislation, there will be time to prepare it carefully for introduction at the next session.

It is a job which should be given highest priority by the NAB and the most skilful and experienced legal advice it can draw on.

For once, the Congress will be not only willing but actually eager to listen. What it hears had better be good.

joyce clyde hall

The "Hall" in the Hallmark Greeting Card Co. is a rangy, soft-spoken individual who set out to create a brand-name preference for his firm's product despite warnings from the experts that his advertising dollar would benefit—not only his own Hallmark cards—but those of the entire greeting card industry.

But Joyce C. Hall knew what he was about and with steady growth, his company by 1945 was the unchallenged leader of the industry. Hallmark employs more than 2,800 persons at its main headquarters in Kansas City, Mo., and at branch plants in Kansas and Missouri.

The Hallmark president had requested three of the nation's leading advertising agencies to survey the market for him. The agencies came to the conclusion that a greeting card was such a personal thing—an expression of friendship and sentiment—that it would be hard to advertise a brand name effectively.

President Hall recalls: "They said our advertising also would benefit other greeting card publishers, but we felt this was all right. For in addition to establishing a brand-name preference for Hallmark Cards, we were interested in building up the quality greeting card market—a development that we felt had to go hand-in-hand with the progress of our company."

Network radio was chosen by Mr. Hall to tell the story of Hallmark Cards to the nation, after his careful review of all media. Mr. Hall says:

"Our first radio program was the Tony Wons Show, on which Tony Wons read poetry—and sentimental verses from Hallmark Cards. The show was a definite success. Tony Wons acquitted millions of Americans with the variety, beauty, convenience and good taste of Hallmark Cards."

A number of radio programs since then have been sponsored by Mr. Hall's company, including the Charlotte Greenwood show, the wartime Meet Your Navy Show, the Hallmark Radio Readers' Digest and the current Hallmark Playhouse [CBS Radio 9-9:30 p.m. Sunday].

This month, on Nov. 23, the Hallmark Hall of Fame returns on NBC-TV, replacing the summer television program, Hallmark Theatre. Hall of Fame dramatizes high points in the lives of famous persons. During the past season on two occasions Hallmark sponsored the hour-long Amahl and the Night Visitors, composed and directed by Gian-Carlo Menotti. The opera's Christmas Eve performance received a

(Continued on page 96)
HERE'S WHAT YOU GET FOR A BUCK IN NEW YORK!

For every dollar you spend on New York radio stations, you reach

<table>
<thead>
<tr>
<th>2700 homes on WOV</th>
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<tr>
<td>2564 homes on Independent Station A</td>
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<tr>
<td>2564 homes on Independent Station B</td>
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<tr>
<td>2380 homes on Network Station A*</td>
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<tr>
<td>2000 homes on Independent Station C</td>
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<tr>
<td>1886 homes on Independent Station D</td>
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<tr>
<td>1333 homes on Network Station B</td>
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<tr>
<td>1136 homes on Network Station C</td>
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<tr>
<td>1076 homes on Network Station D</td>
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<td>883 homes on Independent Station E</td>
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</tbody>
</table>

Based on minimum published rates for one minute daytime announcements and station's own coverage claims. Ratings by Pulse, Inc. Detailed information on request.

* Station breaks only

Originators of Audited Audiences

5000 WATTS

Representatives:
John E. Pearson Co.

730 FIFTH AVE., NEW YORK 19 • ROME STUDIOS: VIA di PORTA PINCIANA 4

BROADCASTING • Telemacasting

November 3, 1952 • Page 59
DALE ROBERTSON appointed general manager of WENT Gloversville, N. Y.

JOHN ROSSITER, general manager, WTVN (TV) Columbus, Ohio, to WJTV (TV) Jackson, Miss., in same capacity.

DON RICH, account executive, WOND Pleasantville, N. J., appointed representative at station's newly opened New York office in Suite 903, 1664 Broadway. Telephone is Judson 6-8547.

TERRY MANN, account executive, appointed sales manager, KHJ Los Angeles. He succeeds LEON WRAY, resigned to become Intermountain regional sales representative for Ziv TV Programs, with headquarters in Denver.

TED WORK, WBTM Danville, Va., to WNAV Annapolis, Md., as manager of station's Laurel, Md., studio.

CHARLES BERNARD, radio department of Music Corp. of America, N. Y., to sales staff of WJZ New York.

RALPH BROITMAN, Benton & Bowles, N. Y., to research and promotion staff of Headley-Reed Co., N. Y., station representation firm.

O. L. TAYLOR Co., station representative firm, appointed to represent KTBC-TV Austin, Tex, slated to start operation Dec. 1.

**Personals ...**

WILLIAM M. SAVITT, president and co-owner, WCCC Hartford, Conn., presented 1962 Citizenship Award by Jewish War Veterans. . . . JOSEPH H. McCONNELL, NBC president, named to head Salvation Army's 1963 fund-raising appeal in Greater New York.

HAROLD SEGAL, sales staff, WORL Boston, Mass., is teaching course in Radio-TV Promotion and Sales at Communication Arts Div., Boston U.


**LAB TO CONVENE**

**Thursday at New Orleans**

FALL MEETING and election of officers of the Louisiana Assn. of Broadcasters is set Thursday in New Orleans, according to LAB President George H. Thomas, KVOL Lafayette. The meeting will close with a dinner dance at the Jung Hotel that evening.

Featured speakers will be Carl Haverlin, BMI president; Richard P. Doherty, NARTB Employee-Employer Relations director; Henry Clay, NARTB Sixth District director, KWKH Shreveport; Max Thomas, Louisiana Press Assn. president; Thad Holt, WAFI WAFM-TV Birmingham, and others.

**WLIR Block Increase**

WLIR New York has revealed that business for its Negro programming block is up 29% for the third quarter of this year as compared with the same period last year. New accounts for the Negro programming, which runs from 7 a.m.-12 noon daily and 2-6 p.m. EST Saturdays, include Grove Labs., Miles Labs., Red Cross Salt and Black Draught Cough Syrup.

**PSI-TV PLANS**

**Setup Nears Completion**

PHYSICAL organization of PSI-TV will be completed as soon as production studios in New York and Hollywood are acquired, Paul White, president, announced Tuesday before leaving for a business trip to Europe.

"Our schedule is well ahead of that announced two years ago," Mr. White said. "We are in negotiations for studios in Hollywood and New York. In addition to executive offices in New York, we have a separate film center, also in New York, and sales offices in Boston, Chicago, Beverly Hills and London."

Mr. White said PSI-TV had completed arrangements with Gaylorld Hauser, author and lecturer, for a new series of quarter-hour TV films and radio transcriptions. Another PSI-TV film series, Play of the Week, will go into production shortly, Mr. White added.

While in Europe, Mr. White will inspect first rough cuts of Orient Express, a film series being produced on location in Berlin, Paris, London, Rome and Istanbul, and also plans to arrange for distribution of his company's film series in England.
Network Election Plans (Continued from page 27) later under sponsorship of Admiral Corp. Heading overall operations will be Thomas Velotta, vice president for news and special events at ABC, assisted by John Madigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events.

Four commentators, comprising a radio-TV team, have been lined up for the night, including Walter Winchell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret McBride, & Dr. George Gallup, Paul Harvey, Quincy Howe, George Sokolosky, Ted Malone, Leo Cherne and Walter Kierman. ABC will have a staff of 300 at its New York headquarters.

DUMONT
DuMont will use CBS-TV's Westinghouse coverage of the election on its 12 O stations plus WGN-TV Chicago, beginning at 9 p.m. From 8:30-9 p.m. election night, DuMont will present the Keep 'Em Posted forum program with Martha Rountree and Lawrence E. Spivak as moderators. Archibald Crossley, John Roosevelt and James A. Farley will discuss the topic, "Who Will Win — Eisenhower or Stevenson?"

Election night broadcast will be made available by all networks to Armed Forces Radio Service for transmission to U. S. troops overseas and to naval vessels at sea.

Returns will be broadcast all over the world in 46 languages, starting at 7 p.m. Tuesday and continuing to Wednesday morning, by the Voice of America. A staff of 300 announcers, reporters, technicians and special correspondents will assemble material and broadcast it from headquarters in the General Motors Bldg. in New York. The Voice will have at its disposal the facilities of the major press services and radio networks. Special repetition patterns have been worked out for broadcasts beamed behind the Iron Curtain, to circumvent Soviet jamming.

Other broadcasts around the world will be over the short-wave station, WBAL, Boston, starting at 7 p.m. and lasting until 5:30 a.m. Wednesday. The program will be presented on three wave lengths: 6.015 mc in the 49 meter band, which beams directly to Europe, and 9.585 mc in the 31 meter band and 11.79 mc in the 25 meter band, which are beamed at the western hemisphere, especially, but reach other areas of the globe, including parts of Africa.

GENERAL Foods Corp., New York, has announced net sales for six months ended Sept. 30 were $594, 248 compared with $383,440,951 in same period of 1951. Six month net earnings were $1,052,997 equal to $1.31 per share as against net earnings of $8,613,701 or $1.47 per common share in the same period last year.

BROADCASTING • Telecasting

770 KC CASE
WJZ Again Petitions FCC

WJZ New York has petitioned FCC to reconsider its Sept. 30 action further extending the special service authorization of KOB Albuquerque to operate on WJZ's clear channel 770 kc [BT, Oct. 6]. ABC's key outlet, WJZ urged the Commission to end the 11-year "temporary" tenure of KOB on 770 kc by requiring it to return to 1030 kc, its licensed channel on which it has not operated in order to protect WBZ Boston.

KOB's frequency problem grew out of the 1941 reallocation of U.S. standard stations according to the provisions of the North American Regional Broadcasting Agreement. FCC's Sept. 30 action also included consent to amendment of KOB's application to show Time Inc. and ex-FCC Chairman Wayne Coy as new owners and removal of the case from the pending file to proceed "as expeditiously as possible" to render a proposed decision.

WJZ requested that (1) the six-months' extension of the SSA for KOB be set aside; (2) KOB be ordered to return to 1030 kc (with such extension for 48 hours on 770 kc as may be needed to adjust KOB's transmitter); (3) that the 770 kc record compiled in 1946 be dismissed or returned to the pending file to await a decision in the clear channel proceeding; and (4) KOB and WBZ be ordered to show cause why they should not afford each other substantial protection on 1030 kc. The 1945 hearing involved KOB's bid for regular license on 770 kc.

Cites Court Opinion
WJZ pointed out that the court opinion of July 19, 1951, which remanded the KOB case to the Commission, "makes it clear that the Commission has adequate legal authority" to return KOB to 1030 kc "temporarily" even over WBZ's protest," pending solution of the case.

A "more permanent solution (pending the outcome of the clear channel decision)," WJZ's petition said, "would be to order KOB and WJZ to show cause why they should not modify their operations to provide substantial protection to each other. . . . Both WBZ and KOB would in this way be able to serve substantially the same areas they now serve."

WJZ explained "the costs to KOB of adding one tower and to WBZ of moving one tower" to effect the mutual protection «would be insignificant compared with the losses which KOB's illegal operation has caused WJZ over the past 11 years. Such operation on 1030 kc would be in accordance with all Commission rules and would not require further 'exceptional' action. It would not prejudice the clear channel case. It would carry out the court's mandate calling for a prompt extension expeditiously reached."

WITH EFFICIENT NEW ALTEC CONSOLES

The Altec 250A and 230B consoles represent a new quality standard for speech input equipment. Their frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. They are compact and completely self-contained, without external power supplies, junction boxes or other equipment. Flexibility, compactness, accessibility and ease of operation are just a few of the outstanding features of these new consoles.

250A console For the ultimate in quality control the 250A Console is the finest unit ever made for AM, FM or TV studio use. Its compactness is made possible by the use of newly designed miniature plug-in preamplifiers, line amplifiers and power supplies. The preamps are only 1"x4¼"x9". You will find that the new Altec 250A Console leads to better control, more economical operation.

Frequency Response (a) 1 db 20-30,000 cycles)

Very low distortion

Very low noise level

As many as 12 balanced line inputs (mix 4 simultaneously)

4 line inputs

4 utility inputs (mix 4 simultaneously)

Miniature plug-in amplifiers and power supplies

Color coded cabinets according to function

Two output channels with illuminated Vu meters

Complete patching panel

Only two amplifier types, three tube types

Built-in tube checking facilities

Compact (36"x21"x15" including desk)

230B console The 230B is the ideal console for small station or individual studio operation. It has eight low level microphone or turntable inputs controlled by four mixing controls and four line inputs controlled by two mixers. Its low height (9¾") provides maximum studio visibility. The controls are color coded and all parts are readily accessible. No other console in its price range offers as much as the Altec 230B.

ALTEC TUBE RADIO MANUFACTURING CO.
9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York
OBA FALL MEETING
Chairman Walker to Speak

PCC CHAIRMAN Paul A. Walker, honorary member of the Oklahoma Broadcasters' Assn., leads the list of speakers to address the association's fall meeting in Norman, Nov. 18-19.

Special sessions are planned on sales, announcing, news, sports and community relations. Broadcast executives are urged to bring along members of their staffs in order that they may attend the workshop sessions. Allan Page, KSWO Lawton, Okla., and president of the association, suggested early registration because of the possibility that John R. Freeman, of the U. of Oklahoma.

NIMO PAUL, creative musical head of Phil Davis Musical Enterprises, N. Y., has written a symphonic poem entitled "The Cycle."

Advertisement

Baked beans in Boston—chili con carne in Texas

To capitalize on regional tastes and preferences spot radio does a job, say Printers' Ink Editors.

Since the release of Printers' Ink's "National Spot Radio" report, radio stations across the country have solicited and sold spot campaigns to many local, regional and national advertisers.

Reprints of this remarkable study are now in the hands of hundreds of Radio executives. And advertisers tell us that it has helped them to a better understanding of your medium.

In its editors listed ten specific ways to use Spot. Specific No. 5, "To capitalize on regional tastes and preferences," points out clearly the differences every advertiser encounters. Baked beans sell well in Boston, but if you happen to make a good dish of chili con carne, Texas is a good place to start.

In the Far West sport clothes are worn for work and play. Everybody wears seersucker clothes in New Orleans, but you don't see many suits of this material in New York. Spice sales in California are about twice the sales in the Middle West. They like their groceries hot out there.

Even programming changes from market to market. On a 500-mile trip in any direction your car radio will bring you a variety of shows. "Often one section will prefer one radio personality or type of programing, and it will turn a deaf ear to the darlings of other areas," wrote our editor.

Any station, anywhere, that has not settled down to telling its readers regularly about its station and market (more than 16,000 of our circulation are buyers of advertising) is in for a real surprise.

In Printers' Ink, the Voice of Authority, you can tell the advantages of a spot schedule built and released to capitalize on the tastes of your own region. Here, in one magazine, you can tell your story week after week, at a modest cost, to the buyers of advertising. Here, in one magazine, you plug up the market for your representatives and make your direct mail more effective.

We are ready to help you add new customers to your present list of successful accounts. When may we call and tell you our complete story? Contact any of our five offices, or write me direct.

ROBERT E. KENTON, JR., Advertising Director

YOLANDA TINI, Westinghouse Corp. to accounting department, KYW Philadelphia. CHARLENE MacGOWEN, WCAU that city, to KYW merchandise staff. BETTY DAVIDSON, Philadelphia Evening Bulletin, to KYW program department.

BERNIE LaPLANTE, appointed sales promotion manager at WTAG Worcester, Mass., succeeding BEN J. QUINN. JEANETTE BELTZ added to WTAG staff as special program assistant on Julie n' Johnny show.

EDEL WITTKUS, Phillies baseball player, to sports staff, WPTF Albany, N. Y.

ANNE HAYES, director of women's activities, KCMO Kansas City, named first national honorary member by American Women's Business Assn.

JEAN HERSHOLT, star of CBS Radio Dr. Christian, named to Christmas Seal Fund Committee of L. A. County Tuberculosis & Health Assn.

L. A. RY SAUNDERS, announcer, WRC Norfolk, Va., to announcing staff, WHYU Newport News, Va.

ALLAN BERG, program director, KALI Pasadena, to KRKD Los Angeles, as staff announcer and disc m.c.

JOAN SPENCER to music library, KSF San Francisco.

JIM AYCOCK, program director, WMFC Monroeville, Ala., to announcing staff, WBAM Mobile, Ala.

HARRY TINLEY Jr., announcer, WBTM Danville, Va., to WREV Reidsville, N. C., in same capacity.

JOAN MILLAR to WMTR Morris-town, N. J., as advertising copywriter.

CLAUDE MERRITT to cast of Riddle Road on WOAL San Antonio, as featured vocalist.

HELEN STROHM, Hollywood juvenile radio actress, assigned role of Kathy on NBC radio Father Knows Best.

DORIS FOLK, traffic coordinator, KGO San Francisco, to KESM San Mateo, in similar capacity. EDYTH TRIMBLE BENNETT, commercial program director, WDBU New Orleans, to KSVM as Barbara Allen on Barbara Allen Show.

‘JUKE BOX’

WSB Polls Listeners

WSB Atlanta, Ga., reports “amazing success and significant results” after applying a “Juke Box” radio concept to the program preferences of its listeners. The idea may even revolutionize program scheduling practices, the station feels.

WSB launched the experiment Oct. 15, asking listeners to phone in their preferences by program category between 5 and 9 p.m. for use at a later hour. Station reported total of 1,276 calls, with mystery-adventurer and classical music formats running one-two. Sole promotion consisted of chain-break announcements at half-hour intervals until 9 p.m.

Elmo Ellis, WSB program director, claimed results indicated people are “more interested in programming than they have had a chance to show.” He labeled the experiment an “ideal method” for programming schedules and said it goes a step beyond the ordinary survey.

"It gives you a chance to determine the success of a program idea before its presentation,” he noted.

Vermont Maple Syrup

1925 Crop—ideal for Christmas Gifts

Hot-packed • Vacuum-sealed • Safe to store anywhere

Gallons $6.50 Quarts $2.00
Half-Gallons $3.50 4 Quarts in Carton $7.00

Many firms ship our syrup to their gift lists annually, F.O.B. Waterbury, Vt. Check with order, please.

We will fill your orders in quantity, even to half gallon cases. Ready to refrigerate upon opening. Beautiful Maple Leaf containers.

Order forms will be rushed shipping Charge to all states.

MONEY-BACK GUARANTEE OF SATISFACTION NO ORDER TOO LARGE, NONE TOO SMALL

L. E. & G. R. SQUIER, Waterbury 6, Vermont

GRADE A—100% PURE
date should now be "early 1953." It is seldom that you give anyone an opportunity for a display of righteous indignation by even your minor omissions. Perhaps it is your own high standards that generate a desire by your readers to add or correct?

* * *

Jim L. Rubenstein
President
Trans-American Television
Corp.
Philadelphia

Fry's Fan

EDITOR:

There is no doubt that your story in the Oct. 27 issue was correct in stating Governor Stevenson's use of radio and television has been more effective than General Eisenhower's.

I had thought that this was probably due in the main to the superior skill of Ken Fry of the Democratic National Committee. Regardless of our political leanings, I think those of us in the business must admire Mr. Fry for his sensitive, imaginative and brilliant use of radio and television. I feel he has set new standards.

* * *

J. C. Dine
Dir. of Public Relations
Zio Television Programs Inc.
New York

Political Pitfall

EDITOR:

The [implication] of favoritism in the current Presidential campaign...recalls to my mind a mess that I once innocently found myself involved in.

We had a local option election coming up in a West Texas county back in 1938. I, as commercial manager of a radio station, was approached by the wet forces who sought to purchase all available spot announcements and program times. This group was told by me that the dry forces would have to be furnished with the same facilities to argue their side, that the time would have to be divided equally on a commercial basis.

The drys finally contacted me, heard the story, leaving my office saying they would be back to contract for the time periods. This they never did. When the set deadline was reached, a contract was consummated with the wets.

Then all hell broke loose.

The drys hit the streets with thousands of circulars containing a statement that our station had sold out to the wets, had refused time to the drys. The prohibition forces of America, the Anti-Saloon League of America, the WCTU and the late Senator Shepard of Texas, another leading prohibitionist, were brought to join the fight against our 100 w outlet. Through Senator Shepard's effort, we received a "show cause" citation from the FCC. There was plenty of anxiety before the whole mess was finally lived down....

C. M. Garnes
WSAV Savannah, Ga.

Great Day

EDITOR:

KFNF had complete coverage of the biggest day that Shenandoah has ever experienced. We not only had the President of the United States as a guest of the annual Harvest Jubilee, to ride in our parade and make a speech, but we also had his bitterest rival and opponent [Sen. Robert A. Taft] to duplicate his actions, nearly, on the same day, in the same parade and on the same platform.

