Like elephants go for peanuts

Baltimore merchants go for WITH like elephants go for peanuts. At low, low rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that’s why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. Get the whole story from your Forjoe man today!

IN BALTIMORE WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE & COMPANY
In the period 1939-51, Kentucky's electrical machinery industry doubled its employment, and the sales value of its products jumped from $10,000,000 to $60,000,000. General Electric's vast new "Appliance Park" at Louisville, now under construction, will employ approximately 16,900 persons. It will add an estimated $70,000,000 to Kentucky Payrolls!

Most any crop records reveal Kentucky's farm growth! In egg production, a banner year was 1948 when egg sales grossed farmers $31,093,000. But 1951 egg sales topped all past years with $32,960,000!

* A unit of energy or work

Go where there's GROWTH...

GO WHAS!

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

"Benson and Benson"

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties
When you place your TV show on a Spot basis, you're on the right track
for national coverage. You go into markets of your own choice . . .
find stations clear time more readily. You get uniform and pleasing picture
quality through film. And you effect savings in time charges —
enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC • National Advertising Representatives

498 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
Delaware Tops all U.S. in 1951 Average Income*

WDEL
AM · FM · TV
Wilmington, Delaware

TOPS
all stations in this
richest market.

Let it sell your
product effectively,
economically.

Write for information.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago Los Angeles San Francisco

*Figures released August 1952 by U.S. Dept. of Commerce.
TWO STATE GROUPS FILE KOREAN POOL PROTESTS

TWO state broadcaster associations—Florida and Maryland—formally protested to President Dwight D. Eisenhower Friday on omission of radio and TV newsmen from three-man news pool to accompany him on upcoming Korean trip (see story page 23). Freda Assn. of Broadcasters, meeting at Daytona Beach, adopted resolution urging President-elect to modify his plans to include radio and TV newsmen. FAB contended that "only by including radio and television in the news coverage of this epochal trip can most of the world be given the report in the detail they demand and which radio and TV supplies." FAB noted that radio and television "can reach more people together with the legitimate news of the trip than all other media combined." It added that two electronic media were important factors in election of Gen. Eisenhower.

Maryland-District of Columbia Radio & Television Broadcasters Assn., meeting in Baltimore, unanimously adopted resolution of protest against "this unwarranted exclusion of two great news media" and sent protest off to General Eisenhower by telegraph.

KO A APPOINTS PETRY

DON SEARLE, executive vice president and general manager of KO A Denver, Friday announced appointment of Edward Petry & Co. as exclusive national representative after Dec. 1.

CHRISTMAS SPIRIT

SATURATION plan being offered advertisers by WNBT (TV) New York in special Christmas gift plan of 30-second spot announcements on morning, afternoon and early evening programs, starting Dec. 1. Prices for announcement range from $20 to $100 each for minimum of 15-18 days. For 18-day period, for example, five-minute early morning segment of Today, with eight availabilities—totaling 4 of 5 minutes—would total $2,250 and 15-minute early evening Skitch Henderson program, with 20 availabilities, would total $36,000.

New York BBB Plan for Christmas Offers

TO PROTECT against usual pre-Christmas onslaught of unscrupulous mail-order "fast buck" promotions, Better Business Bureau of New York City recommended five-point plan to radio and TV stations Friday:

"(1) That the station assure itself of the reliability of the firm or agency responsible for the offer;

(2) That the actual item be examined in the light of claims made in the copy and the offer be so written as to insure accuracy and to avoid exaggeration;

(3) That the station require that the distributing agency provide ample evidence that all orders can be filled and completed in time for Christmas delivery;

(4) That the closing date on the offer of the ad be early enough to assure pre-Christmas delivery;

(5) That assurance be obtained from the advertiser and/or agency that arrangements have been made to handle refunds requested in accordance with the terms of the offer."

BBB said station cooperation last year "appreciably reduced" number of consumer complaints on Christmas mail-order offers, and that individual stations this year "have indicated a cautious attitude toward the acceptance" of such offers. Bureau renewed its offer to New York City stations to make available its file information on previous complaints or investigations, to conduct "shopping" to determine retail availability and price of items similar to those offered in mail-order promotions, and to check commercial scripts against accepted BBB standards, previous offers, and examination of item involved.

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RTMA TO STUDY SUBSCRIPTION TELEVISION

WITH TV set production for 1958 estimated at 6.4 million, Radio-Television Mfrs. Assn. board voted Friday at its quarterly meeting in Chicago to take careful look at subscription television.

For first time, subscription TV will be explored by special RTMA committee. RTMA Chairman A. D. Plamondon Jr. is to name committee members this week. No time limit was set for report, indicating study will be exhaustive.

Three-day meeting, which ended Friday, also formally endorsed educational TV stations. Committee on educational TV is to continue its study, though without services of Benjamin Abrams, president, Emerson Radio & Phonograph Corp., who resigned as chairman of RTMA board.

Looking ahead to new administration, board recommended that Electronics Div. of National Production Authority be retained as separate unit when NPA reverts to Dept. of Commerce.

Move to solve long-time servicing problem was approved by board, which voted $80,000 for two-year pilot study at New York trade school, privately operated. Industry advisers will plan course and teach radio-TV servicing.

As for 1958 receiver output estimate, 6.4 million figure was average between estimated low of 5.7 million and high of 8 million.

MD.-D.C. ELECTS OFFICERS

CHARLES J. TRUITT, WRC Salisbury, Md., elected president of Maryland-District of Columbia Radio & Television Broadcasters Assn. Friday. Other officers named at meeting in Sheraton Belvedere Hotel, Baltimore, were Charles E. Smith, WTBQ Cumberland, vice president; and Joseph L. Brechner, WGY Silver Spring, secretary-treasurer.

New directors also elected at meeting were Alan W. Long, WFMD Frederick; Robert C. Embry, WITH Baltimore; John E. Surrick, WPBF Baltimore (retiring president); Emil L. Bond, WNA Annapolis; Bert Strouse, WWDC Washington; Eugene Juster, WRC-WNBW (TV) Washington, and Tom Maquire, WCEM Cambridge.

KPBX SALE

SALE of 1 kw daytimer KPBX Beaumont, Tex. (on 1380 kc), from J. M. Gilliam and associates to Joe B. Carrigan (as trustee for Mrs. C. L. Cottamimore) and James King Smith will be announced this week. Amount of purchase price not announced. Under name of Smith Radio Co., Mr. Carrigan, as trustee for Mr. Smith, is applicant for Ch. 4 in Beaumont (see TV hearing story on page 71).

ROBINSON NAMED BY ABC

THOMAS P. ROBINSON, director, Political Sales Div. of ABC and formerly business manager for ABC-TV network sales, named regional manager for New York and New England areas of ABC's radio and TV station relations departments effective today (Mon.), completing integration of these departments under Alfred R. Beckman, national director.

In this Issue—

RADIO AND TV rear up and start battling for their reportorial rights as Eisenhower Korean pool omits electronic media. Page 25.

SIGMA DELTA CHI delegates concede radio and TV deserve parity news privileges but remind newspapers have fought 150 years for their rights. Page 25.


DR. DU MONT, head of TV network, denounces controlled telecasts of college football as restraint of trade. Page 25.

NBC sets up unified sales command combining radio and TV under Vice President John E. King Smith. Page 25.


TRANSISTORS, pea-sized substitutes for vacuum tubes, to find first use in studio gear, according to RCA. Page 27.

BROADCAST Advertising Bureau plans annual budget of $600,000, with rates to be doubled. Page 27.


HOUSE Commerce subcommittee to re-purpose panel of TV-radio programming to FCC and advertising agencies to be heard. Page 29.


LIST of post-freeze TV grants reaches 122 stations. Unf grants granted Greensboro, N. C., and Johnstown, Pa., each now having one vhf outlet. Page 71.

KOIN Portland, Ore., to appeal FCC examiner's rejection of amendment to TV application, other TV hearings. Page 71.

EDUCATORS meet in Hershey, Pa., to weigh plans for four educational channels allotted to Pennsylvania. Gov. Fine appoints Dr. Milton S. Eisenhower to 20-man planning group. Page 72.

Upcoming


Nov. 24: Tennessee Assn. of Broadcasters annual meeting, Andrew Jackson Hotel, Nashville.


(Other Upcomings on Page 38.)

Closed Circuit

(Continued from page 5)

Nick Sappie, Senate Communications expert, during week of Nov. 10. After inspecting operation of KPTV (TV), first uhf to hit air, he is convinced uhf can do coverage job even in rather rugged terrain and will so report to Senate Committee. He attests to good reception 40 miles away and "lookable" signal 100 miles away, marred by some snow.

PREDICTION made that 1963 will see at least 50 TV stations in Latin America supplementing dozen now in operation. One of newest—XEQ-TV Mexico City—now testing, has tower 13,000 feet above average terrain on Popocatepetl, D.F., and with 20 kw ERP expects to cover 200-mile area of 3½ to 4 million people.

EMILIO AZCARRAGA, Mexican broadcaster-impressario, in Hollywood last week to negotiate with NBC on possible network affiliation for upcoming XETB (TV) at Tijuana, to operate on Ch. 6 beginning about Jan. 1. Station will serve San Diego area as well, and is owned by Azcarraga, Romulo O'Farrill Jr. and Jorge Rivera. Azcarraga and O'Farrill interests also own XELD-TV Matamoros, Mex., across from Brownsville, Tex., as well as individual radio and TV stations in Mexico City.

WHAT is significance in FCC ruling to grant 100 w night on regional 1280 kc to 1 kw daytimer KSOK Arkansas City, Kan., now on that channel? (see story page 30). Some see precedent for other AM outlets to gain low power night coverage of their immediate area while others point to desire of certain fulltime outlets to go daytime in order to avoid night competition of TV.

NAR T B COMMITTEE REVIEWS GROUP INSURANCE PLANS

PROPOSED group insurance covering station policies, designed to effect major savings for industry, studied by NARTB Insurance Committee at Thursday-Friday meeting. Roger W. Clipp, WFIL Philadelphia, presided as committee chairman.

William Russell, insurance analyst, reported group of underwriters interested in group tower coverage with formal proposal expected soon. Among types of insurance discussed by committee were group life, hospitalization, employee and professional liability, cemetery and retirement. Attending meeting besides Chairman Clipp were Harold Essex, WSJS Winston-Salem, N. C.; C. T. Lucy, WRVA Richmond, Va., and Gilmore N. Nunn, WLAP Lexington, Ky. Edgar Robak, WTW A Thomson, Ga., was excused.

STEP TO SPEED HEARINGS

IN FURTHER step to liberalize procedural requirements to expedite TV hearings, FCC Friday amended Sec. 1.767(b) of its rules to permit proof of service of documents by means of appropriate certificates in lieu of notarized affidavits. This step helps applicants more easily serve papers to other parties in their proceedings. Change is one of several being worked out by FCC with special committee of Federal Communications Bar Assn.

KLIL ON AIR

KLIL Eaterville, Iowa, independent, took air yesterday (Sun.) and expects to broadcast full-time starting next weekend.

for more AT DEADLINE see page 106

BROADCASTING ° Telecasting
All It Took was a Patched Peeper...

To win a naval victory. When Fleet Admiral Hyde Parker's part of a two-pronged sea attack became becalmed, he signaled the other prong to retire. One-eyed Lord Nelson, reluctant either to disengage or to disobey the order, placed his telescope to his blind eye and truthfully claimed to be unable to see the signal. He continued his attack and soundly defeated the Danish fleet off Copenhagen.

Even a half a glance will tell you how to out-maneuver the Omaha, Council Bluffs area, too. Just cock an opportunity-seeking eye at KOWH's position on the below Hooper chart averaged for the twelve-month period from October, 1951, to September, 1952. You'll know who's in the best position to deliver your broadside!

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

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

Kowh
OMAHA

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally by The BOLLING CO.
There's probably room for one more.

In Cedar Rapids, Iowa, WMT has two listeners for every one shared by all other stations combined. The total number of families listening every week is 338,480 (in 87 counties). The last Cooperatings indicated an evening share of audience of 72.2; afternoon, 69.1; morning, 80.4.

Iowa, with more than 4½ billion dollars annual cash income (half industrial, half farm), is 97.6% radio saturated.

Eastern Iowa has one CBS radio outlet—WMT. The station was established thirty years ago. To keep in touch with farm problems, WMT's Farm Service Director operates a farm as a service project; many farmcasters originate there. To keep abreast of the news, the station uses UP, AP, INS services, plus 38 Iowa regional correspondents.

WMT sponsored a mechanical corn-picking contest last month in Riceville, Iowa, 110 air miles from Cedar Rapids. The station must necessarily have a wide listening area—ten thousand people attended.

A recent count showed 189 advertisers using WMT spots in a month. 138 of them are on a 52-week basis.

There's probably room for one more.
"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

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

1. **LOWER ROTATIONAL SPEED** produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new 2¾" hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10¼" metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.

2. **CUTS TIMING ERRORS 50%**! By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.

3. **REDUCES PITCH CHANGES**! Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

Tape on new reel is improved 4 ways!

1. **"DRY LUBRICATING"** process gives you a tape that practically eliminates sticking, squealing and cupping...a completely dependable tape that turns in a flawless performance in extremes of heat and humidity.

2. **100% SPLICE-FREE!** Tape supplied on the new "Scotch" Brand 7" professional reel is guaranteed to be completely free of splices.

3. **THINNER CONSTRUCTION** allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand #111-A, the industry's standard of quality.

4. **GUARANTEED UNIFORMITY!** Output variation of tape wound on the new reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF "SCOTCH" BRAND 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!
some spots are better
Freckle-faced kids and children with measles have no control over their spot coverage. But national advertisers do!

Today, through NBC Spot Sales you can get Radio or Television Spot Advertising coverage in one to eleven top markets. These lucrative business centers account for nearly 73 billion dollars of retail sales — or 48.2% of the national total.

For complete coverage of the healthiest markets in the country, call NBC Spot Sales.

Source: Sales Management

Nbc spot sales
30 rockefeller plaza, new york 20, n. y.
chicago cleveland washington san francisco
los angeles charlotte* atlanta* *bomar lowrance associates

representing

television stations:

wnbw washington
kptv portland, oreg.
wrgr schenectady
wnbt albany-troy
wnbc new york
wnbg chicago
knbh los angeles
wfitz philadelphia
wsz-tv boston
wnbc cleveland

representing

radio stations:

wnbc new york
wmaq chicago
knbc san francisco
wtam cleveland
kda denver
wrc washington
Old Dobbin here is a nice old horse who is not nearly as fortunate as you. The blacksmith selects his shoe and Old Dobbin has no choice but to wear it whether the shoe fits or not.

People are better off than old Dobbin...they can carefully select their shoe from a wide variety. But many people end up no better than our horse friend because they buy the first shoe that comes along, and often get a bad fit.

The same thing is true of some advertisers and time buyers. They buy schedules on weak-sister stations and the results are no more satisfactory than a tight shoe.

Don’t be a Dobbin! You don’t have to get in a “tight” shoe in the Oklahoma City market...not when you can place a schedule on the best cost-per-thousand buy in the market, KOMA—the only 50 kW CBS outlet in Oklahoma, serving you from a brand new quarter-million dollar studio.

KOMA

Affiliated with KIU, Tulsa
Radio Station Representatives
50,000 Watts • CBS Radio

J. J. Bernard Vice-President and General Manager

Page 12 • November 24, 1952

FROM Notre Dame in 1936 to Dallas in 1950—Midwest to Southwest—suggests only part of the road traveled by Philip (Phil) McHugh in pursuit of his interests in the radio and television field.

As a student at South Bend, Ind., Mr. McHugh grounded himself in broadcasting by a variety of chores. He wrote, directed and announced several hours of programs each week at the campus studios of the CBS outlet, WSBT. This experience was to stand him in good stead later.

Today, after service with CBS in various capacities and a stint in Navy radio and production firm work, Mr. McHugh is director of radio and television for Tracy-Loce Agency in Dallas.

With two years under his belt at Notre Dame and an adult education course in radio completed at New York U., Mr. McHugh joined CBS in 1938 as an apprentice. He spent three months in research and new program ideas before becoming an associate director on the CBS staff.

Until 1941, Mr. McHugh directed all types of CBS sustaining, including variety and dramatic programs. Included were the Jack Leonard Show and the Gay Nineties Revue. He also was associated with the Columbia Workshop productions and the CBS documentary, Twelve Crowded Months, which he helped write.

When war broke out in Europe, Phil McHugh was assigned as liaison between the CBS Network Operations Dept. and the network’s news department. In that capacity he helped direct the European news roundups aired under the title, World Today. He was named associate director and Columbia representative on a number of commercial programs including Arthur Godfrey and His Parade.

In September 1941 he left CBS to accept a Navy commission, handling public relations work and arranging special events for the four major networks.

Four years later Mr. McHugh returned to CBS as a director on such shows as Bouquet for You, The Janette Davis Program, Cinderella Inc., Sing Along, Let’s Dance, America and Robert Q. Lewis. He (Continued on page 16)
DONAL J. O'BRIEN, account supervisor, Procter & Gamble unit, Biow Co., N. Y., elected a vice president of agency.

HENRIETTA F. KIESER, copy chief, Bozell & Jacobs, Omaha, elected vice president in charge of creative writing.

RUTH JONES, Benton & Bowles, N. Y., media department, to Compton Adv., that city, as timebuyer.

F. J. KNITTLE, vice president, Market Research Corp. of America, N. Y., to Robert W. Orr & Assoc., same city, effective Dec. 1.

DON JOHNSON, account executive, BBDO, Los Angeles, to Mayers Co., that city, in same capacity.

EDWARD KLEIN, executive vice president, Storm & Klein, N. Y., appointed advertising chairman, Federation Jewish Philanthropies of N. Y.

JACK HULL, account executive, Ben Bezooff & Co., Denver, to MacGruder, Bakewell & Kostka Inc., that city, as radio-TV director.


EDWARD FIRESTONE to Lott Adv., Santa Monica, Calif., as head of radio-TV department. DON MINOR and JOHN HEALEY added to agency staff as account executive on automobile accounts and art director, respectively.

JOHN WIELAND, vice president of Leo Burnett Co., Chicago, resigns Jan. 1 to join Pure Oil Co., same city, as general merchandising manager.

PAUL BENSON, head of media research department, Benton & Bowles, N. Y., promoted to timebuyer on Procter & Gamble accounts.

CARL SIGLER, general sales manager of Grove Labs., St. Louis, to Gordon Best Agency, Chicago, as director of merchandising.

RENEE BABITTS, Fashion Bureau of New York, to Friend-Reiss-McClone, N. Y., as director of public relations department.

DOLORES NICHOLAS to Post Adv., Chicago, as art director.

JACK V. SCHULLER to Russel M. Seeds Co., Chicago, as art director.


GEORGE HOWE to art staff, Phil Gordon Agency Inc., Chicago.

JAMES THOMAS CHIRURG, president, James Thomas Chirurg Co., Boston, reappointed to U. S. Chamber of Commerce committee on advertising.

STORM & KLEIN Inc., N. Y., relocates at 331 Madison Ave. Telephone remains Murray Hill 74460.

G. M. BASFORD Co., N. Y., relocates on 21st floor, 60 E. 42d St.

JOE DOOLEY, public relations staff, Lewis & Gilman, Phila., father of girl, Anne Marie, Nov. 2.

CITY COUNCIL MEETS IN PEORIA HOMES

TAXES . . . STREETS . . . PARKING — all vitally important to Peoria people. Each week, WMBD convenes the city council in Peoriarea homes — a public service for community improvement.

Each week a panel of experts broadcasts answers to questions phoned in by listeners.

Bradley University faculty members make their knowledge available to Peoriarea by answering questions on the air.

A dramatic narrative of case histories of prisoners in Joliet penitentiary . . . the prisoner tells his own story.

These public service programs plus the industrial community relations programs carried on WMBD are representative of WMBD's service to the community—another reason why all Peoriarea listens to WMBD.

See Free & Peters . . .
This is Portland, one of the fastest-growing markets in the West, deriving its income from vast lumber, agricultural, industrial and shipping enterprises. Peopled by well-paid workers who are accustomed to higher-than-average standards of living. Principal city in Oregon and the heart of KGW's coverage area.

DRUGGIST Gurth M. Cole, owner, Woodland Park Drugs, states, "KGW's public service policy has given surrounding communities countless benefits through the years, proof of a fine sense of public responsibility."

