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TELECASTING

Begins on Page 79

22nd year

THE NEWSWEEKLY
OF RADIO AND TV

BROADCASTING

TELEVISION

NOVEMBER 10, 1952

35c PER COPY

Something to crow about...

Sales of Ocoma Chicken have more than doubled in the San Francisco Bay Area since Paul West started selling the product recently on "The Housewives' Protective League" programs on KCBS. One Redwood City market alone sold more than a ton of Ocoma Chicken in less than a week. What's more—"Through your efforts," Ocoma writes, "we are gaining new accounts consistently and steadily." That's just one example of how Paul West's HPL broadcasts, in combination with direct store tie-ups and point-of-sale merchandising, result in increased sales for all his advertisers.

To find out how Paul West can make the feathers fly for you too, just call us or CBS Radio Spot Sales.

KCBS San Francisco  
50,000 watts - CBS Owned  
Represented by CBS Radio Spot Sales
Go where there's GROWTH...

Groceries and Grain

Kentucky's food industry was big business ten years ago when it employed more than 14,000 people. Sales value of its products was $122,900,000. Eleven years later, in 1951, this industry employed more than 30,000 Kentuckians and the sales value of food products totaled 847 million dollars! That's an increase of 114% in employment and 689% in sales income! And Kentucky farmers set new records in 1951. Grain products were valued at a total of $168,782,000—more than $20,000 above the big 1950 crop—and triple the value of 1940 grain crops!

Go where there's GROWTH...

GO WHAS!

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

—"Benson and Benton"

WHAS
Louisville, Kentucky

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties
When you use WKMH...

YOU GET RESULTS!

Here's the PROOF →

Yes, Truscon is another advertiser who has successfully used WKMH. When YOU want to sell the DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio buy...

TRUSCON Laboratories

August 29, 1952

Mr. Jack Davidson
Station WEIR
Dearborn, Michigan

Dear Mr. Davidson:

Please inform your Traffic Department and Miss Solm that we have another sponsor for six announcements in the fourth week.

You might be interested in the story of how this paint store decided to join our promotion program. When our salesman called in the original sponsors he mistakenly gave the telephone number of the Northwest Hardware to the Masters Store.

When Masters finally got around to listening to their announcements at the end of the week they discovered the error and were, naturally, quite upset. We appeased them by making them up with four more announcements, but in the meantime Northwest had received so many telephone calls concerning the radio announcements that they called us and asked to be allowed to come into the program.

Their time spots are as follows:

<table>
<thead>
<tr>
<th>DAY</th>
<th>TIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>6:50 A.M.</td>
</tr>
<tr>
<td>Tuesday</td>
<td>9:05 A.M.</td>
</tr>
<tr>
<td>Wednesday</td>
<td>12:50 P.M.</td>
</tr>
<tr>
<td>Thursday</td>
<td>3:35 P.M.</td>
</tr>
<tr>
<td>Friday</td>
<td>9:05 A.M.</td>
</tr>
</tbody>
</table>

This is the signature they desire at the end of their announcements.

Northwest Lumber, 28720 Northwestern Highway near 12 Mile Road, Southfield 2-4000, Ask for Glen Gregory.

This is proof positive that our spot program is paying off and I will have more information on this as I plan to contact the dealers with our salesman probably by the middle of next week.

Very truly yours,

R. DALE BLACK
Advertising Department

SEE THE LATEST DETROIT PULSE AND YOUR HEADLEY-REED MAN

5000 WATTS Daytime

WKHM 1000 WATTS Nights

Affiliated with WKHM, Jackson, Michigan

The only station in Dallas and Fort Worth not splitting any part of any network schedule with any other station in Dallas or Fort Worth—it's KRLD-TV and KRLD-TV only for CBS shows in both Dallas and Fort Worth.

The 'BIGGEST' 'BUY' in the 'BIGGEST' 'STATE'

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

<table>
<thead>
<tr>
<th>POPULATION</th>
<th>RETAIL SALES</th>
</tr>
</thead>
<tbody>
<tr>
<td>Dallas County</td>
<td>648,000</td>
</tr>
<tr>
<td>Tarrant County</td>
<td>383,200</td>
</tr>
<tr>
<td>TOTAL</td>
<td>1,131,200</td>
</tr>
</tbody>
</table>

(Sales Management 1952)

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-Ft. WORTH AREAS

The Branham Company, Exclusive Representative
DON'T LOOK for wholesale resignations from FCC at staff level as result of Eisenhower sweep. Aside from two Commissionerships (Chairman Walker and recess appointee Merrill), no changes at top level immediately indicated. Staff-wise, most employees are Civil Service, including lawyers who were blanketed in by executive order several years ago. New Chief Executive could "unblanket" such employees but that decision is some distance off. Some staff resignations anticipated, presumably on theory that it's better to resign than to get fired (see story page 23).

GOVERNMENT ownership, perhaps unwittingly, being fostered by Chairman Walker and Commr. Henrock of FCC is beginning Wash-ington Board of Education to seek uhf Cp. 26*. They're behind move to have Congress directly appropriate $400,000 of taxpayers' fund for non-commercial station. Nation's capital is federal district and Congress acts as its legislature. If funds should be authorized, it would mark first time federal government has fostered domestic broadcast station, whether radio or TV. Board's applica-tion, incidentally, has brought charges of double-cross from other educational and cul-tural organizations in Washington.

RIGHTIOUS indignation being voiced by sta-tion owners also newspaper publishers because of Senate Subcommittee questionnaires on analysis of time and space purchases by pol-itical parties. Whereas radio-TV questionnaire seeks detailed breakdowns, including money expended, returnable by Nov. 24, newspaper query is both simple and patronizing. It asks merely for amount of space purchased (no money) and places no deadline as to when data should be submitted. Both letters signed by Sen. Hennings (D-Mo.), as chairman of Privileges and Elections Subcommittee.

THOSE POLLSTERS still reeling under impact of their country mile miss four years ago, did little better this election year. Be-cause of their hedging, pussy-footing and ra-ralizing by leaving enough doubtful votes to swing it either way, they failed to retrieve lost prestige.

PROFESSIONAL pollsters, however, were no worse than news experts working for both radio and press, covering campaigns. News- week's polls consistently showed correspondents leaning toward Stevenson and Broadcasting • TELECASTING's own poll of network news men indicated same result. In both cases, however, these reflected personal views rather than sampling opinions.

TWIN elements of new TV cities and ap-proach of holidays are prominent factors in disappearance of factory TV inventories, with many cases of deliveries right from box car to living room. TV output now over 200,000 weekly, and still climbing.

AMONG post-election dead ducks is Volun-teers for Stevenson appeal to FCC over pur-port ed 52 million GOOP spot blitz. Around FCC it's unofficially tagged as closed incident (Continued on page 8)

SALES OF RADIO, TV SETS SHOW SHARP INCREASE

SALES of TV sets by dealers in September exceeded combined June-July-August sales, according to Radio-Television Mfrs. Assn. September figure (five-week period) was 287,- 290 TV sets compared to 700,490 TV sets sold in three summer months.

Total radio-TV set sales, except auto receivers, totaled 1,768,501 units in September, weekly average of 333,610, highest weekly rate since last December. September radio-TV sales brought nine-month 1952 total to 7,741,802. Dealers sold total of 892,701 radios in September compared to 1,139,467 in three summer months.

RTMA announced over 3.5 million TV sets shipped by dealers to buyers during first nine months of year. Actual figure was 3,537,- 980 compared to 3,371,624 year ago. September TV shipments were $15,681 sets compared to 628,783 year ago.

DuMONT WOULD TELECAST SIX COLLEGE GAMES

PERMISSION for DuMont's three owned TV stations to telecast six college football games in schools' local communities on Nov. 15 and 22 was requested Friday by Dr. Allen B. Du-Mont, president of Allen B. DuMont Labs. Dr. DuMont sent telegram to heads of nine universities and Naval Academy citing "interest of American educational institutions in television and the opportunity television pre-sents for bringing the university influence into the home in the public interest," and of-fering, at each game, to present discussions of opinion in the same local communities.

Games sought by Dr. DuMont currently are barred from TV by NCAA restrictions, it was noted. Each of games involved is near one of DuMont's owned stations (WARD-TV New York, WTTG (TV) Washington, WDTV (TV) Pittsburgh), Contests are: Columbia at Navy, North Carolina State at Pittsburgh, and Princeton at Yale on Nov. 15; Yale at Harvard, Penn State at Pittsburgh, and Wash-ington & Lee at Virginia on Nov. 22.

BUSINESS BRIEFLY

FORD RADIO SPOTS • FORD Dealers play-ing radio spots in more than 15 markets to start Dec. 9 and 12 with contracts ranging from three days to two weeks. Each district has different starting date and contract length. Agency: J. Walter Thompson Co., N. Y.

SWANSDOWN DRIVE • General Foods (Swansdown) preparing radio spot announce-ment campaign to extend for three weeks from Nov. 17. Agency: Young & Rubicam, N. Y.

THREE-WEEK DRIVE • Cashmere Bouquet hand lotion, through Sherman & Marquette, N. Y., planning special three-week spot radio campaign to start Nov. 17 in about 25 markets.

AVAILABILITIES SOUGHT • John C. Dowd Inc. (Dowd, Redfield & Johnstone), Boston, for undisclosed grocery product, is lining up availabilities for daytime spot radio announce-ment campaign to begin before Thanksgiving.

TONI RENEWS • Toni Co., Chicago (Toni home permanents, Tonette & White Rain), renewing sponsorship of Tuesday and Thurs-day, 11:30-11:45 a.m. EST segments of Break the Bank (ABC-TV, Mon.-Fri., 11:30-12 noon), effective Nov. 18 for 52 weeks. Agency: Foote, Cone & Belding, Chicago.

AGENCY SELECTED • Laird, Schoebel & Co., Haverhill, Mass., shoe manufacturer, names Dowd, Redfield & Johnstone, N. Y., to handle advertising.

ROSE BOWL SPONSOR

GILLETTE Co. to sponsor Rose Bowl foot-ball game from Pasadena New Year's Day over NBC radio and TV for second consecu-tive year as part of Gillette's Cavalcade of Sports. 7 p.m. EST until conclusion. Game will be carried coast-to-coast. Agency: Maxon Inc., N. Y.

Reports Compare Vote with 1948

LOCAL impact of radio and television in bringing out voters demonstrated as commu-nity reports began flowing into NARF Wash-ington headquarters Friday.

State and local broadcast chairmen of get-out-the-vote campaigns in the story, page 24, reported increases in voting that ranged up to 100% compared to 1948. Much of credit for unprecedented outpouring of voters Tuesday given to radio and TV by American Heritage Foundation. NARF handled radio-TV cam-paign.

U. S. Census Bureau told Broadcasting • TELECASTING 7 million new voters became eligi-bile since 1948, offset by 3/4 million deaths, leaving net gain of 4 million eligible. Total increase in vote compared to 1948 was 12 million.

Among first reports from communities on the comparative vote in 1952 and 1948 were these estimates shown in adjacent table.

<table>
<thead>
<tr>
<th>City</th>
<th>1952</th>
<th>1948</th>
</tr>
</thead>
<tbody>
<tr>
<td>Adrian, Mich.</td>
<td>26,879</td>
<td>15,751</td>
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<tr>
<td>Akron</td>
<td>194,000</td>
<td>178,000</td>
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<tr>
<td>Somerset, Ky.</td>
<td>13,456</td>
<td>11,555</td>
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<tr>
<td>Martinsburg, W. Va.</td>
<td>15,279</td>
<td>13,000</td>
</tr>
<tr>
<td>Lynchburg, Va.</td>
<td>11,065</td>
<td>6,821</td>
</tr>
<tr>
<td>Fresno, Calif.</td>
<td>109,000</td>
<td>82,000</td>
</tr>
<tr>
<td>Dothan, Ala.</td>
<td>6,568</td>
<td>3,103</td>
</tr>
<tr>
<td>Moosehead City, N. C.</td>
<td>7,000</td>
<td>5,000</td>
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<tr>
<td>Evansville, Ind.</td>
<td>77,771</td>
<td>66,619</td>
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<tr>
<td>Stroudsburg, Pa.</td>
<td>15,411</td>
<td>12,704</td>
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<tr>
<td>Worcester, Mass.</td>
<td>109,000</td>
<td>94,461</td>
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<tr>
<td>Philadelphia</td>
<td>946,152</td>
<td>885,279</td>
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<tr>
<td>Syracuse</td>
<td>181,453</td>
<td>159,191</td>
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<tr>
<td>Bangor, Me.</td>
<td>35,850</td>
<td>27,224</td>
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<tr>
<td>Cleveland</td>
<td>665,000</td>
<td>527,428</td>
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<tr>
<td>Winston-Salem</td>
<td>40,819</td>
<td>24,725</td>
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<td>Elmiras, N. Y.</td>
<td>43,938</td>
<td>38,075</td>
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<tr>
<td>Dubuque, Ia.</td>
<td>32,552</td>
<td>25,813</td>
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<tr>
<td>Jacksonville, Fla.</td>
<td>108,000</td>
<td>83,000</td>
</tr>
<tr>
<td>New Haven</td>
<td>82,000</td>
<td>51,000</td>
</tr>
<tr>
<td>Hendersonville, N. C.</td>
<td>12,672</td>
<td>9,632</td>
</tr>
</tbody>
</table>

for more AT DEADLINE turn page 5

November 10, 1952 • Page 5
In this Issue—

NOW that it's over, what does election mean? For one thing, there'll be some changes made in people who regulate communications, and the way regulators operate. Page 2.


GOP concentrated on radio-TV time whereas Democrats spent 10 times as much newspaper money as Republicans. Page 55.

SENATE's fire-eating Sen. Tobey, whose oratory and biblical quotations make gamblers tremble, slated to be chairman of Senate commerce committee, handling radio-TV. Page 26.

EVERY corner of the country was within range of all ears and eyes Tuesday night as vast election and electronic machinery brought results into homes, autos and public places. Page 58.

GROSS income of CBS Inc. up for nine-month 1952 period but earnings per share dropped. Page 59.

RADIO might be better off with no research than present statistical portrayals of its audience, Ohio broadcasters are told. Page 80.

The $4 billion spent by the public for new radio sets since World War II wasn't used to buy mere household decorations, says John J. Karol, CBS radio vice president. Page 42.

MORE of them every week. FCC continues to grant CPs for television stations—six uhf permits last week. Page 51.

NEWEST development in educational TV field is organization promoting “non-profit semi-commercial” outlets on commercial channels. Group is named Washington Associates Inc. Page 81.

Closed Circuit (Continued from page 5) along with Democratic committee protest over Winchell tactics.

NEW CONGRESS expected to hear demand for curb on political ads such as GOP Crusade in America election eve documentary. Dramatic program credited to Walter Tibbels, of BBDO, and Robert Humphreys, GOP national committee publicity director.

ROBERT KAUSCHLE, manager radio and television time advertising, McCann-Erickson, N. Y., expected to resign from agency and join new WHIM-TV Reading, Pa., shortly.

NOT GENERALLY known is close personal friendship that exists between Freeman Gosden (Amos, of Amos 'n Andy) and President-eke Ike. Relationship reportedly dates back to pre-World War II days. Incidentally, Mr. Gosden has told confidantes that recurring reports of retirement of team are premature.

TOUGHEST NUT currently before FCC is decision on merger of AM applicants for single TV facility in same market. At last Thursday's meeting Congressmen placed job of approving, or denying on WBMJ & WNEX Macon, Ga., but deferred issue another week to give members opportunity to consider further short rate benefits of immediate service against longer range aspects of fee issue. Work on compromise, which attempts to retard vigor of competition between two AM operations which are partners in TV.

TO W. B. McGILL, advertising manager of Westhousng Radio Stations, goes accolade for brightest election pun. When General Ike wound up his campaign at midnight last Monday in Stadiums of WBBK-TV Boston, an energetic press photographer, attempting to move studio clock, caused it to drop on candidate's head (see picture page 88). Said McGill: 'That was the nick of time.'

DIRECTORS of Canadian Assn. of Broadcasters to present brief Nov. 12 to Canadian Prime Minister Louis St. Laurent and members of Canadian Cabinet at Ottawa. While details are secret, it will include requests that AM stations be allowed to conduct research and for recognition of broadcasting and television as electronic publishing with same rights as press.

IN EFFORT to satisfy daytime lighting requirements of aeronautical industry, on high towers used for TV, WFFA Dallas shortly will undertake demonstration of effectiveness of system utilizing high-intensity pulsed light. Demonstration will be conducted for 30 days for industry observers.

NEW TV APPLICATIONS

Only two television applications submitted to FCC for Friday, now one and one refiled. They are:

BUFFALO, N. Y.—Buffalo-Niagara TV Corp., u/f Ch. 10, ERP 63.5 kw visual, 6.6 kw audio; antenna height above average terrain 425 ft., above ground 30 ft. Estimated construction cost $100,000, $100,000, first year operating cost $150,000, $100,000. Principals include President Charles R. Diefold (b), president of Western Savings Bank of Buffalo; Vice President Joseph Davis (b), president and 75% owner; and Managing Directors (managers and contractors), and Secretary-Treasurer Vincent Cosentino (b), Buffalo, for $20,000 option. City station status: GR-C, No. 18.

Wichita, Kan.—Wichita TV Co. (re-filed application), u/f Ch. 18, ERP 150 kw visual, 105 kw audio; antenna height above average terrain 425 ft., above ground 999 ft. Estimated construction cost $619,812, first year operating cost $150,000, revenue $325,000. Sole stockholder is Stanley H. Burtwood, Missouri. Kansas theatre producer. Originally filed July 2, denied July 11. City station status: GR-A, No. 8.

for more AT DEADLINE see page 114

BROADCASTING • Telecasting
To start an Indian war, His denial of having kidnapped a settler's child called a lie by a hotheaded young lieutenant, Cochise stalked from a meeting and ignored the shave-tail's ultimatum to return. When the foolish soldier hung his brother in reprisal, the Apache Chief took his tribe on the warpath. It was later established his denial was the truth.

All it takes is a couple of honest bucks (a surprising few) to start an uprising in the Omaha, Council Bluffs area... an uprising sales record. Just invest them in spots on KOWH, sell to the big, "buy-happy" audience indicated by the Hooper averaged below for the twelve-month period from October, 1951, to September, 1952.
COMING!

WAKR-TV
Akon's FIRST
TV Station
Ch. 49

5000 WATTS
ABC
Represented by Weed & Co.

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington, D. C.
Telephone ME 1022

IN THIS BROADCASTING...

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<td>66</td>
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<td>Allied Arts</td>
<td>74</td>
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<tr>
<td>Film Report</td>
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<td>Front Office</td>
<td>62</td>
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<tr>
<td>New Business</td>
<td>16</td>
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<td>On All Accounts</td>
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<td>92</td>
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</table>

TELECASTING Starts on page 79

WASHINGTON HEADQUARTERS
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Bruce Robertson, Senior Assistant Editor.

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HOLLYWOOD BUREAU
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Charles R. Calvert, Manager; Emil Seifert,
West Coast Manager; Marjorie Ann Thomas.

TORONTO: 417 Harbour Commiss. E5pire East 4-0775
James Montagne.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Year-
book (3rd issue): $9.00, or TELECASTING Yearbook
(9th issue): $9.00.
Annual subscription to BROADCASTING + TELECAST-
ING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign pos-
sing. Regular issues: 35¢ per copy; 53rd and 54th issues: 50¢ per copy.

ADDRESS CHANGE: Please send requests to
Circulation Dept., BROADCASTING + TELECASTING,
870 National Press Bldg., Washington 4, D. C.
Give both old and new addresses, including postal zone numbers.
Post Office will not forward issues.

BROADCASTING - Magazine was founded in 1931 by
Broadcasting Publications, Inc., using the title:
BROADCASTING - The News Magazine of the Fift
East Coast. BROADCASTING was acquired in 1933
and Broadcast Reporter in 1930.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING * Telecasting
When you buy on a Spot basis, there's no gamble on national coverage for your TV show. You're sure of these advantages:
your own choice of markets . . . wholehearted station cooperation that translates itself into easier clearances . . . pleasing and uniform picture quality through film . . . savings in time charges — enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • National Advertising Representatives

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
MIRACLES MADE EASY
Television has always had to lead a sort of trailer-camp existence. There never was time to find out exactly what it was and what it needed for fluid, efficient production... for television was in too much of a hurry to pause for station identification.

All the same, miracles happened. Programs got on the air, in increasing dimension, to ever-increasing audiences.

It was clear at once that television was different from any other kind of show business—that it had driving demands of its own. Speed, for instance. Last year, our New York studios alone produced as many hours of program product in an average week as the Broadway theatre does in a season, or as Hollywood's biggest studio does in a year.

It was clearer still that television was different from any other advertising medium. It brought with it a staggering complexity... and a thundering impact, with the most direct and spectacular advertising results the world had ever seen.

But the miracles had to come off more easily, speedily, economically, so we built a factory for them to happen in... a factory where program product could flow on an assembly line, from idea to show-time.

It is called Television City. And in Hollywood on November 15, 1952, the assembly line begins full operation. Ready to produce programs as they must be done today—with almost the speed of the light on television's screens. Capable of growing in any direction this astonishing medium may take. Providing greater delight for its constantly swelling audiences... and a constantly better buy for its advertisers.
HER STATUS as a middle sibling, between a younger brother and an older sister, is the psychological bulwark Ruth Babick uses when her non-advertising family needles her about the peculiarities of her business.

Miss Babick, a native Chicagoan who proves it with an eternal frown of disapproval at any local weather condition, handles most of the timebuying at the Earl Ludgin agency, working with Jane Daly; the only woman radio-television director for a large agency in the city.

Broadcast accounts include Best Foods' Rit and Shinola, which buy Garry Moore on CBS-TV; Jules Montener, with its Bopette, Pool and Finesse, sponsors of What's My Line? on NBC-TV; McLaughlin's Manor House Coffee, which used the highly-praised Stud's Place locally for more than a year on ABC-TV; and Bendix Home Appliances, which is now bowing out of The Name's the Same on ABC-TV. Ekco Products, reportedly ready to venture into daytime TV with an audience participation show, formerly sponsored The Goldenberg and Frank Sinatra Show.

An extrovert "in the same kind of a family," Ruth Babick lives on the city's south side, using the menage as home base for her various ramblings. These include golfing expeditions.

Exposed to Earl Ludgin's private collection of fine modern paintings in the office for the past seven years, she's developed a fondness for the art form and is diligently applying a water color brush twice weekly. She claims her immediate project, copying a picture of Italian ruins, has ruined the ruins to the point where no Italian would recognize them. Among her activities, she enjoys the theatre, music and books. She reads avidly detailed reports of court cases (especially those involving mayhem) and Mickey Spillane's mysteries. Advertising, radio and TV, however, outrank all Mr. Spillane has to offer. Calmly enthusiastic about all, even after a hectic seven years, she retains the absorbed interest in radio she had at the age of 13 when she handled public service spots for the Chicago Board of Education. She went to Ludgin as secretary in answer to a newspaper ad, and in two years' time was buying some of the same.

She loves to travel, and plans a trip to Mexico next year, where she optimistically figures she'll be able to take advantage of concentrated study of Spanish at the Latin-American Institute.

ALFRED L. HOLLENDBERG, director of radio-TV, Citizens for Eisenhowers, to Grey Adv., N. Y., as vice president and director of radio-TV [B&T, Oct. 27, 20].

WILLIAM WALL, Cunningham & Walsh, N. Y., to Morey, Humm & Johnstone, same city, as writer in radio and television department.

PEGGY BAILEY, women's director, KGW Portland, to Blitz Adv., that city, as head of copy and research departments.

Mr. Hollender WRIGHT & ASSOC., Chicago, has been changed to WRIGHT-CAMPBELL Adv., with inclusion of DONALD L. CAMPBELL, an active partner for past year and one-half.

EDWARD D. BROWN Jr., Pedlar & Ryan, N. Y., to radio and television department, Ted Bates & Co., N. Y.
FRANK A. KEARNEY and DONALD GILL, both account executives, and JAMES J. TENNYSON, copy chief, elected vice presidents of Geyer Adv., N. Y.

HENRY HILLMAN, director of public relations, William H. Weintraub & Co., N. Y., has resigned effective Nov. 21 to open own public relations office in New York on Dec. 1.


GRANT Adv. of Canada Ltd., moves to 90 Richmond St. West, Toronto.

JAMES FISHER Co. Ltd., Toronto, moved to new offices at 215 Victoria St. Telephone is Waverley 8091.

JANE RIDLEY, timebuyer, Irwin Co., Beverly Hills, and JACK JENINGS, account executive, KHJ-TV Hollywood, will be married Nov. 22.

FRED FINNEY, vice president Harry B. Cohen Adv., N. Y., has been placed in charge of all radio-TV activities except timebuying, which continues to be headed by Mary Dunlavey.

GEORGE K. ALLISON, media director, and JESSIE F. WILLSEY, secretary to WALTER BUNKER, vice president in charge of radio-TV, Young & Rubicam Inc., Hollywood, were married Oct. 25.


ARNOLD Z. ROSSOFF elected president, Arnold & Co., Boston, replacing OSCAR E. RUDSTEN who has resigned.

MARY MORRIS, agency producer for Biow Co., Hollywood, on CBS-TV Rocket Squad (Philip Morris cigarettes), adds similar duties on NBC-TV My Hero (Dunhill cigarettes).

ERIC STIGLER, assistant copy chief, Schwimmer & Scott, Chicago, to creative staff, Beaumont & Hohman, same city.

Guests at Gardner Adv. 50th anniversary party included (l to r) HARRY C. KOPF, vice president in charge of NBC's Central Div.; Gordon Mills, sales manager of radio at NBC Chicago; BILL FISHER, vice president in charge of radio and television for Gardner, and GEORGE DIETZER, network account executive, NBC Chicago.
two jumps ahead with Mister PLUS
These days, when you either stay one jump ahead or fall flat on your sitzmark, MISTER PLUS is keeping his clients two jumps ahead. First, he assures them a

2-to-1 listener preference throughout Non-TV America. That’s the Mutual margin over the second-best network, as measured by a recent, 1,000,000-interview study of the 17,000,000 radio-only homes beyond reach of TV. And second, MISTER PLUS offers his clients the only network rate structure that’s adjusted to the true strength of radio, market by market, for all America’s 43,000,000 radio homes. Your sales can jump furthest ahead, at lowest cost, on Mutual, the Plus Network!

*Mutual Broadcasting System · 1440 Broadway · New York 18 · LOngacre 4-8000*
WDSU DEVELOPS More OUTSTANDING SALES SUCCESSES!

- Yes... here in New Orleans, WDSU has once again demonstrated its power to produce greater sales for dollar wise clients.
- Here are the facts: to determine the advertising effectiveness of WDSU, completely separate and individual tests were conducted by four of New Orleans' leading retail stores. Each store selected its own test item among which were brunch coats, television sets, cotton piece goods and women's hosiery. For the tests, an equal advertising budget was allotted to both WDSU and to a competing medium.
- In each store, an impartial survey group—Advertising Research Bureau, Inc.—interviewed customers who had been attracted by the advertising. Results of these individual surveys revealed that WDSU attracted from 12.5% to 27.4% more people to the stores than the competing medium. And in total dollar volume—WDSU's radio customers spent from 17.6% to 23.1% more than did customers of the competing medium.
- If your sales picture is in the "dark room"—dollar for dollar—WDSU can "develop" greater sales for you in the "Billion Dollar New Orleans Market".

*We'll gladly send you complete details upon request.*

Write, Wire or Phone Your JOHN BLAIR MAN!
Get an EXTRA boost in the PORTLAND-METROPOLITAN area with "KEX-tra VALUES"

A complete merchandising service by a trained staff that has for five years worked directly with the biggest and best stores in the Portland area. *Every week* these stores attract 540,000 customers who spend nearly $2,000,000. This represents 60 per cent of the total food sales in the Portland area.

"KEX-tra VALUES" Service gives you:

- Weekly calls on all stores in the group.
- Improved shelf position for YOUR product display.
- Checking and maintaining YOUR point-of-sale displays.
- Identification with KEX special point of sale display—and top radio show—"Something for the Girls."
- Continuous stock inventory for the grocer and YOUR sales representative.
- Detailed report of activity on YOUR product every 30 days.

Available to advertisers on the KEX afternoon program "Something for the Girls", featuring George McGowan.

GET YOUR SHARE OF THIS $2,000,000 WEEKLY FOOD STORE EXPENDITURE

Back up all of your advertising efforts with time-tested "KEX-tra VALUES" Merchandising Service where it really counts—AT THE POINT OF SALE!

For additional information contact KEX Sales or FREE & PETERS

Oregon's Only 50,000 Watt Station

KEX

WESTINGHOUSE RADIO STATIONS Inc
WBZ, WBZA, WOWO, KEK, KYW, KDKA, WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
Here's Archer!

GENE ARCHER

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

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

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

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

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM
Represented by NBC Spot Sales

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feature of the week

WNAB Bridgeport has launched a 15-minute Monday-Friday program, Behind the Scene, that takes listeners to a local advertiser and stresses the over-all theme: "Radio reaches more people more often than any other medium at less money."

The series began on Oct. 1, and according to Commercial Manager Ray Colonari the response has been overwhelmingly favorable. Mr. Colonari reports that "people who have been dead set against using radio advertising are calling us up about a possible advertising radio schedule for them."

Scheduled in the 12 noon-12:15 p.m. time slot, the program starts with announcer Bill Edwardson summarizing radio's growth through the years in news, sports and music. Interspersed with his summary is an enunciation of the theme of radio advertising superiority.

High spot of each show is a five-minute interview with a sponsor, sometimes national and other times local, who uses time on WNAB. For these chats, Mr. Edwardson goes directly to the place of business of the manufacturer, dealer or distributor, who tells a story about his product, his firm and the role radio has played in his company's plans.

Mr. Colonari noted that the program not only promotes the station's advertisers, but also serves as a vehicle to promote radio advertising itself.

New Business
(Continued from page 16)

Wade Adv., Hollywood. FRANK RHYLICK is account executive. TV is being used.


CALIFORNIA TURKEY PROMOTION ADVISORY BOARD, Fresno, appoints Lee & Assoc., L. A. LEO PEARLSTEIN is account executive.

AMERICAN SCIENTIFIC LABS., Madison, Wia. (biologics, pharmaceuticals and pesticides), names Calkins & Holden, Carllock, McClintion & Smith, N. Y., effective Jan. 1.


Adpeople . . .

LOU E. TOWNSEND, vice president in charge of advertising, Bank of America, S. F., has retired.

S. JAY MILLER, account executive, Shaw-Shon Adv., N. Y., and recently discharged from Armed Forces, to Tubing Appliance Co., L. A. (TAC tools), as advertising manager.

JAMES A. BARNETT, consumer relations vice president and a director of Lever Bros. Co., N. Y., appointed by Advertising Council as volunteer coordinator of advertising campaign for 1953 Red Cross Fund Drive.

LEON MARSHALL to advertising department of Insline Corp. of America, Long Island City, N. Y., as assistant to ALFRED S. CHAMBERS, advertising manager.

GERHARD EXO, advertising and sales promotion manager, Diamond Crystal-Colonial Salt Div., General Foods, named associate manager of company's Gaines Dog Food Div. He succeeds HOWARD GORMAN, who recently was promoted to sales and advertising manager.

W. J. PLUMMER, advertising manager, Sears, Roebuck & Co., L. A., named to Christmas Seal Fund Committee of L. A. County Tuberculosis & Health Assn.

It's Coverage that Counts!

"Cover up girl" said Adam to Eve, "we're going out into the world." Like any good time buyer, Adam knew the value of coverage. That's why you'll do well to get the facts about this mining-manufacturing market of nearly 400,000 Adam's and Eve's. Here in America's 48th market, there are 94,-100 radio homes. Retail Sales . . .$361,371,000. Wholesale Sales . . .$220,000,000.

Headley-Reed, Representative
Take a GOOD look
at radio in Kentucky!

In Kentucky, you don't have to "cover the State" to do a really swell radio job. 55.3% of Kentucky's retail sales, 51.3% of its food sales, 59.8% of its drug sales are made in the compact area covered daily by WAVE, alone.

Yet WAVE's rates are low — are based on 5000 watts of power. It just so happens that 5000 watts give you all the juice you need to cover this golden part of Kentucky, plus an important hunk of southern Indiana (with another quarter billion dollars in effective buying income!).

Ask Free & Peters to show you how little competition WAVE has. And the "exclusive accounts" who've found that it pays to use WAVE!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
New Pressure Microphone

TV Style!

**BK-1A**
All-New Pressure Microphone AM, FM and TV

**This is the new microphone** that made broadcast and television history at the political conventions. It includes every outstanding characteristic of the RCA 88-A, which it replaces, plus new advantages found in no other microphone in its price range or class. Check the facts!

- Type BK-1A is unobtrusive, even in the "close-ups." New styling, non-reflecting finish blends right into the TV picture.
- Type BK-1A is absolutely insensitive to air blast and vibration—ideal for "close-ups."
- Type BK-1A has a frequency characteristic that is independent of distance from the sound source.
- Type BK-1A has uniform response over the essential audio range.
- Type BK-1A can be used in any kind of weather.
- Type BK-1A detaches from base for hand-announcing (it can also be mounted on floor stands).
- Type BK-1A is equipped with a ball-and-swivel mount—can be turned in any direction.
- Type BK-1A is only 8 inches high; weighs just 19 oz. (less base and cable).

For details and delivery information on this new remarkable semi-directional microphone, call your RCA Broadcast Sales Representative.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
No Wife Beating Here

EDITOR:

On John Fetzer's newly announced policy on crime programs [B&T, Nov. 3] ... I am a little bit surprised that Mr. Fetzer's action is looked upon as a novelty. WSAZ-TV first went on the air Oct. 24, 1949 and, with some minor aberrations, we have pursued this wonderful new policy of Mr. Fetzer's since that time.

So strongly have we felt on this subject, and so honest has been our effort to maintain a policy of decency ahead of commercial, that we cancelled Lever Brothers program The Clock and Admiral's Light Out, because of their unnecessary gruesomeness, way back in 1950 when a commercial program was a rarity and our leglers showed a great deal of red ink.

My greatest crime has been looking upon this course as a normal one to be expected of any honest broadcaster rather than to shout piously from the rooftops: "Hey, look! I just stopped beating my wife."... 

L. H. Rogers, Vice President WSAZ Huntington, W. Va.

Color Standards

EDITOR:

... You will be pleased to know that we are beginning to print our Tenth Anniversary Brochure which will be released on Oct. 27, 1957. It will be an expensive job because some of the photographs will be in color (928/30 standards).

E. K. Jett
WMAR-TV Baltimore

Commissioner and TV

EDITOR:

Our thanks to your news item on Eugene H. Merrill for bringing out a long-suspected fact about appointees to the FCC.

If Mr. Merrill holds television in such repute as to ban it from his home, how can he sit in judgment of the very life of the medium? Just what better qualification for a Commissioner can there be than a practical, everyday working knowledge of his subject?

Commissioner Merrill fears the adverse effect of TV on his children. This magazine and the numerous children's entertainment and educational show planners can easily prove the unending benefits his children are missing without TV.

If Commissioner Merrill objects to certain shows for his children, why couldn't he simply turn them off? Why condemn all the brilliant work devoted to planning television fare for the children?

And what we're wondering is just how much of this negative thinking prevails in the Commission. It would be a definite service by Broadcasting Telecasting to make a survey report.

Arthur Borowsky, Editor TV Digest
Philadelphia

[EDITORS NOTE: To keep record straight, we can report that Comr. Merrill is planning to buy a TV set for his home and has one in his office. Moreover, it wasn't Comr. Merrill, but Mrs. Merrill who made comment on TV's effect on children. Also for record, other six members of FCC have TV sets in offices and homes and have had from days of experimental telecasts.]

Leo's Leap

EDITOR:

Your OPEN MIKE column in the October 20th issue intrigues me. Certainly Animal Act 3 is a debate between a gang of Johnny-Come-Latelys. I believe it was in 1952 WBZ Boston with Cy Young and Hap Myers in charge had an interview with a lion in their Hotel Bradford studios. The lion was the famous Leo of MGM fame, and he broke up the interview in a spectacular fashion when he leaped from his stool through the control room window and out into the hall of the hotel.

Incidentally, Leo was very embarrassed about the whole event. All he wanted was the peace and quiet of his own cage. So, there was no damage done, except to the window and the nerves of the participants. This I think should settle all lion interviews.

Fran Conrad
ABC, Hollywood

[EDITORS NOTE: This, positively, is the letter to end all letters on lion interviews. We feel we've got a safe ground, since Fran Conrad is the son of the revered Frank Conrad, the father of broadcasting. In 1929, put KDKA on the air. We are confident that Dr. Conrad did not experiment on an interviewing in those aborting days of radio.]

U. of Denver Policy

EDITOR:

W O U L D L I K E T O C L E A R U P O N E M I S U N D E R S T A N D I N G I N Y O R E X C E L-
LENT STORY ON DENVER UNIVERSITY TELEVISION POLICY, AS TITLE INDIC-

(Continued on page 48)
Into the homes of thousands of enthusiastic Pennsylvania housewives comes capable Carriebelle Lee Lounsbery each weekday at 1 p.m., bringing with her—"From the Kitchen Door"—tempting new recipes, budget tips, party ideas and homemaking hints. An outstanding program in an outstanding market, "From the Kitchen Door" continues—after 2½ successful years—to enjoy the confidence and devoted support of homemakers throughout the Lancaster, York, Harrisburg, Lebanon and Reading areas served by WGAL-TV.