To my knowledge nothing like this has ever happened to a town before—especially a town of this size. Our cup would have been running over if we could have had them meet. But I suppose you can't have everything...

Wip Robinson III
News Editor
KFNF Shenandoah, Iowa

For further information, write for folder "The Soundmark of Your Station." Or, just fill in the coupon below.
“GOOD NEWS” Sends 2,000 Sweaters to the Cleaners

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Citys, has sponsored “Good News” on WOC since February, 1950 . . . five 5-minutes weekly, with Mary Louise Marshall handling woman-rated commentary.

Firm’s only media advertising, “Good News,” has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions, e.g., last Fall, Yerbury made special dry cleaning offer to consumers. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses handled; Yerbury had 2000 bags on hand—plus doubts that there were many sweaters in area needing cleaning.

BUT “GOOD NEWS” TURNED THE TRICK. Helped deliver the news, in less than 3 weeks, . . . and there were 2000 freshly cleaned in the Quint-Cities. Take your cue from Yerbury-Dana . . . buy at their local “cash register level” and you’ll buy on this station.

KNEW COMPLAINT Against KXLY-TV Tower Site

COMPLAINT against permitting use of Mt. Spokane, 25 miles north of Spokane, Wash., by KXLY-TV [AT DEADLINE, Oct. 27] is based on two premises, according to the papers served on the Ed Cranberry-Bing Crosby TV station by grantee KNEW. It was held that construction of a tower would mar the beauty of the state-owned park, and that the Browne Mt. site chosen by the KNEW applicant is superior to the Mt. Spokane site in coverage of the Spokane area.

In addition to KNEW, plaintiffs include a Mr. and Mrs. Sidney W. Streeter, owners of Browne Mt., which KNEW optioned for its TV site. If KXLY-TV is successful in transmitting from Mt. Spokane, KNEW said that it would have to join KXLY-TV there, due to the prestige involved. This would damage Mr. and Mrs. Streeter, in that they would lose their opportunity to sell their property because of competition from the state, the complaint stated. The summons and complaint were filed in the Washington State Superior Court in Spokane.

KXLY PETITION Would Enlarge Hearing Issues

PORT ARTHUR College, licensee of KXLY Port Arthur, Tex., and applicant for vhf Channel 4 there, petitioned the FCC last week to enlarge the issues in the competitive hearing on that channel so as to require comparison of Port Arthur and Beaumont under Sec. 307(b) of the Communications Act. The section calls for fair and efficient distribution of facilities among the states and communities.

Other applicants for Channel 4 there are Smith Radio Co., Port Arthur, and Lufkin Amusement Co., Beaumont. They are also parties to the hearing. KXLY noted that the cities are 16 miles apart and are distinct and separate communities, hence the applicability of the Sec. 307(b) issue as allowed by FCC in the Channel 21 hearing for NBC station WTEN, Ore., and KUTW-Wash. [B-T, Oct. 13]. KXLY also asked FCC to waive 307(b) last week to accept amendment of its Channel 4 bid so as to increase daily hours of operation from 6% to 16% and change estimated cost of construction from $298,125 to $320,125.

Air Coach Agency

COMPLAINTS that a Buffalo user of radio time, Royal Air Coach Agency, failed to provide air transport reservations purchased from it, have been referred to Civil Aeronautics Board by the Better Business Bureau. Similar types of complaints involving freelance ticket agencies have been received by BBB branches in Boston and Chicago.

WINN-COLONELS McTigue to Air Baseball

PRESIDENT and General Manager Harry McTigue of WINN Louisville and the station’s sports director Jim McVeigh, will air play-by-play broadcasts of the Louisville Colonels baseball games next year. Mr. McTigue is a former sports announcer.

The WINN program supplants Don Hill, who for 14 years was “Voice of the Colonels” on WAVE that city, which did not bid for the baseball broadcasts for next season, because of FCC commitments. WAVE had carried the American Assn. club’s baseball games recorded at 10:16 p.m., with Mr. Hill announcing.

Only other time-of-play broadcasts before the new WINN arrangements had been those by WRXW (FM), a WAVE affiliate which went off the air Sept. 22 [B-T, Oct. 6].

TITO GUZAB, star of KTTV (TV) Hollywood’s program, Tito Guzab Show, has signed an exclusive two-year contract with the station.
Daytime’s Flying Sorcerers

THE PAUL DIXON SHOW
— the best way yet for you to bewitch the network daytime TV audience — economically!

It’s the nation’s zaniest, most imaginative and most successful TV disc jockey show. It’s live, too, in every sense of the word. Especially when Dixon and his distaff sergeants, Wanda Lewis and Dottie Mack, do their famous pantomimes to the tune of the country’s top records.

And speaking of records, the PAUL DIXON SHOW had a not so zany average program rating of 10.1 from October ’51 to September ’52 when it was local (against 5.8 for Station B and 2.6 for Station C)*. Which gives you some idea of how this show will stack up now that it’s on the Du Mont Network.

For an across-the-board network program that will put across your sales message to the most entertained audience in daytime TV, find out today how the PAUL DIXON SHOW can help your Dollars Do More On Du Mont.

*Pulse, Cincinnati
REPRESENTING LEADING TELEVISION STATIONS:

Davenport  WOC-TV*  
(Central Broadcasting Co.—WHO-WOC)

Denver  KBTV
(Colorado Television Corporation)

Fort Worth-Dallas  WBAP-TV*
(STAR-TELEGRAM)

Louisville  WAVE-TV*
(WAVE, Inc.)

Miami  WTVJ
(Wometco Theatres)

Minneapolis-St. Paul  WCCO-TV
(DISPATCH-PIONEER PRESS)

New York  WPIX
(THE NEWS)

St. Louis  KSD-TV*
(POST-DISPATCH)

San Francisco  KRON-TV*
(THE CHRONICLE)

*Primary NBC Affiliates
"HE SAID OVER 15,000,000 PEOPLE COULD BE WATCHING US TONIGHT!"

As of September 22, 1952, the stations listed at the left cover nearly five million television homes—offer a potential audience of perhaps 15,000,000 viewers, or nearly 10% of the United States' total population.

Actually, of course, no advertising medium ever *reaches* its total "potential" audience. But if you would like some conservative and reliable figures—and costs—for actually *reaching* television viewers in any or all the markets at the left, we have them for you. A lot of conscientious work has gone into this research. You'll be interested!

**PETERS, INC.**

*Representatives Since 1932*

NEW YORK  
CHICAGO  
ATLANTA  
DETROIT  
FT. WORTH  
HOLLYWOOD  
SAN FRANCISCO
HELICAL DESIGN MAY BE APPLIED TO VHF ANTENNAS

A new twist is being used in development of the VHF high gain Helical TV antenna. Heretofore, most UHF advancements stemmed from VHF developments. This is one instance where the procedure is being reversed.

Design Used For VHF

General Electric engineers, realizing the effectiveness of the UHF helical design, are investigating its adaptation to VHF-high channels. Distinct advantages of this application would be: (1) very high gain per antenna bay—tests now indicate this gain might be as much as 4 per bay; (2) a single feed point per bay to eliminate a multitude of complex adjustments; and (3) application will find itself particularly useful since many stations at the same location would be able to stack or combine their antennas on the same tower.

G.E. equips highest transmitter in the country

New 5 kw transmitter and 3-bay antenna installed on mountain 9,054 ft. above sea level

The highest television transmitter in the country has just been installed by Station KSL-TV, Salt Lake City, Utah. The G-E 5 kw VHF transmitter and 3-bay antenna have been put on top of 9,054 ft. Coon Peak in the Oquirrh Range. The tower is 270 ft., bringing the combined total elevation to 9,424 ft. above sea level.

Vince Clayton, chief engineer for Station KSL-TV said, “On-the-air operation confirms our judgment that G-E equipment would perform most satisfactorily at our high altitude and under our extremely adverse weather conditions. We were also after wider coverage—and, again, General Electric filled the bill!”

NO RETUNING NEEDED AFTER WHEN-TV MOVES TRANSMITTER

Station Manager Applauds G-E Equipment Performance

In a letter to W. R. G. Baker, General Electric Vice-President, Paul Adanti, Station Manager and Vice-President of WHEN-TV Syracuse, told an outstanding equipment performance story resulting from the station’s recent move.

Mr. Adanti said, “On the night of September 6th, a crew of your engineers together with our people, moved our four year old G-ETT-3D transmitter from our Court Street studios to Sentinel Heights, a distance of approximately nine miles.

“There are several things about this move I should like to call to your attention. In the first place, under the supervision of your men, the move was completed in approximately nine hours from switch-off to switch-on, a feat which enabled us to make the change of location with no loss of air time. The second, and in my estimation, the most important thing, is that after being banged and bounced and otherwise subjected to treatment I’m sure your design engineers do not list under ‘normal operating conditions’, that four year old transmitter not only produced a perfect picture as soon as power was applied, but the meters registered the same readings as before moving, even though the transmitter was not retuned!

Crew Praised

“Finally, and by no means least, the General Electric engineering crew in charge of the move was tops and handled all the details smoothly, efficiently, and skillfully.”

Wells R. Chapin

After 32 years of amateur radio operation, Wells R. Chapin counts as many friends in that chosen field as in the business world.

A graduate of St. Louis University, Mr. Chapin has many years of experience in nearly all phases of commercial and military electronics. He was chief engineer of station WIL in St. Louis for a year and a half prior to joining General Electric.

War Experience

During World War II he worked as a field engineer for the Raytheon Manufacturing Co. His experience includes work on radar, sonar, and radio communications and the problems allied to using this equipment on airplanes and ships.

ELECTRIC
INDICATING FCC’s temporary “speed up” processing plan of Oct. 15 is beginning to take effect, the Commission last week issued grants for 10 more new TV stations, including for about 80 channels in 50 different areas. These authorizations boost post-thaw permits to 92 and the total number of TV stations in the U.S. to 200.

Of the 92 post-thaw construction permits, 83 are for commercial stations and 9 for noncommercial, educational outlets. Of the 200 stations announced in the last four weeks (see story, this page), 33 are for commercial stations and more than 50 are for uhf, the report said.

An unofficial check of applications now designated for hearing or noticed shows nearly 100 bids contested for about 80 channels in 50 different cities. Hearings for a few of these cities are already underway and several others are to begin in the next few weeks (see story, this page).

Hearing Backlog

The temporary speed up plan, announced in September and effective Oct. 15 [B&T, Sept. 22], seeks to expedite processing of applications for uncontested channels in cities presently without service. FCC ruled to suspend, for a limited time, further processing of contested applications where they are reached on the city priority lines in view of the large backlog of hearing cases already in hand. Cases already set for hearing will be worked on in the interim, however.

Last week’s authorizations, including one to WEST Easton, Pa., for uhf Ch. 61 at Bethlehem, Pa., to which three Commissioners dis- sented, were as follows:

Little Rock, Ark. (City priority Group A-2, No. 27)—Great Plains Television Properties Inc., granted uhf Ch. 23, effective radiated power 17.3 kw visual and 9.9 kw audio, antenna height above average terrain 510 ft.

Sioux City, Iowa (Group A-2, No. 38)—West Plains Television Properties Inc., granted uhf Ch. 35, ERP 18.5 kw visual and 10.5 kw audio, antenna height 580 ft.

Charleston, S. C. (Group A-2, No. 55)—WSCC Inc. (WSCC), granted uhf Ch. 5, ERP 100 kw visual and 50 kw audio, antenna 310 ft.

Pueblo, Col. (Group A-2, No. 63)—Star Broadcasting Co. (KCSSJ), granted uhf Ch. 5, ERP 12 kw visual and 6 kw audio, antenna 330 ft.

Atlantic City, N.J. (Group A-2, No. 68)—Neptune Broadcasting Corp. (WPFPG), granted uhf Ch. 46, ERP 18 kw visual and 9 kw audio, antenna 430 ft.

Muscle, Ind. (Group A-2, No. 67)—Tri-City Radio Corp. (WLBC), granted uhf Ch. 49, ERP 16 kw visual and 8.1 kw audio, antenna 500 ft.

Auburn, Ala. (Group A-2, No. 72)—Auburn Three WISE Inc. (WISE), granted uhf Ch. 62, ERP 23 kw visual and 7 kw audio, antenna 1,140 ft.

Waterbury, Conn. (Group A-1, No. 7)—WATR Inc. (WATR), granted uhf Ch. 55, ERP 245 kw visual and 125 kw audio, antenna 800 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Booth Radio and Television Stations Inc., granted uhf Ch. 64, ERP 5 kw visual and 14 kw audio, antenna 230 ft.

Bethlehem, Pa. (Group B-1, No. 80)—Associated Broadcasters Inc. (WEST Easton), granted uhf Ch. 21, ERP 2.25 kw visual and audio, antenna 600 ft. Chairman Paul A. Walker and Comr. Frieda B. Henonk and Eugene H. Merrill dissented, with Comr. Henonk issuing an opinion.

In other actions, the Commission set aside its order of July 23 staying the effective date of its July 11 grant of a construction permit to WKMB New Britain, Conn., for uhf Ch. 30. FCC ordered that the permit be issued, effective immediately. The stay order had been issued in connection with uhf channel reallocations in other cities to correct deficiencies in the Sixth Report [B&T, July 28].

FCC also announced grant of the request of KGMB-TV Honolulu for special temporary authority to commence interim operation on a commercial basis Dec. 1 on Ch. 9 with ERP of 500 w visual and 250 w audio from a single-bit antenna atop KGMB-AM's existing tower. The STA is good until April 1, 1953.

KXOA Sacramento, Calif., former Ch. 10 applicant, was notified its amended bid for Ch. 3 has been set for hearing with applications for KCRA and KROY scheduled Dec. 7 at Sacramento.

KZDA Pueblo, Col., was asked by the Commission to furnish additional information on financial qualifications and engineering data respecting its Ch. 3 application.

By memorandum opinion and order, the Commission denied a second petition of WISC Madison, Wis., seeking further reconsideration of the Sept. 22 denial of WISC’s request that uhf Ch. 3 now assigned to Madison for commercial use be switched to educational use and that uhf Ch. 21 reserved there for education be made commercial. WISC desired that all the uhf facilities there be devoted to commercial. Comr. Henonk and (Continued on page 108)

HEARINGS FACILITIES

POST-THAW comparative television hearings went into their fifth week before FCC examiners last week as the Commission, faced with commencement of several additional cases during the next fortnight, found itself without sufficient quarters to accommodate the proceedings.

By November 17, when hearings for five more communities are to commence, the Commission will have a total of 10 proceedings underway with another to begin Dec. 8.

Last week, Portland, Ore., Denver and Tampa-St. Petersburg hearings were in session in the Commission’s existing hearing rooms. Three more rooms have been found at FCC’s present headquarters, but it was reported unofficially, there is only speculation now where the other four or five will come from when they are needed.

In the past, FCC has used rooms of the Interstate Commerce Commission, Labor Dept., Commerce Dept. and the Post Office Dept. for various hearings. It is believed the Commission will have to “borrow” such quarters again to take care of TV.

On Nov. 12, the Wichita hearing on Channel 3 is to begin, while on Nov. 17 the Harrisburg Channel 27 case is expected to get underway. On the latter date, FCC also has scheduled hearings for certain applicants in the following cities: Flint, Mich.; Beaumont, Tex.; Dux- luth, Minn.; Sacramento, Calif., and Fort Wayne, Ind. The Canton, Ohio, Channel 29 case is scheduled Dec. 8.

12 Hearing Examiners Now

The Commission has an even dozen hearing examiners and has funds to name two more. These are enough to handle the cases for which dates have been thus far scheduled.

There is, however, a total of some 190 applications designated or notified for hearing in about 80 different channel competitions involving some 30 cities. Thus far, one examiner has been designated to hear all applicants for all channels in a given city.

Highlights of the Portland, Ore., Channel 12 hearing last week—aftermath of the earlier unexpected resignation of the general manager of one applicant during the proceeding [B&T, Oct. 21]:—

Further details concerning correspondence between the president of Oregon Television Inc. and the president of a Portland bank respecting latter’s policy on bank officers making investments in competitive situations. Letter had been requested by the bank head.

Testimony by Russell M. Colwell, a bank officer who is also a stockholder in Columbia Empire Telecasters Inc., that there is no bank rule precluding his TV investment. He volunteered that Oregon television principals involved in incident “apparently did it in collusion and they are perfectly willing that I should be a stockholder.”

Extensive cross-examination of Columbia Empire witnesses who are also principals in Portland (Continued on page 82)
DENVER U. Ignores Non-Commercial TV, Favors Business Approach

THE U. of Denver has adopted an official television policy which is based on cooperation with commercial television stations and ignores the availability of a non-commercial, educational channel reserved in its area by the FCC.

The university stated that its policy, announced last week, was based upon the assumption that its favorable experiences with commercial radio broadcasters would be repeated with commercial television operators.

The university said that since it and commercial operators "are mutually concerned with the public interest, convenience and necessity, ways and means will be found for the finest possible relationship, guaranteeing to the people of our community the richest use of our resources toward the mutual objective of their cultural and intellectual enrichment through the medium of television."

Its own objectives in utilizing TV, the university said, would be triplefold: To provide professional instruction in the field of communications, to provide adult education beyond the campus, and to keep the public informed of university activities.

It follows to its announced policy, the U. of Denver will not undertake a heavier programming load than it can produce with skill and finish. "The university will participate in television programming only when it can do so on a basis that will produce excellent results consistent with the high standards of the university itself," its statement said.

Not only will the university cooperate with commercial telesports but it also will offer its programs for sale to stations, agencies and sponsors.

The university said that "consistent with its belief in the American system of broadcasting based upon the sale of programs to commercial sponsors, the university asserts that the commercial sponsorship of its programs is not only a proper and legitimate arrangement but also one at the moment best calculated to bring to the university the financial resources requisite to its optimum use of television."

The school, of course, will insist on the right to approve sponsors and to retain complete control over the content and presentation of its programs.

In working out cooperative arrangements with commercial stations, the university will ask the stations to provide mechanical and engineering resources for the instruction of students. What the university hopes to achieve is a cooperative relationship that will give the commercial broadcasters programs and give the university practical workshops in which to train its students who are preparing to enter TV professionally.

The university intends to be strictly independent in its television policies. It said that although it had subscribed to the restrictive football television plan of the National Collegiate Athletic Assn., it did so of its own choice.

The university has entered certain agreements with other institutions and organizations (the NCAA) in regard to the release of its program resources for television (football)," the policy said.

"It has done so freely, believing that for the present wisdom dictates this course of action."

"It declares, however, that it is unequivocally opposed to any condition which, through threat of retaliatory action on the part of other institutions or organizations, would impose upon the U. of Denver any loss of its freedom to pursue any course consistent with its own judgment of proper conduct in the public interest."

All U. of Denver TV activities will be coordinated by R. Russell Porter, chairman and coordinator of the radio department.

WNBK (TV) Sales Up

WNBK (TV) Cleveland reported last week that its local sales for 1952 have increased 62.5% over the same period in 1951. Charles H. Philips Jr., WNBK sales director, said also that the station's national spot sales are showing a 44% increase. Combined figures of local and national spots business show an overall increase of 47.5% over 1951 figures.
PROBLEMS of costs, new talent and use of television film were explored at the radio and TV production group meeting at the 1962 Eastern Industrial Conference of the American Assn. of Advertising Agencies Inc., held at the Hotel Roosevelt in New York last Monday and Tuesday.

Speakers saw these topics as stumbling-blocks that have arisen during the formative days of television's growth and offered various recommendations to meet them in a manner consistent with the conference theme of "Creative Progress Is Our Responsibility."

Summarizing the problems that radio and TV personnel must solve to achieve "creative progress" was Lewis H. Titterton, vice president and director of radio and TV production for Colton Adv. Inc. Mr. Titterton, who presided at the session, subsequently outlined in detail the difficulties of effecting a wholly satisfactory solution with talent unions on production of TV film.

Basic disagreement at the present time revolves around the principle advanced by the unions of increased compensation for additional showings, Mr. Titterton declared. He claimed this principle is "brand new in Hollywood" and will create problems when the costs of a feature film, for example, are borne by sponsors other than the original advertiser.

"If the negative is to be encumbered by certain re-use payments," Mr. Titterton contended, "then the producer has to assess carefully the business risk involved in deflecting his recoupment part of his negative cost through re-uses of the film under secondary sponsorship."

Differing Approaches
Mr. Titterton emphasized there was no unanimity of opinion among the various unions as to the method of implementing the re-use principle. He cited the case of the Screen Writers Guild, which upholds indefinite re-use payments, in contrast with the Screen Actors and Screen Directors Guilds, which specify a cut-off point after which no further payments are required.

