how a top agency sells New York... on TV

The William Esty Company is using "Broadway TV Theatre"—seen on WOR-TV, Channel 9, every Monday through Friday, from 7:30 to 9:00 p.m.—to advertise Cavalier Cigarettes in the New York market.

They've been advertising on this program since it went on the air. They've renewed twice.

During this time, their sales messages have been seen and heard by an average of nearly two million people a week... over 50 million impressions since April.
"Atlantic keeps your car on the go"—slogan for Atlantic Hi-Arc gasoline and Atlantic Aviation motor oil—expresses the happy result of the Atlantic Refining Company's "complete job" from oil wells to service stations.

Havens & Martin Inc. provide Virginians with another kind of "service stations"—complete entertainment and public service via WMBG—WCOD—WTVR. They comprise the first complete broadcasting institution of the South. Today advertisers are as enthusiastic as audiences—and vice-versa—about Havens & Martin Stations. That's your cue, Mr. Timebuyer.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
Yes, Sir! She's terrific! Comedy galore that will keep you in stitches. Can she sell? Yeah, Man!

So write today for full particulars about this former star of "Maggie and Jiggs" who is not only an exceptional TV star and comedian, but a master of the culinary art. We have other top participating shows on WTVN-TV, too, so get the full details when you write.

always TOPS in LOCAL PROGRAMMING ABC · CBS · DUMONT

Edward LAMB ENTERPRISES INC.

New York Office—Hotel Barclay—Home Office—500 Security Bldg., Toledo, Ohio

National Representatives

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHO—Orlando, Fla.—Avery-Koendel, Inc.
WILX—Erie, Pa.—N-K Co.
WMAC-TV, Massillon, Ohio (Massillon, Akron, Canton)—now under construction

WGAL—one of the pioneer stations in the nation—grew rapidly into a community public service bulwark. After World War II, FM was added to its facilities. And, in 1949, WGAL brought the thrill of television to its viewers.

WGAL, in the future as in the past, is pledged to operate in the best interests of its listeners and viewers. It is pledged to present the best in entertainment; bring news and sports as they happen; place public service first and always.

WGAL, one of America's complete broadcasting services, will keep faith with its thirty years' heritage.

A Steinman Station
Clair McCollough, Pres.

Represented by
ROBERT MEEKER, Associates
New York Chicago San Francisco Los Angeles
LONG-DRAWN negotiations for new formula governing network compensation of NBC-TV affiliates, initiated by affiliates in quest of arrangement more favorable to them, may be near end. Committee of affiliates conferred with NBC officials again last week in an announced session (which reportedly ended in secrecy pledge) that is understood to have produced tentative agreement on new plan for submission to all affiliates for approval.

INGREDIENTS of first class explosion on Voice of America technical operations contained in highly classified report proposing closing down of some transmitters and expansion of others. Boo, Allen, Hamilton reportedly in picture, along with consulting engineering firms which made study of gigantic multi-million dollar operation which has been burning issue at almost every session of Congress since last war. Closure of more than dozen stations, privately owned, reportedly recommended along with activation of new “mega-watt” stations.

THOSE in know don’t expect any major Voice action before change of Administration. President-elect known to be familiar with problems. First issue will be location of Voice in federal setup—now in State Dept. or independent agency, Gen. Eisenhower likely to consult such in-know personnages as Gen. Lucius Clay, Ben Hibbs, Statevepost editor, and Philip Reed, GE chairman.

LAST WEEK, FCC was still pondering its initial decision on merger of AM applicants for six AM-730 facilities, as exemplified in pending case in Macon, Ga. (WBML and WNEX). FCC already has said it will treat each case on its merits rather than on industry-wide basis. Despite lengthy discussion spread over several months, odds are 2-1 in favor of approval of Macon case which will flush literally scores of marriage applications being held until FCC speaks.

SALE OF KROY Sacramento by Harmco Inc. (Mrs. Hattie Harm and Clyde Coombs) to new group headed by C. L. McCarthy, former general manager of KQW and now general manager of KGO, believed near final stages last Friday. Mrs. Harm also owns KARM Fresno. Gross price understood in neighborhood of $250,000, including substantial quick assets. Transaction, subject to customary FCC approval handled by Blackburn-Hamilton.

GREYHOUND Bus Lines, which has never made major use of broadcast media, reportedly all set to plunge into TV as sponsor of one-fifth of Ford Foundation TV-radio workshop’s 30-minute Omnibus extravaganza on CBS-TV (Sun., 4:30-6 p.m. EST), starting late this year. Greyhound will be second Omnibus sponsor, joining Wills-Overland. Agency is Beamount & Hohman, Chicago.

CANDIDACY of Walter Johnson, Commonwealth’s Attorney, is solidly under way. Former U.S. Attorney O. Van and former FCC lawyer, for Republican vacancy on FCC or for general counselship is (Continued on page 6)

BROADCASTING • Telecasting

**MUTUAL’S BILLINGS UP 31.5% OVER SAME PERIOD IN 1951**

MUTUAL’S GROSS billings in October ran 31.5% higher (partly due to political broadcasts) than in October 1951 and total for first nine months this year is up 15.2% compared to same period last year, Executive Vice President William H. Fineshriber Jr. told regional meeting of affiliates in New York Friday (early story, page 27). October 1955 total was placed at $2,834,799 against $1,769,467 for October 1951; January-October 1955 figure was $16,838,917 compared to $14,620,659 for January-October 1951.

President and Board Chairman Thomas F. O’Neil, reiterating faith in MBS future, emphasized advantages of Mutual’s grass-roots type of network, serving large number (now 500) affiliates which, he said, depend upon MBS to provide solid foundation of programs around which they can build strong regional and local programming. Friday session, winding up first of six scheduled two-day regional meetings of MBS executives and affiliates, was devoted to questioning of network officials by station management, with Victor C. Diehm, WAZL Hazleton, Pa., who is chairman of Mutual Affiliates Advisory Committee’s District 1, relaying queries prepared by group.

**VOLUME BONUS PLAN**

VOLUME sales plan in which “any advertiser who spends $500 or more per week for four successive weeks for announcements or participations on the station will receive announcements and participations with the value of $1,000 or more per week” is being announced today (Mon.) by WPIX (TV) New York. Package price plan is part of a “majority” of WPIX programs and minute and 20-second “A,” “B,” and “C” station break availabilities. Advertisers taking advantage of offer, which is effective immediately, get rate protection for at least 28 weeks.

**FELLOWS SEES RADIO GAINS**

LONG-TIME upward trend in broadcasting revenues will set new record, judging by present indications, NABT President, Harold E. Felton, who said Friday in panel discussion at Boston U., celebrating fifth anniversary of School of Public Relations & Communications. Mr. Felton is member of Boston U. Board of Visitors.

**BUSINESS BRIEFLY**

**SPOTS FOR BUICK** Buick Div., General Motors, radio advertising spot announcement campaign TV, start in January. Agency: Kudner, N. Y.

**FLORIDA CITRUS EXPANDS** Florida Citrus Commission, through J. Walter Thompson Co., N. Y., considering number of additional northern markets for its quarter-hour radio program three times weekly for 26 weeks, starting latter part of November.

**CHICLE REALIGNING** American Chicle Co. (Clorates) cancelling its radio spot campaign on more than 200 stations effective Nov. 26 due to budget reallocations. New plans for 1953 are being considered, however, and spot radio will most likely be included, starting early in year. Agency is Dancer-Fitzgerald-Sample, N. Y.

**RENEWALS ON NBC-TV** NBC-TV announced three advertiser renewals Fridays: Procter & Gamble Co., Firestone Theatre (Tues. 9:9-10:30 p.m. EST) for 52 weeks, effective Jan. 6, through Compton Adv.; Revere Copper and Brass, Meet the Press (Sun., 6-6:30 p.m. EST) for 13 weeks, effective Jan. 4, through St. George’s & Keyes, and P. Lorillard Co. (Embassy cigarettes), Club Embassy (Tues., 10-10:45 p.m. EST) for 13 weeks, effective Dec. 30, through Lennen & Newell.

**BROWN PETITION** GORDON BROWN, owner WSAV Rochester, N. Y., and long-time opponent of network program controls, petitioned FCC Friday to reinstate original provisions of revised re-broadcast rule which would have required stations refusing rebroadcasts of their network shows to report reason to FCC. Reporting clause was withdrawn in newest version of rule [B1T, Nov. 3].

**IKE ON ABC-TV** ABC-TV announced Friday it will telecast Gen. Dwight D. Eisenhower’s arrival in Washington tomorrow (Tuesday) from 1:15-2:30 p.m. EST with Martin Agronsky, Bryson Rash, Gunnar Back and John Edwards as commentators.

Frey, Scott Posts at NBC Announced

FURTHER STEP in NBC’s reintegration of radio-TV operations to be taken shortly with unification of sales departments, under John Herbert, vice president in charge of radio and TV sales. Following up on Mr. Herbert’s appointment to combined radio-TV sales posts several months ago, George Frey, former vice president and director of TV network sales, is being named vice president and sales director for both radio and TV, and Walter Scott, formerly national sales manager for AM, is to be administrative assistant and vice president for Radio-Mes. Frey and Scott report to Mr. Herbert.

Department will maintain staff division for merchandising, which will continue to be headed by Fred Dodge, and also sales development and services division, new unit to be headed by George MacGovern, formerly administrative assistant to Mr. Herbert.

Three new sales divisions to be set up, each handling both radio and TV: Eastern with John Lanigan, now in charge of TV sales for ABC, as manager; Central, managed by Ed Hitz, now manager of NBC’s Eastern Sales Div., and a Western, managed by John T. Williams, formerly NBC sales representative for TV in Western Div.

For more AT DEADLINE turn page

November 17, 1952 • Page 5
JOHNS HOPKINS TO DIAGNOSE TV PROGRAM REACTIONS

DIAGNOSIS of public reactions to TV programs in light of practical problems faced by television industry will be made Saturday by Johns Hopkins U., Baltimore, pioneer in TV educational programming. Lynn Poole, Johns Hopkins public relations director and m. c. of DuMont Network Johns Hopkins Science Review, will direct one-day probe into television's problems.

Taking part in clinic will be network officials, educators and spokesmen for viewers. Representing networks will be Davidson Taylor, Charles C. Barry and Hugh Beville, for NBC; Charles Underhill, for ABC; Chris J. Witling and James L. Caddigan, for DuMont; William Wood, for CBS. Sessions will be held in Mergenthaler Hall on Johns Hopkins campus, Baltimore.

KFBB SALE

APPLICATION for sale of KFBB Great Falls, Mont., filed Friday at FCC. Purchaser is Joe Wilkins, general manager of KFBB for more than decade. He is paying $147,- 510 for 1,841 shares of stock owned for about five years by Fred Birch, contractor. Mr. Wilkins has been holder of 60 shares, with 2,800 shares comprising total outstanding stock. Station operates with 5 kw on 1310 kc.

STANDBY ARGUMENT

SUPREME COURT is scheduled to hear oral argument on whether standby orchestra is required in theatre at sessions either Nov. 20 or 21. Case involves Gamble Enterprises' Palace Theatre in Akron, Ohio, and local AFM union (Bpt, Oct. 20). At issue is interpretation of one of provisions of Taft-Hartley Law.

TV RENEWALS GRANTED

REGULAR renewal of TV station licenses granted Friday by FCC to KECA-TV Los Angeles; KFMB-TV San Diego; KGO-TV San Francisco; KHJ-TV Los Angeles; KNON (TV) Los Angeles; KPIX (TV) San Francisco; KRON-TV San Francisco; WBTB (TV) (TV) Charlotte, N. C.; WENR-TV Chicago; WFMV-TV Greensboro, N. C.; WGN-TV Chicago; WBFP-TV Rock Island, Ill.; WNBJ (TV) Chicago; KNXT (TV) Hollywood; KLAB-TV Los Angeles.

REHEARING DENIAL

PETITION for rehearing by KJAY Toppeka, Kan., denied by FCC last week. Station sought rehearing against FCC decision last September which denied KJAY application to boost power from 1 kw to 5 kw nighttime (on 1440 kc).

KSL-TV USING NEW SITE

REGULAR TV service scheduled to start last Saturday from new mountain transmitter site, KSL-TV Salt Lake City announced Friday. Site described as highest in nation.

In this Issue—

FCC examiner recommends approval of long-pending ABC-United Paramount merger and transfer of WBFR (TV) Chicago to CBS. Other findings: Paramount Pictures Corp. does not control Allen B. DuMont Labs, and is qualified to hold broadcast licenses. If the FCC follows suit, it will be the go signal for big expansion. Page 88.

CHANCES are the airtight TV football monopoly of the National Collegiate Athletic Assn. may blow up in 1953. Page 85.

Six big advertisers are scheduling short-term, intensive radio spot schedules. Page 86.

HOW the third TV station in Atlanta got into the black: a primer for other stations going on the air against entrenched opposition. Page 86.

AN agency timebuyer says radio has survived the threat of TV and is due for a long future. Page 87.

POLITICAL campaigns worth $700,000 (figured at gross, one-time rates) went on radio and TV networks in September. Page 88.

HOW to rate ratings is discussed by Ward Dorrell, research and program consultant of John Blair & Co. Page 87.

NBC offers advertisers a chance to pretest TV commercials at cost. Page 67.

THOUGH no "investigation" in the usual sense of the word is intended, the new G.O.P.-controlled Congress will call in the FCC to report on its activities. Page 88.

MBS will drop 10 MGM Radio Attractions—a $2 million a year package—and substitute mystery shows. Page 87.

TV's most lavish program, Omnibus, a Ford Foundation product, is reviewed. Page 80.


Upcoming

Nov. 18-19: Oklahoma Broadcasters Assn., fall meeting, Norman, Okla.
Nov. 20-21: Florida Assn. of Broadcasters meeting, Daytona Beach, Fla.
Nov. 22: TV Program Diagnostic Clinic, Mergenthaler Hall, Johns Hopkins U., Baltimore.
Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville, Tenn.

Further Upcomings on page 38.

Closed Circuit (Continued from page 5)

announced by Mr. Johnson. He reports he is "inviting consideration" for either post, pointing out that in addition to his FCC legal stewardship, he's been Commonwealth's Attorney since 1947, was Republican nominee for governor of Virginia in 1949 sponsored by GOP for Congress in 1944 and 1946.

NON-PROFIT educational stations would soon be "more commercial than commercial stations" trying to pay off every debt of college "back to the Indians," FCC Commissioner Frieda B. Henock said in off-cut talk to Washington A.W.R. She replied: "For years there has been no "parties" in our "commercial" educational outlets (story page 42). Another Henock observation: Educational TV stations won't compete with regular outlets, since "popularity isn't the purpose of these stations."

TALK OF Mrs. Ovetta Culp Hobby as probable woman member of Eisenhower cabinet occasions little surprise. Owner of Houston Post stations (KPRC-AM-TV), she was original supporter of General Ike and also served under him as first Colonel-Commandant of WAC's. Her appointment to Cabinet was predicted by this journal during GOP convention [CLOSED CIRCUIT, July 14].

WITH Sen. Homer E. Capehart (R-Ind.) slated to head Senate Banking Committee in 83d Congress, prospects are that pressure will be applied for elimination of economic controls, including present restrictions on material allocations. Joint Senate-House Committee session, under Sen. Capehart's chairmanship, scheduled this week on this subject. Sen. Capehart authored amendment to price control legislation to provide advertising allowances and was prime mover behind relaxed credit restrictions.

MARTIN KANE, timebuyer, McCann-Erickson, N. Y., expected to move to Hewitt, Ogilvy, Benson & Mather, also N. Y., in similar capacity.

FINAL DETAILS of Conelrad project, looking toward use of broadcast communications facilities on master plan basis in event of enemy attack or emergency, reached final stage last week with approval by Secretary of Defense Lovett of project as drawn by coordinating committee representing Air Defense Command, Federal Civil Defense Administration and FCC, whose coordinator is Comr. George E. Sterling. Draft copy of rules to govern operation shortly will go to all participating stations for comment. Line interconnection alone involves nearly half-million and remaining phase has to do with type of programming in emergencies.

FINAL CONELRAD plan envisages system whereby broadcasts and telecasts can continue without providing homing beams for possible invading aircraft. System is rigged also to enable President of United States, for example, to talk to entire populace on moment's notice. Similarly, governors or various states or local authorities would be cut in to handle statewide or local situations.

IF, as is widely predicted, James Hagerty becomes press secretary to new President, radio-TV will have understanding friend in White House. As press secretary to Gov. Thomas E. Dewey, Mr. Hagerty had active hand in Mr. Dewey's successful use of radio-TV questionnaire appearances in his own 1950 gubernatorial campaign.
Would you reach for HALF a BILLION in Sales?

That’s the full potential of the Savannah Seaboard market—$557,206,000 worth of retail sales . . . a million plus people in 79 counties. And you don’t have to reach for it, because WSAV, and ONLY WSAV, can reach and deliver all of it for you.

Yes, WSAV’s long-range frequency covers four times more area, three and one half times more people than any other medium in this vastly important market. And wherever WSAV reaches, it sells. Ask for case histories.

It’s 630 in Savannah

WSAV

Represented by

John Blair

Broadcasting • Telecasting

November 17, 1952 • Page 7
WASHINGTON, D. C. — More than 34,000 new car dealer members of the National Automobile Dealers Association are being mobilized behind a program to stimulate state and local action leading to solution of the problems existing throughout the nation as a result of inadequate highway and parking capacity.

A release giving plans detail has just been made to all radio stations . . . here are a few startling highlights:

There are more than 52 millions of vehicles on the highways today . . . an increase of 70% in seven years!

86% of vehicular travel is on 23% of the roads. $11 billion has been estimated as the cost of modernizing these highways.

Roadways are wearing out. It has been estimated that 69% of intermediate-type highways in service January 1, 1952, will be worn out and need replacement within 10 years.

Too many of the principal streets in every town are loaded beyond capacity.

Losses growing out of traffic congestion and accidents have increased to the point where insurance alone can be the economic "straw to break the camel's back" in the family budget . . . making it increasingly difficult for the average wage earner to own his essential automobile which 57% of them use to get to and from work.

U. S. Public Roads Commissioner Thomas H. MacDonald, the NADA brochure points out, has observed: "We pay for roads whether we have them or not; and we pay more if we don't have them than if we do."

Every state automobile dealer association has been urged by the national association to make its special highway program an immediate major activity and to develop, in the public interest, an immediate and specific plan of action leading to the local solution of these serious problems.

One of a series from the National Automobile Dealers Association—Any material contained herein may be reproduced without permission.

a brochure, "The Case for Increased Highway and Parking Capacity," containing full background information, is available, address:

DIRECTOR OF PUBLIC RELATIONS, NADA 1026 17TH ST., N.W., WASHINGTON 6, D. C.

REPUBLIC 6946
Whether the design calls for a sleek jet fighter or a broadcast transmitter, engineering is what determines the quality of the finished product. The Collins 20V AM transmitter contains exclusive engineering features that assure superior performance, lower initial cost, minimum maintenance and operating costs, and maximum dependability. The 20V is entirely contained in a single, handsome two-tone grey cabinet that’s ruggedly built for long life. This single unit takes up to 75 per cent less space than ordinary one KW transmitters. Tuning and operating controls are conveniently located on the front. Blower cooled tubes, oversized components and all terminals are quickly and conveniently accessible from the rear. All tubes are visible at a glance.

Collins’ consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write today for complete details and descriptive literature.
and representatives! Write, wire or phone CBS include this the Great Southwest Sales-

November rates!

Radio Stations. Results winning radio pair -producing MARKETS prove schedules for

during her career, Miss Hassler got the job—and went to work the next day.

"It's been the shortest seven years of my life," she says. "We started with a local bakery and dairy that were using radio. Now Maier's Bakery is one of the largest regional food firms in eastern Pennsylvania."

Her department, since expanded to include television, now handles the radio and TV accounts of Wilson sun glasses, Bowers' Battery & Spark Plug Co., St. Lawrence Dairy Co., Pro-tel-tiv children's shoes and Eastern Gas Ass'n, comprising all the gas utilities and gas appliance manufacturers in eastern Pennsylvania.

Miss Hassler thinks an advertiser is making a mistake when he considers half-way measures in approaching the radio-TV media.

"It may be a hang-over from my time selling days," she observes, "but I'm a great believer in consistency in radio and television advertising. When I see a client contemplating 'sampling' either medium, I prefer to discourage him from using it at all."

Active in the League of Women Voters, Miss Hassler is a member of the board of directors of the Girl Scout Council of Berks County and the Reading branch of the American Ass'n of University Women. And, "When and if there's any hobby time, it generally goes for knitting, painting or listening to good music."

TWO TOP CBS RADIO STATIONS

TWO BIG SOUTHWEST MARKETS

ONE LOW COMBINATION RATE

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

National Representatives

JOHN BLAIR & CO.

Dee Hassler

DORATHEA (Dee) Hassler, radio and television director for Beaumont, Heller & Sperling Inc., Reading, Pa., made her deliberate choice of radio as a career when only a high school freshman.

Assigned to produce a research "term paper" assignment on her plans for a future career, Miss Hassler, who had no plans at all, decided it would be fun to explore a new field. She wrote forthwith to such personalities as Bertha Brainard at NBC and Ted Malone, asking these notables what they would do if they were standing in her hobby socks.

The result was, radio, and by the time she had finished her term paper she had received such encouraging suggestions that she decided to go on with radio training.

Receiving her degree and practical experience in writing, production and radio performance from the Radio Workshop and School of Journalism at Syracuse U., she began her first radio job at WWNY Watertown, N. Y. "It was during the war," Miss Hassler recalls, "and they were so short of manpower that they turned me loose on selling time."

Positions followed at WKNE Keene, N. H., where she edited the prize-winning Listener's Guide, and at WPEN Philadelphia, where she acted as promotion director.

The transition from station to agency came at WPEN, where Miss Hassler did her own late-night celebrity interview show—until I got so far behind on my sleep that I went to visit my family in Reading."

At Reading a friend introduced her to officials of Beaumont, Heller & Sperling Inc., who just at that time were looking for someone to organize a radio department. Miss Hassler got the job—and went to work the next day.

JAMES K. MARTINDALE, copy vice president, Dancer-Fitzgerald-Sample, N. Y., to Hutchins Adv, same city as vice president in charge of advertising for Philco Corp.

RUSSELL R. CLEVINGER, Albert Frank-Guenther Law, N. Y., elected a vice president.

STEVE MUDGE, manager of the New York office, Ewell & Thurber Assoc., elected vice president of agency.

on all accounts

James

Dee Hassler
MARY LOUISE CAMPBELL and JOHN W. HUGHES, account executives, Ruse & Urban Inc., Detroit, elected vice presidents.

PETER M. SCUTTER, J. Walter Thompson Co., N. Y. to Foote, Cone & Belding, same city, as account executive.


CARL SIGLER appointed director of merchandising, Gordon Best Co., Chicago.


TED YERXA, Hollywood radio-newspaper personality known as “The Lamplighter,” to Bob Struble & Assoc., that city, as account executive.

BRUCE BAILEY, West Coast magazine photographer, and LEN McLEAN, production department, TV Time magazine, to agency as cinemomatographer and assistant to ROB STRUBLE, respectively.

HOWARD DuBOIS, formerly head of own agency, to Lamb & Keen, Phila. as director of agency services.

JOHN E. ROONEY Sr., senior account executive, Geare-Marston Inc., Phila., elected president of local branch of Automotive Boosters.

BENJAMIN ESHLEMAN Co., Phila., and branch of DOREMUS & Co., that city, will merge Jan. 2 under name of DOREMUS-ESHLEMAN Co., 1522 Locust St. BENJAMIN ESHLEMAN, E. HOWARD YORK 3rd, B. FRANKLIN ESHLEMAN 2nd, L. H. GREENHOUSE and J. J. D. SPILLAN will serve as vice presidents.

ELLEN STEWART, copy chief, Advertising Division Inc., to copy staff at Wright-Campbell Adv., Chicago.

FRANK J. WESTBROOK, Michael Shore Adv., Chicago, named art director of Fulton, Morrissey Co., same city.

JAYNE SMATHERS, J. Walter Thompson Co., N. Y., to media department, Cecil & Fresshely, same city, as radio-TV timebuyer.

K. O. ABBEY to copy-publicity department, Kerker-Peterson & Assoc., Minneapolis.

GILBERT SUPPLE, Lennen & Newell, N. Y., to Doherty, Clifford, Steers & Shenfeld, N. Y., as copy writer in radio-TV department.

GEORGE VALE named radio-TV director of Paul-Taylor-Phelan Ltd., Toronto.

BETTY McCOWAN, assistant radio-TV timebuyer, promoted to timebuyer, Henderson Adv., Greenville, S. C.

STAN RHODES, Kenyon & Eckhardt, N. Y., TV department, to Fuller & Smith & Ross, that city, as copy writer.

ARLENE KOCH, assistant timebuyer, Benton & Bowles, N. Y., promoted to timebuyer on Procter & Gamble account.

JOSEPH CREAMER, production director, WOR-AM-TV New York, to creative staff, BBDO, N. Y.

LOS ANGELES ADV. CLUB moves to 900 Wilshire Blvd. (Statler Center), that city.

No Pig-in-a-poke with Joe...

JOE WESP SELLS THE "WELL-FIXED" FARMERS IN THE BIG WESTERN NEW YORK MARKET EVERY DAY!

Joe Wesp is the farmers' friend... he speaks their language. Raised on a farm himself, Joe Wesp has made a host of rural friends with his cross-country buggy trips, helicopter adventures and recorded interviews at county fairs which are well publicized by the Buffalo Evening News and broadcast over WBEN.

Setting somewhat of a record in Buffalo, Joe recently completed 20 years as WBEN'S Ironic Reporter — 16 years with one sponsor. He knows what people want — particularly farmers. His early morning show features livestock, fruit, produce and vegetable prices... news, music and lively interviews. Monday through Saturday.

Represented by

THE HENRY I. CHRISTAL CO.

NEW YORK  CHICAGO  SAN FRANCISCO
JIM CHAPMAN'S RIGHT AT HOME ON OHIO'S FARMS...

Agricultural radio is WRFD's specialty, and Jim Chapman is well qualified to serve rural folks! He's been working in farm radio for 17 years—seven of those in Ohio, close to farmers and farm organizations. He knows Ohio farm folk—knows what they want and need in the way of radio farm features. And, Ohio farmers know Jim Chapman. They like him, too, and they respect him as an outstanding authority on the latest trends in farming methods. And, here's a BIG PLUS offered exclusively by WRFD. Jim Chapman has the faithful backing of the 1500 Farm Bureau Advisory Councils which meet monthly and of the 60-thousand farm families belonging to the Farm Bureau Federation, to say nothing of the other rural organizations which work intimately with WRFD in one of America's largest and wealthiest farm markets.

MOPPET SHOPS, Studio City, Calif. (girls' clothing), appoints Edwards Agency, L. A. TOBY MILLER is account executive. Radio will be used after Jan. 1.

MILLER PROTECTO PRODUCTS Co., Kalamazoo, Mich. (Sweet-Aire household deodorants), names Scheidelker, Beck & Werner, N. Y.

TIP TOP TAILORS Ltd, appoints Muter, Culiner, Frankfurter & Gould, Toronto.


T.W. GARNER FOOD Co., Winston-Salem, N. C., appoints Walter J. Klein Co., Charlotte, N. C. TV is being used.

DESERT PRODUCTS Corp., Long Beach (Acusa wall paneling), appoints Kent Goodman Adv., Hollywood. TV will be used.


PENTA LABS, Inc., Santa Barbara (precision electronic equipment), appoints Kemble Co., that city. ED KEMBLE is account executive.

ADDISONS Ltd., Toronto (electrical appliances, receivers), names Akin-McCracken Ltd., Toronto.


HOWARD ZINK Corp., Fremont, Ohio (automobile seat covers), appoints Griswold-Zehleman Co., Cleveland.


ORIENTAL RUG CUSHION Co., L. A. (Oreco Brand floor covering)
NX124

TO ALL UNITED PRESS CLIENTS:

SO MANY LETTERS, TELEGRAMS AND CABLES HAVE BEEN RECEIVED FROM UNITED PRESS CLIENTS ALL OVER THE WORLD COMPLIMENTING THE U. P. ON ITS SUPERIOR ELECTION COVERAGE THAT WE WISH TO TAKE THIS WAY OF ACKNOWLEDGING THEM.

YOUR COMMUNICATIONS ARE MUCH APPRECIATED AND WILL BE AN ADDED INCENTIVE TO THE STAFFS WHO WORKED SO EFFECTIVELY TO PUT UNITED PRESS ELECTION SERVICE FAR OUT AHEAD THROUGHOUT THE NIGHT, NOT ONLY IN NATIONAL RESULTS BUT IN REGIONAL AS WELL.

HUGH BAILLIE, PRESIDENT,
UNITED PRESS ASSOCIATIONS.
NOV. 10, 1952.

JR155P
feature of the week

DEMONSTRATING prizes won at WIBC contest are (l to r) Vern Teipel, Kaiser-Frazer dealer; Pat Todd and Gene Cherry, co-chairmen of Rushville Jaycees committee; contest winner Bollinger (in car); WIBC Farm Director Harper, and Omer Vakoch, Rushville Kaiser-Frazer dealer.

MOST SUCCESSFUL farm promotion it ever undertook was the second Indiana and fourth national mechanical corn-picking contests, both sponsored last month by WIBC Indianapolis, the station reports.

Contest officials estimated 85,000 midwest farmers attended the two events, held Oct. 17-18, on two farms near Rushville, Ind., 40 miles from Indianapolis and within WIBC's primary coverage area.

Dix Harper, WIBC farm service director, as state and national chairman, was the main single force behind the big Indiana affairs, which were co-sponsored by the Rushville Junior Chamber of Commerce.

The contests were preceded on Oct. 16 by a three-mile-long parade led by Miss Indiana of 1952, Ann Carrier of Indianapolis, and including the 31st Infantry Division band (Camp Atterbury), Ball State Teachers College ROTC drum line, and the Rushville Jaycees committee; contest winner Bollinger (in car), WIBC Farm Director Harper, and Omer Vakoch, Rushville Kaiser-Frazer dealer.

strictly business

MR. REULMAN

West Coast prospects bright with new advertising package

That's the way Stan Reulman, Pacific Coast manager of The Katz Agency, sees it. He is optimistic when he sizes up the future of national radio and television spot advertising. The outlook is bright particularly among Pacific Coast accounts, Mr. Reulman, who has his office in San Francisco, feels.

He says:

"This trend enables the advertiser to select those markets which are most desirable for his particular sales needs and allows him to shop all stations in each market for the period most likely to attract a substantial audience.

"Advertisers have discovered that programs on film provide the answer for a perfect show. They are taking advantage of the excellent syndicated film packages which... (Continued on page 17)
KTUL Delivers a Mighty Market...

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

But... it also ranks—

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

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

FROM 10% to 50% BETTER!

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

KTUL Radio

The "HAPPY MEDIUM" Station
It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a terrific share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

**PULSE STUDY**

**GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA**

*Share of Audience, Average 1/4 Hour Homes Using TV*  

<table>
<thead>
<tr>
<th>Station</th>
<th>MONDAY - FRIDAY</th>
<th>SATURDAY</th>
<th>SUNDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>WOOD-TV</td>
<td>10 AM - 12 N</td>
<td>12 N - 6 PM</td>
<td>10 AM - 12 N</td>
</tr>
<tr>
<td>Station B</td>
<td>90%</td>
<td>60%</td>
<td>90%</td>
</tr>
<tr>
<td>Station C</td>
<td>70%</td>
<td>30%</td>
<td>70%</td>
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<tr>
<td>SATURDAY</td>
<td>85</td>
<td>63</td>
<td>15</td>
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<tr>
<td>Station B</td>
<td>12</td>
<td>34</td>
<td>15</td>
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<td>Station C</td>
<td>24</td>
<td>3</td>
<td>8</td>
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<tr>
<td>SUNDAY</td>
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<td>13</td>
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<tr>
<td>Station B</td>
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<td>8</td>
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</tr>
<tr>
<td>Station C</td>
<td>2</td>
<td>2</td>
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</tr>
</tbody>
</table>

Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV... the area's only station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.

---

**Better Late**

**EDITOR:**

I am a little late in writing you this letter, but the reason is that I have been away. I want to congratulate you and your organization on your 21st birthday on Oct. 15 last. I well remember when your publication started... I have watched it grow through the years with a good deal of pride and am happy to be among your earliest subscribers. Your success, I feel, has been largely due to the alertness with which you have reported news in your particular field and your freedom from bias and the far-reaching vision which you have portrayed as occasion demanded.

May you have many more years of success.

A. L. Ashby  
Bronsvile, N. Y.  

**EDITOR'S NOTE: Mr. Ashby is former vice president and general counsel of NBC.**

---

**Lion and Lamb**

**EDITOR:**

Little did we know when we sent you the photo and story on Buddy Deane, doing the show from the lion's cage that you'd be swamped with "lion stories."

So O.K.—Miss Rosenzweig may have been the first woman... Eddie Chase may have been before her... and Johnie Clarke before him.

But you don't understand what makes our story so unique... Buddy Deane is a coward!  

Nedra J. Berryman  
Program Director  
WITH Baltimore

---

**Too Many Interests**

**EDITOR:**

In your Nov. 3 issue on page 80, the magazine lists an applicant for Pittsburgh, Pa., naming J. Frank Gallagher, Loren Berry and Ronald B. Woodyard, a partnership. This is a client of mine.

In describing the other radio interests of Mr. Woodyard... your story on him says he's the president of Fort Myers Broadcasting Co. Mr. Woodyard did have an interest in Fort Myers Broadcasting Co. in the past, but he has no present interest in it. The application called for the listing of all radio interests of the partners during the past five years. This led your reporter to the inference that all the interests continued.

Mr. Woodyard's only present broadcasting interests are with Skyland Broadcasting Corp. (WONE, WTW-O-FM and a TV applicant, all in Dayton, O.), Skyway Broadcasting Co. of Columbus, and in the partnership with Mr. Gallagher and Mr. Berry...  

James Lawrence Fly  
Fly, Shuebrick & Blume  
New York, N. Y.  

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**One-Track Publicity**

**EDITOR:**

The other day while awaiting my turn to make a speech on television I listened to a newspaper photographer discuss the art of taking good pictures. For some reason my thoughts wandered to your fine magazine and the many photographs you are forced to run of commercial managers signing contracts and other small groups smiling into the camera.

I know you must cringe every time one of these pictures comes in. It occurred to me you might send a note to all station publicity people and offer a yearly prize or two for the publicist doing the best job of getting away from these unimaginative photographs. The reason why I thought of BROADCASTING • TELECASTING is perfectly natural—I spend part of each week reading BROADCASTING • TELECASTING...

Roy Baron,  
Commercial Manager,  
WBAP Fort Worth  

**EDITOR'S NOTE: Broadcasting • Telecasting agrees with Mr. Baron. How about getting a little action into those advertising-agency-station executive pictures?]  

---

**Testimonial**

**EDITOR:**

The trade press of advertising is outstanding, and, in this outstanding group, BROADCASTING • TELECASTING is superb... I don't want to miss an issue...

When I was an NBC page, the magazine was interesting. Now, as a moderate radio advertiser, with television coming, it is informative.

Edward G. Weber  
Adv. Mgr.,  
Southwestern Public Service Co.  
 Amarillo, Tex.  

---

**Missing Person**

**EDITORS:**

...One of our announcers—an ex-GI just returned from Korea—told us that a personality DJ on the Armed Forces Radio Service station in Tokyo created quite a stir among the soldiers sta...
tioned in the Japan and Korean zones. He referred to himself over the air as "Fearless" and advertised "Fearless Products" and carried the fearless theme throughout everything he did as a gag.

His real name is Fred Forgette, and he was rotated from Korea recently with the Army and in the United States... We would like to know where the guy is—we would like to offer him a job.

James Wilson
Manager
WAND Canton, Ohio

Strictly Business
(Continued from page 14)
are available at moderate costs. Others have produced their own shows giving them complete control of the programs in addition to creating a ready made show for new TV markets which may be placed and re-run at the discretion of the advertiser.

"Original production costs on advertiser-produced shows can be amortized through the sales rights of re-runs or through foreign rights."

Business Crosswinds
Mr. Reulman bases his Pacific Coast optimism on the great numbers of eastern manufacturers who are locating branch manufacturing plants and district offices on the West Coast as a means of attracting this tremendous market. "And there will be more," he says. "Each of these manufacturers becomes a prospect for spot advertising in those markets in which distribution is established."

Mr. Reulman began his extensive advertising and newspaper experience in the Middle West. He was born in Cincinnati, May 23, 1907. He moved at an early age to Detroit and later to Chicago. His first advertising job was with the Ankrum Agency, Chicago, where he remained until the agency was dissolved after the death of the owner. He then joined the staff of the Chicago Herald & Examiner, assigned to cover schools and colleges in the Loop.

Joined Katz in Chicago
Early in 1937, he joined the Chicago office of The Katz Agency, for which he covered St. Louis, Cincinnati and Louisville. He moved to Los Angeles eight years ago as manager of The Katz Agency office in that city and was later appointed Pacific Coast manager, the office he now holds, moving his office headquarters to San Francisco last August.

Mr. Reulman is married to the former Mabel Hawkinson. They have three children, Stan Jr., 25; Bill, 18; and Patty Ann, 17. Stan Jr. is serving his present tour of duty aboard the USS Rochester in Korean waters. The Reulmans are building a home in Hillsborough.

Seal Drive Theme
RECORDINGS of Perry Como's "One Little Candle," adopted as the 1962 Christmas Seal Sale campaign song, are being distributed by the National Tuberculosis Assn. to radio stations for use during the annual drive, Nov. 17-Dec. 25. The records include a special introduction in behalf of the campaign. A 15-minute transcribed radio show featuring Fred Waring and the Pennsylvanians also is being prepared.
New Business
(Continued from page 12)

products), appoints Jere Bayard Adv., that city.

TURCO PRODUCTS Inc., L. A. (industrial cleaning compounds), appoints Hixson & Jorgensen Inc., that city. CLIFF ROSKING is account executive.

SYLMAR PACKING Corp., L. A. (Sylmar specialty food products), appoints Yambert-Prochnow Inc., Beverly Hills. Radio will be used. RAYMOND PROCHNOW is account executive.


FELIX DE COLA Inc., L. A. (EZ Chord piano attachment), and FOUNDATION FILMS Corp., Pasadena (distributors of religious films), appoint Bob Struble & Assoc., Hollywood. TV is being used on former account.

CHRYSLER DEALERS of New York name Berningham, Castileman & Pierce, that city, for television in New York area.

QUALITY PRODUCTS MFG Co., L. A. (Tred-Aire foam rubber mats), and SUPERIOR BEDDING CO., that city, appoint Jere Bayard Adv., that city.

COCHRANE Corp., Phila. (water heating equipment), appoints John Falkner Arndt & Co., same city.


SOUTHERN CALIFORNIA MUFFLER Co., Culver City (Belond Equa-Flow exhaust systems), appoints Walter McCrery Inc., Beverly Hills.

Adpeople • • •

C. L. McCall, advertising manager, G. Heilman Brewing Co., LaCross, Wis., appointed general sales and advertising manager there.

EILEEN FULLERTON, publicity director, Bullock's Inc., Pasadena (department store), to Joyce Inc., that city (shoe mfr.) as advertising director.

JOHN DuBOIS, advertising department, Clary Multiplier Corp., San Gabriel, Calif., transfers to Flo-Ball Pen Corp., that city, firm's subsidiary, as advertising manager.

RICHARD H. KOHLER named manager of advertising and sales promotion for Le Roi Co., Milwaukee, succeeding GUY SCRIVNER.

Feature of the Week
(Continued from page 14)

and bugle corps, Murat Shrine horse patrol, eight high school bands, 25 baton twirlers, 16 competitive and 60 commercial floats, 10 drill teams, contestants on their cars, pickup trucks and eight cars of notables, including R. M. Fairbanks, WIBC president, and Mrs. Fairbanks.