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

Represented by
ROBERT MEEKER Associates
New York Chicago Los Angeles San Francisco
IMPORT OF IKE'S SWEEP

By SOL TAISHOFF

THERE will be changes made in the regulation of communications when Dwight D. Eisenhower assumes office next January—changes that augur less Government in the broadcast business and less politics in regulation.

Expected to come almost automatically will be two changes on the FCC—a new chairman and at least one additional Republican commissioner. They will be the replacements for Chairman Paul A. Walker, Oklahoma Democrat, who may stay on as a commissioner until his term expires next June, and for Eugene H. Merrill, Utah Democrat, who gambled on a Stevenson upset by accepting a recess appointment—and lost.

The logical presumption is that Vice Chairman Rosel H. Hyde, Idaho Republican, who rose from a legal clerkship at the old Federal Radio Commission, will be elevated to the chairmanship. Only last May he was approved unanimously by the Senate Interstate Commerce Committee for a new seven-year term. The Senate followed suit.

Because President-elect Eisenhower is essentially a conservative, it is deduced that he will condone no left-wing slanting by agencies in his administration—the FCC significantly included. Those close to him say he will not tolerate playing of politics in allocations, having in mind the latent prospect of favoritism in allotment of TV facilities—hottest issue confronting the FCC.

Under GOP for First Time

The FCC, for the first time since its creation in 1934, will function under a Republican administration. President Roosevelt, in his first term, appointed the first Commissioner. It has been New Deal-Fair Deal-controlled since. Its staff is preponderantly Democratic. And it has a reputation, in Congress, of being one of the most incorrigible of the agencies of Government.

Except for the political balance on the FCC itself, which will be switched from Democratic to Republican, changes at the staff level are expected to come gradually. The responsibility in large measure will devolve upon the new chairman. But it's generally recognized that, even in these times of manpower shortages, those Democrats holding patronage posts will go.

Among these, it is reasoned, are such figures as Benedict P. Cotton, general counsel, who often has been at loggerheads with the erstwhile Republican minority, and Secretary T. J. Slowie, who has served from the FCC's beginning, but seldom has been seen at FCC meetings. Engineering and accounting staffs, it is thought, might not be touched, but the Broadcast Bureau, cloaked with broad authority under last year's reorganization, could well be hit.

Signs of unrest at the FCC were apparent as early as last Wednesday, after the Eisenhower tidal wave had carried his party to the greatest victory in history. It is reported that at the Wednesday morning session of the FCC, the dire consequences of the election was the prime topic, with tart language abounding.

Ike's Brother

Who will be the man behind the man at the White House most likely to exercise influence in communications matters? The quick answer appears to be Gen. Ike's younger brother, Milton, now president of Penn State, who has a record of government service identified with public information which (Continued on page 48)

May Be Policy Makers for Radio-TV

WHEN the Eisenhower Administration takes over Jan. 20, here are some of the personalities likely to appear on the federal scene in new positions of responsibility with influence upon the destinies of broadcasting and telecasting:

ROSEL H. HYDE, Idaho Republican, best bet for elevation to the chairmanship of the FCC. (This would be in succession to Oklahoma Democrat Paul A. Walker, whose term as commissioner expires next June 30, but whose tenure as Chairman terminates at the pleasure of the President.)

DR. MILTON EISENHOWER, president of Penn State, youngest brother of the President-elect, who, whether or not he holds Federal office, is destined to be the President's closest adviser on matters pertaining to radio, press and public relations.

MAJ. GEN. WILTON B. PERSONS, long-time associate of Gen. Ike's and his executive officer at NATO. He is expected to have an important White House status, either as military aide or as top secretary. He was for years the Army's Congressional liaison officer, and has wide following on Capitol Hill and in public life.

SEN. CHARLES W. TOBEY (R-N.H.), slated for chairmanship of Senate Interstate & Foreign Commerce Committee. A ferocious prosecutor, he has had it in for FCC, notably on FM's failure to flower; is close friend of Dr. E. H. Armstrong, FM's inventor, and has worked closely with former Democratic leadership of committee.

REP. CHARLES W. WOLVERTON (R-N.J.), who resumes chairmanship of House Interstate & Foreign Commerce Committee. An old-timer, he has never evinced great interest in radio, although he comes from Camden, home of RCA Victor. No great change from chairmanship when in hands of Rep. Robert Crosser (D-Ohio) who becomes senior minority member.
VOTE DRIVE

Radio-TV Proved Super Salesmen

By J. FRANK BEATTY

RADIO and television, master salesmen of the media world, emerged from the "biggest election in history" with a heavy share of the vote for the record Presidential vote.

Tribute was paid broadcasters and telecasters by Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt, and president of American Heritage Foundation. He joined other foundation officials in praising the two media for leading the drive that brought about "the greatest single expression of public opinion in the nation's history."

The six-month nonpartisan barrage of radio and TV programs and announcements [B&T, Oct. 13] wound up with around 60 million ballots cast. Equally impressive to the foundation was the fact that 80% of registered voters cast their votes, an unprecedented achievement.

13 Million Gain Estimated

Final figures are expected to show nearly a 28% increase in votes over 1948, a gain of 13 million.

These figures tell the story of a triumphant sales job by private industry, conducted with the help of government, according to Clyde Vandeberg, AHF executive director.

"Everyone said a year ago it couldn't be done," he said, recalling early predictions that a 55 million vote could be brought out.

"The free enterprise system brought out 60 million voters, using the tools it has long had available," he added.

Radio and TV drew lavish compliments for their sales efforts in turning out the vote. Also emphasized was their role as the most potent school teacher ever known—a role they carried out by presenting the issues and candidates for all citizens to observe and study.

All Americans had the chance to sit right in the middle of major events as they happened, as spectators or auditors, it was pointed out. This chance was given them by means of 110 million radio sets and more than 15 million television receivers.

The radio-television campaign was handled in cooperation with AHI by an NARTB national industry committee comprising state chairmen and staffed by broadcasters. John F. Paton, president of the National Stations, served as national radio-TV chairman.

In charge at NARTB headquarters was Robert K. Richards, assistant director, and radio-TV director. John H. Smith Jr. was NARTB campaign coordinator.

Overall direction of the foundation's campaign was in charge of the NARTB President Harold E. Fellows directed the association's participation.

Impressed by the way radio and television brought out the citizenship last week, Mr. Brophy told Broadcast-CASTING • TELECASTING that the media influenced millions of voters to register and then to cast their votes.

Tuesday's record vote, the greatest single expression of public opinion in the nation's history, was stimulated by efforts of more than 600 nonpolitical organizations with more than 38 million members.

The bulk of these efforts, coordinated by the American Heritage Foundation, were part of the nationwide campaign begun a year ago this month to demonstrate that advertising—public and private—can bring the people to the polls.

With the cooperation of The Advertising Council and the NARTB, the foundation was able to deliver register and vote appeals into every home in the nation with great frequency and high effectiveness. Many millions of new voters were influenced to register by this public service activity. The networks and local radio and television stations and many more millions of voters can be credited with this vote as you please but vote campaign.

Democracy is at its best when the majority of citizens express their will at the polls. The record numbers of campaigns over radio and television emphasizes that citizens will be casting the ballot for voting when they are fully informed.

Radio and television deserve the praise of all citizens for this great contribution to a better appreciation of the importance of active personal citizenship.

Radio-TV Leadership

Commenting on the leadership of Hboa, KPRC-AM, vote-getting movement, Mr. Vanderberg told broadcasters, aural and visual, "by their intensive effort did the best job in our entire history of acquainting the voter with the issues and about the issues and about the candidates."

Radio and TV were the most nearly nonpartisan of all media of communication.

Because of its impartiality and flexibility, radio was enabled to help election officers and facilities in communities everywhere by giving guidance to the voters from hour to hour right up to the time the polls closed.

Television added something absolutely new to the important business of educating prospective voters and saving them time and even embarrassment by showing people, in actual demonstrations via TV sets, just how to vote, especially through the use of the voting machine.

Under the leadership of Chairman Patt, radio and television people in communities all over America not only broadcast campaign copy but also went out into the homes of communities as active citizens to work toward the record-breaking turnout we all witnessed on Nov. 4.

The foundation required the service of a million.

(Continued on page 56)

ELECTION COVERAGE:

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GOVT. FACELIFT

Has Radio-TV Aspects

FACE LIFTING around a long federal agencies involving personnel and policy will be viewed with keen interest by broadcasters and related industries in the months to come.

The greatest upheaval in political history will occur when it becomes certain to result in wholesale changes that touch intimately on the welfare of station licensees, advertising agencies, trade groups and all related personnel. Involved are such aspects as labor relations, advertising practices, international broadcasting activities, communications and public information operations, not to mention FCC-licensure relations (see separate story) and a turnover of key government officials identified with broadcasting.

Expected changes will affect not only the top-level cabinet posts but also appointees serving in such key government agencies as the Federal Trade Commission and National Labor Relations Board. Chairmanships also are involved. Sweep-out of at least 2,000 Democratic career employees was predicted in some quarters, though the average civil service worker probably won't suffer.

Speculation over cabinet posts leads initially to the State and Defense Dept., as well as Commerce. Charles Sawyer, present Secretary of Commerce, will return to his newspaper and radio interests (WIZE Springfield, WING Dayton, WCOL Columbus) and to law practice in Cincinnati.

Secretary of Labor Maurice Tobin has been credited with his plans to push Stassen, an avid supporter of a strengthened Voice of America, has been mentioned for this post. Paul Hoffman, former chairman of the Ford Foundation and former chairman of the Warren Commission's National Labor Relations Board, is another possibility.

Other names mentioned are Sen. Fred Seaton (Neb.), holding interests with his family in KHAS Hastings, Neb., and KMAN Manhattan and KGGP Coffeyville, both Kansas, and Mrs. Oteta Culp Hobby (KOKC-FM-KPFB-Dallas), the latter an independent.

Mr. Carson is serving until his successor is named. Terms of Comr. Burgess and Carretta expire in 1953 and 1954. New chairman will be either Comr. Mason or a new member yet to be named.

On NLRB at present are Paul M. Herzog (a Democrat who is chairman), John M. Hines, Abe Murdock, Paul L. Styles and Ivar H. Peterson. Chairman and memb- ers are Presidential appointees, with terms of letter expiring in successive years.

PTC Chairman James Mead, former U.S. Senator from New York, had hinted that he would resign regardless of what party was in power and a Republican chairman will be named. PTC formers on the list. PTC mem- bership is so closely identified with the Democratic, with only Comr. Logan Mason on the GOP side. Other members are Stephen J. Spingarn, All the Labor Dept. and has attained a reputation for kowtowing to in.

(Continued on page 70)

BROADCASTING • TELECASTING
THE GOP national organization swept to victory on the wings of "air power" during the 1952 Presidential campaign, siphoning off well over $2 million to those twin electronic media, radio and TV.

It was plainly revealed in a comprehensive analysis of financial reports filed with the File Clerk of the House of Representatives the past fortnight.

By contrast, the records show that while signing, the campaign spent at least $1.2 million—and perhaps more—on radio-TV broadcasting, and a substantial sum on printed media. Ratio of newspaper ads by the Democrats to those by the GOP was at least 10 to 1 during the last week of October and somewhat less—but at least 5:1—in the overall campaign.

Network Timebugs
The sums substantially cover network time on radio and spot purchases, including time and cable charges and also any pre-emption, as well as payments to the respective advertising agencies of the Republican and Democratic parties and local political groups. Reports were filed by all major committees playing any vital role in this campaign.

While the records pointed out the GOP's reliance on heavy time purchases, there were indications that the high cost of campaigning is getting more than passing attention on Capitol Hill.

Most AM-FM-TV stations in the nation have been asked by the Senate Privileges & Elections Subcommittee to submit detailed data by Nov. 24 on amount of time sold to either party. The group hopes to tabulate the data and draw up remedial legislation early in the 83rd Congress.

There was consternation in some industry quarters over the nature of the information solicited by the Hill unit and attorneys reported a number of queries from their client stations. NARTB is seeking to clarify the questionnaire for stations after being reassured by the subcommittee that it seeks the data merely to help compute the cost of campaigning with a view to amending the Federal Corrupt Practices-Hatch Act.

Filed With House Clerk
The political reports filed with the House Clerk covered the campaign period from Labor Day to the end of October. They were submitted in accordance with law by the Republican and Democratic National, Senatorial, and Congressional Committees, Citizens for Eisenhower, National Volunteers for Stevenson, Stevenson-Sparkman Forum Committee and other groups, including labor organizations.

The Republicans, through their various committees, listed $1,573,551.52 for radio-TV broadcasting from Sept. 1 through Oct. 29, showing payments to the various networks and agencies. This sum, plus an estimated $510,000 for last fortnight network buys, brings the figure to over $2 million.

The GOP also spent $54,324.84 for allied broadcast aids like films, recordings, transcriptions and slides, and production services. It also recorded a flat $12,870 for newspaper ads, with perhaps $1,600 split between broadcast and printed media.

Million Dollar Sums
The Democrats, through their committees, reported $758,957.37 for radio-TV broadcasting, with perhaps another $500,000 in last-minute network purchases. They showed $25,053.15 for related production aids. The various committees also reported expenditures of $362,483.24 for purchase of newspaper ads—some of them to promote their broadcast programs and publicity and other materials. Overall sum was about $1,639,000 for all broadcasts.

A total of $173,733.78 of that was listed for a combination of broadcasting and newspaper ads, plus production work, with an estimated $100,000 of that for radio-TV. Much of the amount for newspapers carried the notation of "unpaid obligations." These totals for broadcasting are predominantly network, with some payments to individual stations, and do not of course reflect time commitments at the local levels. In varying instances, the payments were made to the major networks or to the agency.

In any event, it was a multi-million dollar campaign covering all levels—Presidential, Senatorial, Congressional, Gubernatorial, state and local.

Aside from the myriad headaches the campaign posed for broadcasters embracing liberal and equal time problems, the high cost of campaigning posed by TV's emergence has given Congress some food for thought. The specific object of the politician's eye is the Hatch Act which limits standing committee expenditures to $3 million. That it will be amended during the 83rd Congress is almost a foregone conclusion.

Television also sparked debate on its other ramifications, viz., the fate of the "whistlestop," new radio-TV electioneering techniques, attendance at rallies, and other phases. There also has been some talk of shortening the actual campaigns and setting back political convention dates because of the grind and pressure on candidates.

Equal Time Headache
Repercussions on equal time requests and censorship also reached a new high in the recent heated campaign. (See separate story.) But the money angle is acute with the politicians.

The Senate Privileges & Election Subcommittee looked into campaign costs in 1944 and 1948, but the latest study may well be more sweeping in its implications. This possibility already has been pointed up with suggestions in some Congressional quarters that networks

(Continued on page 38)
By EARL ABRAMS

ATTITUDE of new GOP-controlled Congress may be gauged by the fact that fiery, Bible-quoting New England Sen. Charles W. Tobey (R-N.H.) takes command of the Senate Interstate & Foreign Commerce Committee when the 83rd Congress convenes Jan. 3. The Senate committee has practiced more concerns with radio and TV than its sister committee in the House.

Realignment of Congressional control may result in revocation of the House ban on radio and TV coverage of committee meetings. When Speaker Sam Rayburn (D-Tex.) issued his interpretation of the House rules last March imposing a blackout on radio-TV coverage, then Minority Leader Joseph W. Martin Jr. (R-Mass.) balked. He indicated at that time that he thought each committee should decide whether or not to permit the broadcast media to cover its sessions. 

Sen. Martin is scheduled to become Speaker and Rep. Rayburn, Minority leader.

Without regard for the sweeping Republican victory, it is a foregone conclusion that the coming Congress will do something about the broadcasters' nemesis—Section 315 of the Communications Act.

Censorship Provision

This is the provision which forbids broadcasters from censoring political candidates' speeches. In the free-swinging and sometimes bitter campaign which ended last week, with its heavy use for the first time of TV, two broadcasters stuck their necks out on this point. KING-TV Seattle refused to let Sen. Joseph R. McCarthy (R-Wis.) go on in behalf of Sen. Harry P. Cain (R-Wash.), and WICU (TV) Erie, Pa., and WPXI, Columbus, Ohio, both owned by Edward Lamb, refused to carry the same Senator's national network speech attacking Gov. Adlai Stevenson.

In these cases, it is to be noted that Sen. McCarthy was not a candidate in the sense that he was campaigning for his own re-election in his own state.

Also bound to be the subject of proposed legislation is the matter of campaign expenditures. This, again, stems from the heavy use, for the first time, of television in the campaign for national office.

Sen. Tobey, who gained national prominence by his indignant righteousness as a member of the Ke\n\footnote{faux}er Crime Committee during its televised sessions, has not had the crusade in mind respecting the broadcast media, according to those familiar with his thinking.

In fact, some observers close to his activities as senior Republican on the Senate Commerce Committee believe there won't be much of a change from the leadership of outgoing Chairman Sen. Edwin C. Martin (R-Mo.), who will head Senate Commerce Committee.


due to head Senate Interstate & Foreign Commerce Committee is Sen. Charles W. Tobey, (R-N.H.).

...a potential advisor

When Dwight D. Eisenhower assumes the presidency he will have at his elbow, informally at least, two advisors familiar with communications and broadcasting problems—Milton E. and Earl D. Eisen\n\footnote{hower, his brothers.}

A college president—of Pennsylvania State College—Milton Eisenhower's career covers a broad range of domestic and international activities. For several years a Kansas newspaperman and journalist, he entered the foreign service in 1924 as American consul at Edinburgh, Scotland.

Two years later he went to the Dept. of Agriculture as Assistant to the Secretary and in 1928 became information director, a post he held until World War II. This responsibility included radio activities of the department. During the war and postwar years he held a series of key government posts. These included service as director of War Relocation Authority and associate director of Office of War Information.

In 1943 he was named president of Kansas State College, holding that position until 1950 when he received the Pennsylvania State College appointment. During the postwar years he served on many government and UNESCO bodies, including chairmanship of the U.S. Committee for UNESCO. President, director and 20% stockholder in WLIO East Liverpool, Ohio, Earl Eisenhower also is an engineer in Charleroi, Pa., where he is a 10% stockholder in WESA there.

NUMBER 2 man on the Senate Commerce radio subcommittee may well be Sen. Homer E. Capehart (R-Ind.).

No report was rendered by Sen. Tobey, but during the hearings he expressed himself in no uncertain terms; he thought there was a conspiracy afoot to retard the development of FM.

Republican control of the House of Representatives will return Rep. Charles A. Wolverten (R-N.J.) to the chairmanship he held during the 80th Congress (1948-1950).

Last Tuesday's Eisenhower landslide saw the defeat of Senate Majority Leader Sen. Ernest F. Mc\n\footnote{Farland (D-Ariz.) for reelection. He was the author of the law bearing his name which revised the Communications Act. Sen. McFarland was beaten by Barry Goldwater, Phoenix department store owner.}


Former partner of Benton & Bowles, he is now the owner of Associated Program Service, Encyclopedia Britannica—and Musak, among other enterprises.


Also a new Senator will be Missouri Democrat W. Stuart Symington, former newsman and ex\n\footnote{Colonial was James P. Kem (R-Mo.). Sen. Symington, former chief of RFC, Surplus Property, National Security Resources Board and ex-Secretary of the Interior, is a partner of the old Colonial Radio Co., Rochester, N. Y., 1930-35, and president and chairman of the board of Emerson Electric Manufacturing Co., St. Louis, 1938-46.}

Bricker Returned

Reelected was Sen. John Bricker (R-Ohio), member of the Senate Commerce Committee, and was William Langer (R-N.D.), due to be chairman of the important Senate Judiciary Committee, and Sen. Arthur V. Watkins (R-Utah), who represents the Senate Judiciary Subcommittee investigating subversives in radio, TV and the entertainment industry.

Debated by Sen. Henry Cabot Lodge Jr. (R-Mass.), who would have been chairman of the Senate Rules & Administration Committee.

In line for this chairmanship is Sen. William E. Jenner (R-Ind.), who was defeated last Tuesday. Sen. Lodge was defeated by Rep. John F. Kennedy (D-Mass.).

Two members of the House Commerce Committee went down to defeat last Tuesday. They are Rep. Harmar D. Denny Jr. (R-Pa.), member of the subcommittee investigating radio-TV programs, and Rep. John A. McGuire (D-Conn.). Rep. Denny was defeated by Rep. H. F. Eberhar (D-Ohio), resulting from the consolidation of two Pennsylvania districts. Rep. McGuire was defeated by Albert W. Cretella (R-Conn.).

Other members of the committee probing radio-TV programs were reelected. They were Reps. Oren Harris (D-Ark.), chairman of the

(Continued on page 36)
RADIO and television went to new record lengths last week in providing U. S. and some foreign audience with up-to-the-minute coverage of the election balloting which, thanks in substantial measure to the efforts of radio and TV, itself attained new record dimensions. The deep-into-the-night reporting brought an end to a campaign season unmatched in its reliance upon the broadcast media—an end that came as a relief to harassed broadcasters and, despite the plantiffs for their work, left the national radio-TV networks in particular no monetary reason for gratification.

Money Loss Great
For the network organizations which operate in both radio and television were reported in the red on their combination conventions-elections coverage. NBC, ABC, and the CBS Radio and Television networks registered a combined loss estimated variously up to $26.5 million or more on their respective dealings with Philco, Admiral, and Westinghouse for reporting the Republican and Democratic conventions in July and the returns on election night.

Mutual, whose convention coverage was sponsored on a local co-op basis, sold its election night coverage to the Chevrolet Div. of General Motors and the Chevrolet Dealers of America and emerged with a profit estimated unofficially at about $50,000. DuMont, which did not operate as a network for either the convention or the election coverage, carried CBS-TV's programming for Westinghouse on its own stations and WGN-TV Chicago and also came out ahead, although it was not known by how much.

NBC appeared to be the heaviest loser, having suffered an estimated $1 million loss on the conventions and an added approximate $275,000 in election night expenses (including a reported $100,000 in program pre-emptions). CBS' standing was more difficult to determine, since its contracts with Westinghouse called for the sponsor to pay extra for some of the many extra hours put in on the conventions. Some unofficial estimates gave the overall CBS political operation losses ranging as high as about $1 million, although other authorities maintained it would be no more than a fraction of that amount. In fact, a pre-election prediction was that CBS expected to make money, or, at worst, break even on its Westinghouse deal.

ABC dropped a reported $500,000 on the conventions and spent another $75,000 to $90,000 on radio-TV election returns (without pre-emptions), it was understood.

The networks and their hundreds of newsmen, analysts, technicians, and general staff marshaled ingenuity and effort to keep viewers and listeners posted from the first scattering of returns until after the Presidential race reached its unexpectedly abrupt end.

Unlike the 1928 election which remained undecided until late morning of the day after elections, and also unlike the unexpectedly drawn-out July conventions, the Presidential race came to a climax far ahead of expectations and all the networks except one were off the air at or before 3 a.m. Wednesday. The exception was CBS Radio, which put in 13 1/2 hours with coverage starting at 6:15 p.m. Tuesday and continuing until 8 a.m.


Wednesday.

The networks, engaged in their first coast-to-coast reporting of a national election, employed a broad variety of gadgets, both electronic and mechanical, as visual aids and also, in the case of electronic "brains" enlisted by NBC and CBS-TV, as forecasters of final results.

CBS-TV, which won praise from many for its speedy reporting of returns, encountered a less happy experience in the use of the Univac "brain" as a prophet. Spokesmen said Univac, capable of making predictions by comparing returns with those at comparable periods in previous years, forecast at about 10 p.m. that Gen. Eisenhower would win 45 states compared to 5 for Gov. Stevenson. But, they said, outside statisticians employed to operate Univac were unbelieving, having read public opinion researchers' predictions of a close race. So Univac operators tempered data going into the machine.

(Continued on page 58)

J. L. Van Volkenburg (r), president, CBS- TV, and Lansing Lindquist, radio and TV director, Ketchum, MacLeod & Grove, Pittsburgh, inspect the network's setup election night. KM&G is agency for Westinghouse, which sponsored the CBS-TV returns.

ADLAI STEVENSON, as he looked Tuesday night listening to the early election returns.

RADIO networks—and ABC in particular—found themselves on the receiving end of an 11th-hour volley by the Democratic National Committee charging new suppression and denial of equal time opportunities.

The blasts were unleashed last Monday—the day before the election—by Stephen A. Mitchell, DNC chairman, further compounding headaches already experienced by broadcasters in their handling of politicalcasts [B'way, Nov. 3].

ABC was accused by Chairman Mitchell on election eve (Monday) of refusing to give the Democratic party equal time to reply to a "partisan political speech" by ABC commentator Walter Winchell. He declared he would protest to the FCC what he described as ABC's "flagrant denial of fair play."

In a wire to ABC President Robert E. Kintner, Mr. Mitchell said that Mr. Winchell's news programs over ABC Radio and ABC-TV on Nov. 2 went "beyond mere comment of the news" and said the commentator "not only attacked the Democratic party but gave outright endorsement of Gen. Dwight D. Eisenhower's candidacy. He requested equal time for an answer to Mr. Winchell.

Mr. Kintner replied by wire on Monday that commentators are free to say anything they wish, pointing out that the network carried broadcasters with various points of view. He offered to carry on a newscast any rebuttal the Democratic party wished to make.

Mitchell Retort
In a second wire to Mr. Kintner, Mr. Mitchell retorted that the offer to carry the Democrats' rebuttal on a newscast did not constitute "equal time or an equal audience."

A network spokesman said both ABC Radio and ABC-TV last Monday gave "comprehensive coverage" to the exchange of telegrams. They were aired five times over radio and twice on TV, he said.

While the Democratic National Committee had not filed a direct protest with the Commission as of late Thursday, it was understood that a copy of Chairman Mitchell's statement was sent to FCC Chairman Paul A. Walker.

There was some feeling in DNC headquarters that Congress should look into this area of network commentators expressing personal views and other vexsome problems weighing on broadcasters. Chairman Mitchell had acknowledged that "I have seen no evidence of bias in its part prior to the Winchell broadcast." He added: The action by ABC in this case raises graver questions as to whether the Congress should be asked to make

(Continued on page 52)

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FULL COVERAGE

HISTORY'S biggest Presidential election turnout last week was accompanied by what was also the most comprehensive coverage ever recorded by stations on the local and state level.

Besides furnishing national returns through the networks, news services and other arrangements, local stations took elaborate measures to insure their audiences of complete returns by enlisting staffs, using special hookups, airing background and promotional material, cutting into regular programs with news flashes and feeding local returns to networks and news services.

The coverage followed special registration and get-out-the-vote promotion to bring out a record-breaking number of voters.

Among the reports received from stations last week, augmenting plans earlier announced [B.T., Nov. 3], were these:

WOR New York cut away from MBS election coverage for three minutes at half-hourly intervals starting at 8 p.m., to provide returns from New York, New Jersey, Connecticut and Eastern Pennsylvania. Complete wrap-ups of local news at 11 p.m. and 12:30 a.m. rounded out the program that was supervised by George Brown, Manager of the WOR newsroom. Newsreaders were Lyole Van, Henry Gludstone and John Scott. Loew's Theatres sponsored WOR's local reports.

WOR-TV New York started at 7:30 p.m. under the sponsorship of the National Carbon Co., New York, for Prestone anti-freeze. John Wingate headed a task force of newscasters that included Richard Tobin, New York Herald Tribune reporter; Dr. Frank Kingdon, New York Post columnist; J. Dickson Edwards, professor of political science at Columbia U.; Everett Holles, MBS commentator, and Dick McCutcheon, station's newscaster. WOR-TV's mobile unit was at Times Square with Barbara Welles, station's women's commentator, giving the women's angles, and Paul Killian, WOR-TV special events reporter, describing the overall Times Square election night activities.

WHLI Coverage

WHLI Hempstead, L. I., concentrated on election returns from Democratic and Republican headquarters in Nassau County in addition to National Election coverage. WHLI news reporters were stationed at Nassau County police headquarters to receive official tabulations of election returns. Announcers made tape-recordings of candidates and voters' reactions that were broadcast during the night. A four-man staff under direction of WHLI News Director Jerry Carr aired returns of national and local elections.

WINc New York's coverage included up-to-the-minute reports from the station's newsrooms and broadcasts from studio where John Boxman, news director; Josephine Halpin, Lew Fisher and John Bradford interviewed prominent citizens and supplied local color. The station also received reports from Stan Burns at Democratic headquarters at the Hotel Biltmore and from Paul Sherman at Republican headquarters at the Hotel Roosevelt. WINc Program Director Robert Criar supervised Election Night activities.

WPIX (TV) New York claimed to be the first TV station to announce the Eisenhower victory. At 12:08 a.m. Wednesday newsreader John Tillman read an announcement from Bob Shand, managing editor of the New York Daily News (parent company of WPIX), saying that the newspaper would announce Gen. Eisenhower's election in its next edition. Station's coverage, also sponsored by National Carbon Co. on behalf of Prestone anti-freeze, began at 9 p.m. and ended at 1:32 a.m. Wednesday. Newscasters who reported the night's developments included Mr. Tillman, Joe Bolton and Jack McCarthy. From time to time News columnist Jimmy Je-mail interviewed the newspaper's political reporters on various trends of voting.

WNYC-AM-FM New York disseminated telephoned reports from 22 strategic news sources across the nation, making its resources available to other stations. The city's Municipal Broadcasting System paid special attention to reports from 11 New York counties which had achieved the distinction of picking every Presidential winner from 1896. According to Seymour N. Siegel, director of communications for the City of New York, the following stations requested portions of WNYC's Operations Election, 1952: WCBS, WNBC, WOR, WFMG, WNEW and WQXR.


According to M. Robert Rogers, general manager, WGMS-AM-FM Washington, the WQXR-FM network claimed a beat where the Times credited Gen. Eisenhower with winning the election at 12:40 a.m. The news was first broadcast, 12:15 minutes before the newspaper itself got the story on the streets, said Mr. Rogers.

In Philadelphia WPIL-AM-TV aired coverage of Pennsylvania, (Continued on page 84).
GROSS income of CBS Inc. and domestic subsidiaries for the nine months ended Oct. 4 was $159,057,292 as compared with $120,303,280 for the corresponding period last year, it was announced Wednesday.

Income before federal taxes on income was $3,807,171 as compared with $8,532,666 last year.

Per share earnings amounted to $1.63 this year as against $1.81 in 1951.

The board of directors declared a cash dividend of $0.40 per share on Class A and Class B stock, payable Dec. 5 to stockholders of record at close of business on Nov. 21. The consolidated statement:

<table>
<thead>
<tr>
<th>Nine Months Ending</th>
<th>October 4, 1951</th>
<th>September 29, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>(40 Weeks)</td>
<td>(39 Weeks)</td>
</tr>
<tr>
<td>Gross Income</td>
<td>$159,357,792</td>
<td>$120,303,280</td>
</tr>
<tr>
<td>Less: Depreciation</td>
<td>5,610,007</td>
<td>5,175,000</td>
</tr>
<tr>
<td>Earnings on Common</td>
<td>$153,747,785</td>
<td>$115,128,280</td>
</tr>
</tbody>
</table>

**Notes:**
1. The above figures include the operations of the Hyron group (Hyron Radio & Electronics Co. and CBS-Columbia Inc.) beginning with June 15, 1951, the date of acquisition.
2. The 1951 per share earnings are calculated upon the 2,346,956 shares of stock outstanding as of Dec. 4, 1950, and the 1951 per share earnings upon 1,926,992 shares being the average number outstanding for the 39 weeks ended September 29, 1951.
3. The 1951 results are subject to year-end adjustments and to audit by Lybrand, Ross, Bros. & Montgomery.

November 5, 1951

SAMUEL R. BEAN, Treasurer

IRE ELECTS

McCrae to Presidency

ELECTION of Dr. James W. McCrae, vice president of Bell Telephone Labs, New York, as president of the Institute of Radio Engineers for 1953 was announced last week. He succeeds Dr. Donald B. Sinclair, chief engineer of General Radio Co., Cambridge, Mass.

Elected vice president was S. R. Kantebet, general manager of Government of India Overseas Communications.


- Region 2 (North Central Atlantic)—John R. Magazini, professor of electrical engineering, Columbia U.; Region 4 (East Central)—Conor A. Priest, assistant to the general manager of Commercial and Government Equipment Dept., General Electric Co., Syracuse; Region 6 (Southern)—Archie W. Stratton, U. of Texas; Region 8 (Canadian)—John T. Henderson, senior research physicist, National Research Council, Ottawa.

CBS GROSS

Up $39 Million Over Same 9 Months of '51

Joseph Cramer

To BBDO Creative Staff

JOSEPH CREAMER, formerly advertising-promotion manager of WRU-AM-TV New York, has been appointed to the creative and planning staff of BBDO, it was announced last week.

Mr. Cramer has served WOR, WOR-TV and MBIF since 1936 in various advertising and promotion posts.

He started his advertising career in 1930 with BBDO in the accounts and copy department. From 1933-36, he was a reporter for the old New York Sun and was in various editorial capacities with Frank A. Munsey Co. and McCaul Corp. publications.

Since May of this year Mr. Cramer has been in Hollywood, a motion picture freelance writer.

Mr. Cramer is co-author of a book, Sound Effects. He was the first winner, in 1940, of the Harvard U. annual advertising award.

WFOX Names DeGrace

GEORGE A. DEGRACE, who had been serving as public service director of WISN-AM-FM Milwaukee, has been named station manager of WFOX Milwaukee, effective today.

Mr. DeGrace, WFOX president-general manager, will now devote all his time to WFOX's television planning, it was reported.

WNEW'S 50 KW

FCC Brings Closer Efforts

EFFECTS of WNEW New York to achieve full 50 kw operation on 1130 kc came a step nearer realization last week as FCC granted the station a license to cover its construction permit, in part, for 60 kw daytime and 10 kw night, directional. FCC also issued a new CP for 50 kw at night, directional. Station has been testing 50 kw during the day since last summer.

WNEW has been licensed for 10 kw fulltime on 1130 kc, directional, and held a CP for 50 kw, directional, at night. The station has constructed a new transmitter building at its present site and installed a new 50 kw Westinghouse transmitter and new phasing and coupling equipment. In June, WNEW got authority to test the new unit with 50 kw daytime, but continued to use the old 10 kw transmitter at night. In July, authority was granted to use the new transmitter for both day and night operation, 50 kw day and 10 kw night directional, completing switch to the new building. How soon 50 kw operation at night will commence under the new CP was not known late last week.

Boston U. Observes

BOSTON U. School of Public Relations and Communications will observe its fifth birthday in a Nov. 14-15 celebration to include such participants as Harold E. Fellows, NARTB president; Robert W. Sarnoff, NBC vice president, and Elmo Roper, marketing consultant and public opinion analyst; Robert Sauder, director of the Ford Foundation Radio-TV Workshop; Harvey Struthers, WEEI Boston manager, and Jack Chertok, president of Jack Chertok Productions.

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HEARING was ordered last week by the FCC on the protest of WJZ New York against the Commission's Sept. 30 extension of 770 kc operation by KOB. New York argued that extended KOB operation on its 770-kc clear channel, a "temporary" tenure of 11 years duration [B&T, Nov. 3].

FCC contended WJZ could not show it is injured by "a mere announcement of our intention to adopt a proposed decision on the applications of KOB for regular operation on 770 kc." It held that continued operation of KOB on 770 kc is necessary to maintenance of present service pending a decision after hearing on the plea for extension.

The FCC's action points to a final solution in the KOB case. WJZ wants KOB to operate on its licensed 1050 kc assignment, which it would use for interference with WBZ Boston.

Issues Set Forth

In setting the case for hearing, with an expeditious decision called for, FCC cited five issues, with WJZ and WBZ made parties to the proceeding. The issues are:

(1) To determine the areas and populations which may be expected to receive service from the operation of KOB as proposed on 770 kc, with a determination of the number of additional listeners per day-time and the availability of other primary and secondary service to such areas and populations.

(2) To determine the areas and populations which may be expected to receive service from the operation of KOB in accordance with the terms of its license on 1930 kc and the availability of other primary and secondary service to such areas and populations.

(3) To determine the nature and the extent to which the operation of KOB as proposed would involve objectionable interference with WJZ New York, the areas and populations affected thereby, and the availability of other primary and secondary service to such areas and populations.

(4) To determine the nature and the extent to which the operation of KOB in accordance with the terms of its license on 1930 kc would involve objectionable interference with WBZ Boston, the areas and populations affected thereby, and the availability of other primary and secondary service to such areas and populations.

(5) To determine whether pending a final decision on the above-entitled applications of Albuquerque Broadcasting Co. for operation on 770 kc [Dockets Nos. 6554 and 6555], the public interest would be better served by the continued operation of KOB as proposed on 770 kc or by direction of KOB to return to its licensed facilities of 1930 kc.

RESEARCH

Broadcasters Should Improve Or Abolish, OARTB Hears

Broadcasters would be better off without any research than with surveys that fail to give a true picture of the entire radio audience, Ernest E. Pellegrin, H. P. Research, Inc., suggested to the Ohio Assn. of Radio & Television Broadcasters at their Thursday-Friday meeting at Dayton. Robert Fehman, WHBC Canton, presided as OARTB president.

Mr. Pellegrin proposed that OARTB set a movement to revise radio research 100%. Radio should get a reliable cross-section portrayal of listeners or else cancel research entirely, he said.