Mr. Titterton predicted that all parties concerned with the making of TV film would benefit by an agreement patterned after those effected by the Screen Writers and Screen Directors Guilds. He warned that if writers balked at this approach, producers who must rely upon syndication to recoup part of their investment face even darker days.

The future outlook for syndicated film was pictured as "sunny" by Dr. A. A. Affeldt, president of MCA-TV Ltd. He declared there is a market for film which "by virtue of its quality and top stars is expensive." Mr. Sutton conceded that these programs initially met resistance from advertisers because they were costly, but said they soon won acceptance.

Mr. Sutton predicted that the syndication film field will flourish if the industry places the emphasis on "good taste, competence of production plus intelligence in distribution." He saw need for entertainment programs, including children's dramatic shows and family situation comedies, at a price economically feasible for both advertiser and syndicator.

Turning to the problem of finding new talent for television, Rodney Erickson, manager of radio and television contact service for Young & Rubicam, proposed a three-way cooperative effort by the networks, the sponsors and the talent agencies to meet this challenge.

He presided over a panel discussion of the problem by Charles C. Barry, vice president in charge of programs for NBC; Gail Smith, associate member of the advertising production division of the advertising department of Procter & Gamble Co., and Herbert C. Rosenthal, vice president in charge of television for MCA.

NBC's Talent Technique
The network approach to the new talent question as practiced at NBC, is met by the auditioning program, the comedy development program and several other projects in the formative stage, Mr. Barry explained. He said the auditioning department has more than 7,000 performers classified and tries to audition new talent to the fullest possible extent.

"Our comedy development program encompasses those comedians who have the potential for the auditioning department as possible comedians," Mr. Barry continued. "We put them on programs in our theater where we invite talent people, agency people and advertisers."

Mr. Smith, speaking for the advertisers, confessed that assistance for dramatic actors and actresses was a perplexing problem though his company was continually on the look-out for talent that might become "a personality." He said he tries to encourage young actors and actresses by using them in minor roles when the occasion is propitious.

Mr. Rosenthal advanced two recommendations for the development of new talent. One encompasses a commitment from all major networks to run a half-hour program, 52 weeks a year, on which aspiring performers could "expose" their talent. The other envisioned the use of new talent during the months of July and August.

During a question-and-answer period, Mr. Barry expressed the opinion that the new talent would come from the stage and nightclubs, rather than local television stations throughout the country. He based this optimism on the realization that the local station did not have the money to experiment and attempt programs that were different.

Live Shows' Merits
In a discussion on costs, Paul Philips, radio and TV director of the Aitkin-Kynett Co., Philadelphia, defended the live show, rather than film, as the saviour of television's future, both on the national level and "to a very great degree on the local level." He cited the saving of television production and cooperation among station, agency and advertiser and cited case histories of success stories to support his contention.

The costs question was further explored by Arthur Bellaire, head of television and radio commercials for BBDO, and E. Carl Winckler, manager of production for CBS. Mr. Bellaire outlined the way by which old commercials could be re-edited and re-used, old industrial films could become part of a film commercial and shots in commercials that run over a long period of time could be repeated in later stages. Mr. Winckler illustrated the use of new production techniques to reduce costs and to enlarge the range of story material.

He listed such developments as a special paint for use on new type of flats that results in cleaner pictures and an electronic process that creates rain with no water at all.

At an international advertising group meeting Tuesday afternoon, Alfred J. Scapone, vice president of McCann-Erickson, reported on "Television Overseas—Its Problems and Its Opportunities." He declared that access to the advertising opportunity existed in South America but warned that "if you want to take full advantage of TV's opportunities abroad...you've got to continually help all phases of TV" there.

Entertainment was provided at Tuesday morning's session by NBC comedians "Bob and Ray" in a skit on how to become a successful junior advertising executive.

The two-day meeting opened Monday with a talk on "The Challenge of Creative Thinking" by Marion Harper Jr., chairman of the conference and president of McCann-Erickson. Other first-day speakers were Bayard Pope, vice president and account group head of BBDO, on "A Look at the Account Executive," and John P. Cunningham, executive vice president of Cunningham & Walsh and chairman of the AAAA board, on "The Creative Challenge in the Job Ahead."

At the two-day sessions were special panel discussions aimed at such specialized phases as mechanical production, research management and copy.

ABC-TV Signs KGMB-TV
KGMB-TV Honolulu will become an ABC-TV affiliate Dec. 1, its target date for commencement of operations, Alfred R. Beckman, national director of the ABC radio and television station relations departments, announced last week. The station, assigned Ch. 9, is owned by Hawaiian Broadcasting System, limited, which is under the general managership of Vice President C. Richard Evans. Signing gave ABC its 67th affiliate, KGMB-TV also will be with CBS-TV [B*7, Oct. 27, also picture above].

November 3, 1952 • Page 71
NEW STATION GRANTS

Listed by States

LITTLE ROCK, Ark.—Great Plains Employees Properties Inc. Granted uhf Ch. 33 (542-543 mc); ERP 17.5 kw visual, 9.9 kw audio; antenna height above average terrain 310 ft., above ground 454 ft. Estimated construction cost $254,150, first year operating cost $125,600, revenue $215,000. Post office address U.S. Stations, 502 Broadway, Little Rock, Ark. 72201.

PUEBLO, Colo.—The Star Best Co. Granted uhf Ch. 6 (561-562 mc); ERP 15.0 kw visual, 9.9 kw audio; antenna height above average terrain 335 ft., above ground 454 ft. Estimated construction cost $200,000, first year operating cost $84,500, revenue $135,000. Post office address 531 West 8th St., Pueblo, Colo. 81001.

PRINCETON, Ind.—Principals include President and Secretary-Treasury Fred Roman of WWSW, Columbus, and Fred Roman and Secretary-Treasury T. Lohnes of WZPN, Indianapolis. Granted uhf Ch. 6 (561-562 mc); ERP 25 kw visual, 15 kw audio; antenna height above average terrain 450 ft., above ground 454 ft. Estimated construction cost $340,000, first year operating cost $197,000, revenue $340,000. Post office address 532 N. Main St., Princeton, Ind. 47670.

PITTSBURGH, Pa.—Great Plains Employees Properties Inc. Granted uhf Ch. 19 (540-541 mc); ERP 18 kw visual, 9.9 kw audio; antenna height above average terrain 330 ft., above ground 454 ft. Estimated construction cost $200,000, first year operating cost $100,000, revenue $180,000. Post office address U.S. Stations, 502 Broadway, Little Rock, Ark. 72201.

PORTLAND, Ore.—Great Plains Employees Properties Inc. Granted uhf Ch. 19 (540-541 mc); ERP 18 kw visual, 9.9 kw audio; antenna height above average terrain 500 ft., above ground 548 ft. Estimated construction cost $550,000, first year operating cost $254,000, revenue $550,000. Post office address U.S. Stations, 502 Broadway, Little Rock, Ark. 72201.

ROCKFORD, Ill.—United States Corporation Legal counsel. Granted uhf Ch. 2 (531-532 mc); ERP 15 kw visual, 9.9 kw audio; antenna height above average terrain 620 ft., above ground 447 ft. Estimated construction cost $40,000, first year operating cost $25,122, first year revenue $57,000. Post office address % U.S. Stations, 2739 E. Auburn Blvd., Detroit, Mich. 48227.

RUTLAND, Vt.—Great Plains Employees Properties Inc. Granted uhf Ch. 13 (554-555 mc); ERP 15 kw visual, 9.9 kw audio; antenna height above average terrain 430 ft., above ground 454 ft. Estimated construction cost $250,000, first year operating cost $120,000, revenue $250,000. Post office address U.S. Stations, 502 Broadway, Little Rock, Ark. 72201.

SALT LAKE CITY, Utah.—Great Plains Employees Properties Inc. Granted uhf Ch. 49 (390-391 mc); ERP 15 kw visual, 9.9 kw audio; antenna height above average terrain 400 ft., above ground 454 ft. Estimated construction cost $200,000, first year operating cost $100,000, revenue $200,000. Post office address U.S. Stations, 502 Broadway, Little Rock, Ark. 72201.

SOUTH BEND, Ind.—Great Plains Employees Properties Inc. Granted uhf Ch. 6 (561-562 mc); ERP 15 kw visual, 9.9 kw audio; antenna height above average terrain 260 ft., above ground 447 ft. Estimated construction cost $40,000, first year operating cost $25,122, first year revenue $57,000. Post office address % U.S. Stations, 2739 E. Auburn Blvd., Detroit, Mich. 48227.
GATES offers three speech input consoles that fully meet every TV need. Whether you select the ultra complete SA-50 dual channel equipment, the much used SA-40 single channel console, or the very popular 52-CS studioette, you can be certain of top quality through advanced GATES engineering. For 30 years now, GATES has been building fine speech equipment — and for TV there is nothing finer!

**GATES SA-50 Dual Channel Console . . .**

Nine mixing channels, dual program amplifiers, dual V. U. meters, 10 watt monitoring amplifier, self-contained cueing amplifier, five preamplifiers with room for two more where required. Complete remote, override, cueing and talk back facilities. Extremely low cross talk combined with high gain. Deluxe equipment all the way!

**GATES 52-CS Studioette . . .**

All GATES consoles have the same top quality components. This popular, modestly priced console is made possible by combining functions through key control. Many TV stations will prefer to use several 52-CS Studioettes instead of a single larger console. Every progressive TV engineer will find it worthwhile to investigate the 52-CS Studioette!

**GATES SA-40 Single Channel Console . . .**

Perhaps the most used speech input console in TV and radio today. Nine mixing channels, wide circuit selection, low cross talk, high gain and extreme ease of servicing are but a few of the SA-40's many features. GATES will gladly send detailed circuit data on request.

GATES Speech Input Catalog — Yours for the asking is a 44-page catalog on GATES speech equipment plus a new 12-page brochure on remote control apparatus. No obligation, of course. Why not write now?
THEATRE HEARING

NEXT STEP in the theatre TV hearings, which ended suddenly early last week, will be the submission by AT&T of costs and approval of this earlier this year by movie counsel.

Telephone company promised a few weeks ago that it would submit answers to a long list of mandatory requirements later this year. The information will be used to make a comparison with figures submitted two weeks ago by motion picture companies to estimate costs for exclusive theatre TV microwave hookups [B&T, Oct. 27].

Curtain for the second phase of the FCC on hush hearings on the request for the allocation of theatre TV frequencies is scheduled to go up Jan. 12. At that time, Manfred K. Toeppen, Los Angeles cost consultant, will testify on overall costs.

Following Mr. Toeppen's testimony, it is possible that cross examination of engineering and cost accounting witnesses may be the first order of business. That may mean AT&T, which has had a battery of scientific and legal counsel on the stand only briefly, may be given an opportunity to present its side of the case.

Direct, formal presentation is scheduled to begin next month.

A long list of motion picture executives are scheduled to testify in support of their industry's request for an allocation of frequencies for theatre TV.

Requested was 360 mc in the common carrier 2925-2875 mc band for a six-system service, comprising two 30 mc channels for each service. An additional 60 mc was requested in the mobile services frequencies, for pickup purposes, on a share basis.

Last witness was Dr. John W. Clark, sales manager of Varian Assoc., Palo Alto, Calif. Dr. Clark testified there were available Klystron tubes capable of meeting the power and bandwidth requirements.

MONRONEY SEES

New TV-Broad Policking

TELEVISION will "make completely obsolete the old-type [Presidential] campaign and the name-calling with whistle-stop polishing in the future," Sen. A. S. (Mike) Monroney (D-Oklahoma) has asserted. He spoke at the Advertising Women of New York's first fall luncheon meeting Oct. 21.

Agreeing in essence with Sen. Monroney's opinions of radio and television, a spokesman for a "the best medium for reaching the voting public," Representative. Gov. John Lodge of Connecticut added that there is still great need for individual newspapers. He praised the efforts of the nationwide, non-partisan "Get-Out-the-Vote" campaigns.

AT&T to Give Cost Data

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AT&T channel-switching ceremony were (I to r) Hal Condo, GE field engineer and Messrs. Latham, McElroy and Taft. Sept. 27—passed. Each week thereafter was set as the changeover time. But each time mishaps pushed the date back.

Climax came Oct. 20. Just as WKRC-TV was taking full-page newspaper ads to announce the change for the following day, the vital "T match assembly" was bent while being hoisted. Hours after work, it was straightened.

Then, after dark, it was sent aloft again. This time it caught in a girdler and was broken beyond repair.

A hurried phone call to Syracuse was made to repair the new part. An airplane took off and ran into 65-mile-an-hour headwinds. Meanwhile, Mr. Taft and U. A. Latham, WKRC-TV general manager, were directing switchboard operators who answered 6,000 inquiry calls. Mr. Wilson, technical directors, Co-engineers and local technicians worked around the clock. At 7:27 p.m., Oct. 22, the switch finally was made.
WTVJ

YOUR BLUEPRINT FOR FUTURE SALES

NEW PLANT COMPLETED NOVEMBER 1952

SPECIFICATIONS
- Largest Television plant in Southeastern United States
- A Studio area to 10,000 sq. ft.
- B Studio area to 800 sq. ft.
- Theatre seating capacity of 250 for audience participation
- All NEW studio and technical equipment
- Engineering research department
- Complete motion picture, laboratory and newsreel plant
- Four years 'on-the-air' experience

REQUIREMENTS
TO SERVICE: 825,000 year 'round buying population with a
51.0% Television set penetration as of Sept. 1952

LEARN MORE ABOUT THE AMAZING SOUTH FLORIDA TV SALES STORY
CALL YOUR FREE & PETERS' COLONEL, TODAY

CHANNEL 4 WTVJ
Florida's First TV Station • MIAMI

BROADCASTING • Telecasting
**N. J. GROUP**

**Named on Educational TV**

APPOINTMENT of a 10-member commission on educational television in New Jersey was announced last Wednesday by Frederick M. Rauhinger, state commissioner of education.


New Jersey’s group is to study the possibilities of educational TV and to submit a report by next Jan. 1. Six channels have been reserved for non-commercial television in New Jersey.

Other commission members are Mrs. A. Robert Anderson, president, New Jersey Congress of Parents and Teachers; State Sen. Samuel S. Bodman, State Budget Director J. Lindsay de-Valleire; Charles W. Hamilton, executive assistant to the State Commissioner of Education; Assemblyman Thomas J. Hillery; Sampson G. Smith, County Superintendent of Schools, Somerville, and Gabriel Herbert, vice-president, New Jersey Farm Bureau.

**COLORCASTING**

San Diego Applicant Set

PROPOSAL to “start right off with 30 hours” of color telecasting weekly upon beginning operations was made last week by T. B. C. Television Inc., applicant for Channel 10 in San Diego [B*7, Oct. 27], if it is granted the channel. T. B. C. Television is the first applicant to propose color telecasting since lifting of the TV freeze by FCC on April 14.

In a statement to Broadcasting • Telecasting, T. B. C. General Manager L. N. Papernow said the firm proposed 30 hours of color telecasting of a total of 91 hours weekly, “and we will go to 100% at the earliest possible moment.” T. B. C.’s application is mutually exclusive with those of Airfair Radio Corp. (KFSD) and Charles E. Salik (KCBQ). The statement: (1) Did not indicate how soon T. B. C. would go on the air in case of a grant, (2) expressed belief government restrictions on color equipment would be removed before any FCC hearing over the channel grant, and (3) said T. B. C. did not anticipate network affiliation.

**Studebaker Plan**

STUDEBAKER Corp., South Bend, Ind., reportedly may make a major entrance into network TV next year after its current 10th anniversary observance. Studebaker is expected to look for a prestige show of the non-variety, non-commercial type. Meanwhile, Studebaker dealers in Chicago have bought spots weekly on WENR-TV (ABC) Chicago for minimum of eight weeks. Agency is Roche, Willims & Cleary, Chicago.

**A long drive is very “soul-satisfying”.....**

**DAY TV IMPACT**

**Stressed by Lawrence**

ADVERTISERS have at last found out how good daytime television really is, a discovery the home viewers made long ago, Craig Lawrence, general manager of WCBS-TV New York, said Thursday at a luncheon in New York.

Last April, Mr. Lawrence said, WCBS-TV had 27 daytime clients, using 58 announcements a week. Today, he reported, the number of daytime advertisers has increased to 46, the number of announcements to 267. He credited much of the increase, which is running at the rate of $1 million a year, to the station’s “12 Plan” offering 45% discounts on daytime spots to advertisers using 12 or more announcements a week. The rest, he said, is due to an intensive WCBS-TV sales drive, pointing out the advantages of daytime.

Launched early in the summer [B*7, July 14], when 85% of daytime advertisers in New York were using three or fewer spots a week, the 12 Plan has encouraged advertisers to use daytime TV frequently enough to achieve real penetration with the 25% to 35% of the more than 3 million TV homes in the New York area, who see the advertiser’s message twice a week on the average.

Tom Dawson, general sales manager of CBS Television Spot Sales, said that in the success of the 12 Plan at WCBS-TV had led to the adoption of this or a similar daytime discount plan by all other TV stations represented by the network’s Spot Sales division except WCAU-TV Philadelphia, and that station is going to begin such a plan soon, he said.

**WBQ OPEN HOUSE**

**Draws More Than 300 Guests**

BUYERS with a yen for television satisfied their curiosity in Chicago last Wednesday and Thursday as they toured facilities of WBNQ (TV), the NBC station there.

More than 300 executives from advertising agencies and manufacturing companies in the area were guests at the station’s first TV open house [B*7, Oct. 20]. NBC Chicago personnel, headed by Vice President Harry C. Kopf, were hosts. The special promotion was coordinated by John Keys, WBNQ promotion and advertising manager, and by George Heine- mann, TV program manager, working with John McPartlin, sales manager.

**Skippy Renewes**

SKIPPY Peanut Butter has renewed You Asked for It on ABC-TV (Sun. 7-7:30 p.m.), for 52 weeks effective Dec. 7. Agency is Guild, Bascom & Bonfigli, San Francisco.
Everyone up here knows the Foshay Tower, site of our antenna, is the tallest building in the Northwest; but few will notice the 80 feet added by the new WCCO-TV—6-Bay antenna; even fewer know an mv/m countour from an end run—can’t count the 11,400 watts in power we added on November 10th.

But thousands of viewers know that WCCO-TV is better than ever before . . . down around Owatonna, out Hutchinson way, up at Pine City . . . in scores of towns 50 to 70 miles and more from WCCO’s extended antenna.

This is just the first step . . . power up . . . higher antenna . . . 2964 new square miles of fine, consistent TV service from WCCO-TV; and that means more everyday viewer-buyers.

Early in 1953 we will have the maximum allowable power on the air . . . 100,000 watts . . . for still better service . . . to still more people . . . from WCCO-TV.  

*FCC permitting
TV Grants, Applications
(Continued from page 72)

Weaver & Co., and officer and stockholder in Honolulu Star-Bulletin Ltd. (which is 25% owner of KBGB-TV Honolulu), Vice President Arthur E. Varner (7.7%), owner and general manager of Western Roofing Co., Secret- ary William A. Connelley (11.7%), a former employee of the Honolulu Star-Bulletin and a native of Hawaii, Treasurer Albert I. Cas- trille (0.4%); Mary S. Herren (20.1%); Rowland N. Winburn (4.6%); King W. Chapman (14.4%) and ten others each with less than 4% interest. (For applica- tion see TV Applications, B-T, Sept. 7, 1952.) CITY priority status not applicable to U. S. territories.

EL PASO, Tex.—KEPO Inc. (KEPO). Granted vhf Ch. 13 (201-316 mc); ERP 120 kw visual; 60 kw aural; antenna height above average terrain 1,800 ft., above ground 2448 ft. Estimated con- struction cost $43,484, first year oper- ating cost $241,000, revenue $246,500. Post office address 3 W. Pratt, 706 Capital National Bank Bldg, Austin, Tex. Studio location 2419 N. Piedras St. Transmitter location on mountain crest 641 mi. north of Seattle Point. Geographic coordinates 31° 47' 17" N. Lat., 105° 26' 26" W. Long. Transmitter and antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Con- sulting engineer A. Karl Cullum, Dal- las, Tex. Principals include President Miller C. Robertson (29%). Vice Presi- dent W. A. Porter Jr. (29%). Vice President and Secretary-Treasurer W. B. Pratt (29%). Mr. Robertson has no other business interests. Messrs. Porter, Richardson and Pratt are associated with coal mining and construction in- terests in Minneapolis. (For application, see TV Applications, B-T, July 21.) CITY priority status: Gr. A-2, No. 15.