The WIBC-sponsored contests featured commercial farm exhibits by 102 companies in a three-quarter-mile exhibit area, plus demonstrations of farm equipment. Each winner and runner-up of picking contests in seven cornbelt states competed in the national contest for two trophies, a Kaiser-Frazer auto and other prizes totaling $4,000. Elmer Bollinger, a Fairbury, Ill., farmer, was the national winner.

Sponsors from other states were: KSOO Sioux Falls, S. D.; WOW Omaha, Neb.; WMT Cedar Rapids, Iowa; KFEQ St. Joseph, Mo.; WGN Chicago and WEKZ Monroe, Wis. WIBC provided entertainment and broadcast portions of the contest. National contest speakers included C. J. McCormick, Dept. of Agriculture undersecretary, and Rep. Ralph Harvey, 10th Indiana District Congressman. Also making short talks were Indiana's Gov. Harry F. Schricker and Sens. Homer E. Capehart and William Jenner.

Personalities of WIBC who took part in entertainment were Jim Shelton, m.c. of the Pick-a-Pocket show; Dixie Four Quartet; Country Cousin Chickie and the Haymakers, and WIBC Farm Service Director Harper. Assisting with the events were Mrs. R. M. Fairbanks, Chief Engineer Robert Minton and station engineers Clarence Morgan, Jack Faulhaber and Bill Landrum.

Station officials report they already are at work planning for a 1953 contest in another section of the state.

THANKSGIVING

Simple spires such as this rise at countless Kansas crossroads. They rise above recently harvested fields that have brought their owners the richest yield in all history. The Spirit of Thanksgiving is all about us ... in the golden corn piled high in cribs and overflowing granaries ... in the sleek, white-faced cattle and heavy hogs that will soon be on their way to market ... and in the faces of those whose labors have again been so generously rewarded.

We at WIBW share this Thanksgiving spirit with these farm families because they are our close friends ... our daily listeners. Once again we rededicate ourselves to continuing service in their behalf ... for it is only because of such service throughout the years that we have been able to serve our advertisers so successfully.

Gen. Mgr. WIBW
C.B.S. Radio for Kansas

Broadcasting • Telecasting
GROWING FAST!

WTHI
CBS RADIO
1480 AM 99.9 FM

... Steady-Increased AUDIENCE SURPASSING COMMUNITY GROWTH!

STUDY OF LISTENING HABITS
CONLAN RADIO REPORT OF SHARE OF AUDIENCE

( WTHI BROADCAST FOR FIRST TIME IN JANUARY, 1948)

44%
41%
37%
34%
31%
28%


TERRE HAUTE AREA

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

... WTHI is your best medium in this

RICH, GROWING and ISOLATED MARKET.
OUR MOTTO: "Aggressiveness with Imagination"
AGAIN, RCA sets a record in UHF technical leadership—by delivering to KPTV the entire UHF transmitter plant that put the FIRST commercial UHF signals on the air.

Out of the experimental field into the practical, RCA transmitter-antenna combinations like those shown here make UHF planning a practical reality. They enable you to obtain the most coverage at minimum investment.

RCA UHF PYLON ANTENNA. The high-gain TV antenna that includes a vertical beam-tilt arrangement—enabling you to cover specific areas more effectively. Horizontal radiation pattern of the Pylon is virtually circular.

10-KW TYPE TTU-10A. (FOR ERP* TO 270 KW). This UHF transmitter, and a UHF Pylon Antenna, will produce from 240 to 270 kw ERP on channels 14 to 83. The combination is capable of serving almost any metropolitan area with strong signals. Type TTU-10A is designed for straight-line or block "U" arrangements.

*Effective Radiated Power
For example, in low-power operation, RCA's low-cost 1-kw UHF transmitter and a high-gain Pylon Antenna combination is the most economical choice. Or, if you require higher power, RCA's "10-kw" UHF and a high-gain Pylon combination approaches the ultimate in useful coverage.

In addition to transmitter-antenna combinations, RCA also has the UHF accessories you need to go "on air"; transmitter monitoring equipment, transmission line fittings, towers, consoles, UHF loads and wattmeters, Filterplexers, etc. Everything is "systems matched" to work together for maximum performance. All equipment is available from ONE responsible transmitter manufacturer—RCA.

Make sure YOU get your UHF equipment when you need it. Your RCA Broadcast Sales Representative is ready to take your order—and show you what you need to go UHF at lowest cost.
North Carolina is the South's Number One State

North Carolina's Number One Salesman is WPTF 50,000 Watts 680 KC.

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

NBC Affiliate for Raleigh-Durham & Eastern North Carolina

Free & Peters, National Representative

R. H. Mason, General Manager  Gus Youngsteadt, Sales Manager
RESNICK'S ABC-UPT REPORT

Asks FCC to Approve Merger

By EARL B. ABRAMS

IN A CLEAN sweep initial decision, FCC Examiner Leo Resnick last Thursday recommended that the FCC approve the long-pending proposal of ABC and United Paramount Theatres to merge their operations. This would buttress the sagging ABC radio and television networks with the multimillion dollar resources of the theatre exhibition company.

Brushing aside the vigorous opposition of the FCC's own Broadcast Bureau, Mr. Resnick saw in the fusion the injection of new competition in network broadcasting—both radio and TV—and success for the 300 affiliates of the ABC networks. Backed by $125 million in United Paramount resources, and the showmanship know-how of its executive management, if finally approved by the FCC, AB-PT—as the new company would be known—would be slotted for front line status in the competitive radio-television arena.

The initial decision now goes to the full FCC, but, under FCC procedures, provision is made for oral arguments—if any of the parties desire them. The FCC itself is cognizant of the ABC plight, and has moved to expedite the proceedings, by eliminating from the case pre-1948 anti-trust aspects. It is hoped that a final decision will be forthcoming before the end of the year, but that admittedly appears to be a race against time. The merger contract terminates if not approved by the FCC by next June 23.

All private parties—ABC, UPT, Paramount Pictures, DuMont and others—have appeared jubilant over the Resnick report. The stock market reacted favorably.

CBS, which would acquire a Chicago outlet, has one additional hurdle—the application. Mr. Resnick has found:

- That Paramount Pictures Corp. is qualified to be a broadcast licensee.
- That Paramount Pictures Corp. does not control Allen B. DuMont Labs.
- That the purchase UPT's WBKB (TV) Chicago.

Decision becomes final 40 days following its release last Thursday, unless the FCC decides otherwise. Parties have 20 days to file exceptions and request oral argument before the Commission.

Petition for the FCC to accept the initial decision forthwith was expected to be filed by all applicants this week. All were prepared to waive their rights under the 20-day rule, it was learned.

Whether the Broadcast Bureau will accede was debatable. It was felt by some that the Broadcast Bureau, which had opposed the applicants, might feel compelled to take exceptions.

Majority on the FCC are sympathetic to the merger and the other approvals in the case, it is believed. FCC's favorable attitude was shown, it is widely held, when it instructed the hearing examiner to delete from the record all references to anti-trust violations occurring prior to August 1948. This applied predominantly to Paramount Pictures and to executives of that company and UPT.

Mr. Resnick's approval of the merger was pegged on the principle that the potential increase in network competition outweighed the possible danger of concentration.

He based his conclusions on the fact that consolidation with 660-theatre-strong UPT would enable ABC to "strengthen its program structure, improve its physical plant, build larger audiences and thereby attract and retain sponsors and affiliates."

This would, he said, carry out the purposes of the 1941 Chain Broadcasting Regulations, which forced NBC to divest itself of the Blue Network. At that time NBC had both a Red and a Blue Network. The Blue Network was bought by Life Saver magnate Edward J. Noble for $8 million in 1943, and renamed the American Broadcasting Co. The merged ABC-UPT company will be American Broadcasting-Paramount Theatres Inc.

Answering objections to the

(Continued on page 2)
Resnick Asks ABC-UPT Merger Approval

(Continued from page 22)

merger, advanced mostly by the Broadcast Bureau and Allen B. DuMont Labs, Mr. Resnick concluded that:

1. ABC and UPT combined would still be
independent
2. UPT could not depress ABC and
cripple television because of competition from other networks.
3. Autonomous operation of the ABC
network and the new AB-PT company and the decentralized operation of its theatres—as well as the determination exercised by officials of both companies to promote both media—should continue the present competition for audience dollars.
4. No competition for feature films is
discernible now and in the foreseeable future. Feature films are not considered premium fare for ABC and UPT's station networks. The decision to finance only ABC's and UPT's own feature films will bolster both companies to continue competition for those films.
5. Although UPT is a heavy purchaser of film for its theatres, ABC will probably not gain any great advantage in its film buying because of this.

In holding that Paramount Pic-
tures and UPT are qualified to hold licenses, Mr. Resnick found that no anti-trust violations had been proved since the 1949 Consent Decree.

Difficulties with "runs" and "clearances" have evoked a num-
ber of private anti-trust suits, Mr. Resnick agreed, but these are the result of the new methods of doing business in the motion picture field, whether accepted or trusted by all elements.

Mr. Resnick stated that he was
impressed by the great progress that has been made and we have a reasonable expectation that anti-trust activities which the Par-
amount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcasting.

As far as the possible restrictions on the use of film, talent or stories on TV is concerned, Mr. Resnick did not regard the policies as constituting a bar to the grant of the license and transfer applic-
ations.

Mr. Resnick did not overlook possible lessening of competition in the merger case, or the fact that the "broom by that FCC initia-
tely sweep clean in every corner ..." in the anti-trust history of the Paramount companies. However, he felt, outweighed these negative factors.

Full text of Mr. Resnick's con-
clusions in both the license and transfer and merger cases starts
on page 23.

Surprise in the examiner's deci-
sion was his finding that DuMont was not controlled by Paramount Pictures. Before the Com-
mission propounded the conviction that Paramount Pictures' 25.5% in-
terest in DuMont constituted control in the strict sense of its regu-
lation.

Although there had been many indications that the Commission was favorable to the proposed merger and related acceptance of Paramount Pictures and UPT as licensees, most observers had been dubious of the outcome of the DuMont-Paramount control issue.

Control of DuMont

Actual working control by Dr.
DuMont and his associates im-
pressed Mr. Resnick. "... under the leadership of Dr.
DuMont, the Class A officers and directors dominate the corporate management and policy of the Du-
Mont organizations," Mr. Resnick reasoned. "... the veto power pos-
sessed by Paramount, as the Class B stockholder, has not been exer-
cised and is applicable to a limited class of situations not likely to occur in the foreseeable future," he said.

Paramount Pictures owns all 460,000 Class B DuMont shares and 43,200 (2.4%) out of 1,801,054 outstanding Class A shares. As the Class B stockholder, it is en-
titled to elect three out of the eight directors and three of the five officers. The Class A stock-
holders elect the president and vice president of the firm.

Finding that DuMont cannot be
considered to be controlled by Par-
amount because of its Class B stock, Mr. Resnick agreed, the FCC may not find that ABC has engaged in unfair competition by buying and operating stations to the FCC limit of five. At the pres-
ent time, DuMont owns WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh; Paramount Pictures owns KTLA (TV) Los Angeles.

During the hearings on this case,
Mr. Resnick, largest individual holder of Class A stock (3%), testified that if his company were free to apply for additional TV stations, it would file applications for Boston and St. Louis, withdrawing its pending applications.

(Continued on page 24)

The Resnick 'Initial Decision'

NO REASONABLE person can disagree with the measured logic of the initial decision of FCC Examiner, Leo Resnick recommending the merger of ABC and United Paramount Thea-
tres and, in the same group of inter-related cases,傴Jc controlled B. DuMont. Only the FCC can interpose further opposition. That Bureau has fought the merger and the associated li-
ense transfers and renewals every inch of the way in bitterly-phrased pleadings that are probably unique in administrative law.

We go along with Mr. Resnick on all counts. With ABC buttressed by United Paramount's resources and its manpower versed in show business, the FCC has been outmaneuvered through the inter-play of competition. Some 300 ABC affiliates, both radio and TV, who
have had slim pickings in network program-
ming, stand to benefit. United Paramount stands pledged, in its testimony, not to package programs or talent for both its theatres and the broadcast operations—which practice could result in loss of inde-
dependence and competition.

DuMont likewise would benefit because the proposed decision recognizes it as an operating entity apart from Paramount Pictures Corp., a minority stockholder. Thus, DuMont, with three stations owned and operated would be free to acquire two additional outlets and to expand its operations without regard to that which Paramount Pictures may undertake in TV station ownership, in addition to its KTLA (TV) Los Angeles.

CBS would get its own TV station in Chi-
cago, through acquisition of WKBK (TV) for the all-time record single station price of $6 million. CBS then would find itself with three wholly-owned stations and with two minorities (WOTP-TV Washington, 45% and WCCO-TV Minneapolis-St. Paul, 47%), edging one unit closer to the five-station holdings of NBC and ABC.

Interwoven in the Resnick initial decision are the threads of a new national policy on television station and network ownership and operation in conjunction with motion picture interests. That policy ultimately will be de-
cided by the Supreme Court of the United States. The basic consideration here, however, is the ownership interest of a theatre exhibition com-
pany in a network—not a production company.

The decision, if sustained by the FCC, may lead to moves by other exhibition companies—competitive with United Paramount—to buy into networks. It may encourage efforts of some of the large television producing com-
panies to buy in too, but here an entirely different issue arises—whether a production company can participate in or control "ex-
hibition" outlets in the form of television sta-
tions. The motion picture consent decree which forced Paramount Pictures to divest itself of theatre ownership, and brought about United Paramount's creation, was directed at precisely that kind of free to extend, covering a 50-mile radius, obviously could be the equivalent of hundreds of exhibition houses in point of population reached.

But this, the question of theatre television and of subscriber TV, is for the FCC in the not too distant future.

The issue at hand is the salvaging of the admittedly down-at-the-heels ABC through the UPT merger. The Resnick recommendation, couched in the convincing language of a judge who has a mind for economics and business philosophy, should make the FCC's course easy.

In its 139 pages, plucked from a million-
word record more than a year in the making, is the first case analysis of the relationship between theatre and TV, both production and ex-
hibition, to television broadcasting, in all their ramified aspects.

**AN EDITORIAL**

MARKET reaction to the FCC examiner's report in the ABC-UPT case was good. Gains Friday were fractional but all firms involved were up for the day. ABC, re-
cently averaging around 9%, opened at 10%, advanced to 10 3/8 and then fell back to the close at 10%. DuMont, which closed Thursday at 12, opened at 12%, advanced to 13 and closed at 13 1/2. Paramount Pictures, which closed Thursday at 17, opened at 17 1/2 and closed at the same price. Para-
mount Pictures, closing Thursday at 24, showed gains Friday and ended the day at 24 1/4. There was no change in CBS A or B.

**BROADCASTING • Telecasting**

Page 24 • November 17, 1952
Grid Plan Dissension Grows; Revision Likely

A MOTORCADE of sponsorship appeared to be developing last week as TV coverage of ceremonies attending President-elect Eisenhower's inauguration Jan. 20, with Packard Motor Car Co. coming to terms with CBS Radio and CBS-TV for a total expenditure estimated at $241,000.

General Motors signed a few weeks ago to sponsor NBC's radio and TV coverage of the occasion [*B*T, Oct. 27].

It appeared unlikely, however—at least of late last week—that automotive sponsorship would prevail on all networks. All were actively seeking sponsors, but at least one, ABC was understood nearer agreement with an advertising outside the auto field.

A third car manufacturer, Ford, did figure in last week's developments: The final wrap-up on the Packard-CBS Radio contract, it was reported, awaited Ford's clearance of the network's use of its anchor man, Robert Trout, in describing the ceremonies on behalf of rival Packard; Ford is one of the sponsors of the nightly series of five-minute newscasts by Mr. Trout.

There was precedent, however, for belief that this conflict would be cleared away.

Most recent precedent, also involving Mr. Trout and CBS Radio, came during the national election coverage when Mr. Trout, who also is sponsored by Admiral in a regular series, handled the "anchor man" role in election-night broadcasts for an Admiral rival, Westinghouse. In that case the problem of non-compete as well as the Arab-Israeli TV split among college sports will suffer if public indignation continues to mount.

Proposal of Francis T. Murray, U. of Pennsylvania athletic director, that colleges make their own TV arrangements next year.

Demand by Fritz Crisler, U. of Michigan sports head, that one-game monopoly be dropped in favor of eight-district schedule of games, CBS, Mutual, Krause, Notre Dame athletic director, joining him in the call for a change.

Crisler and Krause Views Messrs. Crisler and Krause voiced their views last Tuesday at an Ann Arbor, Mich., meeting of football writers.

Mr. Krause said the NCAA TV football program "has been a failure for two years," according to the Detroit Free Press. "There's only one thing to do and that is to open it up," he said, adding that metered TV will be ready "in another year," NCAA had put out metered TV teasers earlier in the year.

Mr. Crisler wants some sharp revisions in the NCAA football policy, but plans still indicate he backs FCC's policy in some respects the principle of FCC control over telecasts.

"We're going to have to live with TV from now on," he said. "I think we should give it a chance. I think we can do it better if we split the program up into eight districts—the already established NCAA districts—and not go across district lines."

Contending one of the main objections to NCAA's program is the provision for substitution of sellout games on a local TV station in place of a scheduled national telecast, he said:

"You make suckers out of the 97,000 fans who paid money for tickets at our games. . . . You make suckers out of radio people who have obtained sponsors in the belief that the game will not be on TV.

"In addition, the substitution removes our bargaining power. I think we could have sold telecast rights to the Michigan-Michigan State game for $100,000 but all we

(Continued on page 79)
**KMPC SALE**

WITH details to be ironed out, sale of KMPC Los Angeles for approximately $800,000 from the G. A. (Dick) Richards estate and other minor stockholders to group of 17 stockholders, headed by Gene Autry and Robert O. Reynolds [B+T, Nov. 10], was completed last week.

Application for approval of the transfer of the station to the new owners was scheduled to be filed with the FCC in about 10 days.

New stockholders will be headed by Mr. Autry, radio-TV-screen cowboy star and principal owner of KOOL Phoenix, KOPO Tucson and KNOG Nogales, all Arizona. KOPO last week received a grant for a TV station in Tucson.

Associated with Mr. Autry, who is expected to be 51% owner and president of the KMPC licensee, are the following known stockholders: Mr. Reynolds, present vice president and general manager of the station; Lloyd Sigmon, now vice president and assistant manager of the station, both of whom will continue in those positions; Wesley Nutten Jr., attorney, secretary, and Orren Mattison, station auditor, treasurer.

Other Stockholders
Names of other stockholders and the exact breakdown of stockholdings are not available at the end of last week.

The Richards estate is the major stockholder. Among the other present owners is Frank E. Mullen, former political consultant and former NBC executive vice president, who owns 10% of the station.

KMPC was established in 1927 as "The Station of the Stars." It operates on 710 kc, with 50 kw day and 10 kw night. It recently turned back a five-year-old CP for 50 kw nighttime, directional, due to technical difficulties in staying within the conditions of the permit [B+T, Sept. 22]. Non-affiliated, KMPC is represented by R-R Representatives.

**Aims Session Held in Chicago**

MANAGERS from 13 stations met in Chicago Thursday for a three-day closed business meeting of the Association of Independent Stations at the Conrad Hilton Hotel. The group, headed by Todd Storz, KOWH Omaha, who was elected the first secretary of Aims Thursday morning, discussed behind closed doors all phases of their independent operations, with stress on costs and revenue. A major function of the group, which comprises 32 independent stations in cities of more than 200,000 population, is to exchange ideas and working methods with other associated stations.

After registration, Mr. Storz was elected secretary, with Bill Ware, KSTL St. Louis, assistant secretary, each to serve one-year terms. Mr. Ware will automatically succeed Mr. Storz next year. These are the only two offices.

**Hooper Speaks**

Luncheon speakers each day included C. E. Hooper, C. E. Hooper Inc., New York, Thursday; Alex Drier, NBC Chicago commentator, Friday; and Bill Evans, WGN Chicago disc jockey, Saturday.

Mr. Hooper outlined his system of measuring out-of-home radio audiences "accurately and completely." These figures, when added to at-home audiences, provide a total on which time sales can be made, he declared. Answering a charge which he said has been made of his home measurements in multiple-set homes, Mr. Hooper stated his service "comes closer to complete reporting on all home seats than any other method."

Mr. Storz presided at the semi-annual Aims meeting.

**Six Advertisers Begin Short-Term Saturation**

AS PART of a sweeping trend toward short-term saturation radio spot schedules, at least six major advertisers are joining the already active automotive companies in the use of that flexible type of exploitation.

Taking a leaf from the book of local advertisers, such as department stores, which for years have used short-term radio spots to promote special sales, national sponsors are flocking to the technique as a means of introducing new models and new products, supplementing TV coverage, and sparking special-offer drives.

Among auto companies using this concentrated means of promotion to introduce new models are: DeSoto, Lincoln-Mercury, Ford, Plymouth, and Kaiser-Frazer.

The six non-automotive firms known to be undertaking these short-burst campaigns are: Druggists Supply Co., Continental Oil Co., Rapid Shave cream, Swan-down, General Electric (TV sets) and Cashmere Bouquet.

Druggists Supply Co., through Ruthrauff & Ryan, New York, is promoting the local independent druggist in a two-week campaign starting Dec. 1 in 120 markets.

Continental Oil Co., through its present agent, Geyer Adv., New York, added a spot campaign starting last Monday and Dec. 1 to run until Jan. 1 in more than a half-dozen markets. Effective that date the account moves to Benton & Bowles, New York. The latter agency is understood to be recommending radio and TV spots but nothing will be decided upon definitely until after the first of the year.

Colgate - Palmolive - Peet Co., through William Esty & Co., New York, is conducting its campaign for Rapid Shave cream through Dec. 31 in about 10 markets.

General Electric Co. (television sets), through Maxon Inc., New York, is carrying on a six-week campaign using 252 radio stations in 89 radio markets.

Cashmere Bouquet hand lotion, through Sherman & Marquette, New York, is starting today (Monday) a three-week campaign in 25 markets [B+T, Nov. 10].

General Foods Corp. (Swan-down) also began on Nov. 17, for three weeks, a radio campaign [B+T, Nov. 10] through Young & Rubicam, New York.

**Among Advertisers**

Among the auto advertisers, De Soto, through BBDO, Lincoln-Mercury, through Kenyon & Eckhardt, New York, varied its schedule from three days to a week and a half; Ford Motor Co., through J. Walter Thompson Co., used a two-week saturation schedule; Plymouth, through N. W. Ayer & Son, Philadelphia, employed one week while Kaiser-Frazer, which originally placed a two-week campaign to start today, has doubled its intensity effective this week, through William H. Weintraub Co.

Meanwhile Mennen Products will expand its list of 55 markets, starting Dec. 1, with 52-week spot-announcement contracts in at least 25 other markets. Kenyon & Eckhardt, New York, is the agency.

Kingan & Co., Indianapolis, will place a 13-week saturation radio campaign in Los Angeles, Seattle and San Francisco, starting Jan. 1, through Warwick & Legler.

**WTTM Purchase**

Peoples Co. Pays $225,000

ACQUISITION of WTTM Tren- ton, N. J., by Peoples Broadcasting Corp., the owner's subsidiary, of Farm Bureau Mutual Automobile Insurance Co., for $225,000 was consummated last Thursday, subject to customary FCC approval.

S. Carl Mark, WTTM president and general manager, sold 100% of the stock to the Murray Lincoln concern, which also operates WRPD Worthington, Ohio, and WOL Washington. Herbert Evans, general manager and president of Peoples, said the acquisition is part of a radio expansion program by the Lincoln interests. The station, which operates on 920 kc and is affiliated with NBC and is an affiliate for TV Channel 41. The transaction was handled through Blackburn - Hamilton, radio-news-paper brokers.

**RADIO SPOTS**

**Hello ... CBS ... Arthur Godfrey's on fire!**

**Drawn for Broadcasting * Telecasting by Sid Hix**
PROGRAM RATINGs VALIDITY

RADIO program ratings have been used freely to measure radio and TV program popularity.

The November rating of a program is compared with its rating for October, expected that for November 1951. It also is compared with the ratings of programs advertising products competing for public favor with those of its sponsor.

How valid are these comparisons? When does the difference in the ratings of two programs, or of the same program for different periods, represent a real difference in the size of the audience? And when is the difference merely a matter of the variation to be expected of any measurement based on a sampling of the total audience, as radio program ratings are?

These questions were raised Thursday by W. Ward Dorrell, research and program consultant of John Blair & Co., radio station representative, and of Blair-TV Inc., representing TV stations. Speaking at a luncheon meeting of the radio-TV discussion group, American Marketing Assn., in New York, Mr. Dorrell said the size of the sample is the chief factor affecting the amount of variation to be expected.

Noting that the measurer can increase his sample size at will, limited only by the amount of money the buyer is willing to spend, Mr. Dorrell stated that the basic question is: What precision do you wish?

Require Sample Sizes

"Should we be satisfied with a 20% plus or minus variation of the ratings?" he asked. "This may seem like far from precise tolerance, 40% overall. However, let us see the required sample size we would need to provide a 20% precision on ratings from one to 50. For a rating of five we will require a sample of 1,650 interviews, for a rating of 10 we will require a sample of 960 interviews, for a rating of 20, 560 interviews, etc."

But currently most ratings in radio are far below 10, Mr. Dorrell said. "In Los Angeles we find that most of the Hooper ratings are below four (1,010 periods or 91.5% of the reported periods). This is not unusual; in all large cities with multiple stations we find a similar condition.

"In television we do see many ratings that are large, but when we examine those periods which are for say, a six-week period, we noted that for we note a similar small range. In Los Angeles, for instance, we find that 82.5% of the daytime, weekday, TV Hooper ratings are below three.

To provide 20% accuracy for these smaller ratings, Mr. Dorrell stated, requires samples of 2,380 for a rating of four, 3,200 for a rating of three, 4,850 for a rating of two and the almost impossible sample of 9,790 for a rating of one.

"When we consider that upwards of 150 periods are reported upon in current audience measurement reports, we realize that 150 times 9,790 requires the report be based upon a total of 146,250 interviews. At current costs for interviewing we would find this cost far beyond any reasonable amount."

Analyzing the precision being delivered by current ratings, Mr. Dorrell said that with a sample of 225 calls, "for a rating of 10 the variation is approximately 40%; for a rating of five the variation is 60% and for a rating of one the variation exceeds 130%." Even when the sample is increased to 900, variations are quite large in the lower rating range, he said, with a rating of one having a variation of plus or minus 83%.

"Obviously, we will need samples many times larger than those in use in some syndicated reports to have a basis of confidence for making decisions involving so many thousands of dollars in expenditures," Mr. Dorrell declared. "It is our opinion that the minimum sample size should be in the order of at least 1,800 for each period reported. This represents a considerable increase over the present base for many reports, particularly those based upon 225 homes called plus immediate recall; double or triple these sample sizes should be in order.

"If we cannot expect such an increase in sample size, we must then revise some of our thinking applied to the use of audience research," he stated. "We should encourage all who make daily use of audience measurements to be more cautious in their decisions based upon ratings and to have a better understanding of the significance, or more to the point, the lack of significance of the difference between two ratings."

To facilitate an understanding, Mr. Dorrell has prepared a series of charts showing, for samples ranging from 225 to 1,800, which differences between ratings are significant and which are not. These charts are being published with the Blair motto: "The Value of Information Is Measured by Its Reliability."

Taking two ratings 6 and 4— as its running illustration, the brochure shows that, for a sample size of 225, the difference between the two ratings is not significant and should not be relied on by the buyer as a true difference in audience size. When the sample size is increased to 375 the difference between ratings of 4 and 6 are still non-significant.

The chart reproduced on this page is shown for a sample size of 450, shows that there still is no significant difference between the ratings of 4 and 6, although the circle representing the intersection of the lines is closer to the line dividing the non-significant area from the significant area than it was on the earlier charts.

Not until the sample size has been increased to 1,200 does the difference between the rating of 4 and that of 6 become significant.

In distributing the brochure to the buyers of radio and TV time, the buyers organizations state: "It is our hope that through the use of these charts, those concerned with broadcast ratings will . . . realize that larger sample sizes than those in common use today are necessary for greater precision."

MBS' MGM BLOCK

PLANS to substitute predominantly mystery shows for the unofficially estimated $2 million block of 10 weekly MGM Radio Attractions programs now carried on Mutual were reported last week, effective Dec. 29, as network officials launched a series of two-day regional meetings with affiliates.

The session, first in a series of six planned by MBS executives, got underway Thursday in New York with review-preview reports on all phases of network operations amid assurances by Thomas F. O'Neill, Mutual president and board chairman, of his faith in the continued progress of Mutual specifically and of radio generally.

Mr. O'Neill did not discuss Mutual's plans for television, although it has been known that the network is blueprinting TV syndication activities. He did say, however, that he expected radio and television generally to complement each other.

Decision to drop the MGM series after a year's "test" was officially reported by Julius F. Seebach, program vice president. It was attributed to the fact that these transcribed shows, while featuring top name talent, never really paid off for the network as they had been expected to do, although the portion offered for local co-op sponsorship achieved somewhat greater commercial success.

The programs chosen to replace the MGM block, which have occupied the 8-9 p.m. period Monday through Friday since the first of the year except for summer hiatus, are of the mystery type in all cases except for two audience participa-

Mysteries to Replace

(Continued on page 34)

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POLITICS added more than $700,-
000 to the gross time sales of the
major radio and TV networks dur-
ing September, according to the
tabulations of Publishers Informa-
tion Bureau. These figures are based
on month's month's invest-
ments of advertisers in network
time. Political party organizations
and committees supporting the
Presidential candidates spent, at
one-time rates, $397,920 for radio
network time and $322,570 for time
on the TV networks in Sep-
tember, first month of intensive
Campaigning.

No political group was a big
enough spender to crash the select
list of the top ten advertisers in
either radio or TV networks, how-
ever. Tables I and IV, compiled by
BROADCASTING & TELECASTING from
PIB figures on the use of network
time for individual products by
individual programs, show Procter &
Gamble and Lever Bros. in each top
ten lists. General Foods Corp., General
Mills, Colgate-Palmolive-Peet Co. and
Lever Bros. Co. also appear among
the top ten users of both kinds of
program material.

Tobacco Firms Emphasize TV
It may be significant that three
manufacturers—American
Cigarette Tobacco Co., Liggett &
Myers Tobacco Co. and P. Lorillard Co.—are
among the leading users of TV
network time, whereas not a single
cigarette concern shows up in the
radio network top ten. The tobacco
companies are still large users of radio
network time, however, as a class,
ranking fifth among all types of
advertisers on the network net-
works both during September and the
first nine months of 1952.

First five of the advertising categories
according to their September expend-
itures for radio network time (Table III) are foods, toiletries, soap and
remembering the dollar volume
and advertising expenditures in
that order. List is the same for the

In Table IV, the top 10 TV network
advertisers for the month
September are shown.

The two tables are self-explaining.
PORTLAND, Ore., is fortunate. Most of its people live in the part of the city that is flat—thus, are capable of receiving “good” uhf TV pictures from KPTV (TV), the first uhf television station in the country, which began commercial operation Sept. 20 [B*T, Sept. 22].

That is the gist of a five-day study of reception made by John P. Taylor, advertising manager of RCA Engineering Products Div. Mr. Taylor rode with an RCA Service Co. truck making spot checks throughout the city and environs of the level of reception of the Ch. 27 signals.

Mr. Taylor found that a Class A signal (74 dbu) extended out roughly 20 miles from the transmitter site on Council Crest, about two miles east of the downtown business center, and a Class B coverage (64 dbu) out about 30 miles.

Due to hills within those contours, the “good” coverage pattern of KPTV’s signal takes the form of a rough butterfly outline, with the station’s antenna where the insect’s head would be.

Six major shadow areas—hills behind which the signal was not good enough for an adequate picture—were found by the RCA testing crew. Major dead area is immediately northwest of the transmitter, due to the elevations of the same ridge on which the antenna stands. Two other areas are directly northeast and east of the transmitter. One small area is east of the transmitter behind Mt. Tabor. These are all within the city limits. Farther east, outside the city proper, two other shadow areas show up behind Rocky Butte and Mt. Bachelor.

Happily, according to Mr. Taylor, the shadow areas involve less than 5% of the population within the city limits and less than 12% of the population of the Portland trading center.

If power is increased, there might well be a decrease in the number of areas which begin commercial uhf TV operation Sept. 20 [B*T, Sept. 22].

From other sources it was learned that neighborhood community television systems have sprung up in Portland shadow areas to bring KPTV’s signals to hungry TV set owners living behind hills. Who is doing these installations could not be ascertained.

KPTV, owned by Empire Coil Co., New Rochelle, N. Y. (Herbert Mayer, president), parts manufacturer and licensee of WEXL (TV) Poland, radiates from a Class B antenna which is 1,000 ft. above average terrain. The 1-kw transmitter and other gear were bought by Empire Coil from RCA-NBC’s Bridgeport, Conn., experimental uhf TV station, which was in operation from 1949 to the latter part of last August. The equipment was trucked to Portland from Bridgeport and installed in two weeks. Special 548.554 mc antenna was built at Camden and installed within 24 hours after arriving in Portland Sept. 11. Station, first in Portland area, estimated 26,600 TV sets in the area as of Nov. 1. Prior to KPTV, fringe signals were received in Portland from KING-TV Seattle, 130 miles away.

RCA Service Co.’s determination of a “good” picture was one which just overrode “snow.” The average turned out to be about 66 dbu. It is estimated that 95% of the city’s 383,700 population and 80% of the 385,700 population outside the city limits gets a “good” picture.

Checks were made on four radials from the antenna—north, east, south and west. A 30-ft. corner reflector antenna, having a gain of 9 db at 500 mc, was used, feeding into a U-70 selector which in turn operated a Model 630 TV receiver.

Key for uhf TV station operation in other cities, according to Mr. Taylor’s conclusions, are contained in four factors. They are: (1) antenna height, (2) flatness of terrain, (3) frequency, and (4) population distribution.

Antennas should be at least 500 ft. above average terrain, Mr. Taylor estimated. That is to encompass as much line-of-sight reception as possible, he pointed out.

Terrain is the “predominating limitation on uhf coverage,” Mr. Taylor stated. He also described use of shadowgraphs—topographical map with a small light at antenna site to simulate radiated signals. These show up shadow areas, although it was found that the TV dark area was not as long as indicated by a shadowgraph.

The higher the frequency, the less possibility there is of “fill-in” behind hills and other obstructions, Mr. Taylor observed. He also compared uhf coverage with uhf pattern, determined that although the lower frequencies would cover a far wider area, it would only cover some 5% more people—Channel 27 covers 88% of the Portland trading area population and a vhf channel would cover 94% of the population. However, uhf signals would fill in shadow areas, he pointed out.

Even in hilly terrain, a uhf station might satisfactorily cover most of the people, Mr. Taylor said, if the residential area was in predominantly flat land. Since TV signals are for viewers, where they live is more important than where the signals go, he implied.

Uhf receiver installations are being easily handled by servicemen, Mr. Taylor found.

A copy of Mr. Taylor’s report is available from the Broadcast Section, Engineering Products Dept., RCA Victor, Camden, N. J.

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JOHN P. TAYLOR, author of first report on actual commercial uhf TV coverage, has been advertising and sales promotion manager of RCA Victor’s Engineering Products Dept. since 1943, and with RCA since 1930. He was graduated from Harvard U. in 1929 with a B.S. in Electrical Communication, took graduate courses at Union College and U. of Pennsylvania. From 1933 to 1937, on leave due to a serious illness, Mr. Taylor turned to freelance technical writing. In his present executive position, Mr. Taylor is also editor of RCA’s Broadcast News and supervises Communications News.
IN REVIEW...

BY ALL ODDS TV's largest and most lavish program, Omnibus, in its Nov. 9 debut matched quality with quantity by presenting a series of top-notch features in what might be called an intellectual variety show. In every one of its 90 minutes this new Sunday afternoon CBS-TV program was the answer to the plea of many viewers for adult entertainment from their TV receivers.

Conceived and produced by the TV-Radio Workshop of the Ford Foundation, Omnibus in its initial production was an adult program, but no more highbrow than, say, Life magazine, which the program much resembles in its widespread interest in all facets of the world around us. Robert Saudek, director of the workshop, has stated that the program is in no sense an American version of the BBC's "Third Programme," aimed at the intelligentsia, but is intended to appeal to the vast multitude of middlebrows who make up the majority of the broadcast audience as well as the majority of the population.

High spot of the first Omnibus telecast was the historical drama, "The Trial of Anne Boleyn," written especially for the program by Maxwell Anderson and superbly acted by Lilli Palmer as Anne and Rex Harrison as Henry VIII. To Alex Segal, director of the telecast of this play, must go a large part of the credit for the successful transmission of the dramatic intensity of the action through the cameras and into the minds and hearts of the viewers at home.

Another play in quite a different mood also was included in the first Omnibus program—William Saroyan's "The Bad Men," a shapeless bit of emotion in which two half-drunk Indians befriended an embittered girl and helped a five-year-old cowboy to capture them, to the annoyance of the harassed station master of the railroad depot in which the sketch was enacted. The playlet was introduced by its author, who, like Mr. Anderson, had written it for Omnibus.

Two films unlike anything previously shown on TV were the novelty items on the opening Omnibus bill. One was a Hawaiian voodoo number, thrillingly danced by Jean Destine to the pulse quickening rhythms of the voodoo drum. The other was a series of X-ray motion pictures of a woman applying make-up, a man shaving and a child eating a candy bar which cast a macabre shadow over the everyday actions in a vivid demonstration of how films are aiding medical science in its fight against disease.

A beautifully produced condensation of "The Mikado" with Mar-\ny Green as Koko, captured much of the charm of this classic operetta, but somehow missed the underlying humor which sets Gilbert & Sullivan apart, leaving the viewer with the feeling that he had seen a well-preserved museum piece whose chief interest lay in its antiquity.

Humor was the one missing element in what was otherwise a well-rounded program. One might smile at the whimsey of Mr. Saroyan or the quaintness of "The Mikado," but there was no opportunity for a chuckle, let alone a full-bodied guffaw. Even Alistair Cooke, whose writings and broadcast commentaries sparkle with humor, performed his duties of master of ceremonies as soberly as if he were conducting a guided tour of a medieval cathedral. To this reviewer, 90 minutes is too long to sit in solemn silence and Omnibus would be all the better for a touch of comedy.

Omnibus is designed as an experiment in commercial television, which will explore new paths in programming but always with the goal of finding types of TV entertainment which can be made commercially. Omnibus itself has a sponsor, Willys-Overland Motors, and hopes to add others to a total of five for its 90-minute telecasts.

Mr. Saudek and his associates are to be warmly congratulated for making a fine start of what promises to be the most stimulating program series yet to emanate from a TV studio.

ASCAP Gross Rises

WITH GROSS income of $10,375,000 for the first eight months of 1955, ASCAP should gross more than $15 million for the full year, according to the Society's treasurer, Louis Bernstein. Reporting to the ASCAP membership meeting in New York, Mr. Bernstein said that ASCAP expenses for the eight-month period totaled $2,092,000 or 19% of the gross, slightly less than the usual 20%. According to writer and publisher members of ASCAP this year should receive somewhat larger royalty checks than for 1951, when the gross was approximately $14 million, of which about $12 mil- lion was distributed to members.

IN CENTER is Mr. Coke. Others, starting at top left and running clockwise, are: Mr. Green, Mr. Destine, Jeanne Ramoon, Mr. Harrison, and Miss Palmer. Cowboy is Malcolm Broderick. Drawing is by Al- bert Hirschfeld.

* * *

NARFD MEET

Set in Chicago, Nov. 29-30

NATIONAL Assn. of Radio Farm Directors will conduct its ninth annual convention Nov. 29-30 at Chicago's Conrad Hilton Hotel along the "know-how" theme, Sam B. Schneider, KOVO Tulsa, NARFD president, said last week.

An Indian theme, "Know-How Pow-Wow," will dominate the convention, which will include panel discussions, speeches and workshop sessions aimed at covering more ground concerning how farm directors' job than has been attempted in other years, Mr. Schneider said.