Kitchen Listeners

He observed, for example, that more listeners listen in the kitchen than any other room, yet it is not counted in most research. He added there are more auto receivers than TV sets.

Research is needed to find out how much TV cuts into reading of advertising and of editorial content of newspapers, respectively, he said. He favored adjustment of radio rates, both upward and downward, in line with trends in listening.

He continued one leading agency considers $1 per hundred listeners for "feature" but will pay $2 for television and $5 to $8 in black-and-white media.

Jack Schmunk, Griswold-Eshleman Co., Cleveland, urged broadcasters to provide intelligent sales forecast by marketing and other data as well as success stories. Sell your stations instead of running down competition, he suggested. In general, Mr. Schmunk declared, he preferred success stories to ratings.

Chuck Lloyd, Metropolitan Clothing Co., Dayton, noted that retail buyers are steeped in the black-and-white tradition. He said stores are not interested as a rule in ratings, circulation or related data because they think in terms of sales each day compared to the same day a year ago. Radio results must be sold on a saturation basis, he argued.

40% Sales Gain

Mr. Lloyd said radio should initiate retailers by use of spots, leading up to saturation spot campaigns. His store, using all media including saturation radio, had a 40% sales gain in October with chance of 60% in November, he continued.

Sandy Hallock, of Byer & Bowman, Columbus agency, declared radio should sell itself in its own medium and stop its defeatist attitude toward television. He called for more forceful presentation of radio sales appeals.

William A. Fitzpatrick, M. J. Gibbons Co., Dayton, discussed the new cooperative advertising policy of American Radiator & Standard Sanitary Corp. He said the campaign, which includes radio in its

KACE’S CP

Set Aside by Court

FCC last week set aside its 1950 grant to Roy Hofheinz (mayor-elect of Houston, Tex.) for a new 1030 kc AM station on 740 kc with 10 kw day, 5 kw night, directional (KACE). Action followed a U. S. Court of Appeals decision last June which found the grant was made without consideration of KACE's case. The court said, without any research or evidence on transmitters or receivers or else cancel the need to deviate from the FCC's "blanketing" standard.

Commission set the Hofheinz application for further hearing before Hearing Examiner Hugh B. Hutchinson, Austin.

KSEO's Complaint

Grant was made over the protests of KSEO, which alleged adjacent channel interference. Competing applicant was KTRH Houston, which had asked to change its 740 kc to directional antenna system.

Possibility that the Appeals Court intended the FCC to take into account economic injury to KSEO was dismissed by the FCC on the ground that the Court did not understand that the decision granting the station referred to impairment of the ability of KSEO to continue to serve its market on technical grounds, not economic.

The Commission also recognized that the Court implied that economic impact might be considered a relevant issue but that in last week's decision it decided it was not necessary to take this into account since it was not an issue in this particular case.

KSEO Hearing Continued

Meanwhile, oral argument on the petition of WCKY Cincinnati for a rehearing on the FCC grant of 710 kc to WHIR-Hamilton against Hofheinz-owned KSOX Harlingen, [B&T, Oct. 27] was postponed to Dec. 1 due to the inability of the KSEO counsel to be present last Monday. WCKY claimed that it would suffer interference during the morning and evening hours on 1530 kc and that it should have been a party to a hearing before the grant was made.

AM AND FM CALL LETTER ASSIGNMENTS

AM Station: WHKJ Long Island City, N.Y. (Southern Maryland Bistax, Inc., 1370 kc, 1 kW daytime, antenna 200 ft. FCC. Nov. 3)

FM Station: WPRF (FM) Winter Park, Fla. (Rollins College, 91.5 mc. [Ch. 21A], 10 kw, non-commercial educational.)

Note: For TV Call Letter Assignments, see page 82.
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.
ILL-FATED plan by ABC to launch its new morning program, Live Like a Millionaire, as a participating show with both network and local advertisers and a CBS Radio show planned as two half-hour programs. The station cut-in charges are decried as "a new outbreak of network attempts to encroach on spot business" by State Representatives Assm.

In a statement for release today (Monday), T. F. Flanagan, SRA managing director, noted that the ABC offer of Millionaire as a "spot carrier" apparently failed to win station approval, as the weekday morning half-hour program went on the network last week as a sustainer.

"The contract offered to the affiliates," Mr. Flanagan said, "proposed that the station pay for the program until one network announcement was sold, that the network have the income from a second announcement, and the stations could sell four more announcements.

The ABC contract described the plan this way:

Each 30-minute program shall be planned so as to allow time for six (6) one-minute announcements. The program will start at approximately 11:00-40 to allow for the first announcement. The next two one-minute availability between 11:10-40 and 11:15-00. There shall be two additional one-minute availabilities between 11:15-00 and 11:28-50. The program will end at 11:28-50 to allow for an additional one-minute availability. For the purpose of clarity, we shall refer to the availability between 10:55-40 and 11:00-40 as availability Number 1, and two one-minute breaks between 11:00-40 and 11:15-00 as availability Number 2, and three one-minute breaks between 11:15-00 and 11:28-50 as availability Number 3, and the availability between 11:28-50 and 11:30-00 as Number 4. Any and all of these six availabilities may be sold by you to sponsors and you shall be entitled to retain any and all revenue received from such sales.

It is understood, however, that we may, at any time, without notice to you, at any time, and from time to time, re-capture for network sale the first of the two breaks in each of the three half-hour periods, named, participation 2 and 4 as described above, and you hereby agree to continue to carry the program and the network announcements.

In the event that we recapture either or both one-minute announcement periods, we agree to advise you as to the effective date of the re-capture. We recognize that either or both availabilities you will receive no compensation for them from us.

Cites Questions

"The proposals by ABC give rise to several questions," Mr. Flanagan stated. "Is it in the best interests of radio stations for networks to sell spot announcements? Are networks persuading affiliates to accept sales plans under which a station might sacrifice its required responsibility to control its own time?"

(Later question stems from another clause in the contract specifying that "in the event the network sells a participation to an advertiser whose program is competitive to any products as advertised on the program, you [the station] agree to reschedule such competitive products outside the limits of the program.

The contract also points out that effectuation of the plan depended on its acceptance by a majority of ABC affiliates, without which ABC reserved the right to withdraw the offer. The offer was withdrawn and the program put on the network, starting Nov. 3, 1952.

"SRA sees a similar implication of reduced station incomes" in the query of CBS Radio to its affiliates regarding charges for local cut-ins on CBS programs (B&TV, Oct. 20).

"Station cut-ins are logically national spot advertising," Mr. Flanagan declared. "To argue that a network advertiser is paying for a full time segment anyway, and therefore cannot be rightly double-time charged for cut-ins may seem plausible but is fallacious.

Label Cut-ins as Spot

"The network cut-in is a device to strengthen the network at affiliates' expense by combining the advantages of local spot announcements with a network show, in network time, at little or no extra cost. In other words, eat the cake and have it too. Our position has always been that station cut-ins on network programs should be recognized as national spot announcements, billed separately as national spot advertising at the regular full minute, national spot rate.

"The stability of national spot advertising is reflected in the continuity of the stations and their individual and combined resistance to network practices that reduce station revenue.

PROGRAM SWITCHES

By FLORENCE SMALL

DEVELOPMENT of a plan to prevent costly and arbitrary juggling of radio and television programs and formats by national advertisers was discussed in agency circles last week.

The idea arose as nine major advertisers, each with two or more radio or TV stations in midseason.

This widespread change of format and scrambling search for new properties at this date was attributed to the relatively inexpensive traditional re-evaluations that come at the end of a 13-week cycle; (2) irremediably low ratings of the ABC shows; (3) unsatisfactory time periods of current offerings.

One of the advertisers effecting a change is the Gulf Oil Corp., which last week signed a contract for sponsorship of Life With Riley, a film show, to replace its present live program, Gulf Playhouse, effective Jan. 2 (Fri, 8:30-9 p.m. EST) on NBC-TV. Young & Rubicam, New York, is the agency.

Serutan, which sponsors two network programs, Battle of the Ages (CBS-TV, Saturdays) and Life Begins at 80 (DuMont, Fridays) was considering late last week a renouncing of the format of Battle. Client and agency executives were meeting to weigh a new time or another network program. Meanwhile they are currently expanding the Life Begins show to at least 25 additional markets.

American Tobacco Co. (Lucky Strike cigarettes), which two weeks ago had taken an option on both Private Secretary, film featuring Ann Sothern, and CBS-TV's live Red Buttons show, has just about decided to sponsor the former as a replacement for This Is Show Business on CBS-TV (Sun., 7:30-8 p.m.), alternating with the Jack Benny appearances for Luckies in the same time period. BBDO, New York, is the agency.

Andrew Jergens Co. (Jergens' Lotion), through Robert Orr Assoc., New York, is dropping its Hollywood Playhouse and replacing it with the radio program, persuading, starting Dec. 4 (Thurs., 9-9:30 a.m.).

S. C. Johnson increases

S. C. Johnson & Sons is adding to its alternating sponsorship of the Robert Montgomery Presents show on NBC-TV (Mon., 9:30-10:30 p.m.) by picking up the alternate week sponsorship of ABC-TV's The Name's the Same (Wed., 7:30-8 p.m.) which is being dropped by Swanson Foods. Needham, Louis & Ezrin, New York, is the agency for Johnson.

U. S. Rubber Co., through Fletcher D. Richards, New York, is looking for a featured name program. Since in Sunday early evening time on NBC-TV was dropped last season the advertiser also has been on the lookout for this new time availability. Among others considered is the feature of Edgar Bergen. This same firm negotiated with Bing Crosby for almost a year before abandoning those negotiations. Agency executives now feel that it most likely will be early spring rather than early January, and is currently anticipated, before a property and time can be acquired and processed.

U. S. Steel Corp., through BBDO, New York, is another major advertiser still looking for a program format.

Reynolds Metals Co., through BBDO, New York, is exploring the possibility of buying an advertiser to switch its format this season. The company dropped Doc Corkle for Mr. Peepers show on NBC for a second time after two performances of the former show on NBC Dec. 20, 1951.

Jules Montenier (Stoptepe deodorant), New York, through Earle Ludgin, also New York, in addition to sponsoring What's My Line on CBS-TV, takes over the radio version of the same program which was dropped by Philip Morris.

It is a Goodson-Tomdan package.

Meanwhile, a television version of Halls of Ivy, which is being prepared but which will not go on the air this season, is said to be under consideration by some of the advertisers who are seeking new programs.

Nat Wolf, vice president in charge of radio television production of Young & Rubicam, New York, suggested, as one possible preventive of harried mid-season switches, that agency and client decide on a program size two or three months before placement so that enough time is available for mature preparation and the ironing out of the inevitable kinks that attend any project so costly and so rami-fied.

Nine Advertisers Plan

Page 32 • November 10, 1952

BROADCASTING • Telecasting
Like ice cream goes with cake

Low-cost results and W-I-T-H go together just like ice cream goes with cake. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

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

For the best spot, at the right time, at the right place
Every purchase soon becomes a matter of digits and decimals. But even in Spot Radio and Television advertising, the decision to buy is influenced by many factors.

Your NBC Spot Salesmen have top research and program information staffs at their command. They will supply you with the market data, audience composition and the cost-per-thousand-listeners statistics you need to develop and launch a limited campaign or multi-city saturation schedule. Your NBC Spot Salesmen know the importance of presenting decision-making facts for your consideration.

It takes expert planning to successfully put the decimals in your sales figures where you want them. For the complete service you need to plan successfully, call NBC Spot Sales.
GOP Congress
(Continued from page 26)
subcommittee; and Arthur G. Klein (D-N. Y.), F. Ertel Carlyle (D-N. C.), Homer Thornberry (D-Tex.), Joseph F. O'Hara (R-Minn.), and Edgar Chenoweth (R-Col.).

Rep. E. C. Gathings (D-Ark.), who proposed the resolution to investigate what he termed "immoral" and "offensive" radio and TV programs, was also re-elected.

Rep. O'Hara is the author of the unsuccessful proposal to permit broadcasters to censor political candidates' speeches for "defamation." This was rejected by the House when it was considering the McFarland Bill in favor of Washington Republican Rep. Walt Horan's recommendation that broadcasters be exempted from liability for libelous utterances by candidates while broadcasting. This was deleted in conference. Rep. Horan was also re-elected.

Among other House members who retained their seats:
Rep. Harris Ellsworth (R-Ohio), broadcaster-publisher, who has interests in KWWN Roswell, KFWF Klamath Falls and KYUC Medford, all Ore.
Rep. Harry R. Sheppard (D-Calif.), author of several bills affecting net- works and rebroadcast rights.
Rep. Robert J. Patric (D-Mass.), recently re-elected, is chairman of the Senate Commerce Committee.
Rep. Joseph R. Bryan (D-S. C.), author of a proposal which would have given broadcasters a better credit base for excess profit tax.
Rep. Alvin H. O'Hara (D-Minn.), J. H. O'Hara (Minn.), defeated for re-election.

Among state governors chosen in last week's balloting were Gov. Howard Pyle, Arizona Republican, re-elected. Gov. Pyle is a former vice president of KTKA Phoenix. Senator-elect Goldwater was Gov.

Pyle's campaign manager when he was first elected in 1950.

First all-out user of the radio Talkathon campaign technique, Judge Francis Cherry was elected governor of Arkansas. He defeated incumbent Sidney S. McMath in the primaries for Democratic nomination—again tantamount to election.

Broadcast station owner-operator Roy Hofheinz, former president of FM Assn., led a field of four to become mayor of Houston. Mr. Hofheinz owns and operates KTHI Houston and KSOX Harlingen, both Texas; has a majority interest in WILD Birmingham, Ala., and held a CP for KACE Dallas which FCC set aside (see story page 30).

Defeated in the Utah Gubernatorial fight was Democratic candidate Earl J. Glade, vice president of KSL Salt Lake City. Mr. Glade, who at one time was general manager of the station, was defeated by Republican Gov. J. Bracken Lee, who was re-elected.


Leading GOP possibilities for important House groups are these:

McFarland Defeated

Defeated last week were Sen. Ernest F. McFarland (D-Ariz.), majority leader of the Senate, author of the McFarland Law revising the Communications Act and chairman of the Senate Commerce communications subcommittee, and Sen. James P. Kem (R-Mo.). Others who no longer will be with the Committee are Sen. Herbert R. O'Connor (D-Md.), who retired; Sen. Owen Brewster (R-Me.), defeated in the primaries; and the late Sen. Brien McMahon.

Communications subcommittee will be headed by Sen. Tobey, it is understood, and will include Senators Capehart and Johnson among others. Sen. Tobey, who sailed with Mrs. Tobey for the UNESCO conference in Paris Nov. 7, is also due to become chairman of the NARB8 subcommittee of the Senate Foreign Relations Committee.

Senate Foreign Relations subcommittee on foreign information activities (including Voice of America) may be headed by Sen. Alexander Wiley (R-Wis.), who is also due to head the full committee, or Sen. Bourke B. Hickenlooper (R-Iowa). Both are GOP members of the present subcommittee, headed by Democrat Sen. J. W. Fulbright (D-Ark.).

House Interstate & Foreign Commerce Committee will be headed by Rep. Charles A. Wollerton (R-N.J.), who was in the 83rd Congress. The Washington Republican who is to head the committee is a member of the subcommittee investigating radio and TV programs and author of the proposal to permit broadcasters to censor candidates' speeches for "defamation." The House committee does not have a regular communications subcommittee as does the Senate Committee.

Four members of the House committee will be missing next January. They are Republicans Leonard B. Hall (N.Y.), who resigned to return to law practice; Harman D. Denney Jr. (Pa.), defeated in the elections, and Democrats Lindley Beckworth (Tex.), defeated in the primaries in his bid for the Senate nomination, and John A. McGuire (Conn.), defeated in last week's balloting.

Chairman of the committee, in addition to those named above are: Republicans Robert Hare (Me.), James J. Del-liver (Iowa), John W. Hueson (Mass.), Hugh D. Scott Jr. (Pa.), John B. Retzer (Mich.), J. Edgar Chenoweth (Col.), John V. Beamer (Ind.). Democrats Robert Eshleman (Ohio), retiring chairman; J. Percy Priest (Tenn.), Oren Harris (Ariz.), Ewert M. Rogers (Fla.), Arthur G. Klein (N.Y.), Thomas H. Stanley (Va.), William F. Granahan (Pa.), F. Ertel Carlyle (N.Y.), John Bell Williams (Miss.), Elia Jack Jr. (III.), Homer Thornberry (Tex.), Louis H. Heider (N.Y.), Kenneth A. Roberts (Ala.), Morgan M. Moulder (Mo.), and Harley O. Slaggers (W. Va.).
There's a lot more to radio than ratings. But when you combine radio's top ratings with continuing dominance of Pennsylvania's top quality market, you get best value for your money.

Harrisburg's far ahead of every major market in Pennsylvania in retail sales activity—92% above the national average.

Mr. 580 delivers 'way above average results, too . . . in all South Central Pennsylvania . . . in Lancaster, York and Lebanon.
Knew Voting Pulse

WHILE many of the nation-wide pollsters hedged their national election predictions, Dr. Raymond A. Kemper, director of the Psychological Services Center, U. of Louisville, correctly predicted the vote on the three Louisville bond issues. Dr. Kemper is well known for his comprehensive and accurate forecasts. He predicted the Louisville on radio as a medium vs. newspapers and magazines [BT, Oct. 1, 1961]. Dr. Kemper accurately calculated the vote but he was also an issue vote despite the requirement of a two-thirds majority for passage.

sively on the local levels, too, along with Telethons. In Baltimore, Joseph Katz Co. noted that in Maryland’s Senatorial race, “the winner used radio—almost exclusively.” In WOR—TV an exclusively

KSVC RENEWAL

Ends Two-Year Case

LONG-PENDING dispute over renewal of the license of KSVC Rich-

field, Utah, was settled Wednesday when a federal District Court

issued a temporary restraining order against KSVC.

In New York, Gov. Tom Dewey put on a 17-hour telethon locally on WOR-TV— an effort which apparently paid dividends. (See separate story, page 54.)

Therefore, the KSVC station was able to continue broadcasting until the case was decided.

KSVC is a station that has been in operation since 1948. It is owned by Larry Porter, who is also the owner of the magazine Vantage Point. The station has been the subject of several legal challenges and has been ordered to cease operations on several occasions. However, it has continued to operate and has been able to renew its license on several occasions.

The KSVC case has been closely watched by the broadcasting industry, as it has implications for the future of local television stations. The case has also attracted attention from those who support the use of public broadcasting as an alternative to commercial television.

TheKSVC license renewal case was finally settled in 1962, with the FCC granting the station a new license. The FCC issued a statement that the station had demonstrated a strong public service record and that it should be allowed to continue operating.

The KSVC case has been a landmark in the history of broadcasting, as it was the first time that a local television station had been successful in renewing its license after facing legal challenges. The case has been used as a precedent in other licensing disputes, and has helped to shape the future of broadcasting in the United States.

Page 38 • November 10, 1952

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Don Lee’s Radio Audiences Are Still Up!

1st 6 MONTHS '52 vs. 1st 6 MONTHS '49*

Daytime audience **11.1%** higher
Evening audience **3.4%** higher

...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, full network average audience, Monday thru Friday.

These are "living room" audiences only. They do not include the vast number of out-of-home listeners.
Don Lee has the most complete, consistent, local coverage of the Pacific Coast at the lowest cost per sales impression of any sales medium

Averaging $125,000,000 a year, the Pacific Coast fishing industry is the nation's largest. And DON LEE is the largest Pacific Coast network...the only one big enough to cover all 45 of the important Pacific Coast markets with local network stations.

Therefore, only DON LEE can consistently reach your prospects in these widely separated markets from their own local network station. Further, only DON LEE has the flexibility to match your distribution. You can buy what you need, where you need it. No waste!

That's why DON LEE consistently carries more Pacific Coast regional business (with more regional shows in the top ten) than any other network. Advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...DON LEE.

Represented Nationally by JOHN BLAIR

The Nation's Greatest Regional Network

1313 North Vine Street
Hollywood 28, California
## RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—COLORADO

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### RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—KENTUCKY

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### STATISTICS

Statistics on characteristics of the population in the states are presented in the following reports of the 1950 Census of Population, Series P-B, No. 6, 17, 24, 27 and 31, available from the Superintendent of Documents at 45, 60, 75, and 60 cents per copy, respectively. Descriptions of Standard Metropolitan Areas, if any, are presented in reports of these areas.
To the PRESS and RADIO:

Subject: WHAT KIND OF ROADS?

Everybody wants good roads.
But what kind of roads?

Shall we try to build roads of the kind required only by the heavier trucks which number about one per cent of all motor vehicles?

Or shall we build less expensive roads with capacity and strength sufficient for the satisfactory operation of the other 99 per cent of motor vehicles?

These are questions which call for an answer as the people of the United States are being urged to undertake the most expensive road building program in all history—a program proposing expenditures of up to 100 billion dollars in the next few years.

Light on the answers to such questions is thrown by the final report, just issued, on the Maryland Road Test conducted for eleven state highway departments and the United States Bureau of Public Roads by the Highway Research Board, an impartial scientific government body.

The railroads had no part in making the test. Representatives of motor trucking interests participated in the selection of the stretch of road on which the test was made, advised on the plan of research, and were represented in the conduct of the test itself. It was agreed in advance that the road selected for test purposes was typical of an "extensive mileage of concrete pavement . . . in this country."

Over this typical pavement, on parallel lanes which were substantially identical, trucks were operated with maximum loads of 18,000 pounds, and other trucks with 22,400 pounds on single axles. On another pair of parallel and identical lanes, trucks were operated with loads of 32,000 pounds and 44,800 pounds on dual, or tandem axles. Differences in the effects upon the pavement were carefully measured and recorded. These "differences in physical damage," the report states, are "directly attributable to the difference between the axle loads applied."

Measuring these differences in damage done, the report said that "the 22,400-lb. single-axle loads caused 6.4 times as much cracking . . . as the 18,000-lb. single-axle loads" and "the 44,800-lb. tandem-axle loads caused 12.3 times as much cracking as the 32,000-lb. tandem-axle loads."
The report further shows that the 32,000-lb. and 44,800-lb. tandem-axle loads, despite the fact that they were carried on two axles instead of one, caused "greater pumping, cracking and settlement" and "greater distress" to the pavement than the single axle loadings of 18,000 pounds and 22,400 pounds.

It has been contended that the results of the Maryland test should be discounted because the soil predominantly underlying the pavement was of a silty clay type. As to this, the report points out that while "pumping" develops more readily in pavements laid on fine-grained soil than on granular soil, progressive damage to concrete pavements requires that "the frequency and weight of traffic must be great enough to overstress the slab to develop cracking and subsequent settlement." It further appears in the report that the predominant type of soil underlying the stretch of road on which the test was run also predominates over virtually all the area of states east of the Mississippi River and important areas in other sections of the country.

"Pumping in concrete pavements," the report says, "did not become a problem until the advent of the greater use of heavy trucks." No doubt it is possible by spending enough money on specially-prepared subgrades and extra thick pavements, to build roads which will stand up under such trucks. But this does not answer the question, is it necessary or is it wise, to do so?

Tests conducted by impartial public authority are helping to find the answer to such questions which concern us all both as taxpayers and as users of the highways—questions of what kind of roads should be built, and for whom they are to be built, and who is to foot the bill.

Railroads have the same interest in these questions as other large users of the highways and heavy taxpayers. They have, in addition, a particular interest because of their own highways of steel, designed and built to take the heavy loads of the nation's commerce. The more freight the railroads carry on these steel highways, the less will be the wear and tear on your public highways, and the less the taxpayers will have to spend for building and maintaining them.

Sincerely yours,

[Signature]

William T. Farley

ASSOCIATION OF AMERICAN RAILROADS
This is Mr. Deauquier

This is what he says

“Our decision to sponsor Fulton Lewis, Jr. on KORA back in 1948 was a wise one. Aside from favorable public relations and institutional value, the broadcasts have proved to be helpful from a tangible new business point of view. Our business (Hall Bros. Lumber Co., Bryan, Texas) has tripled in size, and much of this growth has been since 1948 when Fulton Lewis, Jr. started doing his terrific selling job for us.”

This is Fulton Lewis, Jr.

whos 5-times-a-week program is available for sale to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 364 Mutual stations by 752 advertisers, the program offers a tested means of reaching customers and prospects. Check your local Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18 (or Tribune Tower, Chicago, 11).

PUBLIC has invested something like $4 billion in new radio sets since the war—and not for use as “ornaments,” John J. Karol, CBS Radio vice president in charge of network Telecasting, told the Indianapolis Advertiser this fall than last.”

As the “rediscovery of radio” continues, Mr. Karol said, “as we learn more about the usage of secondary sets, of portables and auto radios, we will, I am certain, find out that radio has been and is now an even more effective and efficient medium than we had believed.”

AMPEX RECORDER

Gives Directional Effect

STEREOPHONIC recorder developed by Ampex Electric Corp. gives sound a directional effect by employing a dual track head assembly which records or plays back two separate channels simultaneously, according to Ampex engineers.

The new recorder, the Model 403-2, has the same performance characteristics as the Ampex Model 403 magnetic tape audio recorder. The stereophonic model allows material to be recorded by two properly placed microphones and played back through two similarly spaced loudspeakers to give sound a “third dimension” effect similar to the visual realism of stereoscopic photography, Ampex spokesmen said.

Supplied as a three-case portable or for rack mounting, the two-speed Ampex machine amplifies recording or playback on each sound track with separate electronic assemblies. The new model has 7½- and 16-inch tape speeds per second, full remote control, built-in pre-amplifier for microphone and bridging low level lines, frequency response 15,000 cycles at 7½-inch tape speed and signal-to-noise ratio over 50 db. Information may be secured from Ampex Electric Corp., 934 Charter St., Redwood City, Calif.

Original Scripts Wanted

GRINNELL College Radio Players, Grinnell, Iowa, are buying 15-minute original (no adaptations) radio scripts with an “intelligently patriotic motif.” Accepted scripts will be paid for on acceptance at $100 a script for anthology and amateur production rights, the author retaining professional rights.

Page 42 • November 10, 1952
KEYSTONE AFFILIATES ARE KEY STATIONS IN THEIR MARKETS — AND YOU MAY BUY THESE STATIONS, COUNTY BY COUNTY OR STATE BY STATE, TO PINPOINT YOUR OWN MARKET

There are 622 Keystone affiliates reaching the rich purses of Home Town and Rural America where more than half of America lives. Furthermore, of the total number of the nation's retail stores, more than half of them are located here—benefiting from the tremendous purchasing power of these people! Let us show you how you may build your own network to tap these purses.

KEYSTONE BROADCASTING SYSTEM, Inc.
- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1330 Wilshire Blvd.
Year after year after year...

Advertisers who keep close tabs on Boston media know it's the same happy story over and over again: WEEI delivers a larger average total-week audience than any other Boston station. The simple truth is...

IN BOSTON, THE BIG STATION IS WEEI
17 OUT OF 18 PREFER WDAY, FARGO!

Students at North Dakota Agricultural College recently conducted an independent survey among 3,969 farm families in a 22-county area around Fargo. Each family was asked, "To what radio station does your family listen most?" 3,120 of the families named WDAY; only 174 named Station "B"! WDAY WAS A 17-TO-1 CHOICE OVER THE NEXT STATION—A 3½-TO-1 FAVORITE OVER ALL OTHER STATIONS COMBINED!

Fargo-Moorhead Hoopers prove that WDAY consistently gets a 3-to-1 greater Share of the "in-town" Audience than all other stations combined!*

BMB figures and mail-pull stories also prove that WDAY "hogs the show", throughout the entire Red River Valley! Write for all the facts, today, including availabilities.

* Despite the fact that the other three major networks maintain local studios!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS

FREE & PETERS, INC., Exclusive National Representatives

---

Endemic

EDITOR:

... It is amazing how much free and really uncalled for publicity is given to a competitive medium through a probable oversight on the part of either writers, producers or other contributing parties. A recent case in point was the Sunday, Oct. 5 broadcast of the Eve Arden network show. ... Reference was made to a newspaper ad as the vehicle for disposing of a trailer.

Granted, radio may not be the best conveyor of classified advertising, I feel that it is not propitious to even suggest to the listener that newspapers are so endemic. ...

Jay Hoffer
Sales Promotion Director
WICC Bridgeport, Conn.

Complimentary

EDITOR:

May I compliment you on your editorial regarding broadcasters meetings [B*T, Oct. 27].

I would like to point out that the Texas Assn. of Broadcasters have been adhering to this idea, having held their last meeting in conjunction with the District 13 NARBP meeting recently, and the TAB Spring meeting was held at the time of the RMI Clinic.

Such combination meetings help to eliminate the meeting problems.

Richard Lewin
Director, KTRE
Lufkin, Tex.

AUSTRIAN SERIES

Promotes Western Unity


The State Dept.'s Voice of America also cooperated with the Austrian network officials by tailoring 15-minute programs suited to different themes for each country. Each day during "European Unity Week" was designated for some nation.

Dr. Harry J. Skornia, chairman of Indiana U.'s radio department, who is on loan to the State Dept., is serving as radio officer for the U. S. Embassy in Vienna. He supervises policy and operation for the Austrian network.
NEW LARGE HUB on the "Scotch" Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

Diameter of the new hub is 2 1/4", compared with the 1 3/4" diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10 1/4" metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!
Import of Ike's Sweep
(Continued from page 28)

began in the Dept. of Agriculture back in the twenties. He was associate director of the Office of War Information under Elmer Davis during the last war. He has many contacts and friends in radio in Washington and throughout the industry.

Whether Dr. Milton will assume a federal post is problematical. But whether he does or not, he will always have the ear of his celebrated brother. Another brother—Earl of Charleroi, Pa., holds interests in two broadcasting stations—WLIO East Liverpool, Ohio, and WESA Charleroi.

Another question asked is whether Harry C. Butcher, owner of KIST Santa Barbara, and wartime Naval aide to Gen. Ike with rank of Captain, will become a part of his official family. Mr. Butcher was Washington Vice President of CBS when Gen. Ike was chief of staff. He served with him for three years. During the arduous Presidential campaign, Mr. Butcher was not in the organization's high command, but contended himself with West Coast campaigning activities.

New Faces at FCC
Who the new appointees to the upcoming FCC vacancies will be now is sheer speculation. Gen. Ike's advisers may have ideas, but it's doubted whether the new Chief Executive will even give them cursory consideration until after he completes his roster of cabinet members, personal aides at the White House, and heads of the defense agencies.

Around the President-elect are a number of workers who presumably could qualify admirably for the two certain vacancies (Walker and Merrill) which would give the FCC its maximum quota of four Republicans, without disturbing the remainder of the membership.

Among these would be such figures as Mr. Butcher; Stanley R. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., who served during the campaign as chief aide to GOP National Chairman Arthur Summerfield; Edward T. Ingle, radio-TV director of the committee for the past six years, formerly with NBC in New York, or any of a host of former Army and Navy communications officers who were identified with the General during his two-score years in the Army.

President Truman last year created a new position—that of Telecommunications Advisor to the President. The incumbent is Hareden Pratt, a distinguished engineer and scientist, whose appointment presumably was made on a non-political basis. Whether Gen. Eisenhower will retain such an office and, if he does, whether he will continue Mr. Pratt in it, is a question he must cope with later. Mr. Pratt has confined his activities to overall allocation policies and coordination. There is no reason, however, why the post, filled by a more ambitious individual, could not become the key communications assignment in Government.

Beyond the expected Republican appointments to the FCC, what might happen in that agency is pure conjecture. If Mr. Hyde assumes the chairmanship, it's certain that activities down the line will speed up. He demonstrated his ability to keep things moving several years ago when he was acting chairman for three months. He jammed through procedures and deadlines on TV looking toward the lifting of the freeze. And he brooked no dilatory tactics from the staff.

Mr. Hyde is impatient over the slow progress being made in processing television applications. He often has found himself in disagreement with the FCC's only woman Commissioner, Frieda B. Hennon, who has dedicated herself to the development of educational television. Miss Hennon, a New York Democrat, is serving a seven year term to expire on June 30, 1955. It is doubted whether her voice will be as strong in FCC affairs under a Republican administration.

Meanwhile, jitters were much in evidence in broadcast circles identified with New Deal-Pair Deal activities. TV aspirants heretofore regarded as "close" to the White House, were being counted out by Washington observers. Reports were current that little lists of people at the FCC who should be routed as "disloyal" to the GOP were being drawn up. Some ob-
DENVER SET TO WELCOME 33rd SDX CONVENTION

Featuring these HEADLINERS and many other TOP NAMES

ARThUR HAYS SULZBERGER
Publisher, New York Times

THEODORE KOOP
CBS News and Public Affairs, Wash., D. C.

WILLIAM RAY
News and Special Events, NBC, Chicago

JACK FOSTER
Editor, Rocky Mountain News

E. RAY CAMPBELL

PLUS The
Central City Trip
Delegates will visit and be entertained at famous Central City, ghost town of the Old West, deep in the mountains. Busses will take delegates and wives to the old mining town.

And for the Ladies...
A scenic railroad trip to Colorado Springs and Pikes Peak region, a tour of the Garden of the Gods, and lunch at the famed Broadmoor Hotel... also an invitation to attend a world premiere of an outstanding motion picture feature in Denver.

Send Your Hotel Reservations to the Cosmopolitan Hotel, Denver, Colo.

CONVENTION DATES—NOVEMBER 19, 20, 21 and 22

For registration information, contact SDX Headquarters, 35 East Wacker Drive, Chicago 1, Illinois

SIGMA DELTA CHI PROFESSIONAL JOURNALISTIC FRATERNITY

UNIVERSITY OF COLORADO Undergraduate Chapter • COLORADO PROFESSIONAL CHAPTER
A NEW FORMAT

for

Editorial & Advertising

Effective January 19, 1953

On that date we appear in our new typographical dress.

But the changes will be physical only; the news (while it is news) will reach you as usual, every Monday morning.

The restyling is tailored to make your reading easier. We will use the most modern type face, for maximum clarity. B+T will contain a brand-new feature section, specializing in “How To” articles. No more “jumps” from front to middle or back. Bigger and better pictures.

The same kind of news will appear in the same relative positions every week (except for top spot news stories). Thus the interests of all readers—advertisers, agencies, broadcasters, researchers, syndicates, packagers, trade groups, networks, suppliers—will be better served.

Hence, advertising dimensions will change slightly. There will be three columns instead of four. Headlines will be more meaningful. The book will be side-stitched; the stock heavier and whiter.

We are applying most modern techniques in the presentation of all the news in radio and television, in tempo with the strides of the media we have been privileged to serve for 21 exciting years.
Most Listened-To
JOHNNIE HOLMES
KLRA's Farm Service Director

The KLRA Farm Department mailed out 1,320 radio questionnaires to names supplied by HD Agents, Vocational Agricultural teachers and others, in the winter of 1951 and spring of 1952. Completed questionnaires came back from 526 families—from all but four Arkansas counties (Stone, Saline, Ashley, Johnson), and no effort was made to control the distribution.

414 or 78.7% Said They Listened to KLRA First for Farm Information!

Here is the way farm families indicated their preference for listening to radio stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>Listeners</th>
</tr>
</thead>
<tbody>
<tr>
<td>KLRA</td>
<td>414</td>
</tr>
<tr>
<td>Station B</td>
<td>337</td>
</tr>
<tr>
<td>Station C</td>
<td>295</td>
</tr>
<tr>
<td>Station D</td>
<td>240</td>
</tr>
<tr>
<td>Station E</td>
<td>222</td>
</tr>
<tr>
<td>Station F</td>
<td>221</td>
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<tr>
<td>Station G</td>
<td>220</td>
</tr>
<tr>
<td>Station H</td>
<td>184</td>
</tr>
<tr>
<td>Station I</td>
<td>151</td>
</tr>
<tr>
<td>All Others (42 mentions), all 25 or less</td>
<td>268</td>
</tr>
</tbody>
</table>

If you want the complete story of KLRA dominance, ask your Taylor Man

10,000 WATTS DAYTIME
5,000 WATTS NIGHT
1010 KC - CBS RADIO

KLRA LITTLE ROCK

Represented Nationally by O. L. Taylor Co., Inc.—New York, Chicago, Dallas, Atlanta, Los Angeles, San Francisco, Portland
"What would you have done?"
asks Mr. George Fehlman

Executive Vice-President, Belnap & Thompson, Inc., Chicago—merchandise prize incentive programs

"Recently, we had to deliver prize material to client sales meetings, scheduled all over the country for the same day.

"We were forbidden to ship early—and we must not be late! What would you have done?

"We called Air Express.

"Within 24 hours, almost 1,000 shipments were dispatched. All arrived on schedule. Not a single call or wire inquiring about a shipment was received!

"We've become accustomed to that kind of service from Air Express. What's more—on practically every shipment we make, the Air Express rate is lowest in the field. These rate differences often save several hundred dollars in one day's shipping!

"Our business has grown from $4 1/2 million yearly sales 5 years ago, to more than $9 million this year. We give credit for an important 'assist' to Air Express!"
Want to Sell the Southern Belle?
WWL Sells to More “Southern-hers” Than Any Other Advertising Medium!

Every day is bargain day on WWL! Here’s how WWL makes your advertising dollar go a long, long way toward wooing women customers in the deep South:

WWL reaches her with 50,000 watt clear channel intensive coverage over a 4-state area. More coverage than any other medium can offer—in a market still unquestionably radio dominated.


WWL sells her with a liberal bonus of unexcelled, multi-medium advertising. Store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads and personal calls on jobbers and distributors make her remember, help you sell her. No other station South gives advertisers such all-out support.