SPECIAL TEMPORARY AUTHORIZATION GRANTED

KTCB - TV AUSTIN, Tex.—Texas Bestc. Corp. Granted special tempo- rary authorization for interim opera- tion of TV station on commercial basis from Nov. 15 to April 27, 1953. Vhf Ch. 13, ERP 100 kw visual; 60 kw aural. Antenna height above average terrain 740 ft.

KDUB - LUBBOCK, Tex.—Texas Telecasting Inc. Granted special temporary authorization for interim opera- tion of TV station on commercial basis from Oct. 31 to April 30, 1953. Vhf Ch. 13, output power 5 kw visual, 2.5 kw aural. Antenna height above average terrain 184 ft.

KBGM-TV HONOLULU, T. H.—Ha- waiian Bestc. System Ltd. Granted special temporary authorization for in- terim operation of TV station on com- mercial basis from Dec. 1 to April 1, 1953. Vhf Ch. 8, output power 500 watts visual, 250 watts aural. Antenna height above average terrain 442 ft. Transmitter location 1534 Kapiolani Blvd. Mono- tor mast to be single section, 36'-7" turnstile mounted atop KBGM (AM) tower.

PERMIT ISSUED

NEW BRITAIN, Conn.—New Britain Bestc. Co. (WBNH). FCC set aside its order of July 23 which stayed the effective date of CP which was granted for uhf Ch. 39 (506-792 mc); ERP 180 kw visual, 90 kw aural; antenna height average terrain 290 ft., above ground 546 ft. FCC ordered that CP be issued, effective immediately. Esti- mated construction cost $323,479, first year operating cost $195,000, revenue not estimated. Post Office address 213 Main St., New Britain, Conn. Studio location 213 Main St. Transmitter location 3.3 mi. NE of New Britain. Geographic co- ordinates 41° 36.5" N. Lat., 72° 46' 33" W. Long. Transmitter and antenna RCA. Legal counsel Hozan & Hartong, Washington, Consulting engineer George C. Davis, Washington. Principals in- clude President Julian Green, Vice President Harry Hatting, Treasurer Chester Bland and Secretary William H. Ray. [For original grant, see TV Grants, B-T, July 21. CITY priority status: Gr. B-1, No. 9.

Special Release
for Breweries

NEW CARTOON SERIES OF TV FILM COMMERCIALS!

Since ancient times, beer has played a prominent role in the life and pleasure of people around the world. A beer shortage, for example, was the key reason why the Pilgrims landed at Plymouth Rock! . . . Such highlights from history furnish the interest-compelling theme for the new series of Alexander film commercials for the brewery.

Thirteen 20-second and four 60-second films are included in the series, and are done in cartoon animation. The result is TV advertising that is packed with appeal and impact!

Available under a low-cost licensing plan, the films can be used as a fraction of their produc- tion costs. Breweries interested in sponsoring the series should act now, as display rights are allotted on an exclusive basis in each of the TV markets. . . . Write or wire today for full details!

Alexander Film Co.
COLORADO SPRINGS

New York • Detroit • Chicago
Hollywood • Dallas • San Francisco

EXISTING STATIONS

Changes Granted

WORB-TV BIRMINGHAM, Ala.—Birmingham Broadcasting Co. Granted mod. CP to change type of antenna to single section turnstile mast atop WORB (AM) tower. Effective date from Aug. 1 to Sept. 15, 1953.

WCLW-TV DALLAS, Tex.—RCA. Granted mod. CP to change ERP to 150 kw visual, 50 kw aural, and make change in transmitter location. Geographic coordinates 33° 0' 36" N. Lat. 96° 37' 25" W. Long. Transmitter height above average terrain 300 ft., above ground 153 ft.

WLPF (TV) AGAWAM, Mass.—Springsfield Broadcasting Co. Granted CP to change ERP to 150 kw visual, 50 kw aural, and change transmitter location to North W. Long. Change in geographic coordinates 72° 00' 06" N. Lat. 72° 46' 33" W. Long. Transmitter height above average terrain 700 ft.


GRANTED LICENSE

WPX (TV) NEW YORK CITY—WPX-TV Granted CP for commer- cial TV stations, Ch. 11 (198- 134 mc); 62 kw visual; 32 kw aural; antenna height average terrain 4,100 ft.

NEW APPLICATIONS

Listed by States

I Indicate pre-application amended (re-died).

DOVER, Del.—Rollins Bros. Inc. (WIDL, Georgetown, Del., Ch. 40 (628-652 mc); ERP 195 kw visual, 100.5 kw visual; antenna height above average terrain 351 ft., above ground 341 ft. Estimated construction cost $94,345, first year operating cost $105,000, rev- enue $137,500. Post Office address Moore Bldg., Rehoboth, Del. (on application, the town is spelled both "Rehoboth" and "Rehobeth"). Studio and trans- mittor located 1.4 mi. NE of Harring- ton on West side of U. S. 13. Geog- raphic coordinates 38° 39' 53" N. Lat., 75° 23' 58" W. Long. Transmitter and antenna RCA. Legal counsel St. R. Barnes, Washington. Consulting engine- ers S. C. Davis, S. B. Davis, Jr., Dover, Del. Principals include President John W. Rollins (52.5%), President Henry Wayman, Secretary O. Wayne Rollins (47.5%) and Treasurer Kathleen E. Rollins (4.2%). Applicant also is licensee of WFAI Fayetteville, N. C. WFBF Rad- ford, Va. WPX, Delf. Applicant also is applicant for new AM stations in Roanoke, Va., and Dover, Del. CITY priority status: Gr. A-2, No. 79.

WASHINGTON, D. C.—Board of Edu- cation of the District of Columbia, urb Ch. 47 (545-564 mc); ERP 200 kw visual, 200 kw aural; antenna height above average terrain 250 ft., above ground 396 ft. Estimated construction cost $212,000, first year operating cost $300,000. (No revenue: noncommercial, educational) Effective date specified on applica- tion. Address Franklin School, 213th and K St., Washington, D. C. Studio location not specified on applica- tion. Transmitter location near Wood- send St. and Port Drive, N. W. in vicinity of Woodward St. Geographic co- ordinates 38° 57' 13" N. Lat., 77° 04' 30" W. Long. Transmitter and antenna GE. Legal counsel Fischer, Willis & Barnes, Washington. Consulting engi- neer Herbert A. Friede, Washington, D. C. Consulting engineer also is Cornin, superintendent of schools, and the Board of Education of the District of Columbia. CITY priority status not applicable to applicants for CPs grants; includes office address Franklin School, 13th and K St., Washington, D. C.

ORLANDO, Fla.—Central Florida Publishing Co., urb Ch. 16 (944-500 mc); ERP 85 kw visual, 49 kw aural; antenna height above average terrain 425 ft., above ground 660 ft. Estimated construction cost $249,830, first year operating cost $338,000, revenue $600,000. Post Office address 239 Boone St., Or- lando, Fla. Transmitter mounted atop antenna GE. Legal counsel Fischer, Willis & Barnes, Washington. Consulting engi- neer Herbert A. Friede, Washington, D. C. CITY priority status applicable to applicants for CPs grants; includes office address 239 Boone St., Orlando, Fla. Transmitter Dunlop, antenna RCA. Consulting engineer William E. Beins Jr., Orlando, Fla.
This Is Hollywood Playhouse!

A steady habit . . .

of steady buyers!

When Hollywood Playhouse hits the screen at 1 o'clock TV tune-ins really jump. Here is a show that literally captures audiences . . . it's become an afternoon habit with thousands of TV fans. We can give you one success story after another of advertisers whose products are sold on Hollywood Playhouse. Complete details on request.

MON. THRU FRI.
1 TO 2 P.M.

Television Baltimore
WBAL-TV
NBC in Maryland

Nationally Represented by EDWARD PETRY & COMPANY
TV Grants, Applications

(Continued from page 78)

dent and Treasurer William Henry Albright (93.9%), sole owner of the Oklahoman (weekly newspaper). Vice President Elizabeth J. Albright (6.1%), wife of Mr. Albright and business manager of the Oklahoman Post, and Secretary Owen W. Hurkett (5.1%), father of Mr. Albright and passenger and freight agent for Southern Railway System (common carrier), Oklahoma. In addition, Carl Kasarian has subscribed to an share of Class B (non-voting) stock, for which he will pay $50.00; he is developer and builder in Oklahoma, and from 1935 to 1946 was owner and manager of Orange Pharmacy, Oklahoma. City priority status: Grade A-2, No. 96.

DECatur, Ill. — Prairie Television Co., uih Ch. 17 (488-494 mc); ERP 18.03 kw visual, 7.52 kwaural; antenna height above average terrain 314 ft., above ground 353 ft.; estimated construction cost $252,852, first year operating cost $84,742, revenue $146,000. Post Office address 371 North Fifth Street, Decatur, Ill. Studio and transmitter location 1.3 mi. SW of Lake Decatur Dam, 0.3 mi. west of U. S. 51, 2.29 mi. west of center of Decatur, Geographic coordinates 39° 47' 35" N. Lat., 88° 59' 52" W. Long. Transmitter and antenna RCA Consulting engineer George C. Davis, Washington. Principals include President W. L. Shellebarger (84%), vice-president Harold Schlegel (6%), director of personally-owned investments (nature of investments not revealed in application), and, until sold this year owner and general manager of McPherson (KABC) with W. R. Schlegel (16%), associate attorney with W. L. Shellebarger, owner of Shellebarger Smith & Rennessy, and Secretary of Shellebarger Smith & Rennessy. Secretary of personally-owned investments (nature of investments not revealed in application) is secretary and general manager of Shellebarger Smith & Rennessy. City priority status: Grade A-2, No. 96.

LANSING, Mich.—J. Frank Gallaher, Loren M. Terry, and M. Wood- yard, uih Ch. 54 (170-176 mc); ERP 21.1 kw visual, 7.5 kwaural; antenna height above average terrain 861 ft., above ground 855 ft.; estimated construction cost $652,600, first year operating cost $91,012, revenue $150,000. Post Office address 540 West Washington Street, Lansing, Mich. Studio and transmitter location 0.5 mi. NW of Lansing, Geographic coordinates 42° 32' 05" W. Lat., 84° 06' 55" N. Long. Transmitter and antenna NBC Consulting engineer John H. Mullenary, Washington. Principals include equal (15%) partners J. Frank Gallaher, treasurer, and 18% owner of WONE. Layonie, Loren M. Terry, vice-president and 12% owner of WONE, and Ronald B. Woodard, president and 16% owner of WONE. For more details on business interests, see Lansing, Mich. application below. City priority status: Grade B-2, No. 145.

FAYETTEVILLE, N. C.—Fayetteville Beets, Inc. (WFLB), uih Ch. 18 (488-500 mc); ERP 94 kw visual, 32.2 kwaural; antenna height above average terrain 319 ft., above ground 365 ft.; estimated construction cost $196,213, first year operating cost $72,026, revenue $70,000. Post Office address P. O. Box 312, Fayeteville, N. C. Studio and transmitter location on Bragg Blvd., near Westmont Drive, at WFLB (AM) transmitter site. Geographic coordinates 35° 10' 55" N. Lat., 87° 20' 49" W. Long. Transmitter DuMont, antenna General Electric. Consulting engineer John H. Mullenary, Washington. Principals include President Neil A. Currie Jr. (15%), sole owner, and a 95% owner of WONE. John W. Hendel (12%), John D. Curtis (12%), R. E. Minick (12%), T. H. Hatcher (12%), L. B. Aiken (12%), and J. R. Swan (12%). City priority status: Grade A-2, No. 96.

TULSA, Okla.—Arthur R. Olson, uih Ch. 17 (480-484 mc); ERP 251.1 kw visual, 73.6 kwaural; antenna height above average terrain 830 ft., above ground 725 ft.; estimated construction cost $632,452, first year operating cost $85,632, revenue $150,000. Post Office address 725 South Broadway Ave., Tulsa, Okla. Studio and transmitter location 5.5 mi. WSW of Tulsa, Geographic coordinates 36° 3' 11" N. Lat., 95° 54' 38" W. Long. Transmitter and antenna W. W. Long. Transmitter and antenna GE Consulting engineer John H. Mullenary, Washington. Principals include equal (15%) partners A. R. Olson, president and 19% owner of Olson Drilling Co. Inc. (min. of magnesium and aluminum) and 35% owner of Olson Drill- ing Co. Inc. (min. of oil), and 12% owner of Olson Drill- ing Co. Inc. (min. of oil). Partner and 46% owner of Olson Oil & Gas Co., 12% owner of Olson Oil & Gas Co., and 12% owner of Olson Oil & Gas Co. City priority status: Grade B, No. 150.

LANCASTER, Pa.—People's Best Co. (WLAN), uih Ch. 18 (180-184 mc); ERP 22 kw visual, 14.5 kwaural; antenna height above average terrain 300 ft., above ground 355 ft.; estimated construction cost $484,500, revenue $600,000. Post Office address P. O. Box 1094, Lancaster, Pa. 17604. City priority status: Grade B-2, No. 150.

PITTSBURGH, Pa.—Frank Gallaher, Chas. S. Shuman, and W. H. Mullen- yard, uih Ch. 47 (488-574 mc); ERP 175 kw visual, 70 kwaural; antenna height above average terrain 478 ft., above ground 855 ft.; estimated construction cost $250,000, first year operating cost $60,000, revenue $100,000. Post Office address 5 South Jefferson St., Detroit, Mich. Studio location to be 3.5 mi. ENE of Detroit, Geographic coordinates 42° 15' 35" N. Lat., 83° 15' 50" W. Long., Transmitter and antenna W. W. Long, Consulting engineer John H. Mullenary, Washington. Principals include President W. O. Gallaher (12%), owner of WONE, and treasurer and 8% owner of WONE. J. W. Hendel (12%), John D. Curtis (12%), R. E. Minick (12%), T. H. Hatcher (12%), L. B. Aiken (12%), and J. R. Swan (12%). City priority status: Grade B-2, No. 150.

NORFOLK, Va.—Videtron Telecasting Corp. (WNRK), uih Ch. 10 (118-120 mc); ERP 10 kw visual, 3 kwaural; antenna height above average terrain 487 ft., above ground 467 ft.; estimated construction cost $377,500, first year operating cost $60,000, revenue $100,000. Post Office address 12910 Shoreline Avenue, Norfolk, Va. Studio location to be a 5.6 mi. downhill grade location of Bucke- eye Liquidation Co. Dayton, Ohio. 98 kw visual, 32 kwaural; antenna height above average terrain 861 ft., above ground 852 ft.; estimated construction cost $652,600, first year operating cost $91,012, revenue $150,000. Post Office address P. O. Box 1019 Boisseau Avenue, Cleveland, Ohio. Geographic coordinates 33° 44' 46" N. Lat., 81° 24' 10" W. Long. Transmitter and antenna GE Consulting engineer John H. Mullenary, Washington. Principals include President W. O. Gallaher (12%), owner of WONE, and treasurer and 8% owner of WONE. J. W. Hendel (12%), John D. Curtis (12%), R. E. Minick (12%), T. H. Hatcher (12%), L. B. Aiken (12%), and J. R. Swan (12%). City priority status: Grade B-2, No. 150.

SHAMOKIN, Pa.—Radio Anthracite Inc. (WLSH), uih Ch. 65 (776-782 mc); ERP 50 kw visual, 17 kwaural; antenna height above average terrain 487 ft., above ground 467 ft.; estimated construction cost $387,500, first year operating cost $60,000, revenue $100,000. Post Office address Rock and Sunbury Streets, Shamokin, Pa. Studio location in Coast Township, 0.5 mi. north, south of Shamokin and 0.5 mi. north of Shamokin, Geographic coordinates 41° 31' 45" N. Lat., 77° 40' 30" W. Long. Transmitter and antenna W. W. Long. Consulting engineer W. H. Marten, Shamokin, Pa. Principals include President Henry W. Lark (95%), sole owner; W. H. Marten (5%), sole owner; C. M. Mix, and Walnut Hose Mill Inc.; Shamokin, Pa. City priority status: Grade B-2, No. 150. Secretary for Susquehanna Paving Materials Co., Shamokin, Pa. City priority status: Grade B-2, No. 150. Applicant also is licensee of WFLB (real estate).
DOROTHY SINCLAIR
and Elementary School students.
"Know Your Schools"
KPRC-TV, 5:00 p.m. daily.

The Hickory Stick—

... as a school room accessory, went out with high-button shoes! Today's school room methods look to the future instead of the past. Today's children are taught by reason instead of rule.

From January 18 through July 4, 1952, KPRC-TV and the Houston Public Schools presented a total of 73 television programs designed to extend education in Houston beyond the borders of the school room. The series, entitled, "Know Your Schools," was conducted by the Supervisor of Television Programs for the Houston Public Schools, Dorothy Sinclair.

Mrs. Sinclair, acting under the direction of the School Board, utilized the facilities of KPRC-TV to present nine different types of programs: Interviews, with teachers, students, and personnel of professional, community and cultural agencies; Panel Discussions; Films of Activities Within Schools; Master Teacher Demonstrations (elementary, junior, and senior schools); Pupil Demonstrations, music, dance, civil defense, scientific and others; Exhibition, driving, home economics, hobbies and others; Dramatizations, folklore, citizenship, safety and others; Musical, instrumental, choral, ensembles and others; and Film Discussion groups.

A total of 529 school children from 38 schools, 45 school administrators and 61 teachers and principals plus 32 persons from community, cultural and other educational institutions took part in "Know Your Schools."

"Know Your Schools" makes no attempt to fabricate any program. Rather, it presents the schools as they are and situations as near reality as possible, striving to bring the schools to the people informally and naturally.

Another series of "Know Your Schools" is now under way. Each afternoon at 5:00 p.m. on KPRC-TV Dorothy Sinclair greets Houston televiewers with more information about the schools they support. Reporting, demonstrating, showing and interviewing, Mrs. Sinclair proves that Channel 2 in Houston is the direct path to community comprehension of its educational facilities and the stimulation of greater interest and cooperation throughout the community.

CHANNEL 2 • HOUSTON

JACK HARRIS, Vice President and General Manager
Nationally Represented by EDWARD PETRY & CO.
Owing to Stiles as general manager of Oregon Television, who had not yet been called to testify. He gave "personal reasons" for his action.

Oregon Television petitioned FCC last week to amend its application to show removal of Mr. Stiles as manager and show different stock distribution since he relinquished his subscription to 50 shares. Oregon Television also proposed to increase its board of directors from five to six members.

On Monday, Henry A. White, Oregon Television president, returned to the stand to relate further details of his correspondence with Frank Belgrano, president of the First National Bank of Portland.

Earlier, it had been brought out that Julius L. Meier Jr., Oregon Television director, met Mr. Belgrano at a party Sept. 21 and Mr. Meier mentioned an amendment of Columbia Empire's bid showing the addition of Mr. Colwell, the bank official, as stockholder. Because of Mr. Belgrano's expressed interest, it had been related, Mr. White showed him a photostat of the amendment the next day and upon Mr. Belgrano's request, wrote a letter inquiring as to the bank's policy.

Mr. White, after reading his letter into the record last Monday, testified it was dated Sept. 22 whereas the copy shown him earlier by opposing counsel was dated Oct. 15. The letter to Mr. Belgrano stated:

"Our Washington lawyer, [Maurice] Barnes, who is processing our television application for Channel 12 here in Portland, has forwarded to us the amended application of Columbia Empire Telecasters Inc. showing change of ownership...by adding Portland people. We are very much surprised that [Wesley L.] Dunn of San Francisco has sold a portion of his stock to local people, probably in the attempt to strengthen their case by showing a larger percentage of local ownership. The original application reflected that Mr. Dunn had 60% of the stock of Columbia Empire and the Journal and KPOJ had the remaining 40%.

Included in this amended application is Mr. Russell M. Colwell (Colwell), vice president of the First National Bank of Portland, who has agreed to purchase 6.67%.

We were rather surprised to learn that an official of the First National Bank would be a party to this application and are making inquiry as to whether or not this is the policy of your bank.

Mr. White also read into the record Mr. Belgrano's reply of Sept. 24 which stated bank rules forbid employees from becoming officers in other organizations without prior approval, but "while there is no specific reference to this matter in our rules, we do view with disfavor any investment made by any of our employees, and particularly officers, in any new undertaking or organization that may be in conflict or competition with any customers or friends of this bank."

"Does it make any difference to you personally whether or not Mr. Colwell is a stockholder in Columbia Empire Telecasters Inc.?" Mr. Barnes asked.

"No, it does not," Mr. White testified.