More than 30 years of daily contact on a local level, with thousands of prosperous families in the KGW area has brought this station the kind of audience every advertiser thinks of as his ideal consumer group. KGW IS the voice of the great Oregon-Southwest Washington market to a large share of the people. Every program-day is planned to maintain this friendly interest.

Insist on getting your share of the business in this growing area. Sell quick-to-respond customers via KGW!
OUTSTANDING CHOICE OF THE RADIO AUDIENCE: KGW!

LUMBER DEALER K. R. Santee, Woodland Park Lumber Co. owner, asserts, "Community service of the highest order has won KGW its well-deserved position as Portland's favorite radio station."

APPLIANCE MAN Leon A. Wadsworth of Wadsworth's Plumbing and Appliance Store says, "Everyone in our area is a consistent KGW listener, depending on this fine station for news of products and fine entertainment."

GROober Hiro Takeuchi, owner of the Halsey Food Center, reports "KGW's series of community salutes has been the best in Portland radio history."

Woodland Park...

One of Portland's newest and fastest growing residential areas. The 13th Portland Community this year to give KGW the vote as "The People's Choice".

APPLIANCE DEALER, John M. Jerman, Woodland Park Appliance Store, "This great pioneer station has taken an interest in our community that equals our own. We, in turn, are enthusiastic backers of KGW!"

GROCER Al Erlandsen, of Al's Food Market, says, "Thirty per cent increases in sales are the rule when nationally-advertised products go on the air via KGW!"
new business

Spot . . .

AMERICAN SOUL CLINIC Inc., Huntington Park, Calif. (religious group), started Church in the Home on KECA-TV Los Angeles and KGO-TV San Francisco, Sun., 11 a.m.-12 noon, for 52 weeks from Nov. 23. Agency: Arthur V. Jones Adv., L. A.

Network . . .

GENERAL MOTORS Corp., Detroit, renewing sponsorship of Your Land and Mine news program featuring Henry J. Taylor, Mon., 8:30 p.m. EST over ABC radio for 52 weeks, effective Dec. 15. Agency: Kudner Agency, N. Y.

LEWIS FOOD Co., L. A. (Dr. Ross dog and cat food), started The Hollywood Story on 26 Columbia Pacific Radio stations, Sun., 1-1:30 p.m. PST, for 52 weeks from Nov. 16. Agency: Rockett-Lauritzen, L. A.

FRED W. AMEND Co., Danville, Ill. (Chuckles candy), to sponsor Hail the Champ on ABC-TV alternate Sat., 11:30-12 noon EST, starting Dec. 27. Program will alternate with Derby Foods’ Sky King. Amend Agency: Henri, Hurst & McDonald, Chicago.

GEMEX Co., Union, N. J. (expansion watchbands), sponsoring Stork Club on CBS-TV, Sat., 7-7:30 p.m. alternate weeks effective Jan. 3. Agency: BBDO, N. Y.

SWANK Inc., Attleboro, Mass. (men’s jewelry), sponsoring Steve Randull, detective series, over DuMont TV Network, Fri., 8-9:30 p.m. EST. Agency: Bert Goldsmith Inc., N. Y.

Agency Appointments . . .


DODGE DEALERS Assn., Kansas City, appoints Scott Assoc., same city. TV is being used and radio will be added.

CHRISTIAN HEURICH BREWING Co., Washington, D. C., appoints Kal, Ehrlch & Merrick, same city. Plans call for use of all media. Ac-

(Continued on page 50)

On All Accounts

(Continued from page 12)

also assisted in developing Sing It Again.

Mr. McHugh left CBS in 1948 to accept a post with Brown Radio Productions in Nashville, as executive producer. He produced the Joe All Star Jubilee, Light Crust Flour Show, Lew Childre Show, Second Spring, Hometown Review and Purina Checkboard Jambo-

ree. He also helped build and produce the transcribed George Morgan Robin Hood Hoorah.

On Feb. 15, 1950, Mr. McHugh joined Tracy-Loocke Agency as radio-TV director. Currently he is producing Light Crust Doughboys (with Hank Thompson), which has started on 22 southwestern and southeastern stations. He also is producing the Welcome Neighbor Show.

In addition to these duties, Mr. McHugh is responsible for supervision of southwestern-southeastern radio-TV campaigns involving the Borden Co., Mrs. Baird's Bread, Imperial Sugar, Comet Rice, Maryland Coffee Club, Haggar Slacks, Ireland's Chili and Barbecue Sauce, Skillern's Drug Stores, Adiet-RAA, King Candy and Budweiser.

Under Phil McHugh's guiding hand, the agency pursues continuing research for advertisers to help them select media best suited to their needs. Staunch believer in television, the Dallas firm keeps a continuing cost-per-thousand check on all radio-TV spot announce-

ments and programs.

Claiming to be the first agency in the Southwest to use and develop station ID announcements, Tracy-Loocke was in an excellent position when network TV came to that area. Mr. McHugh has had more than an incidental role in the agency's development to a point where it now enjoys annual TV billings of over $1 million compared to $250,000 when he joined the firm.
TO SELL THE $3.5 BILLION COUNTRYPOLITAN MARKET

Till WNAX's

Big Aggie Land

ONLY METROPOLITAN NYC and Chicago are bigger markets—and no comparable area is more effectively covered by a single radio station. WNAX is heard 3 to 7 times a week in 80% of the country-polidian homes of Big Aggie Land.

- That’s 267 counties in Minnesota, the Dakotas, Nebraska and Iowa.
- That’s where WNAX averages more than 3 times the share-of-audience of its nearest competitor.
- That’s where WNAX has top rating in 97.3% of the 500 segments covered by the 1952 Diary Study.

THAT’S WHERE your Class A chain-break reaches 20,000 radio homes for $1. That’s WNAX, where your sales message tills fertile ground. Further information from The Katz Agency.
WOOPS!!

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

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

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

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 FM
Represented by NBC Spot Sales

Page 18 • November 24, 1952

feature of the week

CAMERAMAN Bob Hall aims WSPD-TV camera at (l to r) Mr. Evans, Dr. Downes and Mr. Stahl during telecast of credit course on Ohio history.

ONE of the video stations in the country telecasting university courses for credit is WSPD-TV Toledo, which began two half-hour TV courses—one in homemaking and the other in Ohio history—on Oct. 16 at 9:45 a.m. daily in cooperation with the U. of Toledo.

The presentations are part of Toledo U.'s adult education program headed by Dr. Arnold E. Hanson. They were worked out by Bob Evans, WSPD-TV program director, with Murray W. Stahl, university TV and radio coordinator.

The course in Ohio history was planned in conjunction with the state's sesquicentennial in 1953 and covers significant developments in Ohio's chronology, including the ballot issue of Ohio constitutions. The course is being taught for two hours' credit Monday, Wednesday and Friday by Dr. Randolph C. Downes, director of the Historical Society of Northwestern Ohio.

The homemaking course was planned to cover such topics as table settings, furniture design or millinery and occupies the Tuesday-Thursday 9:45 a.m. slot on the WSPD-TV schedule. Dr. Helen Marley, head of the university home economics department, teaches the one-hour-credit course.

Assignments are received and returned by mail, with student viewers taking final examinations at the university. The courses also are taken without credit and interested listeners are able to buy study guides to follow the course.

strictly business

WILLIAM F. BROIDY, president of William F. Broidy Productions Inc., Hollywood, and vice president in charge of production for the new $1 million Vitapix Corp., lives a philosophy based on taking seriously his responsibility to the American public.

"Providing filmed television entertainment to what ultimately must include every average home in the nation," means, according to Mr. Broidy, "that we shall be responsible, within the next decade, for the introduction of new standards of living, dress and speech, as a result of the indirect influence upon audiences of all these.

No neophyte despite his 37 years, Mr. Broidy pulled up his New England stakes for California in March . . .

(Continued on page 58)
College athlete turned WBT newsman, Phil Agresta threatens to triple the rating of the next most popular Charlotte radio program heard at the same time as his "Carolina News." Score: WBT 15.1, next highest rating station, 5.9. (Pulse, 1952) If competition threatens you in the Carolinas, put in the first team—WBT and WBT local personalities.
A NEW FORMAT
for
Editorial & Advertising

Effective January 19, 1953

On that date we appear in our new typographical dress.

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

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

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

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

We are applying most modern techniques in the presentation of all the news in radio and television, in tempo with the strides of the media we have been privileged to serve for 21 exciting years.
More Leading Jobbers
in Louisiana, Arkansas, Texas

Praise
KWKH

Every smart, progressive manufacturer knows that a good distributor can make all the sales difference in the world, in any market. That's why more and more heads-up companies are not only working with the very best jobbers and distributors available, but are also asking their advice about local business conditions, regional peculiarities, and the best advertising values in each market. They know that local men know the local picture best.

The three men at the left are among the most successful distributors in Shreveport—the natural distribution center for the big Louisiana, Arkansas, Texas area. Read the excerpts we've taken from letters they've recently written us—then ask your Shreveport distributor for his recommendations on radio in this area!

KWKH
A Shreveport Times Station

The Branham Company
Representatives
Henry Clay, General Manager

50,000 Watts • CBS Radio
RADIO and television, only on-the-spot news media that tell history at the instant it happens, last week served notice they will fight for a better break from the new Congress and the new Administration in covering public events.

Significant development among a series of incidents last week was an industry-wide protest against the freezing out of radio and TV newsman from the Korean trip of President Dwight D. Eisenhower.

A few minutes after James C. Hagerty, the President-elect's news secretary, had announced Thursday afternoon that a three-man pool would make the trip, protests started coming out of industry circles. The pool, as announced, will comprise one reporter, one still photographer and one newsreel man.

First to protest was Radio Correspondents Assn. It was soon joined by NARTB, National Assn. of Radio News Directors and network news executives. Within a few hours Thursday a whole series of objections had come from executives and organizations, all concerned over what they felt was an unjustified omission of radio and TV from the mission to Korea.

Stanton, Kinter Objectives

Industry reaction was uniform. CBS President Frank Stanton registered "the strongest possible protest against such discrimination." He called it "a dangerous precedent." ABC President Robert Kinter expressed "great concern over omission of representatives of the two largest mass news media." Other network officials took a similar stand.

Addition of both a radio and a television reporter to the Korean pool was asked by Harold E. Fellows, NARTB president. He pointed out that reporters for the electronic media are highly trained in their special type of work.

Hollis Seavey, president of Radio Correspondents Assn., referred to the pool as "an unprecedented decision denying representation" to radio and TV. He urged inclusion of radio and TV in the party.

Jim Bormann, WCCO Minneapolis, president of National Assn. of Radio News Directors, said the pool plan "was discriminatory to an alarming degree." He added that Gen. Eisenhower in effect would be "turning his back on millions of radio listeners and television viewers."

NBC President Joseph H. McConnell wired Gen. Eisenhower that radio and TV problems are separate and distinct from press and theatrical newsreels.

Confronted by rising pressure to bar them from covering current happenings, plus arbitrary official rulings, and court decisions, the electronic media find their problem is receiving closer attention inside and outside the government.

Last week the coverage question was discussed on several occasions — the Sigma Delta Chi convention in Denver, a broadcast debate on WWDC Washington (see story, page 97) and the CBS-Television Man of the Week.

Representing all sides of journalism, Sigma Delta Chi delegates at their national meeting (see story this page) reminded radio-TV reporters that the press had fought 150 years to attain the full privileges now enjoyed. There appeared to be agreement that broadcasters and telecasters face a similar battle, with good chance of success if they act with discretion.

Rep. Joseph W. Martin Jr. (R-Mass.), slated to be House Speaker in the new Congress, added an encouraging note to the radio-TV situation when he disagreed with Speaker Sam Rayburn's ban on radio and TV pickups from the House of Representatives. Appearing on the CBS television program "Man of the Week," Rep. Martin said he could not go along with the flat Rayburn prohibition. He contended the decision on radio and TV pickups of hearings and related proceedings should be left to individual committee chairmen. (See story page 97.)

CBS President Stanton's protest, addressed to President-elect Eisenhower, follows:

We have been informed by James Hagerty, your press secretary, that radio and television may not assign representatives to report your forthcoming trip to Korea. CBS desires to register the strongest possible protest against such discrimination.

There can no longer be any doubt that the country as a whole relies more heavily on radio and television for news and major events than on any other medium, and radio and television representatives must be able to obtain first-hand information if they are to discharge their obligations to the public.

We anxiously await your reconsideration. The existing proposal to confine your important mission with but one photographer, one newsreel camera, and one press association correspondent sets a dangerous precedent and should not prevail.

Mr. Fellows' telegram to Mr. Hagerty follows:

Urge reconsideration your proposal for news coverage of Korean trip. Respectfully suggest your program for three-man team does not give radio and television adequate opportunity to fulfill their responsibilities as news media.

There should be a radio correspondent especially trained in techniques of radio reporting including recording.

(Continued on page 38)

RADIO-TV EXCLUSION

Korean Pool for Ike Draws Protests

EQUAL ACCESS

Radio, TV Cautioned at SDX Meet

BROADCASTERS and telecasters were told last Friday that they will acquire access to information on a parity with the press as a natural evolution but not by elbowing their way into places they may not be wanted.

That was the substance of a report submitted to the 33d national convention of Sigma Delta Chi, national professional journalistic fraternity, in Denver. Implicit in the report was the view that television particularly at this stage should mind its manners and not expect the full privileges granted the press, achieved over 150 years of newspapering.

The report was drawn by a committee headed by Palmer Hoyt, publisher of the "Denver Post."

Radio-TV viewpoints were represented on the committee by Oliver Gramling, assistant general manager of the AP, and William Ray, director of news and special events, NBC Chicago.

It was learned that the original draft was modified after Mr. Ray had proposed to submit a minority report taking issue with certain observations regarded as errors of fact. These included allusions to the bright lights and noise of TV and to the desirability of a code of ethics for TV news handling.

These were deleted, it became known yesterday. It was pointed out that TV does not require bright lights and that there exists the NARTB television code which deals with news handling.

"Newsmen learned long ago," said the report, "that part of the campaign is a natural evolution of building slowly a public acceptance of methods and devices in gathering news, rather than to force them upon those who are reluctant because of their unfamiliarity with them and consequent fear of new methods and gadgets.

"Sigma Delta Chi certainly is on the record that it is sympathetic with the contention that television should enjoy the same rights as other elements of the press. The project of mapping a program of education of public and federal-civil authorities alike and selling them will not be a popular one. Nor will it include shortcuts. But it will be the effective method of achieving TV goals, as has been the result in the newspaper field."

Contending that newspapers do

(Continued on page 38)
GOLDEN TO NBC
Heads Spot Sales Research

APPOINTMENT of Richard W. Golden as manager of sales development and research for NBC Spot sales was announced Wednesday by H. W. Shepard, manager of sales development, advertising and promotion for the department.

Mr. Golden was formerly with Lester Lewis Assoc., New York, as a program producer and writer. Previously he was administrative assistant to the president of Theatre Network Television.

KMPC SALE
FCC Application Filed

APPLICATION for approval of the sale of KMPC Los Angeles from the estate of the late G. A. Richards to screen-radio-TV cowboy star Gene Autry and KMPC General Manager Robert O. Reynolds for $800,000 less about $230,000 quick net assets [B*7, Nov. 17, 10] was filed with the FCC last week.

FCC approval is asked for the assignment of KMPC’s license to KMPC Inc., with Autry-owned Melody Ranch Enterprises Inc. as 51% owner; Mr. Reynolds, 40%: Lloyd Sigmon, 3.33%: Wesley L. Nutten Jr., 4%; Oren Mattison, 1.66%.

Mr. Autry will be president of the new company; Mr. Reynolds, vice president and general manager; Mr. Sigmon, vice president and assistant general manager; Mr. Nutten, secretary, and Mr. Mattison, treasurer. Mr. Sigmon is the present assistant general manager, and Mr. Mattison, auditor of KMPC. Mr. Nutten is an attorney.

Other Autry Holdings

New to the transference is Mr. Autry, who already owns KOLON Phoenix, KOPO Tucson, and KNOC Nogales, Ariz. Mr. Reynolds increased his holdings from 7% to 40%. The other principals will maintain the same stockholdings they now have in the station.

In addition to the Richards’ estate, Frank E. Mullen, TV consultant and former NBC executive vice president, is a stockholder. He owns 10% of KMPC.

As an independent outlet, KMPC operates on 710 kc with 50 kw day, 10 kw night. It was established 25 years ago as "The Station of the Peaceful Valley." For the past five years it has held a construction permit to increase its nighttime power to 50 kw, directional, but due to technical difficulties it was found impossible to meet the requirements laid down by the FCC. Last September it turned back the CP to the FCC [B*7, Sept. 22]. KMPC is represented by H-R Representatives.

SCHECHTER FIRM
Enters Pub. Rel. in N. Y.

A. A. (ABE) SCHECHTER, prominent news executive, announced last week the formation of a new public relations firm, A. A. Schechter Assoc., with offices at 260 Park Ave., New York.

Mr. Schechter is widely known in radio, having directed the news operations of both ABC and Mutual during a career that has included service with Mr. Schechter with Crowell-Collier Pub. Co., Associated Press, International News Service and the old New York World among other newspapers.

He has resigned as a general executive of NBC preliminary to opening his new public relations firm [C*27, Oct. 27]. He was in charge of NBC’s revolutionary new television communication program, Today, a two-hour morning show, from its inception last January.

News Reporting

Mr. Schechter organized NBC’s world-wide news organization in 1935 and directed its operations until he entered war service. During this tenure he was credited with many innovations in news-casting, including the sale of Euso Reporter, which pioneered the field of radio news reporting under commercial sponsorship.

In 1941 he was named consultant to the War Dept. Bureau of Public Relations and subsequently served on Gen. MacArthur’s public relations staff in charge of communications on the South Pacific. He served in the Pacific area, attaining the rank of lieutenant colonel.

After the war he joined Mutual as vice president in charge of news and public relations. He resigned in late 1950 to join Crowell-Collier, where he became vice president in charge of public relations, a post he held until the first of this year, when he moved back to NBC as a general executive to handle special assignments.

KROW Contract

WHAT was reported to be "the largest sale of block radio time in the history of northern California broadcasting" was signed last week between KROW and Arthur Murray Dance Studios.

The contract calls for use of KROW facilities six nights weekly between midnight and 6 A.M. and totals 1,876 hours during the year. Russell, Harris & Wood is the agency with Ted Carlson representing KROW.

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BROADCASTING • Telecasting

RETAIL SPIRAL

RETAIL business promises to continue upward next year but the momentum to wage increases already has slowed down, although still on the upgrade, Richard P. Doherty, NATB employee-employer relations department manager and nationally known of Columbia Radio & Broadcasters Assn. Friday at the Sheraton-Belvedere Hotel, Baltimore.

"During the last few months, the net critical wages and prices in American industry have been at about 5 cents per hour, with 7% of new union contracts or renewals carrying no regular rate advances," Mr. Doherty said. "The number of 'no wage change' renewals will increase over the next six months but the overall average rise in straight-time rates will probably fall within a 2% or 3% range.

"However, with business holding up at current levels, such increases will cause a further upward pressure on operating costs and a thinner margin of profit, especially in business where payrolls are a substantial operating cost item. Avoiding further expansion in fringe or hidden labor costs will be necessary if management is to minimize profit-margin reductions in 1953."

Controls Relaxation

Mr. Doherty predicted wage controls will be washed up within five months and probably much earlier. Price controls will be relaxed, withdrawn in specific areas and finally scrapped except for a few critical commodities by late spring, he said. He estimated price ceilings over a broad range of consumer goods and services will exceed market price tags before the end of winter.

Whereas government spending has been the major stimulant to business, employment and prices since June 1950, Mr. Doherty declared the nation is entering a pe-

KORN Joins Geyer

GEORGE KERN, Benton & Bowles, New York, has joined Geyer Adv., also New York, as associate director of radio and TV media, Harold H. Jaeger, vice president and general manager, announced last week.

"Doris, darling, you would make me the happiest man in the world if you would do me the honor... too much contrast... do me the honor of becoming... no, that's the brightness... the honor of becoming my..."