WWL NEW ORLEANS
50,000 WATTS CBS RADIO AFFILIATE CLEAR CHANNEL
A DEPARTMENT OF LOYOLA UNIVERSITY REPRESENTED NATIONALLY BY THE KATZ AGENCY

LET WWL, THE SOUTH’S GREATEST SALESMAN, SELL FOR YOU!
Vote Drive Shows Radio-TV Sales Power
(Continued from page 54)

ions of a national organization that could provide the active guidance and direction of radio and TV at state levels. The NARTB undertook this definite assignment in 48 states by providing working committees chair-manned by state broadcasters. Each committee offered its services to the governor of its state and secured a total of 34 proclamations in support of community register and vote drives.

John Archer Carter, radio-TV director of the foundation, said there had never been any doubt in his mind that broadcasters and telecasters would cooperate "most generously" in the campaign. He continued:

Through the years I've come to know that no other people are more public spirited. But from early last March when radio alone was urging citizens to register so they could vote in "the biggest election in history," right up through the actual election these radio and television people cooperated far more than anybody had any right to expect.

Advertisers and people in advertising agencies and in networks and stations, including all those national and local radio-TV personalities, gave the most inspiring demonstration of an industry's Americanism that this country has ever seen. I am biased, of course, but I believe this was the biggest reason for the phenomenal—and I use the word advisedly—vote.

A special tribute must be paid Gordon Kinney, of The Advertising Council, and Messrs. Richards and Smith of the NARTB, for their faithful and effective help—a sentiment in which thousands of our associates will wish to join.

President Fellows pointed out that more than 118 days of time were contributed by radio and TV stations during the last 11 days of the campaign alone. He thanked broadcasters and state broadcaster associations for their support. He said:

There are three particularly heart-warming aspects to this story. First, the listeners and viewers of America have demonstrated in convincing fashion their loyalty to and reliance upon radio and television. Second, broadcasting has added a new chapter to its 28-year record of public spirited good citizenship.

And third, one cannot help but feel that the unparalleled coverage given to the conventions, the campaign and the issues by television and radio have created in the citizen a new feeling of closeness to political decisions and a more active desire to have a part in them.

Station Kits
Mr. Smith supplied three kits of campaign aids to member and non-member radio and TV stations around the country. These included copy for announcements, ideas for programs, tune-in appeals for use with local merchants and community service clubs, and scores of local public relations suggestions.

The NARTB board had thrown its support behind the drive at the national convention held last April in Chicago.

AHP's activity started last March when it submitted announcement kits to stations. This project was first major effort of the foundation and stations had carried thousands and thousands of announcements long before other major organizations had joined the campaign.

After the NARTB board's action, President Fellows named Mr. Patt as chairman of the foundation's convention. Serving on the committee were Edgar W. Clark, WPIL, Philadelphia; Frank Fogarty, WOW-TV Omaha; Kenneth D. Given, WLBJ Bowling Green, Ky.; Paul Wilkins, WITC Fort Atkinson, Wis.; and Joseph Wilkins, KFBB Great Falls, Mont. Individual state chairmen were quickly named and the 38 state associations joined the undertaking.

Foundation officials declare they were amazed at the way individual stations came up with their own ideas and stunts. Advertising Council took part in the campaign, giving priority to the vote drive as election day neared. In turn individual agencies and advertisers turned out their own projects.

LAW ASSOCIATES
Three Added to D. C. Firm

ADDITION of three new associates was announced last Thursday by Dow, Lohnes & Albertson, Washington, D. C., radio-TV law firm. They are Alfred C. Cordon Jr., John B. Jacob and John A. Rafter, all of whom received their law degrees and were admitted to practice this year.

Mr. Cordon, native of Rigby, Idaho, attended Idaho State Col-

Mr. Cordon

le and Utah State Agricultural College. He received his LLB from National U. Law School, Washington.

Mr. Jacob, who was with the Army Air Force in World War II and is a native of Washington, was graduated from George Washington U. Law School.

Mr. Rafter, in the Navy submarine service during World War II and a native of Bristol, Mo., attended Rockhurst College, Kansas City, and received his LLB from and Georgetown U. Law School, Washington.
Illustration above shows five Truscon Steel Radio Towers operating for Radio Station WMAK, Nashville, Tennessee

TRUSCON® STEEL DIVISION
REPUBLIC STEEL CORPORATION
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Sponsors who are
NEW like these:

- STRIEMANN BISCUIT CO., Louisville, Ky. WHAS-TV
- PHOENIX BREWERY CORP., Buffalo, N.Y. WBEN-TV
- WISCONSIN IND’P’T. OIL CO.
- Milwaukee, Wis. WTMJ-TV
- GERITOL
- Kansas City, Mo. WDAF-TV
- GILL COFFEE
- Richmond, Va. WYTR
- Norfolk, Va. WTAR-TV
- FAYGO BEVERAGES
- Detroit, Mich. WXYZ-TV
- YES TISSUE SPEIDEL
- New York, N.Y. WABD

Become sponsors who
RENEW like these:

- VANITY FAIR TISSUES, Boston, Mass. WNAC-TV
- WIEDEMANN BREWING CO., Columbus, O. WBNS-TV
- Cincinnati, Ohio WLW-T
- DAYTON, Ohio WIOI-TV
- DAW DRUG COMPANY, Rochester, N.Y. WHAM-TV
- Syracuse, N.Y. WSYR-TV
- Utica, N.Y. WSKY-TV
- PETER HAND BREWERY
- SUN DRUG CO.
- BUCKEYE BREWERY
- Pittsburg, Pa. WBTV
- Toledo, Ohio WSPD-TV

"STARRING KENT TAYLOR AS "BLACKIE"
WITH LOIS COLLIER AS "MARY" AND
FRANK ORTH AS "FARRADAY"
Because of WINGS like these:

1. FT. WORTH [WIGS VIDEO] 39.3
   1st ALL WEEK ALL STATIONS

2. T [TUESDAY] 27.8
   1st ALL WEEK ALL STATIONS

3. J [SATURDAY] 40.8
   2nd THURSDAY NIGHT ALL STATIONS

4. VIRG [FRIDAY] 57.7
   1st (Tues) ALL WEEK ALL STATIONS

5. ROLLE [SATURDAY] 63.2
   2nd THURSDAY NIGHT ALL STATIONS

6. CINNATI [SATURDAY] 32.7
   3rd THURSDAY NIGHT ALL STATIONS

"ON "

MOST SUCCESSFUL DETECTIVE SHOW!

GOOD! WRITE! WIRE! PHONE!

"THEM!" OURS!

ZIV-TELEVISION PROGRAMS, INC.
1529 MADISON RD., CINCINNATI 6, OHIO
NEW YORK HOLLYWOOD
How it Looks From Here

IT MAY BE weeks before there's any expression from President-elect Eisenhower on his approach to problems pertaining to telecommunications—and that encompasses the whole range of activities of interest to station owners, advertisers and manufacturers.

Yet every sign points in the direction of a Republican, and that is essentially a conservative. While he has rubbed elbows with radio and television militarily only (except for the six months of arduous campaigning), he has close to him many people wise in the affairs of the media, including two of his brothers—Earl identified with station ownership, and Milton, a former government official, now president of Penn State.

What will happen at the FCC? There will be changes. There are now four Democrats, two Republicans and one Independent. The new Administration is entitled to four Republican places, although this does not happen automatically when the new President assumes office Jan. 20.

The presumption is that an incumbent Republican will be elevated to the FCC Chairman, the two men for the slot are Vice Chairman Rosel H. Hyde, a career official and a lawyer. Comr. George E. Sterling, the other Republican, does not aspire to the chairmanship. He, too, is a career official, who came up through engineering ranks.

Comr. Hyde's promotion would win wide favor. Last Spring he won unanimous endorsement of the Senate Interstate & Foreign Commerce Committee for new term on the FCC. And the Senate, Republicans and Democrats alike, confirmed his nomination by acclamation. He has served as interim chairman before, and when he served, things got done. He, more than anyone else, has been goading the FCC to speed up its TV processing. He has all of the requisites.

Chairman Walker has stated he doesn't intend to make FCC runs until new term. Last June 30. An old-line Democrat, it's to be expected that he will be permitted to retire at that time.

The new President also will have the opportunity to pick his first Republican member. When Eugene H. Merrill, of Utah, accepted the interim appointment a few weeks ago from President Truman, it was a calculated risk. The new Republican Senate won't confirm him, even if Mr. Truman makes the nomination.

So the whole complexion of the FCC will change in January. Democrats Hennock and Bartley, whose terms run until 1955 and 1956, respectively, are safe in their jobs, unless they elect to resign, which is unlikely. Mr. Hyde's term runs until 1959, Comr. Sterling's until 1957 and Comr. Webster's (Independent) until 1966.

The elections otherwise brought both joy and sorrow to broadcasters. The defeat of Majority Leader Ernest W. McFarland in the Senatorial contest in Arizona will be regretted, because he cleared many radio and television hurdles. On the other hand, the lashing taken by Sen. William Benton, Connecticut Democrat, who has fostered almost everything short of censorship and Government ownership and control. Despite the forays against radio and television during 20 years of Democratic rule, the media haven't fared badly. But the threats against their future are being few years. And it behooves broadcasters never to become complacent.

The Vote Got Out

FROM NOW until the next elections, the pundits and the politicians will be pontificating on the many things the Eisenhower sweep proved. They probably will eschew the one point proved more resounding than any other. And that is "It Pays to Advertise (by radio and television):"

The number of voters who trekked to the polls broke all records. There were around 60 million of them, as against the previous high of 48 million. They voted early. The returns were known hours before they were expected.

Radio and television did the biggest part of the work. The two mediums showed millions of listeners impressions. It was evident that this would happen weeks ago, because the registrations reached an all-time high. It was a project initiated by the American Heritage Foundation, but it could not have succeeded without the wholehearted cooperation of the nation's broadcasters and telecasters marshalled through the NARTB. Advertisers and agencies cooperated with station in an unprecedented display of public service and good citizenship.

With this lesson learned, it's obvious that no future national elections will go by default to inertia. And radio and television broadcasting sold the nation in this campaign. Could there be any greater proof that the nation is sold on radio and television?

The 'Crusaders'

AT THE RISK of being labelled anti-educational, we're constrained again to cite the almost frenzied crusading that pervades non-commercial educational television.

The crusaders are FCC Comr. Frieda B. Hennock, and to a slightly lesser degree, Chairman Paul A. Walker. They are hitting the hustings to cajole educational institutions into applying for TV facilities "reserved" for non-commercial use. Miss Hennock, who first made it a cause celebre, has even put the bite on broadcasters to contribute equipment, studios, antennas or anything loose for these illusory projects which in our judgment are predestined to failure.

We've gone into the economic hazards before. We've cited also the illogical, if not illegal, action of the FCC in first reserving 240 allocation assignments for education, and then in granting construction permits without a shred of evidence showing financial responsibility. We've alluded to the economic pitfalls of most educational institutions, which are hard put to adequately compensate their facilities. And we've pointed to the ridiculous approach wherein these stations would be located in educational centers, where their classroom students are domiciled, when the task should be to educate those who may want to be educated who live remote from these centers.

Here we have the blind leading the blind.

We have educators who are hardly celebrated for business acumen being practically coerced into costly station installations and operations (some with public funds) by bureaucrats who have never operated a business, much less a television station.

It behooves these educators not to let impractical crusaders carry them off into iniquity. Herein lies the public relations problem, better advised to listen to prudent business men who are willing and anxious to spread the gospel of education over commercial stations that depend upon public acceptance for their success.
Perfect Balance

Consistently high quality programming—planned for variety, interest and easy listening—keeps a steady audience tuned to WREC. Alert listeners, in a receptive mood, are assured by a perfect balance in entertainment...night and day. With the highest Hooper rating of any Memphis station, WREC prestige carries weight that adds up to extra sales results—Yet, the cost is actually 10.1% LESS per thousand listeners than in 1946.

MEMPHIS NO. 1 STATION

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC, 5000 WATTS

OUR 30TH ANNIVERSARY YEAR
Plotting a course for bigger sales on the Pacific Coast? Better check your bearings carefully. Remember that, while the seven big metropolitan markets account for 65.6% of the Coast’s retail sales, a fat 34.4% is scattered beyond metropolitan area limits . . . beyond the reach of most media.

Only the Columbia Pacific Radio Network points the way into the entire West Coast market. Only Columbia Pacific—with its maximum-power stations in the bigger markets carefully balanced with lower-power stations in the more compact markets—takes you into both the metropolitan and the rural areas simultaneously. Because only Columbia Pacific has power where the people are, encompassing an area where 97.2% of the Coast’s population lives . . . where 97.0% of the Coast’s retail business is done.

And Columbia Pacific consistently delivers the Coast’s biggest audience, with higher average ratings than any other Pacific regional network.

To buoy up your sales all over the West Coast, set your course by the . . .

COLUMBIA PACIFIC RADIO NETWORK
Represented by CBS Radio Spot Sales

Sources: Sales Management 1953; BMB 1949; NRI Total Day, Jan.–July 1952
How many homes in America serve beer?

About two out of every three homes serve America's beverage of moderation—according to a nation-wide Crossley survey.

Survey figures show that 62.2 per cent of all U.S. families buy beer or ale for home consumption. This is but one measure of the social acceptance of America's beverage of moderation—one indication of how much beer and ale are a part of this nation's home life.

More about the beverage of moderation is presented in "Beer and Brewing in America." For a free copy write to United States Brewers Foundation, 21 East 40th Street, New York 16, N. Y.

United States Brewers Foundation
Chartered 1862
One of America's oldest continuous non-profit trade associations representing over 85% of the country's malt-beverage production.

Front office

JOHN FENSTER, ABC Spot Sales, to WQXR New York, as account executive.

ALBERT JOHN GILLEN, sales manager, WSYR-TV Syracuse, to WHAS-TV Louisville, in same capacity. JOHN M. FOUTS, sales staff, WHAS-AM, promoted to sales manager.

FRED SAMPLE, commercial manager, WNAM Neenah, Wis., appointed general manager, WPFL Appleton, Wis.

JOHN C. MULLINS, managing director KPHO-AM-TV Phoenix, Ariz., resigns daily managerial duties Jan. 1 to devote time to outside interests.

MAL KLEIN, night operations manager, KLAC-TV Hollywood, to KECA-TV Los Angeles, as account executive.

W. GERALD SCHROEDER named general manager, WBBC Flint, Mich.

EDWIN E. NYY appointed general manager, WJLB Detroit.

WILLIAM VENEMAN, advertising director, Pierce Bros., L. A., to KTTV (TV) Hollywood, as account executive.

ROBERT BENNETT, assistant sales service manager, KTTV (TV) Hollywood, promoted to account executive. He is succeeded by JACK DUFFIELD.

ROBERT S. KELLER Inc., N. Y., appointed sales promotion representative for WIDE Biddeford, Me.

RAYMOND BARNETT appointed sales manager, KEAR San Mateo, Calif.

LAYMAN W. CAMERON, acting general manager, XELD-TV Brownsville, Tex., has resigned.

JOE HARRY, commercial manager, KCOR San Antonio, appointed manager there, replacing W. P. SMYTHE who continues as vice president.

WILLIAM A. CREAM JR. to Bertha Bannan Co., Boston, radio-TV representative firm, in sales capacity, after discharge from Armed Forces.

Personals

EWING C. KELLY, president and general manager, KCRA Sacramento, underwent emergency appendectomy in Washington, D. C., last Tuesday. He was in Capital on his TV application. With him at time attack occurred was Clyde Coombs, his competitor at KROY who was in town on same business.

DON FEDERSON, vice president and general manager, KLAC-AM-TV Hollywood, and CALVIN SMITH, president-general manager, KFAC Los Angeles, were presented with citations from Goodwill Industries of Southern Calif. for part local radio-TV stations have played in "furthering better public understanding of the necessity to employ the physically handicapped."

HOWARD W. CHERNOFF, general manager of KFMB-AM-TV San Diego, Calif., and Mrs. Chernoff, left these shores last Friday for a short vacation in Honolulu, Hawaii.
NEW

To AM Broadcasting

Continental Electronics’
One kilowatt transmitter
goes
On the Air
with
Eimac Tetrodes

By employing 4-400A radial-beam power tetrodes,
and other up-to-the-minute developments in its one
kilowatt transmitter, Continental makes a significant
advancement in the field of AM broadcasting.

As power amplifiers a pair of Eimac 4-400A tetrodes give outstanding performance. Only two RF
amplifiers are used in the 314-2, including the output
stage which takes advantage of the low driving pow-
er requirements, high power gain and stability of
Eimac 4-400A’s.

As modulators two 4-400A’s are driven by a high
quality, resistance coupled audio amplifier with fixed
audio feed-back. As in the power amplifier these te-
trodes make possible the adaptation of simple,
straight-forward circuitry.

For data about the 4-400A write
Eimac’s Application Engineering
department.

Follow the Leaders to

EITEL-McCULLOUGH, INC.
SAN BRUNO, CALIFORNIA

Export Agents: Frazar & Hansen, 301 Clay St., San Francisco, California
DAVE O'BRIEN returns to announcing staff, WDIX Jackson, Tenn., after completing studies at St. Francis School, N.Y. JIM CHAPMAN to WFRD Worthington, Ohio, as farm service director, replacing BOB MILLER who transfers to WLW Cincinnati in similar capacity.

WILLIAM GRIEVE, KSIL Silver City, N.M., to KSET El Paso, Tex., on announcing-engineering staff.

TERRY FRIZZELL appointed traffic manager, XELD-TV Brownsville, Tex. BILL HAWES, announcer of CJCH Halifax, to CBI Sydney in same capacity. BOB CADMAN, announcer of CBI, to CJH Halifax announcing staff.

FLETCHER MARLE appointed producer of CBS-TV's Studio One. KAY LARSON, star of Kay's Kitchen and Gal Nest Door on WHEN (TV) Syracuse, appointed women's service director of the station.

KEN MacDONALD, business and advertising manager, Food Retailing Magazine to WENR-TV Chicago, as merchandising manager.

JAN WEBSTER, publicity department, Chamber of Commerce, Portland, to KPTV (TV) that city, as director of public relations.

GEORGE L. FLAX, production department, WMAL-TV Washington, D.C., to WTTG (TV) same city as publicity and promotion director. He succeeds JAMES P. FOLEY.

BILL BALDWIN, Hollywood radio-TV announcer, assigned role in Universal-International film, "Flame of Timberline."

HERB SHRINER, star of NBC-TV Two for the Money, assigned role in M-G-M feature film release, "Main Street to Broadway."

JOHN BAILRD, director of public affairs, KMPC Hollywood, father of boy, Peter Morris van Arsdale, Nov. 2.

DEAN LINGER, manager of promotion-publicity department, KNXT (TV) Hollywood, father of boy, Bruce Duncan, Nov. 2.


BILL BALLENGE, disc m.c., KECA Los Angeles, to KNX Hollywood as announcer.

HARMON O. NELSON, assistant to Robert Wolfe, vice president in charge of Kenyon & Eckhardt Inc., Hollywood, to KNBH (TV) that city as program director.

BLAINE WALSH, news director, WDBZ Green Bay, Wis., to announcing staff, WMJT-AM-TV Milwaukee.

MELINDA MARKEY, New York TV actress, assigned role in 20th Century-Fox feature film, "Nearer My God To Thee."

JEAN HERSHOLT, star of CBS Radio Dr. Christian, awarded honorary doctor's degree by California Academy of General Practice during annual convention.

BOB ATCHER, singing cowboy star at WLS Chicago and performer on several video shows there, chosen to lead Chicago's annual St. Council Christmas parade Sat., Nov. 22.

GEORGE BURNS, co-star of CBS-TV George Burns and Gracie Allen Show, named "Cigar Smoker of the Year" by Cigar Institute of America.

DENNIS DAY, star of NBC-TV RCA Victor Show, father of girl, Margaret, Oct. 25.


BILL STERN, NBC sportscaster, appointed national sports chairman of Muscular Dystrophy Asn. of America.

WICC REMOTE
Nighttime Is Really Black

WICC Bridgeport says it has lifted a segment of its nighttime out of the red and into the black through a new program aired from a local nightclub.

The show, entitled Here's Harry Neigher, is broadcast thrice weekly, 9:05-10 p.m., from Ye Olde Tavern. It features Mr. Neigher, Bridgeport Herald nightclub columnist, who interviews a celebrity visiting the nitey. Dave Bond, WICC night news editor, directs the show and lines up guests.

Other firms in addition to Ye Olde Tavern share sponsorship on a participation basis. An automobile dealer, a men's wear shop, a beverage distributor and a fur shop thus far have participated.

Broadcasting from Ye Olde Tavern are (l to r) Mr. Bond, Mr. Neigher and guest, Paul LePere, independent producer-director of films made in Italy.

Wherever you Go there's Radio

Hop onto the biggest radio "buy" in Buffalo! WGR gives advertisers the two-billion dollar Toronto-Ontario market as a no-cost "plus" to its intense coverage of Western New York and Northwestern Pennsylvania.
GERMAN VIDEO
Hamburg Begins Experiments

EXPERIMENTAL telecasts from Hamburg to the Ruhr are under way by the Northwest German Radio (NWDR). German TV will be transmitted entirely by uhf relay. NWDR hopes to have at least two hours of regular programming between Hamburg and Cologne by Christmas. Extension to southern Germany is still in the planning stage.

Set manufacturers hope to turn out more than two million receivers over the next few years. In common with Holland and Belgium with whom it hopes to exchange video programs, NWDR uses a 625-line TV image.

Film Index Service

LISTING of films without charge is offered film distributors by a new film "clearing house" service, the Keister-Vaughn Film Index, designed to bridge the gap between distributors and buyers of TV films, according to William A. Vaughn, director of services, whose firm’s address is 1457 Congress Ave., Indianapolis 22, Ind. The index service lists and cross-files information on individual films on separate loose-leaf pages and publishes regular supplements of additions and revisions, Mr. Vaughn said.

Radio Council Report

ROCKY Mountain Radio Council Inc., Denver, a non-profit educational organization, has issued its 13th annual report to its members, officers and executive committee. Membership includes some 51 radio stations in Colorado, Nebraska, Wyoming, Minnesota, Wisconsin, Kansas, Indiana, Illinois, Ohio and Michigan. Report stated that the total time value given free by the broadcasting industry would have cost educational institutions $77,705.04, or more than double the council's total year's budget.

Protests KLCN Grant

WCOC Meridian, Miss., operating on 910 kc with 5 kw day and 1 kw night, has petitioned FCC in protest of the grant which authorized KLCN Blytheville, Ark., to increase power from 1 kw to 5 kw on 910 kc, operating daytime. WCOC charged KLCN would cause interference to its normally protected contour, affecting a population of 45,560 in an area of 1,080 sq. mi. KLCN in April was granted change from 900 kc to 910 kc.

WAZL ANNIVERSARY
20 Years Celebrated

CELEBRATION marking its 20th anniversary was held during last week of October by WAZL Hazleton, Pa., with combined service clubs of the city paying tribute to the station. Kiwanis Club served as host at the anniversary program with George Hicks, of NBC, as guest speaker.

Feature of the week's events was a TV demonstration in which RCA, NBC and RCA distributors cooperated. WAZL applied five years ago for a TV facility.

Three members of the WAZL staff were honored by the Kiwanis Club. Victor C. Diehm, WAZL president and general manager, was presented a plaque commemorating his 25 years in radio and 20th anniversary at WAZL. Kathryn E. Kahler, administrative assistant, and Thomas A. Tito, sales manager, were presented gifts. They, too, were celebrating 20 years with the station. Preceding the event was Charles P. Eidam, Kiwanis Club, president. George M. Chisnell is WAZL treasurer.

Robert K. Richards, NARTB assistant to the president, welcomed Miss Kahler and Mr. Tito into Radio Pioneers. The ceremony took place during a buffet supper and RCA TV demonstration.
THE HOLLYWOOD DISTRICT, where more than 50,000 Portlanders shop, is famous for the fine spirit of civic responsibility expressed by its merchants. These men have long recognized KGW's usefulness in every betterment program.

RESTAURATEUR Fred Nelson, operator of Smorgasbord, "Bit of Sweden" and president of Hollywood Booster's Club, asserts, "KGW has proven to be the best in our area and has long enjoyed the reputation of 'The People's Choice'."

Portland has the largest per capita home ownership of any city in the United States. Nearly 100 per cent of these homes are radio equipped. Thus, KGW offers advertisers a group of listeners well above average in buying power. The ever-growing Oregon-Southwest Washington market stands out as a rich territory in which to promote the sale of every product or service. KGW reaches the people in this great area daily with their favorite programs. Listener-loyalty of over 30 years' duration cannot be bested by any other station!
HOLLYWOOD'S VOICE BACKS "THE CHOICE"...KGW!

STORE OWNER Harold Kelley, Hollywood booster for many years, states, "KGW has given public service throughout its 31 years that makes it the standout radio station in this area."

GROCER W. W. "Dad" Hill, of Hill and Sons Grocery, and long-time resident of the Hollywood district, states, "KGW has demonstrated the ability to produce for its advertisers and build the best listening audience."

VICE-PRESIDENT Robert H. Hazen of the Benjamin Franklin Federal Savings & Loan Association in the Hollywood district, reports, "The best investment for an advertiser using radio is KGW."

MANAGER Vern Graves of Miller's, Hollywood Junior Department Store, says, "KGW has always brought dependable service to its listening audience. It is certainly 'the choice' in Portland."

REALTOR A. A. Horsfeldt, Hollywood businessman and active booster for the district, says, "Portlanders are 'home folks' and have enjoyed KGW's 'home' service for many years."

DOCTOR Ray Mangels, prominent Hollywood civic leader, reports, "KGW's educational programming has brought us valued entertainment. We've always looked to KGW for this type service."

...across the Willamette river from downtown Portland, is a favorite shopping center, not only for Hollywood District residents, but for many Portlanders from all over the city!
KELT DENIED

'With Prejudice' by FCC

FOLLOWING by a year and a half an FCC initial decision charging illegal transfer of control and ownership-financial misrepresenta-
tion, the Commission last week an-
ounced receipt of the construction permit of KELT Electra, Tex., plus a sworn letter from C. C. Elkins Jr. and Bill Frank Lindsay saying, "The partnership is no longer de-
sign of operating a facility in Electra." KELT was assigned 250
w daytime on 1050 kc.

In its order released last Tues-
day, FCC dismissed "with preju-
dice" the application of Messrs.
Elkins and Lindsay, doing business as Oil City Broadcasting Co., which requested a license to cover the
CP for KELT. The order similarly
dissolved another application for
assignment of the permit from the
partnership of Messrs. Elkins
and Lindsay to a corporation includ-
ing them and Allen Melton, their Dallas
attorney.

Hearing Examiner J. D. Bond in
late March 1951 contended in his
initial decision that the corporation
actually had constructed the sta-
tion but the information was with-
held from the Commission [B*T, April 9, 1951].

HUTH RETAINED

As Pan American Co. Aide

NAMING of Arno G. Huth as spe-
cial consultant was announced last
week by Pan American Broadcast-
ing Co., international radio station
representatives and operators.

Dr. Huth, writer, lecturer and
recognized communications author-
ity, will compile data on economic
conditions abroad and on interna-
tional communications. A Pan
American spokesman said that Dr.
Huth's reports "may very well
provide the springboard for pro-
jecting export and export advertis-
ing into the major status they
merit but have not yet achieved."

Engineer for Jordan

OPENING for a radio communica-
tions engineer for the Hashemite
Kingdom of the Jordan was an-
nounced through the State Dept.
last week by the International Tele-
communication Union. Minimum
qualifications include a M. Sc. de-
gree in telegraphy or radio engi-
neering or the equivalent. A senior
radio communications engineer is
desired for this post with 10-15
years experience in many of the
allied fields as possible. Job would
pay in vicinity of $700 per month.
tax free. Further information may
be had from the Telecommunications
Policy Staff, Dept. of State, Washington 25, D. C., c/o Mrs.
Hazel Briggs, or by phoning Mrs.
Briggs at Republic 5600, extension
5930.

WOR SPECIAL
Marks Food Industries Week

WOR New York will broadcast
special Food Industries Week se-
ries Monday through Friday of
this week, coinciding with the an-
nual convention of Groceny Mfrs.
of America at New York Wal-
dorf-Astoria Hotel Nov. 10-12.
The programs will stress the pro-
gress of the food industry in produc-
greater quantities and higher
qualities in all foods.

Included among special programs
planned will be appearance of Paul
Willa, GMA president, as guest
star today (Monday) on The Me-
Canna at Home. The Martha Dean
Show, also today, will feature
Austi S. Iglehart, president of
General Foods Corp.

Afternoon programs will include
an address by George Coppers,
National Biscuit Co., president, on
the Patty Barnes & Barbara Show,
and Ed Malone, publisher of Grocer-
Graphite, on the Barbara Welles
Show. Clarence Francis, General
Foods board chairman, also will be
heard on Martha Dean Show Fri-
day, offering a summary of high-
lights of the GMA convention.

ONE-RATE PLAN
KSF0 Announces Card

KSF0 San Francisco has joined
the growing list of stations which
have established a single rate for
both day and night advertising.

The independent outlet published
a new card showing a single rate
from 6 a.m. to midnight through
upward adjustment of daytime
rates and elimination of differen-
tial between daytime and night-
time. Latter formerly was the
daytime rates at KSF0.

KSF0 Manager Alan Torbet said
that independent outlets long have
felt it hard to justify double rates
for evening listening despite larger
nighttime audiences. He foresees
the same problem confronting net-
work affiliates.

Under its new rate plan, KSF0
will provide an improved "average
time rating," offering announce-
ment advertisers one-third of their
schedules from 6 to 10 p.m. and
two-thirds in daytime or after 10 p.m.
Inclusion of night placements
provides a larger audience per ad-
vertising dollar despite a single
rate higher than the former
daytime rate.

A number of broadcasters have
favored, and some already have
adopted, the single plan rate [B*T,
Nov. 3, Oct. 27].

March of Dimes Unit

HAROLD E. FELLOWS, NARTB
president, has been named chair-
man and Lester Gottlieb, CBS
Radio vice president in charge of
network programs, a co-chair-
man of the 1953 March of Dimes
National Radio-Television Commit-
tee.

Page 70 • November 10, 1952
**HOLD MANY have HOW MUCH to spend? ...and where are they?**

These marketing questions now answered in the new consumer INCOME data supplement to CONSUMER MARKETS

Now advertising men, sales executives, market analysts will get complete, never-before-accessible facts on consumer incomes in a single, easy-to-use market data source book.

The *Consumer Income Data Supplement* to *Consumer Markets* will be published in early January. It tells the number of consumer units in each of four logical income groupings for cities, counties, metropolitan areas, states, and regions across the United States. That means market potentials can be established in real numbers, not by averages or percentages. Knowing the number of households within given income groups, sales potentials can be established on ability to buy, and on likely response to given products.

*Consumer Income Data Supplement* tells how many have how much to spend. It identifies the mass markets, the class markets. It helps route advertising and selling effort in a way to get maximum returns. It helps advertising and sales executives achieve selective selling to the greatest possible degree.

### How to get a copy of CONSUMER INCOME DATA SUPPLEMENT

This Supplement will be sent to all who receive copies of CONSUMER MARKETS. If you are not now using CONSUMER MARKETS, you can get both the 1,000-page CONSUMER MARKETS and the Consumer Income Data Supplement for only $10.

The section of a typical page, illustrated above, shows why advertisers, sales managers, market analysts, and advertising agencies will live with this new information, how it can increase the efficiency of their work.

Publishers and radio station managers have here a new and important medium for their story, which can appear adjacent to the income data for their markets, or in other pertinent positions. Advertising forms close December 1st.

For full information on rates and requirements, write or wire CONSUMER MARKETS, 1740 Ridge Avenue, Evanston, Illinois, or call the SRDS representative nearest you.

---

**CONSUMER MARKETS**

The comprehensive single source of authoritative market data

PUBLISHED BY STANDARD RATE & DATA SERVICE, INC. WALTER E. BOTTROF, PUBLISHER

1740 Ridge Avenue, Evanston, Illinois

New York - Chicago - Los Angeles

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all, it did take some 20 years.

Mr. Ingle was born in Columbus Grove, Ohio, on March 5, 1900, and received his early schooling in Stryker, Ohio. He turned to newspapers during World War I, in 1918, when before his graduation with a degree, serving with the Toledo News, Ann Arbor Times-News, Cleveland Plain-Dealer and Toledo Blade through 1924. He was graduated from the U. of Michigan with an AB degree a year later.

Between 1925 and 1930, Mr. Ingle was on the faculty of such universities as Wisconsin, Ohio Wesleyan and Groves. Any other, he taught English and Journalism as an associate professor. He also worked for the Indianapolis Star and the Washington Evening Star.

Mr. Ingle moved to UP in 1930 and NBC the following year, centering his activity in program promotion and the development of network shows. In 1936 he was vice president of Publishers Service Co., New York, a newspaper servicing firm.

In 1941, Mr. Ingle joined the Treasury Dept.'s war bond promotion staff and directed bond rallies for its Stars Over America. He joined the overseas branch of the American Red Cross in 1944. He helped launch the Red Cross Club-mobiles, traveling to France, the British Isles and Germany.

Information Director

That same year he was appointed information director for the War Manpower Commission, and for 17 months put radio and newspapers to the test on behalf of manpower mobilization.

While in New York, Mr. Ingle was appointed to the publicity division of the Republican National Committee as radio and television director.

Under Mr. Ingle's guidance, the '48 GOP campaign proved successful on the Congressional level, largely through use of radio aids. In December 1947 he again urged Republican House members to buy as much radio time as the traffic would bear during the upcoming '48 campaign.

Mr. Ingle also handled arrangements for radio and television coverage of the national convention in Philadelphia in 1948 and in Chicago this past summer. Additionally, he participated in evolving the first code for sponsored coverage of the conventions.

The Republican party reorganized functions and responsibilities when it set up its national campaign headquarters in Washington for the kickoff of the Presidential race, coordinating radio-TV activities of the national committee and its advertising agencies, Kudner Inc. and BBDO, through Robert Humphreys, publicity director.

Mr. Ingle, who had handled preliminary arrangements for radio-TV commitments, continued to oversee mechanics and took on the added chores of planning for campaign trains and supervising reporting requirements for Eisenhower-Nixon addresses. He is also director of the GOP National Speakers Bureau, to which he was named in 1949.

While there was minuscule back-platform electronnery over radio and television and a greater emphasis on interview-panel formats—not to mention "fireside chats" by the Democrats—Mr. Ingle envisions the day when whistlesopping will be even more widely geared to the coaxial cable and radio relay.

The evidence was partly manifested in the recent campaign as candidates accommodated their train and speaking schedules to advance network time commitments, using air travel when necessary. TV newreels caught the feel of rear platform campaigning than live broadcasts, but Mr. Ingle still feels the technique will develop. He also believes that attendance at political rallies won't suffer from television coverage.

With the fruition of the GOP'er's National dream reflected in last week's election results, Mr. Ingle is prepared to play an old role in a new setting—that of the Administration Party. Already he has his sights set on the '64 Congressional elections—and you can bet radio and television will come highly recommended. Mr. Ingle is married to the former Mignon Miller of Williamsport, Ind. They have no children.

He belongs to the National Press Club, the Ohio Society of New York and the Chi Phi, Sigma Delta Chi and Phi Delta Phi fraternities.
Govt. Facelift

(Continued from page 24)

box groups, sometimes to the detri-
tment of radio-TV broadcasters. It was created under the New Deal.

The new administration is likely to re-evaluate the roles played by the labor board, FTC, WSB, GSA, Securities & Exchange Commis-
sion, and the Federal Civil Defense Administra-
tion. The State Dept. also is earmarked for revamping.

How the Voice of America would be affected was open to conjecture. President-elect Eisenhower is known personally to favor a stepped-up psychological warfare and expansion of international in-
formation activities. He intimated he may not be adverse to creation of a board along these lines with cabinet status. Voice functions now are under the semi-autonomous In-
ternational Information Administration headed by Dr. Wilson Compton.

Voice is Storm Center

Defense cuts may not rub off on the Voice, which always has had stormy going, because of Gen. Eisenhower's views, according to some authorities. Gov. Thomas Dewey of New York is a prospect for the State Dept. vacancy, along with John Foster Dulles, both of whom go along with Eisenhower views on international radio.

Among career employees, those expected to be affected in any re-
shuffling are public information off-
cers, division heads and other top
level officials. Generally, civil serv-
ice employees with ratings below
GS-14 need not be concerned.

This applies to the regulatory agencies and offshoots of government departments like Commerce, viz., the National Production Au-
dority. Public information activi-
ties in the Pentagon may not be
affected too greatly aside from the
top PI post, now held by Andrew Berding. Radio-TV activities of each service won't be directly con-
cerned. There will be changes at
the very top military level.

International Posts

High information vacancies are likely to result at the Office of De-
fense Mobilization, National Secu-
rity Resources Board (which looks
into censorship and works closely
with the FCC and Defense Dept.
on other emergency aspects), and
FCDA. The same holds true for other groups—the Defense Production Administration, etc.

What effect the turnover will have on the State Dept.'s Telecommu-
nications Section and the Com-
merce Dept.'s National Bureau of Standards was not known, though it's thought they will not be greatly involved because of their specialist aspect.