President Schneider, at the Sat-urday morning opening session, will set the theme for the convention by emphasizing that "RFDs" are dedicated to agriculture. Workshops on "Fundamentals of Farm Broadcasting" are planned after various committee reports and the annual Sears, Roebuck Foundation luncheon.

Forum Plans

Phil Alampi, WJZ New York, will direct the convention forum, with a well known NARFD member handling each phase, including talks on labor, interesting inter-views, home economics and use of free handouts from commercial firms.

Other talks will bring to light answers to problems facing tele- vision farm programs. Sandy Saunders, WKY-AM-TV Oklahoma City, will head a panel on TV and AM radio during the convention's second day.

Maury Malin, director of advertis-ing for Ralston-Purina, St. Louis, will follow with a discussion of AM radio.

Also to be featured during the NARFD convention will be a report from Secretary of Agriculture Charles Brannan. Wallace Kad-derly, agricultural information specialist with ECA in Paris, will report on foreign farm radio.

Awards Announcements

Among highlights of the two days will be presentations of the National Safety Council's award to the farm director who has rendered exceptional service to safety on the farm, and of the American Farm Bureau Federation Award to the farm director who has most intre- preted agriculture to the American public during the past year.

New officers will be named at the convention, which will offer a competi-tion of ideas, problems, banquets and social gatherings. Officers of all standing committees have planned a thorough conven- tion program, according to Presi-dent Schneider. The workshop idea, he believes, will enable both new-comers and veteran NARFD mem- bers to do a better liaison job among the farmer, the college and the advertiser.
NOW BALTIMORE GETS ONE!

In New York it's WQXR... in Washington it's WGMS... NOW, in Baltimore, it's WITH-FM! The Good Music Station! The dream station for lovers of good music!

From 11 A.M. till midnight, WITH-FM will broadcast only the world's greatest music, performed by the world's greatest artists. Special live broadcasts of such outstanding musical organizations as the National Symphony and the Julliard Quartet will be included.

Here's a ready-made, class audience for you. These music lovers are loyal listeners. The Good Music Station is their favorite station. Many of them won't listen to any other radio station.

And the rates are low—way low! Let your Forjoe man give you all the details about this great new advertising buy!

IN BALTIMORE WITH-FM
THE GOOD MUSIC STATION

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
The Associated Press could not have swept the election boards on November 4 without the magnificent cooperation of thousands of newsmen throughout the country. Their work—whether as AP staffers or stringers, or as staffers of member radio stations and newspapers—again enabled The Associated Press to score its own "landslide". The magnitude of their performance is attested by messages that poured in from radio members all over the country. These are typical:

"AP so far superior all night that there was no comparison. It got so I didn't even bother to look at other machine"—Hal Phillips, News Editor, KTOK, Oklahoma City.

"Coverage good, cooperation splendid"—Thomas E. Martin, President, WAPX, Montgomery, Ala.

"AP was right on top"—Olaf Sowards, News Editor, WIBW, Topeka, Kansas.

"Good. All right!"—Dick Gavitt, News Editor, KFH, Wichita, Kansas.

"Our dependence on AP more than justified"—Charles Price, KMLE, Monroe, La.

"AP better than ever"—Ross Charles, WATO, Oak Ridge, Tenn.

"Beyond comparison competitively. Made me proud to be a member of AP"—Len Higgins, KTNT, Tacoma, Wash.

"Wonderful job. Although we are network, your regional returns hit us just right. Best ever"—Tom Bostle, KIMA, Yakima, Wash.

"AP way ahead—did much better job"—Carleton Schirmer, Program Director, KFEQ, St. Joseph, Mo.

"All right"—Jack Griffin, News Editor, KWK, St. Louis.

"AP good"—Claude Dorsey, News Editor, KMBC, Kansas City.

"Well pleased; AP fine"—Rex Davis, Manager, KMOX, St. Louis.

"Gave us everything wanted"—Ed Hoerner, Program Director, WWL, New Orleans.

"AP fast and complete . . . as usual. Depended almost entirely on AP"—Les Mawhinney, News Director, Don Lee Broadcasting System, Los Angeles.

"Fast and accurate. Filled the bill all the way"—Howard K. Martin, General Manager, WALA, Mobile, Ala.

"Good job. Ahead your oppositions, decidedly"—Richard Oberlin, News Director, WHAS, Louisville.

"Swell job!"—Lester W. Lindow, General Manager, WFDF, Flint, Mich.

"Finest and fastest election coverage job I've seen in 16 years of news handling"—John W. Eure, News Director, WDBJ, Roanoke, Va.

"Good! Whole national scene well handled"—Allison McDowell, WEDO, McKeeseport, Pa.

"I was very happy with the service"—Paul Long, KDKA, Pittsburgh, Pa.

"Best election coverage ever given by AP"—Norman Gallant, Manager, WFAU, Augusta, Me.

"Splendid job all the way. We stuck with you all night"—Jack Knell, Director, News and Special Events, WBT, Charlotte, N. C.
LANDSLIDE!

"Couldn't have asked for finer state coverage. Accuracy of national wire gave us confidence in what we were reporting"—Roy Eisen, Program Director, KECK, Odessa, Texas.

"Best election coverage we ever had in Maine"—Jack S. Atwood, Manager, WRDO, Augusta, Me.

"Sincere compliments on election coverage!"—Wes Cook, News Director, KIUL, Garden City, Kansas.

"Finest election job I have ever seen AP perform"—Robert S. Hix, General Manager, KRES, St. Joseph, Mo.

"Fine and accurate! Way out in front all night long!"—C. P. Vogel, Jr., Program Director, WGKV, Charleston, W. Va.


"Fast and concise! Gauged to the continuing needs of telecasting up-to-the-minute results"—Robert B. Cockrane, Program Director, WMAR-TV, Baltimore.

"AP fine, logical"—Hale Bondurant, Manager, KFBI, Wichita, Kansas.

"Couldn't have asked for better cooperation"—Dick Goden, Program Director, KHQ, Spokane, Wash.

"We were ahead"—Cole E. Wylie, Owner, KREW, Sunnyside, Wash.

"Up-to-the-minute, continuous and accurate!"—Bill Dean, Program Director, WIBC, Indianapolis.

"Well ahead nationally and regionally"—Al Lowe, WNEX, Macon, Ga.

"Congratulations! Fast, concise coverage"—John Alderson, News Editor, WFBR, Baltimore.

"Left absolutely nothing to be desired"—George M. Burbach, General Manager, KSD and KSD-TV, St. Louis.

"On top all the way! Filing was tailored to fit our broadcast schedule to the minute"—Bob Shipley, News Editor, WSAV, Savannah, Ga.

"Fastest I have seen yet"—James Caldwell, Program Director, WAVE, Louisville.

"Smoothest election coverage job I ever saw"—Bob McCoy, KOB, Albuquerque.

"Congratulations on a fine job"—Paul White, News Director, KFMB, San Diego.

"Congratulations on comprehensive, efficient coverage. Well organized, rapid, complete. Particularly impressed with your clear beat on Arvey's concession of Illinois"—Ben Strouse, Vice President WWDC, Washington.


"AP coverage, both state and national, was tip-top!"—Glenn Condon, News Editor, KRMS, Tulsa.

"Extremely fine. We worked exclusively from your radio wire and found it entirely adequate as to speed, accuracy and good writing"—Walter Paschall, News Director, WSB, Atlanta.

"Terrific. Filled all non-network periods exclusively with AP"—Horace Logan, Program Director, KWKH, Shreveport, La.

"Tops and well ahead of opposition"—Max Sepaugh, WSLI, Jackson, Miss.

"It was AP all the way here"—Paul Goldman, KNOE, Monroe, La.

"AP great. Whipped opposition"—George Gow, News Editor, KANS, Wichita, Kansas.
for Cleveland and Cincinnati. Paramount Pictures officials made no estimates on where they would apply if free to do so.

Since approval of the merger would leave AB-PT with two TV stations in Chicago in conflict with the FCC's duopoly rule, Mr. Resnick also approved the sale of the facilities of WKBK (TV) to CBS for $6 million. ABC already owns WENR-TV there and UPT subsidiary Balaban & Katz owns WBBK.

Not significant, but one of the issues was whether the official transfer of control of KTTLA (TV) Los Angeles to the new Paramount Pictures Corp., and of WKBK (TV) Chicago and WSMB New Orleans to UPT, occurred before the FCC approved— in contravention of the Commission's regulation— on the subject.

Mr. Resnick held that failure to notify the FCC in time should not bar the approval of the transfers, which were in a sense involuntarily forced by court order. Prior FCC approval of the transfers did not allow an involuntary transfer of control.

However, Mr. Resnick took the opportunity to warn members of the FCC bar that the Commission's jurisdiction should be called to the attention of the courts when radio properties are involved in a judicial order involving changes of ownership.

Fact that there is some overlap of stockholdings in Paramount Pictures, which owns KTTLA (TV) Los Angeles and the to-be-formed AB-PT Inc., owning KECA-TV Los Angeles was found not to be significant enough to conflict with the FCC's duopoly rules, according to Mr. Resnick. Stockholders of the old Paramount Pictures Inc. received equal shares in both the new Paramount Pictures Corp. and UPT when the two new companies came into being in 1950.

FAMOUS Ralston Checkboard

trademark was the pattern in two

gifts from Ralston Purina officials to

5. Galu, chairman of Garden Adml.,

founded the Checkboard Adml.,

during 50th anniversary party [Aug., Nov. 10].

Mr. Gardner (i) a Checkboard cap and a marmom

"campaign" button plugging "H. S.

for president on the Checkboard
ticket. With him are J. V. Getlin (l),
sales manager, Ralston Purina's Cereal Div., and Geoffrey Baker, vice

president, Cereal Div.

AB-PT OFFICERS

Goldenson Would Be Pres.

HEADING the proposed American

Broadcasting-Paramount Theatres Inc. radio-TV and theatre combina-

tion would be young, able, 47-year-

old Leonard H. Goldenson, who came up from legal specialist in reorga-
nizing Paramount Pictures' theatrical operations as vice presi-

dent, and since 1950 president of

United Paramount Theatres. He

would be president of AB-PT.

Edward J. Noble, present chair-

man of the ABC board, would be

AB-PT chairman of the fin-

ance committee and a director. Robert E. Kintner would remain

vice president of the ABC Div. of AB-

PT, and would also become a vice

president and director of the par-

tent company. Robert H. Hinckley,
present ABC vice president, would

be AB-PT vice president, and

Earl E. Anderson, ABC vice

president, would become a director of

AB-PT. ABC director Owen D.

Young would serve in the same

capacity for AB-PT.

To the ABC Div. would come these

executives of UPT: Robert H.

O'Brien, executive vice president and

also vice president, secretary and

director of AB-PT; Robert M.

Weitman, vice president, also vice

president of AB-PT.

 Stations involved in the merger

proposals are:

ABC—WZAM-FM-TV New York,

WENR-AM-FM-TV Chicago, WXYZ-

AM-FM-TV Detroit, KECA-AM-FM-TV

Los Angeles, KGO-AM-FM-TV San

Francisco.

UPT—WKBK (TV) Chicago (to be

sold to CBS), WSMB-AM-FM New

Orleans (half-owned by UPT).

AB-PT would have its

headquarters in New York.

MBS' MGM Block Dropped

(from Continued page 27)

tion-quiz shows which will be aired

Friday nights. Many of them, it

was reported, are known from ex-

perience to be commercially attrac-

tive.

Starting Dec. 29, Mr. Seebach

disclosed, the following half-hour

shows will be inserted in the 8-9

p.m. periods, with some available

for purchase. The programs for local cooperative sponsorship:

Mon., Falcon and Hall of

Fantasy, Tues., Mickey Spillane's That

Hammer Guy, and High Adven-

ture; Wed., Crime Flies of Flum-

foe and Crime Fighters; Thurs.,

Official Detective and John Steele,

Adventurer; Fri., Movie Quiz and

True or False.

The programs they will replace

include Woman of the Year, the

MGM Musical Comedy Theatre,

Adventures of Casanova, the

Hardy Family, and Adventures of

Maisie.

Would be a discussion of the evolution

of radio programming through the years,

Mr. Seebach also said Mutual

now is putting renewed empha-

sis on networking of programs

and is expected to have a more

diverse approach than it has been

in the past. He cited, for example,

WOR New York's John Gambling program and WGN Chicago's Cliff's Family, both be-

ing offered on the network as local

coop shows.

Hears Schmid's Reports

The approximately 40 persons

representing affiliates at the New

York regional meeting also heard

reports from Robert Schmid, vice

president in charge of advertising,

research and press information.

He said Mutual's overall presen-

tation had been shown to more than

2,000 advertising agency men

in 15 major cities, including New

York, during the last six months. Bert J.

Hauer, director of co-op programs,

and E. M. Johnson, vice president

in charge of station relations and

publicity, who opened the meet-

ing, presented Victor C. Diehm of

WAZL Hazleton, Pa., chairman of

District One of the Mutual Affili-

ates Advisory Committee.

The Friday session was to be
dedicated to a question-and-answer

session, with affiliates putting the

questions to network officials.

In addition to Messrs. O'Brien, Feb-

bach, Schmid, Johnson, and Hauer,

the Mutual delegation at the meeting included: Vice President

William H. Finshier; J. Glen Taylor,

vice president of General Teledia

Inc. (the Levis Hotel Thursday com-

municating the 40th anniversary of

the school's founding. The other

winner was Carl W. Ackerman, dean of the school and member of its

first class.

Mr. Sanger's citation stated that he "has for 16 years brought to the

city of New York and to thousands

within a radius of many miles of

New York, superb music, objective

news and cultural and public serv-

ice programs over a station which

he has developed into one of the

most respected in the world."
Revealed by
the Dr. Forest L. Whan Survey
of the Boston Trade &
Distribution Area

RADIO STATIONS "LISTENED TO MOST" BY NEW ENGLANDERS

<table>
<thead>
<tr>
<th>STATION</th>
<th>DAYTIME</th>
<th>NIGHTTIME</th>
</tr>
</thead>
<tbody>
<tr>
<td>WBZ</td>
<td>15.3%</td>
<td>19.6%</td>
</tr>
<tr>
<td>Station B</td>
<td>12.3</td>
<td>6.5</td>
</tr>
<tr>
<td>Station C</td>
<td>9.8</td>
<td>5.8</td>
</tr>
<tr>
<td>Station D</td>
<td>5.0</td>
<td>3.4</td>
</tr>
</tbody>
</table>

(from Whan survey, page 21)

In other words:

1. Day or night, more people "listen most" to WBZ than to any other station in New England.

2. At night the preference for WBZ over its nearest competitor is better than 3 to 1.

.. and how about newscasts?
New Englanders are news hungry; they've always been keen to have the latest news. And when it comes to news sources, more New Englanders get their news from radio than any other medium, including newspapers. And the radio station they prefer for news—any time of day or night—is WBZ. Here's the listening situation in New England:

RADIO STATIONS PREFERRED FOR NEWSCASTS

<table>
<thead>
<tr>
<th>USUALLY HEARS</th>
<th>MORNING NEWS</th>
<th>NOONTIME NEWS</th>
<th>SUPPERTIME NEWS</th>
<th>LATE EVENING NEWS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Station WBZ</td>
<td>15.7%</td>
<td>17.0%</td>
<td>21.9%</td>
<td>25.5%</td>
</tr>
<tr>
<td>Station B</td>
<td>13.7</td>
<td>12.6</td>
<td>12.5</td>
<td>13.7</td>
</tr>
<tr>
<td>Station C</td>
<td>10.3</td>
<td>8.8</td>
<td>9.7</td>
<td>10.7</td>
</tr>
<tr>
<td>Station D</td>
<td>7.2</td>
<td>6.3</td>
<td>6.8</td>
<td>5.5</td>
</tr>
</tbody>
</table>

(from Whan survey, page 23)

In this comprehensive report, the most thorough audience-survey ever completed in New England, you'll find precise, dependable guides to efficient use of your time-buying dollar—by day, by night, by specific hour, by type of program. We invite you to consult this impartial report and then choose the New England station that looks best for your purposes. If you haven't a copy, get in touch with WBZ or Free & Peters.

WBZ, BOSTON reaches the most people, most often, in all New England!

50,000 WATTS

NBC AFFILIATE WESTINGHOUSE RADIO STATIONS Inc

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

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

November 17, 1952 • Page 3
**EQUAL TIME ISSUE**

FCC has virtually written off complaints raised during the recent political campaign involving problems of equal time opportunities and station clearances, it was learned last week.

Obviously marking time until the new Republican administration takes over on Jan. 20, FCC partly because the election rendered some complaints academic— the Commission has sidestepped issues posed by the Democratic National Committee, Allen B. DuMont Labs. and GOP spokesman Harold Stassen.

FCC reportedly has reminded the Democratic National Committee that they will not be ticked for political programs is the presentation of all views. The committee claimed that ABC refused to give it equal time to reply to a "partisan political speech" by ABC commentator Walter Winchell, though it acknowledged that in the main the network had been fair throughout the campaign.

It's conceded unofficially in FCC quarters that theWinchell case and purported $2 million GOP spot "blitz" plan claimed by the Voluntary Commission for Elections were closely related [CITED CIRCUT, Nov. 10].

The Democratic committee did not officially file a complaint on the Winchell incident but only submitted a copy of the protested wire by Committee Chairman Stephen Mitchell to ABC President Robert Kintner.

**Stassen Answer**

The Commission reportedly advised Mr. Stassen that Sec. 115 of the Act Communications (equal time requirements) does not seem applicable to his charge that CBS had "declined to offer" him equal time to reply to a United Auto Workers position. The Commission thus upheld CBS' position that the act is not applicable because Mr. Stassen was not a candidate [B*T, Nov. 3].

In the DuMont case, FCC requested more specific data on DuMont's charges that some TV stations had declined to carry the network, allegedly on grounds of basic affiliation with other networks.

In still another case, Commission sources said FCC had received as yet no communication from Sen. Joseph McCarthy (R-Wis.), who threatened to seek revocation of license of KING-TV Seattle. Station officials threatened to delete what the committee considered libelous remarks in his script when he refused, cancelled his scheduled TV appearance. Sen. McCarthy was speaking on behalf of Sen. Harry Carey (D-Wash.), who was running for re-election.

In its reply to DuMont counsel, W. A. Roberts of Roberts & McElroy Washington law firm, FCC said:

"So that we may give further consideration to the problem you pose, we need your assistance in obtaining more detailed information. Our officials have been informed that such local stations have refused to clear the program, which is one of the stations identified."

**Remariable Martin**

WTAM Cleveland newspaperman Gene Mankiewicz says the Eisenhower landslide in the Presidential election with an uncanny degree of accuracy, according to WHAS Louisville. Mr. Mankiewicz, Dick Oberlin. Mr. Oberlin said he received a letter from Mr. Martin "weeks" before the election in which Mr. Martin said that Eisenhower would carry 36 to 40 states, including Texas, Virginia and Florida, would receive "400 or more electoral votes," and would carry Ohio, Michigan, Pennsylvania and New Jersey as Sen. Taft won in the Taft-Garretson Senatorial race. 

"Republicans might even carry Kentucky," wrote Mr. Martin. With final Kentucky returns still incomplete, candidate Stevenson last Wednesday had a narrow majority by appealing to the "goodly" absentee ballot still to be counted are running 2-1 for President-elect Eisenhower, Mr. Oberlin said.

**NARND MEET**

Newsmeen Urged to Attend

Radio and TV newsmen were invited last week by Tom Eaton, WTIC Hartford, first vice president of National Assn. of Radio News Directors, to attend NARND's seventh annual convention Dec. 1-5 at the Hollanden Hotel, Cleveland.

In the belief the meeting "will go a long way toward advancing radio-TV news professionally," Mr. Eaton explained that attendance is limited to NARND members. Station managers will be invited this year because NARND feels the front office should have a sympathetic understanding of its functions.

Professional workshops will be held for radio and TV newsmen, with topflight figures being lined up to conduct clinical studies. The popular "bun session" feature will be repeated, Ted Koop, CBS Washington news director, will lead the discussion on impact of radio and television coverage of news conferences.
Exclusive on WJBK!

HOCKEY CHAMPS ON
DETROIT'S CHAMP SPORTS STATION

WJBK Key Station for
Complete Schedule of
DETROIT RED WINGS
HOCKEY GAMES
At Home and Away!

No wonder WJBK always scores with sports fans throughout Michigan! For many years the key station for Detroit Tiger baseball broadcasts, WJBK now comes up with another "must" for sports minded listeners . . . all the games of the Detroit Red Wings, the National Hockey League champions and winners of the Stanley Cup. That's another good reason why your best buy in the nation's hottest sports town is WJBK, Detroit's leading sports station.

Al Nagler
WJBK's POPULAR
SPORTSCASTER

Every Red Wing game comes alive with Nagler's graphic play by play description of each home game and vivid recap of all games away.

WJBK
Detroit
A STORER STATION

CBS and DUMONT Television . . . Tops in MUSIC, NEWS and SPORTS on Radio

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY
THE "basic legal authority" of FCC to adopt a "rigid table of assignments and inflexible rule prohibiting the filing, acceptance and consideration of any applications specifying a channel not listed in the table of assignments" is challenged by WSAL Logansport, Ind., in an appeal of the Sixth Report and Order of last Monday in the U.S. Court of Appeals for the District of Columbia.

The appeal stems from FCC's memorandum opinion and order refusing to reconsider the Sixth Report and Order as petitioned by WSAL, so as to add vhf Ch. 10 to Logansport (B[T, Oct. 13]). WSAL had asked reconsideration on the ground that the Commission, in the Sixth Report, arbitrarily refused to switch Ch. 10 from Terre Haute, Ind., and as sign it to both Logansport and Owensboro, Ky., or in the alternative, to Logansport and Carbondale, Ill.

Filed by Washington radio counsel Herbert M. Bingham, William A. Porter and Robert M. Booth Jr., the WSAL appeal is the latest of several which have been taken to the courts. Appeals of the Sixth Report were filed earlier by WLOA Braddock, Pa.; KVOL Lafayette, La.; WWIP Madison Pk.; WSW Pittsburgh, and KROW Oakland, Calif. However, in view of allocation "corrections" made by FCC since issuance of the Sixth Report, the WLOA and KVOL appeals have been dropped.

WSAL's petition to the court contends that the table of assignments, embodied in Sec. 3.607(a) of the Commission's rules by the Sixth Report, "was not based upon consideration of applications and demand as required by Sec. 307(b) . . . and therefore, is unlawful. Sec. 307(b) . . . is a specific section limiting and defining the powers and authority granted the Commission by other previous provisions of the Act. Sec. 307(b) provides that "in considering applications for licenses, and modifications and renewals thereof, when and if necessary there is demand for the same, the Commission shall make such distribution of licenses, frequencies, hours of operation, and of power among the several states and communities, in a reasonable, expedient, and equitable distribution of radio service to each of the same." FCC has held the table of assignments best achieves this intent of the law.

WSAL's pleading that in mid-1948, after FCC refused to act on Yankee Network's application for a new tv station in Bridgeport, Conn., because the city and channel were not in the table of assignments at that time, the Federal Communications Bar Assn. contended Sec. 307(b) "required the Commission to accept and consider any complete application specifying any television broadcast channel irrespective of whether or not that channel was assigned by the proper parties by the Commission by the table of assignments as it had done prior to the Yankee Network opinion."

WSAL pointed out that "despite the vigorous objections raised by the FCBA, it was not until three years later that the Commission finally held oral argument on the Bar Association's petition. During those intervening three years, the Commission had proceeded upon the basis that it did have the legal authority to adopt and execute the proposed rules. Thus, it was no surprise to anyone when the Commission issued its memorandum opinion in July 1951 upholding its own contention that it was acting within the authority granted by the Commission's Act."

"To have held otherwise would have been an admission that the three-year suspension of consideration of applications for new television broadcast channels, called the 'freeze,' and at least a portion of the overall proceedings had been unnecessary."

Similarly, WSAL contended Sec. 3.607(a) of FCC's new TV rules is unlawful if the table of assignments is invalid and further so because it "effectively denies an applicant the statutory right to a hearing," while Sec. 3.607(b) of the Act, Sec. 307(b) provides that applications will not be accepted or considered unless the channel specified in the application is specifically assigned to the city by the table of assignments.

"The failure of the Commission to assign vhf Ch. 10 to Logansport will result in dismissal of the applications filed by Logansport, not supported by F.C. Corp, now pending before the Commission and will have the practical effect of denying the application without hearing," WSAL contended.

Concerning FCC's denial of the Logansport - Owensboro counter-proposal in the Sixth Report, WSAL charged it had "no notice that the principles of assignment based upon priorities would be abandoned; and no notice that new principles of assignment would be considered by the Commission in passing upon the counterproposals. . . . The Commission, in effect, unlawfully changed the rules in the middle of the game."

As a result, WSAL "had no notice that much of its evidence would not be considered" since that evidence was directed to the previous assignment principles, the appeal asserted.

WSAL further contended that FCC without notice unlawfully adopted new and increased maximum powers and antenna heights. In discussing the Carbondale counter-proposal, WSAL charged that the Sixth Report illegally, without notice, created three geographical zones and mileage separation requirements.

The appeal pointed out that the adoption of 170-mile minimum co-channel spacing for vhf Ch. Zone I was unsupported by the evidence and produced an "inefficient utilization of the radio spectrum in violation of Sec. 307(b) of the Commission's Act." Lowered power and increased channel spacing would have allowed use of Channel 10 at Logansport.

At another point, WSAL argued that "even if the assignment of new channels to Logansport and Owensboro had been proposed for the first time on the petition for rehearing," the failure to consider that proposal was arbitrary, capricious and unlawful if consideration is given to the Commission's action in itself proposing and subsequently adopting new vhf assignments in Kansas, Calif., and Temple, Tex., and also adopting a new proposal to add vhf Ch. 4 to Irwin, Pa., long after adoption of the Sixth Report."

FOCUS ON FCC

An accounting of its stewardship of supervision over radio and TV and other communications services reveals the FCC is the product of 83d Congress convenes Jan. 3.

That is the plan of Rep. Charles A.Wolverton (R-N.J.), chairman-designate of the House Interstate & Foreign Commerce Committee.

Rep. Wolverton declared last week he intends to have all regulatory agencies, coming under his committee's jurisdiction, report to the committee on their problems and their activities.

Most of the agencies never have served under a Republican administration, having been established under New and Fair Deal executives.

No "investigation" is portended, Rep. Wolverton made clear.

"What we have in mind," he said, "is to have the regulatory agencies come down and tell us of their experiences and what changes they think should be made in the laws under which they operate.

"There has been a chasm between Congress and the agencies down the street. We want to have clearer relations with them. After all they were created by Congress."

New members of Congress will be able to learn the "scope" of the agencies' activities through such meetings, Wolverton added.

Officials of industries controlled or regulated by the agencies will also be invited to appear before the House Commerce Committee, Rep. Wolverton said.

As to the FCC, Rep. Wolverton declared he had nothing specific in mind regarding that agency. He said the meeting with the FCC

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Either of these ultra-modern GATES Limiting Amplifiers may help you reach a whole NEW area of listeners where you do not now provide satisfactory reception.

With safe, sure and fast peak limitation you can keep modulation right up to the top, and without chirps, thumps or distortion. Every broadcast engineer knows the value of extra audio power, as well as the increased audience thus gained.

Pages 19 and 20 of the Gates Speech Input catalog tells the whole story of GATES Limiters. If you don't have a copy — drop us a line — we will gladly send you one.

These two smart new GATES Limiters are moderately priced, yet no better can be built. Both models use identical circuits. Model SA-38 has a 4-inch compression VU and output meter, with 24 step range control. Model SA-39 has a 3-inch compression meter only. Select the one best suited to your needs and save the difference.
HEADLEY-REED Closes
Detroit, New Orleans Offices
HEADLEY-REED Co., station representation firm, has closed its Detroit and New Orleans offices after arranging to assure stations of continued service in those cities, officials reported last week.

Gino Cio, Chicago office account executive, will spend one week a month—and more time as indicated—in Detroit to serve Headley-Reed stations, it was explained. In New Orleans, Milton DeRaynor, formerly of the firm's office there, continues independently as DeRaynor Inc., serving stations on the Headley-Reed list wishing freelance New Orleans representation. In the New York office, Ralph Broitman and Bob Davis have joined the research and promotion staff, and Barry Keit, account executive, has been named assistant to Vice President Sterling Beeson.

Tube Production
ELECTRONIC tube production has begun in two new Westinghouse Electronic Tube Div. manufacturing plants, it was announced last week. The new plants are located in Elmira and at nearby Bath, N. Y. Full volume production of virtually all types of radio and television power and receiving tubes is planned.

WIBW Bereavement
FUNERAL SERVICES were held recently for parents and relatives of three WIBW Topeka, Kan., figures: Mrs. William Butler, mother of Mrs. LeRoy Carlson, program director; Mrs. Joseph Hann, mother of Mr. Bob N. Ferguson, assistant to General Manager Ben Ludy, and Donald C. Ross, father-in-law of Irvin Lehman, transmitter engineer.

CITATION from U. of Maryland Ann. on behalf of D. L. (Tony) Provost, vice president-general manager of Hearst Corp. Radio & Television Div., for his work in furthering education via radio and television, is received by Leslie H. Peard Jr. (r), WBAL-AM-TV Baltimore manager, from Talbot Soper (ll), UMA Alumni president.

THERE'S A TUBE
In Your Radio Present

THAT electron power tube, which some engineers said could not be made, today is helping to sharply reduce operating costs and make more efficient use of much electronic equipment, RCA Victor, Harrison, N. J., pointed out last week.

Broadcasters and industrial users of a wide range of electronic equipment are enjoying the performance of "these tubes which couldn't be made." The tubes are high-power vacuum types which use filaments of thoriated tungsten instead of conventional pure tungsten, explains L. S. Thees, general sales manager, RCA Victor Tube Dept.

Just prior to World War II, RCA tube engineers undertook a review of problems involved in using thoriated-tungsten filaments in high-power tubes. Although the war interrupted this research, knowledge gained during that period pointed the way toward the goal. In 1947, the company introduced its first such tubes commercially. Since then, still further developments have been made, RCA Victor noted.

WBEL Beloit, Wis., has issued its rate card No. 3, effective Nov. 1, with increases ranging from 20% to 40%.

DAYLIGHT SAVING
Barred in Washington State
AS A RESULT of the election, broadcasters in Washington state will have a regional problem in their network scheduling next summer. Voters in the state have approved a measure on the ballot which recognizes standard time only.

Daylight saving will be permitted only as a wartime measure or if proclaimed nationwide. State measure ran behind in votes in the Seattle area but was put over by the statewide and rural balloting. It was backed principally by the Washington Grange but opposed among others by broadcasters who asserted radio networks and other national enterprises east of that region follow the daylight saving pattern.

Public Service Panel
PANEL on "Public Service Aspects of Broadcasting" highlights this Wednesday's meeting of the Los Angeles Chapter of Public Relations Society which meets at the Hotel Statler in the West Coast city. Moderated by Alan Herrick, advertising director, Security First National Bank (Los Angeles), panel is made up of John Baird and William Whiteley, public affairs directors, respectively, of KMPC and KNX Hollywood, and Howard Rhimes, KFAC Los Angeles program director.

WHAT BETTER PLACE
than here

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

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.
$150,000.00 TO $200,000.00 PER MONTH Every Month

"We receive an average of one hundred and fifty to two hundred thousand dollars every month from out of the State sources as a direct result of our KVOO ten o'clock newscast! We know that the news brings it in for we always write and ask the folks how they happened to open an account with us. And today, we have savings accounts from people living in 43 of the 48 states!" So said Mr. Louis W. Grant, President of Home Federal Savings and Loan Association of Tulsa, on the occasion of the beginning of his firm's 12th consecutive year of sponsorship of the ten o'clock P.M. newscast over KVOO.

Our congratulations go to Mr. Grant and his staff as they reach this radio milestone. During the past eleven years on KVOO Home Federal has grown from a five million to a thirty-four million dollar organization! This is a great record and is convincing proof of Home Federal's wise and astute business acumen.

KVOO is proud to have been of such important service to this great financial institution and we look forward with confidence to Home Federal's continuing growth and increasing prosperity!

Luncheon at the Tulsa Club celebrated Home Federal's signing of their 12th consecutive sponsorship of KVOO's ten P.M. newscast. Enjoying the steaks and birthday cake were, from left to right, Mr. Louis W. Grant, Jr., vice-president; Mr. Wm. B. Way, vice-president and general manager of KVOO; Mrs. Phyllis Edmonds, vice-president in charge of advertising and public relations; Mr. Robert A. Eakin, vice-president; Mr. Gustav Brandborg, assistant general manager of KVOO; and Mr. Louis W. Grant, Sr., president.
tions in this proceeding, exclusive of the transfer or assignment applications involved in or resulting from the proposed ABC-UPT merger, which will be considered later. One of the principal applications, which we are now concerned is the transfer of stock interests from Paramount Pictures Inc. to UPT and Paramount Pictures Corporation in companies holding broadcast authorizations, transfers which took place before we had an opportunity to pass upon the applications relating thereto. More specifically, we shall show that the facts and circumstances surrounding the transfers of stock interests from Paramount Pictures Inc. to UPT and Paramount Pictures Corporation to consider whether they indicate violations of the Communications Act or the Commission's Rules, and whether they adversely affected Paramount Pictures Corporation and UPT to be licensees, or, more precisely, to have controlling stock interests in companies holding broadcast authorizations for the Commission. The applicants contend, among other things, that these transfers, occurring principally on a voluntary and not an involuntary in that they were pursuant to the judgment of the United States District Court for the Southern District of New York, entered on March 3, 1949, to the television theatre facilities from production and distribution (even though the matter was remanded for decision to the District Court of the judgment position of the Department of Justice in requiring such divestiture and the success it had in arranging for such divestiture of the RKO facilities late in 1948, it would appear that Paramount's entering into the consent judgment of March 3, 1949, had very little of the aspect of a voluntary action. The handwriting on the wall was legible for anyone to read. The feeling of the Paramount officials and counsel that the contemplated divestiture and transfer of assets was involuntary, received some support on October 3, 1949, when the Appellate Division of the Supreme Court of New York in the case of Paramount Pictures Inc., 275 App. Div. 1021, held that the distribution of assets to the two new companies was not a voluntary transfer insofar as the right of an objecting stockholder to have his stock appraisal was concerned. We do not regard this decision by the New York State Court with respect to a different problem to be binding upon this Commission in applying the Communications Act or the Commission's Rules with respect to transfers of control over broadcast stations. To do so would be "impconcept thinking" indeed. Nevertheless, this decision is entitled to some weight in considering the nature of the transfer of assets which occurred, and it does support, on and after October 3, 1949, the claim that the persons that they truly regarded the transfers of assets, including broadcast interests, as being pursuant to the consent judgment and therefore involuntary.

18. The consent judgment, together with the letter incorporated therewith, requires the transfer of certain broadcast interests, directly or indirectly. It does this expressly with respect to television station WBKB in Chicago and, reasonably construed in the light of the circumstances and testimony, it also with respect to the other broadcast interests which were transferred prior to the close of 1949. We entertain little doubt that if the transfer of the broadcast interests had not been completely described in the proposed consent judgment and incorporated document and in the oral argument before the Court, and if the Court had been apprised of the Commission's jurisdiction with respect to such transfers, the Court would have recognized the Commission's jurisdiction and acted accordingly. We do not care to speculate whether the Court would have waited until the present date. In this connection, we think it appropriate to announce at this time that hereafter if this or any similar situation should ever arise again, we would expect members of the Federal Communications Commission Bar, as officers of the Commission in a manner of speaking, under circumstances similar to those which prevailed in the Paramount case, to advise the Court of the Commission's jurisdiction. We do not consider the consent judgment to have deprived the Commission of its jurisdiction to review the pending transfer applications and we are exercising that jurisdiction now.

19. While Section 310(b) of the Communications Act of 1934 requires the prior approval of the Commission for a transfer of control, whether voluntary or involuntary, the Commission as a matter of practice has recognized, in its Rules and in its actions, that in certain types of cases such as death or legal disability, prior approval is impossible or impracticable. Section 310(b) must be viewed in these respects as applying to both personal and corporate. In these cases, the Commission has permitted applications to be filed even subsequently to the occurrence of legal disability and, where the circumstances warranted, approved such applications. Under certain circumstances, the Commission has required a transfer to a trustee in bankruptcy or a receiver as an involuntary transfer even where the bankruptcy was voluntary and the appointment of the receiver had not been initiated. It would appear that the term "legal disability" could also apply to a situation where, as here, a judgment not only required the transfer of assets to two corporations required to be established but contemplated as well the dissolution of the existing corporation. However, we hesitate, pending some elaboration on the meaning of "legal disability," in rule-making of a more general nature, to make a pronouncement not necessary, as we shall see, to the decision of the case and relating to a fact-situation not presented in our history and unlikely to occur again. Meanwhile, we shall not expect of the parties a clairvoyance which we do not ourselves possess.

20. We filed formal applications for consent to the transfers prior to the actual consummation of the transfers, and within a reasonable time after the formation of the new companies named as transferees. In this respect, the situation differs from the so-called "unauthorized transfers," in which the parties transferred assets without notice or application to the Commission and concealed the transfers. In this case, some notice was given. Applications and a Commission as early as January 17, 1949, during an oral argument in a rule-making proceeding, that some transfers of Paramount television interests might be made in connection with a revival of litigation in the United States District Court for the Southern District of New York. However, this oral notice does not comply with the Rules (Sections 1.342 and 1.343) requiring the filing within 30 days of execution, of contracts or documents relating to application for management or control of a license or permittee, or rights or interests therein, as well as the filing of interim ownership reports containing information as to any transactions affecting ownership or voting rights within 30 days of their occurrence. Until they filed the applications referred to above, the Commission had not provided the Commission with the consent judgment, the plan of reorganization, the proxy statement to stockholders, and other documents relating to the proposed transfer of assets. Paramount Pictures Inc. and UPT also failed to file a copy of the May 30, 1949, contract between J. V. Mullins and KPHO, which was agreed to sell to Paramount Pictures Inc. or UPT his 50% interest in Paramount-Richards Theatres Inc. In addition, note that a technical transfer occurred in the month of May, 1950, when 51% of the common stock and voting power of UPT passed from the trustee to persons outside the company and to the trustee for exchanging stock for certifi...
A CAPITOL RECORDS
BEST SELLER
FOR
THE PAST THREE YEARS

tells 'em

sells 'em
twice a day

MONDAY-FRIDAY
2-3 P.M.

MONDAY-SATURDAY
9-11 P.M.

K Y A

SAN FRANCISCO
Covering Northern California's 3,000,000 People
Text of ABC-UPT Initial Decision
(Continued from page 42)
cates of interest, were fully disclosed in the documents filed with the applications, and no stockholders' meetings took place during the time when technically the trustee held over 50% of UPT stock and potentially had voting control.

21. While the series of failures to comply with our rules, referred to above, may be explained by the presence of the Paramount people with the tremendously complicated and deadline-studded problems of the reorganization and divestiture proceedings, it does not excuse them any more than they excuse their non-compliance. Nor are we satisfied with the very limited understanding of our transfer requirements shown by the top officials of the Paramount companies.

On the other hand, we are conscious of the fact that these same officials have demonstrated a knowledge of the public interest requirements of broadcast station operation and that television stations KTLA and WBKB have in their operations over the years put into practice the policy of public service. We are also mindful of the advance notice of such transfers arising from the Paramount litigation given to the Commission as long as early as January 17, 1949, and of the very real distinctions that exist between the circumstances here and the typical "unauthorized transfer" case, in which neither notice has been given nor application filed prior to the transfer. In view of these circumstances, we do not believe that the failure to provide formal notices of transfers which have many of the aspects of an involuntary transfer, should operate as a bar to the grant of the applications with which we are here concerned. Furthermore, even if the participation by Paramount in the formulation and entry of the consent judgment did not have the requisite degree of implication to warrant a conclusion that Paramount Pictures Inc.'s dissolution on December 30, 1949, constituted legal disability within the meaning of the Commission's Rules, we are persuaded by the circum-
stances that the transfers which occurred should not bar a grant of the transfer applications before us.