Drawn for Broadcasters • Telecasting by Dick Wang

Foreseen by Doherty
At D.C.-Md. Meet

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RADIO SPIRAL

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Business, employment and prices
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RETAIL SPIRAL

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DRAWN FOR BROADCASTERS • TELECASTING BY DICK WANG

FORESEEN BY DOHERTY
AT D.C.-MD. MEET
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DRAWN FOR BROADCASTERS • TELECASTING BY DICK WANG

FORESEEN BY DOHERTY
AT D.C.-MD. MEET
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THE NATIONAL Collegiate Ath-
etics Assn.'s (NCAA) football tele-
vision program was denounced last week as an activity "in restraint of trade" that ignores "the public interest" and defended on the other hand as a legal plan to protect college football and pre-
serve the overall college sports cur-
riculum.

These divergent viewpoints were presented by Dr. Allen B. DuMont, president of Allen B. DuMont Laboratories, and DuMont Television Network, in the role of critic, and by Ass. S. Bushnell, director of the NCAA TV Committee at a luncheon meeting of the New York Football Writers' Assn. last Monday in New York.

Pointing out that the NCAA pro-
gram restricts the telecasting of college football to only one game per week, Dr. DuMont declared this is tantamount to telling the public that "you may see this game if you choose for you to see, but no other, not even those who had your personal desires may be." In similar fashion, Dr. DuMont asserted, NCAA says to the TV networks that "only one of you may carry this game and the rest of you are out of luck." Dr. DuMont charged that NCAA pressured the ABC to withdraw the ABC football program "so high that only a few of the finest college stations in the land can afford to sponsor it."

"I submit that this is morally and legally contrary to the con-
cept of our American free enter-
prise system," he declared. "It is restraint of trade ingeniously disguised by an academic cap and gown."

This year's NCAA TV series is sponsored by General Motors on NBC-TV.

Would Fight Threats
Dr. DuMont served notice that he would fight vigorously any threat to "the foundations of our incentive system." He noted this system made possible the support of inte-
 collegiate sports and the need to ac-
cuse the NCAA of violating prin-
ciples of the free incentive sys-
 tem that made its existence possible.

The attitude of NCAA, Dr. Du-
Mont continued, poses a paradox because educators have praised television as "the most effective means ever found for promoting understanding and enlightenment in almost every field." He cited statements filed with FCC last year by more than 800 educational in-
stitutions and systems whose ultimate goal was some 500 TV sta-
tions "not alone for teaching stu-
dents... but to acquaint the pub-
lic with all of their activities."

"Yet here is a case of many of these same institutions de-
cluding a trade association—the NCAA—
the rights and obligations con-
ected with one of their important
activities—football," Dr. DuMont

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DUMONT-NCAA DIFFER

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"NBC Sales Unified"

UNIFICATION of its radio and television network sales staffs, with an accompanying organization of "sales units" to service clients, an announcement was made by NBC last week [B'tv, Nov. 17].

Dr. James K. Herbert, elected vice president in charge of both radio and TV network sales last July, the reinte-
grated department will consist of three radio-TV sales divisions—Eastern, Central and Western—and two staff divi-
sions, Merchandising and Sales De-
velopment & Services.

George H. Frey, who has been vice president and director of television network sales, was elected vice president and sales director for both radio and TV, in overall charge of the selling activities

of the three sales divisions and of the work of the two staff divisions.

Walter D. Scott, who has been national sales manager for the radio network, becomes administra-
tional sales manager. He will act for Mr. Herbert in special sales, policy, and program assignments, and in departmental administrative matters. Mr. Frey and Scott will both report directly to Mr. Herbert.

Under Mr. Frey, each of the three sales divisions will be headed by a sales manager. They are:

Eastern Sales Div.—John Lanigan, formerly ABC vice president in charge of TV sales, is leaving that network to become manager of this division. Walter Gross, NBC sales representative in De-
troit, will report to Mr. Lanigan.

Central Sales Div.—Edward R. Hitz, who has been manager of the Eastern Sales Div. for the NBC-TV network, becomes Central Sales Div. manager with headquarters in Chicago.

Western Sales Div.—John T. Williams, former western sales representative for NBC-TV, be-
comes Western Sales Div. manager with headquarters in Hollywood.

Frank A. Berend, who has been

in charge of network sales there, moves to a new position on the staff of John K. West, NBC Holly-
wood vice president.

Of the staff divisions, also under Mr. Frey, the newly established Sales Development & Services Div. will be headed by George Mac-
govern, former administrative as-
sistant to Mr. Herbert, while the Merchandising Div. will continue under the direction of Fred N. Dodge, who established it.

Under Mr. MacGovern in the Sales Development & Services Div. will be: Frank Reed, former man-
ger of Television Sales Service, who becomes manager of Sales Services for both radio and TV, heading a department which includes a Radio Sales Services Sec-

(Continued on page 48)

Combines Radio, TV

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"Debate Football TV Controls"

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BROADCASTING • Telecasing

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Mr. Herbert

Mr. Scott

Mr. Dodge

Mr. MacGovern

Mr. Williams

Mr. Frew

Mr. Hitz

Mr. Lanigan
"RADIO, at today's cost levels, gives more for the money than any other medium of advertising we have ever used."

Those are the words of the veteran advertising executive of the Oklahoma Tire & Supply Co., which claims to be largest independent automotive chain in the world.

The growth of that firm from a single two-man store in 1918 to its present stature of 207 stores in four states has been intimately connected with radio.

Always a believer in advertising, Oklahoma Tire & Supply Co. early discovered that many of its customers were located in areas that were not covered effectively by newspapers.

An intensive study in 1934 showed that the 15 Oklahoma markets that it covered at that time were at least half "rural." Residents in those areas were not seeing advertising in newspapers.

As an experiment the firm appropriated $600 for radio to use over a four-month period on one station.

"The success of this first radio schedule was very gratifying," says D. C. Sperry, advertising manager, looking back on these early tests.

"The next year a second station was added in another market and the radio budget was increased to $3,000," he continued. "Again the success achieved with this new medium was sufficient to induce the company to go further into radio as an advertising medium."

Year after year new stations were added. In 1937 there were 16 stations on regular schedule. At that time the firm used one 15-minute musical program, Monday through Friday at noon. This was supplemented with spots at two other periods during the day.

"In 1941 Otasco, a name by which the company had become known through its radio programs, discovered the intense interest in news.

World events were occurring at such a rapid pace that year that the public was turning in ever increasing numbers to radio for quick and accurate reporting. The company bought all of the news programs that were available in all of its operating markets. By the end of 1942 the news schedule covered 81 stations throughout the firm's four-state territory.

The decision to concentrate on news proved to be the "jackpot," according to Mr. Sperry. Sales of tires, auto supplies and home appliances soared. Company officials were so pleased with this success that they have continued with the news format since that time. At present they are using 58 radio stations, located in 41 markets.

All of the regional and clear channel stations in the area are used as are 27% of the 250 w local stations. One third of Otasco's entire advertising budget goes for radio, a total of $180,000.

Advertising executives at Otasco have discovered that they get best result in sales by appealing to their audience at times the husband and wife are together. All advertising copy is "pitched" toward both. Because of this policy they use three daytime time periods: 7 to 8 a.m., 12 to 1 p.m. and 5:30 to 6:30 p.m.

To check the efficiency of this system the company makes regular surveys in specific markets with special bargains not advertised by any other medium and offered for a very limited time only. The store operators check the results and file reports with the home office.

In addition air checks are made in all markets by special crews. Stations never are informed when these checks are going to be made.

The entire history of the Oklahoma Tire & Supply Co. has been an unusual one. The firm was founded in a building with a 25-foot front in Okmulgee, Okla. Other stores were added in the border states of Arkansas, Kansas and Missouri.

In the 30s, the company expanded into the "associated" store field. These stores, each with an independent owner, now total 153. The company owns 54 stores in the larger markets of the four-state area.

ALL of the stock of the parent company is owned by officers and employees. Officers include: Maurice Sanditen, president; Julius Sanditen, vice president; Herman Sanditen, treasurer; Carl Kerr, secretary; Samuel Minsky, personnel director; D. C. Sperry, advertising manager; Abe Brand, sales promotion manager.

The firm places its radio advertising through Watts-Payne Adv. of Tulsa. The firm also handles much of the research done on radio advertising.

Early this year, the company opened a new $850,000 general office and warehouse building in Tulsa.

Mr. Sperry, who keeps a close watch on the entire advertising schedule, believes that radio copy should be easy to listen to. The company never uses long commercials and tries to get a "lot of selling appeal" into a few words. The advertising department supplements its agency research with its own and analyzes each station and program before making a purchase.

D. C. (Clem) Sperry, advertising manager of the firm. He superintends placing of advertising on 58 radio stations in the four-state area which the company serves.

OKLAHOMA TIRE & SUPPLY CO.'S EFFECTIVE POLICY:

Short Commercials for Impact

ASTUTE use of radio is reflected in the 18-year growth of Oklahoma Tire & Supply Co. From its first four-month broadcast test, the firm has steadily increased its use of stations throughout the southwestern states that comprise its selling area. Otasco and its agency carefully keep an eye on the type of program that interests the buyer, maintain a constant aircheck on sales impact of its messages, and adhere to a policy that short, to-the-point commercials do the best selling job.
**TRANSISTOR VALUE**

FIRST use of transistors at broadcasting stations will be in studio equipment, although eventually scientists working with these tiny semi-conductors hope to be able to use them in transmitters in place of power tubes, Dr. E. W. Engstrom, vice president in charge of RCA Laboratories, said Monday, following a news conference and demonstration at the RCA Labs. in Princeton, N. J.

Session was a forerunner of a series of technical conferences for RCA licensees, to which more than 50 executives and engineers have been invited to be brought up to date on RCA’s progress in the development of transistors. Demonstrating laboratory model radio and TV receivers and other devices possible with transistors from specks of germanium, Dr. Engstrom stressed the experimental nature of these instruments but commented:

“The demonstrations highlight the fact these transistors are today no longer entirely a research concern. They are, in the fields of radio and television, an immediate problem for advanced development by industry engineers who can learn how to put them to work in evolving more versatile, smaller, sturdier and eventually lower cost equipment for industry and public.”

**Portable Set**

Most spectacular of the transistor-equipped devices shown by RCA was a portable TV receiver, battery-operated and tubeless except for the picture—a single-channel operating receiver contained in a case no larger than that of a portable typewriter (12 by 13 by seven inches) and weighing only 27 pounds. Unit was said to get going red hot with its self-contained loop antenna up to five miles from the NBC-TV transmitter in New York and up to 15 miles when a small reel is added but this smaller reel will not reach 50 miles.

Questioning whether anyone would want to own a small-screen portable TV set, Dr. Engstrom said that the purpose of constructing the model was to show transistors in all TV receiver circuits to see what problems would arise and to make a start on their solution. He predicted that through transistors the size and weight of standard TV sets could be reduced appreciably, with costs dropping to about two-thirds of their present level (assuming no further inflation).

Use of transistors in “lookie-loo" portable TV transmitter such as was used at the political conventions, resulted in cutting the unit’s weight to about one-fourth and its power consumption to one-tenth (“An important factor when you are carrying your own power supply," Dr. Engstrom noted). Application of transistors to portable radios similarly reduced size and weight of these units, without noticeable change in quality in AM but lacking quite as much sensitivity in FM, in the present preliminary form of the transistor model. Reduction of size does not mean much in an auto radio, but here the importance of transistors is in heavy savings, the transistor receiver that was demonstrated needing only as much current as is used by the two dial lights.

**In Tiny Transmitters**

Use of transistors in tiny radio transmitters was demonstrated by a wireless phonograph jack for connecting a radio speaker to a record player and by a roving microphone-transmitter whose signal can be picked up and amplified by any battery operated receiver within 25 feet of the transmitter. A transistor ukelele and toy piano were also demonstrated as the application of transistors to electronic instruments.

The growing and refining of germanium crystals and the manufacture of transistors in the laboratory were demonstrated, with constant emphasis on the experimental nature of the operations and on the need for more much work before transistors can be mass-produced and before they can be used in commercial products. To expedite the developmental period, RCA is making four types of transistors available to other companies at prices ranging from $14 to $25 each.

In addition to small size and low weight, the transistor has the advantages of ruggedness lacking in vacuum tubes, of immediate response without need for warm-up time, and of the ability to operate on very low power, producing very little heat. However, Dr. Engstrom pointed out that transistors cannot just be plugged into a system in place of tubes but that their use called for specially-designed circuitry.

Far from replacing the vacuum tube completely, the transistor will work side by side with the tube and may even increase the tube market, Dr. Engstrom said. “This is because the transistor will allow the development of electron devices now undreamed of. Many of these devices will still require the work of electron tubes and in quantities that will continue to tax the manufacturing capacity of the electron tube industry. Thus, as transistors begin to replace certain tubes in present electronic equipment, the displaced tubes will find new jobs in new devices made possible by the development of the transistor.”

**BAB Budget**

May Hit $600,000; Ryan Re-elected

Cited at RCA Showing

Dr. Engstrom examines 10 types of transistors employed in demonstrations.

**Forecas** that Broadcast Advertising Bureau’s annual operating budget will pass the $600,000 mark by next March 31 was a highlight of BAB’s annual membership and board meeting in New York last week.

Other activities were election of officers and five new board members, appointment of new key committees and revision of membership dues and membership rules.

President William B. Ryan predicted that station membership, now at 696, will grow to about 750 by the March 31 close of BAB’s fiscal year and that in the same period more than $40,000 will be added to the current $620,000 annual operating budget. He said 145 stations have been added to membership rolls during the past seven months.

BAB Board Chairman Charles C. Caley, WMBD Peoria; President Ryan, Vice President Kenneth E. L. Little, and Assistant Secretary-Treasurer William L. Morison were re-elected.

Patt Is Treasurer

John Patt, of the Goodwill Stations, was elected treasurer to succeed Allen M. Woodall, WDAK Columbus, Ga., and Simon Goldman, WJTN Jamestown, N. Y., was elected secretary, succeeding William B. Quartz, WMT Cedar Rapids.

Joseph Baudino, Westhouseung Radio Stations, was appointed chairman of the Executive Committee; succeeded Edgar Cobak of WTWA Thomson, Ga., and Kenyon Brown, KWFT Wichita Falls, Tex., was named to succeed Mr. Patt as finance chairman.

New directors were added to the board. They were: Herb Hollister, KBOL Boulder, Col.; James H. Moore, WSLS Roanoke, Va.; Arch L. Madsen, KOVO Portland, Ore.; Van Eyergerberg, WCCO Minneapolis, and Ward L. Ingrism, KJH Los Angeles.

**Dues Structure**

The new dues for station members, following recommendations advanced by the finance committee after a four-month study, will be based on a monthly payment equal to the station’s one-hour rate. The change, which spokesmen said eventually will mean an increase in BAB income, is effective immediately but present members will be protected at the current rate of payment, which is based on one-half of the station’s highest published hourly rate (per month). New members who apply before Jan. 31 will pay dues based on the old formula as applied to rate cases in effect Nov. 17.

The dues structure for station representation firms and service organizations also was revised, to make the formula simpler.

The following were named to serve with Mr. Baudino on the Executive Committee: William H. Fineshriber Jr., MBS; Adrian Murphy, CBS Radio; and Messrs. Goldman, Cobak, Woodall and Quarton.

Named to the Finance Committee with Mr. Brown: John K. Herbert, NBC; H. Preston Peters, Free & Peters; George B. Storer, Storer Broadcasting Co., and Mr. Patt.

Robert Sweezy of WDSU New Orleans was reappointed chairman of the By-Laws Committee. Donald W. Thornburgh, of WCAU Philadelphia, and Mr. Hollister were named to assist him.

The new dues structure was named chairman of the Membership Committee, to be assisted by Charles T. Ayres, ABC; William McGrath, WHDH Boston, and John Meagher, KYSM Mankato, Minn.

**Kobak Lauded**

The board voted special commendations for Mr. Kobak for his contributions during two years’ service as chairman of the Executive Committee; for Mr. Patt, retiring Finance Committee chairman, and for out-going members of the board: William Beaton, KWKW Pasadena; George Hatch, KALL Salt Lake City; Eugene Katz, The Katz Agency, and Theodore Streibert, formerly of WOR New York; and for Messrs. Ryan and Sweeney and the BAB staff for the bureau’s progress to date.

Next board meeting is scheduled in late March in New York.
CATEGORICAL denial was made by 13 major league baseball clubs in Chicago Federal District Court last Monday in that they violated anti-trust laws or participated in an illegal conspiracy against the now-defunct Liberty Broadcasting System.

Liberty last February filed suit against the 13 American and National League clubs for $12 million under the Clayton and Sherman Anti-Trust Acts, which carry triple damages for treble damages. A co-defendant, Western Union Telegraph Co., named in April, petitioned Federal Judge John F. Barnes for a postponement in filing an answer, and will appear in court today (Monday) with its official reply to Liberty charges. All other defendants filed formal answers with the court last Monday preparatory to trial.

Liberty charges restraint of trade, and a conspiracy among the baseball clubs and Western Union in keeping its Game of the Day feature off the air by refusing to supply truck services. This, LBS says, resulted in cancellation of station affiliation contracts and several lawsuits. The alleged financial loss forms the basis of the network's immediate and irreparable damage claim. It charges defendants thereby restrained the flow of interstate commerce, an essential characteristic involving a federal anti-trust case.

Legal Implications

Defendants deny they are engaged in interstate commerce, but Liberty's legal advisors believe interstate commerce is involved by definition, although not actually participated in. They claim defendants have because LBS was engaged in interstate commerce and was affected adversely by the corporate defendants.

Because of Illinois' two-year statute of limitations, prior damages cannot be claimed by the broadcasting company. Claims, therefore, are based on the period following formal filing of the complaint against the ball clubs, Feb. 21, 1952. The amendment to the complaint, naming WU as a defendant, was filed April 11, 1952. Liberty's basic charges concern various agreements among the baseball clubs, between the American League and the National League, and between the clubs and WU. It alleges all these contracts are illegal, and will attempt to prove that even the basic patterns are in conspiracy, stifle competition and encourage restraint of trade.

The network also charges that, directly or indirectly, each of the 13 clubs controls, manages, owns or operates networks or stations, and shows a preference for these in signing over game broadcast rights. The clubs deny this, flatly.

Liberty claims WU operates as a common carrier under permissive rather than compulsory powers of FCC regulations, thus making WU, as a permissive common carrier, liable to suit. If its power were compulsory, the FCC regulations would have to be challenged.

The network claims the telegraph company, as a common carrier, is required by law to service anyone, in or outside a ball park, in sending messages. Liberty's stand is that it was refused WU service because of broadcast agreements between WU and the ball clubs. Defendants claim Liberty's application for service was rejected by WU "did not comply with applicable tariffs of Western Union on file with FCC" and did not comply with terms of agreements between the defendant clubs and WU.

LBS Rebirth?

FIRST glimmerings of a possible rebirth of the defunct Liberty Broadcasting System were seen last week when Barton McLendon, former chairman of the LBS board, filed a petition with the FCC against Southwestern Bell Telephone Co. in Chicago.

Petition asked the FCC to force Southwestern Bell to revise its tariff for Class A lines (100-5,000 cps) to permit them to be ordered for six hours per day, seven days a week on a monthly basis. Present tariff, petition charged, requires that Class A lines be ordered on a 16-hour per day basis.

Purpose of petition and daily requirement is to establish a regional network among KLIP Dallas, KELP El Paso and KLIB, Houston, Mr. McLendon said. All owned by Telecasting Corporation, owned by Mr. McLendon and his son, Gordon B., who was president of LBS during its two year operation on a national basis.

Network's Beginning

Genesis of LBS was in a 1948 southwest regional network which carried baseball games to affiliated Class A stations. In 1950, LBS applied nationally, carrying major league baseball games as the core of its program service. At the end it claimed more than 400 affiliates.

Inability to secure the rights to all the baseball games it needed, and the high cost of transcontinental lines were the two basic reasons for LBS' bankruptcy, according to Mr. McLendon. He announced cessation of LBS programing last May (B&T, May 19).

LBS sued 13 major league baseball clubs for $12 million on charges of monopoly and damages. Associated with the McLendons was H. R. Cullen, Texas oilman, and earlier petition for a temporary restraining order against the telegraph company was denied by Judge Barnes.

Answers were filed individually for each club and for three individuals. They include Ford C. Frick, National League president until this season and now Commissioner of Baseball; Warren C. Giles, National League president now, and Will Harridge, American League president.