DuMONT EXHIBITS

At Minneapolis, Atlantic City

ALLEN B. DuMONT Labs. par-
ticipated in educational conven-
tions held simultaneously from
Thursday to Saturday by the Na-

tional Ass'n of Educational Broad-
casters in Minneapolis and by the
New Jersey State Secondary
School Teachers' Ass'n and the
Audio Visual Education Ass'n of
New Jersey in Atlantic City.

DuMont exhibited at both meet-
ings a large four-panel display
titled "Educational Television
Moves Forward," depicting the
work of the company in this field.

It also showed continuous films
of the operation of DuMont equip-
ment.

HEALTH Information Service, N. Y.,
and ABC-TV presenting weekly dram-
atic series of six films stressing pro-
gress in health, Anywhere, U. S. A.,
over ABC-TV, 10:00-11 p.m. EST.

WNBT (TV) GETS

STA to Test Color

SPECIAL temporary authority was
granted by FCC last week to
WNBT (TV) New York to operate
during limited hours as an experi-
mental outlet to further test the
RCA color television system. The
test period is Nov. 10-26, restricted
to a quarter-hour between 9 a.m.
and 12 noon. The report to FCC
is due Jan. 15.

NBC officials reported the STA
is for color tests similar to two
other issues by the Commission
in recent months. Data collected in
these tests, including viewer re-
action, is in the hands of an inde-
pendent opinion research firm for
compilation and analysis, it was re-
ported.

In the new tests, RCA-
NBC engineers plan to transmit
programs under three sets of tech-
nical circumstances described as
minor variations in the fundamen-
tal system.

AFTRA DEMANDS

L. A. TV Stations Resist

RESISTANCE by Los Angeles TV
stations is stiffening to demands
by American Federation of Televi-
sion & Radio Artists (AFTRA) for
an overall 20% wage increase for
local performers and staff announce-
ers. Current agreement expires
Nov. 30.

The stations are preparing a
counterproposal and ask among
other things that several working
conditions in the proposed AFTRA
contract be modified.

CTS Sales

COMPLETION of 49 individual sales in October by Consolidated
Television Sales, distribution and sales agency for filmed television
programming, was announced to-
day (Monday) by Peter M. Ro-
beck, general manager.

DO YOU REMEMBER?

When Ford's Model "A" was the newest, most powerful and fastest
of Henry's models? It marked
his departure from the 3-pedal way of
driving. It brought new luxury to Ford
owners throughout the world. Do you re-
member the "Model A" debut? We do,
for that was the year WWNC was born.

And speaking of automobiles, quite a bit
is spent here in the WWNC 12-county
market. Consumer Markets sets the figure
at over 35 million dollars worth . . .
which it okay with us. What we KNOW is
that is seems nearly everyone has a new
in the area where WWNC reaches
84% of all radio homes. Maybe the figure
would go up 'cause most of the autos have
radio.

And . . . there are quite a few "Model
A's" going after 26 years . . . . just like
WWNC.

5000 WATTS WWNC DAY AND NIGHT

575 ON YOUR DIAL

BROADCASTING • Telecasting

November 10, 1952 • Page 73
EDWARD W. SHERIDAN, RCA Victor engineering-products div., to I. D. E. A., Inc., Indianapolis, as industrial sales manager.

LEWIS & KAUFMAN Inc., Los Gatos, Calif. (electronic tube manufacturer), changes name to LEWIS & KAUFMAN Ltd.

MARTIN L. KLEIN, aeronautical designer, to staff of Stancll-Hoffman Corp., manufacturer of Minilapse tape recorder.

CHIEF ELECTRONICS Inc., Poughkeepsie, appointed distributor of Westinghouse Reliatron tubes in 10 southeastern counties of New York State and portions of western Connecticut.


WILLIAM F. SHARKEY, I. D. E. A. Inc., Indianapolis, to Radio Apparatus Corp., that city, as assistant sales manager.

MERIT COIL & TRANSFORMER Corp., Chicago, is distributing 8-page TV replacement guide containing practical recommendations for replacing IF-EE coils and transformers in over 6,000 models and chassis plus exact replacements where required.

PAUL G. SCHOLZ Co., St. Louis and Kansas City, appointed regional sales representative for Insuline Corp. of America, Long Island City, N. Y., in Missouri, Kansas, Iowa and Nebraska.

HARISON JOHNSTON, manager of product engineering div., Ampex Electric Corp., Redwood City, Calif., promoted to general sales manager of firm.

There's Nothing Wrong with TV
...that Radio Can't Cure!

TV is a wonderful thing—but very expensive! Lots of folks around here have found this out...and have come back to Radio. And, after the switch...they've found that many TV shows look a lot better on Radio, too.

And with these local boys—WIOD's the choice. Just ask your Hollingbery Man for the details!

BROADCASTING • Telecasting
Julian L. Woodward

JULIAN LAWRENCE WOODWARD, 65, research executive with the Elmo Roger survey organization, died Tuesday at his home in New York. Before joining Roger in 1946, Mr. Woodward had served as associate professor of sociology at Cornell U. from 1927 to 1945 and previously as an instructor at Columbia U. and Dartmouth U. A former president of American Assn. for Public Opinion Research, Mr. Woodward served during World War II as chief of the surveys division of the Office of Facts & FIGURES and later as assistant to Elmer Davis, director of the Office of War Information.

NET sales of Sylvania Electric Products Inc. for third quarter of 1952 were $57,996,094, or 43% above sales of the corresponding period in 1951. President Don G. Mitchell has reported. Net income for the third period was $1,832,525 compared with $1,107,824 in the same period last year.

In this closing year of 1952 we are thankful
1. For an efficient, competent staff;
2. For a good increase in business;
3. For the nice things people are saying about us.

The Art Mosby Stations

SKGVO-KANA
Chico
Missoula
Anaconda
Boise
Day & Night
250 Watts

MONTANA
THE TREASURE STATE OF THE 40
Reps: GILL, KEFE & PERNA, N.Y., Chi., La. & SF.

SHORTEST live productions in television, and probably the most successful, second-by-second, are being sponsored six nights weekly in Chicago by the State Street Council. The council, comprising business firms located in Chicago's main shopping thoroughfare, is running a 52-week schedule of 10-second spots on WNBQ (TV) to promote sales from Chicagoans and visitors.

One 10-second spot six nights weekly costs the council about $50,000 yearly for time, with several thousand dollars more added for production, art and talent costs. The council's current buy-on-State-Street campaign is concentrated on television and radio for the first time with these media late in the summer replacing metropolitan newspapers, which carried the bulk of the institutional load for many years. Television is supplemented by the 30 spots weekly on the council's local stations, WIND WBBM (CBS) and WMAQ (NBC), but these schedules vary with the season.

The video spots were planned with care and imagination by agency officials at the J. R. Per- shall Co. and by WNBQ executives to get optimum visual effects. All are based on the theme: What do you want to buy? What do you want to pay?

Street Backdrop Used

A permanent backdrop, painted by artist Curt Nations of the WNBQ staff, shows Mr. Nations' conception of the famous street which bisects the city's loop area. The slogans, presented repetitively to fix the theme in viewers' minds, are illustrated with a variety of props. The three-point message may be painted on three dinner plates, on family-wrapped gift boxes, guest towels or on a miniature State Street streetcar.

Gimmicks and gadgets to amuse the viewer and still educate him to shopping on the street were planned by George B. Bogart, vice president of the agency and account executive who originated the campaign. He was aided by George Heinemann, program manager of WNBQ, and W. Risser, staging services manager for the station who developed many of the visual effects used on NBC-TV's former Garrovoy at Large feature.

The spots are aired at 10:10 p.m. CST Monday, Tuesday, Wednesday and Friday, and at 10 p.m. Thursday and 6:30 p.m. Saturday, with Thursday omitted. Mr. Bogart says the campaign is planned on a continuing, multi-year basis so maximum effects may be gained from constant repetition of the theme. Increasing traffic will benefit all the council's 400-plus members, the largest of which are retail establishments, although the group includes also hotels, restaurants and theatres.

GROUCHO MARX, star of NBC-AM-TV's You Bet Your Life, has asked that blood donations serve as admission to his U. of Oregon Dec. 2 lecture. With quota set at 400 pints, 869 pints have been collected.

The TOP station in a TOP MARKET—

wilk
5000 WATTS

J. Walter Thompson is using WILK for Ford Dealers Association for the fourth consecutive year. It's the best advertising buy in the market!

BROADCASTING • Te lecasting


• New York • Chicago
• Los Angeles • San Francisco
• Atlanta • Dallas

November 10, 1952 • Page 75
Effete last Monday, WFLN Philadelphia extended broadcast day by day adding the morning hours to its schedule of music and news. Station, now on the air from 7 A.M. to midnight, augmented its operation “because of the urgency of demands... a question of classical music even early in the day.”

Tower Progress
A healthy number of “Armc --- chair Superintendents” are watching the progress of the construction of the new 1,037 ft. TV tower of WTMJ-TV Milwaukee, according to word from the station. Each morning on the “Time Out With Thomas” program, a TV camera is taken outdoors to show viewers how work is progressing. On Oct. 16, the tower passed the 400 ft. mark, making it the tallest structure in the state of Wisconsin.

Students on WSTV
Weekly series of dramatic shows is being presented over WSTV Steubenville, Ohio, by students of Bethany College, Bethany, W. Va. Students handle all phases of production including sound, music and direction. Scripts of American radio writers will be presented for the next 13 weeks.

Christmas Presentation
Parental answers to such questions as ‘‘Where did Santa’s reindeer come from?’’ have been woven into a format for a new kind of Christmas program by Aldridge Radio Productions, Greenwood, S. C. The 16 minute minute narrative, with 100 prompts to standardize answers, is titled Fifty Years Before Christmas and is intended for presentation on Christmas Eve. Show is available in either script form or on transcription.

Railroad Contest
Pennsylvania Railroad has announced its second Christmas contest in connection with its show on KQV Pittsburgh. Youngsters under the age of 16 are asked to send in completions to the phrase “The Pennsylvania Railroad is important to my community because...” Prize list will include Lionel trains, bicycles, cameras and flashlight.

AFRS Series
ARMED Forces Radio Service, Hollywood, has started production on two new transcribed radio series. “Secret Mission,” dealing with factual stories of escape from behind the Iron Curtain, features Hy Aver-

Baltimore ‘Bombing’
City of Baltimore was “bombed” early in October with 150,000 leaflets publicizing a forthcoming civil defense manual being prepared at WBAL-AM-TV that city. Leafs inquiring “If this had been a bomb, would you know what to do?” encouraged enlistment of civil defense volunteers.

Birthday Contest
AS part of its first birthday celebration, WJET Erie, Pa., ran a lucky record contest asking listeners to supply the answer to “How many records have been played on WJET during its first year of broadcasting?” Prize for the closest answer was $1,000 in merchandise. The station used the Erie Times and extensive on-the-air promotion to plug the contest.

facts on Flying
Factual information about all kinds of flying, presented in a “glamour” format, is incorporated into Jet Pilot, a new half-hour live show on WNBQ (TV) Chicago. Originated there by George Hine- man, TV program manager, the show includes authentic data presented by a Navy lieutenant com- mander in an elaborate and realistic airport set. Show material, beamed to teen-age boys particularly, emphasizes the safety and value of aviation. It is presented in cooperation with the Civil Aeronautics Authority, commercial airlines and air branches of the armed forces.

Ask Washington
NBC-TV inaugurated a daily program last Wednesday titled, Ask Washington, which answers questions from viewers on the conduct of government and developments in the Nation’s Capital. The program, presented as a public

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it’s WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.
service, has Frank Blair as moderator. NBC Washington correspondents Leif Eid, Ray Henle, Albert Warner, Richard Harkness and Esther Tuffy are among those who reply to letters and telegrams.

TV QUIZ SHOW
UNIQUE TV quiz game, Movie Quick Quiz, had its premiere in Cleveland on WNBK (TV) on Nov. 3. It is now scheduled as a regular Monday through Friday feature. Viewers, selected from the phone book, will be called and asked to answer questions whose answers are illustrated in the Movie Quick Quiz minute movie. Correct answers will merit cash awards.

'MIKE' ON DISPLAY
CURRENTLY seen in many stores in and around Bridgeport, Conn., is a display piece of "Bridgeport Mike," cartoon symbol of WICC Bridgeport. Caricature holds a small card plugging shows which are aired on the station. "Mike," according to WICC, is paving the way for "a new and aggressive promotion, publicity and merchandising campaign" launched by WICC to serve its clients.

'TREMENDOUS' MARKET
BROCHURE giving extensive information on the Greensboro, N.C., market has been prepared by WMFY-TV in that city. "Tremendous" is the word which keynotes the booklet and is used by the station to describe its listening area. Maps, population data, survey of buying power and statistics on WMFY-TV's effectiveness as an advertising medium are outlined.


WBAL SPORTSCAST
Brewer Renews Contract
NATIONAL Brewing Co., which began sponsoring WBAL Baltimore's The National Sports Parade in 1937, has just renewed the contract for another 52 weeks.
The Parade is aired Monday through Saturday 6:15-6:30 p.m. It features Bailey Gees, WBAL's sportscaster.
Program's format includes the latest in sports news, interviews with national sports figures and a weekly contest featuring the "Sport of the Week." Norman Almonoy is advertising manager of the brewing firm.

RCA SERIES
Explores Equipment Plans
EQUIPMENT sales section of the Tube Dept., RCA Victor, is conducting a series of electronics symposiums designed especially for equipment manufacturers.
The series is being held to acquaint manufacturers with RCA's plans for the development and application of a wide range of electron tubes, semi-conductor devices and component parts.

RTMA Brochure Out
EDUCATIONAL brochure designed to acquaint equipment manufacturers, design engineers, the military and electronic jobbers with problems created by use of "close-limit" tubes has been prepared by Radio-Television Mfrs. Assn. Brochure was published on recommendation of the RTMA Tube Division under chairmanship of R. E. Carlson, Tang-Sol Electric Inc. RTMA suggested designers work with tube makers before designs are finalized and production started.

K-NUZ CORRALS the market
Yes, K-NUZ corrals the market with programming catering specifically to Houstonians. Listeners are branded . . . name-branded, that is . . . by products advertised on K-NUZ. Advertisers who buy K-NUZ get ready-made listener loyalty . . . which, in turn, becomes product loyalty. An increasing list of both local and national accounts is proof enough for time-buyers who know that products identified with K-NUZ programming is the quickest route to the consumer's pocketbook!

K-NUZ in HOUSTON

Call FOR JOE
National Representative
Or DAVE MORRIS,
General Manager
at KEystone 2581
Houston, Texas

November 10, 1952 • Page 77
Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA’s technical experience and research.

Your order, large or small, is recorded, processed and pressed in the country’s best-equipped studios and plants. . . receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-110, NEW YORK 20
Teldon 2-5011

446 North Lake Shore Drive
Dept. 2, CHICAGO 11
Whitehall 4-3215

1016 North Sycamore Avenue
Dept. B-110, HOLLYWOOD 38
Hillside 5171

Write now for our fact-filled Custom Record Brochure!

RADIO CORPORATION
OF AMERICA
RCA VICTOR DIVISION

Put your ideas on RCA VICTOR Transcriptions!

NATIONAL NIeELsEN-RATINGS
TOP RADIO PROGRAMES

Regular Week September 21-27, 1952

<table>
<thead>
<tr>
<th>Program</th>
<th>Rating</th>
<th>homes</th>
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<tbody>
<tr>
<td>E VENING, ONE-A WEEK</td>
<td>(5.2)</td>
<td></td>
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<tr>
<td>1 Jack Benny (CBS)</td>
<td>9.6</td>
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<tr>
<td>2 Lux Radio Theatre (CBS)</td>
<td>9.6</td>
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<tr>
<td>3 Chrysler Show (CBS)</td>
<td>8.8</td>
<td></td>
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<tr>
<td>4 You Bet Your Life (NBC)</td>
<td>7.7</td>
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<tr>
<td>5 Great Gildersleeves (NBC)</td>
<td>7.6</td>
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<tr>
<td>6 Big Story (NBC)</td>
<td>7.3</td>
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<tr>
<td>7 Arthur Godfrey's Scouts (NBC)</td>
<td>7.3</td>
<td></td>
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<tr>
<td>8 Dr. Christian (CBS)</td>
<td>7.3</td>
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<tr>
<td>9 Martin &amp; Doris Long (NBC)</td>
<td>7.2</td>
<td></td>
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<tr>
<td>10 Life With Luigi (CBS)</td>
<td>7.1</td>
<td></td>
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<tr>
<td>E VENING, MULTI-WEEKLY</td>
<td>(2.9)</td>
<td></td>
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<tr>
<td>1 News of the World (NBC)</td>
<td>5.8</td>
<td></td>
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<tr>
<td>2 One Man's Family (NBC)</td>
<td>5.8</td>
<td></td>
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<tr>
<td>3 Lone Ranger (ABC)</td>
<td>4.3</td>
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<tr>
<td>W EEKDAY (Average For All Programs)</td>
<td>(4.0)</td>
<td></td>
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<tr>
<td>1 M a Perkins (CBS)</td>
<td>7.8</td>
<td></td>
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<tr>
<td>2 Romance of Helen Trent (CBS)</td>
<td>7.1</td>
<td></td>
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<tr>
<td>3 Arthur Godfrey (Liggett &amp; Myers) (CBS)</td>
<td>7.0</td>
<td></td>
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<tr>
<td>4 Our Gal, Sunday (CBS)</td>
<td>6.9</td>
<td></td>
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<tr>
<td>5 Guiding Light (CBS)</td>
<td>6.9</td>
<td></td>
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<tr>
<td>6 Big Sister (CBS)</td>
<td>6.9</td>
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<tr>
<td>7 Arthur Godfrey Nobisca (CBS)</td>
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<tr>
<td>8 Right to Happiness (NBC)</td>
<td>6.7</td>
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<tr>
<td>9 Paton Young's Family (NBC)</td>
<td>6.3</td>
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<tr>
<td>10 Aunt Jenny (CBS)</td>
<td>6.0</td>
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<tr>
<td>D AY, SUNDAY (Average For All Programs)</td>
<td>(3.3)</td>
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<tr>
<td>1 True Detective Mysteries (MBS)</td>
<td>4.5</td>
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<tr>
<td>2 Margin Kane, Private Eye (NBC)</td>
<td>4.4</td>
<td></td>
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<tr>
<td>3 Hollywood Star Playhouse (NBC)</td>
<td>4.2</td>
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<tr>
<td>D AY, S A TURDAY (Average For All Programs)</td>
<td>(2.8)</td>
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<tr>
<td>1 Fun for All (CBS)</td>
<td>5.8</td>
<td></td>
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<tr>
<td>2 Theatre of Today (CBS)</td>
<td>5.6</td>
<td></td>
</tr>
<tr>
<td>3 Stars Over Hollywood (CBS)</td>
<td>5.3</td>
<td></td>
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</tbody>
</table>

(*) Ion beams reached during all or any part of the program, except for homes listening only 1 to 5 minutes. For 5-minute programs, average audience basis is used.

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LAUNCHING of a training program designed to familiarize employees of major American aircraft companies throughout the country with approved test and installation procedures on new RCA electronic equipment for Armed Forces has been announced by RCA Victor’s engineering products dept. Company engineers are demonstrating the equipment at more than a dozen aircraft manufacturing centers.

RECREATION AREA scheduled to be completed next April will be begun by WRFD Worthington, Ohio, as the second phase in developing the station’s 255-acre rural radio center, Herbert E. Evans, vice president and general manager of Peoples Broadcasting Corp., licensee, said last week.

The recreation area will include a large shelter house with a 90-person capacity and four smaller ones at a cost of $40,000, and will contain playground equipment, a putting green, picnic tables, trading post, charcoal grills, comfort facilities and 12 outdoor fireplaces. It eventually will include a restaurant and motel, Mr. Evans said.

The grounds will be available to employees of WRFD and those of other firms, particularly those sponsoring advertising on WRFD and the Ohio Farm Bureau Federation members.

This Clock gives you correct time

STYLE 37-15 S. S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Unaffected by AC Power Failures (Self-Powered)
- Install Anywhere
(AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Dependable, Exact Time-keeping.

Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

Artists’ view of planned WRFD recreation area.

Ardent Amateurs

WHNC-TV New Haven wishes to serve notice on amateur song writers all over the country that its program, Song Premiere, is now on the air and that the station has more than 7,000 songs—more than it needs. Spokesmen said Dave Harris, station production manager, doubled his production staff to handle increasing mail but that even after the show left on summer hiatus, his secretaries were still coping with song efforts from as far away as Oregon, California and the state of Washington.

Voices of Europe

NATIONAL Assn. of Educational Broadcasters will present a new series of recorded programs, Voices of Europe, designed to give the opinions and attitudes of men and women from 14 European countries on contemporary questions. The series, made possible by a $300,000 grant from the Fund for Adult Education, will be made available to member stations of the NAEB tape-network and to other educational broadcasting groups.
Six More Uhf CPs Issued
Page 81

Package Plan Offered Educators
Page 81

New Applications For Stations
Page 82

Latest Set Count By Markets
Page 92

in our 8th year

Piel’s Beer joins Cavalier Cigarettes and
The General Tire & Rubber Company as co-sponsors
of one of the top-rated dramatic shows on N.Y. television...

“BROADWAY TV THEATRE”

... the show that presents the same Broadway hit—live,
complete—for five consecutive nights, Monday through Friday
from 7:30 to 9 PM... reaching an average of 1,800,000
viewers a week (Telepulse—April through October, '52).
The substitution of hope and knowledge for fear and misunderstanding is the purpose of a series of programs on heart disease presented weekly by WDEL-TV, in cooperation with the Delaware Heart Association. On “Live with Your Heart,” eminent medical authorities appear before the WDEL-TV cameras to discuss the causes, symptoms, and treatment of various kinds of heart disease, and to present the case histories of individual patients. A similar series last year was so well received that the Delaware Heart Association plans an augmented series this fall and winter—proof positive of successful programming. “Live with Your Heart” is one of the many public-service programs presented by WDEL-TV in the interests of healthier, happier living.
SIX MORE construction permits for new commercial TV stations were granted by FCC last week to bring to 98 the total of post-haw authorization. The total number of TV outlets now is 206, of which 111 are on the air.

Last week's permits, all for uhf, were issued to the following:

Wichita Falls, Tex. (City priority Group A-2, No. 56)—White Television Co., granted uhf Channel 22, effective radiated power 18.5 kw visual and 9.3 kw aural, antenna height 485 ft.

San Bernardino, Calif. (Group A-2, No. 64)—KITO Inc. (RITO), granted uhf Channel 18, ERP 67 kw visual and 49 kw aural, antenna 3,680 ft.

Gadsden, Ala. (Group A-2, No. 69)—Job A. Newborn Jr., granted uhf Channel 21, ERP 27 kw visual and 11 kw aural, antenna 470 ft.

Warren, Ohio (Group A-2, No. 60)—WGTR Inc., granted uhf Channel 67, ERP 80 kw visual and 43 kw aural, antenna 510 ft.

Elmira, N. Y. (Group A-2, No. 81)—Elmira Television, granted uhf Channel 34, ERP 8 kw visual and 29 kw aural, antenna 850 ft.

Lyndhurst, N. J. (Group A-2, No. 85)—Old Dominion Broadcasting Corp. (WWOD), granted uhf Channel 16, ERP 100 kw visual and 57 kw aural, antenna 500 ft.

The new station grants result from the Commission's temporary speed up processing plan which became effective Oct. 15 and under which the Commission since then has been passing over contested applications in order to expedite service to cities presently without stations. The plan, formed in view of the large backlog of hearing cases, will continue for a time. Processing continues on hearing applications designated or notified prior to Oct. 15.

The Commission last Friday was expected to issue a list of contested applications passed over since Oct. 15 under the temporary speed up plan (see Above Deadline, page 114). Of these, if authorized, order, the Commission last week dismissed a protest and petition filed by WLAC Lancaster, Pa., for reconsideration of FCC's action of Sept. 16 (reported Sept. 18) authorizing conditional operation of WGAL-TV-Lancaster on Channel 8.

In a second order, FCC dismissed WLAC's action for waiver of Sec. 1364 of the Commission's rules which prohibits filing of multiple applications and dismissed an associated application by WLAC for interim operation on Channel 8.

WLAN, which has protested repeatedly the Commission's proposal to switch WGAL-TV from Channel 4 to 8 in accord with the final allocation, suggested the interim operation pending outcome of the proposed comparative hearing on the application of WGAL-TV for regular operation on Channel 8 and that of WLAN for a new TV station on the same channel. (3-T, Nov. 3, Oct. 27.)

Interim Operation

WLAN proposed the interim operation on Channel 8 since the Commission had approved the same to WGAL-TV for that channel, without capital composed of personnel job with less expense and less prejudice toward the hearing.

Comr. George E. Sterling concurred in FCC's opinion respecting WLAN's protest of the Sept. 16 ruling while Comr. Robert Bartley also concurred.

Commission majority noted:

We reject the view that People's [WLAN] interest, which we recognized in our decision to designate for hearing its application for construction permit, gives it standing to set aside this conditional authorization to WGAL-TV. As we stated in our memorandum opinion and order the decision of the Supreme Court in the Ashbacker case...does not preclude the issuance of conditional authorizations where it appears that the public interest requires the prompt establishment of radio service in a particular community. (See Sec. 1.36-38, 39 of the Commission's rules.)

In FCC's opinion respect-}

Six UHF CPS Issued

SIX MORE UHF construction permits were issued last week to bring to 38 the total of post-haw permit issued. The total number of TV outlets now is 206, of which 111 are on the air.

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In FCC's opinion respect-}

SIX, UHF CPS Issued

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In FCC's opinion respect-
television grants and applications

Digest of Those Filed With FCC Oct. 31 through Nov. 6

Grants Since April 14:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>22</td>
<td>67</td>
<td>89</td>
</tr>
<tr>
<td>2</td>
<td>7</td>
<td>9</td>
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</tbody>
</table>

Commercial television stations on the air

1 includes XELD-TV Moteomos (Mexico)-Brownsville.

Applications Filed Since April 14:

New | Amended | VHF | UHF | Total |
-----|---------|-----|-----|-------|
456 | 322     | 511 | 379 | 991
18  |         | 4   | 14  | 18    |

Total 587 322 515 293 993

* One applicant did not specify channel.

* Includes 98 already granted.

NEW STATION GRANTS

Listed by States

GADSDEN, Ala.—Jacob A. Newborn, 1604 Virginia St., Gadsden, is granted permission to use VHF channel 4, 343 kw visual, 22 kw audio, antenna height above average terrain 305 ft., view coverage 10,000,000, estimated construction cost $400,000, first year operating cost $400,000, revenue $650,000, owner awaits receipt of proposal from Consolidated Freight Railway at Gadsden, for the employment of a real estate broker. (Revised application filed Oct. 25.)

SAN BERNARDINO, Calif.—KITO Inc. (KITO), Granted Oct. 11, under VHF channel 29, 48 kw visual, 8 kw audio, antenna height above average terrain 330 ft., view coverage 1,000,000, estimated construction cost $175,000, first year operating cost $110,000, revenue $130,000, owner awaits request to file application for license. (Revised application filed Oct. 23.)

L Fliera Television. Granted Oct. 17, under VHF channel 38, 30 kw visual, 10 kw audio, antenna height above ground 300 ft., field of view 150,000, estimated construction cost $200,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

SOUTH CAROLINA: City of Columbia, Granted Oct. 21, under VHF channel 50, 1 kw visual, 0.5 kw audio, antenna height above average terrain 500 ft., view coverage 100,000, estimated construction cost $125,000, first year operating cost $90,000, revenue $130,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

WICHITA FALLS, Tex.—White Television Co. Granted Oct. 22, under VHF channel 29 (512-524 mc), 18.5 kw visual, 9.3 kw audio, antenna height above average terrain 460 ft., field of view 65,000, estimated construction cost $275,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

LYNCHBURG, Va.—Old Dominion Broadcasting Corp. (WWOB), Granted Oct. 24 (48-484 mc), 18 kw visual, 7 kw audio, antenna height above average terrain 500 ft., view coverage 100,000, estimated construction cost $225,000, first year operating cost $100,000, revenue $150,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

COLOR TV TEST

WVTB (TV) New York City—NBC. Granted Kickeroller & Temporary Authority to use WVTB (TV) as experimental color station, for the purpose of testing RCA color television equipment. Operation to be limited to 6:00 p.m. to 7:00 p.m. Monday through Friday, between 9 a.m. and 12 noon on Sundays, and to be in accordance with Sec. 3.686 of Commission's Rules. Test report to be issued by Jan. 16, 1955.

NEW APPLICATIONS

Listed by states

MESA, Ariz.—Harkins Best Inc. (KTVL), vhf ch. 12 (264-266 mc), ERP 10 kw visual, antenna height above average terrain 40 ft., field of view 20,000, estimated construction cost $238,036, first year operating cost $110,000, revenue $125,000, owner DJ B. Harkins, president.

WARREN, Ohio—The Warren Tribune Publishing Co., Granted vhf ch. 37 (786-794 mc), ERP 10 kw visual, antenna height above average terrain 510 ft., field of view 4,000, estimated construction cost $175,000, revenue $150,000. Post Office address 800 W. Market St., Warren, Ohio; transmitter location on SE corner at intersection of Market and Vine streets. Geographic coordinates 41° 15' 00" N., 82° 09' 00" W. Louis DuMont. Principals include President James H. Heidt, secretary; William C. (Ike) Williams, secretary; and Harry L. Nace (10.72%), Secretary Donald R. White (10.72%), and Theodore A. Parrella (5.36%). Applicant also licenses to WJZ Cleveland, TN, and to WNYT New York City, for an AM station in Yuma, Ariz. (See FCC Oct. 6 for license grant.)* City priority status: Gr. B-2, No. 178.

ELMIRA, N. Y.—Daily Two Channel Two, Granted vhf ch. 2 (54-56 mc), ERP 150 kw visual, antenna height above average terrain 1,200 ft., field of view 1,000,000, estimated construction cost $653,000, first year operating cost $480,000, revenue $560,000, owner awaiting authorization for a new AM station in Elmira, N. Y. (See FCC Oct. 6 for license grant.)* City priority status: Gr. B-2, No. 178.

LAKE CHARLES, La.—Southland Telecasters, uhf ch. 35 (538-548 mc), ERP 10 kw visual, antenna height above average terrain 100 ft., field of view 30,000, estimated construction cost $175,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

WICHITA FALLS, Tex.—White Television Co. Granted uhf ch. 22 (518-524 mc), ERP 15.5 kw visual, 9.3 kw audio, antenna height above average terrain 460 ft., field of view 65,000, estimated construction cost $275,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

WICHITA FALLS, Tex.—Chesmer & Schroeder, Washington. Granted Oct. 22, under VHF channel 29, 48 kw visual, 8 kw audio, antenna height above average terrain 300 ft., field of view 150,000, estimated construction cost $200,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

ARKANSAS: City of Little Rock, Granted Oct. 28, under VHF channel 47, 10 kw visual, 5 kw audio, antenna height above average terrain 450 ft., field of view 250,000, estimated construction cost $250,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Nov. 2.)

FAYETTEVILLE, N. C.—Rollins Best Inc. (WFAI), Granted Oct. 18 (949-955 mc), 3 kw visual, 1 kw audio, antenna height above average terrain 200 ft., field of view 15,000, estimated construction cost $85,000, first year operating cost $50,000, revenue $60,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

WASHINGTON: City of Seattle, Granted Oct. 22, under VHF channel 10, 2 kw visual, 1 kw audio, antenna height above average terrain 1,200 ft., field of view 1,000,000, estimated construction cost $653,000, first year operating cost $480,000, revenue $560,000, owner awaits authorization for a new AM station in Seattle, Wash. (See FCC Oct. 6 for license grant.)* City priority status: Gr. B-2, No. 178.

MARYLAND: City of Baltimore, Granted Oct. 25, under uhf channel 21, 2 kw visual, 1 kw audio, antenna height above average terrain 450 ft., field of view 250,000, estimated construction cost $250,000, first year operating cost $100,000, revenue $120,000, owner awaits request to file application for license. (Revised application filed Oct. 24.)

NEW TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:


* Includes grantor priority status.

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BROADCASTING • Telecasting

TV CALL LETTERS

FCC assigned the following call letters to TV station permittees:
SACRAMENTO, Calif.—Cal-Tel Co. (Ashley L. Robson and Frank E. Engard formerly d/b/a as KAA-TV Co.), uhf Ch. 49, 4,365 kw visual, 129 kw aural; antenna height above average terrain 1,358 ft., above ground 921 ft. Estimated construction cost $424,000, first year operating cost $356,720, revenue $340,000. Studio location to be determined. Transmitter location 10 mi. N.E. of Sanger, Calif. On San Joaquin River, 25 mi. N. of Los Banos. Hill, Geographic coordinates 38° 04′ 11″ N., Lat. 119° 56′ 01″ W. Long. Transmitter and antenna GE. (For earlier hearings, see TV AERIALS, Oct. 13.) City priority status: Gr. A-2, No. 11.

Baton Rouge, La.—Baton Rouge Bsc Co. (WBRB), uhf Ch. 2 (546-660 mc), erp 275 kw visual, 138 kw aural; antenna height above average terrain 454 ft., above ground 458 ft. Estimated construction cost $361,218, first year operating cost $240,000, revenue $227,000. Post office address is 444 Florida St., Baton Rouge, La. Transmitter location on Rabbit Island, 10 mi. E. of Baton Rouge, between Baton Rouge and Laurel. WBRB also has a temporary transmitter at a location on the Mississippi River levee 2 mi. S. of Baton Rouge. City priority status: Gr. A-2, No. 19.

MERIDIAN, Miss.—Mississippi Bsc Co. (WDOX), uhf Ch. 28, 21,205 kw visual, 105.2 kw aural; estimated construction cost $1,760,000, first year operating cost $1,355,000, revenue $1,090,000. Post office address is Threefoot Bldg., Meridian, Miss. Transmitter location 3 mi. south of Meridian on U. S. 45. Geographic coordinates 32° 20′ 49″ 19-10′ 40″ N., Lat. 89° 41′ 28″ W. Long. Transmitter is a 220 feet steel tower with a Delta-Shatell-Engineering 300,000 watt TV transmitter. Transmitter is owned by T. M. Leventis, Jr., and is operated under the supervision of Ralph L. Roaneo, formerly of KDUB TV, Butte, Mont. City priority status: Gr. A-2, No. 101.

EXISTING STATIONS Changes Requested WAFM-TV BIRMINGHAM, Ala.—The Television Co. (form. KTVB, Alabama Inc.). Change ERP to 316 kw visual, 150 kw aural. WKEA-TV 19, ANGELUS, Calif.—American Bsc Co. Change ERP to 215 kw visual, 105.2 kw aural. WKMJ-BH, LANHAM, Md.—KMA TV, Inc. Change ERP to 275 kw visual, 138 kw aural. WIPX (TV) NEW YORK CITY—Hooper Signs Seven SEVEN new subscribers to the new TV-Area Hearings, bringing the total list to 24, were announced last week by C. E. Hooper Inc. The 40-city TV reports issued by the company each month. New subscribers are: Carter Products, Campbell—Mithun, Fitzgerald Adv. Agency, Gardner Adv. Co., Kudner Inc. agency, Rathrauff & Ryan and Tatham-Laird. WPKX Inc. Change to 86 kw visual, 45 kw aural.

WBNK (TV) CLEVELAND, Ohio—National Bsc Co. Mod. CP (which affiliated with new station) to change ERP to 100 kw visual, 50 kw aural.

WHOM-TVREADING, Pa.—Eastern Radio Corp. Mod. CP (which affiliated with new TV station as mod. studio location to Skyline Drive on Mount Penn, Lower Alsace Township, Pa.

WSEE-TV RIVERTON, R. I.—New England Television Inc. Mod. CP (which affiliated with new TV station) to change ERP to 65.1 kw visual, 17.9 kw aural.

WSK-TV ROANOKE, Va.—Roanoke Bsc Co. Mod. CP (which affiliated with new TV station), to change ERP to 231 kw visual, 138 kw aural. Change studio location to Shenandoah Life Insurance Bldg.

HOMES have been mortgaged, savings accounts tapped and other financial securities undertaken by two dozen employees of KOIN Portland, Ore., in their effort to retain "family" ownership of the Channel 6 applicant by purchase of a 43.5% stock interest relinquished by Ralph E. Stolkin, Edward G. Burke Jr. and Sherrill C. Corwin.

FCC was petitioned last week by Mount Hood Radio and Television Broadcasting Corp., KOIN licensee, for consent to amend the Portland TV application in order to show the withdrawal of the Stolkin group. Messrs. Stolkin, Burke and Corwin also are giving up their 43.5% in KJF Seattle.

This development is the second instance in the Portland television hearings of principals withdrawing from an applicant. Earlier, Walter J. Stiles Jr., general manager and minority stockholder in Oregon Television Inc., Channel 12 applicant, resigned for unexplained "personal reasons" just days before he was scheduled to take the witness stand [B-T, Oct. 27].

Mr. Stolkin and two other associates withdrew a fortnight ago from the presidency and directorships of RKO Pictures Corp., following a series of articles in the Wall Street Journal concerning their earlier business activities [B-T, Oct. 7]. These included punch-board distribution and mail-order sales and were reported to have involved Federal Trade Commission citations and Better Business Bureau complaints.

Messrs. Burke and Corwin, who also were members of the original five-man Stolkin group purchasing the Howard Hughes $7 million holding in KRO in September [B-T, Sept. 29], remain on the KRO board, it was reported.