22. A second principal problem to be considered is the question of compliance with the anti-trust laws on the part of Paramount Pictures Inc., Paramount Pictures Corporation, UPT, B&K, Paramount Television Productions Inc. and others. Findings with respect to this matter are set forth in paragraphs 29 to 41 as well as paragraphs 21 to 31. On the record as presently constituted, it does not appear that any of these individuals as officers or directors have engaged in any violations of the anti-trust laws in the fields covered by Sections 1 and 313 of the Communications Act or in any other fields except for the violations by Paramount Pictures Inc. or Paramount Pictures Corporation referred to in the findings. As far as Paramount Pictures Inc. or Paramount Pictures Corporation is concerned, we note that both prior to and subsequent to the entry of the consent judgment of March 3, 1949, their officials proceeded to put their house in order, at least with respect to the major aspects of distribution and exhibition. The distribution and exhibition from other activities was timely complied with; the divestiture program has proceeded with due diligence (under officials of Paramount Pictures Inc. until the end of 1949 and under UPT officials since that time); as far as the injunctive requirements are concerned, procedures for compliance were established promptly and our attention has not been called to any action by the Department of Justice asserting non-compliance with these requirements. It may be that the blem did not immediately sweep clean in every corner of their house and every respect of their many picture operations. Partly because of the difficult decisions presented in establishing "runs" and "clearances" on a basis satisfactory to everyone concerned (as pointed out in paragraphs 38 of the findings) and partly because the procedures for bidding or negotiating for feature films are either not completely disclosed or understood and are therefore sometimes productive of suspicion and distrust, private treble-damage anti-trust suits continue to be filed and such litigation may continue unless and until some method of operating in a goldfish bowl is devised or a comprehensive system of arbitration is put into practice. Meanwhile, we are impressed by the great progress that has been made and we have a reasonable expectation that the anti-trust problems which the Paramount people are abandoning in the unregulated field of motion picture distribution will not be imported into the licensed field of broadcast- ing.

23. In addition to the matters already referred to, we are concerned with the policies and methods of operation of the applicants, particularly with respect to possible restrictions on the use of film, talent or stories on television. These policies and methods of operation are dealt with in length in the findings, particularly in paragraphs 61-67, 77-83, 85 and 94, and require no further consideration at this point except with respect to Paramount. The blemishes which are mentioned in paragraphs 61-65 of the findings, Paramount has no policy prohibiting the utilization of its motion picture films by television broadcast stations, and the films are available from its library to television stations without restrictions. The television industry can pay as much as motion picture theatres can; it will also make available for television new motion

picture feature films unless it decides to produce special film for television purposes. Other things complicating the question of release of these films are the restrictive agreements imposed upon the major producers by the American Federation of Musicians and various guilds, and the uncertain status of television rights to some of the feature films. As for stories, Paramount still stands to the radio television rights to them, if it has such rights, provided the price is sufficient to compensate for the loss of revenue by the unexpired contracts from further use of the stories in the motion picture field. Some of Paramount's stories have already been released for use on television. As for talent, most of Paramount's top stars have television rights, although subject to certain limitations. Paramount's junior stars and beginners do not appear designated to inherit the field in accordance with the development of television but are imposed for other reasons, more fully referred to in paragraph 89 of the findings. We do not believe that the policies of any of the applicants with respect to film, stories or talent, as these policies have been revealed to us on this record, would be prejudicial to this grant of the license and transfer applications.

24. On the basis of the detailed findings herein, which are in turn based upon a careful re-interpretation of the record, as presently constituted, and in view of our conclusions above, we find and conclude that the applicants and their officers, agents and directors are qualified to be licensees and that a grant of these license and transfer applications would serve the public interest.

(Continued on page 61)

OBA MEETING
Set Tomorrow, Wednesday
AGENDA for the meeting of the Oklahoma Broadcasters Association Tuesday and Wednesday at the Memorial Union Building on the main campus of the University of Oklahoma, Norman, Okla., will feature a banquet speech tomorrow (Tuesday) by FCC Commissioner Paul Walker.

Tomorrow's schedule begins at 9:30 with the American Association of the National Association of Broadcasters on writing commercials from 9:30 to 11:30 a.m.; regular OBA business meeting from 11 a.m. to noon; lunch and dinner, 1 to 2 p.m.; announcing, 3:30; reception, 5, and banquet, 6:30 p.m. Wednesday talks will be held at selling on 9 a.m. and on public relations at 10 a.m. Presentations will be available at $7.50 each, including lunch and dinner tomorrow, from John B. Freeman, Director of Short Courses at the University of Oklahoma, North Campus, U. of Oklahoma.

R. C. CRISLER & CO.
RADIO STATION BROKERS—FINANCING
CINCINNATI, OHIO

1109 UNION TRUST BLDG.
DUNBAR 7775

subject to prior sale—

Metropolitan independent now earning at rate of $40,000 annually with tax carry-over in excess of $50,000.

Price $185,000, cash, with partial financing arranged.

Complete information furnished to bona fide inquiries.

R. C. CRISLER & CO.
RADIO STATION BROKERS—FINANCING
CINCINNATI, OHIO

1109 UNION TRUST BLDG.
DUNBAR 7775
YOU MIGHT GET A 12' 8'' BLACK MARLIN—

BUT...

YOU NEED THE FETZER STATIONS TO LAND BUSINESS IN WESTERN MICHIGAN!

Whether you use radio, television or both, the Fetzer Stations are by all odds your best advertising "hooks" in Western Michigan!

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, are among the most productive radio buys you'll ever find, anywhere. Together they give you about 57% more Kalamazoo and Grand Rapids listeners than the next-best two-station combination in these two cities—yet cost 20% less! And "in-town" superiority is only part of the story. The 1949 BMB Report shows that WKZO-WJEF have greatly increased their unduplicated rural audiences over 1946—up 52.9% at night, 46.7% in the daytime!

TELEVISION: WKZO-TV is the Official Basic CBS Outlet for Kalamazoo-Grand Rapids. Its brilliant Channel 3 picture effectively serves more than a quarter million television homes in America's 18th television market—a 28-county area with a Net Effective Buying Income of more than two billion dollars. This is actually a larger TV market than Kansas City, Seattle or New Orleans! And here's the payoff: An August, 1952 Videodex Diary Study proves that WKZO-TV delivers 93.4% more television homes than Western Michigan's other TV station!

Ask your Avery-Knodel man for all the facts on WKZO-WJEF and WKZO-TV. Or write direct.

* In 1926 Laurie Mitchell got one this long, weighing 976 pounds, in Bay of Islands, New Zealand.

WJEF

WKZO-TV

WKZO

ALL THREE OWNED AND OPERATED BY

FETZER BROADCASTING COMPANY

avery-knodel, inc., exclusive national representatives
### CONNECTICUT: RADIO AND TELEVISION

#### Radio and TV Home Census

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Total Domestic Units</th>
<th>Number Reporting</th>
<th>Number With Radio</th>
<th>Number With TV</th>
<th>Number</th>
<th>Per Cent With Radio</th>
<th>Number</th>
<th>Per Cent With TV</th>
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<tr>
<td>The State</td>
<td>2,007,280</td>
<td>596,639</td>
<td>561,915</td>
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<td>Urban &amp; Rural Nonfarm</td>
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<td>43,990</td>
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<td>75,158</td>
<td>73,800</td>
<td>71,300</td>
<td>73,665</td>
<td>73,425</td>
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<td>36,410</td>
<td>37,040</td>
<td>37,180</td>
<td>13.7</td>
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*Note: Figures of Urbanized Area of Connecticut are based on the 1950 Decennial Census.*

#### Television Home Census

Present figures are extracted from final reports of the 1950 Census of Population, Series P-7, No. 16, for the city of Hartford, and No. 17 for State of Connecticut. They are presented in reports of the 1950 Census of Population, Series P-7, No. 17 and 16, as shown by the Superintendent of Documents, Washington, D. C., at 40, 60 and 70 per cent per copy, respectively.

The number of television homes in a city or town is based on the number of homes in the city or town as shown in the 1950 Census of Population. The number of television homes per thousand population is based on the population figures for the city or town as shown in the 1950 Decennial Census.

**Telecasting:**

- Bristol
- Norwich
- Middletown
- New London
- Waterbury

**Radio stations:**

- WGBH
- WFXA
- WHTF
- WIXP
- WVOX

**Television stations:**

- WTNH
- WTNX
- WTNB

**Newspapers:**

- Hartford Courant
- New Haven Register
- Waterbury Daily News

**Maps and reports:**

- Maps of the Urbanized Areas of Connecticut are presented in final reports of the 1950 Census of Population, Series P-7, No. 16 and 17, as shown by the Superintendent of Documents, Washington, D. C., at 40, 60 and 70 per cent copy, respectively. Descriptions and maps of "urbanized areas" are presented in these reports.

**Statistics:**

- Statistics on population of the city or town are based on the 1950 Decennial Census of Population, Series P-7, No. 16, for the city of Hartford, and No. 17 for State of Connecticut. They are presented in reports of the 1950 Census of Population, Series P-7, No. 17 and 16, as shown by the Superintendent of Documents, Washington, D. C., at 40, 60 and 70 per cent copy, respectively.

**Annexed areas:**

- An urbanized area contains at least one city or town of 50,000 or more and includes surrounding closely settled incorporated and unincorporated areas.
Sew up the holes in the net-with FM

There are over 4 million FM sets in use nationally, according to the most recent estimates.

FM is a necessity in a wide list of static and "white spot" areas that stretch from Florida to Minnesota, from upstate New York to San Francisco. If you want to catch all your prospects, include FM in your coverage.

FM fills "holes" in 352 communities*

In 28 communities, FM is the only local radio buy.
In 67 communities, FM is the only local radio buy after sunset.
In 257 communities, FM is used to supplement AM, because AM is directionallized after sunset.

*If you want the complete list, simply write to: ZENITH RADIO CORPORATION, Chicago 39, Illinois

Your local Zenith dealer will gladly help promote your station and programs in his newspaper ads and displays. Get in touch with him today.
### Counties

<table>
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<tr>
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<td><strong>TOTAL</strong></td>
<td>11,935,900</td>
<td>12,265,000</td>
<td>36,345,000</td>
<td>5,050</td>
<td>9,000</td>
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<td><strong>S. Carolina</strong></td>
<td>198,950</td>
<td>218,000</td>
<td>620,000</td>
<td>40</td>
<td>80</td>
<td>770,000</td>
<td>80</td>
</tr>
<tr>
<td><strong>Ga.</strong></td>
<td>185,950</td>
<td>205,000</td>
<td>570,000</td>
<td>30</td>
<td>60</td>
<td>670,000</td>
<td>60</td>
</tr>
<tr>
<td><strong>Fla., Ala., Miss.</strong></td>
<td>145,950</td>
<td>165,000</td>
<td>490,000</td>
<td>20</td>
<td>30</td>
<td>560,000</td>
<td>30</td>
</tr>
<tr>
<td><strong>Missouri</strong></td>
<td>125,950</td>
<td>145,000</td>
<td>420,000</td>
<td>10</td>
<td>20</td>
<td>460,000</td>
<td>20</td>
</tr>
<tr>
<td><strong>Ark., Tex., Okla.</strong></td>
<td>107,950</td>
<td>127,000</td>
<td>360,000</td>
<td>5</td>
<td>10</td>
<td>410,000</td>
<td>10</td>
</tr>
<tr>
<td><strong>La., Miss., Tenn.</strong></td>
<td>89,950</td>
<td>109,000</td>
<td>280,000</td>
<td>3</td>
<td>5</td>
<td>310,000</td>
<td>5</td>
</tr>
</tbody>
</table>

*Not available.

### Statistics

**AM - 5,000 watts
FM - 44,000 watts**

### (Continued on page 50)

**Broadcasting Telecasting**
perfect TAPE REPRODUCTION on a 16" TURNTABLE

Whether you're in a 250-watt local station in California... a 5,000-watt network outlet in Ohio... or a TV station in a large metropolitan center... you should own a PRESTO TL-10.

This unique unit immediately converts any 16" turntable into a tape reproducer of maximum accuracy. Mounted on a simple hinge arrangement, the TL-10 lowers on the turntable and is ready for instant use. Just as simply, it can be swung upward, out of the way, to free the table for disc playback. Tape speed can be selected by merely changing the capstan.

No more traffic problems with tape when regular recorders are tied up. No more fear of motor failures—the TL-10 has no motor. No need to buy an additional tape machine. The TL-10 will solve all your tape playback problems at a low cost.

Ask your PRESTO distributor for a demonstration today—or order your TL-10 direct. A limited quantity is on hand for immediate delivery.

here's what it does:
Reproduces tape without tying up a regular recorder.
Attaches to any standard 16" turntable.
Speed: 7 1/2"/sec. and 15"/sec. with response to 15,000 cps.
Easy to operate and maintain.
Has the fidelity of high-priced machine at a fraction of the cost.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
"Spots great aid for special merchandising events"

Hundreds of advertisers use Spot Radio for special and seasonal selling drives

Today, probably this very minute, greeting card spots are being listened to by women who want to earn from $50 to $200 before Christmas, selling greeting cards to friends and neighbors.

Some experts say that almost half of all the cards sold by the dozens of greeting card manufacturers are bought during September, October and November.

When spring and May will come, we will hear offers of bulbs that will be in full bloom for Easter. In May, fountain pen and watch manufacturers start their schedules of spots featuring graduation presents. And in August, the "back-to-school time" folks will use spots week in and week out.

All of which is an extension of ideas that appeared in the now famous National Spot Radio report that our editors re-leased in the July 11 issue of Printers' Ink. (It will be glad to send you a reprint without charge. Additional copies are 50¢ each).

It is well to keep in mind, however, that these special merchandising events are only a part of the year-round schedule manufacturers use to sell, and sell, and sell.

Now that the election is history and most of us are back on our daily rounds of selling, it must be obvious that this will be one of the most competitive selling years we have known for some time. We, too, will see some changes.

Any radio or TV station that is interested in new business will be pleased to learn that of our total circulation of 23,795, more than two-thirds are buyers of advertising. Who are they? Advertising managers, sales managers, agency officials and the top management group who give the final OK to schedules.

Printers' Ink alone, with its circulation concentrated where most of the advertising in this country originates, is the greatest selling tool now available for you, your station and your representatives. Used regularly, Printers' Ink will enable you to reach practically every important buyer of advertising in this country.

Contact me now, while you are planning sales strategy for 1953, and I will send you the facts.

ROBERT E. KENYON, JR.
Advertising Director
FOUNDERS AWARD

IRE's First Honor To Gen. Sarnoff

BRIG. GEN. DAVID SARNOFF, RCA board chairman, is the first recipient of the new Founders Award of the Institute of Radio Engineers, it was announced last week.

The award, to be presented only annually, was given "for outstanding contributions to the radio engineering profession through wise and courageous leadership in the planning and administration of technical developments which have greatly increased the impact of electronics on the public welfare."

The award, it was explained, was established 10 days ago by the IRE board of directors to recognize an outstanding leader in the radio industry and to commemorate the three pioneers who founded IRE 40 years ago: Alfred N. Goldsmith, editor of IRE and consulting engineer; John V. L. Hogan, president of Hogan Labs., New York, and the late Robert H. Marriott. IRE now has more than 50,000 members in the U. S. and abroad.

The award, along with others, will be presented March 25 at the annual banquet during IRE's national convention at the Waldorf-Astoria in New York.

Radio-Electronics, a Preview of Labs

Parity as State Journals

RADIO and TV stations should have parity with the press as official journals for state business, the Louisiana Assn. of Broadcasters has declared. Meeting at New Orleans Nov. 7, the LAB passed a resolution as follows:

"Since the public should be fully and completely informed by radio as well as the printed media on all official business of the state, now, therefore, it is resolved that the LAB legislative committee seek the proper ways and means to convince the state legislature to designate the radio and television stations of Louisiana as official journals of the State of Louisiana along with the press.

In other business of the one-day meeting, E. Newton Wray, KTBS Shreveport, was elected LAB president; E. Hillman Bailey Jr., KSIC Crowley, vice president, and Bill Patton, KLFY Lafayette, secretary-treasurer.

Named to the board of directors were W. E. Jones, KSLO Opelousas; Arnold Wheelahan, WSB New Orleans; Paul Goldman, KNOE Monroe; Henry Clay, KWKG Shreveport; David Wilson, KPLC Lake Charles; George Thomas, WWL New Orleans; Lafayette; George Martin, KROF Abbeville, and Dierrell Hamm, KANE New Iberia.

Mr. Wray

DeFOREST, MILLIKAN
Feted at WCEMA Anniversary

CLIMAXED by its all-industry banquet Thursday during which engraved plaques were presented to radio pioneer Dr. Lee DeForest and Dr. Robert A. Millikan of the California Institute of Technology, West Coast Electronic Manufacturers Assn. celebrated its 10th anniversary at Hotel Statler, Los Angeles.

Dr. DeForest was lauded as "renowned scientist, inventor, author, whose invention of the three electrode tube opened the way to modern radio and spearheaded the development of the electronic industry."

Dr. Millikan was referred to as "eminent scientist, scholar, teacher, author, whose researches as a physicist provided a foundation for our modern technology and whose leadership as a scientist and citizen profoundly influenced the development of the West."

Mr. Wray

IBS Advisory Group Set

FORMATION of a "sales direction committee" to guide the selling activity of Intercollegiate Broadcasting System's national representative, Thomas F. Clark Co., and of the IBS sales department was announced last week by IBS Sales Manager Walter Hofer. The committee includes college students and alumni, representatives of IBS member stations, and IBS executives.

WGST wins by a landslide in Atlanta because it has CPM—the platform endorsed by time-buyers everywhere. C—means coverage of Atlanta and the 36 surrounding counties in the retail trade zone. P—for the best in local and net programs, M—for high-powered merchandising support to jobbers, chains and independent retail outlets. Join the winning party—contact WGST or our national reps for the full story.
12 KW TRANSMITTER DESIGN. Hundreds of intricate design problems were solved in daily conferences. C. A. Wadsworth, left, confers with W. R. Fraser, right, and E. W. Harvey, center, on model design of a UHF unit.

HIGH-GAIN ANTENNA DEVELOPMENT. L. O. Krause, G-E electrical engineer, left, is one of the men responsible for helical antenna development. Above, he discusses antenna components in the instrument shop.

G-E HELICAL ANTENNA TEST. A field intensity test is run on a four-bay helical antenna installed at Electronics Park. The helical antenna, used with all UHF transmitters, boosts Effective Radiated Power up to 20-25 times.

KLYSTRON TUBE INSTALLATION. H. M. Crosby, project engineer on UHF transmitters, checks an installed 15 kw klystron tube as part of a life cycle test. This tube was developed for G.E. by Varian Associates.

HOW G-E DEVELOPED

G.E. offers a complete plan of equipment requirements—backed by years of research and engineering!

As early as 1949 General Electric predicted the nearness of UHF telecasting. They also recognized this basic fact—only high-power transmitters would solve UHF equipment requirements. Top G-E engineers went to work on a new transmitter design for UHF operations.

Experiments went on for many months to achieve maximum transmitter power. Investigation of resnatron, traveling wave and tetrode tubes proved that the war developed klystron was superior to all others. G.E.’s application of the klystron makes high-power UHF telecasting a here-today reality!

A completed 12 kw transmitter is available now—months ahead of other manufacturers. Plus, a complete plan to include all equipment requirements for UHF television operations today!

G-E industry leadership today is a product of thoroughly trained engineers and invaluable experience in the field of UHF television.

Complete Television Equipment for UHF and VHF

GENERAL ELECTRIC
HIGH-POWER TRANSMITTER CONFERENCE. A wealth of electronics experience is represented in the picture above at a conference in Electronics Park, Syracuse, N. Y. Here H. B. Fancher and his staff lay the groundwork to make UHF telecasting with maximum power a reality.

INDUSTRY'S HIGHEST POWER UHF TRANSMITTER

100-WATT EXCITER TEST. G. A. Mayorol runs a typical test on the General Electric 100-watt exciter which will be used as the driving unit for both the 12 kw transmitter and the 1 kw transmitter. A veteran in the broadcast field, Mr. Mayorol played an important part in this work.

UHF EQUIPMENT PRODUCTION. 100-watt UHF exciter units on the UHF equipment production line—part of the complete requirements for new TV stations. Testing on customer frequencies assures superior design and performance of equipment that is years ahead of other manufacturers.
DuMont on the Ball

THE MONOPOLISTIC football television policy practiced this season by the National Collegiate Athletic Assn. has proceeded far enough for its serious flaws to be clearly visible. If its flaws are evident, its virtues are completely obscure.

The only virtue ever claimed for it by its adherents is that it would prevent a disastrous decline of admissions at the stadium. And that assumption was made on the basis of the most questionable research.

Its major flaws have been pointed out by Dr. Allen B. DuMont. As reported elsewhere in this issue, DuMont televising TV restrictions "collectivist" in nature and "contrary to the principles of the American incentive system."

We believe Dr. DuMont is entirely correct. The unfortunate thing about the NCAA's restrictions is that it has to do with questions which presumably are shaping the minds of a whole generation of young Americans.

If these institutions flout basic principles in arranging their football affairs, the effect on their students is bound to be harmful to their confidence in the American system.

Dr. DuMont has the ball, and we hope he's headed for the goal line. He deserves some interference as well as cheers.

Loyal Opposition

A NUMBER of Adlai Stevenson's supporters have proposed that funds be raised to underwrite regular telecasting appearances of the defeated Democratic candidate. Though their motives may be wholly partisan, we cannot help feeling that Mr. Stevenson could perform an excellent service to the entire electorate if he were able to broadcast on a fixed schedule.

We do not advance this proposal out of partisan interest. Indeed this publication has never been an advocate of any party. It is out of a broader conviction that it is in the interest of the American people through the incomparable media of radio and television that we would like to find Mr. Stevenson on the air.

We believe it could be managed successfully, despite the practical obstacles that appear, at first glance, to block the way.

Broadcasters might be inclined to shy away from a regular Stevenson schedule for fear that it would invite incessant requests for equal time from the Republicans. Perhaps they might be reassured if they remember that neither Mr. Stevenson nor President-elect Eisenhower will be candidates, in the legal sense of the word, the restrictions of Section 315 of the Communications Act would not apply.

Nor would they be violating the general rules of the FCC regarding impartial presentation of rival views. It is a practical fact that the party in power, especially the President, is given greater access to the people by radio and television simply because it is the party in power or, in a word, the government.

It seems to us that with Gen. Eisenhower as President and Mr. Stevenson as titular head of the party out of power, the situation is made to order for an illuminating presentation of differing views. Both are gentlemen and both intelligent. We would not expect either, in aerial appearances, to stoop to demagoguery or rabble-rousing. In the unlikely event that either did fall below the levels of respectability that are typical of them, broadcasters could keep them off the air. There is no restriction against censoring a speech of a non-candidate.

Mr. Stevenson could serve as the moderate and thoughtful spokesman of the loyal opposition whose 25 million votes certainly cannot be ignored. And radio and television could add another important public service to their already unsurpassed record.

Valid Inquiry

THERE CAN BE no valid objection to the plan of Rep. Charles A. Wolverton (R-N. J.) to take inventory of the regulatory agencies under the legislative jurisdiction of the House Interstate & Foreign Commerce Committee when he takes over the chairmanship next January. The FCC is one of the agencies to be called to justify its expansion, both in manpower and in authority, during 20 years of Democratic control.

The FCC, it would appear, has little to fear or to lose—manpower-wise—under such Congressional scrutiny. As to arrogation of powers, we think the story is different. A couple of years ago, the FCC might have been hard pressed to justify its payroll and its appropriations. That was during the height of the TV freeze. And in the late '30's and '40's, the featherbedding propensities of the FCC were in tempo with the WPA projects of that era.

Today, the FCC has 1,125 employees, at headquarters and in the field. Most of them do a full day's work. There remains a group of lawyers, and perhaps others, who, in the staff vernacular, are "in Siberia." These are the men who were not regarded as sympathetic to the New Deal-Fair Deal philosophy, but who, because of civil service status or political connections, were never released or transferred.

Of course, the elections will have a sobering influence on many of the young "autocrats" on the FCC staff, who have been the law unto themselves. But we suspect that some of the worst offenders will find it expedient to leave Government service just about the time Congress convenes.

The Wolverton committee, of course, will give the FCC its day in court. We think a strong current case can be made on the number of people on the staff. We doubt whether an effective case can be made on its usurpation of power beyond that contemplated by the 1934 law. But many of those shortcomings were caught up in the McFarland Bill, which became law at the last session, after a half-dozen efforts had been thwarted largely by the FCC's legal staff.

In addition to the hearing of FCC testimony, we hope the committee will call other witnesses in assessing the FCC's size, scope, shape and color during these past two decades. The most competent observers, it seems to us, would be the practitioners before the FCC. The Federal Communications Bar Assn. and the Assn. of Federal Communications Consulting Engineers should be invited to offer testimony. And the NARTB, representing most of the nation's radio and television broadcasters, might well be asked for its appraisal of 20 years of FCC under Democratic rule.

JOSEPH PATRICK WILKINS

IT'S ANYBODY's guess, how many of the 61 million votes in the Presidential election were cast because of Joe Wilkins. But it is safe to say that at least part of the 13 million increase in ballots over 1948 was made possible because of him.

No, Mr. Wilkins was not a candidate for any office. He is a veteran broadcaster, who believes that the United States is the greatest and freest country in the world and the right to vote is one of the most important of those freedoms.

Mr. Wilkins is interested in his community, which happens to be Great Falls, Mont. There he operates KFBB. After the 1948 election he was talking politics with some of his friends at the country club and was surprised at how many of them hadn't taken time to vote.

He started making inquiries—a sort of man-survey—at Lions Club meetings, lodge gatherings and on the street. The results convinced him that something should be done to get otherwise patriotic and loyal Americans to cast their ballots on election day.

Being a radio man he felt that it was through radio that the most people could be reached. He started a one-man crusade. Whenever he took a business trip to Chicago, New York or Washington he sought out people who could help.

One such trip enlisted the cooperation of his network, CBS. Another that of the NARTB, several trade magazines, his Congressman and others.

Soon the efforts began to bear fruit. Others joined in the crusade. Everyone favored getting out the vote. It was a natural. Several groups took it up and called it their own idea. That was all right with Joe Wilkins. He was working toward an end and was glad to have as many recruits as he could get.

The result is well known. Radio and television everywhere cooperated. Many people had a hand in the record balloting but it is doubtful that the total would have attained the proportions it did if Joe Wilkins hadn't started his campaign back in 1945.

Joseph Patrick Wilkins was born on March 13, 1903, in Butte, Mont. His father was freight house foreman for the Great Northern Railroad. When he was promoted to station agent the family made several moves until they settled in Neihart, Mont., an old time mining camp.

There young Wilkins went to grade school, learned to fish, hunt and ski. When he was 12 (Continued on page 92)
“Bird imitations... that's all you can do?”

Oddly enough, some people take extraordinary things for granted.

Like radio, for instance.

Today radio entertains, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising.

Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

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

No wonder advertisers invested more money in radio last year than ever before!
WILLIAM V. ROTHRUM, program director, WSYR-AM-TV Syracuse, N. Y., elected vice president there.

ROBERT HYLAND Jr., national sales director, KMOX St. Louis, appointed general sales manager. RAY McCARTHY, director of public relations and publicity, transfers to sales as account executive.

NORMAN SIMPSON to WBRK Pittsfield, Mass., as commercial manager.

JACK MULLIGAN, account executive, KLAC Hollywood, promoted to sales manager.

LU BASSETT, commercial manager, WELC Welch, W. Va., to WMOH Hamilton, Ohio, as promotion director and account executive.

LESTER SEIFFER appointed commercial manager, KRAM Las Vegas, Nev.

JOHN H. WHITE, account executive, KXOK St. Louis, to KMOX same city, in same capacity.

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

JULIAN HAAS, commercial manager of KARK Little Rock, Ark., has taken over active direction of KAGH Crossett, Ark. Station became bonus on NBC as of Nov. 1.

CHOOSY IS THE DJ

...about his transcription equipment

Look around—you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-SP or the new viscous-damped 108-B. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-11.

CHARLES JOHNSON appointed manager of newly opened San Francisco office of KROW Oakland, Calif. Office is located at 681 Market St. Telephone is Douglas 2-8172.

PERSONALS

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed campaign director for March of Dimes drive in that city.

HAMILTON SHEA, general manager, WTAM and WNBK (TV) Cleveland, presented with plaque from John Carroll U. there on behalf of station's cooperation in presenting series titled Catholics Believe...

BUD PENTZ, general manager, KWVE Beatrice, Neb., elected vice president of city's Kiwanis Club for 1953.

PLYMOUTH DRIVE

Record Concentration Set

TO INTRODUCE the 1953 Plymouth, the auto company is using the greatest advertising concentration in its history, through its Plymouth campaign agency, N. W. Ayer & Son, Philadelphia.

The car will be presented to the public on Nov. 29. During that week, Plymouth will sponsor nine half-hour radio programs on NBC and CBS Radio. The programs, spaced during evenings of the announcement week, are The Line-Up, Junior Miss, Gunsmoke, Mr. Chameleon, the Henry Aldrich Show, Meredith Wilson's Music Boom, Jason and the Golden Fleece, Judy Canova Show, and Red Skelton Show. Also on radio, frequent daytime commercials will be broadcast in approximately 270 cities.

Two segments of the Today program on NBC-TV will be sponsored and 20-second chainbreaks will be telecast in evening periods in all TV cities. Each city will get 13 to 17 spots.

WETHINGTON NAMED

Rambeau Executive V. P.

PROMOTION of James A. Wethington to executive vice president of William G. Rambeau Co., station representation firm, was announced last week by President William G. Rambeau.

Mr. Wethington has been sales manager and vice president of the New York office of the company since last January. He joined the Rambeau organization in March 1951 as a salesman after service on the sales and announcing staffs of WICC Bridgeport, WLCS Baton Rouge and KSLO Opelousas, La. He entered radio in 1948 at KSLO.

NOVEL PROMOTION

Wins Advertiser Approval

THROUGH a novel promotion, KEPO El Paso is using recorded station breaks by prominent local business executives.

Carefully planned tie-in copy is used. For example, "This is John Doe of the Friendly Furniture Co., reminding you that this is KEPO, the friendly voice of El Paso," or, "This is James Doe of X-premium Beer, saying that for premium listening, its KEPO El Paso."

Miller C. Robertson, KEPO president, explains promotion was begun: To obtain in usable form, either direct or implied, approval of well-known personalities; to give the advertiser a plus service, without spending much money and without tampering with the rate structure; to make on-air accounts more conscious of the call letters; to give management an opportunity to show impressive facilities to hard-to-reach businessmen, and to give station breaks enough distinction to draw listener comment.

As an added feature, KEPO photographs the person at a KEPO microphone, frames and mails the picture. As a result, the station's call letters are displayed on office walls throughout the city.
"local" for 150 miles...

There are 14 other radio stations in the 47 communities of KFRE's Central California market.

Yet so well does KFRE blanket the entire area that leading retailers in those surrounding radio communities buy KFRE in preference to their home town stations— for better home town coverage.*

The incontestable survey that sells them—and resells them—is the continuous tinkle of their cash registers.

* The latest independent, area-wide Pulse study tells the same story. Ask Avery-Knodel.

KFRE

Paul Bartlett, President

FRESNO, CALIFORNIA • 50,000 WATTS • 940 KC • CBS
No! No!
It's all in the
BROADCASTING
YEARBOOK

You don't need the T
square, graphs, slide rule,
geiger counter or a seismo-
graph to find out all the
information you want
about the business of
broadcasting.

You'll find it all in the 1953
BROADCASTING Yearbook.*

Enter your reservation to-
day. Single copies $5.00.
$11.00 for complete sub-
scription, including weekly
issues of BROADCASTING
TELECASTING
and the 1953 BROADCASTING
Yearbook.*

* Publication dates: BROADCASTING
Yearbook, mid-January; TELECAST-
ING Yearbook, mid-February.

BROADCASTING • TELECASTING
National Press Building
Washington 4, D. C.

Here's my reservation for the 1953
Yearbooks and enter my subscrip-
tion to BROADCASTING • TELECAST-
ing with the next issue:

( ) $11 encl ( ) Bill

Name

Company

Street

City Zone State

1953 Broadcasting Yearbook

Page 58 • November 17, 1952

FREEDOM CRUSADE
Sparked by Ike, Adlai

THE 1952 Crusade for Freedom
campaign opened Tuesday with
speeches by President-elect Dwight
D. Eisenhower, his Democratic
opponent, Gov. Adlai E. Stevenson,
and Henry Ford II, national chair-
man of the Crusade for Freedom,
over ABC, CBS, MBS and NBC.
Gen. Eisenhower paid tribute to
the Crusade for the effective steps
it has taken to combat communism,
citing accomplishments of Radio
Free Europe and Radio Free Asia.
"But be declared that the truth
must be told over an ever-increasing
number of transmitters to frustrate
Communist attempts to drown it out," Gen. Eisenhower
noted that Radio Free Europe is
using 13 transmitters and Radio
Free Asia three.

Gov. Stevenson lauded the project as one "conceived and
financed by private citizens and
foundations . . . without govern-
mental participation. He noted
that this private character of the
Crusade gave weight to the utter-
ances of Radio Free Europe and
Radio Free Asia" because "there is
no free radio behind the Iron
Curtain."

Mr. Ford, who introduced Gen.
Eisenhower and Gov. Stevenson,
offered the two speakers as the
best evidence that all Americans
can unite in a common cause. He
called on all Americans to back
the campaign.

The 1962 campaign is the third
annual appeal by the Crusade for
Freedom and continues to Dec. 15.

SESAC Contracts

SESAC last week completed con-
tacts with W. Oliver Cooper, Call-
man, Ala., and Marion Davis,
Payette, Ala., publishers of reli-
gious music, according to K. A.
Jadason, general manager. Mr.
Jadason said that these contracts
give SESAC agreements with vir-
tually all of the publishers of sacred
music. More than 900 radio sta-
tions carry regularly scheduled
programs of gospel hymns, the
SESAC executive stated.

KWC

The People's Choice

PORTLAND, OREGON
1,246,540 active, young-minded West-
ers comprise KWC's market in 12
big, prosperous metropolitan Oregon
counties, plus a generous slice of South-
western Washington.

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., INC.

BROADCASTING • Telecasting
WCHS Spreads Word

TALKS to 22 West Virginia service clubs have been made in the past three months by the newly-established Speakers Bureau of WCHS Charleston. Among speakers are Harry Brawley, public affairs director; Morton S. Cohen, program director; Frank E. Shaffer, director of sales promotion, and Ernie Saunders, sports director. Thus far, they have talked in 10 of the station's 32-county coverage area. The theme, "radio is bigger, better than ever," is constantly emphasized and receiver sales totals (localized for whatever county being addressed) are quoted to substantiate this contention.

NEW BAB BOOKLET

Stresses Retailer's Needs

BAB has distributed to members a new presentation titled "Monthly Retail Sales Trends by Regions," to help radio salesmen understand the retailer's advertising needs. The booklet includes Federal Reserve Board's report of sales in 300 department stores in more than 100 U. S. cities. Presentations in the second step in BAB's five-way expansion of retail services. The first was "Sales Opportunities Calendar," which has been issued monthly since June. BAB plans to distribute data on advertising lineage and trends, a how-to-do-it book to help retailers use radio and Advertising Planning Sheets for retailers' use in working out advertising schedules.

NRDGA Contest

RENEWAL of the cooperation of BAB and the National Retail Dry Goods Assn. in conducting an annual radio contest for retail stores was announced last week by BAB President William B. Ryan and Howard P. Abrahams, manager of NRDGA's sales promotion division and visual merchandising group. The contest, open to all NRDGA stores, is separate from BAB's "Radio Gets Results" contest in which stations themselves submit entries. Certificates will be awarded in three store classifications, and special awards also will be made. Deadline for entries is Dec. 10. Winners will be announced during NRDGA's annual convention in New York, Jan. 12-15.

TAB Meeting

FULL agenda has been mapped for the annual meeting of the Tennessee Assn. of Broadcasters to be held Nov. 24 at the Andrew Jackson Hotel in Nashville. President and presiding officer of TAB is John Parry Shoftall, WJZM Clarksville. Luncheon and dinner are planned for the one-day conference.

INTRA-RWG SPAT

Chevigny, Higley Sue 31

TWO officers of Radio Writers Guild, Hector Chevigny and Phil Higley, last week filed separate libel actions in New York County Supreme Court asking $100,000 each in damages from a group within the union known as "We The Undersigned." Mr. Chevigny and Mr. Higley, who were elected national vice president and vice president of the Eastern Region of RWG, respectively, on Nov. 6, charged that 13 members of "We The Undersigned" have accused the guild's administration with pro-communist sympathy. Sidney Fass instituted the libel action as Mr. Chevigny's attorney while Milton H. Friedman acted for Mr. Higley.

"The 31 have been part of a group which in three successive elections has charged pro-communist sympathy in the guild's administration but to date has elected but one candidate," Mr. Chevigny declared. "My action has been taken as an individual but it should deeply interest the industry for reasons other than the mere curious fact of a union president suing his membership."

Mr. Chevigny said that during the past three years this segment's tactics had the effect of frightening "sensitive sponsors and their agencies" into eliminating some of our most experienced creative minds.

He said that in a mailing sent to the guild membership in October, the 31 named defendants called the entire administration's slate of candidates "a group...that consistently and publically has been supported" by 13 individuals who either had been uncompromising with investigative committees or who had been named associates by ex-Communists.

Mr. Chevigny called this an attempt "to create the impression that these 13 people formed a bloc all in the guild's New York region and influential in our administration."

Mr. Higley charged injury to his "good name, credit and reputation as a man, as a member of the Radio Writers Guild as an officer of such guild and as a member of my profession." He also referred to the purported mailings by the "We The Undersigned" group as a basis for his suit.


An AMPEX is always ready to go

— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have—whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the one outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:

- When you press the button, it operates
- Problem timing stays accurate
- Starting, stopping and rewind will operate smoothly
- Fidelity will still be high
- Maintenance costs will still be low

If you plan for tomorrow, buy an AMPEX today.

Model 403C

Model 403P

For new broadcast application bulletin, write Dept. D

AMPEX

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION

934 CHARTER STREET • REDWOOD CITY, CALIF.

November 17, 1952 • Page 59
Canadian Licenses

CBC Denies Changes

Two Canadian AM stations were refused license changes by CBC's board of governors, meeting Nov. 7 at Ottawa. CHNO Sudbury's request for a supplementary 250 W transmitter on 900 kc to operate from existing antenna was turned down. CJNT Quebec's application to operate a French-language station was refused.

CKW Montreal's application for a power increase from 5 kc to 10 kw on 1220 kc was deferred for further study. CBC Montreal was granted a frequency change and power increase; CFJR Brockville and CKY Winnipeg were granted licenses for emergency transmitter equipment, and share transfers were allowed CKLS La Sarre, CJAD Montreal, CKW New Westminster, CJSJ Edmunston, CFJX Antigonish, and CHAB Moose Jaw.

Evans Resigns CAB

T. Arthur Evans, since 1934 secretary of the Canadian Assn. of Broadcasters, and in recent years secretary-treasurer, has resigned to become executive secretary of the Society for Advancement of Canadian Music. The society was formed recently to represent Canadian music organizations and to protect these organizations against the increasing demands of copyright societies in other countries.

Bertram B. Tower, vice president and comptroller, American Cable & Radio Corp., elected to firm's board of directors.

Richard A. Wilson, general manager of industrial and defense products, Magnavox Corp., Ft. Wayne, Ind., elected vice president.


Robert H. Sampson, finance and business div. RCA Tube Dept., appointed administrator of new business and financial consulting service for company's distributors of electron tubes, parts, test equipment and batteries.

Edward A. Mallinger appointed manager of marketing, components dept., General Electric Co., Syracuse, N. Y.