National League clubs named are the Boston Braves, Chicago Cubs, New York Giants, Philadelphia Phillies, Pittsburgh Pirates and St. Louis Cardinals.

American League teams involved are Boston Red Sox, Detroit Tigers, New York Yankees, Philadelphia Athletics, St. Louis Browns, Washington Senators and Cleveland Indians.

Both National and American League clubs are represented in

Answer: By 13 Teams

McLendon Asks Tariff Revision

Firstly, who was the other co-chairman of LBS?

Mr. McLendon's petition recently filed with the FCC asks for a revision of the tariff for the services offered by Southwestern Bell.

Since Class C lines are good only for voice and for not over 250 miles, Mr. McLendon felt that Southwestern Bell's tariff was unjust and unaffordable. Due to the distance from Houston, El Paso is 573 miles from Dallas and 677 miles from Houston.

He figured that he could connect his three 16-hour teams with Class A lines would cost $9,063 per month. Same use of Class C lines would cost $411,707, Mr. McLendon estimated.

Mr. McLendon also pointed out that users order Class A lines for at least 16 hours daily discriminates against small and regional networks in favor of the larger and more powerful networks. Mr. McLendon charged. This makes it "economically unfair, for local or regional networks... from operating in competition with larger and more powerful networks except if such local or regional networks may operate close to 16 hours per day. The larger networks which operate for long periods each day are thus afforded a competitive economic advantage over smaller networks such as that proposed herein by Trinity Broadcasting Corp."

New program sources are required by many AM stations to meet the "competitive challenge of television," Mr. McLendon stated. The Southwestern Bell tariff and those of other AT&T subsidiaries "make it economically impossible for AM stations to join together in a network to meet the competitive challenge of Mr. E. S. Baker unless they operate for 16 hours per day every day of the week or very close to 16 hours per day," he said.

Mr. McLendon asked, therefore, that the Commission institute proceedings under Section 205 and 208 of the Communications Act of 1934:

(a) to establish charges, classifications, regulations and practices in the premise, which will be just, fair and reasonable. Under present baseball agreements, there are only three broadcast rules. Major League Rule 1-D, which went into effect Dec. 7, 1946, stated that from Oct. 5, 1951, in effect during the LBS was involved in re-creating Games of the Day broadcasts.

The broadcast and telecast rules agreed upon by the clubs gave each club exclusive rights on games from its park. A club could not authorize broadcasts or telecasts outside its home territory and within another club's territory. Home territory was defined as the

(Continued on page 66)
HARRIS RADIO-TV PROBE

HOUSE Commerce subcommittee resumes its probe into radio and TV programming Dec. 3, it was announced last week.

The schedule, prepared by Rep. Oren Harris (D-Ark.), chairman of the subcommittee, calls for the American FCC to be heard Dec. 3 and the American Assn. of Advertising Agencies Dec. 4.

Meanwhile, one other probe got underway on Capitol Hill last week and a third was scheduled to begin next month. A House Select Committee to Investigate Tax-Exempt Foundations began work last Tuesday. The Select Committee, headed by Rep. E. C. Gathings (D-Ark.), author of the resolution to investigate foundations for "un-American and subversive influences," is heard a series of foundations' charitable and experts. One, Dr. Vannevar Bush, war-time chief of scientific development, urged that the Committee recommend legislation requiring all foundations to make a complete annual report on income and grants made.

ABC-UPT

CAMPAIGN to persuade the Broadcast Bureau of the FCC not to ask for oral argument on the initial decision proposing to approve the merger of ABC with United Paramount Theatres [B&T, Nov. 17] got underway Broadcast Bureau Hearing Chief

...TV Los Angeles and WBKB (TV) Chicago and WSBM-AM-FM New Orleans, respectively] be renewed; that a finding be made that Paramount Pictures does not control Allen B. DuMont Labs, through its 25.5% stock interests, and that CBS be permitted to purchase WBKB (TV) for $6 million.

Date Effective

Initial decision will become effective 40 days after Nov. 13 unless the Commission decides otherwise. FCC regulations permit exceptions to be filed and oral argument requested within 20 days of the date the initial decision was issued.

The Commission is also being importuned to make a quick decision on Zenith Radio Corp.'s petition for a rehearing in Chicago's Ch. 2 [B&T, Oct. 27]. CBS asked that the Zenith petition be denied or, if not denied, that the WBKB license be conditioned so that CBS will be protected in event Zenith wins the channel. WBKB operates in Ch. 4, but is locked out in order to move to Ch. 2 in line with the FCC Sixth Report and Order [B&T, April 14].
DURABLE RADIO

NEVER has a new medium, once it out of existence, NARTB President celebrating the fifth anniversary of Communications Nov. 14.

President Fellows made the statement to support his viewpoint on "Will Radio Continue as a Major Communications Medium?" -subject of a panel studied with talks by two other leaders in the radio and TV field and which reach- ed some general conclusion.

The NARTB president, opening with definitions of radio's role in the public interest, as a public con- venience and as a public necessity, described the medium's growth from 400,000 sets in 1922 to 105 million today. "All but 2% of the people listen to radio," he said.

Others on the panel were Harvey Struthers, manager of WEWI Bos- ton, and Albert Saudek, director of the Ford Foundation Radio-TV Workshop.

"What can television do that ra- dio can't do better?" asked Mr. Struthers, describing radio's ef- fort in the face of TV intrudes, to improve its offerings both to pub- lic and advertiser. Radio offers advertising, at a cheaper rate, audiences all over the country and a continually improving technique, said Mr. Struthers.

'Lack of Imagination'

Mr. Saudek indicted radio, in- cluding university stations, for its "boothed" attitude toward TV, "sealing its full educational powers, saying the medium showed "a lack of imagination." Television, he said, must take over much of radio's field of speech for itself. Although he said, radio will con- tinue to be important.

In a panel on "Developments in the Use of Film in Television," Robert W. Sarnoff, NBC vice presi- dent, and Jack Chertok, president of Jack Chertok Productions Inc., Hollywood, shared joint billing.

Mr. Sarnoff saw no threat to home broadcasting by the advent of theatre video. "If 5,000 theatres holding 1,000 people each were filled for theatre television, that would eliminate only 8 million from a potential audience of 60 million which we have," he said.

He described technological de- velopments in electronic film making and simultaneous sight and sound recording on tape as two new methods which will bring greater development of good filmed pic- tures. He also reported excellent audience response to such top doc- umentary and educational features as the Ford Foundation's new " Differences " and the weekly series, " Victory in the Pacific."

Mr. Chertok predicted Hollywood and New York would become TV film making centers, with Chicago a possible third. Types of shows shown to be good for filming are westerns, dramatic half-hours, sit-

Cited by Top Figures at Boston U. Event

has become generally accepted, gone by Harold E. Fellows told a group Boston U.'s School of Public Rela-

tion comedy and documentaries, he said.

Both panelists saw a big advan- tage for TV filming in flexibility of program. "If the sponsor wishes to choose the sponsor, the time he prefers, and permits editing and re- doing of scenes.

100 W NIGHT

Given on Class III Ch.

THE FCC re-interpreted one of its regulations last week when it reversed a hearing examiner and granted KSOK Arkansas City, Kan., permission to operate night- time -- with 100 kw. on 1240 in regional frequency 1280 kc. KSOK operates on that channel with 1 kw. daytime at the present time.

Last week's decision by the Com- mission declared that an applicant did not have to meet all require- ments--it could prove the 100 kw. requirement was uneconomic or engineer- ingly impracticable.

Other two requirements for ex- ceptions to the 100 kw. specification are (a) to other transmission facil- ities to cover the country, and (b) no local channel available. These, pre- sumably, must be both met. Al- though station made no major ef- fort to prove inadequate economic support for 500 kw. operation, it had stressed that 3-element array nec- essary to meet engineering prac- ticalities, at cost of $360,000, was impracticable. Difference between that and non-directional 100 kw. opera- tion was 1,200-1,500 kw.

With 100 kw. nighttime power, non-directional, KSOK estimated it will cover 98% of Arkansas City's 12,762,762, and 15,556 to its 8 mv/m interference-free con- tour.

Fausta Puffenberger

FAUSTA M. PUFFENBERGER, 61, secretary to FCC Comr. Robert Puffenberger, will be parked soon, Friday afternoon, Thursday night by a bus near Commission headquarters in Wash- ington. Miss Puffenberger, native of Seneca County, Ohio, joined FCC in 1927, as secretary to Comr. Bartley, then head of the Tele- graph Division. Miss Puffenberger from 1937 to 1940 was secretary to the late Comr. Thad Brown and in 1946 became aide to General Counsel Benedict P. Cotton. She rejoined Com. Bartley's office when he was named to the Com- mission in February. Burial is to be in Bryan, Ohio, following serv- ices in Washington today.

VOTE UP 30%

In 40-City Radio-TV Poll

INCREASE in the total vote during the recent Presidential elections averaged 30% above 1948 in the 40 cities that have reported to NARTB their part in the nation- wide radio-TV campaign to bring out a record vote.

These cities show a total vote of 12,858,000, representing about one- fifth of the national votes cast. The figure compares with 9,647,670 votes in the same cities in the 1948 Presidential election.

Radio and TV have been credited by American Heritage Foundation with a heavy share of the credit for the big turnout of voters [B'T, Nov. 10]. The vote rise in the 40 reporting cities compares with a national increase of 25%. Figures from broadcasters are being compiled by John H. Smith, Jr., of NARTB.

Vote figures for the 40 cities, as reported to NARTB by radio and TV stations in those areas, follow:

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BROADCASTING • Telecasting
The 1952 Iowa Radio-Television Audience Survey offers new proof of radio’s tremendous, penetrating impact on Iowa families and Iowa living.

In the 1952 Survey, each of 1,164 families kept an “In-Home Activities Diary”, quarter-hour by quarter-hour, the day following their interview. The diaries showed, among many other things, that radio-listening is by far the most dominant activity in Iowa homes. Iowa people depend on radio not only for recreation and entertainment, but also for most of their news, their farm and market reports, their home-making hints, their cooking recipes, their religious and educational inspiration, etc. Radio reflects life, in Iowa.

Dr. F. L. Whan of Wichita University and his staff personally interviewed 9,143 families for the 1952 Study. Their response has furnished much new and authentic data which will be of greatest value to every advertising and marketing man who has a stake in Iowa. Write today for your copy of the 1952 Survey—or ask Free & Peters. It will be sent you free, of course.
AGGREGATE of 185 years of service to WCKY Cincinnati are represented by these employees, who were awarded diamond "microphone" pins by the station for more than 10 years. Program-General Manager L. B. "Bill" (center, r) presents pin to George Moore (center, l), account executive with 23 years, dean of the group. Others and years service (l to r): Arthur Gillette, chief supervising engineer (19); Bud Spenos, control engineer (16); Mrs. Essie Rupp, continuity and music director (15); Thomas Were, maintenance (16); Adrian Lents, control engineer (12); Paul Sommerkamp, sports editor (10); Charles H. Topmiller, station manager (21); Mrs. Jeanette Hinz, traffic manager (21); Alex Sanford, maintenance (11); John E. Murphy, news director (10); Robert Fleming, promotion manager (10). Gold pins went to eight other staff members for five to ten years service.

COLUMBIA NAMES

Three New Executives

SERIES of executive appointments at Columbia Records Inc. was announced last week by Paul Wexler, vice president and director of sales and merchandising, on the heels of Terry Southard's appointment to national sales manager effective Dec. 3.

Changes, also effective Dec. 1, are: Div. Manager Bill O'Boyle to supervise Columbia's Canadian distribution, and New York, New Jersey and Connecticut territories, and Bill Nielsen, Chicago Div. manager, to be sales manager for Okeh Records. Another shift places Stan Kevan, merchandising manager for Popular Records, as general merchandising manager of the firm.

WKRC SALES

Taft Reports Increase

DAVID G. TAFT, vice president of Radio Cincinnati Inc., and managing director of WKRC Cincinnati, announced last week that time sales for the past six months (May-Oct.) exceeded by 21.6% a similar period in 1949, a peak year.

Mr. Taft pointed out that 1949 was the last year that Cincinnati radio stations were comparatively free of video competition. He added that now, "in a market of 500,000, having seven radio and three TV stations, WKRC . . . national sales are up 24.8% and local sales up 17.4%.

FTL New Switchboard

DEVELOPMENT of a Television Mast Switchboard for increased operating control and flexibility was announced last week by Federal Telecommunications Labs., Nutley, N. J., research associate of IT&T. The unit permits channeling six separate inputs to six destinations by means of indirect relay switching.

SHEDD A SKS

To Retain Rebroadcast Cut

REP. HARRY R. SHEPPARD (D-Calif.), previous critic of network programs practices, petitioned FCC last week to reestablish the station reporting provision of the modified rebroadcast rule, withdrawn by the Commission following petitions of protest by major networks, NARTB and stations [B&T, Nov. 3]. Rep. Sheppard charged he had not been properly served with the petitions as required by FCC rules.

Rep. Sheppard asked the Commission to restore the original proposed requirement that stations must report within 10 days the reason for refusing permission to rebroadcast their programs. This burden upon the licensee was removed when FCC issued the modified rule a fortnight ago.

The congressman also asked that amendment of FCC's rebroadcasting rules include a clause similar to the following:

No station shall refuse authority for the rebroadcast of any program transmitted to it by its facilities, unless such organization shall file, with the Commission, a notice of its refusal to extend such rebroadcast authority, and within five days after such notice shall produce and present the program in question, together with the petition of such costs were defrayed by any other person, firm, corporation or sponsor.

"I wish to inform the Commission," Rep. Sheppard said, "that I have been authorized in writing by over 165 broadcast station licensees of the nation to present, on their behalf, that these stations favor the enactment of rebroadcast legislation similar to that outline above."

He also charged NARTB's petition did not reflect the desires of all member stations, "hundreds of which know nothing about the petition and many of which strenuously object to the contents.

Gordon Brown, owner of WSAV Rochester, N. Y., and longtime network program control opponent, earlier petitioned for review of the FCC action [B&T, Nov. 17].

CBS-TV Documentary

CBS-TV will present what was described as the first full-hour documentary prepared for and by television next March when it broadcasts "News Resources: Freedom," the recently concluded report of the President's Materials Policy Commission. Commission, created to study the materials problem of the U.S. and its relation to the free nations of the world, was headed by William S. Paley, board chairman.

Mathews to D-F-S Post

NORMAN MATHEWES, TV film production supervisor at Rutherford & Ryan, New York, moves to Dancer - Fitzgerald - Sample, that city, as manager of network and television commercial production.
MISTER... IT'S ALL OVER TOWN!

16 NEW ACCOUNTS JOINED WNHC RADIO IN THE LAST 17 BUSINESS DAYS

BETTER programs + NEW merchandising = MORE sales

a WNHC advertising dollar makes more sense!

WNHC NBC 1340 KC
NEW HAVEN, CONNECTICUT

AM - FM - TV

New England's first complete broadcasting service
Small wonder...

Remember when microphones were big as china plates and twice as fragile? See what a difference research and experience have produced.

Spot radio has developed in much the same way. Gone are the hit-or-miss techniques, the waste motion of yesterday. Today, the spot business is a complex and vastly efficient science. And its foremost practitioner—by virtue of twenty years of growth, study and front-line experience—is CBS Radio Spot Sales.

Today, we’re 81 people—all radio people. There are 22 account executives, with six years’ average local-station experience behind them...so they know station operation from the inside. (Our department heads have been around, too. They have an average of 13 years in radio!)

The account executives are bulwarked by the biggest research, sales service and promotion departments in spot...so they have at their fingertips all the information you need to engineer a successful sales campaign. They’ll give you complete information on 13 major markets...provide the best availabilities for you...and show you just how many men, women and children your sales message will reach. (You can also predict your results with considerable certainty. For the 13 stations we represent are “Radio’s Royal Family.” Each one delivers the largest average total-week audience in its market, month after month!)

Small wonder then that advertisers and their agencies find CBS Radio Spot Sales gives them better service...insures bigger results. Call us when we can do the same for you.

CBS RADIO SPOT SALES

Equal Access (Continued from page 38)

not fear television as a competitor that will "chase them out of business," the committee said that newspapers discovered that they thrived, rather than died, with radio. "History has repeated itself with the advent of the third major medium, television."

A spirited discussion of the whole issue of direct broadcasts and telecasts of news events occupied the closing session Thursday afternoon. Moderator was Clifford F. Weigle, journalism professor of Northwestern U. Participants were Frank E. Mullen, executive vice president of NBC; Jack Foster, editor, The Rocky Mountain News; Ray Campbell, attorney and president of the Denver Post, and Mr. Ray.

"It is only a matter of time until radio and television will be allowed access to public functions of government," Mr. Ray declared. These media, he argued, can so arrange their technical equipment that they will be no more intrusive than a reporter taking notes. "We want the same rights as the press," he asserted.

Agreeing with Mr. Ray, Mr. Mullen said that radio and television "are just as much entitled to get the news as anyone else.

Proper Attitude Urged Mr. Mullen urged newspapermen not to regard radio and television as antagonists or as competitors. What you are going to permit radio and TV to do," he said, "is what you're going to permit the press to do," because freedom of the press is a "common problem." In presenting the viewpoint of a practicing newspaperman, Mr. Foster declared himself as "unequivocally opposed" to broadcasts or telecasts from courts, committee hearings, or press conferences. They would tend, he argued, to "freeze the news at its source" by making the danger of verbal slips more pronounced than at present.

As the second newspaperman on the panel, Mr. Campbell disagreed. While pointing to the obstacles radio and television must overcome to obtain equal rights with newspapers, he said that he would "not be unhappy if radio and TV people can get themselves included by the courts" in theter" of the press. He pointed out that only one court thus far has upheld the rights of radio and TV to broadcast legislative proceedings.

Newspapers do not have unlimited rights to gather the news, Mr. Campbell explained. They are limited by the "inherent power of the court to control the courtroom, notwithstanding the freedom of the press clause." The legislature, he continued, also has the right to punish summarily any infringement of its powers to carry out its functions.

Mr. Foster argued that admission of radio and television into Presidential press conferences might cause the President to abandon his weekly press conference rather than face batteries of microphones and cameras.

Mr. Ray answered that "we don't want to go into the President's press conference" because radio and television recognize the limits this might impose on the free utterances of the Chief Executive. From the floor, however, Eugene Cervi, publisher of Denver's Cervi's Journal, said he thought radio and television should enter the press conferences to "end the danger of paraphrase.

Mr. Cervi referred to the reports following the unsuccessful effort of the President to seize the steel mills in which it was alleged that President Truman felt he had inherent powers to seize even the press if necessary. Mr. Cervi said that the presence of radio and television at the conference would have eliminated the controversy.

LABOR ACT

FUTURE of the anti-featherbedding provisions of the Taft-Hartley Act are in the hands of the Supreme Court, after oral argument last week on two cases involving made work. Supreme Court's ruling is expected to be of significance to broadcasters.

One case involves the American Federation of Musicians' attempt to force Gamble Enterprises' Palace Theatre in Akron, Ohio, to use musicians when "name" bands performed on the stage [B&T, Oct. 20]. The other case involves the setting of "bogus" type by printers. This involves the setting of type for advertisements which are submitted to newspapers in matrix form.

The National Labor Relations Board appealed to the Supreme Court in the theatre case, when a Cincinnati Court of Appeals overruled its decision that Gamble Enterprises not have a case against APM. The American Newspaper Publishers Assn. appealed a Chicago Court of Appeals decision that the Taft-Hartley Law does not permit payments for "bogus" typesetting.

In the course of the argument by Cleveland attorney Frank C. Heath in behalf of Gamble Enterprises, Justice Robert H. Jackson observed that Congress failed to meet the question of made work when it passed the Taft-Hartley Law. "Congress walked up to it and then backed away," he said. "It has been unwilling to solve the economic problem."

At issue is the interpretation of Section 8(b) (6) of the labor act. This makes it an unfair labor act for a union to force payments for work "not performed or not to be performed."

TUBE Dept. of BCA has launched a series of electronics symposiums designed to acquaint equipment manufacturers with BCA's present and future development and application of a wide range of electron tubes, semi-conductor devices and component parts.

WWSW MOVE

Prods Court on 'Thaw'

MOVE to speed up court consideration of its appeal from FCC's Sixth Report and Order which fixed TV channel assignments in the U. S. last week by WWSW Pittsburgh.