In response to questioning by James Juntilla, FCC counsel, Mr. White said two other bank directors are interested in applicants "who have made proposals for channels other than Channel 12."

"Hearing Examiner Elizabeth C. Smith, however, indicated she was not clear how this was material to the Channel 12 case.

Budget for Application

Under cross examination by Jack Blume, counsel for Columbia Empire, Mr. White testified Oregon Television budgeted "about $38,000 or $39,000" for prosecuting its application, including hearing costs.

"Do you expect that that sum will be somewhat increased over your original estimate?" Mr. Blume asked.

"In view of the extent of time involved here, it probably will be, I don't know," Mr. White replied.

Of initial funds of $65,000, he said, less than $18,000 is now unexpended.

Harry Becker, counsel for Northwest Television and Broadcasting Co., third competitor for channel 12, noting Television's original application specified estimated cost of $250,000 while an amendment specified $650,000, asked, Mr. White, what happened... that caused the estimated cost of operation for the first year to go up roughly 135%.

"As we analyze our project there, on the basis through our engineer, our business consultant and our counsel, it was determined that the figure referred to was not an adequate figure," the witness said.

"Did you conclude that after examining the applications filed by the other two applicants in this proceeding?" Mr. Becker asked.

"No, sir," the witness responded.

"Then your bid was not in the nature of an auction?" Mr. Becker continued.

"No, sir," was the answer again.

Mr. Colwell was called to the stand by Mr. Blume to testify on the Belgrano matter. The witness, vice president of the First National Bank.

(Continued on page 84)

1,235,000 TV SETS
IN CHICAGO METROPOLITAN AREA*

Representing a receptive and active buying audience available to you on WGN-TV.

Currently, nine national and regional advertisers are successfully sponsoring programs on WGN-TV during Class A time on a local basis.

If you are seeking a solution to sales in the Chicago Market (and who isn’t) WGN-TV is your answer.

*Estimate November 1 based on Electric Association figures

CHICAGO TELEVISION'S

121350000

IN THE CHICAGO METROPOLITAN AREA

Representing a receptive and active buying audience available to you on WGN-TV.

Currently, nine national and regional advertisers are successfully sponsoring programs on WGN-TV during Class A time on a local basis.

If you are seeking a solution to sales in the Chicago Market (and who isn’t) WGN-TV is your answer.

*Estimate November 1 based on Electric Association figures

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BROADCASTING • Telecasting
NEW "FRONT PORCH" OF THE NATION

Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast...so that 99% of the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.
Hearings Facilities

(Continued from page 82)

Bank in charge of its investment department, related Mr. Belgrano was quite concerned about his interest in Columbia Empire and said he had "gone against the regulations of the bank." The witness said he replied that "I felt I had no choice."

He continued, "Mr. Belgrano then produced the regulation book... and after spending considerable time in reading... advised me that he was wrong, but that he had not violated any regulation."

Mr. Colwell testified he discussed his continued investment in Columbia Empire with Mr. Belgrano but no decision was given. He continued, "Mr. Belgrano then produced the regulation book... and after spending considerable time in reading... advised me that he was wrong, but that he had not violated any regulation."

On Tuesday, Mr. Meier returned to the stand to relate efforts to obtain a general manager to replace Mr. Stiles. He testified, "I would like to state... that the persons I contacted relative to recommending to Oregon Television qualified, competent personnel for our consideration were Joseph McConnell and Harry Bannister of NBC Television, after I found that the vice president, a personal friend, was still in Europe, a major market, as was B. DuMont, president of DuMont Labs. Each of these was approached to consult with us as to their role."

Wednesday, Mr. Meier related the story of how he learned that KPTV was formed to compete with KPTO.

Philip L. Jackson, editor and publisher of the Portland Oregonian, a resident of KPTO there, testified on Tuesday and Wednesday. He is chairman of the board of Columbia Empire.

He was asked by Mr. Blume, "How much cash did you think it would take to get you into television when you filed the original applications?" He answered, "I don't know." He continued, "As I remember," the witness said, "we thought it might cost $100,000 in cash and the rest would be in credit, but that did not turn out to be necessary."

"What happened to the financial condition of the Journal and KJPO in the period between 1948 and 1952?" his counsel inquired.

"Mr. Belgrano had to borrow a great deal of money for the new building," Mr. Jackson related, indicating a total of $2.5 million was borrowed in 1948. "The cash cost of the Journal was about $500,000 and that of the Journal was about $500,000 in the period between ordering it and having it installed in our building," he continued, "and other cost estimates went up too, and we were forced to borrow."

"What security were you required to post in connection with those loans?" Mr. Blume asked.

"Everything the Journal had," the witness said, "including Mary Cullen's [KPOJ] kitchen stove."

He explained KPOJ stock was included as security, but all voting rights were retained.

Mr. Jackson was examined by opposing counsel respecting the earlier testimony of William W. Knight, general manager of the Journal and vice president of the applicant. Mr. Jackson affirmed Mr. Knight's view that the financial condition of the paper is sound.

Mr. Knight, testifying Oct. 24, was cross examined on the Journal's balance sheet. Asked if he felt the firm is sound in view of the fact the ratio between total current liabilities and total current assets is 97%, he replied, "On the face of it, no, but I repeat that knowing the details as I do, the company's position is sound."

He reported deferred liabilities are first mortgage 4.5% bonds, issued in 1948, at present totaling about $1.9 million. Payment is $18,000 a month, he said.

Mr. Becker, in questioning the witness, brought out that the Journal's monthly payroll is about $320,000 and the firm's "cash situation" on Aug. 31 was $297,000 plus and on Oct. 31 was $325,000.

Mr. Becker on Wednesday asked Mr. Jackson if he had ever discussed with Samuel Newhouse the merging of the Journal and the Oregonian.

"We have talked with Mr. Newhouse but never gotten to the point of discussion," Mr. Jackson answered.

"How far did those discussions go?" the attorney questioned.

"To say that we would not talk," the witness replied.

"Did Mr. Newhouse ever make a definite offer for the Oregon Journal?"

"No," the witness said.

"Did you ever enter into discussion as to how much more economic it would be to operate out of one plant?" Mr. Becker inquired.

"Yes, we have done that," the publisher acknowledged.

"In entering that discussion, what conclusions did you reach?" the attorney pressed.

"Mr. Newhouse would not act and we would not act," Mr. Jackson affirmed.

Choice of John Sullivan, Denver investment banker and prominent civic leader, as the seventh KOA director highlighted last week's testimony when the hearing for Denver's Channel 4 entered the final stretch. KOA is contesting with KMYR for the last remaining Denver TV channel.

Mr. Sullivan, who heads Bosworth-Sullivan & Co., was chosen at a stockholders meeting Friday in Washington. KOA is half-owned by a Denver group, headed by Mayor Quigg Newton, and half-owned by Bob Hope and associates.

Don Searle, former ABC west coast network director, owns 6.85% of each class of stock. Mr. Searle is executive vice president and general manager of KOA.

The board was comprised of three Denver directors and three Hope directors, with the seventh to be chosen by the six directors. Exhibits introduced last week showed that KOA plans to spend $521,050.51 on construction of its TV station, with $602,244.60 for operating costs the first year. A net loss of $44,392.00 is estimated for the first year. Payroll amounting to $271,588 is also planned.

First rate card carries a $600 Class A time charge for a one-hour live program.

The KOA exhibit also showed that Mr. Searle is a 40% stockholder in KMMJ Grand Island, Neb., and KCMJ and KBCS, Kan., and is associated in an application for 950 kc in Columbia, Mo. He is also half owner of Searle & Parks, radio-TV package producer.

Denis C. Dionne of KMYR's A. G. Meyer, allegation of hidden ownership was made by KOA counsel. It was claimed that he was a one-third owner of KMYR from 1941 to 1944, although FCC records showed F. W. Meyer reporting as sole owner during that period. It also was charged that he was a member of Security Exchange & Commission complaint.

Mr. Meyer suffered a heart attack as his cross-examination was drawing to a close and has been in Doctors Hospital, Washington, since.

In the Tampa-St. Petersburg, Fla., hearing for Channel 8, WTSF, Miami, Manager Joseph Kelley was on the stand when the hearing was recessed until Nov. 12, due to a prior commitment of Hearing Examiner Basil P. Cooper.

HEARING SPEEDUP

Rule Changes Adopted

FIRST steps to simplify and speed up television hearings were taken here last week in the first of many recommendations developed at a series of conferences between the Commission and Federal Communications Bar Assn.

The cooperative discussions led to issuance of a report and order liberalizing rules on depositions by cutting down paper work. Another action specifies that Commission attorneys, in stipulations, henceforth will rely on information already sworn to in applications if such matter is not disputed by any party to a hearing. It also rules a motion and order will not be required before depositions are taken, and the fixed time limits were relaxed.

In admission of stipulations, the Commission adopted this step:

The proviso that depositions of "parties in interest" may only be admitted in evidence upon a showing that "the witness is dead or seriously ill or that the requirement to produce the witness at the hearing would seriously interfere with business or that deposition was designed to exclude from our hearings, except in the circumstances announced, any testimony relating to controverted matters of persons with a substantial interest in or who hold positions of responsibility, or functions represented by the proceeding. The term "parties in interest," however, may be defined to include, without limitation, a large group of persons than was contemplated. In addition the present rule does not deal with the admissibility of any deposition where in view of the nature of the testimony no useful purpose would be served by insistence upon the deposition in the hearing. The rules adopted herein relating to the admissibility of such testimony have been in light of these considerations.

AFTRA L.A. Talks

WITH current contracts expiring Nov. 30, American Federation of Television & Radio Artists started negotiations Thursday with the seven Los Angeles television stations for a new basic agreement calling for an overall 29% wage increase and other working conditions for talent and staff announcers.
KLING NOW IN HOLLYWOOD

ADVERTISING KNOWLEDGE PLUS HOLLYWOOD SHOWMANSHIP

When you need Hollywood stars, top-notch writers, the finest directors, unlimited technical facilities, coordinated by established advertising savvy — you need Kling!

Long a leader in graphic arts for advertising, Kling Studios is the first to combine practical selling and Hollywood art into one organization. Only this combination can create bigger shows for smaller budgets!

THE FINEST IN ANIMATION, TOO!

Hollywood's Award-winning Ray Patin Productions now a division of Kling's.

SPECIALISTS IN:
CUST TV COMMERCIALS
TV FILM SHOWS
SYNDICATED TV SPOTS
SYNDICATED TV SHOWS
INDUSTRIALS TRAINING FILMS
DOCUMENTARIES SLIDE FILMS

KLING STUDIOS

*HOLLYWOOD
Ray Patin Productions
6650 Sunset Blvd.
Hollywood 2-1147

NEW YORK
Thompson Associates
40 East 51st St.
Plaza 9-4770

CHICAGO
601 N. Fairbanks Ct.
Delaware 7-0400

DETROIT
1920 Guardian Bldg.
Woodward 1-2500

BROADCASTING • Telecasting

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**SUNDAY**

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>NBC</th>
</tr>
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<tbody>
<tr>
<td>6:00 PM</td>
<td>Man of the Week L</td>
<td>Marvelous L</td>
<td>Revere Meet the Pros L</td>
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<tr>
<td>6:30</td>
<td>Skippy Peanut Butter &amp; You Asked for It L</td>
<td>Wrigley Gum Astry Show L</td>
<td>General Foods Capt. Video L</td>
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<td>6:45</td>
<td>Lincoln-Mercury Dealers Toast of the Town L</td>
<td>Colgate-Pepsodent Comedy Hour L</td>
<td>P&amp;G Scotch L</td>
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<td>Indianapolis 500 L</td>
<td>General Motors U. Forum</td>
<td>P&amp;G Scotch L</td>
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<tr>
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<td>Eddie Rabbitt L</td>
<td>General Motors U. Forum</td>
<td>P&amp;G Scotch L</td>
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<td>The Hot Spot L</td>
<td>Sonya L</td>
<td>P&amp;G Scotch L</td>
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<td>7:45</td>
<td>ABC All-Star News L&amp;F</td>
<td>ABC All-Star News L&amp;F</td>
<td>ABC All-Star News L&amp;F</td>
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<tr>
<td>8:00</td>
<td>Playhouse One L</td>
<td>General Electric Presents L &amp; P</td>
<td>Goodyear Corp. I Love Lucy L</td>
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<tr>
<td>8:15</td>
<td>Playhouse Two L</td>
<td>General Electric Presents L &amp; P</td>
<td>ABC All-Star News L&amp;F</td>
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<tr>
<td>8:30</td>
<td>B. Graham Hour Decision L</td>
<td>Famous Television Playhouse L</td>
<td>Gen. Foods Instant Maxwell Coffee L &amp; P</td>
</tr>
<tr>
<td>8:45</td>
<td>Pin &amp; Jim L</td>
<td>P&amp;G The Doctor F</td>
<td>Football Sidekicks with Winner L</td>
</tr>
<tr>
<td>9:00</td>
<td>Enterprise USA L</td>
<td>P&amp;G The Doctor F</td>
<td>John Johnson was hit with America's Tobacco Co. Robert Montgomery Presents</td>
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<tr>
<td>9:15</td>
<td>Carter Foods News Spec. L</td>
<td>P&amp;G The Doctor F</td>
<td>Meet the Boss L</td>
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<tr>
<td>9:30</td>
<td>11:15 PM</td>
<td>P&amp;G The Doctor F</td>
<td>P&amp;G Fashion Theatre F</td>
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**MONDAY**

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<th>Time</th>
<th>ABC</th>
<th>CBS</th>
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<td>6:00 PM</td>
<td>General Motors U. Forum</td>
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*Everybody talks about the weather...*

Mark Twain must have been referring to WSB-TV. Because if *anybody* talks about the weather, we sure do! Six times daily, either as straight weather shows or as summaries included in news programs, WSB-TV provides this area with weather information. This long established service is another of the reasons why WSB-TV has such an overwhelming degree of audience dominance in the Southeast. If you are interested in weather or in news, why not contact a Petry man? He might have something good for you.

*Popularly attributed to Mark Twain, most authorities claim the expression originated with Charles Dudley Warner. Take your pick.*
**Dichter Says of TV It Bares Politician**

(Report 240)

**September Videodex Lists Top 10 Shows**

TOP 10 network television programs listed by national Videodex Report for the Sept. 8-14 period for both number of TV homes reached and percentage of TV homes reached in the number of cities indicated are as follows (in order listed):

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>No.</th>
<th>Checked</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>94</td>
<td>Friends (CBS)</td>
<td>8,849</td>
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<tr>
<td>2</td>
<td>94</td>
<td>Show of Shows (NBC)</td>
<td>6,341</td>
</tr>
<tr>
<td>3</td>
<td>12</td>
<td>Dragone (NBC)</td>
<td>5,956</td>
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<tr>
<td>4</td>
<td>12</td>
<td>Godfrey (NBC)</td>
<td>5,940</td>
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<tr>
<td>5</td>
<td>12</td>
<td>Godfrey's Talent Scouts (CBS)</td>
<td>5,803</td>
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**'52 TV Advertising Listed by Borbaugh**

TELEVISION advertising for the first three quarters of 1952 is well ahead of such advertising for the comparable period in 1951, exclusive of political billings, N. C. Borbaugh reports.

The Borbaugh Report, issued last week, covers 104 stations in 36 markets.

For the third quarter of 1952, the report showed that there had been 145 network advertisers, 1,144 regional radio spot advertisers and 4,652 local-realt advertisers.
TV Grants, Applications

(Continued from page 80)

kw aural; antenna height above average terrain 1,482 ft., above ground 448 ft. Estimated construction cost $603,109. first year operating cost $58,492, revenue $432,000. Post Office address 21st and Q Streets, Sacramento. Studio location 22nd and Q Streets, Transmitter location JUne Hills Lookout, 3.3 mi. NW of Rescue, Calif., on Green Valley Road. Geographic coordinates 38° 47' 60" N. Lat., 119° 56' 22" W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 11.

COLUMBUS, Ga. — Georgia-Alabama Broadcast Corp. (WBHA), uhf Ch. 4 (67-72 mc); ERP 100 kw visual, 30 kw aural. Studio location 3000 Lumpkin Road. Transmitter location 4 mi. NNW of Prattville. Geographic coordinates 32° 22' 17" N. Lat., 85° 05' 16" W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 45.

LEXINGTON, Ky. — Central Kentucky Broadcasting Co. (WLEX), change to uhf Ch. 64 (77-82 mc); ERP 19 kw visual, 8.9 kw aural; antenna height above average terrain 361 ft., above ground 358 ft. Studio and transmitter location on Russell Cave Pike, 4.4 mi. outside Lexington city limits, 1.9 mi. from center of Lexington. at site formerly used by WLEX (AM). Geographic coordinates 38° 07' 57" N. Lat., 84° 05' 49" W. Long. Transmitter and antenna RCA. [For application, see TV APPLICATIONS, B.T. June 21.] City priority status: Gr. A-3, No. 70.

LAFAYETTE, La. — Camellia Broadcast Co. (KLFX), uhf Ch. 14 (174-189 mc); ERP 111.2 kw visual, 87 kw aural; antenna height above average terrain 460 ft., above ground 453 ft. Estimated construction cost $150,000. first year operating cost $76,000, revenue $90,000. Post Office address P. O. Box 982. Lafayette, La. Studio and transmitter location on Moss St. Extension, 7.9 mi. north of Lafayette. Geographic coordinates 30° 19' 43" N. Lat., 92° 06' 23.5" W. Long. Transmitter and antenna GE. [For application, see TV APPLICATIONS, B.T. June 21.] City priority status: Gr. A-2, No. 40.

ALLENtown, Pa. — Allentown Television Corp. (WATV), uhf Ch. 32 (688-794 mc); ERP 152 kw visual, 161 kw aural; antenna height above average terrain 1,087 ft., above ground 231 ft. Transmitter location to be determined. Transmitter location on South Mt., about 0.5 mi. west of center of Manchester (site formerly used by WRFL-WFM). Geographic coordinates 41° 09' 59" N. Lat., 71° 35' 19" W. Long. [For application, see TV APPLICATIONS, B.T. June 28.] City priority status: Gr. A-2, No. 40.

JACKSON, Mich. — WIBM Inc. (WIBM), uhf Ch. 48 (746-840 mc); ERP 252 kw visual, 112 kw aural; antenna height above average terrain 1,056 ft., above ground 740 ft. Studio location 251 Kirby Road. Jackson, Transmitter location on Browns Lake Road, between Kimmel and Crouch Road, 8.6 mi. south of Jackson and 0.7 mi. SW of Prospect Hill. Geographic coordinates 42° 06' 05" N. Lat., 84° 24' 20" W. Long. Transmitter and antenna GE. [For application, see TV APPLICATIONS, B.T. July 7.] City priority status: Gr. A-2, No. 143.

MANCHESTER, N. H. — Union Leader Corp. Change to uhf Ch. 48 (746-840 mc); ERP 252 kw visual, 111 kw aural; antenna height above average terrain 1,071 ft., above ground 231 ft. Studio location to be determined. Transmitter location on South Mt., about 0.5 mi. west of center of Manchester (site formerly used by WMBR-FM). Geographic coordinates 42° 06' 05" N. Lat., 71° 35' 19" W. Long. [For application, see TV APPLICATIONS, B.T. June 28.] City priority status: Gr. B-1, No. 13.

CRUSADE for Freedom, N. Y., moved broadcast location to Midway, 29 W. 57th St. Television is Plaza 3-5261.

KCJB CLOSED CIRCUIT TV BONUS

TV BONUS for advertisers on KCJB Minot, N. D., is one way an AM operator can train a TV crew and also get the jump on community TV systems, according to John W. Boler, president of North Dakota Broadcasting Co., licensee of the Minot station and also of KSJB Jamestown, N. D. Both stations are TV applicants.

A camera and small crew, KCJB sent to televate the circuit last July during State Fair week. Crew operated 13 hours daily, covered automobile races, livestock shows, and other events of top na-

li CIUES

Started at WCBS-TV

LONG ISLAND U. is conducting workshops classes of its new TV writing and production course in studios of WCBS-TV New York, started last Saturday, it was an- nounced by Wednesday by officials of the college and the station.

WCBS-TV General Manager Craig Lawrence asserted, "This is another way where commercial broadcasters can cooperate with educational institutions in utilizing and furthering the television medium. WCBS-TV's association with Long Island U. in this new off-the-air educational activity augments substantially the station's existing on-the-air educational endeavors."

Friedland Appointed

MILTON D. FRIEDLAND has been appointed national TV spot sales manager at WBBR (TV) Chicago. Mr. Friedland, with the station four and one-half years, is succeed ed in his former post of traffic manager by Julian P. Kanter.