H. B. Steinhausen, senior engineer, promoted to manufacturing engineer, instrument div., Allen B. DuMont Labs. L. E. Florant will head firm's engineering services section and A. W. Russell will head electrical design unit.

Richard D. Gillespie, director of publicity and member of sales promotion department, WRK-AM-FM-TV Cincinnati, to radio sales promotion department of Frederic W. Ziv Co., transmitted program company.

John S. Mahoney, advertising manager, Hallicrafters, Chicago, named director of advertising.

International News Service, N. Y., is distributing illustrated manual detailing services offered to advertising profession by INS and International News Photos.

Jim Brent, owner of his own advertising agency, Glendale, Calif., to Mercury Television & Radio Corp., L. A., as advertising manager.

David Sher, radio-TV department, William Morris Agency, Beverly Hills, has resigned.

Karl von Gaa, district sales manager in New York metropolitan area for Allen B. DuMont Labs., to television div. of Canadian Aviation Electronics Ltd., Montreal, as national sales manager.

Jack Cloud, editor, Playthings magazine, to Jewell Radio & Television Productions, Chicago, as merchandising director.


Norfleet Callcott, manager, Long Beach branch, Hoffman Sales, L. A., to Oregon Television Distributors, Portland outlet for Hoffman TV sets, as general manager.

Homer Canfield, NBC-TV Hollywood assistant network program director, resigns to become independent TV packager.

Electro Precision Products Inc., College Point, N. Y., appoints Adolph L. Gross & Assoc., N. Y., as sales representative in metropolitan New York area.


Norman Greer, partner, Fola-dare, Greer & Bock, Hollywood publicity firm, father of twin girls, Nov. 5.

Equipment...  

Insulin Corp. of America, Long Island City, N. Y., announces manufacture of multiplexer probe said to extend d-c voltage ranges of standard vacuum-tube voltmeters 100 times.

Known as 100X, device is of special interest to TV engineers and servicemen.

Technical...  

Franz Hartman, engineering staff, WSyr Syracuse, N. Y., elected to membership in Phi Beta Kappa, national scholastic honorary fraternity.

Jack Andrews, transmitter engineer, WISH Indianapolis, father of two girls, Nov. 3.

Dunn Elected

Heads New RCA Division

Election of Cecil M. Dunn as president and Robert A. Seidel as board chairman of the new RCA Estate Appliance Corp. was announced last week after stockholders of Noma Electric Corp. approved the sale of Estate Stove Co. of Hamilton, Ohio, to RCA.

RCA acquired Estate Stove, manufacturer of "Heatrola" stoves and equipment, several weeks ago subject to approval of the stockholders of Noma, the parent company. With that approval, Estate becomes a wholly-owned subsidiary of RCA. Election of the new officers was announced Wednesday by Frank M. Olson, president of RCA.

Mr. Dunn was president of Estate under the former ownership. Mr. Seidel, the board chairman, is a vice president of RCA. Other newly-elected officers of RCA Estate Appliance Corp. are Gordon M. Plaisted, treasurer; Elsworth Sims, vice president in charge of manufacturing; Loretta Welsh, secretary; Robert Ireland, comptroller; Robert Isinger, assistant treasurer; and Margaret Stevenson, assistant secretary.

CAPAC Copyright Fees

No increase in copyright fees for ads is being asked by the Composers, Authors and Publishers Association of Canada (CAPAC), in a tariff filed at Ottawa. A special issue of the official periodical, Music Gazette on Nov. 6, showed rates for broadcasting stations to be the same as for 1952. Written objections to the fees will be accepted at Ottawa till December 6. Public hearings will be held by the Canadian Copyright Appeal Board early in the year, it is expected. At present, the basis on which rates are set is by the Canadian Copyright Appeal Board for 1952 is under a court appeal by the Canadian Assn. of Broadcasters and CAPAC. In the form of a test case against one Canadian station not paying the 1952 fees set by the board.

It's Happening in NEW HAVEN

On WNHC

28,040 Radio Programs Ago

The PERELMUTTER CO. started to sell clothing over WNZ

They're still doing it SUCCESSFULLY now in their eighth Competitive Year!

The cash registers ring when New Haven merchants put their advertising investment on WNHC.

BROADCASTING • Telecasting

WNHC / NBC RADIO / NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN
NEW HAVEN CHOOSE THE STATION THAT Sells
Represented Nationally by The Katz Agency
Text of ABC-UPT Initial Decision  
(Continued from page 44)

... with the necessity of stimulating competition in network broadcasting, as discussed in detail in paragraph 99 of the findings, that led to the establishment of ABC in 1943 as an independent, competitive network. However, while ABC has been aggressive in securing AM affiliates, in obtaining its full quota of owned and operated television stations in major markets, in pioneering with respect to certain practices now standard network usage, and in developing special events and news programs which could be produced at moderate cost, it has not been able to compete effectively with NRC and CBS either in radio or television.

27. The dominant positions of NBC and CBS in network broadcasting, both in radio and in television, together with some of the reasons for their position, have been discussed in detail in paragraphs 105 to 110 of the findings and that discussion need not be repeated here. ABC has been unable to compete effectively with NBC and CBS, principally because it lacks the financial resources, the working capital, and the diversity of revenue-producing activities of the other networks or the companies with which they are associated. Increased financial resources are essential to enable ABC to improve its program structure, build larger audiences, and thereby attract and retain sponsors and affiliates. ABC has attempted from time to time to secure additional capital but with only meager success. The methods by which large amounts of capital can be attracted to a non-diversified and somewhat speculative enterprise are limited, particularly where the enterprise, in nine years of operation, has never paid a dividend. Attempts to secure equity capital through public issues of stock have been only partially successful. Short term bank loans, already resorted to by ABC, afford no permanent answer, and such loans have recently been obtained only through the personal endorsement of ABC's principal stockholder. The management of ABC therefore decided to seek a merger with another company and, after unsuccessful discussions with other organizations, finally initiated negotiations with United Paramount Theatres Inc., which resulted in the proposed merger.

28. The financial, organizational and operational details of the proposed merger are set forth in paragraphs 115 to 125 of the findings. They indicate that the merged company will have an ABC Division which will be a self-contained unit having full charge of the day-to-day broadcast operations and following existing ABC program and public service policies, and which will continue to have as its President, Robert E. Kintner; that the merged company will have adequate resources to enable the ABC Division...
Text of ABC-UPT Initial Decision
(Continued from page 61)

sion to strengthen its programming and improve its physical properties, and thereby compete more vigorously with the other networks; and that the ABC Division, while retaining substantially its existing personnel organization, will secure the benefit of the full-time efforts of four of UPT's top executives, including Robert H. O'Brien, a former member of the Securities and Exchange Commission. ABC will have representation on the Board of Directors of the merged company and Edward J. Noble, organizer and presently majority stockholder of ABC and Chairman of its Board of Directors, will be a director of the merged company, Chairman of its Finance Committee and the largest individual stockholder.

29. Thus far, we have been concerned with the affirmative aspects of the proposed merger, chiefly the increased competition that ABC would be able to provide to the other networks. We now turn to a consideration of the possible adverse effects arising from the merger of a theatre chain and a radio and television network.

30. One possible adverse argument is that the merged company could dominate the field by virtue of its size. However, ABC combined with UPT would still be dwarfed by the Radio Corporation of America, and the organizations now enjoying network supremacy are too strong to warrant any fear that the competition to be afforded by AB-PT, while formidable, would place it in a dominant position. Another possible adverse argument is that UPT is entering into a merger with ABC in order to suppress ABC and thereby cripple television. The obvious answer to this is that pursuing such a course would have only a relatively minor adverse effect on television, would cripple UPT financially, and produce only a minute increase in attendance at UPT's own theatres. There are, however, elements of competition presently or potentially existing between ABC and UPT as separate organizations which will probably suffer to a degree should the merger be effected, and these elements require and have received serious consideration. Paragraphs 127 through 142 of the findings contain a brief analysis of the competitive factors involved in the merger, particularly with respect to competition for audience and competition for product, the availability and future use on television of motion picture feature film in comparison with films made specially for television, and the effect upon competition of theatre television and pay-as-you-see television.

The autonomous operation of the ABC Division and the decentralized operation of UPT's theatre subsidiaries and the obvious determination of the AB-PT officials to promote both media should serve to preclude the elimination of the competition for audience that probably exists between UPT theatres and ABC television stations and affiliates; on the other hand, we do not for a moment believe that some lessening of competition may not inevitably occur. However, we feel that there will not be any substantial lessening of competition, in view of the external competition facing UPT theatres and ABC radio and television stations and affiliates in every area, as indicated in paragraphs 151 to 155 of the findings, and in view of the reasonable expectation that this competitive situation will continue, for the reasons stated in paragraphs 156 to 164 of the findings. Furthermore, this external competition, particularly in radio and television, is sufficiently strong to continue, even if it were not already so committed, to promote vigorously its activities in each medium; failure to develop strong ABC programming would more probably result in greater audience for programs of its broadcast competitors than for AB-PT theatres.

31. It is the aforementioned factors, among others, which distinguish the proposed merger from other combinations for which the Commission has decided in the past, e.g., NBC at the time it operated two networks, the Blue and the Red, a situation which the Commission regarded as adversely affecting competition. Unlike the other possible specific competition, or more accurately, the potential competition between the Blue and the Red networks could have been direct and on "all fours," while the potential competition, or at least potential, between a television network and a theatre chain is by no means as direct and complete as that between two independent networks. Secondly, whereas AB-PT will face the competition of other theatres, and of other networks in a dominant position, and will find it extremely difficult to compete activities vigorously, NBC was the dominant company in the field, had no great need to promote both networks vigorously and, as a matter of fact, NBC's network was the only one, both in terms of the network as vigorously as it did the Red. In fact, as we pointed out in the Network Report (page 45) the Red and Blue networks were not "even two distinct operating divisions or departments within NBC," and there was no real competition, as indicated in part by the policy of granting discounts from the billings of the two networks (page 45). Finally, whereas the proposed merger offers the affirmative benefit of fostering competition between ABC and the dominant networks, the preservation of the two networks under NBC would not have promoted competition but would have limited it and maintained the NBC.

32. Turning to the question of competition for product, we find that there is little, if any, competition presently existing between theatres and television for films and the sources from which theatres and television secure films are separate and distinct. Any expectation of competition between television and theatres for films assumes that current motion picture feature films produced by the major producers would be made available to television; based upon the financial and other problems referred to in paragraphs 65 and 128, we do not anticipate that the "majors" will initiate during the next few years a general release to sponsored home television of current feature film produced for motion picture theatre exhibition. In any event, we must bear in mind that the ABC network does not regard motion picture feature films as having much value for networks, and that the trend, for reasons outlined in paragraph 130 of the findings, is to film made specially for television. Such films are presently being produced by independent companies (as distinguished from the "majors") and three of the networks are either actually engaged in making them or, as in the case of ABC, preparing to do so. The "majors" may find that their high costs of production, high standards of technical perfection, and high capital outlay in making film specially for television and the existence of other sources for such film give them only a modest role in the television film market. In summary, it appears unlikely that the "majors," who are the principal source of film for UPT theatres, will be the principal source or even a substantial source of film for the ABC network or for ABC owned and operated stations. To the extent that the "majors" may in the future be a source of film, either substantial or minor, for both UPT theatres and the ABC network and owned and operated stations, to that extent, the merger might reduce the competition between ABC and the "majors," might otherwise exist, but then only to the extent that the merged com-

WOR's 'Anonymous' Ads

WOR New York will launch a campaign of "anonymous" ads in trade publications this week using slogans and headlines incorporating the station's call letters.

National Advertisers

When Shopping for BIG RETURNS in the Montifires, your best "MARKET BASKET" is CHNS. . . . Ask

JOS. WEED & CO.
350 Madison Ave., New York
They also know about our new
5000-WATT TRANSMITTER

MAHALAX NOVA SCOTIA

CHS

MAHALAX NOVA SCOTIA
ELECTION of Milton L. Greenebaum, president of WSAM Saginaw, as president of the Michigan Associated Press Broadcasters Assn. was announced last week. He was named Nov. 7 to succeed J. P. Scherer, general manager of WHFB Benton Harbor, as head of the AP group.

Other new officers: Frank Benesh, news director of WKZO Kalamazoo; Dan E. Rayne, general manager of WELL Battle Creek, and Bob Runyan, news director of WOOD Grand Rapids, all elected vice presidents; and Ray A. Keher, of Detroit, secretary.

On behalf of WKZO, Mr. Benesh accepted a trophy donated by Lester W. Lindow, general manager of WFDF Flint, for the best contributions to the AP news report from the Michigan radio field.

pany's pledge to promote both media aggressively and the auton-omous operation of ABC and decentralized operation of the theatre subsidiaries prove ineffective to maintain that competition.

33 While UPT, through its theatre subsidiaries, has a substantial purchaser\(^4\) of film (amounting to approximately $30,000,000 in 1961), its so-called purchasing power must be considered in the light of the requirement of the consent judgment that pictures must be licensed, picture by picture and theatre by theatre, solely upon the merits and without discrimination in favor of affiliated theatres, circuit theatres or others. Furthermore, the announced policy of AB-PT to make no rewarding deals for theatre and television, and as stated above, its proposed organization is designed to effectuate this policy. Under these circumstances and in view of all of the uncertainties concerning the purchase by television and theatres of films from the same sources, we cannot credit with probability any suggestion that an unfair competitive advantage might accrue to ABC in the purchase of films, as a result of being associated with UPT.

34. The competition between the theatre and home television for audience and product, as it exists today, is analyzed briefly in paragraphs 138 and 139 of the finding. Paragraphs 78 to 85 of the finding refer to the number of theatre television installations in theatres of UPT subsidiaries, the number of events televised, the financial results of theatre television events, the use of theatre television by the Civil Defense Administration and its projected use by business corporations for meetings. On the basis of the facts and findings on this record, we do not believe there is any reasonable probability that the merger of the home television and theatre television interests here involved will result in a substantial lessening of competition. As far as the future of theatre television is concerned, we do not propose to anticipate here what will develop in the pending rule making proceeding (Docket No. 9952).

35. As far as pay-as-you-see television is concerned, to evaluate its role in the competitive situation in view of its experimental status, calls for stacking one assumption upon the other. This we have done in paragraph 140 of the findings.

However, the competitive situation assumed is too remote and speculative to require or warrant any conclusion. The competitive situation with respect to stories and talent is referred to in paragraphs 141 and 142 of the findings; it is sufficient to state here that no competitive problems arise as far as stories are concerned and, as far as talent, it is unlikely that the merger would substantially lessen competition in that respect.

36. Upon reviewing the competitive factors hitherto discussed, we conclude that while the merger may result in some lessening of some aspect of the competition that exists, either presently or potential-ly, between ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or trend to monopoly in any section of the country or in any line of commerce. We believe that the merger meets the test of Section 7 of the Clayton Act, 18 U.S.C. 15, as amended by ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or trend to monopoly in any section of the country or in any line of commerce. We believe that the merger meets the test of Section 7 of the Clayton Act, 18 U.S.C. 15, as amended by ABC and UPT as separate companies, there is no reasonable probability that the merger will substantially lessen competition or trend to monopoly in any section of the country or in any line of commerce.

(Continued on page 84)

4 UPT does not produce or distribute film. As for its relationship to Paramount Pictures Corporation, see paragraphs 28 and 28 of the findings and paragraph 37 of the conclusions.
Text of ABC-UPN Initial Decision
(Continued from page 68)
pany succeeding to ABC's license for KECA-TV upon the approval of the merger. Detailed findings are set forth in paragraphs 24(b), 28, 29, 47 and 143(c), supra, with respect to the extent of the common ownership of Paramount Pictures Corporation and UPN; the wide distribution of UPN stock among thousands of small stockholders residing in every state of the Union and the similar wide distribution of Paramount Pictures stock; the requirements of the consent judgment that the two companies operate wholly independently, without common directors or officers and that officers and directors of each company dispose of stock interests in the other, and the compliance with these requirements; the injunction in the consent judgment against the companies attempting to control or influence the policies of each other, and the continuing supervision of the Court; the further dilution of the common ownership between UPN and Paramount Pictures which will result from the merger of UPN and ABC; and the expectation that this common ownership will continue to decline so as to approach the degree of common ownership prevailing among other companies selling on national security exchanges. On the basis of these findings, we conclude that there will be no common control of AB-PT and Paramount Pictures Corporation.

38. AB-PT is legally, technically, financially and otherwise qualified to be a licensee of the Commission. Its officers and directors are likewise qualified. In view of the foregoing findings and conclusions, we conclude that a grant of the merger applications, referred to in paragraph 25 of the Conclusions and more completely identified by file numbers and call letters on page 3 supra, would serve the public interest, convenience and necessity, and it is ORDERED that they be and they are hereby granted.

Latest PULSE Reveals ANOTHER LANDSLIDE for KMTV

All the precincts have reported, and it is another sensational landslide for KMTV. According to the most recent Pulse survey (October 8-14), KMTV carries nine of Omaha's ten television favorites. Only the program in the #8 position among the top ten was lost to Omaha's second TV station. Such an overwhelming endorsement of KMTV's superiority is seldom received by any one TV station. KMTV also landed the first three out of the top five favorite multi-weekly television programs. The average Monday-through-Friday ratings for the 10:00-10:30 weather-news-sports summaries also revealed KMTV's dominance.

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<th>Time</th>
<th>KMTV</th>
<th>#2 Station</th>
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<td>10:00</td>
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And for still further proof, KMTV's average weekday (6:00 p.m. to midnight) share of audience was a big 61% as compared to 39% for the second station.

It is an unsurpassed vote of popularity for KMTV. When you place your advertising campaign, be sure you order the TV station with the big audience. Order KMTV. Check today with KMTV or your Katz representative for availabilities and further particulars.

KMTV Captures 9 of the TOP 10 Television Shows in Omaha

TV 'THREAT'

Radio Has Passed It, Vortman Tells MAB

RADIO has made substantial progress in the past year despite television, asserted the President of KATZ Broadcasting Corporation.

Speaking Nov. 8 at the concluding session of MAB's Annual Convention at Davenport, Mr. Vortman said, "No medium has ever been able to reach the potential coverage of radio." He explained that 14 of 15 major newspapers were newspapers and 17% take no magazines. "This means," he said, "that radio could provide the exclusive means of reaching a mini-

The Michigan group elected W. A. Pomery, WILS Lansing, as president. William Edwards, WKNX (WKNX-TV and granite) Saginaw, was re-elected vice president and Gayle Grubb, WJBK-AM-TV Detroit, secretary-treasurer.

New directors elected were John Wismer, WHLS Port Huron; Arch Shawd, WKZB Muskegon; Dick Burnett, WSOO Sault Ste. Marie, all for two-year terms.

Franklin Sisson, program director of WOOD-TV Battle Creek, urged "modest-market TV stations... to leave extravaganzas to the networks and program with plenty of panels, news, interviews, weather, children's and women's shows and amateur productions. James Brechee, of BCA, Cleveland, spoke on economical operation of live cameras. Thad Brown, NARTB television director, reviewed the association's TV activities.

Glen Dryer, BMI vice president, told of a recent BMI survey showing that three-fourths of stations are broadcasting concert music. Other speakers included Franklin Mitchell, WDAG-Detroit; Fred Palmer, radio consultant; Kevin Sweeney and Jack Hardesty, of Broadcast Advertising Bureau; Ben Edwards; Robert Cessna, WPYC-Alma.

WSAZ BIRTHDAY
Station Enters 30th Year

LAST Thursday WSAZ Huntington, W. Va., ABC affiliate, entered its 30th year of broadcasting in the Ohio Valley region. The station was founded Nov. 15, 1923.

Among notable WSAZ achievements was one during the Ohio River Valley floor in 1937, when the station broadcast nearly 200 hours continuously, providing a public service by warning people of the flood dangers, and airing emergency messages and news to families, the staff traveling to and from the station by rowboat.

A humorous highlight of WSAZ's chromosome was the time It told that sometime news writer Duke Ridgley, instructed to stay by the microphone and talk about sports until an announcer returned, stayed two and a half hours alone in the studio for what probably was WSAZ's longest off-the-cuff dissertation on sports.

WSAZ today is licensed to WSAZ Inc., which also licenses WSAZ-TV, Col. J. H. Long is WSAZ president and Lawrence H. Rogers, general manager. On 880 kc, it has a 1000 watt local sunset power and 1 kw night.

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WHAT BETTER SALESMAN THAN A PERSONAL FRIEND

We all know we buy more readily from one we know and trust—because this friendship insures us of better value. And in TV advertising this same rule proves the most effective. That's why, in Northwestern Ohio, WSPD-TV offers national advertisers local shows—with local personalities. When your commercial's delivered to the waiting audience by a person they've known and trusted for years—you'll find sales soar accordingly. And WSPD-TV's personalities have been personal friends of listeners and viewers for many years—through the growth of radio and on into TV. So take advantage of WSPD-TV's local sales impact—of its intimate friendship with this Billion Dollar Market. To sell Toledo use "Speedy", the station proven trustworthy through service. Ask Tom Harker, Bob Wood or your Katz Man for availabilities on local shows and let personal friendship SELL for you.
Every Saturday night, 8:30 to 9:30 over 1,200,000 Californians view "The Spade Cooley Show" on Channel 5. In fact, the "King of Western Swing" offers his sponsors the largest audience of any local TV program on the seven Los Angeles stations. Spade Cooley moves merchandise for American Home Foods, Inc., Boyle-Midway, Inc., Whitehall Pharmacal Co., and Bristol-Myers.

Most folks are just plumb crazy about Spade's fiddle-playin' and all the commotion of a jamboree with comedy, lavish costumes and that big, hot swing band. You will be, too! If you want Southern California to buy your product, you buy on KTLA. Channel 5 is the leading station in America's second television market.

For an audition print, wire, write or telephone
KTLA Studios - 5451 Marathon St., Los Angeles 38 - Hollywood 9-6363
Eastern Offices - 1501 Broadway, New York 36 - BRyan 9-8700

PAUL H. RAYMER COMPANY - NATIONAL REPRESENTATIVE
New York - Detroit - Chicago - Boston - Memphis - Hollywood - San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
FCC's Pace Quicken

By LARRY CHRISTOPHER

INDICATING FCC's temporary "speed up" processing plan is beginning to function in earnest, grants for 10 more new commercial TV stations were reported by the Commission last Thursday to bring the total of new post-thaw stations to 108 and the overall TV outlets in the U. S. to 216.

Confounding its actions to the Group A-2 city priority list again last week—cities without TV and more than 40 miles from an existing station—the Commission reached city No. 96, Pensacola, Fla., where uhf Ch. 15 was awarded to Southland Telecasters, owned by Charles W. Lamar, operator of KAIL Houma, La.

Current Speed to Continue

According to responsible sources within the Commission, the pace of new station grants to uncontented applicants in cities now without service can be expected to continue and possibly pick up even more toward the year's end.

The television processing staff has been bolstered [8*, Sept. 1, Aug. 28] and the temporary speed up has been officially in effect since Oct. 15, considered sufficient time for its results to begin to appear [8*, Sept. 22]. Under the temporary speed up, the Commission for an undefined but "limited" period of time is passing over uncontented applications when they are reached on the processing list in order to devote attention to unopposed bids in cities without service. Hearings and processing of contested applications scheduled or not set prior to Oct. 15, however, will continue as before. Reason for the speed up plan was the large backlog of hearing cases already in hand. List of bids passed over was announced a fortnight ago [8*, Nov. 3].

A number of TV hearings are underway today (Monday). Only last Thursday FCC was juggling quarters in which to hold them, a housekeeping problem acknowledged earlier [8*, Nov. 3], (see story, page 60).

Of the 216 TV outlets authorized in the U. S. a total of 112 are now operating with the commencement of KDUB-TV Lubbock, Tex., last Thursday (see story page 70). Many other new grantees plan commencement dates in the near future (see summary, page 72). None of the nine noncommercial, educational outlets authorized since the lifting of the freeze has completed construction.

Here are last week's 10 new grants:

- Waco, Tex. (City priority Group A-2, No. 38)—Central Texas Television Co., granted uhf Ch. 34, ERP 5 kw visual and 3 kw aural, antenna height above average terrain 350 ft.
- Pueblo, Colo. (Group A-2, No. 63)—Pueblo Radio Co. (KDZA), granted vhf Ch. 3, ERP 10.5 kw visual and 5.8 kw aural, antenna 465 ft.
- Fort Smith, Ark. (Group A-2, No. 84)—Southwestern Pub. Co. (KSF), granted uhf Ch. 22, ERP 265 kw visual and 146 kw aural, antenna 270 ft.
- Lynchburg, Va. (Group A-2, No. 807)—Lynchburg Broadcasting Co. (WLUV) for uhf Ch. 28 kw visual and 14 kw aural, antenna 2,090 ft.
- Tucson, Ariz. (Group A-2, No. 91)—Arizona Broadcasting Co. (KYOA), granted vhf Ch. 4, ERP 11 kw visual and 5.5 kw aural, antenna 220 ft.
- Williamsport, Pa. (Group A-2, No. 92)—WRAK Inc. (WRAK), granted uhf Ch. 36, ERP 21 kw visual and 10.5 kw aural, antenna 1,280 ft.
- Santa Barbara, Calif. (Group A-2, No. 94)—Santa Barbara Broadcasting and Television Corp., granted vhf Ch. 2, ERP 50 kw visual and 25 kw aural, antenna 3,000 ft.
- Pensacola, Fla. (Group A-2, No. 96)—Southland Telecasters, granted uhf Ch. 15, ERP 20 kw visual and 10 kw aural, antenna 280 ft.

In other TV developments last week the Commission issued a notice of proposed rule making which would amend the rules governing TV auxiliary services so as to provide for additional TV pickup, studio-transmitter link and intercity relay stations. FCC would reapportion existing channels in certain frequency bands and make other changes to accommodate the new uhf, as well as vhf, outlets. By memorandum opinions and orders, the Commission also denied petitions of WFOX and WINS Milwaukee for review of Sixth Report decisions pertaining to the Milwaukee allocation and status of post-thaw applications [8*, June 30, 32].

Meanwhile, WWSW Pittsburgh petitioned FCC to stay the effective date of its final allocation of vhf Ch. 4 to Irwin, Pa., from Dec. 4 until such time as the U. S. Court of Appeals for the Third Circuit, Philadelphia, rules on WWSW's appeal of the Commission's failure to put Ch. 4 at Pittsburgh.

The Broadcast Bureau of the Commission reported last week it has notified WANE Fort Wayne, Ind., and Anthony Wayne Broadcasting Co., both seeking uhf Ch.

(Continued on page 81)

Post-Thaw Grants Total 108

NABC CLIENTS

Offered TV Commercial Test Service

Scherwin test audiences. At the audience sessions, viewers are shown programs in which the commercials have been inserted. After the program, viewers are asked to write the brand name of the advertised product and all they remember having seen or heard about it in the commercials. Later they are asked reactions to the believability of major claims made for the product in the commercials.

2,000 Tests Made

The "How to" research presentation garnered conclusions from some 2,000 tests made for several hundred nationally advertised products to discover what TV commercial sales points were best remembered and why. The information has been refined into five general rules: Correlate audio and video; demonstrate; keep it simple; use the right presenter; keep the setting authentic.

A study of two commercials for a TV receiver illustrated the first rule: Correlate audio and video. In one commercial, an announcer stood beside a set and recounted its special engineering features. This received responses from 5% of the viewers. The other commercial, in which the announcer stood beside an exposed chassis of the set and, while giving the same engineering story, pointed to each part as he described it, drew responses from 41% of the viewers, or eight times as much recall when both sight and sound were utilized simultaneously.

The importance of demonstration was illustrated with commercials showing a kitchen cleaner in use, a model washing her hair with the advertised shampoo which produced more suds than an unnamed brand used by another model, and a side of meat shown being trimmed to the choice portion placed into a package.

The rule, keep it simple, was demonstrated with two cigarette commercials. The first, in a span of 60 seconds, introduced ten scenes. The announcer praised the product, then followed a testimonial from an athlete, a second announcer, a shot of the product in use, another testimonial, etc. This elaborate and expensive production evoked a 13% response, but when

(Continued on page 100)
television grants and applications

Digest of Those Filed With FCC Nov. 7 through Nov. 13

Grants Since April 14:

<table>
<thead>
<tr>
<th>Cost</th>
<th>Educational</th>
<th>Commercial</th>
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<tr>
<td>27</td>
<td>70</td>
<td>29</td>
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<td>103</td>
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<td>915</td>
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NEW STATION GRANTS

Listed by States

TUCSON, Ariz.—Arizona BestCo. (KVBA) Granted uhf Ch. 15 (148-462 mc); ERP 11 kw visual, 13 kw audio; antenna height above average terrain 3,000 ft., above ground 138 ft. Engineering conditions. Estimated construction cost $350,000, first year operating cost $90,000, revenue $300,000. Post Office address P. O. Box 17, Tucson, Ariz. Applicants include President E. K. Chaisson, 1500 N. 1st Ave., Tucson, Ariz., and President M. R. Chaisson, 1500 W. 1st Ave., Tucson, Ariz. City priority status: Gr. A-2, No. 91.

FORMER SMITH, Ark.—Southwestern Publishing Co. (KWSM) Granted Ch. 8 (38-462 mc); ERP 265 kw visual, 145 kw audio; antenna height above average terrain 270 ft., above ground 140 ft. Engineering conditions. Estimated construction cost $350,000, first year operating cost $145,000, revenue $625,000. Post Office address 100 Academy Ave., Fort Smith, Ark. Applicants include President E. H. Smith, 100 Academy Ave., Fort Smith, Ark., and President C. H. Smith, 100 Academy Ave., Fort Smith, Ark. City priority status: Gr. A-2, No. 91.

SAN FERNANDO, Calif.—Santa Barbara BestCo. (KSBF) Granted uhf Ch. 3 (69-462 mc); ERP 295 kw visual, 50 kw audio; antenna height above average terrain 3,000 ft., above ground 100 ft. Engineering conditions. Estimated construction cost $150,000, first year operating cost $50,000, revenue $150,000. Post Office address P. O. Box 710, Santa Barbara, Calif. Applicants include President E. H. Smith, 100 Academy Ave., Fort Smith, Ark., and President C. H. Smith, 100 Academy Ave., Fort Smith, Ark. City priority status: Gr. A-2, No. 91.

PUEBLO, Colo.—Pueblo Radio Co. (KPRC) Granted uhf Ch. 9 (148-462 mc); ERP 10.5 kw visual, 5.5 kw audio; antenna height above average terrain 350 ft., above ground 120 ft. Engineering conditions. Estimated construction cost $175,000, first year operating cost $35,000, revenue $175,000. Post Office address P. O. Box 710, Santa Barbara, Calif. Applicants include President E. H. Smith, 100 Academy Ave., Fort Smith, Ark., and President C. H. Smith, 100 Academy Ave., Fort Smith, Ark. City priority status: Gr. A-2, No. 91.

M. H. (Tack) HAMMER (I), assistant to the president of KHQ-TV Spokane, and Frank P. Barnes, General Electric Co. sales manager for broadcast equipment, inspect the station's five-bay, Ch. 6 antenna. KHQ-TV is expected to begin operating early next year.

BROADCASTING • Telecasting

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(Canadian Broadcast Station News)
HEARING JAM

Nip and Tuck as Needs Mushroom

FCC CONTINUES to face problems of housing for its many comparative TV hearings in Washington as proceedings for cities already under way to deciding leaving applicants for other cities virtually standing at the door waiting for a chamber in which to be heard.

By late in the week, through juggling of regular hearing rooms and addition of new ones, the Commission is barely meeting the demand. The situations under the knowledge that as new hearings commence, the matter of finding space probably will continue nip and tuck.

As an example, at the end of the week Ch. 8 applicants for Tampa-St. Petersburg, Fla., had presented only about half of their cases before Examiner Barbara F. Cooper in a regular hearing room 1703 Temporary T Bldg. Yet today (Mon.
day), Examiner Fanney N. Litvin begins her Fort Wayne, Ind., Ch. 33 proceeding in that room. Examiner Cooper and Tampa-St. Petersburg, Fla., are hearing room 1416 New Post Office Bldg.

Similarly, Wichita’s Ch. 3 hearing which began last Monday before Examiner Hugh B. Hutchinson of the Interstate Commerce Commission (used by FCC before), today must move to regular hearing room 2232 New Post Office Bldg. just vacated by the Denver commission.

Room C in ICC today will be filled with Duluth, MInn-Superior, Wis., applicants for Chs. 3 and 6 and Examiner Herbert Scharfman.

Denver’s Ch. 7 case is over, but the Ch. 4 proceeding recessed until Dec. 16 because of the illness of a representative, C. H. Fort, Jr. Only one hearing room will be resumed, Examiner James D. Cunningham knows not where.

Portland, Ore.’s multiple hearings before Examiner Elizabeth C. Smith, underway since October 1, continue in room 2230 New Post Office Bldg. with the Ch. 12 proceeding. This case was expected to have come to a close by the middle of the month but into this week. The Ch. 6 case is to begin Wednesday, the Ch. 8 proceeding Jan. 6 and further hearing in the Ch. 21 hearing in early February.

Flint Hearing Today

The Flint, Mich., hearing for Ch. 12 begins today before Examiner Benito Gaglione in new hearing room 20704 Temporary T Bldg., while Examiner Thomas H. Donohue commences the Sacramento, Calif., hearings for Chs. 10, 40 and 46 in new hearing room 2107 New Post Office Bldg.

Another hearing starting today is the New York local programming competition for Ch. 6, to be heard by Examiner Annie N. Hunting at the Commission’s regular meeting room, 6121 New Post Office Bldg. This pushes the Commission requested self into the office of Chairman Paul A. Walker for its regular Wednesday and other executive sessions.

Helping to keep FCC from bell ing out on Pennsylvania Ave. itself, one hearing slated to commence Dec. 27 for WPSB, Pa., was postponed until Nov. 28. Examiner is William G. Butts.

Canton, Ohio, Ch. 29 hearing presently is slated to commence Dec. 9 before Examiner Everson.

No date has been set for the Tampa-St. Petersburg Chs. 13 competition before Examiner Cooper.

Meanwhile, first storm in the Ch. 3 hearing for Wichita, which opened last Monday, involved disposition of a petition for a subpoena on Marcellus N. Murdock, executive vice president of the owned station and H. Asked by KANS, the petition requested that Examiner Hugh B. Hutchinson subpoenae Mr. Murdock to present all papers, records, contracts, memoranda, etc., concerning the newspaper, going back to 1930.

The request contained an affidavit by O. L. Taylor, principal owner of KANS and Wichita Television, charging violations of anti-trust laws.

Mr. Hutchison took the request under advisement after the pros and cons of the case were argued before him Nov. 10.

There are three applicants for Wichita’s Ch. 3. They are KFZ, KANS and Wichita Television Corp., owned by Mr. Brown and David M. Moyer families.

Mr. Brown is president and general manager of the Wichita Ice and Cold Store Co. Mr. Moyer is an attorney.

Application calls for 100 kw on a 676-ft. above – average – terrain antenna, costing $460,826 for construction and $371,880 for first year’s operating expenses.

KFH Application

KFH-Wichita Eagle application calls for 100 kw on a 939 ft. antenna, with $651,049 estimated for construction and $556,920 for first year’s operating expenses. It was the first applicant on the stand.

KANS application looks for a 57.44 kw operation with a 500 ft. antenna. Construction is estimated at $576,432, first year’s expenses at $524,000. KANS is owned by O. L. Taylor, president of radio station representative firm bearing his name. Mr. Taylor also owns KRGY Weslaco, Tex.

At a pre-hearing conference Nov. 12, tentative date of Dec. 10 was set for Wichita Ch. 10 competition. In Portland, KAKE, Southernvision Co., comprising of E. V. Yingling, Chevrolet distributor; Willis Hartman, oil; Virgil Brown Jr., Coca-Cola franchiser; George Hol and competitive radio station representative, and Mid Continent Television Inc., comprising Theodore and Ralph Gore, oil men.

Poynter on Stand

Meanwhile, Tampa-St. Petersburg hearing for Ch. 8 resumed Nov. 12 with Nelson Poynter, owner of WTSP-St. Petersburg Times on the witness stand. Mr. Poynter is also publisher of the Congressional Quarterly, Washington.

Mr. Poynter, in his testimony, submitted standards for ownership of a newspaper and radio enterprise, drawn up as a guide for his heirs. Some of the high points of Mr. Poynter’s code follow:

- Ownership or participation in one station broadcasting is a sacred trust and a public responsibility.
- Any publication or broadcasting property has unusual obligations to the community in which it operates, and any new owner must be sensitive to those obligations.
- The owners of a publication or broadcasting property have a duty remaining in the integrity of the news and information that is sold or given to the public.

A publication or broadcasting station must be aggressive in its service to the community and not wait to be prodded into rendering that service. A publisher or broadcaster must share the real and entitlement for what is new each day. He does not belong as an owner unless he has such entitlement.

A "chain" owner cannot do justice to local publications or radio stations. His devotion and loyalty to any one area is bound to be dilute or divided if he has other ownerships and interests.

I expect every member of any staff to be above average in his respective job. I expect my successor to demand standards of his staff as high or higher than mine. A concern that expects its staff to be above average must be willing to pay staffs above average.

Any modern capitalistic institution must expect to provide pensions to personnel on retirement to members of the staff who have been in the institution.

A publication or broadcasting station cannot best serve its community in the best interests. Its editorial policy should not be tainted with ownership in enterprises not related to newspaper or broadcasting.

Corporation Profits

PROFITS after taxes of U. S. manufacturing corporations (a number of them radio-TV advertisers) for the first quarter of 1952 paralleled those for the first quarter, although profits before income and excess profits taxes were approximately 5% lower. These facts were given in a recent report by the Federal Trade Commission and Securities & Exchange Commission in a joint report. Of 28 different industries classified in the report, 14 showed increases and nine decreases in profits after taxes from the first to the second quarter. Greatest increase was shown by apparel and textiles (89%) and decrease by iron and steel (-43%).

KTS-M-TV Buys

KTS-M-TV El Paso has bought NBC-TV’s Daily News Service for 26 weeks for use when the station begins broadcasting, according to John B. Cron, national manager of Syndicated Film Sales. Mr. Cron also said that KPFO-TV Phoenix will carry Dangerous Assignment, starring Brian Donlevy, for the other 13 weeks on behalf of Clark Smith Auto Dealers.

Advertising Response

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Advertising Response

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KOIN ANSWERS

KOIN Portland, Ore., TV Ch. 6 applicant, filed a detailed answer with FCC last week in response to the protest of Pioneer Broadcasters Inc., one of two Ch. 6 competitors, directed at KOIN’s request to amend its bid so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owner of KOIN [BT, Nov. 10].

"An examination of the opposition filed by Pioneer discloses that Pioneer has attempted to bode the issues by advancing arguments which have no conceivable bearing upon the question of whether or not the public interest would be served by the grant of the [KOIN] amendment," the KOIN reply contends.

Pioneer had charged KOIN’s bid to amend was too late and in effect constituted unfair strengthening of its competitive position following unfavorable “publicity” on the Stolkin group and its withdrawal from RKO Pictures Corp. [BT, Oct. 27]. KOIN held the KOIN matter was "completely irrelevant" to the Ch. 6 case and asked FCC to dismiss an exhibit of newspaper clippings submitted by Pioneer.

"Pioneer’s complaint is without substance with one shred of evidence that would justify its unwarranted assumption that the presence of Messrs. Stolkin, Corwin and Burke was detrimental to the integrity, shape or form," KOIN argued, pointing out that FCC had details of Mr. Stolkin’s business background in hand when it approved the recent sale of KOIN (and KJF Seattle) to the present licensee in August.

KOIN also noted Ch. 6 competitor KXXI of Portland in its KOIN amendment detrimental to its competitive position in the TV hearing.

BROADCASTING • Telecasting
SAG STRIKE VOTED
In Film Commercial Issue

STRIKE vote was to have been taken yesterday (Sunday) by New York members of Screen Actors Guild against the Film Producers Assn. of New York and the American Assn. of Advertising Agencies in a dispute over a contract covering actors in TV film commercials. Did not hear last week voted unanimously to strike. An SAG spokesman told BROADCASTING & TELECASTING Thursday that if New York members decided to strike, the dispute was likely to spread to other cities since New York negotiations were designed to evolve an industry-wide pattern of wages and working conditions.