Station filed a petition with U. S. Court of Appeals in Washington, D. C., to dispense with the need for WWSW to file its "tor- minous and cumbersome" record in its June petition for review of the non-assignment of Ch. 4 to Pitts- burgh by FCC in its June 16. Record is not necessary to make a finding, WWSW said.

Instead, WWSW asked the court to order briefs to be filed on the case by 30 days after Dec. 1. the court indicated that WWSW asked that a pre-hearing confer- ence be ordered to determine whether or not the filing of the record was optional. If WWSW TV freeze leading up to the issuance of the thaw order last April [B&T, April 14] cannot be avoided.

At the same time, WWSW petitioned the court for permission to amend its petition in order to bring it up to date.

Facts Related In a copy of the amended petition, which accompanied the motion for leave to amend, the facts concerning the FCC's assignment of Ch. 4 to Irwin, Pa., [B&T, Nov. 8] were brought to the attention specifically forbade Pittsburgh applic- ants to apply for Irwin's Ch. 4. It did, however, permit appli- cant from Braddock, Pa., to apply. This court indicated that WWSW, in favor of Braddock, WWSW averted. It filed a motion with the FCC two weeks ago to stay the effectiveness of the Ch. 4 assignment to Irwin [B&T, Nov. 17].

In its original petition for the court to review the Pittsburgh sta- tion's grievance, WWSW empha- sized that although Pittsburgh is 162-old miles from the transmitter of WLWC (TV) Columbus, Brad- dock was 160.31 miles distant. FCC rule specifies minimum of 170 miles for co-channel separation. It called on the court to find that the FCC's reasons for not assign- ing Ch. 4 to Pittsburgh or Brad- dock are improper and to remand the case back to the FCC for a redetermination.

The WWSW appeal to the court from the FCC's Sixth Report and Order was the first such taken. At one time there were five ap- peals in the courts, but FCC's revisions of its Sixth Report and Order resulted in two being with- drawn. As of now there are four in the courts, the latest being that of WSAL Logansport, Ind., which questioned the legal basis for the "inflexibility" of the Commission's table of assignments.

AD CLUB REVIEW

L. A. Panel on TV Slated CURRENT status of the TV business will be reviewed by a panel tomorrow (Tuesday) at the 40th anniversary meeting of the Los Angeles Ad Club at that city's Hotel Statler.

Panel, moderated by Don Tatum, ABC Western Div. direc- tor of TV, comprises Klaus Lands- berg, KTLA (TV) Hollywood, whose topic is on price and value of the medium; Al Simon, head, Al Simon Productions, Hollywood, and producer, NBC-TV's I Married Joan film series, on producing films for TV; Nat Wolff, vice president in charge of radio-TV production, Young & Rubicam, New York, on "Advantages of Package TV Shows"; Hal Roach Jr., vice presi- dent and executive producer, Hal Roach Studios, Culver City, on pro- ducing TV spot commercials.

AMVETS Comdr. Marshall E. Miller (third from I) presents Sigma Delta Chi officers a resolution commending radio, TV and the press "on their consistent- ously good presentation of the Korean war news during the hectic and demand- ing days of the election." At presentation in Washington's Shoreham Hotel were (I to r) Theodore F. Koop, Washington news director, CBS Radio; Howard L. Kany, AP's Washington Bureau; Comdr. Miller, and John C. O'Brien, Washington Bureau, Philadelphia Inquirer.
Independent Retail Grocers in Baltimore say:

WFBR's the station for us!

Every year since 1936, the powerful Independent Retail Grocers Association of Baltimore has turned to Baltimore's promotion-minded, know-how station, WFBR, to make sure their Annual Food Show, held at the Fifth Regiment Armory in Baltimore, goes over with a bang.

Every year WFBR has thrown the full weight of its promotion, programming, merchandising and production departments behind this great food event.

The result? Every year, bigger crowds, more exhibitors, better displays—and firmer loyalties, friendship and cooperation between the 2765 members of the Independent Retail Grocers Association and WFBR.

To the left, you'll read what Joseph Manning, executive secretary of the Association thinks of us. Elsewhere, a list of food and allied accounts we've carried this year.

One last word: it's more true today than ever, for real showmanship, solid merchandising and active, day-in, day-out promotion, you need

---

"WFBR's know-how and showmanship have been invaluable to our Association for over 16 years by their cooperation in our Annual Food Show—just as independent grocer cooperation has helped make WFBR dominant in grocery and allied products merchandising."

(Signed)

Joseph Manning

---

LET'S LOOK AT THE RECORD!

The following food and allied accounts have been on WFBR in 1952:

Becker Pretzels
Cleveland Farms Dairy
J. M. Filbert
Schmidt Baking Co.
Kress Farm Dairy
Koester Bakery
Eska Products
Albert F. Goetzl, Inc.
Hendler's Ice Cream
Baltimore Spice Co.
Levering Coffee Co.
McCormick & Co.
Greenspring Dairy
Wilkins Coffee
Royal Dunloggin Dairy
Park Sausage
Pepsi Cola
Delrieu Dairy
Grass Noodle Soup
Camel Cigarettes
Fab
Florida Citrus Commission
G. Washington Coffee
Ivy Soap
Ivy Flakes
Ivy Snow
La France
Nucoa
Sterling Salt
Ward Baking Co.
Raisin
Rival Dog Food
Windex

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ABC BASIC NETWORK • 5000 WATTS IN BALTIMORE, MD.
REPRESENTED NATIONALLY BY JOHN BLAIR & COMPANY
Radio-TV Excluded from Ike Pool
(Continued from page 22)
voice interviews. There should be a television cameraman in addition to newscast cameramen since techniques here differ markedly too.
Realizing that the President has qualified as news media of the first order and merit equal consideration.

Mr. Seavey wired Mr. Hagerty as follows:

Radio Correspondents Assn. respectfully protests unprecedented development. We urge the President-elect to consider this possible as long as the safety of the President-elect is not jeopardized.

Mr. Bourman sent the following protest to Mr. Hagerty on behalf of the radio-TV correspondents group:

This office has been advised that radio and television newsmen will be excluded from the group that will travel with President-elect. We understand that the press and newsmen will accompany the General and report his trip on all media. If that is the case, the NARPD respectfully reminds the General that this would appear to be discriminatory to an alarming degree.

We urge you to point out to the General that through this omission of radio and television, he will in effect be turning his back on millions of radio listeners and television viewers. We present these representations as strongly as possible, urging reconsideration of present plans.

ABC President Robert E. Kintner sent the following telegram to Gen. Eisenhower:

We note with great concern the report that our newsmen will not be invited to attend the two largest mass news media—radio and television—have been omitted from the pool of newsmen coverage of your Korean trip. Confident that this is an oversight in plans, we respectfully urge that it be corrected before you leave along with pool representatives of the press, stills, and newsmen.

NBC President McConnell's wire to Gen. Eisenhower follows:

Respectfully request reconsider arrangements for coverage your proposed trip to Korea. Realize there are numerous difficulties and no provision made for the two biggest mass communications media, radio and television news representatives to round out your trip. We have visited with pool representatives of the press, stills, and newsmen.

NBC President McConnell's wire to Gen. Eisenhower follows:

Joins Others

Weber, the Kansas City Star correspondent, and Editor of the Associated Press, has been assigned to the Far East. The Star reports that Weber will join the press corps for the Korean trip and will be present at the opening session of the International Press Conference. Weber is the second American correspondent to be assigned to the Korean press corps. The first American correspondent assigned to the Korean press corps was Ralph W. Stover, of the Chicago Tribune.

Radio-TV START

KFAC-TV starts

KFAC-TV, the independent television station in Austin, Tex., will commence operation Thanksgiving Day with coverage of the traditional Franklin Pierce game between Texas U. and Oklahoma. The program will be sponsored by Humble Oil & Refining Co.

Announcement by Manager John K. Kellar also stated that construction work will be completed by Nov. 30, thus making the completion of the station possible.

KTBC-TV START

Set for Thanksgiving

FOUR days ahead of schedule, KTBC-TV Austin, Tex., will commence operation Thanksgiving Day with coverage of the traditional football game between Texas U. and Oklahoma. The program will be sponsored by Humble Oil & Refining Co.

Announcement by Manager John K. Kellar also stated that construction work will be completed by Nov. 30, thus making the completion of the station possible.

KTB-I- TV, the independent television station in Austin, Tex., will commence operation Thanksgiving Day with coverage of the traditional football game between Texas U. and Oklahoma. The program will be sponsored by Humble Oil & Refining Co.

Announcement by Manager John K. Kellar also stated that construction work will be completed by Nov. 30, thus making the completion of the station possible.

Not Keystone Comedy

EVEN cops are TV conscious. One Washington police inspector, addressing a detail in front of the White House last Tuesday when Presi- dent-elect Dwight D. Eisen- hower conferred with Presi- dent Truman, cautioned his men, "Remember, we are on television, and this is going all over the country. Face the crowd and don't turn away when we're on television. I don't want you to look like a bunch of Keystone cops."

TURNER NAMED

To Gen. Teleregist Post

GREAT TELERADIO Inc., the Gen- eral Tire & Rubber Co.'s radio subsidiary, has employed a motion picture exploitation expert who will "direct his efforts to accelerating attendance in motion picture theatres through radio and television advertising."

He is Terry Turner, former director of exploitation for RKO Radio Pictures. He joins General Teleradio Dec. 1.

The starring player in the exploitation story is "King Kong," a 21-year-old for example, and in connection with such other pictures as "Snow White and the Seven Dwarfs," "Hitler's Children," and "The Mummy," and "Lusty Men." The "fabulous grosses" on these pictures were cited as evidence of his success.

It was noted that during his tenure with RKO Mr. Turner used radio and TV with considerable success in the promotion of "King Kong" after a 21-year layoff for example, and in connection with such other pictures as "Snow White and the Seven Dwarfs," "Hitler's Children," and "The Mummy," and "Lusty Men." The "fabulous grosses" on these pictures were cited as evidence of his success.

Mr. Turner, formerly in the newly merged network, was in charge of advertising, publicity and exploitation for Loew's Theatres and director of exploitation and advertis- ing for RKO Theatres and the Radio City Music Hall in New York before moving to RKO Radio Pic- tures.

General Teleradio includes Mu- tual, the Don Lee and Yankee Networks, and WOR-AM-TV New York.
Highest rated daytime
TV show
you can buy

The Kate Smith Hour
4 to 5 p.m., EST

To reach and sell the women of America, you should have these advantages—Kate Smith’s exclusive advantages:

1. A rating that’s still climbing. Compare this October’s 12.2 to last October’s 11.5*.
2. Reaches more homes than any other daytime TV show*.
3. Twice the sales effectiveness, per dollar spent, of the average TV show. (NBC’s study, “TV Today.”)
4. No network competition.
5. Big 57-station live network.
6. A merchandising natural. NBC’s Merchandising service will help you capitalize at the point of sale on Kate’s famous name and faithful following.
7. Demonstrated selling success with these famous advertisers represented now: Procter & Gamble, James Lees, Nescafe, Doeskin, Block Drug, Johnson and Johnson, Pillsbury, Gerber, Penick and Ford, Minute Maid, Simoniz, Knomark, Glidden, Toni.

Add the inherent advantages of television—action, product demonstration, personal selling—and you have the most assured advertising buy you can make in the lucrative women’s market.

*Nielsen October (Average Audience)

NBC Television
a service of Radio Corporation of America
Lesson learned! Everyone should know by now that radio is the best way to chalk up sales in Los Angeles. It's a principle you'll profit by. Because 99% of all homes in metropolitan Los Angeles are radio homes.

Reducing this factor to an even simpler form, we know that for every TV set owned in Los Angeles, there are nearly 4 radios. Radio's at the head of the class. And for the first half of this year, KNX made the grade far better than all other
Los Angeles radio stations, winning 42.7% more quarter-hour firsts than all these stations combined. At night, too, when TV viewing hits its highest mark, KNX delivers more families than the average of all TV stations...at less than ½ cost!*

Lesson learned? Let's go over it once again: In Los Angeles, radio reaches just 1% less than everybody! And your best sales primer in Southern California is 50,000-watt KNX...the most listened-to station in Los Angeles. Class dismissed.

*Class A one-minute announcements
LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEADERSHIP IS EARNED

30 years of skillfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR’s and WSYR-TV’s local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYR ACUSE

AM • FM • TV

NBC AFFILATE — The Only Complete Broadcasting Institution in Central New York
In England, in the 18th century, people were taught to write on "sand tables." Novices practised on the sand surface; the two boards were used as "erasers."

Though we live in one of the world's most literate nations, people must still be taught to write, to read, to add or subtract. But they never need be taught to listen.

That's why radio is and always will be such a potent medium of communication, of education, of advertising.

And because Westinghouse radio stations believe in making programs listenable... first, last and always... they continue to increase their audiences in six leading market-areas: Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon.

Advertisers needn't be taught that these audiences comprise a substantial slice of the country's purchasing power!

WESTINGHOUSE RADIO STATIONS Inc
WBZ WBZA KYW KDKA WOWO KEX WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
<p>| SUNDAY | MONDAY - FRIDAY | SATURDAY | ABC | CBS | NBC | ABC | CBS | NBC | ABC | CBS | NBC | ABC | CBS | NBC | ABC | CBS | NBC | ABC | CBS | NBC |
|--------|----------------|----------|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|-----|
| 6:00 PM |                |          |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |     |
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<td>CBS</td>
<td>MONDAY</td>
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<td>News of the Morgan Reedy</td>
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**Note:** The table above represents a schedule of programs broadcast on various channels on the specified days and hours. Each entry includes the day, hour, and a brief description of the program. The table format allows for easy reading and comparison of the various programs across different channels and days of the week.
Top Coverage
...for bigger Western sales!

NBC's hard-hitting team of radio stations scores sales every time it carries the ball for you!

When your advertising message is put in play by the NBC Pacific Coast Network, it reaches a bigger western audience than any other network...or any other medium of advertising.

And at lower costs-per-thousand than any competitive network!

An estimated 30 billion dollars will be spent by consumers on the Pacific Coast in 1953!

Kick off your west coast advertising campaign on NBC Radio and get your share! NBC's extra lift will send your sales soaring over your 1953 goal.

Consult your local NBC Sales Office for full details on availabilities.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
Early Hill Deliberations Are Underway

SIMPLIFICATION of electronic equipment and special inducements for technicians to reenlist in the armed services have been offered as two solutions to the manpower problem facing the electronics industry.

The recommendations were given by Richards W. Cotton, chairman of the Electronics Production Board, in addressing the Armed Forces Communications Assn. of Boston in that city Nov. 14.

Mr. Cotton said the problem was a shortage of experienced engineers and an inability of the armed services to keep trained technicians. Engineering shortage will continue for several years, he predicted.

Mr. Cotton, who also heads National Production Authority's Electronics Div., said production of military electronic products reached over $200 million last month, although 95% of the items was newly designed. He urged the armed forces to simplify equipment.

The government official lauded the industry for speeding in-plant training programs for student and junior engineers.

Set Price Controls

Production control law also governs price ceilings on radio-TV receivers which are now exempt components which OPS recently recontrolled. OPS noted the increase in defense purchases and spread of components output to other than the electronics field.

When OPS reimposed component controls, RTMA took the issue to the Economic Stabilization Administration under Mr. Putnam, charging the recontrol order was "arbitrary and capricious" [B'T, Nov. 3, Oct. 27].

In a letter last week to A. D. Plamondon Jr., RTMA president and board chairman, and James Scerrett, RTMA executive vice president, Mr. Putnam acknowledged the association's original protest to OPS and a subsequent appeal to the Economic Stabilization Agency (ESA). He said he is studying them and "discussing with OPS the consideration of which they have given to the problem." On the conclusion of this investigation, he promised to communicate with you.

RTMA's efforts to reverse the order were reviewed last week by its Parts Div., another Committee and Tube Div. in quarterly group meetings held in Chicago and New York (see separate story).

What sort of legislation may come out of the 83d Congress was anybody's guess but speculation that, as long as the Korean war continues, provision will be made for at least standby controls, as suggested by Sen. Capehart. There were other indications of moves to let controls expire next April 30.

In the event of the latter contingency, activities of such agencies as OPS, the Defense Production Administration and National Production Authority would be greatly curtailed and, perhaps, even eliminated.

COMM. EMPLOYMENT

New Post-War Peak in Aug.

EMPLOYMENT in the communication equipment manufacturing industry moved upward in August to a post-war peak of 68,200 persons, according to the Bureau of Employment Security, Labor Dept. Based on a survey of 369 factories, the bureau found the increase was due to rising demand for TV sets and equipment for new TV stations, along with increasing defense requirements.

The bureau foresees "a fertile market for equipment firms for at least the next three years. A natural consequence of such new construction is the increased demand for TV receiving sets."

EFFECTIVE Nov. 10, WLAW Boston advanced morning sign-on time 10 minutes to 6:50 a.m. to feature Farm and World News program.
Speed Record?

EDITOR:

Voters numbering 17,965 in the 21 election districts of Rome (population 41,880) voted for a Presidential candidate Nov. 4, the polls closing at 9 p.m.

WRUN, in cooperation with its affiliate newspapers, the Rome Daily Sentinel, announced at 9:06 that evening that Eisenhower was sweeping Rome and at 9:12 (12 minutes after the voting machines closed) reported the vote was Eisenhower 10,242, Stevenson, 7,438.

WRUN and the Sentinel reported the Rome results to the AP at 9:15, making it the 44th time in the past 52 years that the Rome results were the first to be reported in New York state.

The combination of radio and newspaper working together in the public interest is unbeatable. We wonder if any station, reporting for a city of comparable size, could produce complete Presidential results?

Fritz S. Updike
General Manager
Rome Sentinel Co.
Rome, N.Y.

* * *

Operator Rules

EDITOR:

I recall that at one time your magazine made the comment that you had said all you intended [to say] on the proposed technical operator rule changes requested of the FCC. I have neither seen nor heard anything further on these changes and believe that a straightforward news story on its current status would be of interest to broadcasters.

W. E. Bradford
Manager
KSST Sulphur Springs, Tex.

[EDITOR'S NOTE: B-T did have to call a halt to further comment on this subject in this issue, but has by no means quit reporting developments in its news columns.]

* * *

Loyal Opposition

EDITOR:

Your editorial, "Loyal Opposition" [B-T, Nov. 17] is a truly fine expression of real democratic thinking. Without a doubt, radio and television could add to their great public service records through some sort of arrangement whereby the party-out-of-power would have a voice.

I am enough of a partisan of democracy to wish that the plan could be followed through without resorting to the purchase of time. Come the day that the Republican Party is replaced in the White House with another Democratic administration, the idea could be carried forward for the benefit of the Republican point of view...

Julian N. Jablin
PR Assoc.
New York

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Liberia or Bust

EDITOR:

I read, with a great deal of interest, your article about the WWVA Wheeling, W. Va. coverage in Eskimo territory (Nov. 3). Do they think that's distance? Well, get a load of this!

WGBS received a letter from West Africa, more than 2,000 miles farther away, as follows: "Thought you might be interested to know that I listened to the Miami-VMI game this a.m. with very clear reception from your station. I am a resident of Miami and it was a nice feeling to hear my town station broadcast over 5,000 miles away." The letter was signed by Wilmer Wahl and postmarked Baffo Bay, Liberia, West Africa.

Frank Riordan
Commercial Manager
WGBS Miami

* * *

Uhf Forecast

EDITOR:

We have received replies from some of the top manufacturers who will indicate that better than 50,000 all-wave television sets and converters will be delivered in our primary market before Christmas. With figures from many of the top manufacturers still missing and with the community antennas in this area, WHUM-TV in the primary market can claim better than 100,000 families who will be able to receive Ch. 61 by the first of the year.

Jack Schuler
Operations Manager
WHUM-TV Reading, Pa.

[EDITOR'S NOTE: Since interest in the development of uhf stations is so high, B-T thought Mr. Schuler's predictions of set distribution worth passing on. WHUM-TV is not scheduled to begin operation until December.]

Caw, Caw

EDITOR:

... The campaign just closed does seem to indicate... that the editors of the nation's papers were far and away ahead of the radio commentators and news analysts...
on predicting the result of the election. In short, I think you will agree that the one outstanding poll, indeed the only one that had any merit, was the [David] Lawrence poll of the editors. His poll pretty closely forecast what did happen.