EDWARD L. BERNAYS Foundation radio-TV award for 1952 was present ed to 11 individuals cooperate with the American Sociological Society in Atlantic City, N. J. This was pre sented for the study, "The Unique Perspective of Television and Its Ef fects."
In Philadelphia

PEOPLE WATCH

WPTZ

MORE THAN ANY OTHER

TV STATION*

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales

*Not our estimate, but
ARB figures for the
entire year of 1951
and first 6 months
of 1952
A revolutionary
NEW TV ANTENNA — via Graybar

... for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter — permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blaw-Knox towers, plus any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements — whether AM or TV. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N.Y.

Schlitz 'Playhouse'

HEEDING union and guild pleadings that TV shows filmed abroad cause unemployment among technicians and talent in this country, Schlitz Brewing Co. has assured the Hollywood AFL Film Council that all future productions of Schlitz Playhouse of Stars on CBS-TV will be made in the U.S.

The beer company, through its agency Lennen & Newell Inc., told the council that a new company (Meridian Pictures) has been signed to film future productions. Edward Lewis Productions formerly filmed the series.

CLAUDE McCue, West Coast representative, American Federation of Radio Artists, was named West Coast executive secretary of American Federation of Television and Radio Artists, following merger of AFRA with Television Authority.
**RTMA APPEAL**

To Oppose OPS Parts Recontrol

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**AN APPEAL to “higher governmental authorities” was being mapped last Thursday by Radio-Television Mfrs. Assn. in a move to reverse OPS recontrol of the component parts industry.**

RTMA has challenged the reimposition of controls on radio-TV sets levied by the Office of Price Stabilization Oct. 24 after granting a respite to the trade in production. Price controls were restored last Monday. What action RTMA would take was not known Thursday pending analysis of legal ramifications by its attorneys. But RTMA's appeal to authorities “who we believe will be more inclined to follow the clearly expressed intent of Congress” with respect to controls over parts products selling below ceilings.

James D. Secrest, RTMA executive vice president, claimed that while industry had “kept faith” with the price stability people below former ceilings, OPS “relied on its own promise to restore controls only after prices had passed a fixed ‘trigger’ point.”

In announcing its recontrol action, OPS had based its belief on the fact that there has been a “continued demand” by the Defense Dept. for components, and also a “sizable increase in demand” for TV sets which are dependent upon supplies of parts [Secrest, Oct. 27]. OPS also cited some price increases within the industry on new models.

In another action more favorable to RTMA, OPS last Tuesday announced the retaining of a 5% supply price for the triode or “radio receivers” and therefore suspended from price controls. RTMA had asked for specific decentralization through a clarifying order.

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**Text of Protest**

Partial text of Mr. Secrest’s protest over the OPS action follows:

“The decision of the Office of Price Stabilization to go into contravention on radio-TV parts in the face of uncontradicted facts presented by industry representatives in the form of sworn statements is high-handed in the view of the admis-

The RTMA survey also found that cathode ray tubes, principal components and replacement parts are selling at an average 30% below ceilings. Receiving tubes are 8% below. RTMA also observed that average list prices on TV sets were being held up by the fact that salesmen were applying 15% below the list price to radio receivers 5% to 7.5% under. These end products have been decontrolled, though OPS is eying table model sets.

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**WASHINGTON APRA**

Sets TV Workshop Series

WORKSHOP series on television public relations problems will be conducted Nov. 3, 10, 17 by the National Capital Forge Chapter of the American Public Relations Assn. Luncheon sessions will be held at the Lafayette Hotel, Washington, D.C., concluding with an afternoon-evening meeting in the studios of WMAL-TV Washington.

The workshop is expected to produce tangible methods by which public relations and public information practitioners can work together to mutual advantage. Gene Juster, general manager of WNBW (TV) Washington, will be interviewed at the Nov. 8 workshop, followed by Tom Taussig, operations director of WTOP-TV Washington, and Nov. 17 by Walter Compton, general manager of WTPT (TV) Washington.

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**TOWER CRASH**

Delays WSBA-TV’s Debut

TOWER of WSBA-TV York, Pa., fell while being hoisted last week and was irreparably damaged, thereby crashing hopes of the station making its debut early this month on uhf Ch. 45.

The 39-foot antenna was to have been placed atop the 400-foot tower of WSBA-FM. It fell from a height of 300 feet after the lifting equipment gave way. A workman on the hoisting crew was slightly injured. The $12,000 antenna was insured.

WSBA-TV said late last week that RCA was rushing a duplicate antenna to York and that the station hoped to get on the air about Dec. 1. The station reported that it already had taken orders from commercial sponsors for November. Station said, however, that it had not estimated what financial loss may ensue.

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**THEATRE TV**

**Lees to Air Sales Meeting**

SIGNING of what was said to be the first contract for use of theatre TV for a national sales conference—by a department of Thomas Lees & Sons Co., Bridgeport, Pa., carpet manufacturer, on Dec. 8—has been announced by Nathan L. Halpert, president of Theatre Network Television.

Lees will present its program “live” over closed circuits to a network of theatres in 15 key cities: Boston, Chicago, Cincinnati, St. Louis, Cleveland, Denver, St. Paul, New York, Philadelphia, Pittsburgh, Washington, Detroit, Salt Lake City, San Francisco and Los Angeles. A two-way audio hook-up will permit questions from viewers.

The programs are called “Theatre TV’s Thursday” and are under the direction of Victor M. Ratner, formerly vice president of CBS. Mr. Ratner said the telecasts will enable business organizations “to hold national business meetings with a minimum of travel, time and expense and, at the same time, provide discussion and demonstration as planned by the company.”

The Lees program will originate in NBC-TV’s New York studios. D’Arcy Adv. Co., New York, assisted in negotiating the contract. (The program was absorbing $60,000, Mr. Ratner said no agency or production firm has been selected thus far to supervise production details.)

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**KDUB-TV Debut Plan**

KDUB-TV Lubbock, Tex., will go on the air with a test pattern on Wednesday and commence regular programming Nov. 13, spokesman W. W. Daniel said. President W. D. (Dub) Rodgers has announced the preceding week that the station, on Channel 13, would commence operations “within three weeks” (B&TV, Oct. 27).
Sales . . .

NBC-TV's film division has sold half-hour Hopalong Cassidy TV film series in 45 markets with the latest sale to Roberts Dairy Co., Omaha, for 52 weeks. One-hour version of the same series is now appearing in 34 TV areas.

* * *

Jamieson TV Productions, Dallas, announces that its 15-minute film series, Betsy and the Magic Key, is now being telecast by KFRC-TV Houston.

* * *

Sarra, Chicago, has completed commercial for Zenith Radio Corp. and Haman's Beer. Zenith, via Young & Rubicam, Chicago, will use 20-second spots to show its new K-53 chassis. Three one-minute commercials were produced for Haman's Beer, which is handled by Campbell-Mithun, Minneapolis.


* * *

W. E. Long Co., Chicago agency, has completed a series of 60-, 20- and 8-second spots for Holiam Bread at United Broadcasting Studios, same city. United also has completed several film spots for Studebaker Corp., through Roche, Williams & Cleary, Chicago.


* * *

INS-Telenews has sold daily film services and regular INS wire report to WWDUB (TV) Lubbock, Tex., starting Nov. 13, and the complete package—daily news film, special TV news wire, regular INS news wire, INP service, two weekly Tele- news film programs, weekly news review and This Week in Sports to WVTV (TV) Scranton, which expects to get on the air Jan. 1.

* * *

Telexip Corp., Hollywood, begins production Nov. 10 of the pilot film in The Traveling Salesman half hour TV series . . . a feature panel of four traveling salesmen. Grace Lenard will act as m.c. for questions concerning each contestant's most humorous experience and ability to sell unknown products.

* * *

Paramount Pictures Corp., Hollywood, tomorrow (Nov. 4) starts filming a series of TV spot an- nouncements, featuring top stars, for use during Infantile Paralysis fund drive.

Random Shots . . .

Reid H. Ray, president of Reid H. Ray Film Industries, Minneapolis, has formed Reid Ray Telefilms Inc., with headquarters in that city, to produce TV films. Saul Elkins, producer-director for Warner Bros., is vice president in charge of production and will headquarter in Los Angeles at 6702 Holloway Drive. New firm is reported to have access to $1 million. First video film series, A Sporting Chance, is a mystery show.

* * *

Shannon & Shallow Inc., Hollywood, with headquarters at 3552 Highland Ave., has been formed to produce TV film series and commercials. Partners are Bob Shannon, Hollywood radio-TV m.c., and Jack Shallow, motion picture producer. Firm is currently in production on 12 TV film spot announcements for Whis Kids, Culver City (used car dealers). Agency is Hunter & Scott Inc., Adv., Hollywood.

* * *

Robert Frost, a Pulitzer Prize poet, will appear in a film, At Home With Robert Frost, on NBC-TV on Nov. 28 at 5:30-6 p.m. EST. The program will be second in the NBC-TV series of conversations with "elderly wise men." The first (Continued on page 105)

PACKS A WALLOP!

THE AL MORGAN SHOW

with 2 1/2 million sales impressions a week!* 

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 220,553** viewers a day in WGLW-Television's rich 3-city market. Al's week-day ratings average 14%.* Average weekly rating in all 3 cities—11.4.* 3 peak week-days, Tues., Wed., Thurs.—15.4.* Greatest competition, well established kid show—4.* Competition fades when Al moves into the spotlight. And there's further proof of the Al Morgan phenomenon. Thousands tune in specifically to watch his show.

Average sets in use preceding 1/2 hour show—17.2%.*

Let Al Morgan sing a Song of Sales for you!

The Best Buys you can see are on WLVW.

*A.B.S. (American Research Bureau)

WLVW-T WLVW-D WLVW-C

CINCINNATI DAYTON COLUMBUS

Sales offices in CINCINNATI, DAYTON, COLUMBUS, CHICAGO, NEW YORK and HOLLYWOOD

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ANY pessimist about the future of radio would have been out of place at Hecht's luncheon celebrating the fifth anniversary of its community service program, over WGAY. At the plaque presentation ceremonies were (l to r) Messrs. Kluge, Fellows, Dulcan, Tannen, Rollo, Martin and Brechner.

book reviews...


MORE than 1,100 terms, in advertising and allied trades, have been catalogued in this reference source and working manual. Ex- planations of existing laws affect- ing the advertising industry, postal regulations and the various serv- ices available to advertisers are described in detail. An additional section lists trade associations di- rectly or indirectly related to advertis- ing. Mr. Graham heads an advertising agency bearing his name.

Mr. WIZARD'S SCIENCE SECRETS. By John Herbert, Published by Pop- ular Mechanics Press, 200 E. Ontario St., Chicago 11. 244 pp. $3.

A BOOK of sheer entertainment, this volume by Don Herbert, who is "Mr. Wizard" on the NBC-TV Saturday program of that name, brings together under cover the home-type scientific experiments which have been the TV series' mainstays.

As in the network show, the stress is on entertainment, but viewers—in this case, readers—of all ages cannot but help to gain some knowledge of the scientific principles pointed up by the experiments. The book is illustrated pro- fusely with photographs and draw- ings. Featured in the book are the show's stars who in addition to Mr. Herbert are the youngsters, Willy Watson and Betsy Taylor. One can only hope that the book is a byleaf. "The 'wizard' is Don Herbert, and his wizardry consists in showing that science can be fun!"

Ruppert Radio Buying

JACOB Ruppert Brewery, New York (Knickerbocker beer), has expanded its radio advertising for the Negro market in metropolitan New York. Company now sponsors 15-minute segments of After Hours Swing Session starring Willie Bryant and Ray Carroll on WHOM New York five nights a week, in addition to the Bryant and Carroll afternoon program on WHOM. Participations also will be used on the station's Negro women's shows. Ruppert 5950 sar Ralph Cooper's Spotlight in Harlem, Monday, 10-11 p.m. EST over WIZ-TV New York. Agency is the Blow Co., New York.
NEW DAYTIMER

To Take Air in February

WBOY Tarpon Springs, Fla., which received a grant for 5 kw-D on 1470 kc [B&T, Sept. 8] will be on the air by mid-February, Amerhart H. (Ted) Turner, executive vice president-general manager, announced last week.

Principal WBOY owners include Mr. Turner (25%), who is former commercial manager of WPAG-AM - FM Ann Arbor, Mich.; Gail D. Griner (25%), former owner of WABJ Adrian, Mich., and former 50% owner of WGRG Bay City, Mich., and Frank Beareagard (25%), owner of department store in Milan, Mich.

Ann Hagen to IIA

MRS. ANN S. HAGEN, former correspondent for the UP, has joined the International Information Administration, Washington, D. C., as officer for press and radio. Mrs. Hagen returned to the U. S. from Europe this past summer after a tour of service with the UP. She is working with Ben Crosby, director of Congressional and public information for IIA.

James W. Hitchcock, assistant manager of Western Union Television-Radio Div., Sunbury, Pa., becomes manager in charge of radio, television and electrical housewares for Penn Electric Engineering Co., Scranton, Westinghouse distributor for northeastern Pennsylvania. He is replaced by T. J. NEWCOMB.

A. L. CHAMPIGNY, promotion service supervisor, General Electric Co.'s large motor and generator dept., appointed supervisor of replacement sales promotion for firm's tube dept.

ROBERT L. KLAUS, publicity director, WCAU Philadelphia, to Phil Edwards & Assoc., same city, TV packaging and producing agency, as promotion-publicity director.

ALLEN H. CENTER, public relations director, Parker Pen Co., to Motorola little Chrysler in same capacity.

CHARLES MARCHLING Jr., general counsel office, Dept. of Air Force, to RMTA, Washington, D. C., as government relations officer.

Frank HANFORD appointed to general manager, George R. Turpin & Assoc., Fort Worth, Tex. J. LEE JOHNSON advanced to associate manager.

DON W. LYON, TV program director, Syracuse, N. Y., to U. of Rochester, Rochester, N. Y., as director of radio-TV.

KEN MacASKILL, production staff, WNAC-TV Boston, and MICHAEL LAURENCE, former manager of Dublin Players, to television staff, Communication Arts Div., Boston U.

MILES BOHM AUE, artists' manager, Stempel-Olenick Agency, Hollywood, opens own office at 6355 Yucca St., that city.

PEERLESS ELECTRICAL PRODUCTS Div., Altec Lansing Corp., Beverly Hills, Calif., has released a complete reference catalog, in four volumes, containing 159 items.

CROSBY LABS. Inc., relocates at Robbins Lane, Hicksville, N. Y., Box 238. Telephone is Hicksville 3-3191.

Equipment

GENERAL ELECTRIC TUBE Dept., Schenectady, N. Y., announces production of new high-pervenance triode, type 6AI4-GT, for vertical output service in TV receivers, particularly useful in those with large-deflection angle picture tubes.

WESTINGHOUSE ELECTRIC Corp., Pittsburgh, announces manufacture of new 25 kw radio frequency generator for use on long production runs where readjustment of r-f generator will be infrequent.

INDUSTRIAL INSTRUMENTS Inc., Cedar Grove, N. J., announces production of Type KL-C indicator-controller primarily designed to meet the needs of industrial control and measurement of solution concentrations. Instrument is entirely self-balancing and requires no adjustments or resetting.

LEE ELECTRONIC LABS., Roxbury, Mass., announces production of precision engineered, professional quality electronic test set for field or bench servicing of radio, TV, radar and communications equipment.

Technical

DAVID J. MILLER Jr., appointed director of technical operations, WEEU-AM-FM-TV Reading, Pa. HAROLD SCHEARER, chief engineer there, promoted to assistant director of technical operations.

ROBERT J. SINNETT, chief engineer, WHFD-AM-TV Rock Island, Ill., elected senior member of American Assn. of Engineers.

NORMAN GERMANI, chief announcer, CROSBY LABS. Inc., Monrovia, Calif., promoted to chief engineer.

Canadian Research

SPECIFIC STANDARDS for methods of radio audience measurement now being used in Canada are being worked out by the research and development committee of the Bureau of Broadcast Measurement, Toronto. The committee is making an analytical study of the co-recall method being developed by Gravenor Research Ltd., Toronto, and hopes to make a report at the next annual meeting of the BBM and Canadian Assn. of Broadcasters at Montreal in March. Technical advisers on statistical and psychological factors are Dr. A. H. Shephard and Prof. K. S. Bernhardt of the Univ. of Toronto.

Ours Respects To

(Continued from page 58)

received the Peabody Award. Foote, Cone & Belden is Hallmark's agency.

At the Hallmark president's personal direction, all these programs have been presented on a high plane. Mr. Hall feels his company's programs must meet the same high standards of quality claimed for its greeting cards; thus, the Hallmark program formula aims at constructive entertainment, suitable for family listening or viewing, which will give the audience a lift.

Friends describe the Hallmark president as a happy combination of sentimentalist and realist. He has, they say, an unshakable conviction that most people are good, that the old-fashioned virtues never go out of style and that character, loyalty and hard work will decide a man's success.

Born in David City, Neb., in 1891, Joyce C. Hall attended school in Norfolk, Neb., where the Hall family later moved. Working as a youth in a Norfolk book store owned by his brothers, Rollie and William, he became acquainted with picture postcards, then becoming popular.

The engraved Christmas cards and ornate Valentines of that era later caught young Mr. Hall's fancy. In 1916, he enrolled in a business college in Kansas City, Mo., attending school evenings and during the day jobbing postcards, Christmas cards and Valentines. Within three years he had formed the Hallmark greeting card company, beginning with four employees.

Mr. Hall today supervises the Hallmark operations from his farm just outside Kansas City. His daughter, Elizabeth Ann and Barbara, are married, and his son, Donald, is in the Army.

An insight into Mr. Hall's lack of pretensions or artificialities is revealed in his address to employees last year in which he disclosed two of his New Year's resolutions:

"To think a little longer and a little harder before I speak."

"To have all my pants let out another inch."

Cincinnati IRE Meeting

SEVENTH annual Spring Technical Conference, sponsored by the Cincinnati Section of the Institute of Radio Engineers will be held in that city April 18, it was announced last week. R. W. Lehman, Baldwin Piano Co., 1801 Gilbert Ave., Cincinnati, is in charge of exhibits and advertising.
**BINAURAL BROADCASTING**

*Almost As Old As Broadcasting Itself*

WDRC, operating as binaural station in 1924, shows studio containing right-ear and left-ear microphones and transmitters.

By FRANKLIN M. Doolittle

President, WDRC Hartford

There have recently appeared in trade publications several articles describing new “firsts” in the use of binaural broadcasting. Actually binaural broadcasting is almost as old as broadcasting itself.

Its first use was, I believe, by WDRC Hartford (then WPAJ) in 1924 when two channels were assigned for this purpose by the Federal Communications Commission. A station employing two microphones and two transmitters was actually built and operated for about a year, and several demonstrations of reception were given at Yale’s Dunham Lab. of Electrical Engineering.

This work was described in the April 1925 issue of the Electrical World and it is claimed it was the first attempt ever made to conduct experiments to determine the demand for broadcast channels. However, the project was abandoned after several months of operation due to lack of funding.

In Sets of Two

Ideally, the full binaural effect requires the use of two microphones at the transmitting station, spaced about the same distance apart as the human ears, and two transmitters radiating independently on separate channels and two receivers at the receiving point, each separately connected to one receiver of a double headset.

With this arrangement, the ears are in effect transferred to the location of the microphones and the slight differences in time of arrival of the sounds at the two ears, which the brain interprets as direction and distance, is maintained.

When loudspeakers are substituted for headphones at the receiving location, some of the ability to detect accurately the source of sounds is lost. The reason for this is that if headphones are used, each ear hears a separate version of the program, but when loudspeakers are used each ear hears not only the version intended for it but also, somewhat, what is intended for the other ear.

Nevertheless, there remains a diffusion of the sounds into three dimensions, which gives an effect quite superior to monaural listening and which contributes much to the realism.

Any broadcaster who has both AM and FM can transmit an occasional program binaurally for the benefit of high-fidelity fans, whose number has greatly increased.

The regular reception of the stations is not interfered with in any way, but to take advantage of the binaural transmission, two receivers must be used, tuned to the AM and FM transmissions. Reception may be either with headphones or with loudspeakers properly spaced in the room. Some experimenting is necessary to find the proper spacing for maximum effect if loudspeakers are used.

Although binaural broadcasting will probably not revolutionize broadcasting as a whole, it provides a fascinating field for the broadcaster who desires to render a service of unique kind to those who are interested in high fidelity reception.

CBS Radio’s Dr. Christian series, Wednesday, 8:30-9 p.m. EST, has been chosen by Laymen’s National Committee as “the outstanding program contributing to moral growth and individual family responsibility of the American people.”