Negotiations were broken off on Oct. 22 principally over failure to reach agreement on a formula for payment on issue of films [B&T, Oct. 27].

John Dales Jr., SAG’s national executive secretary, declared the New York negotiations “forced a breaking off of negotiations” and that a strike appears inevitable “unless they changed their attitude.” SAG has a 863,436 members, including more than 35,000 actors, who are “in the walkout if necessary.

Besides Screen Extras Guild and American Federation of Television and Radio Artists, other members of the Associated Actors and Artists of America pledging support to SAG in its strike action are American Guild of Variety Artists, American Guild of Chorus Equity, and American Guild of Musical Artists.

TVWA NOMINATES

Richard Powell and Ben Freedman have been nominated for presidency of the newly-formed Television Writers of America, which is seeking to become bargaining agent for writers of Hollywood originating live and filmed TV shows.

Other nominees to be voted on Dec. 16 along with any who may be named within the next few days by the general membership are John Murry, Ben Brady, vice president; Robert White and Bernie Ederer, secretary-treasurers; an executive board of 12 will also be elected.

NLBR hearing on TVWA’s petition to be made bargaining agent for writers with live and film television network shows has now been tentatively set for Nov. 25 before Los Angeles Field Examiner Norman Greer. Opposing TVWA are Screen Writers Guild and Authors League of America. A few weeks ago negotiated similar agreements with the networks in New York. [B&T, Nov. 10].

DuMONT Television Network’s Quick on the Draw program (Tues., 9:30-10 p.m. EST) has been cited by the Assn. for the Help of Retarded Children.

CBS TV CITY

Today (Monday) marks the climax of a three-day dedication of CBS Television City in Hollywood, which began Saturday morning with a two-hour parade concluding with the raising of the American Flag over the building. An hour-long coast-to-coast telecast (9-10 p.m. EST Saturday) presented most of the network’s top stars, along with civic officials. Sunday was open house day for representatives of industry, government and the entertainment world. Celebration concludes this evening with a banquet honoring CBS, given by the West Hollywood Chamber of Commerce in cooperation with leading civic and business organizations of Los Angeles.

The 15-acre Television City, said to be the largest as well as the newest plant designed especially for TV, contains 374,000 square feet of floor space. A core of four gigantic studios, each measuring 12,100 square feet of floor space, plus its own make-up and costume rooms, is served by set design facilities, carpenter and paint shops, set storage space and property rooms, organized on an assembly line production basis. Nearby are three rehearsal halls of 2,550 square feet of space, plus dressing rooms for 208 performers. The Administration Building, a 36,000-square-foot office area, includes conference rooms and other facilities for writers, directors and producers.

Designed by William L. Pereira and Charles Luckman, who drafted and discarded some 50 sets of plans in the 18-month process, the CBS Television City with its four huge studios has a capacity of originating 28 hours of live TV shows a week, about half as much as the combined output of all 18 CBS-TV studios in New York. Moveable walls permit easy changes in size and shape of studio stages, with audience space, currently accommodating 350 people, readily altered or eliminated altogether if need be. Even the building walls can be moved as much as 300 feet.

More than 3,000,000 pounds of structural steel and 190 miles of heavy steel reinforcing enough concrete for an 84-mile highway, four oversize freight elevators of 7,500 pounds and capacity each of 12,000 square feet of exterior glass walls, 10,000 yards of transparent rayon draperies, 165,800 square feet of acoustic material, two million watts of electrical lighting (enough for 275 night baseball games), an outside storage yard covering 11,000 square feet, about three acres of lawn, parking facilities for 710 cars, 1,200 lineal feet of outside fencing—these are a few of the components that go to make up CBS Television City.

WJZ-TV Plans Telethon

WJZ-TV New York will present a 16-hour telethon titled Celebrity Parade for Cerebral Palsy beginning Dec. 6 at 10 p.m. EST and continuing until 2 p.m. Dec. 7. More than 100 entertainers are expected to appear in the performance, designed to aid over 60,000 cerebral-palsied children and adults in New York area.

IATSE-IBEW TRUCE

Reach Amity Over KTLA (TV)

TRUCE was called last Monday in the jurisdictional battle between AFL’s IATSE and IBEW over representation of KTLA (TV) Hollywood employees when IBEW Locals 45 withdrew its petition to the National Labor Relations Board for a vote of the bargaining unit as a bargaining agent for all station craft workers. IATSE now will move to negotiate a new contract, replacing the one that expired Oct. 1.

IATSE’s retreat followed a threat by Roy M. Brewer, IATSE international representative, to fight the rival union in both TV and movie studio jurisdictions [B&T, Nov. 10]. With war clouds darkened, IATSE now will respect IBEW jurisdiction, Mr. Brewer said, but will intensify its campaign to organize craft workers at all TV stations if the local bargaining contracts are not in force.

Cotton Speaks

We're Moving....

TO A NEW CHANNEL (2)
WITH
SIX TIMES MORE POWER (100 KW) *

Soon A GREATER
WDTV
PITTSBURGH

Keeping pace with the Fabulous Expansion of the Pittsburgh District (one of the World's Great Markets)... with more than 2 million viewers.

WDTV will continue to present the Finest Entertainment from all four Television Networks.

Plus "SWING SHIFT THEATRE" the Midnight-to-Dawn Show especially for the 200,000-odd Defense Workers and others who finish work around 12 each night.

FOR THE BEST SHOWS... AND BEST RESULTS IT'S......

Pittsburgh's First Television Station

Soon On CHANNEL 2 AND SIX TIMES MORE POWERFUL

*Soon as transmitter alterations are completed.
The New Grantees' Commencement Target Dates

HERE are post-thaw TV grantees and the dates on which they expect to commence operations. Channels authorized, network affiliation and national representative, where given.

LISTED BY CITY ALPHABET

Call City and State Ch. Granted Commencement Network Rep.
WARK-Avoca, Ohio 49 Sept. 9 Weed
WBTV (TV) Charlotte, N. C. 17 Sept. 24
WFAL (TV) East Lansing, Mich. 4 Oct. 15
WBUP (TV) Huntington, W. Va. 19 Sept. 23
WFAT (TV) Paducah, Ky. 30 Sept. 23
WIS-Ashville, Ala. 25 Sept. 25
WBTV (TV) Scranton, Pa. 5 Sept. 25
WPSF-TV Atlantic City, N. J. 44 Sept. 25
KCTV (TV) Austin, Tex. 18 July 12
KTVA (TV) Anchorage, Alas. 9 July 11
WBTF-Benton, Ark. 18 July 11
WEZK (TV) Columbus, Ohio 20 July 7
WFIL (TV) Philadelphia, Pa. 24 July 6
WBTW (TV) Monticello, Ala. 24 July 5
WLCI (TV) Herrin, Ill. 27 July 5
WIVY (TV) Lyndebrook, N. J. 10 July 5
WSBN (TV) Buffalo, N. Y. 10 July 5
WJKY (TV) West Memphis, Ark. 5 July 5
WPSF (TV) Atlantic City, N. J. 4 July 5
KFRO-TV (TV) Lincoln, Neb. 10 June 5
KOLN-TV (TV) Lincoln, Neb. 12 June 5

COW CATCHER

A COW and milk story from Whitby, Ont., is supplied by farmer Russell Fleming. He claims a boost in milk production of some 15 gallons daily from his 30 cows ever since he installed a large screen TV set in the barn! Mr. Fleming only set the sets there for his own viewing pleasure when milking in the evenings. But the cows got the viewing bug, too, particularly for Arthur Godfrey and Eddie Cantor. The comic, he says, "seem to do the cows most good."

Swg-atfp unity

Compromise Sought This Week

SCREEN Writers Guild's 14-week strike against Alliance Television Film Producers will be expected to settle this week on an amicable compromise basis.

Under an agreement blocked out and yet to be signed, (1) exclusive TV rights negotiated only by 15 of the 24 writers for by video producers and these on a seven-year option leasing basis, with (2) all other rights remaining property of the author.

On the controversial payment for re-issues, it is reported that SWG's original royalty plus minimum demands have been compromised by a plan under which writers will receive filming payment for the run of the TV film, rather than a gross percentage against the negative which SWG previously had demanded.

Both groups are in "broad agreement" on all other points in the proposed collective bargaining contract, it is said. SWG claims 400 TV writers in its membership.

Nash Auto Dealers of New York and New Jersey have signed to promote the screening of WTVJ's New York 93-event winter sports schedule from Madison Square Garden. Agency is Geyer Adv., N. Y.

Rtma board

To Study School TV

PROPOSED program of educational TV development under sponsorship of the radio-television industry will be considered by the Radio-Television Mfrs. Assn. board of directors at a meeting to be held Nov. 21 in New York. A special educational TV committee headed by Benjamin Abrams, Emerson Radio & Phonograph Co., will review the problem at a Nov. 20 session.

A. D. Flamondon Jr., Indiana Steel Products Co., will preside at the board meeting as RTMA president and board chairman.

A series of RTMA quarterly group meetings will be held Nov. 19-21 at the Palmer House, Chicago, and Roosevelt and Waldorf-Astoria, New York. The Set Div. Executive Committee, of which John W. Craig, Crosey Div., is chairman, will review a proposal to establish an experimental clinic for service technicians at a New York City trade school. It will also take up other plans to keep informed on servicing needs of TV sets.

The Parts Div. Executive Committee and Tube Div. will review efforts of RTMA to obtain a reversion of OPS reposition of price controls on all radio-TV components.

DRAFTING of a public relations program for the radio-television industry will get under way at a meeting of the new Public Relations Advertising Advisory Committee headed by John F. Gilligan, Philco Corp.

RTMA last week expanded its Receiver Section and changed the name to General Electronics & Receiver Section with L. M. Clement, Crosey Div., as chairman of the executive committee.

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Wtvj opens

New Studio Building

SEVENTY-EIGHT agency representatives and 17 network executives were guests of WTVJ (TV) during opening ceremonies of the station's new studio building Nov. 7-9.

Col. Mitchell Wolfson and Sidney Meyer, co-owners of WTVJ, were hosts to the group which converged on Miami from New York, Chicago, Memphis, Durham, Detroit, Atlanta and New Orleans.

At a banquet, Sylvia Kessler, chair, Office of Opinions & Review, FCC, congratulated the WTVJ owners.

"WTVJ has the most functional plant that I have ever visited," said Miss Kessler. "I expect that many, many new television station operators will want to visit WTVJ before they finalize plans for their own stations."

WTVJ was host Nov. 10 to 2,200 local sponsors, their wives, civic and business leaders. The station mailed 2,000 copies of a 12-page brochure on the new building's facilities and equipment for the benefit of those unable to visit the plant.
IN AMERICAN BUSINESS?

- FORD
- AMAZO • UNITED
- MILES • BORAX • ALCOA
- CARTER • SINGER • KAISER • LUS,
- COLGATE • CHASE & SANBORN • SCHUL
- DUNHILL • LEEMING • SIMMONS • KELLOGG
- LONGINE • SERUTAN • CAVALIER • EMBASSY • SYLV
- BORDEN'S • DEL MONTE • SWANSDOWN • PILLSBURY • PALL
- LUCKY • BEST • FOODS • DR. PEPPER • C & H SUG
- BRISTOL MYERS • DIAMOND MATCH • OWENS-CORNING • GENERAL MILLS • CAMPBE
- LYNDEN CHICKEN • U. S. ENVELOPE • PHILLIP MORRIS • AMERICAN CHICLE • SCHICK • SW
- LINCOLN MERCURY • LANGENDORF BREAD • GENERAL ELECTRIC • PROCTOR & GAMBLE • CI
- STOKLEY-VAN CAMP • BANK OF AMERICA • HELENA RUBENSTEIN • HILLS BROS. COFFEE • WI
- AMERICAN HOME PRODUCTS • WINE CORPORATION OF AMERICA • RIVIERA PACKING • SYLV
- TUTTLE'S COTTAGE CHEESE • KILPATRICK'S BREAD • BELFAST • AUTO-LITE • BLATZ • PALL MALL
- BENGAY • QUAKER OATS • CITY OF PARIS • GALLO WINES • CUDAHY • SHASTA WATER • MO
- TONI • DODGE • RYBUTOL • STAR OLIVE OIL • HASTINGS • YELLOW CAB • LUDEN'S
- GENERAL CIGAR • WATER BAKER • LUCKY LAGER • NABISCO • JERGENS • BO
- RAINIER • STOPETTE • P. LORRILARD • SPRECKELS-RUSSELL • EMBR
- M & M CANDIES • WESTON'S BISCUITS • AMIDENT • DEL
- TRANSOCEAN AIR LINES • JONNY MOP • CAM
- PACIFIC TELEPHONE & TELEGRAPH • SCHT?
- UNITED AIR LINES • SCHLIT
- CARDINET CANDY
- GREEN GIANT

YOU'LL SEE AND HEAR THEIR MESSAGES ON

KPIX
TELEVISION CHANNEL
SAN FRANCISCO, CALIF. 5

Affiliated with CBS and DuMont Television Networks... Represented nationally by the Katz Agency
Children's
Times change, Mr. Longfellow. Specifically, the early evening TV time that children used to call their own.

Along came WCBS-TV's "Early Show" at 6:15, and a revolution in more than a million New York homes. Its top feature films drew mothers from the kitchen, fathers straightway from work. It changed dinner hours... moved TV sets into dining rooms.

While competitive shows were still attracting chiefly children, "The Early Show" came up with a 73% adult audience!

And this audience not only grew older. It grew far bigger. "The Early Show" increased its share-of-audience from 23% to 56%—more than the other six New York stations combined.

Today "The Early Show" is New York's highest-rated daily local program... of all types. One out of three TV families watches it at least once a week!

"The Early Show" is everyone's hour... and yours in particular. With it, you can tell your story and sell your product to a huge audience. At low cost! For more details, just ask your CBS Television Spot Sales representative or...

**WCBS-TV**

Channel 2 · CBS Owned
Represented by CBS Television Spot Sales
THEATRE TV

Hearings Again Postponed; Now Set for Jan. 26

RESUMPTION of theatre-TV hearings, scheduled for Jan. 12, has been postponed to Jan. 26, the FCC witnesses in securing accommodations in Washington during the inaugural period (Jan. 20) was given as the reason for the postponement.

But a more major reason, however, is not the impending inauguration but the fact that 18 copies of all exhibits be filed with the FCC by Dec. 22.

In a supplemental notice, FCC listed the frequencies requested by theatre-TV proponents. These were the same as those proposed during the engineering and accounting testimony last month [B&T, Nov. 8, 1952].

9597-8875 mc or above 10,000 mc or on a share basis as an industrial radio service in the 6575-8875 mc band, including 100 mc below 6575 mc.

The postponement came after a Nov. 12 conference between FCC staff officials and attorneys for the motion picture interests.

During the week-long engineering hearings last month, the FCC had sought to fold all such theatre TV channels, permitting a service comprising two 30 mc channels. Six such services were requested for competitive purposes.

Several months, to a nine-city New York to Washington system was given as $60 million.

Representing the motion picture industry, the Allied States Assn. of America, for producers, and the National Exhibitors Theatre TV Committee, for exhibitors.

Doubts Expressed

Meanwhile, preparatory to the national convention of the Allied States Assn. of Motion Picture Exhibitors in Chicago's Hotel Motel, Nov. 17-19, Abraham, chairman of the board and general counsel, expressed doubts about the success of the request for theatre TV applications.

We have carefully observed the hearings before the FCC on the engineering aspects of the theatre-TV project, coming to the conclusion that the Commission appeared to be doing an excellent job.

We hoped that the Commission would give some sign of encouragement—would in some manner indicate a favorable attitude toward the theatres' application for channels.

Regrettably we must report that in our judgment, the Commission has done nothing so far to indicate that the Commissioners are interested in dedicating channels for theatre television.

On the contrary most of the questions that have been raised and observations made seemed to be quite discouraging...

... the fight is not lost by any means, and facts calculated to overcome these objections will be presented to the Committee.

Among the sessions scheduled for the Allied convention is a theatre TV clinic Nov. 18 which will feature a panel to be led by Nathan A. Simons, chairman of Theatre Network Television. Among members of the panel will be Trueeman T. Rimbush, chairman; Jack Kirsch, Leon R. Back, Wilbur Dowell and Norman M. Yamas of the Allied TV committee.

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Father RALPH J. DIEFENBACH, pastor, St. Theresa's Catholic Church. "Strength of Our Nation" KPRC-TV, 9:30 a.m. daily.

"Behold, How Good..."

*Psalm 133:1, Behold, how good and how pleasant it is for brethren to dwell together in unity.

KPRC-TV is proud of its daily religious program, "Strength of Our Nation" seen at 9:30 a.m. On "Strength of Our Nation," the churches of Houston, with representatives of all denominations, combine forces to bring Faith closer to the lives of all people. "Strength of Our Nation" celebrated its first solid year of telecasting on KPRC-TV on October 1, 1952. Approximately 300 telecasts had been given within that year, including several remote telecasts of Sunday services held within the churches, plus occasional Sunday devotional services telecast direct from the studios of KPRC-TV.

The religious programs on KPRC-TV are planned by a central committee of members representing the Baptist, Methodist, Jewish, Catholic, Presbyterian, Lutheran, Episcopalian, and Disciples of Christ denominations. The general chairman of this committee is the Reverend Robert Copeland, pastor of Garden Villas Community Church and treasurer of the Ministerial Alliance.

Reverend Copeland and members of the committee plan their programs in 13 week segments, meeting for that purpose with KPRC-TV Vice President and General Manager, Jack Harris, and Program Director, Bert Mitchell.

Each denomination is assigned one or more weeks for which they are responsible. Technical advisory assistance is given individual groups by the staff of KPRC-TV. However, at no time is material used, edited, or controlled, except by members of the individual denomination according to their own judgment.

The "Strength of Our Nation" programs define distinctions among denominations, discuss specific subjects with panel groups, dramatize religious scenes, and give devotional services with music, prayer, scripture and short talks.

The popularity of "Strength of Our Nation" is attested to by a daily deluge of mail from the large viewing audience. More significant, these telecasts foster deeper understanding among people of all faiths; enlighten, instruct, and strengthen the spirit of Faith for all who view it daily on KPRC-TV.

KPRC-TV also carries additional religious programs on Sunday, including the "Jack Hamm Show" with Jack Hamm from Baylor University, and Billy Graham's popular series, "Hour of Decision."

KPRC-TV is proud to offer its full facilities for the purpose of bringing religion into the homes of its viewers with special programs and the daily devotional period.
NCAA Grid Plan Under Fire

(Continued from page 25)

got was the two-hour rate of $3,050.60.

Under the NCAA 1965 program, 15% or almost $200,000 of the $1,250,000 fee for rights goes to NCAA itself with around $900,000 divided among a score of participating colleges whose games are telecast.

General Motors paid roughly $250,000 for the package, with the amount handled by the Network agency in cooperation with individual agencies for GM products.

Dr. DuMont’s Charge

Dr. DuMont, as head of DuMont TV network, made his charge that NCAA is operating a monopolistic boycott after contacting 10 colleges in an effort to acquire TV rights to six college games over the Nov. 15 and Nov. 22 weekends for local telecasting.

All colleges refused permission, including the Naval Academy at Annapolis, a publicly-owned institution. The academy told DuMont Network that as a member of NCAA it is precluded from accepting the proposition. The reply was the usual.

Robert A. Hall, Yale sports director, and Asa B. Bushnell, director of the college TV program, responded to the individual college request by saying they were “amazed that the DuMont Network should endeavor to bring down a program with which the network is thoroughly familiar.” Mr. Hall is chairman of the NCAA TV committee and Mr. Bushnell is directing the 1962 football telecast program.

Replies to Hall

DuMont replied to this comment as follows:

Members of the NCAA Television Committee are endeavoring to end this monopolistic boycotting operation, should never be amased or surprised when DuMont tries to bring down a program with which the public interest or oppose any plan which we believe to be contrary to the principles of the American Incentive System.

We did not bid on the restricted NCAA football program for 1962 because we are opposed to monopoly and because we believe the NCAA plan is illegal and against the public interest.

We requested the presidents of ten institutions to permit us to broadcast their football games in the belief that there is sufficient interest among alumni and the public to justify the broadcast. We are, however, not interested in giving the public our request to the institutions themselves rather than to NCAA because we believe that under our American System we should have the right to make their own decisions. We doubt that many heads of America’s educational institutions realize the extent to which their athletic departments have surrendered their rights and obligations in the past in the interest of a particular activity which disregards public interest and subscribes to the principles of enforcement by boycott.

DuMont asked the right to telecast these games:


November 22—Yale-Harvard, over the Dept. of Justice against VPI and Lee, over WTTC; Penn State-Pittsburgh, over WTWT.

Because of public interest in the Notre Dame-Oklahoma game Nov. 8, DuMont’s New York station, WADD (TV), carried the entire play-by-play telecast without charge, including the General Motors commercials.

NCAA and opponents of the college TV plan have carried on a running fight over antitrust aspects of the monopoly. The subject has received serious attention at the Dept. of Justice, which has filed antitrust action against the National Football League. The oft-postponed court hearing is scheduled to come up in January, having been deferred from Nov. 6.

Political Influences

Charges have been made that high political influence prevented NCAA from taking action against NCAA for its TV monopoly during an election year. It’s known that department attorneys have looked into the use of boycott threats as a means of enforcing the monopoly.

U. of Pennsylvania efforts to teletcast football locally were met by NCAA with a flat refusal.

This was construed as one of the signs that NCAA wants to set up a vast college monopoly by which it would operate a nationwide all-sports syndicate of vast proportions.

NCAA has contended repeatedly that the Dept. of Justice is familiar with all its operations and that the department has expressed no objections. Mr. Murray and others argue that NCAA actually is afraid of a legal test and that the department hasn’t approved the NCAA project.

Some persons close to the situation insist the department, handicapped by lack of funds and political crises, is concentrating on the professional football suit and figures the final decision will set the pattern for its action on college sports.

Another Washington angle centers around the license obligations of stations. Some telecasters fear FCC reprisals if they surrender a large share of their sports programming control to a college-operated syndicate.

Mr. Hall contended on the NBC American Forum of the Air Nov. 9 that colleges of the country are in NCAA’s restriction of football TV, charging that opposing institutions “put their selfish interests above those of the overall community, the colleges of the country.” Appearing on the program with Mr. Murray, he said the colleges want to protect football and the athletic programs that depend upon attendance.

He concluded:

“We in the NCAA believe that colleges can live as they are doing today, as long as we steer a middle course between the extremists on one side who would bar all telecasting and others who want it unlimited, without regard to the consequences to their fellow colleges.”

Murray Skeptical

Mr. Murray replied that the NCAA action on TV was marked by “almost a 50% absentee vote.” He questioned legality of the NCAA policy, with Mr. Hall contending NCAA’s counsel had deemed it legal.

When Mr. Hall implied the public supported NCAA, Mr. Murray said, “The public doesn’t realize they are being quoted as being in favor of this program. I’d like to get an outstanding expression of opinion from them regarding the whole idea and the plan.”

Mr. Hall told the Forum audience “uncontrolled competition for the dollar—and that is literally 10 to 15 to 20 millions” could lead to commercialization and then professionalization and the incentive to buy a team.

Penn has teletcast its football games since October 1940, Mr. Murray said, pioneering such telecasting. “We have felt very solidly that there has been no adverse effect.” He cited educational benefits along with goodwill and better relations with fans.

He added, “We believe that universities should not expose themselves to charges of commercialization in a vain attempt to compel more people to pay their way into the stadiums. A university must be tremendously careful that it never acts in an illegal manner, and, of course, the legality of the NCAA’s position has been constantly challenged.

“We feel a university has a great responsibility to the public to make it desirable, to make telecasting a possible, a밀할당가능한 환경을 만드는 것입니다. 

Football Worthwhile?

The question in my mind is this: Is football worthwhile sport if making money is the only way you can justify it? If so, I think the entire institution of intercollegiate football is open for reconsideration. Otherwise, what do we have? The question is whether they see it from the grandstand or from their homes. I think the athletic directors of the nation have a great opportunity to build here, rather than destroy.”

Mr. Hall replied that NCAA wants to get rid of the commercialization aspects. He said every college plan that has been asked to submit a plan to eliminate the dollar aspect.

Mr. Murray described his plan for unlimited TV in this way, replying to a query from the Forum audience:

First, that for the 1953 season each member of the NCAA be permitted to make its own arrangements for telecasting its own games.

It is further proposed that one-third of the gross television receipts of each college shall be put into a trust fund in charge of three trustees of outstanding stature. These trustees shall be authorized to use this fund to make payment to any members of the NCAA of a financial loss at the gate due to the live television of other colleges and universities of their football games as compared to their 1951 and 1952 attendance in last years of control television.

Any funds remaining in the telecasting trust fund shall be used for post-graduate scholarships for play- ers or for the purchase of complete records and who are in need of assistance.

Bob Wolf, sportswriter, moderated the program.
In Philadelphia... people watch WPTZ more than any other TV Station!*

*Not our estimate but ARB figures for the entire year of 1951 and the first six months of 1952

WPTZ
NBC - TV AFFILIATE
1600 Architects Building, Phila. 3, Pa.
Phone LOCust 4-5500, or NBC Spot Sales
THIRD STATION in a medium-sized market, WLTV Atlanta found the going hard for its first 12 months. But careful management, hard selling and wise programming have paid dividends. Here’s Vice President and General Manager William T. Lane’s case history of how WLTV has broken into the black in its 13th month of operation. This memorandum should prove worthwhile reading to anybody interested in TV station problems.

stations: WSB-TV (NBC), owned by Atlanta Newspapers Inc., which also owns WSB radio, The Atlanta Journal and The Atlanta Constitution; and WAGA-TV (CBS and DuMont), owned by the George Storer organization, which also operates WAGA radio. There are a total of three TV stations and 10 radio stations in greater Atlanta.

WLTV’s beginning—the station went on the air nine days after the FCC approved transfer of license for Channel 12 when WSB-TV shifted to Channel 2—was one of the extraordinary episodes in television history. We found ourselves up against certain bleak realities which will, I believe, confront all third-station operations.

For example:

(1) We couldn’t “back into” business, with just three or four hours daily of on-the-air operation, expanding as commercial revenue warranted expansion. We had to program immediately far above our income potential in order to vie for audience and advertiser acceptance, in competition with two stations, each of which was programming 14 hours daily.

(2) Meager network service meant that we had to buy most of our programming. Local programming is costly, whether by film or live studio productions. (WLTV currently is programming more than 85% of its 72-hour broadcast week with feature film and live programs.) If there is a formula for cheap operation of a local television station, as in local radio station operation, I wish some bright young man would discover it quickly. We find that operational costs soar in exact ratio to the amount of local programming. Not only must we buy expensive film and talent, but local programming also boosts the requirement for basic operating and production personnel.

(3) Advertisers and viewers alike display a sophisticated “so what?” attitude toward the brave new station that comes into the picture, long after the novelty appeal of television has worn off. Lacking the big prestige programs which presently are monopolized by NBC and CBS, the new station attracts no automatic billing. During its early months of operation, it can only look longingly at the vast proportion of national spot billing that goes into high-rated network adjacencies.

(4) “Dirt-cheap” rates are not the answer for the new station, trying to attract advertisers away from the prestige major network stations. Saddled with a high operating cost, the third-station operator can only lose more money, quicker, if he sells local, live commercials at a charge less than his production costs. The third station has to prove that it can “sell merchandise”—and that’s the hard way to get business. It takes time, patience, ingenuity—and, above all, talented performers, producers, directors and salesmen. Talented personnel is high-priced, and a little scarce.

(5) The third station soon realizes the fallacy of the theory that there is a lot of “slop-over” business to be had, because his competitors are richly burdened with commercial business. Those rich competitors always seem to have room for more business, and when the new station operator, as soon as he makes a new sale, has to start defending it against the raids of his rival stations, who always seem to have glamorous adjacencies available.

I think WLTV’s experience proves that a third station can be successful in a secondary market, with practically no network service. But our experience likewise proves that bitter disillusionment will be the lot of those third-station operators who expect that a mere television franchise means quick and easy riches.

It seems to me that the third-station operator who requires 12 months to get into the black will be doing about par for the course. His operational losses, in addition to capital investment, are likely to be from $100,000 upward during that first painful year, depending upon how aggressively he fights for viewer-advertiser acceptance. Until there is a strong third network, giving the third station a strong skeletal structure for its program day, the third station almost inevitably will show a smaller margin of annual profit than the strong, ably-managed network station. This is because operational costs, perforce, will be distressingly high in relation to gross income.

Gross Noteworthy

It may not be noteworthy that WLTV has gotten into the earnings column after 12 months. It is noteworthy how much gross billing we had to do in order to show any earnings.

WLTV operates with a total staff of 38 full-time employees. Of these, 14 are in the technical department, which includes film handling and cameramen; 12 are in the program department, which includes art work, props and settings, as well as direction, writing and announcing; seven are in administration and general office work; five in sales.

The station has three studio camera chains and two film cameras. It averages only nine clock hours of network programs weekly. It produces 21 hours of live studio programming weekly, and most of its commercial announcements are live because most of its commercial revenue is from local advertisers. WLTV has a single rate card for national and local advertising.

By WILLIAM T. LANE
Vice President and General Manager, WLTV (TV) Atlanta

Mr. LANE

Page 80 • November 17, 1952

BROADCASTING • Telecasting
PACE QUICKENS ON POST-THAW GRANTS
(Continued from page 67)

Fortable, if not fabulous, a million in population or
as local York. The Television Network
nite president, Benjamin Electric
Reliance N. Y.; Arthur Pearson
work service will
Broadcasting Telecasting
Production & Talent Charges 6.74%
Total 100.00%

Just a moderate increase in net-
work service will greatly improve our
situation. Our profit margins in
October, barely more than 10% of
our gross billing, could easily have
been 30% if WLTV had had as
much as three to four hours daily of
network service.

The difference would have been
not so much in increased revenue
as in decreased programming ex-
enses. With the development of
reasonably strong third network,
third stations in cities of half
a million in population or better,
aggressively operated, can be
comfortable, if not fabulous, money-
makers. And TV stations, which
have had only one competitor, or
none at all, will develop more
muscle and less fat.

HALL ELECTED
President of NEMA

L. G. HALL, president, Stackpole Carbon Co., St. Marys, Pa., was elected
president of the National Electrical Manufacturers Assn. last Wednesday
at the association's an-
nual meeting in Atlantic City, N. J.
Mr. Hall succeeds J. F. Lincoln,
president, the Lincoln Electric Co.,
Cleveland.

Vice presidents elected were:
Arthur A. Berard, president, Ward
Leonard Electric Co., Mt. Vernon,
N. Y.; W. A. Elliott, president,
General Electric Co., New York
City; J. W. Corey, president, the
Reliance Electric & Engineering
Co., Cleveland; W. A. Elliott,
president, Elliott Co., Jeannette,
Pa.; Hoyt Post Steele, executive
vice president, Benjami Electric Mfg.
Co., Des Plaines, Ill.

A. F. Merts, president, the
Okoine Co., Passaic, N. J., was named
treasurer.

Pearson on DuMont

COMMENTATOR Drew Pearson
will be presented over the DuMont
Television Network on Wednesday,
7:30-9:30 p.m. EST for four weeks
starting Dec. 24, under sponsor-
ship of Carter Products Inc., New
York. The contract was negotiated
through Ted Bates & Co. Inc., New
York. Carter Products also spon-
sors Mr. Pearson on ABC radio
(Sundays, 6-6:15 p.m. EST). The
company terminated the com-
mentator's Sunday program over ABC-
TV Nov. 9.

69 there, that they are mutually exclusive and must be consolidated for
hearing.

In another action by the Broad-
casting Bureau, WDEL-W, Wilming-
ton, Del., was granted permission
to change from vhf Ch. 7 to 12 as required by the Sixth Re-
port reallocation. Effective radiation power will be changed from 0.48
kw visual and 0.34 kw aural to 2.5
kw visual and 1.25 kw aural, pur-
suant to conditional order of the
Commission proposing to consoli-
date WDEL with WDNJ-TV.

Ch. 3 grant to KDZA Pueblo
is the second grant to that city.
Ch. 17 grant to KMDA.

Concerning the new Ch. 34 grant
to WLVA-TV's Passaic, N. J.,
said his new
Radio equipment
installed recently.

Donald W. Reynolds, president
of KFBA Fort Smith, said his new
Ch. 22 outlet there is planning a
June 1 commencement at the latest
and equipment negotiations are
underway. With Kenyon Brown,
KJHE-Wichita, cited what he said
would be in several months.

Lynchburg gets its second new
TV station with the grant to
WLVA there for Ch. 13. FCC
earlier awarded uhf Ch. 16 to
WWOD that city. Philip Allen,
WLVA vice president-general man-
ger, said WLVA-TV may be on
the air within weeks. It is expected
that equipment is expected to be used.
AT&T network line already is
available, he said, but network
affiliations have not been concluded.

Dick Lewis, president of KXJ
Phoenix and head of associated
KVOA Tucson, said no target date
can be set now for commencement
of KVOA-TV on Ch. 4 but it is
hoped this will be within a few
months. RCA equipment has been
ordered. Paul H. Raymer Co. will
be representative.

The other Tucson grantee,
KOPO-TV on Ch. 13, a Gene Astru
interest, hopes for commencement
within the next 60 days, according
to Charles Garland, vice president
of the Astru radio interests which
also operate KOPO radio. RCA and
DuMont equipment will be used by
KOPO-TV, he said, and George P.
Hollingbery Co. will be representative.

Six Months to Go

Harry Butcher, owner of KIST
Santa Barbara and chairman of the
board of Santa Barbara Broadcast-
ing and Television Corp., now Ch.
3 grantee, stated it will take six
months to get the TV outlet on the
air since the transmitter will be
located on a mountainside and a
new road must be constructed to the
site. RCA equipment has been
ordered and delivery is expected in
January. The station will have
relay from Los Angeles, Mr.
Butcher said.

T. E. Gibbens, who will be asso-
ciated with WDEK in operation of
the new Ch. 15 grantee at Pen-
sacola, reported the outlook may
be on the air by May or June. Adam
Young Jr. Inc. will be representa-

TV'S COMPETITION
Cited by Broady

TELEVISION, like radio 25 years
ago, is a challenge to every im-
portant advertiser's budget, in the
opinion of Melvin Broady, vice
president of Needham, Louis & Broady,
Chicago. Speaking Monday on ad-
vertising generally to a veterans
group, he said "the sweat of
competition" in business
makes change the rule, with
all media affected.

Television, despite its challeng-
ing nature, can be competed with
positively, he said. "The
simple realization that when we stop growing
and improving, death starts to
set in, for individuals, companies
and even nations."

He cited several publications
which have met TV's competition,
saying others can do the same by
improving their product. He
suggested that television may prove to be a positive factor for other
media, noticing that radio "acted as
a ferment" in the economy and
became so successful that it helped
increase budgets for all media.

"One cannot talk of television
coming from old as well as new
budgets, he said. And if adver-
tisers use the medium to its fullest
potential, "it could prove to
be another lever for the entire loaf."

NET profits of Sterling Drug Inc. and
subsidiary companies for three month
period ending Sept. 30 was $5,735,901
compared with $2,724,732 for the
1961 corresponding quarter.

WEBE'S POWER.PLANS
For Consolidated Hearings

PETITION to consolidate hearings
on two separate TV channels—
both involving Duluth, Minn., and
Superior, Wis.—was filed with FCC
Nov. 10.

Station earlier petitioned the Com-
mission to include Sec. 307(b) issue
(fair distribution of services) into
the Ch. 6 proceeding, to which it
is partly joined [BT, Nov. 10].

WEBE's competitor for Ch. 3 is
KDAL Duluth. WEBE asks the
Commission, however, to also con-
solidate these bids with the Ch. 6
bid, in view of the many appli-
cations for WDSM Superior and
WRX Duluth, which earlier had the
Sec. 307(b) issue added by the
FCC [BT, Oct. 27].

Only by consolidating all four
applications can WEBE be afforded
a fair hearing, the petition points
out, since a prior ruling on either
channel would have effect on any
granting of the other. WEBE asks waiver of
the Commission rule calling for pro-
cessing of TV bids on a channel-by-
channel method.

Claims 'Unlawful' Possibilities

WEBE's petition contends that if
the applications for Ch. 3 and Ch. 6
were heard separately, as now
scheduled for today (Monday) be-
fore the hearing examiner,
"one of several unlawful results
would occur." These are cited:

(a) If either the Ch. 3 or Ch. 6 pro-
ceeding should be decided prior to
the other, the decision in the
first case would affect, and even dictate,
the decision in the other. Thus,
WEBE claims it would have a grant to an applicant for Superior in the
first case might well result in a grant to
the Duluth applicant in the second
case, thereby ignoring the prejudice of
the Superior applicant in the second
case. Since there is no legal basis for
winning one case prior to the other
and thus permitting the second case,
such action would unlawfully deny a
full and fair hearing in the second
proceeding.

(b) If both proceedings were
heard separately but in the same
channel, the two cases determined after
comparative hearing of the records in
the two cases, the applicants would
be foreclosed from reconsidering or
examining competing applicants, and
thereby be deprived of their rights to a
full and fair hearing.

(c) If decisions were issued simul-
aneously in each of the two separate
proceedings without reference to each
other, a gross violation of Sec. 307(b)
would be made. A proceeding on one
channel should not be decided in each
proceeding on that channel. The
result that Superior (or Duluth)
would have two vhf television stations
in one metropolitan area could thus
be decided in a single proceeding.
WEBE contends that a single proceeding
of Chs. 3 and 6 fairly, impartially and
independently not compromised by
the requirements of the Communica-

NCC-TV-Sells Show

NBT-V's film division has sold the
15-minute Lill Palmer Show to
Katz Drug Co., Kansas City, for
showing over WDAT-TV in that
city. The Bruce B. Brewer Co.,
Kansas City, was the agency han-
dling the sale.

November 17, 1952 • Page 51
**Weekend viewing of the baseball World Series was high enough to make any of the average Nielsen ratings of the top 10 TV shows, A. C. Nielsen Co. report for October indicates. On October 4 (Saturday) the percentage of homes reached by the doubleheader game was 52.6, the next day it was 59.4. The latter percentage is only nine below the top rating TV show I Love Lucy for that period. Nielsen ratings for the two weeks in October follow, with each game of the series listed separately as to number of homes and percentage of homes reached.**

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<table>
<thead>
<tr>
<th>Program</th>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy (CBS)</td>
<td>Wed, Oct 1</td>
<td>79.6</td>
</tr>
<tr>
<td>Buick Circus Hour (NBC)</td>
<td>Wed, Oct 1</td>
<td>58.6</td>
</tr>
<tr>
<td>Arthur Godfrey &amp; Friends</td>
<td>Wed, Oct 1</td>
<td>57.9</td>
</tr>
<tr>
<td>Texaco Star Theatre (NBC)</td>
<td>Wed, Oct 1</td>
<td>55.8</td>
</tr>
<tr>
<td>Colgate Comedy Hour (NBC)</td>
<td>Wed, Oct 1</td>
<td>52.4</td>
</tr>
<tr>
<td>Arthur Godfrey &amp; Friends</td>
<td>Wed, Oct 1</td>
<td>51.8</td>
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<tr>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>Wed, Oct 1</td>
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</tr>
<tr>
<td>Arthur Godfrey &amp; Friends</td>
<td>Wed, Oct 1</td>
<td>51.8</td>
</tr>
</tbody>
</table>
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**193,130 TELEVISION HOMES in KRLD-TV's COVERAGE AREA**

**Exclusive CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS**

** Nielsen Gives TV Ratings Of World Series**

(Report 242)

**Lucille’s Ball’s I Love Lucy, which last April became the first regularly scheduled program to reach 10 million homes, set another record last month when it reached 12.05 million homes, and 54 million viewers. These figures are based on an American Research Bureau report for Oct. 1-7. ABB ratings for the top 10 shows follow:**

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<table>
<thead>
<tr>
<th>Program</th>
<th>Date</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>I Love Lucy (CBS)</td>
<td>Oct 1</td>
<td>65.9</td>
</tr>
<tr>
<td>Talent Scouts (CBS)</td>
<td>Oct 1</td>
<td>60.6</td>
</tr>
<tr>
<td>Circus Hour (NBC)</td>
<td>Oct 1</td>
<td>54.6</td>
</tr>
<tr>
<td>Gangbusters (NBC)</td>
<td>Oct 1</td>
<td>54.6</td>
</tr>
<tr>
<td>You Bet Your Life (NBC)</td>
<td>Oct 1</td>
<td>53.0</td>
</tr>
<tr>
<td>Arthur Godfrey &amp; Friends (CBS)</td>
<td>Oct 1</td>
<td>52.6</td>
</tr>
<tr>
<td>Toast of the Town (CBS)</td>
<td>Oct 1</td>
<td>48.8</td>
</tr>
</tbody>
</table>
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**1952's First Card Effective Dec. 1**

KTCB-TV Austin has announced its first rate card, to become effective Dec. 1, when it is scheduled to begin interim operation. Station is owned by Texas Broadcasting Corp. (KTCB) and will operate on Ch. 7 (174-180 mc) with interim power of 20.5 kw ERP. Card comprises Class A time (6 p.m. to 10:30 p.m., Monday through Thursday; Class B (5 p.m. to 6 p.m., Friday and Saturday); and Class C (all other times). One-time rates vary from $100 to $100 for one hour to $100 for one minute or 20 seconds in Class A; (Continued on page 101)

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**Weekly Television Summary—November 17, 1952—Telemarketing Survey**
EACH dominates BOTH saturate
—and a Rich Market's Yours for the scheduling!