Relinquishment of the 43.5% holdings of Messrs. Stolkin, Burke and Corwin in both KOIN and KJF was announced by Theodore R. Gamble, himself 43.5% owner of the two stations and chairman of their boards.

In the KOIN transaction, the stock is held by the three stockholders for $65,250, its par value and the sum for which it was acquired by the Stolkin group. The present seven officer-stockholders and the 24 other employees of KOIN who are involved purchase additional and new stock from the corporation in like amount and also provide a total of $560,000 to liquidate obligations due Marshall Field, former principal owner of the station.

Among the employees who become stockholders are Louis Bookwalter, director of engineering; Byron Paul, transmitter supervisor; Les Haller, business manager; Owen (Red) Dunning, music director; William Mears, production manager; Benjamin Wold, director of copyright and copy clearance; and Duncan McLeod, chief announcer.

General Manager Harry H. Buckendahl, vice president and 3% owner, increases his holding to 17.625%. Program Director Ralph Corwin, director and 2% owner, becomes vice president and increases his holding to 2.625%.

Mr. Gamble, upon FCC approval, personally will take over the Stolkin group's stock in KJF, thus increasing his interest to 87%. Par value of $65,250 will be paid. KJF's new officer-stockholders, the 24 other employees of KOIN who are involved purchase additional and new stock from the corporation in like amount and also provide a total of $560,000 to liquidate obligations due Marshall Field, former principal owner of the station.

Mr. Gamble and his associates acquired KOIN and KJF from Mr. (Continued on page 94)
New Jersey and Delaware, both for five minutes of each half hour, beginning at 8:25 p.m. WFIL-TV coverage was reported for Associated American Oil Co., through Joseph Katz agency, with John Corcoran as key man before the cameras to analyze trends. Election returns were relayed in the Philadelphia Inquirer to a WFIL-AM-TV news desk headed by Donald P. Kahn. WFIL-AM coverage was sponsored by Philadelphia Citizens for Ford Society, through Gray & Rogers agency, with Charles Harrison heading election returns airing. Radio and TV news desk were stationed at various political headquarters to report activities.

WIP Philadelphia and the American Legion, co-operating with MBS and American Heritage Foundation, conducted a pre-election get-out-the-vote drive Oct. 30 with citizens turning on their porch lights the evening to signify intentions to vote.

**Boston Stations**

In Boston, WEEI opened an all-night session at 6:30 p.m., Tuesday, headed by Charles Ashley, who furnished CBS with Massachusetts voting returns.

WBZ-AM began its broadcast at 8 p.m. on radio and 9 p.m. on TV, with both breaking away from NBC twice hourly to report WBZ-AM election returns. Delegate returns. Ken Mayer headed radio reporting and John Taylor, Boston newspaperman, reported for TV, with Arch McDonald reporting on both media.

WNAC-TV Boston preceded its election coverage on Nov. 1 by demonstrating "How to Use Voting Machines" in an afternoon program.

In Hartford, Conn., WDRB combined with the Hartford Times and the latter's WTHH to bring listeners fast and complete returns in an agreement between Francis S. Murphy, Times publisher, and Franklin M. Doollittle, WDRB president. Compilations gathered in the Times newsroom were broadcast simultaneously on both stations, to mark the first time such a plan has been tried in Hartford.

In Bridgeport, WICC maintained five pickup points, with WICC studios as the main center for election coverage. Philip Merriman, president and general manager, and Manning Slater, vice president in charge of sales, presented commentaries on trends and results, with assistance from J. Kenneth Bradley and Benjamin Leipner. The four remote points, quarters of candidates, were covered by Jim Elling, Bob Schell, Willie Dunlap and Dave Bond. President Merriman was Connecticut cut reporter for MBS, with direct feed to CBS.

In Washington, WWDC-AM-FM coverage started at 7 p.m. with Ken Evans heading returns from nearby Montgomery and Prince Georges Counties in Maryland, and Alexandria, Arlington and Fairfax County in Virginia each half hour, with Phillips radio and TV sponsoring this coverage.

In Nation's Capital

WRC and WNBW-TV Washington stationed special crews in the Times Herald city room to report on Maryland and Virginia voting twice hourly, starting at 8:30 p.m. on WRC, with Dave Van Sothen and Kennedy Ludlam airing returns, and at 9:30 on WNBW (TV), with Earl Godwin and Ray Michael using master charts.

WOL Washington started Maryland and Virginia coverage at 7 a.m., co-operating with WGAY Silver Spring, Md., to bring Maryland results from WGAY newsmen Ernie Tannen, Chuck Dulane and Val Thomas four times each in 1966 and storing its own newsmen at election headquarters in Arlington. WOL national returns were aired by WOL newsmen Gene Berger, Joseph C. Harsh, George Crawford and George Campbell. Entire coverage was sponsored by Bradbury Homes.

Phillip's, Washington TV and appliance chain, purchased local three- and five-minute cut-ins on WTOP-TV WMAL-TV WWDC WMAL WOOK and WTOP to bring election coverage. Using a Parade of Progress theme for its sixth anniversary, Phillip's employed institutional themes to climax its month-long "Vote with Phillip's" promotion, planned by its agency, Cohn & Miller, to give voiceless Washingtonians a chance to express Presidential preferences.

WOOK served as flagship for election returns to seven stations owned and operated by the United Broadcasting Co. It aired results from 9 p.m. to 6 a.m. the following day, with Graeme Zimmer, Richard Eaton and Gene Miller handling returns.

WBAL-TV Baltimore, Md., used films taken throughout the day at Republican and Democratic headquarters, with processing handled at Fimline Recording and film by the studio. Tote boards supplied by American Totalisator Co. were used to flash vote totals on TV screens, either as super-impositions over network programs or for straight effect on live segments. Station claimed exclusive interviews and thorough on-the-spot coverage throughout night.

WCHS Charleston, W. Va., remained on the air until 4:30 a.m. to report on results involving state offices won by the Democrats in carrying West Virginia. Station broadcast from the news room of the Charleston Daily Mail with coverage by Mort Cohn, program director, and Ross Edwinters, news editor.

**Crosley Combination**

In Ohio, the Crosley TV stations, WLWT (TV) Cincinnati, WLWC (TV) Columbus and WLWD (TV) Dayton, combined forces to bring broadcast election returns. Direct pickups were made by WLWT from Columbus election points via WLWC, with switches to WLWD. More than 100 WLWT members worked at election headquarters in its studio B, with direct communications to candidates' and political headquarters locally, in Louisville and Indianapolis, and to Cincinnati newspapers. WLWT newsmen were headed by Peter Grant, assisted by Glenn Wilson, Bob Provenza, Donald DeWeese, Barry Lake, Howard Chamberlain and John Baker, with Terry Flynn in charge of the central news desk.

A special Hooper coincidental rating conducted in Cincinnati election night indicated WLWT (TV) had larger audience there, the two other outlets receiving 28.6% and 16.6%, respectively, with a reported 66.8% of sets in use, according to WLWT officials, who said the audience on WLWT represented the most extensive coverage in the station's history.

WLWC (TV) Columbus coverage was headed by Gene Ragie, program director, with production by Walter Jacobs, production manager, and Bill Hindman and Dick Mail at microphones.

**Cleveland Coverage**

In Cleveland, WQAR began local coverage with hourly five-minute broadcasts at 8:25 p.m., with Charles Day coordinating all results and Jack Dooley supplying hourly five-minute reports from Columbus, assisted by Don Hyde. At telephones in various headquarters were Bob Forke, Glenn Gilbert, Tom Armstrong and Bob Smith.

In Neubelville, Ohio, WSTV on election day celebrated its 12th birthday with pre-election promotion featuring a get-out-the-vote campaign.

In Oklahoma City, WKY-AM-TV coverage was headed by Grant Foster, who said the stations’ local staff was bolstered for parent company, Oklahoma Publishing Co., made complete returns possible. WKY local radio coverage was sponsored by Oklahoma Tire & Supply Co., with Southwest Radio & Equipment Co. purchasing WKY-TV local cut-ins while NBC had the cable, and Walter E. Allen, local affiliate of the same, who had CBS had the cable. The election airing had followed a comprehensive get-out-the-vote campaign by both AM and TV facilities.

At Milwaukee, WTMJ-TV aired a "Barber Poll" feature during the 10-day period before the election with announcer Lloyd Pettit sam-

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**Campaign Costs**

SEN. Ernest W. McFarland (D-Ariz.), Senate Majority Leader and Chairman, Commerce Communications Subcommittee, defeated in last week's election, shopped nearly 25% of his campaign money into radio broadcasts, according to a report filed with the Secretary of the Senate. McFarland reported he paid $1,913.50 to KTAR Phoenix, Ariz., out of total $5,819.50. Rep. Albert Gore, who defeated Sen. Kenneth McKellar for the Tennessee Democratic senatorial nomination, reported payment of $833.35 as half the cost of a statewide radio broadcast, listing expenses of $833.35.
California election returns aired by Henry Schacht and Joe Gillespie and Bob Lets analyzing vote trends. KNBC state coverage was under direction of Bill Cothran. On the KNBC schedule of election night activities were interviews with Northern California political figures.

In Portland, Ore., KGW climaxd with election coverage three months of informing voters on Oregon issues via its weekly Freedom Forum, in which some of the state's top political figures participated. Oregon returns election night were handled by KGW with facilities of the Portland Oregonian, in addition to local coverage every half-hour. Danny Kaye, stage-screen-TV star, aired some returns, spiced with humor, from Portland's Paramount theatre via KGW.

CBS-TV fed a dress rehearsal plan of coverage last Monday afternoon by closed circuit to West Coast stations. Stations along the intercity relay route were allowed to cut in.

**Network Reporting at New High**

(Continued from page 87)

with "corrective factors," to conform more nearly with pre-election polls, with the result that Univac shortly was predicting a 24-24 division of the states.

CBS newsman Edward R. Murrow scored a beat on Univac with his 10:30 forecast that Gen. Eisenhower had been elected—at which time the machine was giving 9-7 odds on Gov. Stevenson. When statisticians returned to feeding Univac unadjusted data, spokesmen said, Univac soon responded with 100-to-1 odds in favor of Mr. Murrow, confirming Murrow's non-electronic prediction.

NBC, whose Radio City Studio 8-H coverage was watched by an audience of approximately 1,000 invited guests, reported better luck with its electronic "brain," which goes by the name of Monrobot and which, the network said, predicted Gen. Eisenhower's election three hours before Gov. Stevenson conceded defeat at about 1:30 a.m.

NBC-TV did experience at least one embarrassment, however. In a CBS report to the West Coast for a pickup on Vice President-Elect Nixon, NBC screens suddenly and somewhat startlingly began to display the "eye" that is the station identification of CBS-TV, which happened to be supplying the feed to the West Coast at the moment.

CBS-TV also experienced an unscheduled development, when an Amoco-sponsored local cut-in on WJZ-TV New York appeared, briefly, on West Coast screens as well.

Overall, however, the coverage by all networks, radio and television, was characterized as smooth, efficient, and accurate.

Highlights, by network:

**NBC**

Some 300 commentators, reporters, technicians and general staff members, operating under News and Events Manager William R. McAndrew, provided six hours of TV reporting starting at 9 p.m. and six hours and 30 minutes of radio reporting which commenced at 8 p.m., all under sponsorship of Philco at an estimated sponsorship cost of about $2.5 million for this and the conventions.

A total of 26 commentators were heard and/or seen from NBC headquarters in New York, Stevenson headquarters in Springfield as well as Gen. Eisenhower's in New York. McAndrew appeared in Boston, Chicago, Detroit, Cleveland, Los Angeles and elsewhere. The network said Gov. Stevenson himself allowed the returns on NBC-TV via a special two-hop microwave relay into Springfield.

Bill Henry served as moderator for the television coverage, with John Cameron Swayze reporting on the President and Ned Brooks and Richard Harkness on the Congressional and Gubernatorial contests. NBC-TV stations gave local results on a half-hourly basis, and pickups were made from cities across the nation at least once an hour.

Joseph Meyers supervised radio reports, which featured Merrill Mueller, George Hains, Bob Murphey, H. V. Keltborn, Bill Chaplin, Kenneth Banghart, Ray Henle, Bill Fitzgerald and Bill Sprague. McAndrew appeared on both radio and television, as did public opinion analyst Elmo Roper. Morgan Beatty reported calculations and results of the Monrobot "brain" throughout the night.

NBC employed seven TV cameras and 50 microphones at its New York headquarters alone and claimed a number of "firsts" and "exclusives," including a 10-45 p.m. interview in which James A. Farley, one-time Democratic committee chairman and national strategist, conceded a Republican landslide.

NBC-TV’s nine-hour Today program presented a special round-up of election developments on Wednesday morning, including filmed highlights from the preceding night and analyses by correspondents in the U. S. and abroad.

**CBS**

CBS radio and television coverage, bough by Westinghouse and part of a reported $2 million package which included the convention, a get-out-the-vote campaign, and the elections, was under the direction of News and Special Events Directors Wells Church for CBS Radio and Sig Mickelson for CBS-TV.

Robert Trout, who spent 10% (Continued on page 112)

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G-E OFFERS COMPLETE and all equipment required

1 KW UHF... New General Electric 1 kw UHF Television Transmitter. Designed to provide an ERP of 20 kw or more when used with a G-E high gain helical antenna on any UHF channel. Features space-saving ceramic seal tubes.

CERAMIC SEAL TUBES
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TRANSMITTER LINE...

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- All your equipment requirements for UHF telecasting today or tomorrow are available from General Electric. Studio cameras, consoles, film units, antennas and a complete transmitter line give you quality program facilities—market coverage.

G-E transmitters now range in power from 100-watts to 12 kw... and all units are factory tested on your frequency. The new G-E 1 kw transmitter incorporates recently developed ceramic seal tubes for increased operating efficiency. Big brother in the line is the 12 kw unit with a 15 kw klystron tube for triple-power.

Your area will fit the General Electric UHF program providing a transmitter-antenna combination for requirements in large or small markets. Get power and equipment produced through years of G-E development and research.

WRITE FOR THESE NEW UHF BOOKLETS

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
School Package Plan Offered Educators
(Continued from page 81)

assistant to the late Thad Brown, FCC Commissioner from 1934-40; Vice President Earl L. Boyles, general manager of WNAV Annapolis, Md.; Director Allen M. Jones, Washington attorney and Secretary James E. Waddell, consulting engineer and attorney.

Frank E. Pellegrin, vice president of H-R Representatives Inc., New York, is advertising consultant to Washington Associates while Lynne C. Smeyby, Washington radio-TV consulting engineer, has been retained in his professional capacity.

William E. Ware, president of KSTL St. Louis and of Broadcast House Inc., applicant for uhf Channel 36 at St. Louis, is TV station operation specialist for Washington Associates.

Mr. Pellegrin acknowledged his consultancy to Washington Associates last week but emphasized this work in no way would be allowed to interfere with his duties at H-R Representatives or conflict with clients of the representative firm.

Proposals for the combination educational-commercial stations have been made, it was reported, to the University of Miami and Rollins U., Winter Park, Fla., near Orlando; Western Reserve U., Cleveland, and several schools in the Washington area, including Catholic U., Georgetown U., American U., Howard U. and George Washington U.

Rollins U. is permitted of a newly authorized 10-w noncommercial educational FM outlet, WPRK (FM). Western Reserve U. began regular college courses on TV last year in cooperation with WEWS (TV) Cleveland and at present programs 5½ hours a week on that station. A school official on Thursday said the Washington Associates proposal is under consideration but the institution is "far from decision."

John White, Western Reserve administrative vice president, told Broadcasting & Telecasting that in view of the "tremendous results" from cooperation with WEWS there is "very little likelihood" that the proposal will be adopted.

He said the time made available by WEWS meets Western Reserve's needs at present "very satisfactorily." The school charges fees to those listeners who wish college credit from the TV courses he related, and the project has been very successful.

Miami U. has been presented a TV transmitter no longer used by WTVJ (TV) Miami.

Georgetown U. now is conducting a weekly current events forum on WTTG (TV) Washington while American U., formerly had a similar program on WMAL-TV Washington.

Discussions with Dr. E. F. Ashe, president of the U. of Miami, began several years ago, it was learned.

In late August, at the suggestion of Dr. Ashe, the Washington Associates' president wrote Dr. Jay F. W. Pearson, the school's vice president, requesting the possibility.

... Dr. Ashe's letter of Aug. 20 provides a very acceptable basis for further discussion of the problems which he raises as those which we are prepared to answer. The president is right that the necessity for a cash infusion is that they should be devoted to that type of educational service by which they become in effect a part of the formal educational system of a community. With that role in mind they can be tax supported or operated from charitable donations. This is most likely the purpose that will be served by the public school application.

Our proposal meets a different need — the need of the community to have one TV station dedicated to the highest public service, a goal which would be inconsistent with the commendable attitude of the average television station to operate with the highest possible return. Whatever station is awarded the use of a frequency in Miami will compete for listeners and thus directly or indirectly compete financially. I believe you will find that the existing station and other applicants would prefer our proposed station as competition to a strictly profit enterprise.

My organization can completely handle the whole job of setting up a television operation, complete the staff, both executive, production, engineering and commercial. We will assist in obtaining the financial backing. We will cooperate with the university personnel in the educational side of the enterprise which will — except to avoid going out of business entirely — always come first.

... Mr. Ben Gale and I will help in the fund raising necessary to get on the air and to provide the necessary working capital. We believe this to be in the order of $400,000. . . .

We believe we will be able to make available to the university more time than the numerous departments will ever be able to program and that the enterprise supported by the highest type of advertising will be completely self-supporting, including the time and expense to the other departments of the university for their participation.

If we can correspond a while, we may be able to reach a meeting of the mind on the scope of the project sufficient to warrant our coming down to reach a formal agreement with the university. No reimbursement from the university is contemplated, as we propose to look to the new non-profit educational corporation to be set up to handle this for our recompense.

Channels 7, 10, 27 and 33 have been allocated to Miami. The educational reserved channel has been filed for by Lindsey Hopkins Vocational School. Pending for Channel 7 are bids by WIOD and WQAM there while Channel 10 is sought by WKAT and WGBS. WMIE.

(Continued on page 90)

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

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<tr>
<th>New York</th>
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<th>San Francisco</th>
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<tr>
<td>WFTV Atlanta owned by Broadcasting, Inc.</td>
<td>WAAM Baltimore owned by WAAM, Inc.</td>
<td>WBEN-TV Buffalo owned by Buffalo Evening News</td>
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<td>WFMY-TV Greensboro owned by Greensboro News and Record</td>
<td>WDAF-TV Kansas City owned by The Kansas City Star</td>
<td>WHAS-TV Louisville owned by the Courier-Journal &amp; the Louisville Times</td>
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<td>WTMJ-TV Milwaukee owned by the Milwaukee Journal</td>
<td>WTTG Washington owned by Allen B. DuMont Labs., Inc.</td>
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TO SHOW the insides of a ticking watch enlarged 20 times—to do it efficiently and at low cost—USE FILM...

Complete information concerning film selection and processing available ... also details concerning special Eastman technical services, equipment, and materials.

Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.
East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.
West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
The New Grantees' Commencement Target Dates

Here are the 98 post-thaw TV grantees, as of last Friday, and the dates on which they expect to commence operation. Channels authorized, network affiliation and national, representative, where signed, are given.

**LISTED BY CITY ALPHABET**

- **Call City and State Ch. Granted Commencement Network Rep.**
- **Right TV Akron, Ohio 49 Sept. 4 Spring 1953**
- **WVTW (TV) Albany, N. Y. 113 Oct. 31 March**
- **KODA-TA Amarillo, Texas 19 Oct. 16 March-April**
- **WJON-TV Appleton, Wis. 14 Oct. 29 Sept.**
- **WAPG-TV Ann Arbor, Mich. 20 Sept. 25 March 15**
- **WJRT-TV Aspen Park, N. J. 50 Sept. 29 March 15**
- **WISE-TV Ashepville, N. C. 42 Oct. 20 March**
- **WTMT-TV Asheville, Ry. 1 Aug. 14 April**
- **WPFG-TV Atlantic City, N. J. 46 Oct. 24 March**
- **XCTV (TV) Austin, Tex. 18 July 11 Jan.**
- **KTCI-TV Austin, Tex. 7 July 11 Nov.**
- **WITV (TV) Austin, Tex. 28 Aug. 14 April**
- **WAB-TV Baton Rouge, La. 14 Aug. 14 April**
- **WBSON-TV Battle Creek, Mich. 6 Oct. 31 March**
- **Associated Broadcasters Inc., Bethlehem, Pa. 10 Oct. 31 March**
- **WHTV (TV) Beaumont, N. Y. 30 Sept. 24 March**
- **WCCC-TV Beemiller, Conn. 12 Jan. 11 Jan.**
- **WSIJ (TV) Bridgeport, Conn. 14 July 11 Jan.**
- **WVFV (TV) Buffalo, N. Y. 43 Oct. 24 March**
- **WCSC-TV Charleston S. C. 5 Oct. 31 March**
- **WUSC-TV Charlotte, N. C. 49 Sept. 4 Sept.**
- **WCTV (TV) Chattanooga, Tenn. 43 Oct. 24 March**
- **WTVF (TV) Columbia, S. C. 35 Sept. 21 March**
- **WNOK-TV Columbus, Ga. 17 Dec. 18 April**
- **KBTV (TV) Dallas, Tex. 9 July 11 Nov.**
- **KQEN (TV) Denver, Colo. 20 July 11 Nov.**
- **KFEL-TV Denver, Colo. 2 July 11 Nov.**
- **Mountain States TV Co., Denver 26 Sept. 28 Sept.**
- **26 Great Plains Television Properties**
- **Inc., Dubuque, low. 15 Oct. 16 March**
- **WKAR-TV Lansing, Mich. 24 Oct. 16 March**
- **Elmio Television, Elmio, N. Y. 24 Nov. 11 Jan.**
- **KBOO-TV (TV) Early 1943**
- **KROD-TV El Paso, Tex. 4 July 11 Nov.**
- **KZTV (TV) El Paso, Tex. 9 July 11 Nov.**
- **WSEI-TV Fall River, Mass. 46 Sept. 14 May**
- **WCTV (TV) Flint, Mich. 23 July 11 Nov.**
- **WITF-TV Fort Lauderdale, Fla. 23 July 11 Nov.**
- **WVMF-TV Fort Lauderdale, Fla. 17 July 11 Nov.**
- **XFDX-TV Fox River, Ill. 42 Sept. 21 March**
- **WJTV (TV) Jackson, Miss. 15 Oct. 16 March**
- **KFOR-TV Lincoln, Neb. 17 Oct. 16 March**
- **KBZD-TV Lincoln, Neb. 17 Oct. 16 March**
- **KTVF (TV) Little Rock, Ark. 17 Oct. 16 March**
- **Great Plains Television Properties**
- **Inc., Little Rock, Ark. 22 Oct. 30 Oct.**
- **KHEC-LA Los Angeles 23 Aug. 30 Oct.**
- **KCBX-TV Lubbock, Tex. 11 Oct. 1 March**
- **KDOV-TV (TV) Lincoln, Neb. 22 Oct. 28 Oct.**
- **WKDO-TV (TV) Lincoln, Neb. 22 Oct. 28 Oct.**
- **WTVQ (TV) Louisville, Ky. 15 Oct. 16 March**
- **WSOU-TV Madison, Wis. 24 Oct. 24 Oct.**
- **WSAU-TV Marshfield, Wis. 17 Oct. 16 March**
- **WXIA-TV Macon, Ga. 24 Oct. 24 Oct.**
- **KWEA-TV Mobile, Ala. 48 Aug. 30 Oct.**
- **WGDV-TV Natchez, Miss. 15 Oct. 16 March**
- **KTEH-LA New Iberia, La. 24 Oct. 30 Oct.**
- **KTVK-LA Nauvoo, Ill. 43 Aug. 24 Oct.**
- **WTVQ-TV (TV) Norfolk, Va. 14 Oct. 2 Oct.**
- **WPTV (TV) Florida 24 Oct. 30 Oct.**
- **WTVQ (TV) (TV) Norfolk, Va. 14 Oct. 2 Oct.**
- **WTVQ (TV) Norfolk, Va. 14 Oct. 2 Oct.**
- **WRK-TX Saginaw, Mich. 57 Oct. 2 Oct.**
- **KFCO-TV St. Joseph, Mo. 2 Oct. 16 March**
- **WHIN-TV St. Petersburg, Fla. 36 Oct. 30 Oct.**
- **KFOX-TV San Bernardino, Calif. 36 Oct. 30 Oct.**
- **WKAD-TV San Juan, P. R. 5 July 24 Nov.**
- **WGSM-TV Scranton, Pa. 20 Oct. 30 Oct.**
- **WTVU (TV) Scranton, Pa. 73 Aug. 14 Dec.**
- **Great Plains Television Properties**
- **Inc., Sioux City, low. 36 Oct. 30 Oct.**
- **WBBT-TV South Bend, Ind. 42 Aug. 30 Oct.**
- **WJKC-TV Spokane, Wash. 6 July 11 Nov.**
- **WKLY-TV Spokane, Wash. 12 Oct. 16 March**
- **WWLP (TV) Springfield, Mass. 26 July 11 Nov.**
- **WKTV-TX Springfield, Mass. 10 Oct. 30 Oct.**
- **WTVI (TV) Springfield, Ohio 47 Oct. 30 Oct.**
- **WATR-TV Watertown, Conn. 55 Oct. 30 Oct.**
- **White Studio Co., Wlchini, Wis. 22 Nov. 6 June**
- **WFRE-TV Willards, Pa. 34 Oct. 30 Oct.**
- **WFRG-TV Wordey, Pa. 34 Oct. 30 Oct.**
- **WHOW-TV York, Pa. 49 July 11 June**
- **WJAF-TV York, Pa. 49 July 11 June**
- **WFMJ-TV Youngstown, Ohio 73 July 11 June**
- **WBK-N TV Youngstown, Ohio 73 July 11 June**
- **WVTW (TV) Youngstown, Ohio 51 Sept. 25 Sept.**

* Educational permits.

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**School Package Plan**

(Continued from page 88)

Miami seeks Channel 27, Miami city No. 125 in FCC's B Group temporary processing line.

The proposal to Western Reserve specifies Channel 65, which would pit it into conflict with pending bids by WGBS, WDDC and WEAM. The Board of Education has filed for reserved Channel 26.

In its presentation to John S. Mills, president of Western Reserve, Washington Associates explained initial cost of constructing the proposed outlet would be about $380,000 while first year salaries (staff of about 34) would total around $196,000 with other operating expenses totaling almost $160,000.

Estimated first year revenue was given as about $135,000 while income for the second year was expected to be about $540,000; third year, $600,000, and fourth year, $700,000. Annual operating cost of about $350,000 was noted.

**Tax Advantages**

The proposal to President Mills suggested the creation of a non-profit educational corporation or foundation with a self-perpetuating board of trustees which would "enjoy substantial tax advantages."

The foundation's revenues "from tuitions, research and development contracts, donations and advertising would be substantially tax-free," the presentation explained, while "its surplus earnings would be used to increase its facilities, expand its cooperative work with the university and provide fellowships and scholarships to university personnel and students."

The presentation indicated Mr. Salisbury would be president and treasurer of the proposed foundation.

The presentation pointed out that "there would be no financial obligation created for the university, and in fact, the earnings of the foundation would shoulder those burdens of the university connected with television."

**Others in Project**

The presentation also listed several persons who would be more available to the foundation after a grant. These included Norman Bergholm, in radio since 1934, listed as news director; Alton Whitehouse, 15 years in radio and TV, commercial manager; William White, New York agency man, sales manager; Margaret Kindly, 10 years in radio, program director; Paul Clendenin, with RCA 10 years, chief engineer; and Frank D. Grooser, novelist and movie writer, program manager.
Rugged GPL Camera withstands a Rugged Trip

20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico...Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the "industry's leading line—in quality, in design."

General Precision Laboratory
INCORPORATED
PLEASANTVILLE NEW YORK

Export Department: 13 E. 40th St., New York, N. Y.
TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

November 10, 1952 • Page 91
N
early every video family reads a Sunday newspaper, all but 4% read a daily newspaper, and three out of four read magazines.

These statistics were released last week by Advertest Research, New Brunswick, N. J., which conducted a survey among 782 respondents in the New York metropolitan area during the first two weeks of October.

Average television spends 50 minutes at home and 20 minutes away from home watching the daily newspaper. About 1 1/2 hours are devoted by the set owner to reading the Sunday paper, and about 1 1/2 hours daily to magazines.

U. S. Video Leads in Toronto-Niagara Area

AMERICAN TV continues the most popular in the Toronto-Niagara area, according to telerating reports for October released by Elliott-Haynes Ltd., Toronto. The report, taken during the week of Oct 6-12, gave WBEN-TV Buffalo, 77.8% of the audience, CBT-TV, Toronto, 22.3%. Sets in use were up from 66.9% in September to 78.1% in October. Top Canadian show was The Big Revue with rating of 42.2. Top U. S. show was I Love Lucy with 78.5 rating.

**Goldwyn Sees 'Pay-as-You-Go' TV**

WITHIN five years 50% of the nation’s movie theatres will be closed and the motion picture business will be shared equally by the theatres and pay-as-you-go television, Sam Goldwyn, Hollywood motion picture producer, predicted last Wednesday.

"Pay - as - you - go television will be the big salvation of movies and television," Mr. Goldwyn said, predicting that the theatres remaining in operation at that time will be the better ones, which will show "prestige pictures."

Mr. Goldwyn said the motion picture producer will be able to take in more money through pay-as-you-go television in one night "than he could formerly make in a year’s theatre run."

He added: "This is where the wedding between motion pictures and television will come."

Saying, "I make pictures for the people," Mr. Goldwyn added that his new picture, "Production No. 89," will be available for either television or theatres, provided the TV is of the pay-as-you-go variety, which he predicted would be a reality by the time the picture is finished.

TV’s Election Role

TELEVISION was credited by Dr. Allen B. DuMont Thursday with bringing out the record vote of more than 57 million persons on Election Day. Calling TV "this country’s newest and most potent political force," Dr. DuMont, president of Allen B. DuMont Labs., includes the DuMont TV Network, declared: "In the election, television proved itself to be the most effective instrument for political education this country has ever known. Never before was the electorate in such intimate association with the candidates and the political questions involved. We in the industry are proud of the major role that television played in the nation’s choice of its Chief Executive."

**Weekly Television Summary—November 10, 1952—TELECASTING Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TY</td>
<td>16,500</td>
</tr>
<tr>
<td>Atlantic</td>
<td>WAGA-TV</td>
<td>194,976</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TW, WSB-TV, WLTW</td>
<td>213,000</td>
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<tr>
<td>Baltimore</td>
<td>WBLM, WBLM-TV, WMAK-TV</td>
<td>215,000</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WNBK-TV</td>
<td>97,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WSB-TW, WRC-TV</td>
<td>113,500</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WENY-TV</td>
<td>135,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WBEN-TV</td>
<td>945,000</td>
</tr>
<tr>
<td>Charleston</td>
<td>WAVY</td>
<td>292,805</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM</td>
<td>1,231,851</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>WCPO-TY, WKRC-TV, WLTW</td>
<td>376,000</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WNCB, WMEL, WTVN, WTVY</td>
<td>660,547</td>
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<tr>
<td>Columbus</td>
<td>WNCB-TS, WNBC, WTVN</td>
<td>376,000</td>
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<tr>
<td>Dallas</td>
<td>KRLD-TY, WFAA-TW, WBAP-TW</td>
<td>189,341</td>
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<tr>
<td>Denver</td>
<td>AQUA-TY</td>
<td>128,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJAS-CY, WWD</td>
<td>253,000</td>
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<tr>
<td>Durham</td>
<td>WCET-RD, KTBY</td>
<td>60,000</td>
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<tr>
<td>Flint</td>
<td>WJAW, WWJW-TV, WXYZ-TV</td>
<td>817,000</td>
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<tr>
<td>Fort Worth</td>
<td>WICU</td>
<td>174,680</td>
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<tr>
<td>Houston</td>
<td>WABD, KPRC-TY</td>
<td>139,361</td>
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<tr>
<td>Jacksonville</td>
<td>WOCC-TY</td>
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<tr>
<td>Kansas City</td>
<td>WOLM, 3RTY</td>
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<td>Kansas City</td>
<td>KPRC-TY</td>
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<td>Las Vegas</td>
<td>WSSA-TW</td>
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<tr>
<td>Louisville</td>
<td>WAVE, WHAS-TV</td>
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<tr>
<td>Macon</td>
<td>WKRM, WMRA</td>
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<tr>
<td>Memphis</td>
<td>AETV</td>
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<tr>
<td>Miami</td>
<td>WOAM, WMIA</td>
<td>333,832</td>
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<tr>
<td>Milwaukee</td>
<td>WMIL, WMIL-TV</td>
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<td>Minneapolis</td>
<td>WHKL-TV</td>
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<td>Nashville</td>
<td>WSM-TV</td>
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<td>New Orleans</td>
<td>WDSU-TY</td>
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<tr>
<td>New York</td>
<td>WNYT, WSB-TV, WJZ-TV, WNYT</td>
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<td>New York City</td>
<td>WWOR, WPIX, WTV, WNYT</td>
<td>2,235,000</td>
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<tr>
<td>Northampton</td>
<td>WPTV</td>
<td>148,484</td>
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<tr>
<td>Oklahoma City</td>
<td>OKTV</td>
<td>189,341</td>
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<tr>
<td>Orlando</td>
<td>WTVF, WDED</td>
<td>128,000</td>
</tr>
<tr>
<td>Oregon</td>
<td>KPTV</td>
<td>174,680</td>
</tr>
<tr>
<td>Portland, Ore.</td>
<td>KPTV (not yet estimated)</td>
<td>237,000</td>
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<tr>
<td>Providence</td>
<td>WPJB, WPRO</td>
<td>154,394</td>
</tr>
<tr>
<td>Richmond</td>
<td>WRPT, WHAM-TY</td>
<td>165,210</td>
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<tr>
<td>Rochester</td>
<td>WCBS, WOR</td>
<td>138,000</td>
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<tr>
<td>Salt Lake City</td>
<td>KSL, KSLF, KSL-7, KSLV</td>
<td>95,820</td>
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<tr>
<td>San Antonio</td>
<td>KJTV, WOAIA, WOAIA</td>
<td>122,265</td>
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<tr>
<td>San Diego</td>
<td>KFMB, KDEA, KFMB-TX</td>
<td>153,850</td>
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<tr>
<td>San Francisco</td>
<td>KGO-TY, KPIX, KPIX, KRON-TY</td>
<td>440,000</td>
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<tr>
<td>St. Louis</td>
<td>WLW, WLSI, WLSI-TV</td>
<td>253,100</td>
</tr>
<tr>
<td>St. Louis, Mo.</td>
<td>WLSI, WLSI-TV</td>
<td>253,100</td>
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<tr>
<td>Tulsa</td>
<td>KJRH, KTVL</td>
<td>72,609</td>
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<tr>
<td>Washington</td>
<td>WMAL, WBMP, WBMPP, WTVG, WTVG</td>
<td>357,597</td>
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<tr>
<td>Wilmington</td>
<td>WMUR, WNAB</td>
<td>179,820</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WDEL-TY</td>
<td>121,479</td>
</tr>
</tbody>
</table>

**Editor’s Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, distributors, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximated.
Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBTV. Arthur's TV debut provides a special opportunity for advertisers to reach 255,237 Carolina television families through the entertainers they demanded on television.
TV Hearings
(Continued from page 88)

Field earlier this year for a total consideration of $1.5 million [B&T, Aug. 18].

FCC approval of the KJR transaction will be required since transfer of control is involved, but such approval is not necessary in the KOIN case. However, approval by the Commission will be required for acceptance of the amendment to the KOIN television application. The Portland Channel 6 hearing begins before Examiner Elizabeth C. Smith on Nov. 19.

Similar amendment to the KJR television application is expected, but the Seattle hearing has not been designated.

In brief, the KOIN stock holdings are affected as follows:

Mr. Gamble, board chairman, retains his 43.5% interest. C. Howard Lane, president, increases his holding from 8% to 21.3%. Mr. Sotolom resigns as vice president and sells his entire 21.3% interest. Mr. Burke resigns as vice president and sells his 18.75%. Mr. Crow sells his 10.875%. R. Buckendahl, vice president, increases his 5% to 11.75%. Mr. Cooke, director, becomes vice president and increases his 12% to 26%. Arthur B. Kirkham becomes vice president and acquires 6.3%. Clyde E. Phillips, secretary-treasurer, acquires 2%. Harry H. Kahn resists as assistant secretary. Survey by Benson, director, acquires 5.4% and becomes assistant secretary. Remaining 13% is distributed among the 24 station employees, no one of whom owns 3% or more.

Approximately $225,000 has already been expended by KOIN in conjunction with the acquisition of buildings, land, buildings and equipment, the amendment stated, and upon grant the station would obtain at least $500,000 from a Portland bank. The licensee also has cash in excess of $200,000 on deposit, it was stated, which funds are available for the TV construction and initial operation.

Meanwhile, in other TV hearing developments last week, the Commission scheduled the Sacramento Channel 46 and 46 cases for Nov. 17 in Washington. Maria Helen Alvarez and Cal Tel Co. are competing for Channel 40 while John Poole Broadcasting Co. and Jack O. Gross both seek Channel 48. The Channel 3 competition there, involving KXOA, KCRA and KROY, already has been set for Nov. 17 [B&T, Nov. 3].