---

**THE QUAD-CITIES**

16th in Effective Buying Income Per Family

Among Sales Management’s 162 Metropolitan Areas

If your advertising dollar is seeking the quality market first—then the Quad-City area belongs on your list. Year by year this community rates higher and higher among the 162 standard metropolitan areas. Good ancestry, fine geographical location and diversified means of livelihood all contribute to a high standard of living among Quad-City families.

Les Johanson, V. P. and Gen. Mgr.

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**KGW**

*The People’s Choice*

**Portland, Oregon**

1,246,540 active, young-minded Westerners comprise KGW’s market in 12 big, prosperous metropolitan Oregon counties, plus a generous slice of Southwest Washington.

Represented nationally by Edward Petry & Co., Inc.

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**CBS**

*Big Band Series*

**November 3, 1952**
LADIES who win prizes on the Club 1500 show aired daily on WFBR Baltimore also are getting shopping bags to transport their loot. Dozens of contest winners each week promote the show by carrying the bags clearly printed with "Another prize winner on Club 1500 Monday through Saturday on WFBR."

WTVJ (TV) PARTY PLANS

THREE weeks of festivities beginning Nov. 5 have been planned by WTVJ (TV) Miami to celebrate the opening of the station's new studio building. Tickets are being sold for all employees who will inaugurate the ceremonies on that date. Parties for the local press, network officials, and sponsors are scheduled by the outlet. All southern Florida viewers are being invited to tour the station so they will have a chance to see their favorite local show just as it is telecast.

TRIPS TO INAUGURAL

CASH prizes up to $1,000 plus a pair of plane tickets to Washington for the inauguration to each of three winners will climax the "Operation Vote Count" contest on WSRS Cleveland. Contestants, who are the number of citizens who will vote in Cuyahoga County on Nov. 4, are sent to the stations and the three persons whose number comes closest to the actual figure will win.

Experience Counts

...and for AM, FM and TV
It's Marconii

The ingredients are blended to perfection! You'll be first with the latest equipment. First in performances. First to receive the benefits of the latest technical advances, because Marconi has specialists in broadcasting equipment.

OPERATION—Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the first radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in three fields than anyone else in Canada.

EQUIPMENT—Everything from microphone to antenna, designed, installed, adjusted and guaranteed...that's the experienced Marconi service.

Marconi
The greatest name in radio and television

CANADIAN MARCONI COMPANY
Established 1902
Vancouver • Winnipeg • Toronto • Montreal • Hamilton • St. John's

 programs promotion premiums

KBIG'S 'BIG PLAY'

MAILING piece from KBIG Avalon, Calif., states that "KBIG is making a BIG play for tune-hungry voters". Station points out that all media are used to promote its music-news programming.

ELECTION COVERAGE PLUG

COLORED map showing traditionally Republic, Democratic, and States' Right states has been distributed by WAVO-AM-TV Louisville, Ky., to promote election coverage on the stations. Map is accompanied by a card containing the number of electoral votes each state has.

WBNS-TV HISTORY

FOUR-PAGE folder, giving the history and background of WBNS-TV Columbus, Ohio, was used by the station to tell viewers and clients of the station's third anniversary celebration during October. Wide circulation of the promotion piece was assured when station decided that in addition to sending it to agencies and clients WBNS talent would distribute folders when they made personal appearances.

ALTRUSTIC BROADCASTER

BELIEVING that "people have diversified tastes in entertainment and if they can't find what they want on our station they should be briefed on others," Harry Maizlish, president and general manager of KFWR Hollywood, has inaugurated new policy of two-minute broadcast every hour, which lists all other local stations' radio-TV programs.

NEW AM PROMOTION

STORY of WFOB-AM Postoria, Ohio, which has just been completed is being told in potential listeners and advertisers in brochure form. Map of the stations' coverage area, population statistics and station location are included. WFOB-FM has been on the air since 1946.

ADS BOOST RADIO

MEMBERS of the staff of KTUC Tucson, Ariz., are airing 15 spot announcements daily promoting station facilities, using the theme "There's something good to hear right now on KTUC..." Station sponsors are also footing the bill for newspaper ads which utilize the same phrase.

ADS PRODUCE RESULTS

BROCHURE featuring reprints of several ads promoting Vic Diehm stations which have appeared in BROADCASTING • TELECASTING has been prepared by Mr. Diehm on the occasion of his 25th year in radio. In the preface of the booklet titled Sincerely Yours, Mr. Diehm states that, "These ads have met with utmost attention and have resulted in many fine contracts" for WAZL Hazelton, Pa., WHOL Allentown, Pa., WHLM Bloomsburg, Pa., and WIDE Biddeford-Saco, Me.

SCHOOL TEACHER CONTEST

CONTEST to find the most beautiful teacher in America will be launched on Nov. 9 by the Our Miss Brooks program on CBS Radio for Colgate-Palmolive-Peet. The winning teacher will be awarded a week's vacation in Hollywood with all expenses paid during the Christmas holidays. The contest is open to grade and high school students in the United States.

SONG INSPIRATION

RADIO-TV musical director Hank Sylvester is creating a program based on incidents in history that have served as inspiration for songs that have been written through the ages. Working with him on the radio-TV package is Malvin Wald, Hollywood scenarist.

UNITED NATIONS TRIBUTE

TRIBUTE to the UN was aired fortnight ago by WICC Bridgeport, Conn. Format was a play within a play which took place in an American school room setting up an UN program. Cast and chorus was made up of 40 children from Bridgeport public schools.

LUCKY NUMBER PROMOTION

MEMBERSHIP of 864,000 is being claimed by WOKY Milwaukee in its "LUCKY Number Shopper" League promotion. Every home in the Milwaukee area has been mailed a membership card and is eligible to win a new $15,000 home or $2,000 in other prizes. WOKY campaign broadcasts lucky numbers 18 times daily. Winners' names are published in local newspapers and announced over WOKY.

WINNER TO BERMUDA

LUCKY winner of Leif Eid's news show on WNBW (TV) Washington will soon be smoking in the sands of Bermuda. Dunhill Cigarette Co., in cooperation with the station, is offering the trip to the person who comes up with the best reason for switching to Dunhill.

WNHC BACKS ARTS

THIRD annual American Art Festival over WNYC New York was to begin Oct. 2 and run through Nov. 1 with more than 50 hours of air time allotted for information on New York City's museums, art galleries and art treasures. The project, launched to stimulate interest in the arts, was launched by WNYC in 1950. Condon Riley served as art consultant for the festival and Bernard Buck, station program manager, as coordinator.

RELIGIOUS SERIES

RADIO Gospel Fellowship, Denver, has tape recorded a new series of 92 quarter-hour devotional programs Strength For The Day at Radio Recorders Inc., Hollywood. Released in groups of five tapes, the series features Al Salter in Bible readings, with Joseph Barclay, tenor soloist, and Paul Mickelson, organist.

SPORTS COMMENTARY

KECA Los Angeles Elroy "Crazy Lapa" Hiske Show, features sports commentaries by the Los Angeles Rams end, and will be sponsored by Miller Brewing Co., Milwaukee, on thrice weekly basis for 13 weeks from Oct. 22. It is packaged by Larry Cotton Presentations, Hollywood. The agency is Mathisson & Assoc., Milwaukee.

FRIENDS

"To make a friend, you must be one."
Over Twenty Five years of service to farmers in Kansas and adjoining states have made us their friend.
EDUCATORS MEET
Set Up by JCET

A GROUP of leaders in the movement for educational television con-
erved in New York Oct. 21 in what spokesmen described as a session devoted primarily to an exchange of information and ideas.

Meeting was set up by the Joint Committee on Educational Tele-
vision and was attended by President Scott Fletcher of the Fund
for Adult Education, which has made a $146,000 grant to JCET.

Others who attended were listed as:

Chairman Edgar Fuller, Executive Director Ralph Steele, and General
Chairman Telford 2804 (JCET); Ken-
neth Hartlett, dean of University Col-
lege, Sydney Australia; Harold B. Farnam of the "Cedar Rapids (Iowa) Gazette"; Leland Hazard, Pittsburgh Plate Glass Co.; John E. Ivey Jr., director of the Southern Regional Educational Board; Thomas P. Campbell, deputy mayor of Denver; Mark Schilner, superintendent of Cleveland schools; William Sener, U. of California at Los An-
geles; William Stilson, assistant to the president of Wayne U.; and Raymond Witteck, chairman of the St. Louis Educational Television Committee.

POLITICAL DILEMMA REVIEWED
Salant Says Sec. 315 Needs Re-examining

(See Editorial, Page 58)

POLITICAL broadcast requirements of the Communications Act result in "giving less, not more, to the people" and should be re-evaluated after the elections, Richard
Salant, CBS vice president, de-
clared at a breakfast.

Discussing the complex problem on Dwight Cooke's You and the
World broadcast on CBS Radio on Friday (6:15-30 p.m.), Mr. Salant singled out the vote of the FCC to adopt the Nixon Virginia speech at the time of Sec. 315's broadcast explaining the so-called Nixon fund.

Because Gen. Eisenhower was expected to make some statement on the Nixon fund, Mr. Salant, said CBS Radio covered the general's speech as news, even though in doing so "we put ourselves under the obligation of some eight and a half or nine hours of free time to other candidates." He continued:

"It happened that we were the only network to do that. I think that's undesirable. I'm pretty sure that the other networks didn't do it just on account of Sec. 315 [equal-opportunity provision of the Communications Act]. That isn't the kind of result that Sec. 315 results in giving less, not more, to the people.

Mr. Salant and Mr. Cooke also brought out that the equal-oppor-
tunity requirements minimize the feasibility of using Congressmen to debate important issues on the air, even though they may be the foremost experts of the subject under discussion. For all Congress-
men, and one-third of the Senators, are running for re-election (ex-
cept those who have decided to re-
tire), and to put one in a broadcast debate automatically requires the broadcaster to make equal time available to his opponents.

"It just restricts the kind of people you can have," Mr. Salant said. "You can't have the best pos-
sible people on the particular is-

sue." He asserted that "after the heat of the campaign is over and while the experience of all these difficult
sessions is still fresh in our minds, we should — all of us: Congress, the other broadcasters, the FCC — take a long look at Sec. 315 and see whether it works out the way we expected. Obviously it's in the best American tradition that everybody have equal oppor-
tunity to get their views to the people, but Sec. 315 also tends to keep them away from the people in the way that I've just described."

Mr. Salant added that he realized that "radio and television are so powerful . . . that we simply can't use them to ride our own poli-
tical hobby horses if we happen to have any," and that whether Sec. 315 is changed or not, "we always stand by the policy that we try to follow now — to present all the facts to the people . . ."

As evidence of the complexity of the equal-time requirements, he noted that 18 major and minor parties are putting up Presidential candidates this year and that if each of these were given an hour of prime time a week they would, altogether, account for 18 out of the 21 hours a week between 8-11 p.m. He continued:

"Largely on account of Sec. 315 we have just had to adopt the general policy, with the exception of a matter like the [Eisenhower speech which was covered as spot news], of not giving time to the candidates but of selling it. I admit that doesn't seem to be very attractive. It does mean that the party with the most money gets to tell people that's what's coming out of this very powerful medium. But on the other hand, that is a fact of life.

"The party with the most money can take out the most newspaper and magazine ads, they can issue the most number of full color pamphlets. There really isn't any reason in that area why radio and tele-
vision should be treated any differ-
ently from any other method by which a candidate reaches the people. It would be awfully nice if all the parties had all the money they wanted. That would solve our prob-
lem. They don't and we can't do much about that."

New Series Available

DOROTHY OSHLAG, manager, Communications Materials Center, last week announced the avail-
ability of a new transcription series in which is told true stories of criminals and delinquents, using their actual voices. Series is en-
titled, Why Did He Do It? The
center, a division of Columbia U.
Press, has offices at 413 W. 117th St., New York 27.

November 3, 1952 • Page 99
Grants authoring new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 107.

By Committee En Banc

AM—1200 kc

KBEW Palo Alto, Calif.—Granted CP to increase D power from 250 w to 1 kw. AM—1250 kc

KPOW Powell, Wyo.—Granted CP to increase D power from 1 to 5 kw. Change to DA-N

KSDK Aberdeen, S. D.—Granted CP to change from DA-DN to DA-N. AM—560 kc

WHAK Rogers City, Mich.—Granted CP to increase D power from 1 to 5 kw. KVVO Provo, Utah.—Granted CP to increase D power from 1 to 5 kw and install new trans. Change to DA-N

Advised of Hearing

South Plains Broadcasters, Stanton, Tex.—Being advised that application for new station on 1360 kc 250 w—unl. indicates necessity of hearing on question of multiple ownership. 

Merchants & Farmers Station, Raleigh, N. C.—Being advised that application for new station on 1440 kc, 1 kw, is being placed on hearing docket because of interference with WFWF Fuqua Springs, N. C.

October 29 Decisions . . .

Actions on Motion

By Commissioner George E. Sterling

Sparton Bcastg. Co., Jackson, Mich.—Granted application for extension of CP without prejudice of application for CP for new TV.

WHBN Inc., Jackson, Mich.—Removal of KFBI Inc., Wichita, Kan.—Granted petition for dismissal without prejudice of application for CP for new TV.

Chief, Broadcast Bureau.—Refered to full Commission petition to withdraw objection in proceeding re applications for CP for new television stations of KFBI Inc., Wichita, Kan., and Wichita Beacon Bcastg., Co., Wichita, Kan.

Chief, Broadcast Bureau.—Granted motion of Commission to dismiss application for extension of CP for new TV station in Chicago, Ill., to be dismissed with prejudice, and denied insofar as it requests that application of WDAS Philadelphia, Pa., to change location of WDAS be removed from hearing docket and returned to processing line.

WDAS Philadelphia, Pa.—Granted petition for extension of time Oct. 20, 1952, to file opposition to motion of Chief, Broadcast Bureau, to dismiss with prejudice application of Penn Jersey Bcastg., Co., Bristol, Pa., and for removal from hearing docket of application of WDAS.

FCC actions

October 1952

October 24 Through October 30

FCC actions

October 24 Decisions . . .

BY COMMITTEE EN BANC

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FCC actions

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October 24 Through October 30

FCC actions
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
Washington, D. C.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.

—Established 1928—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 2-3000

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0-111

CONSULTING RADIO & TELEVISION ENGINEERS

COMMERCIAL RADIO EQUIPMENT

Craven, Lohnes & Culver
Munsey Building District 215
Washington 4, D. C.

A. D. RING & CO.
26 Years' Experience in Radio Engineering

S.W. Sorce.

WBCP

INTERNATIONAL COMMERCIAL RADIO EQUIPMENT

Washington, D. C.

E. C. PAGE
CONSULTING RADIO ENGINEERS

BOND BLDG., EXECUTIVE 5470
Washington 5, D. C.

MILLARD M. GARRISON
1519 Connecticut Avenue
Washington 4, D. C.

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg., Washington, D. C.

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER

1052 Warner Bldg.
Washington 4, D. C.

INTERNATIONAL COMMERCIAL RADIO EQUIPMENT

Washington, D. C.

WELDON & CARR
CONSULTING RADIO ENGINEERS

1605 Connecticut Ave.
Washington 25, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS

HIGHLAND PARK VILLAGE
Dallas 5, Texas

ROBERT M. SILLMAN
Consulting Radio Engineer

1011 New Hampshire Ave., N. W.
Washington, D. C.

CONSULTING RADIO ENGINEERS

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER

230 BANCROFT INVESTMENT BLDG.
San Francisco 2, California

GRANT R. WRATHALL
Aptos, California

RAYMOND M. WILMOTTE
Consulting Radio Engineer

1469 Church Street, N. W., December 1231
Washington 5, D. C.

CONSULTING RADIO & TELEVISION ENGINEERS

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS

5010 Sunset Blvd.
Hollywood, Calif.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER

Installation-Operation

2443 CRESTON WAY

HOLLYWOOD 28, California

VANDIVERE, COHEN & WEAHR
Consulting Electronic Engineers

612 Evans Bldg., N. W.

JAMES R. BIRD
Consulting Radio Engineer

Fairmount Hotel, KY.

November 3, 1952 * Page 101
Help Wanted

Managerial

Assistant & commercial manager for CBS station with TV in Southwestern city. Must have good sales record. Excellent opportunity for further advancement in group-owned stations. Write, giving full information, experience, etc. Box 5976, BROADCASTING • TELECASTING • TELECASTING.

Sales manager. Little Falls, N. Y. Must have good sales record. Must have good personality. Good opportunity for further advancement. Box 6900, BROADCASTING • TELECASTING • TELECASTING.

Salesmen

Special radio program telephone salesman (comm.) for CGB campaigns throughout South. Must have BROADCASTING • TELECASTING • TELECASTING.

Help Wanted

Help Wanted (Cont'd)

Wanted—Fulltime announcer with experience. Send writing sample of five pages within two weeks. Reply Box 5488, BROADCASTING • TELECASTING • TELECASTING.

Combination announcer-engineer with first class wiring and radio experience. Will be given training in new work. Box 5493, BROADCASTING • TELECASTING • TELECASTING.

Announcer—Must have network station background. Must be familiar with working conditions. CBS affiliated. Write giving complete details on education, experience, references, etc. Box 5497, BROADCASTING • TELECASTING • TELECASTING.

Announcer—Must have network station background. Must be familiar with working conditions. CBS affiliated. Write giving complete details on education, experience, references, etc. Box 5497, BROADCASTING • TELECASTING • TELECASTING.

Immediate opening aggressive salesman who can produce. 50% commissions and 50% salary. Must have good personality, if capable. Contact Carson, Box 5500, BROADCASTING • TELECASTING • TELECASTING.

If you can sell radio advertising in a $1,000,000 metropolitan market or would like to try for $75.00 a week guarantee for the right person. WRAC, Racine, Wisconsin.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing and sales. Good writing sample, experience record, references. First class telephone experience considered. Box 5576, BROADCASTING • TELECASTING • TELECASTING.

Announcer—250 watt Virginia station. Reply Box 5599, BROADCASTING • TELECASTING • TELECASTING.

Announcer—With first phone. Must have top announcing ability. CBS station. Send all pertinent information, salary requirements, telephone number, etc. Box 5609, BROADCASTING • TELECASTING • TELECASTING.

If you answer needed for Midwestern network and regional affiliate. Top pay for top man plus good opportunity. Reply Box 5626, BROADCASTING • TELECASTING • TELECASTING.

Two announcers. Top salary. Only those considered. Box 5678, BROADCASTING • TELECASTING • TELECASTING.

Regional NBC station in thriving Southern market has openings for top-flight announcer. Good pay, plus talent. Reply Box 5698, BROADCASTING • TELECASTING • TELECASTING.

Wanted: Two announcers for progressive station in Southeast. Experience preferred, ability required. Good pay and working conditions, conditional staff. Must have full information, disc and photo. Write first letter to Box 5708, BROADCASTING • TELECASTING • TELECASTING.

Mature announcer, authoritative voice, special events experience, for station in busy Southern city. Reply Box 5728, BROADCASTING • TELECASTING • TELECASTING.

Help Wanted (Cont'd)

600 watt ABC station has immediate opening for qualified announcer. Must be able to make a place for himself in close-by first class network. Good experience and references to Box 5748, WGN, Chicago, Illinois.

Combination engineer-announcer. Wire or write WORF, Oxford, North Carolina.

Sports announcer. $70.00-$75.00 weekly. Send recording, photo, letter. WVOU, Wilson, North Carolina.

Combination announcer-engineer, first class ticket. Permanent. WYAM, Lynn, Massachusetts.

Wanted—Two combo men and one straight announcer for new North Carolina station. Send full details to P. O. Box 941, Rock Hill, South Carolina.

Wanted: Experienced top newscaster, DJ program producer with authoritative voice. Must have at least five years' experience. Send proper details including audition. Box 1056, Twin Falls, Idaho. 500 watt NBC affiliate.

Commercial

First class engineer, no experience required. Send or write to Box 5768, BROADCASTING • TELECASTING • TELECASTING.

Transmitter engineer 500 watt station. 10 hours. Box 6188, BROADCASTING • TELECASTING • TELECASTING.

Night man to spark midnight to 6:00 a.m. Send letter, references, and photo first. First class station, Michigan. Box 6198, BROADCASTING • TELECASTING • TELECASTING.

Wanted: First class engineer, no experience required. Send or write to Box 6208, WLSR, Roosevelt, California.

City, Utah. Box 6218, BROADCASTING • TELECASTING • TELECASTING.