WHIO-TV coverage
1st in Dayton

Twelve out of the top fifteen once-a-week shows in the WHIO-TV service area—all of the first seven shows—are seen on WHIO-TV. (September Pulse)

WHIO coverage
1st in Dayton

37.9% of the total radio audience. This compares with 13.5% for Station B; 26.5% for Station C; and 14.1% for Station D. (Hooper average for the past year)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457 families. Payrolls in Dayton for 1951—$630,951,822. Retail sales for Dayton and Montgomery County—$475,000,000. Average weekly industrial pay check—$83.67—highest in Ohio, one of highest in the country. Dayton has been designated a "Preferred City" by Sales Management for the past 20 months.

YOU CAN DOMINATE THE DAYTON MARKET WITH EITHER WHIO-TV OR WHIO—WITH BOTH OF THEM TOGETHER, YOU CAN SATURATE IT. ASK NATIONAL REPRESENTATIVE GEORGE P. HOLLINGBERY CO. FOR FULL INFORMATION
ACLU PROTESTS

McCarthy Speech Canceling

THE AMERICAN Civil Liberties Union last week said it protested KING-TV Seattle's calling off a scheduled political speech by Sen. Joseph McCarthy (R-Wis.) when the Senator refused to delete material which the station's attorneys considered libelous [B*T, Nov. 5].

Noting that Communications Act provisions "require you to permit political candidates to speak without censorship of content," ACLU suggested that as a safeguard against possible libel suits KING-TV "seek an indemnification agreement holding the speaker totally responsible for the statements he makes."

ACLU President Patrick Murphy Malin said that as a non-partisan organization we take no position with respect to the political expression of any political candidate, but we believe that active practice of the American principle of free speech is essential to the health of our democracy.

KXLY-TV ANTENNA

Located on Mountaintop

THE mountain-top transmitter of KXLY-TV Spokane is going to afford the station coverage "which may be disappointing or may be shot out of this world."

Ed Craney, head of the XL stations, explains that "Our elevation on top of Mt. Spokane is going to be 6,018 feet. We are 3,058 feet above harbor terrain... which means we are sticking up there like a sore thumb." KXLY-TV received its grant July 11, and hopes to be on the air sometime after Christmas.

"The Lord has been with us and kept the snow away thus far," says Mr. Craney, adding that he hopes the snow will not show itself until the station's operation gets underway. Before the winter is over, he acknowledges, the area probably will get up to 24 inches of frost and ice.

DuMont Shipments

Shipment of DuMont television receivers for 12-week period ended Nov. 2 were 153% greater than comparable period last year and exceeded those of any similar period in company's history, Allen B. DuMont Labs. has announced.

NEW studio and control room facilities are being added at WAAM (TV) Baltimore for rehearsal and production of local programs.

KBTB (TV) DATA

Herold Says Business Good

BREAK-EVEN point within three months after commencement of operation on Oct. 12 was predicted last week by Joe Herold, station manager of KBTB (TV) Denver, new vhf Ch. 9 station owned by Colorado Television Corp. He reported "business is exceeding our expectations," with set ownership seen topping 100,000 in the area by Jan. 1.

KBTB was incorrectly identified as owned by Empire Coll Co., permittee of uhf Ch. 20 KDEN (TV) Denver, in a B*T story several weeks ago concerning Empire Coll's KPTV (TV) Portland, Ore. [B*T, Oct. 20].

Colorado Television Corp's KBTB also has added the following new personnel, Mr. Herold reported: Norman Larson, formerly of Alexander Film Co., continuity editor; Kathleen Macklin, film secretary; Rosser Willis, sales-man; Rob Larson, former chief engineer of KFXJ Grand Junction, Col; engineer; George Barron, studio engineer; James Lamon and Dave Fitchett, cameramen; Lynn E. High, announcer, and Bill Michelsen, news announcer. Sam Worsham, TV production facilities director, has been promoted to program and production manager.

"We have amazing reception reports from the entire area within a radius of 100 miles of Denver," Mr. Herold said, noting "this is with our fairly low interim power of 12 kw ERP. We are expecting great things in the way of coverage when we make our permanent installation some time in May or June of next year and increase the power 240 kw ERP."

SCHOOL CLOSED CIRCUIT

DuMont's Arnott Suggests

USE of an internal closed circuit television system in schools to supplement the 242 channels allocated for educational purposes by the FCC has been advocated by Keeton Arnott, general assistant to the president of Allen B. DuMont Labs.

He told a Nov. 7 joint meeting of the New Jersey Secondary School Teachers Assn. and the Audio-Visual Education Assn. of New Jersey in Atlantic City that broadcasters could "supply a partial educational service to schools in its areas." But he urged educators to give "serious consideration to further and more effective utilization of the video medium."

Colonial Remodeled

NBC-TV's Colonial Theatre at 62d St. and Broadway, New York, was remodeled in time to house Show of Shouts telecast, according to the network. Included in the installation is an electronic lighting system capable of memorizing fire pre-set changes. In lighting, 600 lighting fixtures are used. Also installed are 48 microphone outlets and 20 microphone control positions in the radio control booth. Orchestra's location gives TV stage greater area and cameramen greater mobility. Studio audience is accommodated in the mezzanine and balcony.

AMP's New Office

ASSOCIATED Music Publishers has opened a Hollywood office at 123 Hollywood Blvd., Los Angeles. AMP president, announced last week. Carl Post, concert artist, is in charge of the new office, acting as general representative in Hollywood for AMP's catalog of orchestral, chamber and choral music.

KLZ Solves Dilemma

ROCKY Mountain Oil & Gas Assn. had planned for 700 guests at an association banquet at the large grand ballroom of the Cosmopolitan Hotel. More than 1,200 reservations poured in with the result that two mezzanine dining rooms were used to accommodate the overflow. This created the dilemma as to how to provide the extra 500 with entertainment and the usual speech-making. A KLZ Denver crew had the answer. They simply set up a closed circuit TV arrangement which kept off the overflow guests in full view of the proceedings. [KLZ is an applicant for Ch. 7.]

HOW TO COOK-UP SALES
in the Quint-City Area

"Today's Cooking" — 1:30-2:00 p.m., Monday thru Friday, conducted by capable home economist, Nora Frank—has recipe for increased sales in WOC-TV area. For example, Kaukauna Dairy Company, using three workshops weekly, ran 8-week test.

For $1.00, offered viewers link of cheese, cheese grater, simple recipe folder. Total response to offer was 2,175.

Cost of this 8-week telecasting, $1,500—for which sponsor received IN EXCESS of $5,100 in direct sales to viewers... plus direction of THOUSANDS OF PEOPLE TO GROCERS for Kaukauna Klub products.

If you have a product adaptable to home economics type of telecasting, "Today's Cooking" will put it in front burner, sales-wise. Get the facts from your nearest F & P man... or direct from us.

FREE & Peters, INC.
Exclusive National Representatives

The Quint Cities

COL. B. J. PALMER, President
ERNST C. SANDERS, Resident Manager
Davenport, Iowa

BROADCASTING • Telescating

Page 84 • November 17, 1952
'Dammfino'

QUANDARY of grantees asked exactly when they will be able to get their TV stations on the air was solved by G. Pearson Ward, KTTS, Springfield, Mo. Mr. Ward and his colleagues received a grant from KTTS-TV on Oct. 10 last month. To satisfy the curious, Mr. Ward had cards printed which bear the word, "Dammfino." Since the cards have been printed, however, Mr. Ward has been able to establish his target date as April.

LIVE VS. FILM

Discussed by RTE Panel

LIVE TV programs are preferred to filmed video shows as a medium in which to work, according to the consensus of participants, with a lone dissent, at a round table discussion of video production at last Wednesday's luncheon meeting of Radio & Television Executives Society in New York.

Actress Rita Gam likes the feeling of "this is it" she gets when performing for a live TV show. Fletcher Markle, a producer, also felt the immediacy and spontaneity of live productions are great assets not found in filmed shows. A writer, Thomas Phipps, said he likes to have his scripts produced while they are still fresh.

Opportunity afforded by films to correct little things that go wrong in live productions and to present a more perfect production to the viewing audience gives films a big plus over live TV programming, according to Sidney Lumet, TV director. Discussion was moderated by Thomas W. Kaufman, associate supervisor of program procurement at NBC-TV and author of The Best TV Plays of the Year.

Robert Sarnoff, RTE president, presented the William I. Kaufman awards for the best TV plays of the 1950-51 season to:


Bob and Ray, NBC comedy team, presented their "Radio & Television Executives' Kit" at the luncheon. Next RTE meeting will be the Christmas Party on Dec. 17 at the Biltmore Hotel, New York, site of last week's luncheon.

Eddie Cantor, star of NBC-TV Colgate Comedy Hour, named Citizen of the Year, by Guardians of the Jewish Home for the Aged, L. A., for his "blood-bank activities, sale of War Bonds and efforts to build American morale."

WITNESS' RIGHTS

Noted by Sen.-Elect Bush

CONGRESSIONAL witnesses should be protected from the "glare of publicity" caused by mounted in a standard 15,000 cps Magnecorder, which can be moved to any location and combined with others for elaborate continuous recording systems. Console mounting is also possible due to Magnecorder's unit construction.

Everywhere from the ultra-accurate recording of music and voices to the vibration of a mechanical part in a research laboratory, Magnecorder catches all of the sound and stores it on tape for future reference. Frequency response: Flat from 50-15,000 cps ± 2 db. at 15/4 sec. tape speed. Exceeds 50 db. with less than 2% harmonic distortion.
CONGRATULATIONS are given Leonard F. Cramer (c), assistant general manager of the Crosley Div., Avco Mfg. Corp., following Mr. Cramer’s election as an Avco vice president at a directors meeting held in Crosley’s new plant at Evesdale, near Cincinnati. Handshaking at left is Victor Emanouel, accompanied by John W. Craig, Avco vice president and general manager, Crosley Div. Mr. Cramer now is in charge of Crosley’s entire radio and TV activities, including new tube plants at Batavia, Ill., and Crosley’s Canadian subsidiary, Crosley Radio and Television Ltd.

CAB’S TV PLEA

CANADIAN AM operators are ready and have the finances to operate the Breach, through Young & Rubicam, New York, conferred a $250,000 agreement with United Artists Television, which is providing a new TV program, Cowboy G-Man, for 150 TV markets, for Purity to sponsor.

Before Feb. 1, the program will be launched in 15 TV markets and will go on the air within the first 60 days of the station’s operation. The Canadian stations would create reception of Canadian programs. They also dealt with the advertising value of TV and referred to

SUBSCRIPTION TV

Zenith Sees Subscription

SUBSCRIPTION TV is advocated as one answer to the warning of a marketing expert last month that TV stations in many small cities will have hard going in getting the support of national advertisers’ billings.

Ted Leitzell of Zenith Radio Corp., in a letter to members of the industry, suggested subscription TV as a source of income for stations in cities of 25,000 or less. Attaching a clip sheet of a BROADCASTING*TELECASTING story in which Sidney W. Dean, jr., vice president and director of marketing services for McCann-Erickson, New York, forecast that the biggest share of TV’s expected $750 million income from national advertising by the end of 1954 will go into the 125 major markets [B&T, Oct. 6], Mr. Leitzell said results of a Zenith telephone survey indicate stations in smaller communities can make a good profit from subscription TV.

Assuming a hypothetical market of 50,000 homes and 7,500 TV sets, Mr. Leitzell said all the TV owners would pay $1.50 to $2 per week for three to four hours of choice TV entertainment, such as “good movies” from a reasonable variety of Broadway openers, championship fights, other major sports, etc.

The gross would approximate $11,000, Mr. Leitzell said, of which 25% (nearly $3,000) would be netted by stations after line charges and payment for program material. Of 900 communities of less than 25,000 with allocated TV channels, Mr. Leitzell said only 76 were represented by TV applications, indicating the problems TV broadcasters in small communities would face because of national advertisers’ inability to buy more than the expected 125 biggest TV markets. A broadcast license would be set by the FCC.

VIP RE-FORMED

Moser is Pres.-Treasurer

MIKE MOSER, creator-producer of ABC-AM-TV Space Patrol, has taken over VIP Productions Inc., Hollywood, as president-treasurer. Firm, to be known as NFP Inc., is headquartered at 1540 N. Highland.

Originally formed by partners, Ralph Hoge, Lee Gamens and Robert Smith [B&T, June 2], VIP holds exclusive rights to the new Rogers universal focus camera. Fourteen years in development, the camera keeps foreground, middle-ground and background in simultaneous focus.

Under new ownership, firm will concentrate on production of TV films commercially and video feature films.

OUR TV STARS are Mr. Hoge, vice-president; Herbert Baerwald, Beverly Hills attorney, secretary, and Audrey, program coordinator; and "Space Patrol," general manager.

SMALL CITY TV

Page 86 - November 17, 1952

BROADCASTING • Telecasting
Total sets in the WOAI-TV market HAVE INCREASED MORE THAN 20% in the last 16 weeks—from 85,742 on July 15th to more than 103,000 on November 1st. Set sales are averaging above 1100 per week and the Christmas buying season is still to come.

YOU CAN BUY WOAI-TV AT JULY 15th RATES and get 20% more coverage plus the accumulative bonus of all sets sold for a minimum of 6 additional months.

MORE LISTENERS — BETTER PROGRAMMING — SHARPER PICTURES

WOAI-TV IS A BETTER THAN EVER BUY

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
New York, Chicago, Los Angeles, St. Louis, Dallas, San Francisco, Detroit.
**PSI-TV PACTS**

**European Plans Set**

SIGNING of contracts for television film productions to be made in Europe at total budgets of $2.3 million were announced Wednesday by Paul White, president of PSI-TV, upon his return from an overseas business trip.

Mr. White also announced opening of a Paris office in the Hotel George V with John Naasht, supervisor of the company's European operations, in charge.

Appointment of Charles Torem, member of Coudert Bros., French and American law firm, as European counsel for PSI-TV with offices in Paris, also was announced. Mr. White noted that the firm now maintains legal offices in production centers in the U. S. and abroad, with Leonard Loewinthan, PSI-TV vice president and general counsel, at New York headquarters, and Leon Kaplan in Los Angeles.

Mr. White said he had completed production arrangements in France for two new film series. These include a series of 26 with Pathé Cinema and another to be produced by Paul Wagner. Both companies are presently producing firm's *Orient Express* series which is scheduled for release this spring. It is being done on location in Paris, London, Rome, Berlin, Vienna and Istanbul.

In Rome, Mr. White contracted for two additional series to be co-produced by Victor Pahlen and Thetis Film. Mr. Pahlen is currently preparing for PSI-TV 26 films of the *Great Loves* series starring Hedy Lamarr.

Mr. White left New York for Mexico City later last week for a conference with Oscar Dancigers on production of nine additional films. Mr. Dancigers, who recently completed "Robinson Crusoe," is now producing several films for PSI-TV.

**Adlai's Air Plans**

SO INDELIBLE was the imprint left by Gov. Adlai Stevenson via radio and television during the campaign that a national organization is being set up to provide funds for the defeated Democratic Presidential nominee to continue his air appearances.

Plans for the new organization were announced in Los Angeles last Monday by Jerome L. Doff, attorney and chairman of the Stevenson Speaks Committee. The proposal will be submitted to the Illinois Governor for his approval.

**FTC ACTION**

In Soap and Watch Ads

FEDERAL Trade Commission last week announced it had signed stipulation agreements for discontinuance of certain advertising claims by soap and watch manufacturers.

Pour large companies agreed to rinse out their advertising copy for well-known laundry detergents. They were Colgate-Palmolive-Peet Co., Jersey City, N. J. (Fab.), Procter & Gamble, Cincinnati (Tide, Cheer), Lever Bros., New York (Surf) and The Theobald Industries, Harrison, N. J. (Hum).

The commission also announced that the Bulova Watch Co. and Academy of Motion Picture Arts & Sciences have promised to stop using the words "Academy Award" and "Oscar" in advertising watches. The latter had authorized use of the words under license agreements providing Bulova, which henceforth must qualify use of the words and note the rights.

The detergent manufacturers have claimed that the respective products wash clothes as clean without rinsing as soap does with rinsing. Claims had been made in radio and/or TV continuities (viz. on the *Comedy Hour*, the *Red Skelton Show*, others). Bulova's claims were aired on TV spot announcements.

On another front, FTC held a hearing in Washington last Wednesday on a complaint charging Sylvania Electric Products Inc., New York, with price discrimination in the sale and purchase of radio tubes, and thus violation of the Clayton Antitrust Act.

**ABC Signs WKBN-TV**

WKBN-TV Youngstown will affiliate with ABC-TV during the first quarter of 1955, Alfred R. Beckman, ABC's national director of Radio and TV Station Relations Department, announced last week. Owned by the WKBN Broadcasting Co., the station will operate on Ch. 27. J. L. Bowden is WKBN-TV's station director.
THE MAURER 16mm IN ROME

When Ken Richter makes a foreign-location documentary for a firm like Reed and Barton, Silversmiths... you can expect to find the Maurer "16" on the job. To the public, this sequence illustrates "The Romance of Silver Design." To the professional it proves the better results achieved with the camera designed for professional use... the Maurer "16."

maurer means finer motion pictures!

J. A. MAURER, INC.
37-01 31st Street, Long Island City 1, New York
1107 South Robertson Blvd, Los Angeles 32, California

THE MAURER 16mm, designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 25° dissolving shutter, automatic fade control, view-finder, couplings and filter holders, one 400-foot gear-driven film magazine, 60-cycle 115-volt synchronous motor, one 6-frame handcrank, power cable and a lightweight carrying case.

THE 16MM SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm, recording practice with wide flexibility and extreme simplicity of operation. For details on this and other MAURER equipment, write:

CABLE ADDRESS: JAMAUER
Sales

K Lac-Tv Hollywood has acquired 28 feature films from Atlantic Television-Vision Corp. Sale was concluded by Fred Henry, station program director, and Tom Corradi, head of T. J. Corradi & Assoc., West Coast representative for film distributor.

WMAR-TV Baltimore has acquired 14 feature films for the runs each from Standard Television Co., Los Angeles, according to Marcus Leow, president.


Fall City Brewing Co., Louisville, Ky., has purchased the Ziv Tele- vision Programs Inc. package, Favorite Story for showing in three markets. This sale, plus three other brokings for Favorite Story to 19, M. J. Rikfin, Ziv vice president in charge of TV sales, announced Thursday.

Alexander Film Co., Colorado Springs, Colo., announces the recent TV commercial productions for the following organizations: Anheuser-Busch, St, Louis, Mo., one film through Tracey-Locke Co., Dallas, Tex.; Gruen Watch Co., Cincinnati, Ohio, two 60-second films; Tregreen Inc., Portland, Ore., one 60-second film, Imperial Sugar, Sugarland, Texas, three 10-second films through Tracey-Locke Co., Dallas; Gas Service Co., Kansas City, Mo., four 26-second films; P. F. Peterson Baking Co., Omaha, Neb., 13 films through Allan & Reynolds Adv. Agency, Omaha, and Surface Combinations Corp. (Jantrol Heating Systems), Toledo, Ohio, five 20-second films.

Production

Father Patrick Peyton, head of Family Theatre, Hollywood, is producing special national half-hour TV film adaptation of the poem, "The Hound of Heaven," by Francis Thompson for release to all TV stations during Thanksgiving week. Adapted by Fred Niblo Jr., the special program is being filmed by Cascade Pictures of Calif., Culver City, with Pivar Productions, that

PREPARE NOW FOR JOBS IN TELEVISION—FILMS


29 Flatbush Av., B'klyn 27, N. Y.

film report

Smith TV series. Upon their completion, he returns to New York for three more half-hour films in NBC-TV's The Doctor for Parsonnet Productions.

Jack Covel, vice-president of Crown Pictures International, Hollywood, named president and chairman of the board. He succeeds Maxwell Ferguson, who resigned to devote all of his time to his law practice.

Michael Tomeo, recently discharged from Air Force, to Filmcraft Productions, Hollywood, as production staff member.


IT TAKES muscles to frolic with "Simba," a pet lion, who is starred in the "Boy & Simba," a jungle series being filmed by TV in Africa by Goodwin-International, Johannesburg. Producer Jack Goodwin is the strong

city, in charge of editing. It is narrated by MacDonald Carey.

TeeVee Co., Beverly Hills, goes into production on 26 five-minute TV films in Little Theatre series, Dec. 9. Programs, sponsored on a regional basis, currently are being shown in 45 markets. Marc Frederic is executive producer.

Lincoln TV Productions, 6040 Sunset Blvd., Hollywood, has been formed to film half-hour TV series by partners, Larry Stern, Max and Arthur Alexander. Being considered for January production is a series based on "You Know Me, Al," a novel by Ring Lardner.

Distribution


Random Shots

Sixty-three TV stations currently are carrying The Christophers' 15-minute filmed series, What One Person Can Do, according to Father James Kelly, director of the organization. The films, free, present Hollywood personalities in anec
dotes of what an individual can do with the help of God to improve world conditions.


Film People

Robert Aldrich, signed by PSI-TV, Beverly Hills, to direct two half-hour films in Adventures of China

FAR EAST PLANS

Kilgore Reports on TV

TV PLANS in Thailand, Philippines and Japan were described by Mr. Kilgore, who formerly worked with Collins Radio Corp. and is vice president of WKBR Manchester, N. H., found that a privately-owned TV station was being planned for Bangkok, the capital of the country formerly known as Siam. A 20-year concession has been given to Thai Co., Ltd., which has as its president, Police General Who-Sanphon and Air Vice Marshal Thra V. Rungsarit. Bids have been received from RCA, GE, British Marconi and Fy Eye Ltd., Mr. Kilgore reported.

Due in March or April will be Manil's first TV station, a sister to DZBC owned by Juan Quirino, brother of Philippine President Elpidio Quirino. L. M. Berg is manager of DZBC and will also manage the Channel 3 TV station. Under construction is a 15,000-watt facility.

Now in an experimental basis, Japan's government-owned TV station in Tokyo broadcasts two to three hours on Fridays and Saturdays. Due for completion in about 30 days or so is a new TV studio. Planned for the next year are the installation of microwave units to cover the major Japanese cities. The Japanese station is owned by a consortium of General Electric sponsored by Nippon Moso Yoko (NHK), a 500-w RCA transmitter and General Precision Lab. field equipment for remote operation.

In the planning stage is a pri
evately-owned commercial TV system, to be owned by a group of Japanese television leaders.

Both the Philippine and Japan
ese TV systems are using U. S. 255-line TV standards.

TODAY'S SEGMENTS

Seven Advertisers Signed

SEVEN advertisers have signed within the last few weeks for spon
orship of a total of 76 five-minute segments of NBC-TV's Today (Mon.-Fri., 7-9 a.m. EST and CST) between now and the end of December, John K. Herbert, NBC vice president in charge of radio and TV sales, announced last week.

The advertisers and their agen
cies were listed as follows:

Pond's Vitamins (Walter Thompson Co.); Curtis Pub. Co. (BBDO); Murine Inc. (BBDO); Ebro Inc. (Bulldog); National Baking & Milk Produc
ters (Buchanan & Co.); Pond's Extract Co. (BBDO); and Sawyer's Inc. for Personal Cameras (Carral, Nelson & Powell Adv.),

RCA Service Co. and TelePrompter Corp. N. Y., have announced that later firm's cueing equipment used in TV studios shortly will be made avail
able to public speakers in other fields on a nationwide basis.
POST-MORTEMS

Ball Views Political Problems

Radio-TV industry should re-examine its standards for political broadcasting, in the interest of maintaining remedial legislation by Congress, a leading Democratic Party campaign official said last week.

Spokesman was George W. Ball, a Washington legislative director for the National Volunteers for Stevenson during the 1960 Presidential sweepstakes.

He is associated with the law firm of Clevenger & Ball, Washington, D.C.

In an interview with Broadcasting, Mr. Ball mildly criticized certain alleged practices by radio-TV broadcasters during the recent campaign and said he is reviewing the entire political broadcast question with an eye toward suggesting possible corrective measures, should the 88th Congress hold hearings on the issue.

Chief objections voiced by the Washington attorney were those involving a tele-documentary format and techniques of the controversial $2 million spot "blitz" utilized by Republican organizations. It was Mr. Ball who scored "Madison Ave. hucksters" and who "revealed" existence of the blitz campaign.

Mr. Ball said he felt broadcasters and their own defenses before Congress takes action.

He said broadcasters are open to complaints that they weren't "accessories in misleading presentations," as radio newspapers for radio and television.

A similar warning was raised long ago by radio consultant Morris S. Novik, who charged that network stations violated "the principle of voluntary clearance for competing products." He cited theobstinate refusal of the network stations to allow their programs to be broadcast by stations in the same community.

Mr. Ball cited the so-called "academic" defense of the networks in the closing days of the campaign. Mr. Novik, chairman of the Volunteers for Stevenson chapter and special assistant to the Democratic National Committee, called on industry to do better in its own defense in the courts instead of waiting for legislative action.

Mr. Ball accused the Senate Privileges & Elections Committee of being "sweeping" in its hearings.

Mr. Ball alluded specifically to the documentary, "Crusade in America," aired election eve under sponsorship of the Citizens for Eisenhower-Nixon. He also cited the blitz spots, in which answers were filmed and recorded in advance by Gen. Dwight Eisenhower and later matched with questions asked by various persons.

Dramatization Policy

To support his position, Mr. Ball said one network ruled out programs (either in 1944 or 1940) when the late Arthur Vandenberg coupled his own comments with excerpts from the late President Franklin Roosevelt for a recorded series.

CBS later adopted a policy against dramatization of political issues while such programs are being aired.

Mr. Ball said he planned to "do nothing" with the replies to questionnaires mailed to 650 broadcasters in 64 critical GOP counties seeking data on the amount of political time sold by local stations.

He queried stations, he said, to "measure the extent of the blitz but conceding the volunteers' protest to FCC is "academic" now. He felt, however, that a congressional probe could lead to possible violations of the Federal Corrupt Practices and Hatch Acts, and the Communications Act as well.

Data Requested

Meanwhile, it was learned that the Volunteers for Stevenson, Citizens for Eisenhower and some other political organizations are being asked to furnish Congress with the names of various related political groups who bought radio-TV time or newspaper space.

The Senate Privileges & Elections Subcommittee has solicited information from broadcasters covering the amount of time sold to all political groups for campaign programs and spot announcements. Questionnaires are to be returned to the subcommittee by next Monday.

By contrast, newspapers are asked to fill out a similar form, returnable "at your earliest convenience" and covering merely the number of printed advertisements bought by political organizations. This variation in questionnaires has raised some concern among station owners identified with newspaper interests [Closed Circuit, Nov. 10].

A subcommittee spokesman said last week that newspaper replies will serve as a source against which the evidence of purchases of all political groups will be checked. He said there is no significance in the lack of a deadline on newspaper forms. He said forms returned by broadcasters will be checked in the same way.

NARTB had advised its members that "we are satisfied that this investigation is limited to the interest [of] reappraisal of campaign costs with a view to making new legislative proposals." NARTB added its conviction that equal time opportunities and political charges are not involved. The subcommittee is studying campaign costs in view of possible amendment of the Hatch Activities Act.

It was learned that one station, in reply to the questionnaire, attached a statement from a director of the Democratic committee in that state asserting the station had not refused equal time to the Democrats. Station filed the letter, noting it had sold time only to Republican forces. The committee is not interested in this type of data, it was explained.

The subcommittee is headed by Sen. Thomas D. Hennings (D-Mo.) and comprises Sens. A. S. Mike Monroney (D-Okla.) and Robert C. Hendrickson (R-N.J.).

SCHOOL TV FUNDS

Commercial Set Up Urged

Universities "at the proper time" should petition FCC to change noncommercial reserved channels to commercial channels—and open commercial channels, rather than noncommercial stations.

Lester E. Cox, member of the board of directors of the U. of Missouri, advocated this at the 50th annual meeting of American Broadcasting Companies. His recommendation was aimed to get a look at legislation for a new law.

Mr. Cox is chairman of the board of directors of radio and television committee.

Pointing to the patterns of commercial operations, Mr. Cox said money from advertising revenue would pay for construction and maintenance costs of a new station, would enable high-quality instructors and station personnel to be hired, and would encourage better programming. He said between $250,000 and $300,000 is a minimum price for station installation, and $1 million is the cost of an "excellent" one.

He recommended that university-owned stations take the air full time, because a few hours of daily operation probably could not be justified cost-wise. He suggested 16 or 18 hours airtime daily, every day of the week through the year.

Educational radio stations, he observed, are not as effective as they might be because they are noncommercial and 100% educational. Commercial stations' popular entertainment command large audiences, he said, suggesting an educational station operating for profit could command reasonable revenue, and could be a tremendous asset in programming and sale of certain educational shows.

Also, the station would probably provide a higher standard of profit, as compared with the educational station. The station would not be a "national product," he pointed out, and would have a much simpler format.

For sale

For television micro-wave relay use—one 200 foot "Skylines" double guyed tower complete with required obstruction lighting. Could be used as two separate 200-ft. towers. Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

Use for Farmer

More Radio-TV Urged

INCREASED use of radio, television and publications was urged last week as a means of disseminating latest agriculture information to upper-income farmers.

The recommendation was aimed at the Dept. of Agriculture by Lauren Soth, assistant editor of the Des Moines Register & Tribune in a pamphlet entitled "How Farm People Learn New Methods," prepared for the National Planning Asn., Washington, D.C.

FOR DETAILS, WRITE—
J. M. McDonald, Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

November 17, 1952
Our Respects To
(Continued from page 54)

he was a good telegraph operator.
He earned spending money by de-
ivering telegrams and carrying
mail sacks from the depot to the
post office. Whenever the Sears
Roebuck and Montgomery Ward
catalogs arrived he tried to resign
but the resignation was forceful-
ly rejected by father Wilkins.

Finally he saved enough money to
buy a small wagon and branched
out into delivine.

In 1918 Joe Wilkins' mother
died during the influenza epidemic
of that year and he was sent, with
a younger brother, to Mt. Charles
College (now Carroll College) a
boarding school for boys. There
he went to high school and grad-
uated in 1922 with honors. He
earned letters in football, basket-
ball and baseball.

During vacations he worked as
a section hand on the railroad, as
a farmand in the mines at
Nelhart. He attended Gonzaga U.,
Spokane, for a year before he had
to drop out because of lack of
funds.

He went to work as a roustabout
for the Silver Dyke Mining Co. in
1924 and eventually worked up to
assistant to the chief chemist. In
this job he assayed all silver and
gold from the mining areas.

About this time he organized a
dance band and promoted an
athletic association for the enter-
tainment of the miners and their
families. In the mining camp
which was isolated in winter this became
an important part of camp life.

Boxing and wrestling matches
were promoted every week. When-
ever an argument developed be-
tween a couple of workers they
were immediately signed up for a
fight on the next card. Everything
taken in was used to buy athletic
equipment for the kids. There was
usually plenty of bloodshed, he
recalls, but nobody objected because
it was far a good cause. After he
left Silver Dyke, Mr. Wilkins
worked in mining camps in Nevada,
Arizona, California, Idaho and
held every job from mucker to
hoisting engineer.

Joe Wilkins may be the only sta-
tion manager in the country who
worked free for the station he now
manages for six months before he
was hired.

It was 1931 and the state of
Montana was feeling the depre-
sion. Mr. Wilkins had been doing
odd jobs. He was auditioned, along
with eight others, for a position
on the station but was told there
was no opening. He offered to
work for nothing just to gain
experience.

On Jan. 8, 1932, he went to work
and a few weeks later was able
to persuade a local flour milling
company that he was the man they
needed to put on their six-day-a-
week 15-minute program. He sang
songs and "advised ladies on their
baking problems."

Even then it was six months be-
fore he was put on the station
pay roll. He has enjoyed that
distinction ever since.

The 'Winning Jockey' Listened
It was about that time that an
event occurred which Joe Wilkins
still recalls vividly.

Every year KFBF carries a
heavy schedule of broadcasts, in-
cluding the horse races, from the
North Montana State Fairgrounds.
A few days before the fair opened,
Mr. Wilkins decided to show
the rest of the staff how a horse race
should be broadcast. Using the
station audition system he gave
a spine tingling description of
the imaginary race which ended
with the horse ridden by F. A. Buttrey,
the then owner of the station, win-
n ing by a nose.

As the description ended Mr.
Wilkins was summoned into the
management office. There he was
confronted by Mr. Buttrey, who
had just arrived in time to hear
the whole performance.

Mr. Wilkins was horrified and
expected to be fired on the spot.
But instead the owner made him
race and special events announcer
for the fair, a job he held for many
years.

In addition to his job as an-
nouncer, Joe Wilkins served suc-
cessively as bill collector, copy
to editor, program director, local
salesman, commercial manager and
on Sept. 17, 1940, was made gen-
eral manager.

In that post he has had full
responsibility for the station, has
handled all national spot and CBS
network contacts as well as public
relations. He personally takes
charge of all public service pro-
gramming.

"I believe in better public service
programming," Mr. Wilkins com-
cmented, when asked about this part
of his work. "I believe it is the
responsibility of every station man-
ger to look at public service, not
so much as a duty to be done at the
least possible cost, but rather as
a privilege to serve the com-

munity.

"I feel much time and effort is
put into public service production
as is put into commercial pro-
grams the station operator will find
that not only are his program rat-
ings kept high but he will reap a
harvest of good will that will
more than repay his program cost."

Mr. Wilkins is particularly
pleased at the result of the drive
to get out the vote although he
makes no claims for his own part
in it.

"The first organized effort of
radio and TV to get the people
to register and vote has been ex-
tremely successful. Everyone in
the industry is to be congratulated
on a job well done. We now have
an example of what our industry
can do to promote a better Amer-

ica."

Would Counter Fear
"I think it is our responsibility," he
continued, "to start and maintain
an effective method to sell a con-
structive program on Americanism
and to counteract the gospel of fear
that is in play and read every day
in our lives.

"We in radio can and have sold
billions of dollars worth of goods
and yet we have done very little
to sell our most precious posses-
sion—America. Let's get busy on
the greatest job of all."

KFBF has an application for
TV Ch. 5 in Great Falls.

Mr. Wilkins married the former
Lillian Albright on June 29, 1935.
They have three children, Joe Jr.,
is a junior in high school and works
Saturdays and holidays as announ-
cer and librarian at the sta-
tion. Their daughter, Janet, is in
the eighth grade and is accompa-
nist for the orchestra and the chorus.
Son, Tom, is in kindergarten.

Active in civic affairs, Mr. Wil-
kins is a past president of the
Great Falls Lions Club, member of
the Elks, Chamber of Commerce,
Knights of Columbus, and the
Knights of Columbus, and the
backs, Athletic Round Table, vice
president of the Meadow Lark

Men's Club and vice president of
the Executives Club.

He likes to hunt, fish, golf and
read and his ambition is to travel
with enough time to stop and make
a study of every place he visits.

MANPOWER
Sarnoff Group to Hold Meet

FIRST meeting of the Citizens
Advisory Commission on Man-
power Utilization in the Armed
Services will be held next week,
it was announced by Brig.
Gen. David Sarnoff, RCA board
chairman and head of the new
funding task force.

Gen. Sarnoff said the commis-
sion will meet in Washington about
Nov. 25. It was expected that two
remaining vacancies will be filled
by that date.

Appointment of eight members
to the commission was announced
by Secretary of Defense Robert A.
Lovett. The group will study "the
most economical and effective use
of the nation's military manpower.
Gen. Sarnoff was appointed chair-
manship last month [B&T, Oct. 27].

Among those named to the task
force are Clarence Frazel and
Robert W. Johnson, board chair-
men of General Foods Corp. and
Johnson & Johnson, respectively.

Others appointed were:

- The Rev. John J. Cavanaugh, former
  president of Notre Dame U.; Artemus
  L. Gies, former Under Secretary of
  the Navy; Admiral John H. Hoover,
  USN; Maj. Gen. St. Fair Streets,
  USAF; Maj. Gen. Merritt A. Edison,
  USN; and Maj. Gen. John H. Ander-
  son, USA.

ABC Affiliates
ABC radio's affiliates total 361 with
addition of three stations, the net-
work has announced. New affiliates
are KABI Ketchikan, Alaska (1 kw
day, 600 w night on 580 kc), Arvid
Ericsson, general manager; KJNO
Juneau, Alaska (1 kw day, 500 w
night, on 580 kc), Del Day, gen-
eral manager; WRNO Orangeburg,
S. C. (250 w on 1450 kc), Frank B.
Best Jr., general manager. Effective
date of the Alaska affiliations is
Dec. 1, WRNO's Dec. 15.

Your ESSO REPORTER IS ON THE SPOT
IS YOUR SPOT ON WARD IN JOSTOWN!

ABC's 1st RATING
CBS RADIO NETWORK
WEED & CO., Representative
MARKET IN WESTERN PENNSYLVANIA

BROADCASTING • Telecasting

Page 92 • November 17, 1952
REXALL DRUG Co., which sponsors Amos ’n Andy on CBS Radio, put on one of the biggest advertising and promotion campaigns in its history in connection with the show’s 10,000th broadcast Nov. 9. Store display kits were sent to the 10,000 Rexall drugstores. Special “Radio Celebration Packages” were set up in stores and advertisements in newspapers and national magazines called attention to the broadcast date. The show consisted of highlights of Amos ’n Andy broadcasts over the past quarter-century, with Bill Hay, for many years its announcer, coming out of retirement to participate.

PROGRESS NOTED

Promotion sheet showing the growth of WOAI San Antonio, the state of Texas and the city where the station is located during the 30 years since WOAI went on the air, has been released by the station. In 1922, the station, which aired programs to a city whose population was 161,000, today the number of people living in San Antonio has increased nearly 300,000 and WOAI, which has added TV, operates with 50 kw.

MEET THE STAFF

Presentation of the staff of KMMJ Grand Island, Neb., and KXXX Colby, Kan., has been prepared by the stations in a promotion piece titled “Family Album.” Pictures of the stations’ “air salesmen” appear in the booklet along with photographs of the studios at KMMJ and KXXX.

BINAURAL BROADCASTS

Weekly series of binaural broadcasts will start shortly at WDRC-AM-FM Hartford, Conn. Connecticut artists will be featured in the series. An education program is being prepared to acquaint listeners with the high fidelity programs and how they can take advantage of them by listening to two radio sets at the same time.