The radio boys, on the other hand, at least as far as the Broad-
casting • Telecasting poll indicates, were very far off the lot. So I say to you that the members of the press have indeed scored one on the members of the radio. And to you, Mr. Editor, I also say that it's indeed up to Broad-casting • Tele-casting, as pollster, to eat a little crow. Brace yourself now, ol' boy, unless you've got some good explanation as to how the newscasters who participated in your poll got so far off the track. And were they off the track—or something!

J. F. Clagett
Attorney at Law
Washington 6, D. C.

[EDITOR'S NOTE: B.T. does not think that crow is on its menu, since the predictions it reported were not its own but those of leading radio-TV newsmen. For the majority of them, however, crow may be in order—if there is enough left to go around.]

**

Tall Tale From Texas

EDITOR:

Out of curiosity we have ana-
yzed the effective antenna heights
authorized in the first 83 commer-
cial television construction permits
which have been granted by the
FCC since the freeze. We were
primarily concerned over the effect
on air traffic and while at first
we believe there may seem that consider-
ation of effective height would give
an erroneous indication, further
reflection will show that air naviga-
tion also is concerned over height
above average terrain.

In analyzing the antenna heights
on a percentage basis, we find that
of the 22 commercial vhf grants,
50% of the grants were for effec-
tive antenna heights of over 1,050
feet. Of the 61 uhf grants, 50%
were for effective antenna heights
of over 980 feet. Of the combined
vhf and uhf grants, 50% were for
effective antenna heights in excess
of 690 feet and 20% were for effec-
tive antenna heights of over 1,000
feet.

As proponents of tall towers for
the television service, we were
gratified to note this trend to tall
antennas.

J. G. Rountree,
A. Earl Culham Jr.
Consulting Radio Engineers
Dallas, Tex.

MGM RECORDS, Culver City, to re-
lease an album from the soundtrack
of 20th Century-Fox feature film,
"Stars and Stripes Forever," mark-
ing first time firm has used sound-
track from other than MGM feature
film.

CECIL B. HOSKINS (II), general man-
ger, WWNC Asheville, N. C., looks
on as James M. Lorick (c), WWNC
control room supervisor, receives a
25-year service pin from Don S. Eliot,
president. Asheville Citizen-Times
Co., licensee of WWNC.

**

TV FACES TEST

McMahan Tells Ad Men

TELEVISION will face its most
critical test as an advertising me-
dium during the next 12 months,
Harry McMahan, president of Five
Star Productions, predicted last
Monday at the Hollywood Ad
Club's meeting in the Hollywood
Roosevelt Hotel.

Declaring that many advertisers
will desert TV and return to other
media, he added, "They are de-
manding 'harder sell' from their
agencies to increase tangible re-
turns from video.

"Changing economic conditions
are forcing appliance manufactur-
ers and others to roll up their
sleeves and go to work for the first
time in 12 years. This will force
TV into its first great test of
strength," he continued.

The initiative formulas of com-
commercial have lessened the impact
on TV advertising, he said. View-
ers are developing "fatigue re-
sponse" to the novel jingles,
cartoons and camera tricks and
now demand believability, Mr. Mc-
Mahan said.

Monotony Decréd

"Certain industries are damag-
ing their efforts in video advertis-
ing by use of highly similar com-
mercials," Mr. McMahan reported.
"For example, in some markets 20
breweries are using TV commer-
cials with almost identical scenes."

The trend to filmed programs
and commercials continues, accord-
ing to Mr. McMahan's surveys, but
increasing costs of production are
placing many advertisers in the
arms of the law of diminishing re-
turns, he concluded.

Emil Schaeffer

EMIL SCHAEFFER, 64, designer
of radio towers, died last Monday
at St. Elizabeth Hospital, Eliza-
abeth, N. J., after a two-week ill-
ness. He was chief of the tower
fabricating division of the Eliza-
beth Iron Works. During World
War II he designed radio towers
for the Navy. Surviving are his
wife and a daughter.

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Knodel

stations, agencies
and advertisers

DALLAS

New York

Chicago

Atlanta

KNODEL ORATED
New Business
(Continued from page 16)

count executives are HARRY L. MERRICK and WILLIAM B. MULLETT. UPHOLSTERY LEATHER GROUP Inc. names J. Walter Thompson Co., N. Y., as its advertising and public relations counsel.

BUTICAPS Co., L. A., div. of Stanley Drugs Products, Portland (vita-
minds), appoints Frank-Gold Agency, L. A. Radio is being used.

DOWNTOWN FARMERS MARKET & AUCTION. Downingtown, Pa., appoints Weightman Inc., Phila. Radio and TV are being used.

CALIFORNIA THERAPY EQUIPMENT Co., L. A. (Dri-Aire lamp), and KLEIN MORTGAGE Co., that city, appoint Mayers Co., that city. Former firm has scheduled live TV spot announcements in San Francisco, San Diego and Los Angeles.

Adpeople . . .

D. T. BUCHANAN appointed manager of advertising and sales promo-
tion, Goodyear Tire & Rubber Co., Akron, Ohio. G. G. CARTWRIGHT named advertising manager of firm's general products department and H. F. COOK assumes similar duties in tire department.

WILMORE H. MILLER, vice president of the Toni Co., div. of Gillette Co., Chicago, and manager of company's advertising and brand promo-
tion department, named to supervise market and consumer research.

FRED WILLIS, director of market research, placed in charge of creative advertising and media research under Mr. Miller.


ED DEWEY, account executive, Dozier, Eastman & Co., L. A., to Flour Corp., that city, as supervisor of sales promotion.


SLOANE INCIDENT

DIFERENCES between CBS and Allan Sloane, radio-TV freelance writer who also is listed in Red Channels and who has been notified by the network that it will accept no more scripts from him pending further notice, appeared still unresolved last week.

Mr. Sloane, who is suing Red Channels for $260,000 on charges of libel and defamation of character, has been preparing scripts for Lamp Unto My Feet (CBS-TV, Sun., 3-30 p.m.), a sustainer. His last story was to have been presented Nov. 9.

Mr. Sloane contended that his anti-communist position is proved by his legal suit and his taking the initiative to clear his name. He accused CBS of attempting to put him "under prejudicial trial" while he was engaged in his liti-
gation against Red Channels. He noted that his suit in Supreme Court in New York may not come up for trial for another year because of congestion of the court's calendar.

"CBS should defend itself against violation of the principle that a man accused shall have the opportuni-
ty to know who he is accused of, know who is accusing him and face his accuser to answer the ac-
cusation," Mr. Sloane declared.

Network's Stand

Network officials denied that CBS was passing judgment in Mr. Sloane's case except to "take a look at the situation." They said that after full exploration of the matter the network may buy addi-
tional scripts from the writer, and that Mr. Sloane was one of several persons whose "acceptability" by some segments of the network au-
dience was being examined.

Though the officials cited no specific criticism against Mr. Sloane, it has been reported that an anti-communist group in up-
state New York has been protest-
ing to networks against hiring per-
sons cited in Red Channels. It is said to have threatened to boycott products of sponsors if its recom-
endations are not followed. Lamp Unto My Feet, however, is not

sponsored.

The Sloane incident prompted a letter from the Radio Writers Guild to the network, asking for a meet-
ing to explore the question of "blacklisting" of writers because of "unacceptability" resulting from threats of boycotts from certain groups.

also means...GOOD MARKET

That's FABULOUS FLINT

THE LARGEST GM PLANT CITY IN THE WORLD

Flint is the largest GM City in the world, and Flint wages are 32% ABOVE THE NA-
TIONAL AVERAGE. Yes, Flint earns more — AND FLINT BUYS MORE! (Retail sales were $315,840,000.00 last year!)

The sales story in the rich Flint market is good . . . and prospects for the future look EVEN BETTER; because an over-all half-
billion expansion program is now in pro-
grress!

The Flint market is a big, rich market . . . and STILL GROWING! Sell Flint through its FIRST STATION, WFDF.

Associated with: WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—
WEOA Evansville

SLOANE INCIDENT

Issue Remains Unresolved

Budgets...
Has America enough POWER?

The U.S. today uses twice as much electricity as before World War II. Is there enough for defense, for civilian needs and for such giant jobs as A-bomb manufacture? Here's how the electric light and power companies are meeting—and staying ahead of—these huge needs.

NO JOB TOO BIG. Some people say that the really big electric power projects are jobs only the government can handle. The facts disprove this. Five local electric companies have offered to develop all additional power available at Niagara Falls with a giant new power plant. Five other business-managed companies are completing one of the largest single power plants ever built at one time—a project that will supply power to the new A-bomb plant at Paducah, Ky. Fifteen companies are ready to handle an even greater project for the Atomic Energy Commission. The electric light and power companies are ready and able to do the nation's power job—and they can save you and other taxpayers many millions of dollars by doing it!

PLENTY OF POWER. The electric companies have kept pace with the fast-growing demands for power. These companies met the unprecedented needs of World War II. And now, in the midst of their greatest expansion program, they have already doubled that wartime supply! The only real shortages of electricity are in countries where national governments control the power industry.

ERA OF TEAMWORK. The electric companies, where there is no interference from the federal government, work together with municipally-owned power systems and farm electric groups. Electric companies' rates and earnings, of course, are closely regulated by state commissions or local authorities. However, federal electric projects are not subject to such regulation.

Important strides have been made by electric light and power companies in meeting the nation's huge power needs. The companies' record of performance shows the fallacy of arguments advanced by those who want the federal government to take over more and more of the electric business. This brief report is brought to you by America's ELECTRIC LIGHT AND POWER COMPANIES*.

*Names on request from this magazine

LISTEN TO CORLISS ARCHER—new time effective October 3rd—Fridays, 9:30 P. M., E. S. T.—ABC Network

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Strictly Business
(Continued from page 18)

1946. Eastern friends in film distribution and theatre exhibition stimulated his interest along these lines. Leaving interior decorating which he entered from the textile business, he spent the next three and a half years learning motion picture production.

This took place at Monogram Productions Inc. (now Allied Artists), where his brother, Steve Broidy, was on the way to his current position as president. Jobs as errand boy, general production assistant and assistant studio manager led Mr. Broidy into independent motion picture production.

At this time he was associated with Lindsay Parsons, who since has added video film production to features.

Since forming William F. Broidy Productions in 1950 to film programs for television, he keeps his hand in by turning out three to five full-length features yearly in his "spare time" for release through Allied Artists.

But emphasis is definitely on video, because "inevitably, our industry must replace, in terms of mass entertainment, the theatrical motion picture industry as we have known it during the past 40 years," according to Mr. Broidy.

"It is not a responsibility we can shrug off lightly, but must be approached with deadly seriousness, to provide maximum mass entertainment, at moderate costs and in good taste, so that our fare consistently will be welcomed into the living rooms of America," he continues.

Believing television, to grow, must depend upon films "to a degree far beyond our fondest dreams," he also feels "Hollywood is destined to become the actual center of video film activities and TV's tremendous celluloid appetite will tax the production capacity of not merely eight major studios, but 30 to 60 majors, when and as they come into existence."

**Produced 'Hickok' Films**

In the past two and a half years, he has produced Wild Bill Hickok, half-hour TV film series starring Guy Madison and Andy Devine, for Kellogg Co. Currently in production is Phantom Pirate, new half-hour video series in color starring Robert Stack. Mr. Broidy's filming schedule has been augmented by recent formation of Vitapix Corp. [29° N. 3]. It will syndicate film produced by Mr. Broidy, besides that from other sources. He has scheduled Case History and Trail Blazer as the first two series under the Vitapix banner.

Mr. Broidy grew up in Chelsea, Mass., where he was one of four children. He soon learned from his textile manufacturer father that business is "for keeps." Illness cut short his studies at Northeastern U. in Boston and precipitated his entry into textiles.

He married the former Frances Rubin of Chelsea in 1947. They live in the Toluca Lake area of North Hollywood with two children, Leah Lynn, 4, and Julia, 8 months.

His business leaves Mr. Broidy little time for hobbies, but he is active in several civic organizations. He is a member of the Alliance of Television Film Producers.

**CBS UNIT**

Lounsbury Renamed Chmn.

I. R. LOUNSBURY, WGR Buf-
falo, was reelected chairman of the CBS Station Advisory Board and Hubert Taft Jr., WKRC-AM-TV-FM Cincinnati, was elected secretary at a meeting in Los Angeles Nov. 14 in conjunction with the dedication of the new CBS Television city.

The committee instructed Messrs. Lounsbury and Taft to confer with representatives of the emergency rate committee, originated

**In Erie it's WIKK**

ERIE, PA. - 5,000 WATTS

Time buyers agree... ERIE, PA. is

WRITE FOR DETAILS

Erie's ABC affiliate with top Hooperatings and merchandising assistance, plus, invites your inquiries.

* RADIO
* TV
* NEWSPAPER

**TOP CANADA SHOWS**

Six of U. S. Origin

FOUR Canadian and six U. S. programs shared honors as top 10 evening network shows in Canada in October, according to national ratings report of Elliott-Haynes Ltd., Toronto. First is Edgar Bergen Show, rated 20.3, followed by Amos 'n' Andy 24.6, Radio Theatre 23.6, Our Miss Brooks 22.1, Your Host (Canadian) 17.6, Great Gildersleeve 17.4, Treasure Trail (Canadian) 16.6, NHL Hockey (Canadian) 16.6, Suspense 15.7, and Share the Wealth (Canadian) 15.3.

Five leading daytime shows: "Pepper Young's Family" 16.2, "Ma Perkins" 16.1, "Hi and Lois" (Canadian) 15.3, "Night to Happy-
ines" 14.6, and "Road of Life" 14.

French-language evening shows: "Un Homme et Son Peche" 33.8, "Metropole" 29.7, "Radio Carabine" 28.3, "Chan-
son de l'Escradrille" 24.1, and "Tam-
bour Battant." 24. Daytime French-lan-
How safe is work in a big steel plant?

Each year the Metals Section of the National Safety Council gives awards to industrial plants with the best safety records. In the contest that ended on June 30 of this year, this company's plant at Bethlehem, Pa., for the third time in a row, won first place in safety in competition with all the largest steel plants of America. Eighteen other Bethlehem operations — including steel plants, manufacturing plants and fabricating works — won safety awards and certificates in the same contest.

Just how safe is a big steel plant like the one at Bethlehem?

The Bethlehem Plant won the top award with an accident frequency rate of 0.85. That figures out to one accident in 1,180,000 man-hours of work. If the span of life were long enough, the average man could work in a plant with so good a safety record for 600 years without losing one day's time through an accident.

Where is an employee of such a plant safer — at work, or off the job? During the twelve months of the contest, the 23,000 employees of the Bethlehem Plant had 8.57 times as many injuries while off the job as while working in the plant. Nearly nine accidents while at home or driving the family car, for each accident while at work!

There is a special reason why we at Bethlehem Steel get such satisfaction out of this award. The steel industry was a pioneer in organized accident-prevention work. Its safety standards are high. The Bethlehem Plant has once more won top safety honors in an industry that is one of the leaders in what it has accomplished to help employees do their work the safe way.
11 DIFFERENT STATIONS

WWWVA WHEELING
Blanketing the industrial heart of America, WWVA brings big results. Four announcements from Wheeling's far-reaching, 50,000 watt station pulled 11,300 mail replies from 25 states. CBS in Wheeling, WWVA is a natural for better coverage and eye-opening sales results.

WJGBK DETROIT
Tigers and Baseball and Detroit and WJGBK all go round together. It's Detroit's popular sports, news, and music station where folks who like better entertainment set their dials. For a better buy, better try WJGBK.

WMMN FAIRMONT
The most powerful radio station in eastern West Virginia, WMMN sells families in a thriving industrial area as well as a fertile agricultural region. A natural for farm and urban products, WMMN will carry your sales message to the people who buy.

WSPD TOLEDO
Toledo's most powerful radio station, WSPD is the voice of authority on the radios owned by 98% of Toledo's 300,000 retail buyers. Advertisers who want more than their share of the Toledo market, get on WSPD.

WGBS MIAMI
Florida's "spendingest" market is blanketed by WGBS, Miami's only 50,000 watt outlet. Its CBS programming reaches a whopping 8 million dollar trading area. Within listening distance are 790,000 people, ... over a quarter of Florida's total population plus 400,000 Winter vacationers.

WSAI CINCINNATI
Progressive Cincinnati buys by WSAI, basic ABC station. Broadcasting better programs on a full-time regional channel, WSAI fans out through a sound, substantial market where the business index climbs steadily up. Let WSAI put your product into this growing Ohio market.

WAGA ATLANTA
For the best bet in Atlanta's giant market, put your dollar on WAGA. A recent 12-month Pulse survey showed 22% of home listeners tune in WAGA ... PLUS a majority of out-of-home listeners. With primary coverage over a million in 20 counties, and listeners in 109 counties, WAGA is your buy.
KEYL-TV
SAN ANTONIO
Texas
THREE networks, ONE station... KEYL-TV offers the high Hooper programs of CBS and ABC and DuMont to San Antonio's 119,380 buying households. The third largest city in the first largest state, San Antonio is the pick of wise advertisers who want their products carried home.

WJBK-TV
DETROIT
Michigan
Most Detroiters keep their dials set to WJBK-TV because top TV shows are normal for this popular CBS and DuMont outlet. It's a best buy for advertisers with an eye on this rich 102 million dollar Detroit retail market.

WAGA-TV
ATLANTA
Georgia
Booming retail sales in Atlanta make WAGA-TV a best buy for advertisers who want results. With retail sales increased over 6 times their 1940 total, WAGA-TV offers you a top sales opportunity in a fast growing market.

WSPD-TV
TOLEDO
Ohio
Toledo's only television outlet, WSPD-TV covers the third largest of the eight major Ohio retail markets. Affiliated with all networks, this popular station is the effective way of reaching Toledo's 438,000,000 retail dollars.

Does your product need a climate that's hot... or cold? Should the market be urban or rural... large or small? Whichever it is there's a top-value STORER STATION to sell your product successfully!

In broadcasting—and telecasting too—wide-awake programming and friendly service have built enthusiastic audiences. So put your product on STORER STATIONS... stations where wise buyers hear what-wise sellers have to say.

STORER BROADCASTING COMPANY
WSPD, Toledo, O. • WWVA, Wheeling, W. Va. • WMMN, Fairmont, W. Va. • WAGA, Atlanta, Ga. • WGBS, Miami, Fla. • WJBK, Detroit, Mich. • WSAI, Cincinnati, O. • WSPD-TV, Toledo, O. • WJBK-TV, Detroit, Mich. • WAGA-TV, Atlanta, Ga. • KEYL-TV, San Antonio, Tex.

NATIONAL SALES HEADQUARTERS:
488 Madison Ave., New York 22, Eldorado 5-2455 • 230 N. Michigan Ave., Chicago 1, Franklin 2-6498

BROADCASTING • Telecasting November 24, 1952 • Page 55
Hollywood's New Look

A VISIT to the West Coast demolishes any notion that Hollywood is giving up the ghost in program originations. Television is Hollywood's No. 1 business. Just about every other establishment seems to have relationship to television. Newspapers in Los Angeles are loaded with TV news.

Last week CBS dedicated its new Television City project involving an estimated $12 million initial investment. It was a year-and-a-half in construction. Earlier NBC dedicated its new TV plant—rushed to completion in about six months. Both networks have diverted their midtown Hollywood studios to radio production exclusively.

Each of these new plants is simply the first installment. Provision has been made for six- or eight-fold studio expansion. The CBS plant is now about double the size of NBC's. But NBC has 50 acres in which to work. And CBS has plonked the Gilmore baseball stadium, immediately adjacent to its new Gargantuan structure—in essence, a movie lot tailored to television's requirements. It is vast beyond description.

ABC's plant—the former Vitagraph lot—will undergo modernization and further expansion when that network is fused with United Pictures Theatres, now confidently expected in view of the Resnick initial decision to the FCC recommending approval. Mutual has its own elaborate studios through its Don Lee Network division. And DuMont has its essential production capacity through its affiliate, KTV (TV).

Hollywood, it is evident, is in television production for keeps. But it is broadcaster-controlled production—not motion picture. These developments connote confidence not only in the broadcast media, but in the stability of our national economy.