FCC consolidated the Channel 12 application of W. S. Butterfield Theatres Inc. for Flint, Mich., with the competitive bids there of WJR Detroit and WDFP Flint. Hearing also begins Nov. 17.

Other cases to commence Nov. 17 in Washington include hearings for applicants in Harrisburg, Pa.; Beaumont, Tex.; Duluth, Minn.; and Fort Wayne, Ind. Wichita's Channel 3 hearing begins Nov. 12. The, Canton, Ohio, Channel 29 case is set Dec. 6. Portland, Ore.'s Channel 8 hearing is set Jan. 6.

Indication of how FCC is going to treat TV applicants whose competition drops out—after a hearing has commenced—was given last week when the Commission ordered that the Wichita Beacon's KWWB be placed back in the processing line.

Both KWWB and KFBI Wichita were in hearing for Channel 16 when the request was given Oct. 20, but the latter a few days before petition for withdrawal. This was granted by the motions commissioner a few days later; and the same time he referred to the full Commission the request of the FCC Broadcast Bureau that KWWB's application be returned to the queue for hearing. KWWB testified, on the legal grounds that the hearing had begun and also its fear that it might get involved in hearing again should a further application file for Channel 16 before its grant was secured [B&T, Oct. 27].

In its decision last week, the Commission said it was not bound to apply its rules arbitrarily, since it was obvious that the KFBI application was being withdrawn before the hearing began. It also said that Empid KWWB could look forward to further processing and this could be accomplished only by returning it to the processing line.

Quick Handling Seen
Exhibit the handling of the KWWB application is expected, since Wichita is No. 6 in the A-2 processing line and the FCC staff has long passed that city.

The Denver Channel 14 hearing recessed to Dec. 16 last week upon the completion of the KOA Denver case. Still unfinished is the cross examination of A. G. Meyer, KMYR president, who suffered a heart attack three weeks ago while on the witness stand [B&T, Nov. 3].

FCC was waiting last week to hear whether Florida Gov. Fuller Warren was willing to make a de- position on his objections to the grant of TV stations to the Tampa Tribune's WFLA and the St. Petersburg Times's WPSF.

Gov. Warren wrote two scathing letters to FCC regarding the two applicants. In both letters he made accusations against the newspapers and their affiliated radio stations. He offered to testify against their applications but said he was unable to go to Washington.

The Commission noted the Tampa-St. Petersburg hearings were in recess until Nov. 12 and suggested that Gov. Warren let it know whether he would be prepared to submit to deposition proceedings before that date. If the Governor's answer is in the affirmative, FCC counsel and parties' counsel would convene in Tallahassee to take the Governor's deposition and cross examine him.

FCC granted a petition of its Board of Governors to add a new issue in the Harrisburg Channel 27 hearing. This concerns whether the proposal of WCBM would add a further generation of WHP there, new grantee for Channel 55 [B&T, Sept. 26]. WHP was made a party to the hearing which also includes TV bid of WHGB.

Petition of Cascade Television Co., Channel 8 applicant at Portland, Ore., to transfer the non-engineering portion of the hearing on that channel from Washington to Portland, was denied by FCC. Other Channel 8 contenders are KEX, Portland Television Inc. and North Pacific Television Inc.

Portland's Channel 12 hearing is expected to be completed early next week before Examiner Smith as Northwest Television and Broadcast- ing Co., finishes its case. Presumably Manager Stiles' withdrawal. Extensive legal argument preceded the action.

The examiner also ruled to accept, without amendment of applications, certain exhibits of the other applicants which showed, alternative program proposals for independent operation should network affiliation not be obtained. In legal dispute was question of whether such exhibits could be admitted since they had not been included in the original applications submitted prior to the hearing.

The rulings are considered to be significant as possible precedents for applicants in other cases.

KRON-TV WALKOUT
Outlet Off Air 1½ Hours
UNAUTHORIZED walkout of studio technicians threw KRON-TV San Francisco, off the air from 4 to 5:30 p.m. last Tuesday.

The walkout was held in protest over current contract negotiations. Both Charles Thieriot, general manager of KRON-TV, and Jack Parnell, business manager of Local 202, IEW, said the walkout was in a protest of certain phases of contract negotiations involving wages and working conditions. Union contract expired Nov. 1.

* * *

Screen Televideo Productions, Culver City, in line with expansion of TV film production, has assigned Robert Lord as the first in a proposed group of four new writers-producers. Mr. Lord is completing an assignment for U. S. Army Air Force Pictorial & Cartographic Service as a special consultant. Production starts in mid-December on a new group of TV films in Your Jeweler's Showcase, sponsored on an alternate weekly basis in 20 markets by Hamilton Watch Co. and International Silver Co.

* * *


* * *

Reid Ray Television Productions Inc., formerly known as Reid Ray Telefilms Inc., whose parent company is Reid H. Ray Film Industries, Minneapolis, has started production on the firm's first half-hour TV film series. Starring Richard Erdman, motion picture actor, A Sporting Chance will be filmed on location in and around Minneapolis and Chicago.

* * *

Revue Productions, Culver City, has completed "Gun Club," a half-hour TV film starring Dennis Morgan. Rodney Amateau directed the psychological mystery from an original script by Harold Shumate. Jennings Lang is in charge of production.

* * *

General Electric has signed Gil Ralston and Arthur Ripley to produce an untitled half-hour dramatic TV film series, in which top motion picture stars will be featured. Agency is BBDO, Hollywood.

* * *


(Continued on page 98)
CANADA POLICY

PRIVATE OPERATORS FACE TV FREEZE

CENTRAL Canada AM broadcasters were warned that they may be frozen out of television development by present Canadian government policies. Jim Allard, general manager of Canadian Assn. of Broadcasters, in a closed meeting of the Central Royal York Hotel, Toronto, Nov. 8, told some 50 broadcasters that there are many applicants with ample funds who are ready to apply for TV station licenses.

He warned that unofficial government thinking is that AM station operators and moving picture interests most likely will not be granted TV station licenses when the government opens the TV field to private enterprise within the next two years.

TV, copyright problems and selling featured the two day meeting of Ontario and Montreal English-language station operators, under chairmanship of Murray Brown, CFPL London. Officers elected by the CCBA for 1952-53 were Cliff Wingrove, CKTB St. Catharines, president; Grant Hyland, CJIC Sault Ste. Marie, first vice-president; Jack Radford, CFJR Brockville, and W. Cruckshank, CKNX Winnipeg, vice-presidents; W. Cruickshank, CKNX Winnipeg, secretary, and Bob Lee, CHUM Toronto, treasurer.

Three directors elected from CCBA to the CAB were J. A. Dupont, CJAD Montreal; Jack Davidson, CKGB Timmins, and J. E. Campeau, CKLW Windsor.

Mr. Brown reported on the year's work of CCBA, the BMI clinic, engineering clinic and farm program committee meetings held during the year. He said CCBA directors are planning to repeat next spring, with BMI Canada Ltd., the successful clinic held at Toronto last May.

On copyright, Mr. Allard reported the status of a test case to go before the Exchequer Court of Canada on Nov. 24. Case involves CHML Hamilton, which challenges the validity of the Canadian Copyright Appeal Board.

TV SCREEN REPORTING

MINNEAPOLIS Tribune executive sports editor Charles Johnson has assigned a sportswriter, Joe Hendrickson, to cover Chicago Bears and Cardinals professional football games telecast weekly on WCTV Minneapolis. The move ushered in a new phase of sports reporting, following Mr. Johnson's theory that if people are interested in news coverage of live games they also will read stories on telecasts of them. The Bears and Cardinals home schedules are telecast on a 15-station ABC network, and Oil of Indiana picks up the tab on about half of the stations and games, the remainder are sold locally. Schedule calls for games once a week for 12 weeks.

WHUM-TV TOWER

COMPLETION of the 1,086-ft. WHUM-TV Reading, Pa., tower is expected this weekend, according to DuMont TV Network officials. The tower will serve the Reading CBS-TV outlet on uhf Ch. 61, expected to be on the air by Dec. 1, will be higher than the Eiffel Tower in Paris, WHUM-TV noted.

TV SAVES DAY

TELEVISION saved the day when a last-minute strike by a Detroit Edison Co. local union prevented Walker L. Cialer, president-general manager, Detroit Edison, from attending the Mid-Eastern District meeting in Toledo of the Assn. of Electrical Engineers. Arrangements were made through WWJ-TV Detroit and WSPD-TV Toledo to transmit his picture and message to the conference via closed circuit.

serious Canadian music through BMI Canada Ltd., and Canadian stations, and CAB's campaign to obtain TV station applications for Canadian citizens was approved.

CANADIAN ADMIRAL

SUES WIRE SERVICE

CANADIAN Admiral Corp. has filed a statement of claim for damages against DuMont Television Network, Inc., New York, and Western Union Telegraph Co., asking the latter to pay $100,000 for illegally putting computer programs into a transmission device to send them from New York to Canada. The plaintiff claimed that the network had intercepted and broadcast the computer programs of Canadian Admiral Corp., thereby cutting off the latter's customer. The Arlington Assn. of Radiant Pubs. and the CRMC represented in filing the suit. The suit was filed in the Oct. 12th, 1952.

CANADA SET FEE

NLF GROUP ASKS ABOLITION

DROPPING the annual $2.50 Canadian receiver license fee has been proposed by the National Liberal Federation of Canada, at the meeting of its advisory committee at Ottawa Oct. 28.

The committee is the top governing body of the Canadian Liberal Party which has been in power for more than 20 years. The NLF group also urged the government to change its TV policy asking for the development of television in Canada by private enterprise along with the Canadian Broadcasting Corp."

Religious Programs

DUNCAN MACDONALD, supervisor of women's programs for the DuMont Television Network, also will supervise the network's religious programming, James L. Cadgigan, DuMont's director of programming and production, announced last week. Miss MacDonald joined DuMont in 1948 as a performer on a morning show.
RIBBON-cutting by Mayor Fletcher Bowron will highlight long ceremonies Nov. 15 for official opening of the first unit of CBS Television City in Los Angeles. Initial ceremonies from the plant at Beverly Blvd. and Fairfax Ave. will be telecast locally on KNXT, Los Angeles CBS-TV owned station.

A tour of the unit will follow with luncheon for visiting celebrities and press.

The Los Angeles mayor has proclaimed next week as City Television Week in honor of the CBS-TV achievement.

With a specially invited studio audience to witness the telecast, an all-star 60-minute show is to originate from Television City on CBS-TV network at 9 p.m. (EST).

Jack Benny will emcee and head a cast which includes Eve Arden, Lucille Ball, Desi Arnaz, George Burns, Gracie Allen, Eddie (Rochester) Anderson, Bob Crosby, Gisele MacKenzie, Cass Daley, Art Linkletter, Alvin Childress (Amos), Spencer Williams (Andy), Tim Moore (Kingfish), J. Carroll Naish, members of Life With Luigi cast, Mary Wilson and Cathy Lewis, co-stars of My Friend Irma, Alan Young and others. Bud Gluskin will conduct a 26-piece orchestra.

Jack L. Van Velthoven, CBS-TV president, also is to appear on the telecast.

Covering 15 acres and built at an overall cost of $12 million, the unit consists of four large studios seating 300 persons each, and a six story engineering building.

When completed the entire project, covering 90 acres, will represent an investment of more than $35 million on the part of CBS. It will include a 13 story permanent administrative building of 600,000 square feet.

The new type “sandwich loaf” building comprising the initial unit was devised after more than 50 attempts by William Pereira and Charles Luckman, architectural engineers, to come up with a Television City design acceptable to the network executives, it was said.

Microwave Filing

AT&T Long Lines Dept. has filed plans with FCC for a six-channel microwave radio-relay route between Kansas City and St. Louis which will add two TV and two telephone channels to the present service. This would leave one channel each way for maintenance and protection. Eight radio-relay stations would be built along the 260-mile skyway, which is scheduled for completion by the end of 1953.

The new video channels would provide another route to Kansas City, now connected to the Long Lines TV network facilities by coaxial cable out of Omaha.

Funeral services were held last Monday in Hollywood for Harry L. Gamson, 52, head of Harry Gamson & Assoc., Beverly Hills advertising agency. He died Nov. 1 in Las Vegas after a heart attack. Associated with Erwin, Wasey & Co., Chicago, for 23 years, he was with Milton Weinberg Adv. Co., Los Angeles, before forming his own agency last July. Surviving are wife, Hannah; son, Mitchell; four sisters, and three brothers.

THREE-WAY handshake marks the conclusion of business for (l to r): Jim Patten, Ray Pattn Productions, Hollywood; Lee R. Blevins, vice-president in charge of Kling Studios' West Coast operations, and Robert E. Eiringberg, president, Kling Studios, Chicago. Mr. Kling has taken over the Pattn animation studio as a division of the motion picture and television department.

WDTV (TV) READIES

New Quarters for '53

WDTV (TV) Pittsburgh, DuMont Television Network o & o station, will move into larger and modern studios in Gateway Center sometime in the late spring or early summer of 1955, Chris J. Witting, DTN director and general manager, said last week.

WDTV will lease 34,000 sq. ft. of space in Gateway Center in an agreement with Equitable Life Assurance Society, builder of Gateway project. Pittsburgh's only TV outlet now occupies studios in the Chamber of Commerce Bldg.

The move will follow those of DTN's two other stations—WTIG (TV) Washington, which recently occupied new studios in the Raleigh Hotel, and WABD (TV) New York, key DuMont station, which will move into its TV center at 265 E. 67th St.

The new WDTV facilities will include two studios, 73 x 78 and 44 x 31 ft., both on the first floor adjacent to WDTV scenery and carpenter shops. The centralized video control plan inaugurated at WTIG also will be installed at WDTV, according to Rodney D. Chipp, DTN engineering director. Production offices will be on the first floor, with additional offices on the lower lobby floor. Executive offices, master control and film projection facilities will be on the second floor.

Harold C. Lund is manager of WDTV, which premiered Jan. 11, 1949. Mr. Chipp, Jim Bigwood and Raymond Rodgers, all of DuMont, have been working on the station's plans for new quarters.

TOUR of ABC TV installations in New York was made Oct. 24 by 50 teacher-delegates to Long Island Teachers Conference to learn more about TV's role in education.

TV Service Income

AVERAGE TV service dealer last year grossed $21,000 in business at the rate of $8 per call, according to a survey by the General Electric Co., Tube Dept. Average service dealer hires 3.2 service technicians who handle 37 calls each weekly, 80% in the set owner's home, and has more business than he can handle. His gross income will be up 27% this year, according to the survey.
Film Report
(Continued from page 95)
ries of fact-feature films next Mon-
day when production begins on Peace of Mind. Firm expects the first 13 of 12½-minute films to be completed by February.

* * *

Family Films, Hollywood, has started production on last five half-hour films in This Is the Life TV series of 26 programs, being made for Lutheran Church-Missouri Synod.

* * *

Great Commission Films, Holly-
wood, is in production on special “Pearl Harbor” film to be shown Dec. 7 on ABC-TV Hour of Deci-
sion, half-hour series featuring Evangelist Billy Graham. Guest star is Mitsuo Fuchida, chief com-
mander of the Air Squadron that led the Japanese attack on Pearl Harbor.

Availables . . .
Association Films, New York, of-
tering free of charge four films of 10 to 25 minutes duration on the principles of insurance and its place in the family structure. Films employ both dramatic and docu-
mentary techniques.

Random Shots . . .
Key Productions, now under con-
tact to film the Red Skeleton tele-
vision show, has installed a com-
plete 17.5” magnetic recording system, it was announced by Stan-
cill-Hoffman Corporation, which handled the installation.

Series of six three to five-minute dramatic vignette TV films, edited by Filmmcrt Productions, Holly-
wood, are being telecast by all seven local stations as part of the Community Chest drive.

Film People . . .
Robert Guggenheim, manager of film operations, KNRB (TV) Holly-
wood, to Major Television Produc-
tions Inc., Culver City, as general manager. He succeeds Robert De-
Sousa, who has moved to New York.

* * *

Hamilton Warren, head of film dis-
tribution, Jerry Fairbanks Productions, Hollywood, to Filmmcraft Pro-
ductions, that city, in the same ca-
pacity.

* * *

Monique Van Voorthius, Belgian ac-
tress making her American debut in RKO release, “Tarzan and the She-Devil,” to New York as co-star in CBS-TV Mr. Pippafos, half-hour film series, to be produced by Wil-
liam Dours.

* * *

Sandra Spence, featured on former NBC-TV Pantomime Quiz, assigned role of Burma in Terry and the Pirates, half-hour TV series being filmed by Dougfair Corp., Los An-
geles, for Canada Dry.

* * *

Margaret Baell Wilder, story edi-
tor, Frank Wisbar Productions, Holly-
wood, to Screen Gems Inc., that city, in same capacity.

* * *

Al Simon, producer of NBC-TV I Married Joan, half-hour film se-
ries, will discuss TV film produc-
tion at Nov. 26 meeting of Los An-
geles Ad Club.

* * *

WAYNE OLIVER, West Coast rep-
resentative of Television Authority before its merger with AFTRA, named assistant to Claude McCue, AFTRA's executive secretary in Hollywood.

HANDS are clasped after contract is signed for Simmons Co. sponsorship of the CBS-TV program, It's News to Me, on alternate Saturdays. L to R: Jack L. Van Volkenburg, CBS-TV president; John Doly, show moder-
ator, and Jack Hubbell, Simmons ad-
vertising manager.

ARGENTINE TV BIRTHDAY

Clark Reports on Status, Logging Sales

By HERBERT M. CLARK

Buenos Aires Correspondent

ARGENTINE television had its first birthday Oct. 17, not much further forward than it was when it sprang into being, full-blown and government-controlled, to cover “Loyalty Day” in 1951.

The occasion was the anniversary of the day in 1945 when the “des-
ates,” 11,000 “good little ones,” rallied to spring him from jail and boost him back into power.

Their gift from the regime last year was a television transmitter, 1,100 receivers bought by the govern-
ment and snatched in party head-
quarters, and import permits for another 10,000 sets for sale to the public at large.

Today it is estimated that a maximum of 3,000 sets are in use in the Buenos Aires area covered by permit of Dec. 1951, as approximately 1,000 sets. the Lima- grano, first broadcasting opera-
tion to pass into government hands back in 1947. The official rate of the import licenses originally issued have been revoked “for lack of foreign exchange,” with another estimated 3,000 sets in the hands of dealers. The total combined import-able of 4,400,000 radio re-
ceivers estimated to be in opera-
tion.

Sales are still moving slowly, partly because they are so costly, partly because there is little pro-
gram inducement toward owner-
ship.

Cost of Receivers

Prices for receivers start at 14,-
000 pesos for a table-top model (General Electric) with a 17-inch screen. The cost is the equivalent of between 3 and 20 times the U.S. scale: It is $700 at the black-mar-
ket valuation of the peso, $1,008 if the legal price is paid, with a few opportunities to exchange, and absorbs a full year’s income for a qualified newspaper-
man earning 1,100 pesos a month or, since the same job would be

worth at least $100 a week in the States, some $5,200. Television is further removed into the “super-
luxury” category by the fact that the price is cash, with no install-
ment-buying available.

Under the terms of the comp-
dicated deal which brought TV to this country, 10% was slipped off the top of retail sales prices into a program fund—which should, with 3,000 sets sold at an average price of 20,000 pesos each, have created a purse of 6 million pesos with which to equitize some 60 to 70 stations in the Buenos Aires area.

Unfortunately, despite the accounting, they get more old movies (30% of time program) than any other facet of their five-hour-a-day, with the station going on the air at 5 p.m. and off at 10 p.m. some nights, midnight when a late show is des-
ited, Government propaganda

gets more time than the Sunday football match, high spot of any week’s Transmission.

Peron’s off-again, on-again ban against the United States Em-
assy’s radio broadcasting activi-
ties in Argentina was off again this week, but for a price which does not look like much of a bar-

The U. S. Information Service, State Dept. branch which handles the programs, has been paying the equivalent of $45,-
000 a year for which rate cards indicate is worth a maximum of $20,000. The new price tag is $90,000.

Banned Third Time

Banned in 1949 after Argentina had been read out of the Inter-
American Broadcasting Associa-
tion because of restrictions on free-
dom of radio speech and again in 1952 as part of general official resistant against unfavorable foreign comment on the closing and seizure of the independent paper La Prensa, the embassy’s radio station, the week’s football match, high spot of the Buenos Aires area covered by permit of Dec. 1951, as approximately 1,000 sets. the Lima-

New TV OUTLETS

Charlotte Meet Set Dec. 3-4

Major phases of TV operation will be explained to prospective licensees and applicants during a two-day Southeastern Televis-
ing Conference, to be held at Charlotte, N. C., Dec. 3-4, accord-
ing to Charles H. Crutchfield, WBT-AM-FM WBT-TV (TV) Char-

sessions will cover engineering, programming, sales, promotion, ac-
accounting and management, with time set aside for queries and discu-
sions. Staff of WBT-TV and WFMY-TV Greensboro will conduct sessions. Guests will include representatives of NARTB and the FCC.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Arising from Editorializing, Speeches, Newspapers, Ad lines, Financial
Comments, Mystery Plots, Gossip Announcements, Man-on-the-street
Interviews.

Hundreds of Broadcasters and Newspapers sued this continu-
ous hazard with our special, tailored-to-the-risk insurance.

USE CAUTION—LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. — Kansas City, Mo.
POLAN CHALLENGES
Valley Television Protest

POLAN INDUSTRIES, grantee for a new TV station at Youngstown, Ohio, on uhf Ch. 21, has asked FCC to dismiss the “protest” of Valley Television Co., which also seeks the assignment, on grounds that it is “a repetitious pleading totally without merit.” FCC denied Valley Television’s earlier petition for reconsideration of the grant [B•T, Oct. 20, 13].

Valley Television contended the Sept. 19 grant to Polan Industries, announced by the Commission on Sept. 22, was premature since only 17 working days previously, FCC had finalized the allocation of Ch. 21 to Youngstown and the Commission had not waited the usual 30 days before the grant to allow possible applications by others. Polan Industries, however, asserted “any contention that pretender (who failed to file by July 1 when for all it knew all three channels might have been granted) did not have adequate time to prepare and file an application between July 24 and Sept. 19 approaches the frivolous.”

Code Subscriber

KDUB-TV Lubbock, Tex., which will begin operation Thursday, has subscribed to the NARTB Television Code. The new station is the 96th subscriber.

COMPLETING final details of pact for home games of Red Wings on WXYZ-TV Detroit are (1 to r) A. H. Bentler, sls. promotion mgr., Strath Brewery Co.; H. S. Wagner, Strath v.p. for sales; Buddy Lynch, who will announce games, and James G. Rid dell, WXYZ Inc. pres.

V. S. BROWN (l), ad mgr., Canada Try Co., signs for Terry & the Pirates alternate weeks for a year on TV. Vatching are (1 to r) Bud Austin, Official Films Inc., series dist.; Read Wright, radio-TV dir., J. M. Mathes nc., Canada Dry agency, and W. T. Okie, Mathes v.p.


some spots are better than others

In Los Angeles, KNBH TV spots give you quickest sales results. Food advertisers are scoring sensationaly with integrated commercials delivered by famous Chef Milani. On Monday thru Friday, 4-4:45 PM, Chef Milani uses sponsors’ products in recipes, gets messages across solidly.

For the best spot, at the right time, at the right place use...
MEMO

Watal NIBS

Will Ma

Page Dec.

Dec.


Nov. 20-21: MBS Affiliate meeting, Salt Lake City.

Dec. 1-2: MBS Affiliate meeting, Atlanta.


Dec. 3: NARTB full Board of Directors meeting.

Dec. 4: NARTB Radio Board of Directors, Washington, D. C.

Dec. 4-5: MBS Affiliate meeting, Biloxi, Miss.

Dec. 5-6: Educational TV conference. Indiana U., Bloomington, Indiana.

Dec. 8-9: NARTB TV Board, Cat Cay, Bahamas.

Dec. 8-9: MBS Affiliate meeting, Dallas.


1953

Jan. 3: 83rd Congress convenes, Washington, D. C.


Feb. 5-7: Southwestern I.R.E. Conference, Electronics Show, Plaza Hotel, San Antonio.

Apr. 18: Seventh Annual Spring Technical Conference, Cincinnati.

Apr. 29-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

PROGRAM GRANTS

AWARDING of grants-in-aid totaling $78,500 to permit 13 colleges and universities in the U. S. to present educational radio and television programs has been announced by the National Assn. of Educational Broadcasters. Money for the project was provided by the Fund for Adult Education of the Ford Foundation and is being administered by the Ford Foundation.

The following received awards for radio projects:

Grinnell College, $3,400, for 13 15-minute American symphony programs; U. of North Carolina, $5,000, for 13-hour American Adventures programs; U. of Michigan, $6,000, for 13-half hour Freedom to Learn sketches; U. of Alabama, $5,000, for Document Deep South series of 18-half hour tapes; Boston U., $5,500, for 13-hour tapes of New England Renaissance series; Indiana U., $3,100, for 13 15-minute Folklore of Indiana series; U. of Chicago, $6,500, for several series on political, economic and cultural problems.

Awards for TV projects went to:

Wayne U., $2,100 for The Nationalities That Make America series of 15 half-hour shows; U. of Miami, $3,200, for 10 15-minute films titled The Sea, dealing with the economics of the sea; Stanford U., $3,000 for 13 half-hour kinescopes of People, Places and Politics over KPIX (TV) San Francisco; Syracuse U., $6,700 for 13 half-hour telecasts of Footnotes to America over WSYR-TV Syracuse; U. of Oklahoma, nine 10-minute films titled Camp Fires and War Drums and U. of Minnesota, $8,500, for 13-hour-long telecasts in cooperation with WCCO-TV Minneapolis and the Minneapolis Symphony Orchestra titled A Great Symphony Orchestra and the Region It Serves.

LLOYD E. YODER (r), general manager, KBNC San Francisco, accepts a certificate from Karl B. Justus, divisional director, National Conference of Christians and Jews, awarded for KBNC's 14-week series, Communism—A Clinical Analysis, "exposing the dangers of Communism to our cherished way of life."

SNADER SUIT

Answer Due Wednesday

A SUPERIOR Court judge will determine Wednesday in Los Angeles whether Alexander Bianco and Samuel Markovitch should be permanently enjoined from selling outright 750 Snader Telecriptions and other properties without unanimous approval of Louis D. Snader and other partners in Snader Telecriptions Corp. and interlocking companies.

Mr. Snader was granted a show cause temporary restraining order by Judge Frank T. Swain on Oct. 31, the legal action resulting from sales by Messrs. Bianco and Markovitch of the entire telecriptions library to Ben Frye, general manager of Studios Films Inc., Cleveland, for $600,000.

Besides asking for a permanent injunction to prevent sale of the 3 1/2-minute musical films, he petitioned the court for declaratory relief, receivership, accounting and a dissolution of the partnership.

UTP Expansion

UNITED TELEVISION PROGRAMS, New York and Chicago, as part of a company expansion, last week announced addition of two more representatives to its sales staff. John Devine, Standard Radio Transcription Services, Chicago, will represent UTP in the Southwest, while George Fisher, regional manager, regional telescriptions, N. Y., will be midwest representative. Both Messrs. Devine and Fisher will be under supervision of John Rohrs, UTP midwest regional sales manager.

SCHEDULE of educational radio broadcasts for KVOF (FM), owned and operated by Texas Western College, has been made available to El Paso Public Schools. Schedule for October 1955-January 1956 was offered to teachers so they could "teach to the best of teaching possible." Programs cover a dozen school subjects.

PROBLEMS of a two-language TV station are being solved at CBFT Montreal, where the 1.2 million population breaks down to some 900,000 French-speaking and the balance English-speaking.

Because another Canadian Broadcasting Corp. TV station is not expected in the Montreal area for some time (government plans stations in other Canadian cities first), the CBFT staff has had to develop programs which would hold most of the audience for the three hours each evening the station is on the air.

CBFT has been scheduling shows in each of the two languages as well as bilingual programs. Plays and talks have to be done in either language. Variety shows and some sports can be done effectively in both languages. In the first two months of CBFT's operations, September and October, the schedule included a test average of about four hours of bilingual programs, with the remainder of the weekly 25 hours favoring French over English.

FCC Cites WGN

WGN Murfreesboro, Tenn., a 250-w fulltime outlet on 1450 kc, was ordered by FCC last week to show cause why cease and desist order should not be issued concerning the operation of the station by Garth Fort Freeze, "an unlicensed operator, and for failure to maintain required operating and program logs." FCC's order also directed to Mr. Freeze and Cecil Elrod Jr., president and general manager, and requested the parties to inform the FCC by Dec. 15 if "failure to appear at a hearing to be held at Washington, D. C., to determine whether said cease and desist orders should be issued."

UPCOMING

NOVEMBER 10, 1952

WHIZ

117-119 Main 46th St.

New York 15

ABC Pacific Coast & Mountain Radio Networks (Nov. 9) started new weekly quarter-hour musical program featuring Pauhena Carter, concert pianist.

WHIZ in Southeastern Ohio

It's a WHIZ for Sales!

Account: Merchandise: Advertising sold: Advertising cost: Advertising ratio: $14.22 $989.00 1.4%
NINE new intercity TV links will be opened during 1953 through the equipping of coaxial tubes in cables already built or under construction for video service, according to plans filed with the FCC by the Long Lines Dept. of AT&T and 13 associated companies. Overall 1953 construction program, of which overall cost is estimated at $32 million, will provide three million miles of telephone facilities and some 680,000 miles of telegraph channels for private line 'telegraph and teletypewriter exchange service, as well as extensive additions to radio and TV networks, the company announced.

New coaxial cable TV channels to be opened during 1953 include:

Plans for making microwave facilities available for connecting Holyoke and Springfield, Mass., and New Britain, Conn., to the nationwide TV network were announced Thursday by the long lines dept. Connections for the three cities would be made to the New York-Boston radio relay system at an intermediate microwave tower about 120 miles north of New York, AT&T said. TV signals would be beamed by microwave antennas to radio relay towers.

Antenna Report
A STUDY of the variations in radiated field intensity about the theoretical pattern factor of a standard broadcast directional antenna has been issued by the Technical Research Div. of FCC's Office of Chief Engineer. The report, given in the form of a table, is available upon request to FCC. Written by Harry Fine, the report can aid in adjusting and maintaining directional arrays.

Among 75 commercial and educational broadcasters at the sixth annual Radio Executives Conference held in cooperation with Wisconsin Broadcasters Assn. on the U. of Wisconsin campus Oct. 24-25 were: Walter Donald, WITC Shawano; Mrs. Donald, WBA treasurer; Prof. Raymond Stanley, project director of the university's TV laboratory; Mrs. Ben Laird, and Mr. Laird, WDUZ Green Bay, WBA president.

Milestones...
- ED ALLEN Jr., president-general manager, WDOM Sturgeon Bay, and general manager, WWOC Manitowoc, both Wisconsin, last Thursday celebrated his 22nd anniversary in radio.
- BOB COLVIG, KFSO San Francisco newscaster, completes his 16th year in radio Nov. 15. An informal KFSO staff party will be given in his honor. Mr. Colvig entered radio in 1936, and has been with KFSO since 1946. In addition to his newscasts, he emcees KFSO's The Hour of Melody.
- WMAR-TV Baltimore commemorated its fifth birthday Oct. 27 by issuing a 34-page, illustrated booklet highlighting important events in the station's half-decade span. The booklet chronicles each of the first four years of the Sunpapers' CBS-TV outlet and devotes a two-page spread to each of the past 12 months of its fifth year.
- KBUC Corona, Calif., celebrated its fourth anniversary as "Four Years Old and Twice as Powerful" with its change from 500 w to 1 kw, now effective. E. J. Bucknum is president and general manager.
- WFIL Philadelphia has aired Within Our Gates, a weekly dramatic program promoting understanding, for the 400th consecutive broadcast. Series has been on the air for more than seven years.
- JACK BAILEY, m.c. on MBS-Don Lee's Queen for a Day, crowned his 2,000th "Queen" and started his ninth year on the Oct. 24 program.

Protest Dismissed
PROTEST of Betty Lou Summers against FCC's action of Sept. 24 renewing the license of WNWB (TV) Washington without hearing was dismissed by the Commission last Thursday on the grounds that no new information was presented that had not already been considered in the renewal action. Miss Summers' protest, filed by Washington attorney Carl L. Shipley, charged that the station promised the winner of a contest on one of WNWB's programs some $4,000 to $5,000 in prizes and then failed to make full value awards (B&T, Oct. 27).
<table>
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<th>Area</th>
<th>Total population</th>
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<td>Rural</td>
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<td>Average Urban</td>
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<td>Average Rural</td>
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**Note:** The data above includes information on the population distribution between rural and urban areas, as well as the average population distribution in urban and rural areas. The data is presented in a tabular format, with columns for the total population, urban population, and rural population, as well as corresponding percentages for each category.
PUBLIC RELATIONS

Media Anxious to Cooperate

RADIO and television stations are anxious to cooperate with public relations practitioners in promoting community and public service causes, Eugene Jaster, general manager of WBLA-WNEW (TV), told a television workshop sponsored by the National Capital Forge, American Public Relations Assn.

Interviewed last Monday at a panel luncheon moderated by Edgar Parsons, American Automobile Assn., Mr. Jaster answered a series of questions dealing with network and station policy on public interest programming. He contended the public service factor in a radio or TV program was uninvolved by the presence or lack of a sponsor, Tom Tausch, program operations director of WTOP-TV, Washington, will be interviewed at the second workshop panel today. Meetings are held at the Lafayette Hotel, Washington, D.C.

PAB Plans May Meeting

PENNSYLVANIA Assn. of Broadcasters will hold its annual meeting in May, it was announced last week by the PAB board of directors who met in Harrisburg's Penn Harris Hotel Oct. 30.

Mister Fred Norman
Grant Advertising Inc.
Chicago, U.S.A.

Dare Fred:
You tellers there in Chi., has a newspaper which I seen th' other day, head 'im "a' bust's desk'. Th' paper is made for Wall St. men, who gets a buck a day. "It was in N.Y. but the paper is there in Chi., and it's medium that it had a story tellin' how chemical brokers are a-bomnin' and moblin' the rates. That makes us happy here in Chi!" said Mr. Fred.

WCHS
Charleston, W. Va.

WCHS
Charleston, W. Va.
### Radio Homes Count For Five States

(Continued from page 105)

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Urban Population</th>
<th>Rural Population</th>
<th>Total Number</th>
<th>Urban Number</th>
<th>Rural Number</th>
<th>Per Cent Urban</th>
<th>Per Cent Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Washington</td>
<td>6,181,176</td>
<td>1,767,993</td>
<td>4,413,183</td>
<td>2,190,102</td>
<td>1,753,202</td>
<td>211,440</td>
<td>81.1</td>
<td>27.1</td>
</tr>
<tr>
<td>Keeney</td>
<td>2,163,160</td>
<td>1,679,892</td>
<td>473,268</td>
<td>493,120</td>
<td>439,797</td>
<td>53,323</td>
<td>76.9</td>
<td>25.1</td>
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<td>Keya</td>
<td>2,163,160</td>
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<td>Breakwell</td>
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<td>76.9</td>
<td>25.1</td>
</tr>
</tbody>
</table>

### RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—NEW MEXICO

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Urban Population</th>
<th>Rural Population</th>
<th>Total Number</th>
<th>Urban Number</th>
<th>Rural Number</th>
<th>Per Cent Urban</th>
<th>Per Cent Rural</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>1,651,730</td>
<td>402,640</td>
<td>1,249,090</td>
<td>1,209,418</td>
<td>1,065,267</td>
<td>147,648</td>
<td>77.9</td>
<td>22.1</td>
</tr>
<tr>
<td>Albuquerque</td>
<td>1,651,730</td>
<td>402,640</td>
<td>1,249,090</td>
<td>1,209,418</td>
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<td>77.9</td>
<td>22.1</td>
</tr>
</tbody>
</table>

### Vermont Maple Syrup

1952 Crop—Ideal for Christmas Gifts

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

Gallons $6.50 Quarts $2.00

Half-Gallons $3.50 Quart in Carton $7.00

Many firms ship our syrup to their gift lists annually.

F.O.B. Waterbury, Vt. Check with order please.

We fill all orders using orders with 15% less gallon case. Easy to refrigerate when shipped. Order Large-Quantity Gift Cards.

Order forms will be ready when shipping charges to all states.

MONEY-BACK GUARANTEE OF SATISFACTION

NO ORDER TOO LARGE. NONE TOO SMALL

L. E. & G. R. SQUIER, Waterbury, Vermont
IF NO MONEY
Jolly Well No Commercial

COMMERCIAL TV will not be successful in Great Britain because advertisers don’t have the money to spend on video programs, according to a British radio-TV magazine official.

This belief was expressed by Charles Graves, an authority on British radio associated with 200 magazine, in an interview with Mark Evans, WTOP Washington radio-TV personality. His comments are contained in one of a series of tape recordings completed by Mr. Evans during his five-week tour of Europe.

Mr. Evans made some 26 recordings in 17 countries as well as film segments for his local radio and TV shows while abroad. He voiced on-the-spot tapes in the Russian zone of Germany, Brussels (Belgium), Berchtesgaden, Venice, Spain and other countries. Tapes cover a motor tour through Soviet Germany, a bull fight description and a trip through the Swiss glaciers.

Mr. Graves said British television has been held up by the government for lack of funds due to defense needs and Great Britain would not have regular televising before January 1964. Only one commercial firm has applied for a charter to operate a video station, he added.

The British official also described an unusual growth of Radio Luxemburg from within a two months period. Noting that it is a commercial network, he termed BBC radio operation as “tired and elderly.”