THE “SELLINGEST” STATION IN THE NATION

WCKY’s the station programmed to sell

A small investment on WCKY will net you

Tremendous dividends

In sales

BROADCASTING • Telecasting

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U.S. USES RADIO

CONCENTRATED radio campaign is planned by United Artists for its motion picture release, “Return to Paradise,” starring Gary Cooper and produced by Aspin Pictures. Four and a half hours of interviews and narration, tape recorded on location in Samoa, feature film’s stars and native music backgrounds. Now being edited into quarter and half-hour programs, a saturation campaign will start in late February.

BLOOD DONATION DRIVE

To stimulate blood donations, Virgil Finkley, ABC Pacific Radio news commentator and editor-publisher of Los Angeles Mirror, starts a new campaign today, offering to deliver recorded Christmas messages to servicemen in Korea in return for blood. Mr. Finkley, sponsored five times weekly on a quarter-hour basis by Prudential Insurance Co., L. A., will fly to Korea Dec. 8 with the tape recordings and blood donations and return with answering messages.

BIBLE READINGS

WCBS-TV New York began a weekly program, Our Goodly Heritage, yesterday (Sunday) from 11-11:45 a.m. EST, devoted to readings from the Bible by William Bush Baer, dean of New York U.’s College of Arts and Sciences. Produced and written by Dean Baer, the program is directed by Vern Diamond of the station’s staff and supervised by Clarence Wordsen, director of WCBS-TV’s public affairs department.

CANINE PROTOCOL

PROPER methods of teaching a dog or cats were demonstrated Nov. 8 on WATV (TV) Newark. Program, arranged by Frank V. Bremer, vice president in charge of engineering at the station, also featured an exhibition of American Kennel Club dogs showing the result of proper training.

WDVA GOES TO MARKET

WHEN the Danville, Va., tobacco market opened recently, visiting dignitaries at the 20 tobacco warehouses were curious about the number of tractors moving up and down streets in center of city on routine calls to business organizations. Explanation came when the drivers were recognized as personnel of WDVA there who parked their cars and drove borrowed tractors during the market days to effect a tie-in with the annual event.

TV IN AMARILLO

INTEREST in the coming of TV to Amarillo, Tex., was evidenced by a feature story written in the Octob. issue of the Chamber of Commerce publication there. Plans which the city’s radio stations have formulated were outlined in the article. Photograph of the new KGNC-AM-TV studios now under construction was also used in the story.

RADIO AUDIENCE SURVEY

FACTS on the Washington, D. C., radio audience have been released in brochure form by WRC in that city. Data came from a survey conducted by the station in which 582 individuals were interviewed by members of WRC’s research staff. Breakdown in the booklet includes radio ownership in the city, hours of listening, station preference, late evening and morning listening as well as reasons for listening.

WOR CHRISTMAS FUND

ANNUAL Christmas Fund drive for the benefit of children in hospitals in the New York area, has been launched by WOR-AM New York. Station personalities who will appeal to listeners to support the drive include Barbara Welles, Martha Deane, John B. Gambling, Patt Barnes, Stan Lomx and John Wingate. Station collected over $50,000 in a similar campaign last year.

FOCUS ON EDUCATION

HOUR-long, on-the-spot telecast will be presented each weekday morning from classrooms at Monroe School, Davenport, Iowa, Nov. 9 through 15 by WOC-TV in that city. Programs are a part of the station’s plans for American Education Week. WOC will also carry a series of daily radio programs devoted to the public schools in the Quint-City area.

WWJ AT FESTIVAL

FURTHERING a WWJ Detroit policy of meeting the public personally, Ross Mulolland, station disc jockey, originated a two and one half hour show from the Detroit Food Festival fortnight ago. Over 2,000 pounds of food and $700 worth of food and prizes were given away on the show. WWJ reports it was the only Detroit station to broadcast directly from the Food Festival.

ADDE’S SPORTS SHOW

BOB ADDE, sports columnist at the Washington, D. C., Times Herald, and his wife, the former Pauline Betz, tennis star, are presenting a weekly show on WMAL-TV Washington titled The Addie’s Sports Show. The 15-minute program, which began Nov. 9, is being devoted to scores and results of sporting events as well as general information about the world of sports.

and for AM, FM and TV

it’s Marconi!

The ingredients are blended to perfection! You’ll be first with the latest equipment, and first to receive the benefit of the latest technical advances, because Marconi are specialists in broadcast equipment.

OPERATION—Marconi can bring a wealth of experience to your broadcast problems because Marconi owns and operates one of the first radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

EQUIPMENT—Everything from microphone to antenna, designed, installed, adjusted and guaranteed...that’s the experienced Marconi service.

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Marconi

the greatest name

in radio and television

CANDIAN MARCONI COMPANY

Established 1902

Montreal • Winnipeg • Toronto

Montreal • Halifax • St. John’s

November 17, 1952 • Page 93
November 12 Decisions

**ACTIONS ON MOTIONS**

By Commissioner Frieds R. Hennock

**NOVEMBER 7 THROUGH NOVEMBER 13**

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link

Grants authorizing new stations and transfers, accompanied by a
roundup of new station and transfer applications, begin on page 99.

**FCC actions**

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Grants authorizing new stations and transfers, accompanied by a
roundup of new station and transfer applications, begin on page 99.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1936—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 5-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIP. CO.
Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., DI. 1319
Washington, D. C.
P. 0. Box 9357, Jackson 502
Kansas City, Mo.

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
Munsey Bldg., Republic 3247
Washington, D. C.
Member AFCCE

There is no substitute for experience
GILLET & BERGOUIST
995 Natl. Press Bldg., N. A. 3373
Washington, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1051 Warner Bldg.
Washington 4, D. C.
Member AFCCE

CRAVEN, LOHES & Culver
Munsey Bldg. District 8215
Washington 4, D. C.
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3984
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
Washington 5, D. C.
Member AFCCE

KEAR & KENNEDY
1302 18th St., N. W.
Hudson 9000
Washington 6, D. C.
Member AFCCE

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Ruffner
Member AFCCE

McINTOSH & INGLIS
1216 Wyatt Bldg.
Washington, D. C.
Metropolitan 4477
Member AFCCE

GUY C. HUTCHESON
P. O. Box 22
1100 W. Abram
Arlington, Texas

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
Washington 5, D. C.
Member AFCCE

JOHN CREUTZ
319 Bond Bldg., Republic 2151
Washington, D. C.
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 Bankers Investment Bldg.
San Francisco 2, California
Sutter 1-7545

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kanawha St., N. W., Wash., D. C.
Phone Ordway 8071
Box 2468 Birmingham, Ala.
Member AFCCE

CURRENTC C. SMEBY
Registered Professional Engineer
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Portland Phoenix
Box 260
APTO-S-3352
Member AFCCE

ROBERT M. SILLMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 6446
Washington 7, D. C.

RAYMOND M. WILMOTTE
1469 Church Street, N. W.
Decatur 1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. N.Ormandy 2-6715

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 Creston Way—HO 9-3266
Hollywood 28, California
Member AFCCE

VANDIVER, COHEN & WEARN
Consulting Electronic Engineers
612 Evere Bldg., N. A. 2599
1420 New York Ave., N. W.
Washington 5, D. C.

November 12 Applications . . .
ACCEPTED FOR FILING
Change Name
WAFI and WAFM (FM) Birmingham, Ala.—Mod. license to change name to The Television Corp.
WSLB Roanoke, Va.—Mod. license to change name to Shenandoah Life Stations Inc.

November 17, 1952 • Page 95
Help Wanted

Managerial

Commercial manager wanted. Salary and commission. Personal interview. Director, WNCA, Siler City, North Carolina.

Salesmen

Texas-Gulf coast station in excellent single station market, with sound rate structure, needs hustling, dependable salesman. Business is here and you can make top money. Excellent promotion, vacation, car allowance. Box 924R

BBROADCASTING TELECASTING

Immediate opening sales manager of aggressive Southeast network affiliate. You will have complete responsibility with guarantee against commission on all station sales. Experience in competitive market, rush summary of your qualifications. Box 393R

BBROADCASTING TELECASTING

Wanted—We have openings for energetic, clean-cut young men in single station market of 200,000. Station is 50 kw daily, full time, all regional TV network. We have plenty of AM and TV competition, so right man must be willing to invest lots of extra elbow grease. Salary plus commission, in first letter, all data about yourself, personality, references and earning expectancy. Box 902R

BBROADCASTING TELECASTING


Want ad-See our column, page 12, every week.

If you want to sell for aggressive daytimer, good market, naming terms—within reason—in return for proven ability, contact Box 721 at once.

Metropolis, Illinois.

Announcers

Florida coast station. Need two combination announcer-engineers. Experience at College station. Send full data and college diploma. Box 788R

BBROADCASTING TELECASTING

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Must be friendly, mature, be able to handle any assignment that is called for. Salary, $90. For 44 hours. Box 907R

BBROADCASTING TELECASTING

Wanted: Two announcers for progressive station in Southwest. Experience in advertising, selling, booking and working conditions, congenial staff. Encourage first letter. Box 905R

BBROADCASTING TELECASTING

Mature announcer, authoritative voice, special events, experience for station in important Texas market. Box 106B

BBROADCASTING TELECASTING

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Must be friendly, mature, be able to handle any assignment that is called for. Salary, $90. For 44 hours. Box 907R

BBROADCASTING TELECASTING

Wanted: Two announcers for progressive station in Southwest. Experience in advertising, selling, booking and working conditions, congenial staff. Encourage first letter. Box 905R

BBROADCASTING TELECASTING

Aggressive salesman-announcer to manage branch studio-box 235, daily rate. Box 921R

BBROADCASTING TELECASTING

Wanted—Hillbilly disc jockey for early morning show. Must be a definite personality. $35.00 to $345.00. Box 394R

BBROADCASTING TELECASTING

Junior news man ready take next step to big time job. Send resume to station, Northeast. Send full story in letter on letterhead. BOX 239R

BBROADCASTING TELECASTING

Combination announcer-engineer for daily Ohio network station. Strong on announcing. $60.00 to start. No drug company connections. Box 956R

BBROADCASTING TELECASTING

Classified Advertisements

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted $2.00 per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications $4.00 per word—$1.00 per inch

No charge for blind box number. Send box replies to

BBroadcasting • TeLecasting, 870 National Press Bldg., Washington 4, D. C.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (Forward remittance separately).

Broadcasting 

Television

Help Wanted (Cont'd)

Production-Programming, Others

Experienced girl copywriter. Man's pay for man-size job. Pennsylvania independent needs girl for woman's program. Send samples copy and photographs. Box 954R

BBroadcasting • TeLecasting

Ohio station has opening for experienced girl copywriter capable of producing copy that sells. Send samples and photographs. Box 956R

BBroadcasting • TeLecasting

Program-production director with ability to sell ad time and independent operation in large market, Box 959R

BBroadcasting • TeLecasting


Help Wanted (Cont'd)

Television

Announcers

Announcer—Television—Television experience not essential. Send educational background, experience, references, letter. Box 878R

BBroadcasting • TeLecasting

Announcers

Need announcer to fill the bill of an established network affiliate in thriving area in leading California city. Good starting salary. Good working conditions. Must like outdoor and social life. Salary, $500.00 to $600.00 a week for good announcer. Write for more details. Box 780R

BBroadcasting • TeLecasting

Technical

AM engineer with first phone. Emphasis on control room experience. Promotions can take you into well established TV station. State AM experience and training. Box 475R

BBroadcasting • TeLecasting

Production-Programming, Others

Head radio-TV time buyer. Man or woman for top job in well known New York Agency. Must have substantial network and spot buying experience with stations and networks national spot campaign for important clients. Good opportunity for intelligent, aggressive, people person, essential, handling details of contracts, booking, contracts, negotiations, great success. A really big job for top guys. Specials in building sales of spot and network advertisement. Write full details. Box 12R

BBroadcasting • TeLecasting

Situations Wanted

Managerial

Assistant sales manager with proven record in major Southern commercial network spot. Dry climate preferred. Send resume. Box 780R

BBroadcasting • TeLecasting

Mr. Small Station Owner: 15 years radio, eight manager-commercial man, should like to operate station economically, profitably. Cut monthly net 50% from more than $200,000 in revenue. Combine manager, commercial manager, book advertising. Desires part-time announcing into one job and good earnings. Send resume, want to talk, referenc Box 967 R

BBroadcasting • TeLecasting

Two man team does five jobs! We want to keep working together as news staff. All will work from director, morning, afternoon. Interview will convince you. Box 427R

BBroadcasting • TeLecasting

Help Wanted (Cont'd)
Situations Wanted (Cont’d)

Far West only. Presently employed as assistant to operator for television network.

Program manager: Station experience from 35,000 to 50,000 watt station.

Money maker — Audience builder, Fresh, unique salesmanship, sales experience.

Assistant manager and publicity director available new TV station; 13 years TV as assistant manager, 15 years radio, 8 years newspaper. Written and oral communications and production experience. Currently employed.

Situations Wanted (Cont’d)

Producer-director-program manager, 2 years with major “TV” network. Experienced all phases television production. Interested in private station operation on new television station. Address replies, Box 395S, BROADCASTING TELECASTING.

Continuity, programming, production, supervisory, staff. Three years experience on new television station. Experienced and knowledgeable. Available on reasonable notice. Box 365, BROADCASTING TELECASTING.

Television

Managerial

Family man, 32, with four years radio and two years commercial TV experience as assistant producer and production head. Desires supervisory position with production staff. Presently employed.

Due to Reorganization We Must

Lose the Services of a Competent, Superbly-qualified Administrator...

EXECUTIVE PRODUCER-DIRECTOR

We are anxious to find the right spot for this man. He is a skilled recording director, has dealt with top talent of all kinds both here and abroad. He is a fine musician, producer, director—and an excellent administrator—he heads his own department. Extensive experience in radio and TV. Excellent budget-sense, has dealt with unions, is on asset to any organization in the entertainment or allied fields. We will be pleased to put you in touch with him.

Write Box 695S, BROADCASTING TELECASTING.
Antennas: Cheap. Four-section RCA aluminum pylon; four-section RCA heavy-duty steel pylon. Both for $600. WKBK-TV, Cincinnati, Ohio.

Help Wanted—Cont'd.

ANNOUNCERS

LOOK! Available first time in 3 1/2 years. The number one DJ spot in metropolitan market. Showman who can sell. Call me collect—maybe you're it. Jack Black, WNOX, Norfolk, Virginia.

WANTED ARMY TECHNICIAN

Complete, station Southwest from owner. Wanted to buy major or entire interest station Southwest from owner. Complete or in phases Station 56 - 34, years.

WANTED COMBO MAN Who's looking for the chance to do "more money" work? And stand your man in and get the right kind of turnover? We'll let you-in and pay you well. If you're interested, send me collect-let's talk it over! Jack Black, WNOX, Norfolk, Virginia.

Situations Wanted

Salemen

TV SALES CONTACTS NATIONAL & LOCAL

Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 38. Maried. Presently employed. Willing to leave New York area. Box 315, BROADCASTING • TELECASTING.

HELP WANTED

Manager

Help Wanted—Cont'd.

ANNOUNCERS

LOOK! Available first time in 3 1/2 years. The number one DJ spot in metropolitan market. Showman who can sell. Call me collect—maybe you're it. Jack Black, WNOX, Norfolk, Virginia.

TELEVISION

Production-Programming, Others

FILM Programming, Production, Procurement

Personally experienced in all phases TV film operations. Presently employed New York key network station. Will be Box 356, BROADCASTING • TELECASTING.

MISCELLANEOUS

Connoisseur of wine. Avid traveler. Thoughtful. Small, independent newspaper. Would be interested in Box 365, BROADCASTING • TELECASTING. Help Wanted—Cont'd.

Commercial Manager's Position in Oregon's Willamette Valley with all-new station. Good experience and appreciation of spots. We want a young but experienced man who can sell. Will consider an intern in this position. Please advise.

EASTERN

Fulltime Independent

$150,000.00

One or the outstanding single station market independents in the East—this property has a remarkable record of high earnings over a period of several years. Two owner-operates can each take $25,000.00 yearly out of this highly successful property. Financing arranged.

PROTECT YOUR TV INVESTMENT WITH GOOD MANAGEMENT

A competent, mature, well-known network station manager is considering making a move because of questionable TV future. Fully experienced—13 years manager. All replies confidential. Box 754R, BROADCASTING • TELECASTING.

FM CPs EXTENDED

But FCC Cautions Stations

CONSTRUCTION permits of 19 FM stations were extended by FCC last week for another year but the Commission cautioned that the out-lets will be expected to meet engineering standards and obtain proper licenses or else modify their CPs accordingly.

TELECASTING,

Help Wanted—Cont'd.

ANNOUNCERS

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WANTED ARMY TECHNICIAN

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WANTED COMBO MAN Who's looking for the chance to do "more money" work? And stand your man in and get the right kind of turnover? We'll let you-in and pay you well. If you're interested, send me collect-let's talk it over! Jack Black, WNOX, Norfolk, Virginia.

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Good organizer. Extensive sales, promotion and public relations experience. Excellent employment record and references. Active in civic affairs. Age 38. Married. Presently employed. Willing to leave New York area. Box 315, BROADCASTING • TELECASTING.

HELP WANTED

Manager

Help Wanted—Cont'd.

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LOOK! Available first time in 3 1/2 years. The number one DJ spot in metropolitan market. Showman who can sell. Call me collect—maybe you're it. Jack Black, WNOX, Norfolk, Virginia.

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FCC ROUNDUP

New Grants, Changes, Applications

SUMMARY THROUGH NOVEMBER 13

AM STATIONS

AM Stations

Licensed

CPS

Applies

In

On Air

Streets

2,358

2,240

10

98

112

Streets

152

848

12

70

18

913* 242

BOX SCORE

KBBH Benton, Ark. (Reynolds Service, 650 kc, 250 watt daytime, antenna 290 ft; FCC Roundup, B.T., Nov. 3); KBBH Bishop, Calif. (Inyo Bost, Co., 1200 kc, 250 watt, daytime; B.T., Oct. 29); KBBH Oakdale, La. (Bishop Service, 600 kc, 250 watt, daytime, antenna 240 ft; FCC Roundup, B.T., Nov. 3); KBBH Raymond, Wash. (Bergstrom Automotive, Parts, & Television, B.T., Nov. 10); and WFPM Punxutawney, Pa. (Punxutawney Bost, Co., 1200 kc, Nov. 5). Note: For TV Call Letter Assignments, see page 101.

Docket Action...

INITIAL DECISION

Hearing Examiner Leo Resnick issued initial decision proposing to grant application for change of studio and assignment of transfer of WKBK Paramount Theatres Inc. and transfer of WKBK to CBS. Initial decision Nov. 13. See story page 22.

Non-Docket Actions...

AM GRANTS


FORT GRANT


Transfer GRANTS

Assignment of License

KLFT Little Falls, Minn. - Capital City Bost, Co. Granted assignment of licenses to John H. Leemun (75%) and Oral Lemke (25%) d/b/a John H. Leemun Bost, Co., for $30,000. John H. Leemun was law student at U. of Minnesota until last June, and Oral Lemke in public accountant. Filed Oct. 3, 1952; granted Nov. 12.

New Applications...

AM APPLICATIONS

Ottumwa, Iowa: Lee L. Baker, 1400 kc, 500 watt daytime; antenna 190 ft. Estimated construction cost $12,750, first year operating cost $2,025, revenue $65,000. Sole owner of application is Mr. Baker, vice president and stockholder of KDKD Clinton, Mo.

FCC LETTER ASSIGNMENTS

KBBH Benton, Ark. (Benton Bost, Service, 650 kc, 250 watt, antenna 290 ft; FCC Roundup, B.T., Nov. 3); KBBH Bishop, Calif. (Inyo Bost, Co., 1200 kc, 250 watt, daytime; B.T., Oct. 29); KBBH Oakdale, La. (Bishop Service, 600 kc, 250 watt, daytime, antenna 240 ft; FCC Roundup, B.T., Nov. 3); KBBH Raymond, Wash. (Bergstrom Automotive, Parts, & Television, B.T., Nov. 10); and WFPM Punxutawney, Pa. (Punxutawney Bost, Co., 1200 kc, Nov. 5). Note: For TV Call Letter Assignments, see page 101.

November 13 Decisions...

By Commission on BANC

AM-1200 kc

KAGH Crockett, Ark. - Granted CP to change from 1200 kc, 100 w to 1200 kc, 250 w-engineering condition. Change to DA-DA

KMTC Maryville, Calif. - Granted mod. CP to change from DA-DA to DA-DA engineering conditions.

Change Studio Location

KRMN Edmon, Mo. - Granted mod. CP to change studio and engineering condition to Osage Beach 6.14 ml. from Edmon engineering conditions.

Application Granted

WSL Enex, Mo. - Granted application to establish additional main studio at Baltimore.

Advised of Hearing

Tucson Radio Inc., Tucson, Ariz. - Is being advised that application for new AM on 1230 kc, 250 w. unit, includes necessity of hearing because of interference to and from KSUN Blase, Ariz.

WFWG Fairfield Springs, N. C.: Rollins Broadcasting Co. - Are being advised that applications to operate on 1270 kc, 500 w. d/b, involve mutual interference and indicate necessity of hearing.

KPLT Paris, Tex.: Memorial Bost, Co. - Commission is advised that application to operate on 1450 kc, 500 w. d/b, is interrelated and indicates necessity of hearing.

Designated for Hearing

James Gerity Jr., Pontiac, Mich. - Designated for hearing application for new station on 1460 kc, 560 w-unit, in consolidated proceeding with applications of John C. Romoney, hearing scheduled to commence in Washington on Nov. 17. WOLC KDFX Mich, a party to proceeding with respect to Gerity application only.

Montenier Ads

STIPULATION has been signed by Jules Montenier, Chicago (Stoppette spray deodorant), agreeing to discontinue certain representations for its product, the Federal Trade Commission announced Friday.

Firm was using statements contained in broadcast and other copy, "claiming directly or by implication that the product stops underarm odor or keeps the underarm free of moisture; [it] does... Irritate the skin; and that the product is safe."

BROADCASTING • Telecasting

November 17, 1952 • Page 99

Another BMI "Pin Up" Hit YOURS (Quien Mucho) Published by Marks


BROADCAST MUSIC, INC.

(Continued on page 100)
and consulting radio engineer. Post office address: 100 West Ave., Springfield, Mo. Filed Nov. 12.

Westminster, Md.—Carol County Broadcasting Co., to operate a 2,100-watt daytime antenna 290 ft. Estimated construction cost $10,000, first-year operating cost $30,000, revenue $30,000. Principals include President E. T. Kincaid (34%), owner, and of WWOS Springfield, Ohio, and recorded his license to be general manager of Continental Broadcasting Co., a new station for Westminster, Md.

Whitefoot, Mont.—Montana Radio Equipment Co. (WASH [FM] Washington, D.C.) has announced an application for a 1-kw daytime antenna 290 ft. Estimated construction cost $10,000, first-year operating cost $25,000, revenue $24,000. Author is Fred Bunt, owner and of WYMP, Miss.-T., and WBDI, Wyo.

Kane, Pa.—Northern Allegheny Broadcasting Corp., to operate a 2,100-watt antenna 290 ft. Estimated construction cost $10,000, first-year operating cost $30,000, revenue $30,000. Principal is President E. T. Kincaid (34%), owner, and of WWOS Springfield, Ohio, and recorded his license to be general manager of Continental Broadcasting Co., a new station for Westminster, Md.

Columbus, Miss.—J. W. Furr, 1590 kc, 10 kw daytime antenna 290 ft. Estimated construction cost $10,000, first-year operating cost $30,000, revenue $25,000. Author is Fred Bunt, owner and of WYMP, Miss.-T., and WBDI, Wyo.

Kane, Pa.—Northern Allegheny Broadcasting Corp., to operate a 2,100-watt antenna 290 ft. Estimated construction cost $10,000, first-year operating cost $30,000, revenue $30,000. Principal is President E. T. Kincaid (34%), owner, and of WWOS Springfield, Ohio, and recorded his license to be general manager of Continental Broadcasting Co., a new station for Westminster, Md.

WASH (FM) BID

WASH (FM) BID

FIRST application for 640 kc, Class II station just opened by FCC (B*ST, Oct. 27), was filed last week by WASH (FM) Washington. Everett Dillard, president and sole owner of WASH-WRRN (FM), operator of Radio Equipment Co., owns and operates a 250-watt daytime station in Wheaton, Md., Washington suburb. KMBG Kansas City long had been an applicant for the facility, having applied in 1944, but the application was dismissed by FCC in 1946. Application of the 640 kc proposal last June was hailed as a victory for a Federal Communications Commission's owner of KMBC and Midland Broadcasting Co., operating KFRT Concordia, Mo., on 650 kc with 5 kw directional, daytime only.

Mr. Dillard's application specified that Wheaton, Md., about 16 miles from downtown Washington, has a population of 50,000. The location is adjacent to the east of the WASH transmitter. It is considered the fastest growing areas in the country. The application specifies there may be no interference with WGS Washington, on 670 kc, because the 25 mv contours will not touch or intersect.

STEEL SUPPLY

Set Firms May Face Better

RADIO-TV set manufacturers will be in line for additional steel allotments. Eastern Steel Div., announced in the first quarter of 1953 under an allocation quota announced by the Defense Production Administration the past fortnight.

DPA allotted the Electronics Div. of National Production Authority some 8,000 tons of extra steel for the quarter, of which a good but undetermined percentage will be divided among electronics firms for civilian products.

Regular steel quotas for set makers in the current and 1953 first quarter allotments based on previously reduced estimates by manufacturers prior to the steel strike.

Simplified to three elements—a close-up with voice description, a testimonial from a housewife, and a final close-up—produced a 32% response.

Importance of using the right presentation was demonstrated with two commercials for a cake mix, one showing its use by a chef, the second by a little girl. The second commercial drew a 64% response in its original form, but stepped that up to 61% when 40 seconds were cut from its running time.

The study also revealed commercials often can be made more effective by concentrating their length. For example, a commercial drew a 64% response in its original form, but dropped that up to 61% when 40 seconds were cut from its running time.

"The how to" presentation is being shown to advertisers and agencies to attract new business, and also has been published as a 48-page illustrated book. Both the presentation of this report and the price list of NBC-TV clients were developed under supervision of Rudder C. Lawrence, NBC director of promotion, planning, and development.

$10,000 Sales by CTS

CONSOLIDATED Television Sales, Inc., announced sale of Hollywood Half Hour from WTVR (TV) Richmond and WATR-TV Norfolk; Crusader Rabbit, to WCAU-TV Philadelphia, and Public Broadcasting of WBFM-TV Indianapolis and WJAR-TV Providence. Sales totaled more than $10,000, according to General Manager Peter M. Robek.

RCA, Camden, N.J., will honor 188 employees and 7 women who have achieved 25 years of service to be held in various RCA plants this month. Gold watches will be presented.

Page 100  November 17, 1952
TV Grants and Applications

(Continued from page 68)

TELESTATUS

(Continued from page 88)

from $187.50 for one hour to $73.50 for one minute or 20 seconds in Class B; and from $125 for one hour to $25 for one minute or 20 seconds in Class C.

The general manager of KTBC and O. L. Taylor Co., national representative. After next March 31, station will be authorized to operate with 102.5 kw ERP.

* * *

‘Lucy’ Leads Videodex

In Sept. 8-14 Report

VIDEODEX report of top 10 network television programs for Sept. 8-14, showing both number and percentage of TV homes reached in the number of cities indicated, is as follows (in order listed):

NUMBER OF TV HOMES REACHED

No. | checked programs | homes (000)
---|-----------------|-----------
1 | I Love Lucy (CBS) | 8,672
2 | The Andy Griffith Show (CBS) | 7,922
3 | Gunsmoke (CBS) | 7,226
4 | The Donna Reed Show (CBS) | 6,922
5 | The Batman Show (ABC) | 6,604
6 | The Fugitive (ABC) | 6,318
7 | The Carol Burnett Show (CBS) | 6,012
8 | The Steve Allen Show (CBS) | 5,944
9 | The Dick Van Dyke Show (CBS) | 5,804
10 | The Dick Powell Show (CBS) | 5,712

PERCENTAGE OF TOTAL TV HOMES

1 | I Love Lucy (CBS) | 54.3
2 | The Andy Griffith Show (CBS) | 47.8
3 | Gunsmoke (CBS) | 41.3
4 | The Donna Reed Show (CBS) | 39.4
5 | The Batman Show (ABC) | 38.6
6 | The Fugitive (ABC) | 37.8
7 | The Carol Burnett Show (CBS) | 37.6
8 | The Steve Allen Show (CBS) | 37.5
9 | The Dick Van Dyke Show (CBS) | 37.2
10 | The Dick Powell Show (CBS) | 36.4

Voter Dividend Proposal

JOHN H. PERRY Jr., president of WJHP Jacksonville, WCOA Pensacola, WMTO Ocala and WPAN Panama City, all in Florida, and of the Perry group of 30 newspapers, has published a plan entitled "National Dividend for Every Voter." Under the plan, Mr. Perry advocates (1) that no income tax in excess of 50% of net income shall be levied by Congress on the income of any corporation; (2) that there be no further tax on invested capital; (3) that funds raised by corporate income tax should then be distributed to each voter on an annual basis; (4) that no voter should be entitled to receive this dividend unless he or she shall have voted in a national election.

WALLA WALLA, Wash.—Walla Walla Union Bulletin Inc., vhf Ch. 5 (78-2) WWSL, 13.5 kw visual, 5.89 kw audio; antenna height above average terrain changed to 371 ft. (For application, see Telestatus, B-T, July 14) City priority status: Gr. A-2, No. 58.

BROADCASTING  Telcasting

November 17, 1952  Page 101
NBC RETIREMENT PLAN IMPROVEMENTS MADE

CHANGES IN NBC retirement plan described as more beneficial to workers were outlined by President Joseph H. McConnell at luncheon Friday at Waldorf-Astoria in New York welcoming 22 network employees into company's 25-Year Club. Changes take effect Dec. 1.

"Under the present plan," Mr. McConnell said, "buyers of retirement income each year as you grow older. With the changes, you will buy a level amount of retirement income at every age—and income to you each year after retirement has been increased to 40% of your total contributions. Not only are benefits increased but your contributions will become less after Dec. 1. Company will make up the difference in cost to the point of paying into the fund almost $2 for every dollar paid by the employee, which means the company of matched employee's payemnt dollar for dollar.

Mr. McConnell also presided at cocktail party later in day for 106 new members of NBC Ten & Twenty Year Club. First to receive ten year pin was John Heffernan, financial vice president.

COLLEGE NETWORK

KEYSTONE BROADCASTING SYSTEM, Chicago, is inaugurating sale of its newly-formed College Network Div., which comprises 236 of its 620 affiliates. These 238 stations in college towns, KBS reports, cover 300 colleges and universities of all affiliations and an enrollment of 368,800 students. Network being pitched to national sponsors wishing to reach student bodies and is offered also as plus to regular advertisers buying hometown and rural audiences. Merchandising will reach every campus in effort to gain maximum point of sale results, according to Sidney J. Wolf, president.

WIBK PLEA REFUSED

BOLSTERED by thousands of Bible-quotings letters and telegrams to FCC from listeners, WIBK Knoxville, Tenn., sent last-minute plea to FCC for continued operation but was turned down in special meeting late Friday. Ordered off air last night (Sunday) following refusal of Supreme Court few weeks ago to hear station's appeal, WIBK had asked for further extension of operation until FCC could act on bid of its manager, Marvin Thompson, for 1 kw daytime assignment on 800 kc. FCC several years ago refused license to WIBK on grounds of misrepresentations in application by Fundamentalist J. Harold Smith, has continued outline on temporary operation pending court appeal outcome.

WFAA Ruling Affirmed

RULING of National Labor Relations Board examiner that technicians of WFAA and WFAA-TV Dallas should be included in one unit was upheld Friday by NLRB. TV technicians had petitioned to form separate IBEW unit but NLRB pointed to interchange of employees of two stations.

CLARK FOR KYA

STATION KYA San Francisco has appointed George W. Clark Inc., Chicago, as its national representative effective Dec. 1.

PARADES SPONSORED

NBC-TV will present annual Thanksgiving Day parades from Philadelphia and Detroit under sponsorship, respectively, of Gimbel Bros. Philadelphia store and J. L. Hudson Co., Detroit department store. Detroit parade will be carried 30-30-11 a.m. EST and one from Philadelphia 11-12 noon EST.

APPLICATIONS PASSED

FOLLOWING are additional mutually exclusive applications for new TV stations which have been passed in FCC "speed-up" processing plan, see story, page 67. This procedure is pursuant to Commission action Sept. 17, 1955, and effective Oct. 16, suspending processing of such TV applications for time being in order to expedite processing of uncontested TV applications. For previous listings of such applications, see B*T, Nov. 10.

GROUP A

<table>
<thead>
<tr>
<th>Applicant</th>
<th>City</th>
<th>State</th>
<th>File No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>WKBH Television Inc.</td>
<td>La Crosse, Wis.</td>
<td>1138</td>
<td>(BPTC)</td>
</tr>
<tr>
<td>W.B. Crease Broadcasting Co.</td>
<td>York, Pa.</td>
<td>1117</td>
<td>(BPTC)</td>
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<tr>
<td>Citizens Broadcasting Co. Inc.</td>
<td>Ablinger, Texas</td>
<td>900</td>
<td>(BPTC)</td>
</tr>
<tr>
<td>WMPV-AM, Inc.</td>
<td>Wilmingחרton, N.C.</td>
<td>1192</td>
<td>(BPTC)</td>
</tr>
<tr>
<td>WGNI Television Co.</td>
<td>Monmouth Journal</td>
<td>1350</td>
<td>(BPTC)</td>
</tr>
<tr>
<td>Fernan Theatres Inc.</td>
<td>Menomonee, Ohio</td>
<td>1178</td>
<td>(BPTC)</td>
</tr>
<tr>
<td>WIGA Inc.</td>
<td>Panama City, Fla.</td>
<td>3</td>
<td>(BPTC)</td>
</tr>
<tr>
<td>WCOA Inc.</td>
<td>Pensacola, Fla.</td>
<td>843</td>
<td>(BPTC)</td>
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ADDITIONS TO PREVIOUS "A" LIST

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<thead>
<tr>
<th>Television</th>
<th>Community Broadcasting Co. Inc.</th>
<th>City</th>
<th>State</th>
<th>Channel</th>
</tr>
</thead>
<tbody>
<tr>
<td>Columbus</td>
<td>(Columbus, Ga.)</td>
<td>Columbus, Ga.</td>
<td>1297</td>
<td>12</td>
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<tr>
<td>Lorain</td>
<td>(Columbus, Ga.)</td>
<td>Lorain, Ohio</td>
<td>1116</td>
<td>6</td>
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<tr>
<td>Elyria-Lorain Broadcasting Co.</td>
<td>Elyria, Ohio</td>
<td>1124</td>
<td>(BPTC)</td>
<td></td>
</tr>
<tr>
<td>Paterson Broadcasting Co.</td>
<td>Albany</td>
<td>645</td>
<td>(BPTC)</td>
<td></td>
</tr>
<tr>
<td>Troy Broadcasting Co. Inc.</td>
<td>Troy, N. Y.</td>
<td>212</td>
<td>(BPTC)</td>
<td></td>
</tr>
</tbody>
</table>

XXLW PURCHASE

PURCHASE of control of 1 kw daytimer (on 1320 kc) XXLW St. Louis by John Kluge, president and majority stockholder of WGAY Silver Spring, Md., and Mark Evans, WTOP Washington radio-TV personality, for $96,000 plus acceptance of $48,000 debt, was announced Friday. Mr. Kluge will own 66% of common stock and 22% of preferred; Mr. Evans 23% common and .09% preferred. Sellers are Lee J. Sloan, T. Virgii Sloan, S. E. Sloan and Leslie P. VanSant. Mr. Kluge, as president, will remain in that position.

NEW AND BETTER?

MYSTERY of uhf TV baffles people. Herbert Mayer, préxy of country's first uhf outlet (KPTV Portland), also owns three-year-old WXEL (TV) Cleveland. Sources close to Mr. Mayer's exploits in getting KPTV going so soon, chided him. "Why did you bring uhf TV to Portland?" they inquired, "Why didn't you bring it to Cleveland first?" Obviously, Mr. Mayer reports, they thought that since it was something new it must be improvement.

PEOPLE...

HERBERT WEST, CHARLES E. DALTON and LEN CAREY, group account supervisors in N.Y. office of BBDO, and JAMES C. HOLDING Jr., copy chief in Pittsburgh branch, named vice presidents.

STEVE MUDGE, manager of N.Y. office of Ewell & Thurbur Assoc., appointed vice president.

F. WINSLOW STETSON Jr. formerly Foots, Cone & Belding, named vice president of Sherman & Marquette, New York.

FRANCIS VELTHUIS, timebuyer, Compton Adv., N.Y., has resigned. He will announce her future plans shortly.

IVAN REINER, former program manager WBN'T (TV) New York, to WOR-TV New York as assistant program manager, succeeding Harvey Marlowe, resigned.

NARTB GROUPS TO MEET

TWO NARTB committees—copyright and insurance—meet this week at association's Washington headquarters. Edward Breen, KVF'D Fort Dodge, Iowa, is chairman of copyright group, meeting Monday-Tuesday. Roger W. Clipp, WFIL Philadelphia, is chairman of insurance committee which meets Thursday-Friday.

NEW TV APPLICATIONS

THREE new television station applications and two amended applications were filed at FCC Friday. They are:

NEW APPLICATIONS

Los Angeles, Cal.—Lawrence A. Harvey, uhf Ch. 34 (590-596 mc); ERP 45.5 kw visual, 24.6 kw audio; antenna height above average terrain 35 ft., above ground 191 ft.; first year operating cost $200,000. Owners are: Lawrence A. Harvey, Los Angeles attorney, and executive vice president, and 33% stockholder in Harvey Machine Co. (ma of aluminum extrusions, with affiliates and subsidiaries engaged in same general business), vice president and executive vice president in stockholders. Reiner Broadcasting Corp. (real estate holdings consisting of downtown terminal and office buildings), City priority status: Gr-5, No. 16.

Festus, Mo.—Ozark Television Corp., uhf Ch. 14 (476-482 mc); ERP 25 kw visual, 7.5 kw audio; antenna height above average terrain 75 ft., above ground 390 ft.; first year operating cost $90,000, revenue $21,000. Applicants include President John F. McKenna (36%), of Group 5, New York, and C.P.A. of St. Louis, and Thomas R. Festus, President and Secretary Carl G. Meltzer (40%), 50% owner of GMB Productions (television film production), St. Louis; Treasurer George Menos (5%); for application, see TV Applications, Oct. 17.

Milwaukee, Wis.—Creek City Broadcasting Co. (WMT), uhf Ch. 31 (572-578 mc); ERP 14.5 kw visual, 7.8 kw audio; antenna height above average terrain 468 ft., above ground 125 ft.; Estimated construction cost $750,000, revenue $300,000. Applicants include President Gene Posner (54.5%), Milwaukee (Wf.); James Kennedy, President; and President Farris Posner (wife of Gene Posner) (0.5%), partner and general counsel; and E. R. Real Estate Account. Milwaukee, and Secretary-Treasurer Jerome Bili (31.3%); for application, see TV Applications, Oct. 17.

AMENDED APPLICATIONS

West Palm Beach, Fla.—WIBK-NBC (WIBK). Change to uhf Ch. 21 (512-518 mc); ERP 21.9 kw visual, 11.4 kw audio; antenna height above average terrain 222 ft., above ground 285 ft. (Change from uhf Ch. 7). ERP 184 kw visual, 105 kw audio; antenna height above average terrain 374 ft., above ground 474 ft. (For application, see TV Applications, B-T, May 30).

Jackson, Miss.—Lamar Ettig, Co. (WDXX), Change to uhf Ch. 21 (512-518 mc); ERP 21.9 kw visual, 11.4 kw audio; antenna height above average terrain 592 ft., above ground 755 ft.; (For application, see TV Applications, Oct. 17).

BROADCASTING • Telecasting
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