Yet it shouldn't be all New York and Hollywood. More and more new facilities, with capacity for program originations, both network and recorded, are being built. They're now in San Francisco, Philadelphia, Chicago, Baltimore, Washington and Miami. Considerable development in the so-called non-originating centers. With modern relay facilities and adequate production capacity, there's no reason why more programs should not be originated at such points. In radio, everything but Hollywood and New York were written off early. There are great opportunities for diversification ahead in both TV and radio.

Not For Granted

LAST WEEK this journal published an advertisement that featured a George Price cartoon of an eager performer flying, unassisted, above the desk of a bored booking agent who yawned: "Bird imitations ... that's all you can do?"

The copy beneath said: "Oddly enough, some people take extraordinary things for granted. Like radio, for instance. Today radio entertainers, informs and sells more people in more places at lower cost than any other medium in the entire history of advertising."

This was one of the series of three ads which were prepared and placed by the advertising committee of Broadcast Advertising Bureau in the New York Times, New York Herald Tribune, Wall Street Journal and a number of trade publications. They also were placed in an unknown but pre-

sumably substantial number of other newspapers by more than 100 stations which ordered mats from BAB.

A couple of months ago, when the first ad in the series appeared, a few broadcasters complained that BAB should not be spending money in newspapers when it had at its command the facilities of radio. It seems to us that these complaints were not well reasoned.

In the big sell-radio drive it has conducted this year, BAB has used the facilities of radio to good advantage. Its entire membership plus some 450 non-member stations have been provided with both transcribed spots and scripts for live delivery which carry out the same themes of the newspaper ads. The newspaper campaign was only part of the total effort and as such was entitled to criticism.

Louis Hausman, CBS Radio administrative vice president who directed the production and placement of the campaign, his committee and the management of BAB deserves the thanks of broadcasters for doing a splendid job on a budget which can only be described as meager, at least in comparison with the resources that the rival Bureau of Advertising of the American Newspaper Publishers Assn. can call upon.

As the last ad of the BAB series said, some people take extraordinary things for granted. We hope this won't be so in the case of the BAB campaign.

The Labor Lesson

LABOR was taught a lesson in the elections. The question now is whether that lesson was learned—not only by labor, but by management.

The lesson taught was that there is no bloc-labor vote. In the sanctity of the voting booth, the working man couldn't be checked-off, or strong-armed. The citizen thinks for himself under such circumstances.

The Eisenhower Administration, because of the all-out campaign of labor for the opposition, isn't beholden to labor leadership. Thus, it's presumed that in making his appointments to the National Labor Relations Board, President will see to it that both sides—labor and management—get a fair shake. Herefore, there's little question that boards and panels have been able to function with the new-found favor in favor of labor.

In the broadcast field, labor has become a constantly worsening problem. In television, now gradually spreading its wings to nationwide proportions, there are several score unions jockeying for recognition. These unions hit the big markets first, but they are now permeating the secondaries. Strikes have been called on slightest provocation, and employers have scoured easily because of uncertainty about their fate before Washington tribunals. Today union is pitted against union, with the broadcast media caught in the riptide.

No owner or operator should be so brash as to hope that the pendulum will swing all the way back to the pre-New Deal era. It won't. The nation is too dynamic to permit that. It will be middle-of-the-road. And that should mean that those mutual benefits derived both by management and labor will be retained.

It would be unfortunate if ownership and management continue to accept the Eisenhower sweep as a repudiation of labor unions. It wasn't that. But it was very definitely an overwhelming defeat for those who would have labor control government.

It means that the likes of James C. Petrillo won't be wielding the baton on the White House steps during the next four years.

(Continued on page 68)

BROADCASTING • Telecasting

STANLEY GERALD BREYER

A LITTLE over two years ago, the broadcast advertising world was jolted by an earthquake that originated in a city famed for its tremors in the past.

The quake took the form of a paid advertisement inserted in Broadcasting • Telecasting by Stanley G. Breyer, sales manager of KJBS San Francisco. In this advertisement Mr. Breyer called attention to the confusion in audience rating services and he proposed a showdown.

This brief gesture proved to be the quake that was felt around the media world. Advertisers, agency executives, media people, research specialists—all responded quickly to the commercial temblor. The excitement hasn't yet subsided, but the early roars have now taken the form of quiet and orderly studies into the whys, wherefores and what-do-you-knows of radio and television audience measurements.

The job had to be done by someone. Stanley Breyer isn't the extrovert type who hunts for spotlights and headlines, but he saw a situation that needed to be corrected and did something about it. Two years later, at an NARTB district meeting, he set off another tremor of a less spectacular sort by proposing that broadcasters sign an anti-rate cutting memorandum assuring timebuyers that all are paying the same rates for the same schedule.

In both cases the remedies for obviously difficult situations were relatively simple. For the research confusion he proposed practical field studies designed to reveal true values of each technique, with the hope that a satisfactory common denominator might develop. For the rate-cutting epidemic he suggested a simple pledge to treat all customers alike.

Around San Francisco Mr. Breyer has quite a reputation as a salesman. Here again his technique is simple—a combination of patience, efficiency and energy. He sets a pace that sales and office personnel often find too swift for regular purposes but no one has yet been able to prove that the less dynamic among them resort to decadence by day and sedatives by night.

In any case, Mr. Breyer's enthusiasm is felt all around the office, which consumes a minimum of nine hours out of his normal day. In a prominent niche of the KJBS headquarters is a large and heavily-loaded file cabinet devoted to the mass of unsolicited correspondence that grew out of his proposal to settle the research confusion. The letters came from all parts of the nation and from major figures.
Right Combination

Engineering Perfection, Adequate Power and Quality Programming make the right combination that continues to build prestige for WREC—Memphis No. 1 Station. It means listener-confidence that clicks for advertisers, year after year. Today, the audience is greater than ever before and the cost is 10.1% LESS per thousand listeners than in 1946.
From where I sit by Joe Marsh

Going . . . Going . . .
Almost Gone

Granny Robinson put on quite a show the other night at the White Elephant auction at the Women's Club.

Towards the end of the evening, she had the ladies battling for anything she put up. "What am I bid for this woman's lovely black coat here—good as new? Who'll say ten dollars?" she asked.

Granny held the coat up, and commenced describing the lining, sleeves, buttons—really "selling hard." Then, suddenly, she took a close look and blurted out "Land sakes, no more bidding please—this is my coat!"

From where I sit, what almost happened to Granny was good for a laugh, but sometimes when people "get carried away" with their own talk it's not so funny. I prefer a glass of temperate beer while listening to my favorite radio program—you may like soda pop—or cider. I suggest we hold on to our personal opinions—and believe in them—but take a good close look at them before we try to "sell" them to our neighbor!

Joe Marsh

Copyright, 1952, United States Brewers Foundation

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front office

WALBERG BROWN, vice president-general manager, WDKL Cleveland, has resigned. He will retain financial interest and directorship there.

CECIL GREEN, general manager, WHKX Akron, Ohio, appointed manager of WATG Ashland, Ohio.

FRED I. GEIGER, commercial manager, WAGE Syracuse, N. Y., to WSYR-TV Syracuse, as sales manager.

CY KAPLAN, midwest sales executive, World Broadcasting System, to WONS Hartford, Conn., as sales manager.

DON R. HARRINGTON, publisher, Mornertime News, to KBIG Avalon, Calif., as account executive for Long Beach, Orange County and San Diego areas, with headquarters in Long Beach. He succeeds CARL HILL, resigned.

Mr. Geiger PAUL KEFE, program director, WOTW-AM-FM Nashua, N. H., promoted to station and program manager.

JOHN T. WILLIAMS, western sales representative, NBC-TV, named western sales manager with headquarters in Hollywood. He succeeds FRANK A. BEREND, currently being reassigned within network.

RICHARD CHAMBERS, WICC Bridgeport, Conn., sales representative, appointed local sales manager, succeeding MANNING SLATER, who will devote full time to commercial end of station's TV operation.

WALTER C. LINDLEY Jr., retail advertising department, Chicago Tribune, to WGN Chicago sales staff.

MILTON R. BENJAMIN resigns as general sales manager of Jewel Radio Corp., Newark, effective Dec. 31.

JOHN H. D'AUTOTO, WOR-TV New York sales staff, to the O. L. Taylor Co., N. Y., as sales representative.

ALFRED LARSON, recently discharged from U. S. Navy, returns to WDRF Hartford, Conn., as sales representative.

HERBERT W. HOBBER, NBC-TV sales, to CBS Television Network Sales, as account executive.

Personals . . .

WILLIAM S. PAILY, chairman of the board, CBS Inc., will be awarded Poor Richard Club's Gold Medal of Achievement for 1953 at organization's annual banquet, Jan. 17 in Phila.

CARL DOZER, sales manager, WCAE Pittsburgh, Pa., elected chief Barker, Variety Club Tent No. 1 in that city.

JOHN C. PEFFER, general operations manager, WTAP-AM-FM-TV Norfolk, Va., and SUZANNE ARNOUX daughter of CAMPBELL ARNOUX president of the stations, were married Nov. 7 . . . SY WHITELAW, KCBS San Francisco sales executive, father of twins, John and Alison, Nov. 1 . . . MORTIMER HALL, president, KLAC-AM-TV Hollywood, father of boy, Richard Roman, Nov. 12. Mother is RUTH ROMAN, film star.

BMI-VA CONTEST
Announced Song Judges

ROBERT SOUR, composer and assistant vice president of BMI in charge of publisher relations, will be one of 11 judges in a song-writing contest for patients in Veterans Administration hospitals.

Contest is being conducted by a music publisher group with BMI and in cooperation with VA's Special Services branch. First 25 prize winners also will receive U. S. Savings Bonds.

Other judges are Jimmy Hilliard, Decca Records; Mitch Miller, Columbia Records; Milton Gabler, Coral Records; Hugo Winterhalter, RCA-Victor; Ralph Flanagan, orchestral leader; Bernie Wayne, song-writer; Arnold Shaw, Duchess Music Co.; June Valli, songstress; Hal Webman, Downbeat magazine; Joseph Calza, The Billboard magazine.
Ace newscasters praise AP NEWS

"WKRC newscasts are #1 preference in Cincinnati"

Tom McCarthy, News Director, WKRC, Cincinnati, O.

"AP enables me to speak with confidence and authority"

Dee D. Denver, Jr., Newscaster, KFEQ, St. Joseph, Mo.

“My AP newscasts have enjoyed top Hooper ratings for years. One of our sponsors, Farm and Home Center, says its 6 AP newscasts per week over WKRC are an important factor in both its city and rural advertising. It says AP news is as vital as electricity on a farm.”

“AP news is definitely a prestige program because it is accurate, factual and fast. I use AP news every morning to sell M.F.A. Feeds to farmers on behalf of The Missouri Farmers Association. Mr. A. J. Loutch, Manager of the M.F.A. Cooperative Grain and Feed Company, tells me that his customers praise these AP newscasts as a real service to the farm area, and that AP is a permanent part of his advertising program. Revenuewise, AP news does the job for KFEQ and all its sponsors.”

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

Hundreds of the country’s finest stations announce with pride

"This station is a member of the Associated Press."
William Neilson, production manager, KING-TV Seattle, to KHQ-TV Spokane, as program director.

Leslie Gorall, director at ABC, New York, to WDSU-TV New Orleans, as TV director, HUBIE WEISS, producer-director at latter station, promoted to TV program director.


Don Hine, production administrator, KNXT (TV) Hollywood, appointed program manager, BOB ADAMS, assistant to station's program director, to executive producer, LUCIAN DAVIS, associate director, KNX Hollywood, shifts to CBS Radio, that city, as production coordinator.

Jack O'Mara, partner, John I. Ed- wards & Co., Hollywood, to KTTV (TV) that city, as director of merchandising and promotion.

Coleman Patterson, staff announcer, WPPT Raleigh, N. C., re-called to active duty with Air Force.

Robert L. Williams, transcription clerk there, has enlisted in same service.

Jack Snyder, KYOU Glee club, Col., to KTRB Modesto, Calif.

Mike McDougall, WSB Atlanta announcer, inducted into U. S. Army and is stationed at Fort Jackson, S. C.

Les Tremayne, Hollywood radio actor, elected president of Hollywood Actors Equity (USO). Paul Burke, TV actor, is vice president; CAROLE RICHARDS, radio singer, secretary, and RANDY EISEN, movie-TV actor, treasurer.

Ralph Menard, KXL Roseburg, Ore., to announcing staff, KCBQ San Diego.

Max Leib named musical director, WJR Detroit.

IVOR McLAREN to WTMJ-TV Mil-waukee, as producer-director.

Jack Kenaston, advertising and promotion manager, KTTV (TV) Hol-lywood, to KNBR (TV) that city, in same capacity.

Tom Rogstad, KING-TV Seattle producer, promoted to production manager.

Vic Ferrin, Hollywood radio-TV actor, assigned role in Paramount Pictures feature film, "Forever Female."

Connie Russell, New York TV singer, assigned role in Columbia Pictures feature film, "Here Comes the Showboat."

Joe Rockhold, farm director, WHO-TV Dayton, presented with Outstanding Achievement Award by executive committee of Ohio Safety Association. He plans to continue his work on his program, The Farmer's Guide.

Ernie Lee, entertainer, WLV Cin- cinnati, to WHO-AM-TV Dayton, for daily simulcast in that city.

Barbara Margolin in advertising and promotion staff at NBC Chicago, as writer.

Ed Smith, announcer-engineer, KUBE Ephrata, Wash., and more recently discharged from Armed Forces, to KLWN Lawrence, Kan., as announcer-engineer.

Neal Van Ellis, program manager, WURL (TV) Dayton, and PHYLLIS MCGUIRE, former vocalist on station's Coffee Club show, were married Sept. 27.

Edwin Bailey, director, NBC radio Truth or Consequences, father of boy, Nov. 13.

Jack Clark, announcer, KCSB San Francisco and BARBARA MCKNIGHT CLARK, former of station's program department, parents of boy, Leslie, Nov. 2.

News

Frank Barton, assistant news editor at WBBM Chicago, named features editor. TOM ROCH appointed assistant to news editor, JULIAN BENTLEY.

Joseph Kramer, KFH Wichita, Kan., to KRES St. Joseph, Mo., as head of news bureau. BEN HUBBARD, KRLD Dallas, and FRANK SMITH, KCLO Leavenworth, Kan., added to KRES news staff.

John Halvorson announced news director, WTVB Chicago.

Dick Keplinger, Seattle news- caster and free-lance radio personal- ity, appointed chairman of city's 1958 March of Dimes campaign.

George Ball, WLLH Hemet, Calif., to KBUC Tempe, Ariz., as public affairs, father of boy, Steven, Nov. 8. Gabe Viera of station's news department, father of girl, Pamela, Nov. 4.

Len O'Connor, NBC-AM-TV Chi- cago newsmen, father of boy, Nov. 6.

Tom Waber, announcer-newscaster, KCBQ San Diego.

Morley Testimony

Charges 'Blacklisting' M. B. Robson, film actress, testified she is "blacklisted" on radio, TV and movies at a hearing a fortnight ago before the House Committee on Un-American Activities.

Miss Morley refused under oath to tell the committee whether she is now or ever has been a Communist party member. She was accompanied by her attorney, former Rep. Vito Marcantonio. For many years she has spoken in favor of using radio, TV and films to strengthen labor unions, she told the committee. Abe Burrows, TV actor, told's Hearing Between Net-works and Stations," and Hugh R. Barnes, president, KSTT Daven- port, "TV Competition: Its Effect on Radio."

Iowa U. Meet

Radio Ads Emphasized RADIO rather than television received all the attention at the recent advertising conference sponsored for the first time by the U. of Iowa at Iowa City.

Planned by the School of Journalism, the College of Commerce Marketing Dept. and the Extension Div., the three-day seminar early this month featured Arthur M. Barnes, journalism professor, as chairman of the radio advertising session.

Key speakers were Edward Breen, president, Iowa Broadcasters Assn., and W. J. Telch, general manager, KOEL Oelwein. Mr. Breen said an "exciting, lively and adventurous future" for radio, with its flexibility and change. Modern radio, he said, should contain ad lib elements and should handle hot issues, sell spots to fewer than programs and shape the local station to the home town commentator. He recommended a combination of community soap box, sports station and joke box.

Speaking on press freedom for broadcast media as well as newspapers, Mr. Breen called for "a crusade to open courts, legislative bodies and hearings in order to bring the processes of government back to the people." Newspapers, he said, have become "fat and lazy in their acceptance of handouts (publicity releases)."

Editing Option

"Radio should have as much right to edit tape recordings of meetings as a newspaper has to edit its stories," he asserted.

Mr. Breen, discussing the why's and hows of retailers' use of radio, emphasized that "radio cannot be overlooked, especially if you seek maximum advertising in each use of all media, he said ARBI studies have shown the "retailer who puts all of his eggs in one basket is losing customers."

Allan Peterson, advertising di- rector for A. W. Peterson Furniture Co., Cedar Rapids, outlined his company's successful use of radio. In the past seven years, he said, volume has increased fivefold.

More than 6,500 persons at- tended a recent remodeling sale of radio spots were aired. He recommended the use of a "tune-in" tag, and that the show should be broadcast at a time not to conflict with the most popular shows. The ARBI study has shown that the "retailer who puts all of his eggs in one basket is losing customers."

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Presenting
THE
NEW
Continental

TYPE 312
250
WATT TRANSMITTER

The Continental Type 312 is a 250 watt AM Transmitter in which the design is entirely new and different. Extreme simplification of circuitry with unexcelled performance are its most important features. Extremely low values of both RMS and Intermodulation distortion are obtainable.

Only two RF stages following the crystal oscillator are utilized. The first of these is fixed tuned for the entire broadcast range of 540 to 1600 KC and the output stage has only one control to cover the entire range. The transmitter has one other control – the output loading control. Since tetrode type tubes are used, the necessity for neutralizing circuits is eliminated.

The Type 312 Transmitter is contained in one of Continental's new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.
THE VOICE of America and other foreign broadcast activities of the U. S. came in for close scrutiny by Congressional investigators last week, with the prospect of far-reaching reforms in the entire overseas information setup.

Implicit in a new Senate Foreign Relations subcommittee staff report and discussions by its members with top government authorities is sentiment for overhauling the shortwave radio arm.

Significant points made by the staff were in suggestions that the Voice might perform more effectively if:

1. It were completely divorced from the State Dept. and operated independently, and
2. Overseas broadcasts "concentrating on and perfecting one type of program," say, newscasts.

The subcommittee staff did not deprecate Voice operation as such but took a different approach: It lauded BBC's success, saying that as an example "it [BBC] might be worth while to follow."

"It is clear . . . that, although the external services of the BBC are subject to general policy guidance by the Foreign Office, they are considerably more independent of Foreign Office control than the Voice of America is of State Dept. regulation," according to the report.

Second Report
A second report traced the background of foreign information programs operated by the Dept. of Defense, Mutual Security Administration, the Psychological Strategy Board and the State Dept. This report made no recommendation.

A significant disclaimer prefaced each report, however under the signature of Chairman J. William Fulbright (D-Ark.). He characterized it as a "background study" and noted "it does not represent the views of members of the subcommittee."

The reports were released in connection with the opening Thursday of closed-door discussions between subcommittee members and key government authorities on their respective foreign information activities. The briefings were described as exploratory, with subcommittee members slated to inspect programs abroad and, finally, to hold extensive open hearings next January in the 83d Congress. State Dept. officials were to appear last Friday.

Programs Being Studied
Spawork was done by the group last summer on the basis of a resolution (S Res 74) co-authored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.), also members of the bi-partisan subcommittee. Headed by Sen. Fulbright, group is studying the effectivenes of the programs to eliminate any overlap in functions.

Chairman Fulbright leaves for Europe Nov. 29; other members will visit different areas. These include Sens. Guy Gillette (D-Iowa), Bourke Hickenlooper (R-Iowa) and Kari Munde (R-D.).

These developments, particularly those affecting the Voice, were dramatically pointed out by the selection of John Foster Dulles as Secretary of State, subject to Senate confirmation next January. Mr. Dulles' views on international radio coincide in the main with those of President-elect Eisenhower, who has favored a strengthened international information and psychological warfare operation.

Gen. Eisenhower is on record for an intensified program, including possibility of independent status for VOA, or if perhaps a broader general headquarters type of organization encompassing features of the wartime OWI and OSS.