Operator with first phone for daytimer in Ohio. No experience necessary. Starts immediately. Box 6228, BROADCASTING • TELECASTING • TELECASTING.

Combination announcer-engineer-writer-writer for Nashville station. Send disc, photo, references and letter of application. Send to Box 6238, KGVR, Great Bend, Kansas. No refusals, please.

Wanted—First class engineer with announcers experience. Box 6298, BROADCASTING • TELECASTING • TELECASTING.

Operator with first phone for daytimer in Ohio. No experience necessary. Starts immediately. Box 6298, BROADCASTING • TELECASTING • TELECASTING.

North Carolina. Engineer-announcer with first ticket. Send details plus station location. Box 6308, BROADCASTING • TELECASTING • TELECASTING.

Immediately: fulltime first phone engineer. Wisconsin progressive station. No experience required. No writing sample. Box 6308, BROADCASTING • TELECASTING • TELECASTING.

Colorado—KCOL, Fort Collins has opening for first class engineer with opportunity to become chief. Mail complete information and references. Box 6318, BROADCASTING • TELECASTING • TELECASTING.

Local newsmen wanted to cover 80,000 population county. Prefer applicant has some college training. Send letter, photos, etc. Box 6328, WBOB, Oak Forest, Illinois.

Television

TV salesman for single station market in busy Northeastern market. Good writing sample, picture, full background, salary first. Please write, 222 Chestnut Street, Camden, New Jersey.
**Situation Wanted**

**Managerial**

Will trade 15 years broadcasting experience newly married? Seeking opportunity general manager or commercial manager with GM future in your terms. Successful record time sales, station, operations manager, program director for competitive family. Many years in the business, he's a terrific salesperson. He sold me seven years ago and I'm still sold on him. Confidentially, he could be had—if you want to propose to me. (his wife). PS: I'm a pop. (Junior). Box 79R, BROADCASTING • TELECASTING.

My boss could be the man you're seeking for sales. General manager. He's a ball-of-fire with know-how and experience—he knows radio and TV. Many years in the business, he's a terrific salesman. He sold me seven years ago and I'm still sold on him. Confidentially, he could be had—if you want to propose to me. (his wife). PS: I'm a pop. (Junior). Box 79R, BROADCASTING • TELECASTING.

Administrator, assistant to PO or manager. Woman, skilled all phases AM and TV. Box 80R, BROADCASTING • TELECASTING.

Assistant manager available. More than 20 years newspaper, Unqualified record of efficiency and economical operation based on thorough background in salesmanship and the knowledge that successful operation relies on enterprise and subject relations. Community West or Northeast preferred. Box 81R, BROADCASTING • TELECASTING. Personal appointment any place. Will purchase interested facilities. Box 81R, BROADCASTING • TELECASTING.

**Announcer**

Announcer. Televising—Television experience background, photography and tape. Box 82R, BROADCASTING • TELECASTING.

**Announcer**

Announcer—Television—television experience background, photography and tape. Box 82R, BROADCASTING • TELECASTING.

**Situation Wanted**

**Sports**

Sports announcer, four years experience in large market, also staff and special events. Available for fall season. Married, family, twenty years experience. Box 83R, BROADCASTING • TELECASTING.

**Spanish**

Spanish regional announcer, university graduate, five years each, radio and television, desires to reside San Antonio. Can learn languages. Box 83R, BROADCASTING • TELECASTING.

**Local news**

Local news specialist 8 years, also announccer, 10 years, want larger market, better salary. TV future. Box 84R, BROADCASTING • TELECASTING.

**Box**

Help! Uncle Sam wants the plus profit area. Personal appointment preferred but available. Box 80R, BROADCASTING • TELECASTING.

Announcer—News, sports, disc, staff. Three years experience can operate control console and work studio. Has staff experience in script and continuity writing. Over two years current experience. Audio, tape and photo on request. Box 83R, BROADCASTING • TELECASTING.

Announcer, some experience. Married. Will settle with family in large market, better salary. Box 84R, BROADCASTING • TELECASTING.

**Cast**

Cast. Box 80R, BROADCASTING • TELECASTING.
Help Wanted

WANTED ENGINEERS—COMBINATION MEN—ANNOUNCERS

To fill the personnel needs of our rapidly expanding operation, including newly formed regional network and projected plans for TV. Good pay, modern facilities, forward looking policies, ample security and modern benefits, without capitalisation insurance. We hire only competent people who are interested in permanency. Send all pertinent data, including education, references, salary expectations, etc., to Box 909B, Western Slope Broadcasting Company, Grand Junction, Colorado.

Central Midwest

$75,000.00

This radio property has not been permitted to develop due to constant disagreement among the absentee owners and the tenants in the area but none of them in management—it has drifted along on a little more than a break- even basis. Property is established in one of the richest corn sections of the Midwest—$75,000.00. Some financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

Jame W. Blackburn
Washington Bldg.
23 1/2 15th St. N.
Washington, D. C.

SAN FRANCISCO

Bay V. Hamilton
251 Montgomery St.
San Francisco, Cal.

Sterling 4341-2

Delaware 7-1515-4

Exbrook 2-5672

Television

Managerial

Attention television applicant! Complete key staff positions. Including general manager now available. Combined experience of 10 years interesting opportunity. Box 829R, BROADCASTING • TELECASTING.

Technical

Third phone, television workshop graduate experience with camera and control room operations, married, 35 years old. Box 828R, BROADCASTING • TELECASTING.

Production-Programming, Others

Production-Programming, Others

For Sale

Stations

95A plus one share in corporation holding 350 watt daytime CP for sale. Has been completely overhauled and refinished. Complete with one set EL 526, 956R, BROADCASTING • TELECASTING.

Equipment, etc.

250 watt General Electric AM transmitter. Operates and looks new. Has been completely overhauled and refinished. Complete with one set EL 526, 956R, BROADCASTING • TELECASTING.

WANTED TO BUY

Equipment, etc.

WANTED TO BUY: RCA FM four section standard pybon antenna, RCA or Johnson no-cover-up 400 meg into 50 ohm transmission line. Box 888R, BROADCASTING • TELECASTING.

WANTED TO BUY: Used turntable type record player; console or console/rollaway, also remote studio monitoring link with 250 watt RCA 665R, BROADCASTING • TELECASTING.

Central Midwest

$75,000.00

This radio property has not been permitted to develop due to constant disagreement among the absentee owners and the tenants in the area but none of them in management—it has drifted along on a little more than a break- even basis. Property is established in one of the richest corn sections of the Midwest—$75,000.00. Some financing.

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BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn
Bay V. Hamilton
Washington Bldg.
23 1/2 15th St. N.
Washington, D. C.

SAN FRANCISCO

Tribune Tower
251 Montgomery St.
San Francisco, Cal.

Sterling 4341-2

Delaware 7-1515-4

Exbrook 2-5672

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Equipment, etc.

250 watt General Electric AM transmitter. Operates and looks new. Has been completely overhauled and refinished. Complete with one set EL 526, 956R, BROADCASTING • TELECASTING.
Situations Wanted (Cont'd)

AVAILABLE SOON . . .

Television Manager

Year of successful management of film to radio station. Past year manager of highly profitable television station. Can bring to new station proven programming and sales techniques that will pay off. Excellent references. Interview on request. Box 913B, BROADCASTING • TELECASTING.

PRODUCTION AND PROGRAM MANAGER

Now with one of best TV stations in the nation!

Present programs are attracting favorable, nation-wide attention. Add imagination, writing ability, originality, to organizational ability and you have the reason for 100 first-class local presentations each week. Need to change background. Salary secondary. Write Box 913B, BROADCASTING • TELECASTING.

Technical

TECHNICAL DIRECTOR

CHIEF ENGINEER AM-FM-TV

20 Years Experience

Interested Primarily in TV

Technical Director

Know TV layouts. Experienced with hearings before FCC, also all phases of construction, operation and maintenance from 250 watt to clear channel station, including directional antennas. Experienced in handling union staff. Box 894B, BROADCASTING • TELECASTING.

For Sale Equipment, etc.

FOR SALE:

250 WATTS MASTAL STATION in the most beautiful town in the Southeast. Best buy! Here's why:

1. Price: $45,000.00.
2. Gross sales this year, $50,000.
3. No deed competition.
4. Studio and living quarters, both over 5,000 population, only station of its kind in area.
5. Retail sales, approx. $30,000.
8. Agriculture: tobacco, cattle, cotton.
9. Highest average weekly wage per capita in state.
10. Good staff, Plenty prestige. It's yours now at $45,000.

BROADCASTING • TELECASTING

Miscellaneous

WFLN FM) Growth

WFLN (FM) Philadelphia extended operations Nov. 1 to 7 a.m. midnight, according to Raymond S. Green, general manager. Formerly the station had gone off the air at noon. The FM-only outlet will continue to program good music news and special cultural features, Mr. Green said.

Kendall to ODM

APPOINTMENT of Charles H. Kendall as general counsel of the Office of Defense Mobilization was announced Oct. 20 by defense mobilization spokesman Mr. Kendall has been general counsel of Defense Production Administration for the past 10 months, a post which he retains.

November 3, 1952 • Page 105
SUMMARY THROUGH OCTOBER 30

On Air Licensed CPs Pending Hearing
AM Stations 250 622 579 72 22 5
FM Stations 622 579 72 22 5
TV Stations 111

WRTA
Altoona, Pa.

Twenty-eight years radio experience and Roy Thompson's life dedicated to broadcasting world over in WRTA Altoona, Pa.'s friendliest station. People like to do business with friends. Of course, WRTA-advertised products sell.

Roy J. Thompson
Represented by
Robert Masker Associates

BROADCASTING  Telecasting

WILLS Beckley, W. Va.; WJAC Inc., Meyersdale, Pa.—Are being advised that applications for so-called operation indicates necessity of hearing because of interference. WJAC requested to CP to increase power from 1 kw to 6 kw and 250 kw to 500 kw, and would cause interference to WJAC Inc. Application for new station on 560 kw, 500 w in N, would receive interference from WJIL Philadelphia, as well as from WJIL Beckley, W. Va.

WHN Huntsville, Pa.—Is being advised that application for CP to install tower on existing antenna is improper. CW is further advised, indicates necessity of hearing because of interference to WJCN Towne.

WGN Newton, Ill.—Granted authority for additional period of 69 days from Oct. 22, 1952, to remain silent pending conclusion of litigation, as special regional reorganization. Station not to resume broadcasting without prior FCC approval if control is transferred.

Petition Granted

KBOX Harlingen, Tex.—Granted petition for continuance to Dec. 1, 1952, argument on petitions of WCKY Cincinnati, and KFHK Sacramento, including Commission's action of Nov. 14, 1951 granting nondirectional operation of KSOX.

Request Denied

WEBB Southern Pines, N. C.—Denied request for temporary authority to operate WPBC, in order to make test broadcast for purpose of broadcasting election returns on Nov. 4, 1952. South Carolina—Denied request for waiver of sec. 132.1(b) (in which permission was sought for acceptance of application for special temporary authority to operate WGRG). Request for compliance beyond time specified in license for purpose of broadcasting election returns on Nov. 1 through 4, 1952.

Extension of Authority

Burns Ave, Baptist Church, Detroit, Mich.—Granted application for extension of authority to transmit religious and educational programs over KVYJ, Wyandotte, Ontario, Canada.

Filing of SSA

Commission extended SSA to following stations on temporary basis pending full action on their petition.

WJAC Altoona, Pa.; WJAC Inc., Meyersdale, Pa.—In use of 660 kw, 10 kw, unlit; WNYC New York City, N. Y.—In use of 100 kw. to operate additional hours from 8 a.m. EST, to sunrise New York City, from sunset New York City, to 10 p.m. EST; WKBW Corpus Christi, Tex., for use of 1000 kw in city for construction program to local sunset at Corpus Christi; and WOAI Austin, Texas, for use of 600 kw. to local sun rise. CST.

Reinstatement of CP

KSWB Yuma, Ariz.—Granted application for reinstatement of expired CP for new station on 1490 kw, 250 w, unlit, with specification that construction be completed by Dec. 1, 1952.

Jackson is the hub for fifty-three Mississippi producing oil and gas fields. This important oil and gas center is the scene of prosperous mid-Mississippi market. You can get your share of this market by using popular WJXK.

fccc roundup

New Grants, Transfers, Changes, Applications

Docket Actions...

REPORT AND ORDER

Standard Broadcast Band—FCC finalized rule-making adding 540 kc to AM broadcast band. The standard broadcast band for use in the U.S. is now specified at 535 to 1600 kc in lieu of 550 to 1600 kc. Use of additional channel will be subject to "harmonious interference" provisions of frequency assignment rules. U. S. Class II stations will recognize the priority of use on the 540 kc channel when making provisions of the pending National American Regional Broadcasting Agreement.

AM grants


Non-Docket Actions...

AM GRANTS


TENDERED FOR FILING

Change Studio Location

KDON Palm Beach, Calif.—Modified license, to change studio location from Palm Beach to Salinas, Calif.

October 30 Decisions...

ACCEPTED FOR FILING

AM—630 kc

KGPH Flagstaff, Ariz.—CP to change frequency from 1450 kc to 1460 kc, 1 kw day, AM, 6,000 w, to operate power from 250 w in N, 6 kw in W, modified license to operate extended to 1956, first year operating cost $35,000, revenue $35,000. First day operating power from 3 kw in N, 6 kw in W, modified license to operate extended to 1956, first year operating cost $35,000, revenue $35,000.

Renewal of License

Following stations requested renewal of license:


TENDERED FOR FILING

AM—1260 kc

WNXT Portsmouth, Ohio—CP to change frequency from 1 kw-D to 4 kw-D.

October 30 Decisions...

BY COMMISSION EN BANC

AM—1290 kc

KINY Juneau, Alaska.—Granted CP to change frequency from 1500 kc to 1560 kc, 2 kw day, AM, 6,000 w, to operate power from 250 w in N, 6 kw in W, modified license to operate extended to 1956, first year operating cost $35,000, revenue $35,000. First day operating power from 3 kw in N, 6 kw in W, modified license to operate extended to 1956, first year operating cost $35,000, revenue $35,000.

AM—1340 kc

KSID Sidney, Neb.—Granted modified operating license taking franchise service frequency 1440 kc to 1420 kc and operation from D to unlit...using present power of KCKL 250 w.

Advised of Hearing

Tallassesee Best, Co., Tallassesee, Ala.—Is being advised that application for CP to change frequency from 1500 kc to 1560 kc, 2 kw day, AM, 6,000 w, to operate power from 250 w in N, 6 kw in W, modified license to operate extended to 1956, first year operating cost $35,000, revenue $35,000. First day operating power from 3 kw in N, 6 kw in W, modified license to operate extended to 1956, first year operating cost $35,000, revenue $35,000.

Jackson is the hub for fifty-three Mississippi producing oil and gas fields. This important oil and gas center is the scene of prosperous mid-Mississippi market. You can get your share of this market by using popular WJXK. 

(Continued from page 101)
Grant Tempo Rises

(Continued from page 68)

Walker dissented from the majority's ruling.

WEST Mount, 24; Ch. 51, at Bethlehem, reported the new TV outlet would be placed on the air with the greatest possible speed but no firm date can be set now. Equipment has been ordered. It was noted that the station, in a tri-city area, will serve Bethlehem, Allentown and Easton.

KCSJ Pueblo, Ch. 5, granted, expects to come into operation about March 1, it was reported last week. Equipment is both GE and RCA. Fred Weber, operator of WPFG Atlantic City, reported Dec. 20 as the commencement date for his newly granted Ch. 46 station. Mr. Weber said his transmitter will be the first factory built 1-kw uhf unit off the rca line. The antenna is already fabricated, he said. John Pearson Co., will be national representative.

The Ch. 51 grant at Bethlehem to WEST Mount, 24; Ch. 51, at Bethlehem, reported the new TV outlet would be placed on the air with the greatest possible speed but no firm date can be set now. Equipment has been ordered. It was noted that the station, in a tri-city area, will serve Bethlehem, Allentown and Easton.

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change bids of WGAL-TV Lancaster and WDEL-TV Wilmington, Del, also Steiman outlets, involving question of signal overlap (B&T, Oct. 27, Sept. 22).

The WLAN request was contained in its reply to the McFarland letter of the Commission notifying WLAN that its application for Ch. 5 in Wilmington was rejected for exclusive use of WDEL-TV's request for the same channel, indicating need for comparative hearing. WLAN also protested the FCC's modification of WDEL-TV's license that it has been told, from Ch. 4 to 8, using same power, pending outcome of the Ch. 8 comparative proceeding.

WGal, meanwhile, has filed detailed answers to the WLAN petitions charging that the latter has misconstrued the facts of the Commission actions in the proceeding.

The exchange of petitions has arisen over the FCC's memorandum order and order of Sept. 18 which sought to clarify earlier controversy between the Lancaster group and Peoples Broadcasting Co., WLAN licensee [B&T, Sept. 22]. At that time FCC took these actions in its memorandum order:

(1) Denied petition of WLAN to reconsider and set aside the Commission's order of Aug. 18, 1952, which would change WGAL-TV Lancaster Channel 4 to Channel 5. granted WLAN's further petition for reconsideration of the above action for Channel 5, for Channel 4 at Lancaster with the associated station of WDEL-TV Channel 4 to 8, subject to notification as required by Public Law 549 (MC-FCC letter notification prior to actual designation for hearing); and

(2) one and a half months for modification of license to permit operation on Channel 8 with minimum power (ERP 7.2 kw visual) under the premise condition that such grant is subject to withdrawal upon the determination of the proceeding involving its application and approval of application for Peoples for Channel 8.

In addition, the FCC announced that WLAN and WDEL-TV were being advised that the stationing of WLAN for a new station on Channel 8 and the application for Ch. 5 to Channel 8 are mutually exclusive and that grant of a consolidated hearing, including an issue on the matters of ownership of Peoples, "would be the result of a study by the".

WGal's letter was sent to WDLE-TV Wilmington to advise that its application for Ch. 7 in Wilmington, 24; Ch. 5, also pursuant to Sixth Report show the two outlets to be in the 316 kw, "raises question of common interest and ownership of WLAN Inc. and WDEL Inc. and of the overlap which would result from proposed operations of WDLE-TV and WLAN-TV indicating necessity of a hearing with mentioned WGAL-TV application." FCC required WDLE-TV to file application for operation on Channel 12 with minimum power.

In all of the Sept. 18 actions, Comm. George E. Sterling dissented on grounds that the channel changes were part of the reallocation plan, hence not subject to competitive applications. On the overlap problem, Comm. Sterling maintained it was the result of FCC's new engineering standards.

In its reply petition, WGAL-TV charged that "PEOPLESEEMS to make the point that because it has filed an application for a new station to be constructed and operated on Channel 8 in Lancaster, WGAL has lost all rights as a licensee and further operation of WGAL-TV was entirely subservient to the misconceived
NEW TPE CAX Cable

KOSH SELL APPROVED

NEW TV PRODUCERS

NEW TO APPLICATIONS

NEW PRICE CONTROL RATING

RAW ASA FORECAST

WEB WRAP THIS WEEK

WANTED SELLER OF 3,000 C.F.T. OF OCTOBER 1955 AL.

PANAMA RICE

PEOPLE.
FCC Roundup

(Continued from page 107)

Program director for WJZ, the Washington Post's news director, dismissed the idea that the station's decision to change the format of its programming could have been influenced by the Commission's decision on WJZ.

WJZ's format change was announced in March on the eve of the Commission's decision on WJZ. The station's decision to change its format was made in response to the decision on WJZ.

The Commission has not yet formally announced its decision on WJZ. However, it is expected to do so in the near future.

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Another BMI "Pin Up" Hit

(Upper the) LAZY RIVER

(WBAN) T. Miller, BMI, Mills Bros.

CHNS


ABC Ad Promotion

A ONE-DAY! $17,000 advertising campaign is listed by ABC in this week's issue of Broadcasting. The campaign, which includes a series of 15-second spots, is designed to promote the network's new series, "The Andy Griffith Show," and will run from March 14 to 16.

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BROADCAST MUSIC, INC.

Box 59, Chicago, Ill. 60690

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Getting results for sponsors is our business. And our formula for making sponsors happy is simple indeed. We take a big helping of public service, mix it with top network programs, add the program and engineering knowhow we've acquired during our 26 years. Oh, yes, we can't forget the friendly warmth that characterizes WTVR announcers. Sponsors like these ingredients. Have you tasted the result?
BOB MAXWELL . . . Fraternity of Early Risers. A New Listen at 6:30 A. M. Monday through Friday.

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

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

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


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

Detroit’s Station of New Listens . . .

The best in programming—for the best in listening