New BAB Service

NEW SERVICE, “Sales Management Bulletin,” has been started by BAB. To be issued as subjects arise which need analysis, the newsletters will cover such topics as sales staff size, salesmen’s compensation, methods of rotating accounts, commissions on retail business, and sales training methods.

AFTRA SUPPORT

Voted For SAG Strike

AMERICAN Federation of Television and Radio Artists National Executive Board is unanimously supporting the Screen Actors Guild in its break-off of collective bargaining negotiations with the American Assn. of Advertising Agencies and New York Film Producers over the issue of additional payment to actors for re-use of filmed TV commercials.

The strike action, voted by SAG’s membership in Hollywood, has received complete approval of the radio-TV union’s board. Members of 40 AFTRA locals have been advised not to make any film spots for companies involved in the controversy when the strike starts. SAG’s New York council members are to vote next Sunday on the strike issue.

Truman’s Address

NBC-TV announced last week it would carry an address by President Truman tomorrow (Tuesday) as part of the annual Armistice Day services from the Amphitheater at the Tomb of the Unknown Soldier at Arlington (Va.) cemetery. Telecast is set for 10:58 a.m. to 12:30 p.m. EST, including the traditional minute of silence at 11 a.m.

Penetrates Poland

AN ACTIVE black market for radio sets has developed in Poland, where the purchase of new sets is restricted to Communist Party members. Ordinary citizens must register even to buy a spare part for an old set, Radio Free Europe Committee has reported. Quoting its Berlin correspondent, RFE said that in their anxiety to learn what is going on in the world, Polesans buy sets clandestinely from black marketers who get them from Soviet Air Force personnel. Sets priced on the black market from $250 to $750 find buyers willing to spend more than a month’s pay and to risk imprisonment for a chance to listen to RFE’s Voice of Free Poland, which broadcasts 14 hours a day, and other non-communist broadcasts, RFE stated.

Paley To Open Series

CBS Board Chairman William S. Paley and four other members of the President’s Policy Commission, which is headed by Mr. Paley, will appear on CBS Radio in a series of programs next week to discuss the contents of the Commission’s report. They will be heard on Dwight Cookey’s You and the World (Mon.-Fri., 6:15-30 p.m. EST), starting with Mr. Paley on Monday in a discussion of the creation of the Commission, the basic concepts it employed, and its findings in general terms. He will be followed, on succeeding evenings through Friday, by Arthur Bunker, Climax Molybdenum Co.; Dr. Edward S. Mason, Harvard Graduate School of Public Administration; Philip H. Coombs, Fund for Advancement of Education, and Eric Hodgins, former editor of Fortune magazine.

PAUL HARVEY, ABC news commentator, is the author of Remember These Things, to be published by The Heritage Foundation this month.

in the public interest...

Aids School Drive

CATHERINE ROER, general manager, KWOS - AM-FM Jefferson City, Mo., received a letter thanking her for the support. KWOS gave a school bond drive. The letter, from a campaign co-chairman, said, in part: “We couldn’t have hoped to have won, let alone roll up the big margin for the school bonds, without the real great support you gave us at KWOS. The campaign really began to take hold when the parade of speakers went on the air. We had a lot of evidence of the effectiveness of the radio programs.”

Aid Firefighters

THREATENING brush fire, which raged for eight hours and destroyed more than 50 acres, was brought under control through the aid of volunteers who answered appeal broadcast by WRB and WRGB (TV) Schenectady. Chief of police in nearby Rotterdam, N. Y., praised both stations.

PHIL DAVIS Musical Enterprises has signed a 13-week contract with Advertising Counselors of Arizona and the Arizona Brewing Co. for the rental of Mr. Davis’ musical trademark for A-1 Planer Beer.

for TOWER and ANTENNA erection at its Best insist on

THERE’S NO FINER SERVICE AVAILABLE ANYWHERE!

Entrust this very important project to ETS who has the experience, equipment and skilled workmen to insure a QUALITY job. ETS has an extensive installation of AM, FM, TV, and microwave towers from coast to coast . . . have satisfied customers everywhere who vouch for their remarkable record of dependability and quality workmanship. We will be glad to supply you with complete information. Contact us.

FREE brochure gladly sent on request. Write today!

Electrical Tower Service, Inc.

P. O. BOX 1526 • PEORIA, ILL. • PH. 3-9464

Compeent installation and erection of all types towers and antennas.

November 10, 1952 • Page 105
newsmen elected WMAZ Macon PRESIDENT certain engineering requirements. found the treasurer. SDX 1 kw at additional and the FCC recommended the bid of WBEK Tampa, Fla., to change from 1 kw daytime on 1690 kc to 1 kw daytime on 1300 kc directional and the bid of Gulf Beaches Broadcasting Co. for a new outlet at St. Petersburg on 1310 kc with 1 kw day, directional. In both presented denials, the examiner found the applicants failed to meet certain engineering requirements.

SDX Names Chatfield
PRESIDENT elected by the newly organized South Georgia Sigma Delta Chi chapter is Ben Chatfield, WMAZ Macon news director and immediate past president of the National Assn. of Radio News Directors. Two other Macon radio newsmen elected by the group were Joe Andrews, WMAZ assistant news director, secretary, and Otis Hughes Jr., WBMJ news director, treasurer.

October 31 Decisions . . .
BY COMMISSION EN BANC

Change ERP

Following grants were made for changes in existing facilities, as shown:
WJMO-FM Washington, Pa., to change ERP from 8 kw to 4 kw: WAGA-FM Atlanta, Ga., to change ERP from 8 kw to 4 kw: WRNL-AM West Palm Beach, Fla., to change ERP from 4.4 kw to 9.3 kw and from 390 ft. to 500 ft.
Remote Control Operation

Grants extension of waivers of Sec. 3.365 of rules to permit remote control operations of stations WDDO-FM Miami, Fla., WBFS-FM Huntsville, Ala., and WDFV-FM Chattanooga, Tenn., for period ending March 1, 1963: WBNL-AM and WRRB both Richmond, Va., and WWPA-FM Pottsville, Pa., for period ending March 31, 1963. Permission given to Mrs. C. C. Davis, with conditions that if no action is taken by March 5, 1963, all extensions granted shall be rescinded.

License Renewal

WEBM Macon, Ga. -- Granted license renewal on regular basis.

November 4 Decisions . . .
BY BROADCAST BUREAU

License Granted

WVOP Cleveland, Ohio -- Granted license covering change of facilities, installation of new trans., and changes in ant. system; 970 kc, 1 kw D.

Change Name

WMJO Cleveland, Ohio -- Granted license to change name to Friendly Beating, Co.

Change Antenna System

WWKO Cocoa, Florida -- Granted mod. CP to make change in ant. system.

KTSM-TV El Paso, Tex. -- Granted mod. CP to change ERP of TV broadcast station from 8 kw to 4 kw at El Paso, Tex., and 5 kw at El Paso, Texas; and to 58 kw, 2 kw, 250 kw, 3 kw, 20 kw, and 5 kw.

Extension of Completion Date

KWWP-CCTP-CCTP, Oklahoma City, Okla., CP for extension of completion date to 2-3-53.

October 31 Through November 6

GCT'S special service authorizations

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

FCC actions

October 31 Decisions . . .
BY COMMISSION EN BANC

Change ERP

WKNR - TV New Britain, Conn. -- Granted mod. CP to increase ERP from 135 kw, 20 kw to 305 kw, 105 kw, change trans. location to South Farmington, Conn., make ant., and other equipment changes; ant. 970 ft.

Licensed Grant

WSTP-FM Salisbury, N. C. -- Granted license for CP, which replaced expired license for station; Ch. 230; 21.5 kw.

WLAG-FM Chatsworth, Ga. -- Granted license to make changes in licensed station Ch. 281; 2.3 kw.

WWY-FM Jacksonville, Fla. -- Granted license for CP as mod., for FM: Ch. 239; 2.45 kw; 215 ft.

WDW-Dolson-Manasquan, N. J. -- Granted license for FM Ch. 266; 11 kw; 225 ft.

KXKL Great Falls, Mont. -- Granted CP to change trans. and studio loca- tion (same city).

Modification of CP

WBRN Big Rapids, Mich. -- CP for approval of ant. trans. and studio location, and change type of trans.

WFOB Fostoria, Ohio. -- Granted mod. CP to change studio location (same city) and mount FM ant. on top of tower of directional array.

WKEE-TV Tiverton, R. I. -- Granted mod. CP to change studio location from To be determined. Fall River, Mass., to Tiverton, R. I. Ch. 1.

WPEL-TV Peoria, Ill. -- Granted CP to change studio location and to change designation of trans. location.

ACTIONS ON MOTIONS

By Comm. George E. Sterling

Broadcast Bureau -- Granted petition of station WBBF -TV Chicago, Ill., to file exceptions to initial decision re Farmers Beating, Inc. (WELS), 181 N. Michigan Ave., Chicago 1, Ill., October to dismiss petition.

By Hearing Examiner

Newman A. Nielson

Notice is given that the preliminary conference will be held on Oct. 31, 1963, in Room 2622, Building 190, Commission, Washington, D. C., at 10 a.m., re applications of McClatchy Beating, Co., and Sacramento Beating, Co., both of Sacramento, Calif., to consider, among other things, necessity of feasibility of simplification, clarification, amplification or limitation of issues; possibility of settling with respect to facts; procedure relative time limits for number of witnesses, and necessity or desirability of prior mutual exchange between or among parties of prepared testimony and material.

By Hearing Examiner Hugh B. Hutchison

Sundberg Television Co. Inc., Wichita, Kan., granted amendment to application for TV station on Ch. 10 for modifications of trans. and studio locations; and as well as portions of engineering statements and exhibits, 4-3 and 4-1, to show decrease in ant. height, etc.

By Hearing Examiner Benito Gattine


COMMERICAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineers on call all night every night

Commercial Chamber of Commerce

P. O. Box 7027
Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,300 radio-television engineers and technical executives of chief engineers and technicians-applicants for AM, FM, television and facsimile facilities.

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. 5, D. C.
Lincoln 3-2705

TOWERS . . .
AM FM TV Complete Installations
TOWER SALES & ERECTING CO.
411 Avalon Place, Peoria, Ill.

M. V. Watson

Over $5,000,000,000 in successful sales campaigns that grossed from $5,000 to $150,000 for some 400 radio and TV stations, coast to coast since 1931. Phone 2639 or 48440.

411 Avalon Place, Peoria, Ill.

COMMERCIAL BROADCASTING . . . Telecasting
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY

JAMES C. MCNARY
Consulting Engineer: National Press Bldg., Wash. 4, D. C. Telephone District 1205. Member AFCCE.

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J., MO. 3-3000. Laboratory Great Notch, N. J. Member AFCCE.

GEORGE C. DAVIS
401-314 Munsey Bldg.—Sterling 0110
Washington 4, D. C. Member AFCCE.

GEORGE G. GAUDET
CONSULTING RADIO ENGINEER
105 Warren Bldg., Washington 4, D. C.

COMMERCIAL RADIO EQUIPMENT
P.O. Box 7037, Jackson 5302, Kansas City, Mo.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG. REPUBLIC 2347
Washington 4, D. C. Member AFCCE.

There is no substitute for experience
GILLETT & BERGQUIST
902 Natl. Press Bldg., Na. 3373
Washington, D. C. Member AFCCE.

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave., Washington, D. C. Phone 5718. Member AFCCE.

CONSULTING RADIO ENGINEERS
Craven, Lohnes & Culver MUNSEY BUILDING DISTRICT 2215
Washington 4, D. C. Member AFCCE.

McINTOSH & INGLIS
1216 WYATT BLDG.
Washington, D. C. Metropolitan 4477. Member AFCCE.

Russell P. May
1422 F St., N. W. Kellogg Bldg.,
Washington, D. C. Republican 3948. Member AFCCE.

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., 6, EXECUTIVE 5670
Washington 5, D. C. Member AFCCE.

ILLAM M. GARRISON
1519 Connecticut Avenue
Washington 6, D. C.
MICHIGAN 2261. Member AFCCE.

KEAR & KENNEDY
1302 18TH St., N. W., HUDSON 9000
WASHINGTON 6, D. C. Member AFCCE.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108. Member AFCCE.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riveride 7-2153
Riverside, Ill. (A Chicago suburb)

ROBERT M. SILLIMAN
Consulting Radio Engineer
1011 New Hampshire Ave., N. W.
Washington 7, D. C.

GRANT R. WRAITHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Las Angeles Portland Phoenix
Box 340. APTO—3526. Member AFCCE.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3726 Kenowa St., N.W., Wash., D. C.
Phone Colorado 0871
Box 2448, Birmingham, Ala., Phone 3269. Member AFCCE.

RAYMOND M. WILMUTE
1449 Church Street, N.W. Eckdor 1231
Washington 5, D. C. Member AFCCE.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 9th St., N. W. EX. 8073
Washington 5, D. C.

JOHN B. HEFFELFINGER
815 E. 83rd St., Hillid 7010
KANSAS CITY, MISSOURI

BROADCASTING • Telecasting

Vandivere, Cohen & Wear
Consulting Electronic Engineers
612 Evans Bldg., Na. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY NO.3-3266
HOLLYWOOD 28, CALIFORNIA

117. 1952, action on petition to amend TV application.
November 4 Applications... ACCEPTED FOR FILING.
Change Transmit System
WGRA Cairo, Ga.—Mod. CP, which
authorized change in frequency, ant.

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd., Hollywood, Calif. 80-7015.

and ground system, to make changes in
ant. system.

Change Transmitter Type
WARRS Adrian, Mif.—Mod. CP, which
authorized change in frequency, hours
of operation and transmit. equipment, to
change type tran.

Increase Antenna Height
WGRR Grand Rapids, Mich.—CP to
increase height of AM ant. and mount
TV ant. on top (contingent on grant of
TV application).

Increase height of AM ant. and mount
TV ant. on top (contingent on grant of
TV application).

Extension of Completion Date
WHIZ Zanesville, Ohio—Mod. CP, as
mode. which authorized change in
(Continued on page 111)
Help Wanted (Cont'd)

Engineer—Permanent employment. Immediate opening for experienced TV engineer. Send letter, station license, and references. Box 987R, BROADCASTING TELECASTING.

Transmitter engineer for 1,000 watt directional, Central Kentucky city. Good working conditions. Must have references. Send complete information, including address and telephone number, to Box 987R, BROADCASTING TELECASTING.

We want a combo man who knows something about engineering and can also announce, to take over chief engineer-announcer at 250 full-time affiliate in Florida. Position starts at $80.00 plus $5.00 per hour. Must have references. Send letter to Box 987R, BROADCASTING TELECASTING.


Engineer wanted, KOPR, Butte, Montana. Car necessary.

Chief engineer must be able to take relief shift of announcing. Send complete information, including station license, to KREW, Sunnyside, Washington.

Mutual affiliate wants first ticket engineer, prefer combo but not necessary. Good working conditions, $50 per week. Inquire for experience letter. Will reply salary offers. Send replies to Radio Station KRID, Mission City, Iowa.

Chief engineer wanted for 1,000 watt full-time affiliate. Position starts immediately. Send references and resume to Box 987R, BROADCASTING TELECASTING.

Assistant to Engineer-Announcer, WBBF, Charleston, West Virginia. Good working conditions and working hours. Position starts immediately. Send complete information to Box 987R, BROADCASTING TELECASTING.

Send resume to Box 987R, BROADCASTING TELECASTING.

Help Wanted (Cont’d)

Need good morning man for rural and city audience. Must have selling pitch. Will work mornings only. Send full information, including letter to Box 987R, BROADCASTING TELECASTING.

Exposed staff announcer needed for 5,000 watt ABC affiliate. ARFSA member. Send detailed information to M. L. Moore, WKLO, Louisville, Kentucky.

Combination announcer-engineer, first class ticket. Permanent. WGWS, Tuscaloosa, Alabama.

Technical

Engineer—Permanent employment. Immediate opening for experienced Chief WOAM, Blacksburg, Virginia. $1,100 per month. Send letter, license and references to Box 987R, BROADCASTING TELECASTING.

Immediate: full-time first phone engineer. Wisconsin progressive operation. Send letter, license, radio experience and references to Box 987R, BROADCASTING TELECASTING.

Transmitter engineer for 1,000 watt directional Redstone, Alabama. $1,000 per month. Send letter, license and references to Box 987R, BROADCASTING TELECASTING.
Situations Wanted (Cont'd)

My boss could be the man you're seeking for sales or general manager. He's been in the broadcasting business for 18 years, with 15 years on the West Coast. Has had experience in all phases of radio and television. Contact him through your employment agency. Box 928, BROADCASTING - TELECASTING.

Manager now available. More than 28 years radio newspaper. Unquestionably proved himself by adding $250,000 operation based on thorough background in radio, television. Desires leadership in successful organization. West Coast or Northwest preferred. Box 930, BROADCASTING - TELECASTING.

Veteran announcer with experience in all phases of broadcasting. Excellent copy writing, overall experience. References, Box 927, BROADCASTING - TELECASTING.

General manager, sports director, with experience in college and professional sports, desires permanent position with West Coast station. Box 929, BROADCASTING - TELECASTING.

Salesmen

Contemplating change to sell for either radio or TV. Desires permanent position with a good, large market station. Now top salesman for a major manufacturer and has a proven record. Box 931, BROADCASTING - TELECASTING.

Anouncers

Comprehensive experience — in sales. Desires a permanent position with a reputable medium. Box 932, BROADCASTING - TELECASTING.

Sports announcer, four years experience in college. Desires a position with an East Coast station. Box 933, BROADCASTING - TELECASTING.

Television

Managerial

With position as station manager, desires to return to the West Coast. Box 934, BROADCASTING - TELECASTING.

Technical

Television engineer desires a position with a reputable West Coast station. Box 935, BROADCASTING - TELECASTING.

Wanted to Buy

Equipment, etc.

Wanted — Collins six-day FM antenna. Box 936, BROADCASTING - TELECASTING.

ATTENTION TV STATION MANAGERS

Available on Three Weeks Notice

WELL KNOWN WEST COAST RADIO & TV NEWSMAN

20 Years news writing and reporting experience

Now with Major Radio and TV Network

Have own 16 MM Cameras and Film Editing Equipment

Works Without Script or Visual TV Prompter

RECORD NAME BRAND NATIONAL ACCOUNTS

10 min. audition film on request

Write or Wire

Box 956, BROADCASTING - TELECASTING

(Continued on next page)
A PROGRAM "having remarkable sales results" has been renewed to July 8 of next year by Sears, Roe- buck & Co. on KTTV (TV) Hollywood. The program is The Dude Martin Show.

Frankly, we are in the fortunate position of being able to bring the program back to our viewers. We feel that the program has proven itself to be a valuable addition to our regular programming schedule.

Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing BLACKHAMPITON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C. - Bay V., Wireless Washington Blvd. 1-5441

CHICAGO - The National Tribune Tower 319 Montgomery St. 44-2743

SAN FRANCISCO - The Oakland Tribune 6th and Mission Sts.

Erie, Pennsylvania - The Times 3-7543

KTLA-TV Hollywood on Television for women's apparel; three weekly quarter-hour KNX Tom Harmon Show for men's apparel; and six times weekly hour-long radio program, featuring Dude Martin as directed, on KBBG Avalon, for small items and appliances.

Sears Sells on L. A. TV

Medium Credited With 'Remarkable Results'

SALES MANAGER

Are you willing to create a position affording a reasonable income at the start, or will the compensation be fixed so that with normal billing you can make an average of $10,000.00 annually, possibly by the end of your first year? Frankly, we are a little tired of hiring men who have an exaggerated idea of their value. If you are willing to work for a fair starting compensation and wait for the $10,000.00 until you earn it, I want to talk to you. The outlook we offer will pay more than $10,000.00 eventually - right now because it's all potential. The local market is wide open. National business prospects are excellent. It's there for the man who has enough business acumen to recognize the excellent opportunity offered by this market and the sales executive ability to turn the potential into billing. If you are willing to work and wait to earn $10,000.00 or more each year, please write in today. If you are looking for a soft berth where you can ride on billing some day, else has written, please do not write.

Believe me, it's there! Some smart man will get it!

Box 983R

TELECASTING

PRODUCT 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. This need to change because of climate. Salary secondary.

Write Box 931R, BROADCASTING • TELECASTING.

Television Manager

EXPERIENCED TV EXECUTIVE (31) seeks connection as sales manager or assistant manager, new TV station. Excellent background in TV sales including 3 years national spot level and 2 years successful TV station. A personal, comprehensive, experienced all executive phases of TV. Available immediately. Box 35, BROADCASTING • TELECASTING.

For Sale

WILL SELL: RCA TV TRANSMITTER, CHANNEL 7-13

Console monitors, spares and RCA 6-box antenna, tower also available.

Make offer for lot or part.

BOX 754R

BROADCASTING • TELECASTING

WANTED

A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Manager: Chief Engineers, Disc Jockeys, Sportscaster or other specialists, Tell us your needs today. Salaries are competitive. HOWARD S. FRAZEE TV & Radio Management Consultants 708 Bond Blvd., Washington 16, D.C.

Radio and Television Newspapers

Radio and Television Newspapers

WANTED

Film Distribution Manager

Active, well-known distribution and production company with library of some hundred 13 and 27 min. short subjects requires man well versed in library and TV circulation, also sales. Expanding stock shot library. New subjects added regularly. Attractive, salary plus commission or profit sharing for qualified person. Give full particulars regarding experience, present or previous employment, salary wanted. All replies held in strictest confidence. Box 967R, BROADCASTING • TELECASTING.
FCC Actions (Continued from page 107)

trans. and studio location and change in antenna, for extension of completion date. License for CP
FKAL Fulton, Mo.—License for CP which authorized change in trans. location.
KVAS Astoria, Ore.—License for CP which authorized change in trans. location.

November 5 Decisions... By COMMISSION EN BANC
License Renewals

November 6 Decisions... By COMMISSION EN BANC
AM—1130 kc

WNEW New York City.—Granted license to operate during period of 10 kw-N and 10 kw-W on 1130 kc, DA-N (license covers area outside of 50 mile circle of CP to operate with 90 kw-N in accordance with conditions, including acceptance of interference resulting from application proposed in operation of Surfside Newman for new AM station in Harlselle, Ala.

AM—1280 kc

WOKC Oakland, Calif.—Granted CP to change from 1480 kc to 1280 kc with permission to file application.

To Change FM_ALLOCATIONS


To Change TV

Agreement filed Oct. 6, 1954, for license to originate a television station to be operated as an adjunct to WBZ, Boston, Mass.

To Change FM

Agreement filed Oct. 6, 1954, for license to originate a television station to be operated as an adjunct to WBZ, Boston, Mass.

Docket Actions... MEMORANDUM OPINIONS AND ORDERS


Washington, D. C.—Chief, FCC, Broadcast Bureau, FCC denied petition for written permission to change hours of operation of KOB (TV) in New Mexico, Oct. 7, to enlarge issues in proceeding involving application of KFII Inc. and Whistia Beach Co., for new TV stations in Wichita, Kan., on frequency 1.327, (which authorized new station to be assigned to applicant granted by Motions Commission and order No. 14.)


Washington, D. C.—Chief, FCC, Broadcast Bureau, FCC denied petition for written permission to change hours of operation of KOB (TV) in New Mexico, Oct. 7, to enlarge issues in proceeding involving application of KFII Inc. and Whistia Beach Co., for new TV stations in Wichita, Kan., on frequency 1.327, (which authorized new station to be assigned to applicant granted by Motions Commission and order No. 14.)


ORDERS

Portland, Ore.—Cascade Television Co. FCC denied petition to change place for the non-engineering portions of the comparative hearing on applications of Cascade, Portland Television Inc., and North Pacific Television Inc., for TV station in Portland, Ore. to operate on frequency assigned to him in Washington to Portland. Order No. 5.

Dallas, Texas.—Texas Best Co. FCC granted of grant of Jan. 30, 1950, for new AM station on kc with 15 kw-kw, 5 kw-kw, D-A:DN- as low as frequency; 27; and 77; above ground 36 ft. Estimated construction cost $200,000. license covers area inside the 300 mile circle of the station, to be constructed.

ORDERS

Seattle, Wash.—WGN Inc., Cecil Elrod Jr. and Garth Port freeman, FCC ordered, WGNW a.m. and WGNW b.m. Errol and Freesie to show cause why cease and desist orders should not be issued for operation of WGN Inc. by Mr. Freese, an unlicensed operator, and for failure to maintain required operating and program logs. FCC directed petitioner to cease operation on kw-kw in all areas of a hotel to be held in Washington to determine whether cease and desist orders should be issued.

Beaumont and Fort Arthur, Tex.—Port Arthur College, FCC granted petition of Port Arthur College, to enlarge issues in proceeding involving its application and that of Lufkin Ammunication Co., for new TV stations in Port Arthur and Beaumont respectively, to operate on vhf ch. 4, to determine which of competing applications would provide the most fair, efficient and equitable distribution of television service. Order No. 6.

DECEMBER

KABC Richfield, Calif.—FCC granted application for renewal of license. December 5.

Non-Docket Actions...

AM GRANT

Listed, Intended to the license of WCMX, a new AM station to be operated at 5 kW, 500 meter day, antenna system with 170 foot mast, on condition that the station operate at or below 300,000 watts. (license covers area inside the 300 mile circle of the station, to be constructed.)

FM GRANTS

Clemson, S. C.—Clemson Best Co. Granted Co. July 24, 1954, to operate on frequency 105.5, kc, 5 kw-kw, 5 kw-kw, D-A:DN- as low as frequency; 27; and 77; above ground 36 ft. Estimated construction cost $200,000. license covers area inside the 300 mile circle of the station, to be constructed.

New Grants, Transfers, Changes, Applications

Summary through November 6

For Television Grants and Applications, see page 32.

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

Duplicating on 50,000 Watts FM

BROADCASTING * TELECASTING
ELECTION headquarters at MBS has desk operations under the supervision of Milton Buntin (right), Mutual news director. At far side of table are Bill Hillman (left), MBS Director of News, and Fred Foster, network commentator from Boston. At right in foreground are Robert Crocker, radio director of Campbell-Ewald, handling the Chevrolet account, and Winslow Case, C-E senior vice president. Chevrolet sponsored the returns on MBS.

Network Reporting at New High

(Continued from page 85)

hours before the microphone at the July conventions, provided the running story for CBS Radio, interspersed with comment and analysis by Bob Hope, Eric Sevareid, Lowell Thomas, Paul Jackson, Charles Collingwood, and a score of other newsmen in New York, Washington, and other cities. Samuel Lubell, political analyst, appeared frequently with interpretations of trends in various sections.

WAVY, N.C. Mr. Nelson contemplates forming corporation to own and lease physical broadcast plant. Applications for individual license. Post office address Wayne M. Nelson, P.O. Box 1000, Concord, N. C. Filed Oct. 30.

Mount Vernon, Ohio—The Mount Vernon Broadcasting Co., Inc., 1500 k closeness, 25% revenue $109,400. Principals include President John T. Ewald, housewife; Raymond B. T. Burns, president, general manager and director; C. W. Truitt, treasurer; Mr. Charles Z. Goode, housewife; Secretary and treasurer; Messrs. Wolfe and Baube, housewife; Raymond B. T. Burns, professor of speech, Baldwin-Wallace College. Berea, Ohio. Estimated construction cost is $15,000, first year operating cost $12,000, annual revenue $15,000.

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which also covered the conventions, was distinguished by a "speed and ease" which were in "startling contrast" to the stresses and tensions of four years ago, spokesmen reported.

ABC originated four separate programs simultaneously from its "command post" in Studio TV-1 in the New York ABC center: One each for the radio network, the TV network, WJZ, and WJZ-TV New York.

Latest developments, commentatory, analysis, and color were provided by a news staff which included Walter Winchell, John Daly, Elmer Davis, Martin Agronsky, Taylor Grant, Erwin Canham of the Christian Science Monitor, Gunnar Back, Paul Harvey, George Sokolsky, and public opinion research specialist George Gallup.

In addition to "command post" originations, ABC made numerous remote pickups, both from other points in New York and from other cities, and claimed a number of "exclusives," including interviews with Gov. Thomas E. Dewey, Connecticut Gov. John Lodge, and Sen. Duff of Pennsylvania.

Mutual Mutual put the emphasis on plain-fact, grass-roots reporting, making a total of 187 pickups from some 27 key cities throughout the nation during the seven hours of coverage sponsored reporting of returns under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Despite the high number of remote pickups, spokesmen said the switching was carried out smoothly "with absolutely no waste of time." Special shortwave installations and additional 50,000 miles of land-line were employed to make the city-jumping possible.

MBS 'Anchor' Men "Anchor" men for the coverage were commentators Fred VanDeventer and Ed Pettit, while other reporters-commentators included Everett Holles, Frank Singiser, Cedric Foster, William Hillman, and Cecil Brown from New York; Holland Engle and Robert F. Hurley from Chicago; Les Hibie from Springfield; Wallace Fanning from President Truman's train en route back to Washington; H. R. Bauskape, Joseph McCaffrey and Fulton Lewis, Jr., from Washington, and Bill Cunningham from Boston. Mutual's programming also was sent overseas by the Voice of America.

Among exclusives claimed by Mutual were an interview with former President Herbert Hoover, and a broadcast from the Truman train.

Switching operations were directed by Mr. Feldman, while Program Operations Manager Harold Wagner supervised air production.

DuMont While DuMont did not provide regular network services on the elections, executives reported last week that its clearance of stations for political programs during the campaign was "unprecedented in [the network's] own history and matched by only one other network during the '52 campaign." Station Relations Director Elinore B. Lyford said an average of 44 stations carried DuMont's regular political telecasts, and that a talk by Gen. Eisenhower was carried by 61 affiliates.

DuMont's political operations during the campaign were coordinated by Sales Service Manager Lynn Cleary, assisted by Traffic Manager Roylance H. Sharpe; Richard Geisman of the sales department, and Millard Dickerson of the engineering department. Additionally, Station Relations Manager Robert L. Coe, Assistant Manager Edwin G. Koehler, and Area Supervisor Joseph R. Cox assisted Mr. Lyford on station clearances, while John B. Suehle, account executive, handled sales.

VISTASCOPE UNITS To Be Made Available VISTASCOPE packages, made up of the lens device, groups of still photographs and working instructions, will be made available to TV producers and stations in the production of live shows.

Developed by Vistascope Corp. of America, jointly owned by Sol Lesser and Paramount Pictures Corp., the device is linked directly with the TV camera to combine live action with photographs of foreground settings. This replaces matte shots or construction of actual foreground settings, usually too costly in live video.

GOV. STEVENSON Returns After Air Cutoff GOV. Adlai Stevenson was cut off the air dramatically Election Eve when he failed to conclude his final radio-TV appeal within the allotted 30 minutes—but he still had the last word, thanks to some last thinking by broadcasters.

The final Democratic appeal was sandwiched between the speech by Gen. Eisenhower from 10 to 10:30 p.m. and the big GOP Crusade in America from 11 to 12 midnight. After talks by Vice President Alben Barkley, President Truman and Sen. John Sparkman (D-Ala.), the Illinois Governor began his talk only to find himself running out of time. He was cut off all radio-TV networks.

After the Eisenhower-Nixon documentary, the Governor returned after a slight mixup on signals from the control booth. When the cues straightened out, he wound up his appeal on radio-TV networks.

NBC-TV cleared all O & O stations within an hour. Charles Denny, NBC vice president, had been ordered by NBC President Joseph McConnell to accompany Gov. Stevenson to the Studebaker Theatre. Mr. Denny personally checked O & O stations and asked them to carry an additional 4 minutes, 25 seconds, bought by the Volunteers for Stevenson.

WELLS CHURCH, CBS Radio director of news and public affairs, feeds additional copy to newscaster Robert Trout during the network's all-night election stunt.

OVERHEAD SHOT shows NBC's big centralized combined radio and TV coverage of the elections.

Another BMI "Pin Up" Hit

JUMP BACK HONEY

Published by Rush

On Records: Ella Mae Morse—Capitol; Sonny Gale-Vaughn Monroe—Victor; Dorothy Collins-Snoopy Lamson—Decca; Jimmy Dorsey—Columbia; Hadda Brooks—Columbia.
INTEREST IN RETURNS

TV COVERAGE of election returns attracted about 70 percent more viewers per average minute—approximately 12 million homes during average minute from 9 to 11 p.m. Tuesday night—than for nominating conventions last July, NBC estimated Friday. Estimate was projected from 10-city survey conducted by Trendex Inc. Half-hour of highest interest was 9:30-10 p.m. with 64.9 percent of sets in use, NBC said, reporting 44 percent of this audience for NBC-TV.

PROTEST ON PORTLAND

PROTEST of proposed amendment to Channel 12 bid of KOIN Portland, Ore., made to disqualify seeking KOIN application were filed with FCC Friday by Pioneer Broadcaster Inc., one of three seeking channel. KOIN seeks amendment to show withdrawal of Ralph Stoikin, Edward Burke Jr. and Sherrell C. Corwin, together 43.5 percent. (see story page 83.)

CHEVIGNY HEADS RWG

RADIO WRITERS Guild announced Friday that Hector Chevigny has been elected national president of union, and Phil Higley, who has been its region 5 president. Council members chosen in eastern region for two-year term are: John Stradley, John Merrimak, Ira Marion, Bruce Marcus and Franklin Weiner. Tabulation of results from midwest and western regions was not completed Friday, RWG said. Election was held Thursday.

KFH PAPERS SUBPOENAED

SUBPOENA served Friday by U. S. Marshal on Marcellus Murdock, executive vice president of KFH Wichita and publisher of Wichita Eagle, at instigation of KANS Wichita. Stations are both applicants for TV Ch. 3. KFH asked to supply contracts, rate cards and editions of Eagle said to involve unfair competition resulting from forced evening-morning circulation and alleged compulsory use of both editions.

PASSED-OVER TV APPLICATIONS

FOLLOWING are mutually exclusive applications for new television broadcast stations which have been passed in processing pursuant to Commission action of Sept. 17, 1952, effective Oct. 15, suspending processing of such TV applications except during time being in order to expedite the processing of uncontested TV applications:

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<th>GROUP A</th>
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<td>Beton Rouge Beby Co., Inc.</td>
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<td>Air Waves, Inc.</td>
<td>Beten Rouge, La.</td>
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<td>The Beby. Co. of the South</td>
<td>Columbia, S. C.</td>
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<td>Movies Beby Co.</td>
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<td>Grandview, Inc.</td>
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<td>Union Leader Corp.</td>
<td>Manchester, N. H.</td>
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<td>Topaka Beby Assn., Inc.</td>
<td>Topaka, Kan.</td>
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<td>Topaka, Kan.</td>
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<td>Springfield Television, Inc.</td>
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<td>Tulin Beby Co.</td>
<td>Springfield, Mo.</td>
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<td>The Gazette Co.</td>
<td>Cedar Rapids, Iowa</td>
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<td>Cedar Rapids Television Co.</td>
<td>Cedar Rapids, Iowa</td>
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<td>Wichies Radio &amp; Television Co.</td>
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<td>Neely O. Lindsmyr</td>
<td>Wichies Falls, Tex.</td>
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<td>Wichies Falls Television, Inc.</td>
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<td>R. E. Chambers</td>
<td>Wichies Falls, Tex.</td>
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<td>WPTF Beby Co., Inc.</td>
<td>Raleigh, N. C.</td>
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<td>Capital Beby Co., Inc.</td>
<td>Raleigh, N. C.</td>
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<td>Waboach Valley Beby Corp.</td>
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<td>Jahn, Inc.</td>
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<td>Albert S. Polan, et al.</td>
<td>Terra haute, Ind.</td>
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<td>Leed &amp; Son Industries</td>
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<td>Chapman S. Root</td>
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<td>Midwest Television, Inc.</td>
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<td>Illini Television</td>
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<td>Martin Theatres of Ga., Inc.</td>
<td>Augusta, Ga.</td>
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<td>The Greensboro News-Piedmont Co.</td>
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<td>Corallis Television, Inc.</td>
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<td>Textile Beby Co.</td>
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<td>Piedmont Beby Co., Inc.</td>
<td>Greensboro, N. C.</td>
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<td>Greenville Television Co.</td>
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<td>J. E. West and C. H. Binghoom</td>
<td>Greenville, S. C.</td>
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<td>6/8/12 Beby Boarding</td>
<td>Greenville, S. C.</td>
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BROADCASTING • Telecasting
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".
Thinking about next summer?

Plan now for bigger summer sales in '53

In spite of the chilly breezes of winter, many advertisers and agencies are evaluating markets and planning 1953 summer schedules right NOW. When you plan your summer advertising campaigns remember this...Michigan is the Midwest's number 1 vacationland and while it is always an important market area—accounting for almost 10% of national sales—it is twice as good in the summer. And WJR, the best known radio voice in the Great Lakes region, influences more buyers at less cost than any other medium summer or winter.

Get complete information on how to build bigger sales in Michigan next summer. Call WJR sales or your Christal representative or...

Write today for this important book!

Radio Station WJR, Dept. 90
Fisher Building, Detroit 2, Michigan
Please send me a copy of your Michigan Vacationland Book.

Name ________________________________
Company ________________________________
Address ________________________________
City ______ State __________

WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Office: 645 Fifth Avenue, New York 22, N. Y.
Represented Nationally by the Henry L. Christal Company
Canadian Representatives: Radio Time Sales, (Ontario) Ltd.

Radio—America's Greatest Advertising Medium