VOA now functions semi-autonomously under the International Information Administration.

THE LATEST WCKY STORY

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

IN THIS group of exhibitors at the meeting are, I to r: Seated, George Gill, Kliegl Bros., and Alice Heinecke, SESAC; standing, My Reiter, BMI; Robert Stone, SESAC; G. I. Jones, Graybar; Jim Myers, SESAC; Larry Cervone, Gates Radio Co.; E. S. Gagnon, Collins Radio Co.; Bob Lamons, Andrew Corp. BMI and SESAC, not in heavy equipment field, were represented because they use open space in heavy-equipment section.
CONTROLS LIFT
On Metals by April 1 Studied
PLAN for removal of allocation controls over steel, copper and aluminum—all vital in station construction and radio-TV set production—will be studied by the government this week.

If it goes into effect by April 1, as suggested by a Steel Industry Advisory Committee which drafted the proposal, controls would be lifted on these materials for all civilian output.

It would mean an end to restrictions on station projects, including new TV station grantees, as well as set manufacturers.

The proposal will be studied today (Monday) by officials of the National Production Authority, Defense Production Administration and the government's Production Policy Committee. It involves the NPA-DPA Controlled Materials Plan under which applicants obtain certain quotas. DPA authorities see July 1 as the date for removing consumer goods restrictions.

The plan recommends immediate steps to decontrol steel by April 1 on all but military and atomic energy products. Provision would be retained to remain in controls if necessary with certain inventory restrictions on steel until July 1.

Steel group noted "there is no shortage of consumer durable goods notwithstanding a 24-day steel strike and many consumer goods are in more than adequate supply."

Broadcasters currently are able to self-authorize 25 tons of steel per quarter per project on minor construction. They have been able to obtain steel on building already underway, although most new major construction has been halted until the first of the year because of the steel setback.

Fate of allocations from a legal viewpoint will rest on action by the 83d Congress on the Defense Production Act, which expires April 30, unless extended.

AFTRA Strike Vote
AMERICAN Federation of Television and Radio Artists (AFTRA) received strike authorization by unanimous vote at a meeting in New York Monday in connection with negotiations now in progress with the networks on television and radio contracts. A vote also will be taken in Los Angeles today (Monday) and in Chicago later this week. An AFTRA spokesman said that present contracts have been extended until Nov. 30 by mutual consent. The union has been seeking a basic 20% overall increase in pay.

TOTAL of 23 new accounts and renewals has been reported by Storecast Corp. of America which features "Music to Buy By" in super-markets.

OLSON Travel Organization renews its sponsorship of the Norman Ross Hour show, Saturday mornings on WMAQ (NBC) Chicago. Seated, (l to r) Rudi Neubauer, station sales manager; Harry Olson, company president; and Mr. Ross; standing, Richard Faulkner, WMAQ salesman; Harvey Mason, Olson vice president; Frank Carney, midwest manager, Lissone-Lindeman, U. S. agency.

SCBA Meets Jan. 9-10
SOUTH CAROLINA Broadcasters Assn. annual meeting will be held at the Francis Marion Hotel, Charleston, Jan. 9-10, T. Doug Youngblood, WFIG Sumter, SCBA secretary-treasurer, has announced. Wallace Martin, WMSC Columbia, is program chairman, and reservations may be made by contacting J. Oliver Riley, manager of the Francis Marion Hotel.

WEEB CARRIES ON
Despite Denial of STA
DESPITE the FCC's denial of a special temporary authorization for WEEB Southern Pines, N. C., to cover election-night returns, the 1 kw, daytime-only station threw into motion pre-arranged plans to cover the election even though did not take the air, according to Jack Younts, general manager.

The WEEB building on the main street of Southern Pines was brightly lighted, with police barricading the street to provide benches for listeners, while network service returns were piped through loudspeakers in front of the building.

The station's mobile unit, equipped with a police transmitter and receiver, cruised the county during election day, interviewing persons at the 17 precincts. It also co-operated election night with police in radioing returns from the large area surrounding Southern Pines. All WEEB personnel were on duty until early morning and WEEB studio facilities were made available to the AP and UP. Teletype service was displayed for spectators.

RRC's letter denying WEEB's requested STA was draped in black crepe and placed next to the board showing Presidential returns, Mr. Younts said.

RCA Thesaurus Series
RCA's Thesaurus is issuing to subscriber stations a new series of military and patriotic music by the U. S. Army Band that can be used in conjunction with recruiting announcements. Series can be programmed as a quarter-hour of military band music and can be integrated with other Thesaurus productions, according to RCA Recorded Program Services.

HATCH ACT
Weeks Favors Amendment
TWO major political parties spent between $40 million and $60 million for political purposes during the 1952 campaign, it was estimated last week by Sinclair Weeks, chairman of the GOP National Finance Committee.

Noting the increased cost of campaigning because of television and the devalued dollar, Mr. Weeks felt the 1940 Hatch Act should be amended. He said he personally plans to recommend legislation raising the $3 million ceiling on campaign expenditures by the major political parties. His campaign estimate covers all levels—federal, state and local.

The Senate Privileges & Elections Subcommittee is currently studying campaign data with the intent of revising the Hatch Act during the 83d Congress. Hearings are indicated. It is gathering figures from radio-TV broadcasters, newspapers and political groups in its study. Broadcasters were to return questionnaires by today (Monday).

The Republican and Democratic national organization, comprising key committees, spent about $3.5 million on network-spot radio and TV broadcasting alone during the campaign, with unknown thousands of dollars committed for Congressional, Senatorial, Gubernatorial and city campaigns [B&T, Nov. 10].

Watch for
BIG NEWS
at
KFMB
RADIO STATION
San Diego, California
November 24, 1952 • Page 63
ARMED Forces Radio Service, Hollywood, has released special transcribed half-hour program, The AFRS Story, for general distribution. Robert Vinson is writer and Will Scott, producer.

Sarnoff Group

MEMBERSHIP of the Citizens Advisory Committee on Manpower Utilization in the Armed Services, headed by Brig. Gen. David Sarnoff, RCA board chairman, was rounded out last Monday with two new appointments. C. R. Smith, president of American Airlines Ltd., and Lewis L. Strauss, consultant and financial advisor, were named by Secretary of Defense Robert A. Lovett. Created to study economical and effective use of military manpower, the commission will hold its first meeting tomorrow (Tuesday).

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J. TERRY SOUTHDAM, Columbia Records Inc., division manager for New England and Middle Atlantic territories, named national sales manager, effective Dec. 1.

JOHN B. OTTMAN, advertising manager, Stewart-Warner's Electric Div., to Admiral Corp., Chicago, as radio-TV sales promotion manager.

EDWIN CORNFIELD to sales staff, Adolph L. Gross Assoc., N. Y. (manufacturers representative firm).


NATHAN TANENBAUM, New York attorney, appointed to head legal department of Ram Productions, radio program production and transcription firm. His office is at 1407 Broadway, N. Y.

ROBERT C. UPTON, vice president of Whirlpool Corp., St. Joseph, Mich., elected to board, filling vacancy created by death of his father, LOUIS C. UPTON.

JACK SIEKRIEST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc., as advertising manager. ROBERT VAN BRUNDT appointed assistant advertising manager in charge of retail cooperative advertising. ARTHUR TIMMERMAN named copy chief.


HERMAN NORWOOD Jr. and A. F. SCHIONEfeld Jr. appointed field engineers with instrumentation div, Audio & Video Products Corp., N. Y.

L. F. HICHERNELL, chief engineer, Anaconda Wire & Cable Co., Hastings-on-Hudson, N. Y., elected to board of directors of American Institute of Electrical Engineers, replacing W. J. BARRETT who was elected treasurer. N. S. HIBSHAM, former treasurer, is now assistant secretary.

CHARLES J. CAREY, producer-director, WCAU-TV Philadelphia, to Brown U., Providence, R. I., to produce half-hour educational series, An Evening on College Hill, on WJAR-TV Providence.

BOB WOLCOTT & Assoc., L. A. (public relations firm), moves to 631 S. Westmoreland Ave. Telephone is Dun-kirk 5-1439.

PRESTOSEAL Mfg. Co. (Presto-Splicer, film-splicing device), has moved to larger quarters at 37-27 39th St., Long Island City, N. Y.


Equipment ...

AMPEREX ELECTRONIC Corp., Hicksville, N. Y., announces production of new uhf and vhf twin tetrode known as 9964-A. Tube is designed for wide hand operation and employs new type construction which enables it to withstand greater shock and vibration.

ENGINEERING PRODUCTS Dept., RCA Victor, Camden, N. J., announces availability of community Antenaplex converter system, designed to improve reception quality and operating economy of RCA Antenaplex systems by converting all vhf TV channels received above Ch. 6 to lower frequencies.

SUM of $102,000 was obligated by the Defense Dept. for electronics and other "hard goods" equipment during the first three months of fiscal 1953 (July through September). Most of the orders placed with private industry and military establishments were for Air Force needs. Congress provided $24.3 billion for all hard goods during the new fiscal year, and another $4 billion in military assistance funds for electronics and other procurement.

HAYTER NAMED TO McCANN-Erickson Post

EVAN H. HAYTER, marketing and advertising manager of Good-year Tire & Rubber Co. of Canada Ltd., will manage the new offices McCann-Erickson will open in Canada, Marion Harper Jr., president, announced last week. The first office opens in Toronto Dec. 1, the second in Montreal in the immediate future.

Accounts to be served immediately in Canada are Shadow Wave Div., PepsiCo. of Canada Ltd., and American Safety Razor of Canada Ltd.

to hit your point of purchase? Henry Clochesy, Compton Advertising, 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 onetime shot campaign.

COURT ENJOINS

Health Aids’ Claims on Air

PRELIMINARY injunction has been granted by a federal court restraining National Health Aids Inc., Baltimore, from using certain advertising claims in radio and TV broadcasts.

The injunction was granted by the U. S. District Court for Maryland at the request of the Federal Trade Commission, which has charged that advertising claims for the company's NHA Complex are false. Sample TV scripts were part of the case record.

Among stations which carried the advertisements, according to the original complaint, were AR (TV) and WBAL-TV Baltimore, WTOP-TV and WTTG (TV) Washington and WJZ New York. Account is handled by Television Advertising Associates Inc., also Baltimore.

The court order enjoins dissemination of claims which represent that the complex (1) will make one well and keep one well if used as directed, (2) is a competent or effective treatment for a variety of ailments (arthritis, rheumatism, etc.), (3) is of any value in treating diseases, disorders and symptoms and (4) must be used—or at least some dietary supplement should be used—to obtain vitamins, minerals and proteins for good health.

PR SOCIETY

Holds Meeting in D. C.

FIFTH annual conference of the Public Relations Society of America opened yesterday (Sunday) at the Statler Hotel, Washington, D. C., Sessions end Tuesday evening.

Board of directors meeting was scheduled for Tuesday, along with a exhibits and a conference on development of PRSA chapters. The opening convention meeting this morning will include a panel on relationship of public relations and the social sciences. Ed Lipscomb, of National Cotton Council of America, will speak at today's luncheon as PRSA president.

Discussion of public relations problems is scheduled in the afternoon. Robert Sauder, director of the Ford Foundation's TV-Radio Workshop, will take part.

Coverage of public relations problems will be discussed at a Tuesday morning panel. Group meetings on specific problems are scheduled in the afternoon with the annual dinner to be held Tuesday evening.

L. A. Red Probe

HEARING on Communist activities in radio and TV, scheduled by House Un-American Activities subcommittee for Los Angeles last week, was postponed indefinitely. No indication was given when the committee will return. About 40 members of radio-TV industries in the area were under subpoena.

IDAHO MEET

IDAHO broadcasters must pool their equipment for combined coverage of the 1953 state basketball tournament because state schools have voted to allow only one broadcasting unit at the scene, more than 70 members representing 20 of Idaho's 23 radio stations were told at the Idaho Broadcasters Association's two-day convention which ended Nov. 15 at Pocatello.

Charles (Chic) Crabtree, KWKW Pocatello, chairman of IBA's sports broadcasting committee, said broadcasters will be allowed one set of equipment, one sports-caster and one color man at future tourneys, and that participating stations will share coat of line charges, equipment and salaries.

The first day of the Friday-Saturday sessions, held in Pocatello's Hotel Bannock, saw other talks on development of new personnel for radio, libel legislation and television, plus panels, a TV demonstration, a cocktail party and dinner. Saturday's program featured a sales panel, followed by sales discussions.

Henry H. Fletcher, KSEI Pocatello, was elected president, succeeding Earl J. Glade Jr., KDSH Boise, who remains on the board of directors.

Ed Hurt, KFXD Nampa, was elected vice president, and Florence Gardner, KFTI Twin Falls, re-elected secretary-treasurer. New board members are Milo Petersen, KGEM Boise; Dewain Silvester, KEEP Twin Falls, and Mr. Crabtree. Bert McAllister, KRLI Moscow, was re-elected to the board.

After a talk by Walter E. Wagstaff, KIDO Boise, on libel legislation, the IBA membership endorsed a bill for submission to the 1953 Idaho State Legislature which would eliminate liability for defamatory statements by stations carrying political broadcasts.

Liability Measure Endorsed

After his morning talk on libel, Mr. Wagstaff, as chairman of IBA's committee on NARTB Radio Standards of Practice, stressed members on "The Code for Radio," during the afternoon session. Carl L. Isaacson, radio director, Idaho State College, Pocatello, spoke during the morning on development of new personnel for radio.

The broadcasters became the state's first trade association to endorse the "Advertise Idaho Program," after its purpose was defined by William W. Shields, general manager, Hotel Bannock, Pocatello, who is chairman of the Advertise Idaho Committee. The group also endorsed a move to form an Idaho State Federation of Advertising after plans were advanced by R. C. Ostrandr, vice

Broadcasters Advised On Sports Restrictions

Mr. Wagstaff advised Boise would have 15,000 TV sets within the first year and 40,000 within two years.

Other Friday afternoon talks were made by Don Thomas, KRLC Lewiston, on news and special events; Mr. Crabtree on lotteries, and R. J. Wright, KJRL Pocatello, on programming, with discussions following.

Halliday Guest Speaker

Eugene M. Halliday, KSL Salt Lake City, Utah, guest speaker at the Friday banquet, told broadcasters television is the best thing that ever happened to radio: "Television has shocked radio out of its lethargy. Radio is not on trial. It is still the greatest advertising medium in the world today."

A closed-circuit TV demonstration was presented by Idaho State College Television Dept.

The Saturday sales panel speakers and their subjects were: Hugh Shelley, KIDO Boise, "Barnum Was Wrong"; Mr. Silvester, "Program vs. Announcement Selling"; and Leonard Waden, KID, "Merchandising—Its Benefits and Pitfalls."

NO ARGUMENT HERE...

WBNS has more listeners than all local stations combined!

All the neighbors listen in when WBNS is on the air. And you can't argue with these facts: WBNS has the top 20 rated programs...a combination of top CBS shows and local favorites. WBNS reaches a Billion-Dollar audience of almost 1/4 million, both urban and rural. WBNS is the neighbor other local stations try to keep up with.
LBS Charges Denied
(Continued from page 28)
area within a 50-mile radius. Games could not be broadcast or telecast within 30 minutes before the start of a home game or within three and a half hours afterward in the case of a single game, five and a half when a doubleheader was played.

Ball clubs deny agreements then or now concerning broadcast regulations are "unlawful, unreasonable or in restraint of trade." Broadcast agreements effective now are the National Broadcast Agreement, signed Dec. 1, 1941, and the Mutual Broadcast Agreement signed Jan. 1, 1943, and renewable each year, and the Major League Agreement on the Central Fund, Feb. 4, 1950, which involves World Series rights. Mutual Broadcasting System and Gillette Safety Razor Co. have purchased Series rights for the seasons 1951 through 1956. Liberty claims this contract excluded it from competition and challenged the right of the Commissioner and the baseball clubs to make such an agreement.

Liberty carried major and minor league games in the seasons of 1948 through 1951, under provisions of Major League Rule 1-D, since rescinded.

Violations Claimed
Several clubs claim contract violations by Liberty. National League's Boston Braves, for example, signed a contract with LBS in April 1942 for specific games, with LBS meeting certain financial and other stipulations. Liberty, the club charges, "has failed and refused from the date of signing said contract to this day to make said payments or to perform any of the terms and provisions of said contract."

Attorneys for the Braves said during 1951 one of the terms was that LBS not sell more than four and a half innings to any one sponsor. Replying to Liberty's allegation that LBS suffered financial loss when the games were not available to affiliates, the National League answered, "If LBS contracted with any stations, sponsors or advertisers to broadcast baseball games in which the defendant's team participated, such contract was made without Liberty having secured right to participate."

Gordon McLendon, former LBS president, completed his deposition to the defendants' attorneys in Chicago last week. Depositions will be taken from the other two officers of the network starting today (Monday).

Before trial, LBS attorneys expect to send a team to get depositions from some 40 people across the country. Trial is scheduled for Jan. 19, although attorneys on both sides doubt that inspection of LBS and ball club files and documents can be completed by that time.

NIELSEN BUILDS
New Addition of Chicago
A. C. NIELSEN Co. Chicago market research firm, will build a two-story addition to its plant facilities on the north side of the city, increasing its present floor space by about 30%. Workers in radio and TV services will be returned to the headquarters building from temporary quarters in nearby suburban Evanston when the plant is built.

The new building, which will include a basement and tower, will be air conditioned and fireproof, and will have a modern lounge-cafeteria, kitchen and conference rooms.

This is the third major addition Nielsen has made since the original building was occupied in October 1955, when the company employed 130 persons in food and drug index services only. Nielsen now employs more than 2,000 full-time workers in five countries on various types of research.

board of directors, Mid-Hudson Beet's, Inc., Poughkeepsie, N.Y., has declared an 8% dividend on common and preferred stock to all stockholders of record Oct. 1. Firm is licensee of WDRK Poughkeepsie.

Radio Array
MORE THAN 5,000 stories from some 160 remote points have been broadcast on the CBS (Radio) News of America program (Mon.-Sat., 9-9:15 p.m. EST) which went into its sixth year in mid-November, according to Wells Church, CBS Radio's director of news and public affairs. During the recent Presidential campaign some 50 remote pictures were made for use on the cooperatively sponsored series. Mr. Church noted.

CBS RADIO TRIO Leads Pulse Report
THREE CBS Radio network programs, were rated in first position in the evening, Monday-Friday, daytime, and Saturday and Sunday, daytime categories in the Multiple City Survey for the September-October period published by The Pulse. Ratings follow:

EVENING
Program Average Rating

LUX Radio Theatre (CBS) 7.2 7.1 7.1 7.1
Dec. Bridge, Jack Benny (CBS) 7.0 7.1 7.1 7.1
F. Fontaine, E. Bergen (CBS) 6.5 6.4 6.4 6.4
D. Day, Andy 'n Andy (CBS) 6.3 6.3 6.3 6.3

GRAND CHORD (CBS) 5.6 5.6 5.6 5.6
The Five Playshows (CBS) 5.4 5.4 5.4 5.4
D. Pearson, Winchell (ABC) 5.3 5.3 5.3 5.3
GrandPrix (CBS) 5.1 5.1 5.1 5.1

Godfrey's Talent Scouts (CBS) 5.2 5.2 5.2 5.2

MON.-FRI. DAYTIME
Arthur Godfrey (CBS) 7.4 7.3 7.3 7.3
Helen Trent (CBS) 6.9 6.7 6.7 6.7
Patek & Teachers (CBS) 6.2 6.2 6.2 6.2
Big Sluice (CBS) 6.7 6.7 6.7 6.7
Gay Gulf Summer (CBS) 6.7 6.7 6.7 6.7
Wendy Worman (CBS) 6.6 6.6 6.6 6.6
Aunt Jenny (CBS) 6.5 6.4 6.4 6.4
The Guiding Light (CBS) 6.2 6.2 6.2 6.2
Young Dr. Mollina (CBS) 6.2 6.2 6.2 6.2
Grand Slam (CBS) 6.1 6.1 6.1 6.1

SAT., SUN. DAYTIME
Stars Over Hollywood (CBS) 4.5 4.4 4.4 4.4
Theater rated (CBS) 4.1 4.1 4.1 4.1
City Hospital (CBS) 4.1 4.0 4.0 4.0
Pirates, Grand Central Station (CBS) 3.9 3.9 3.9 3.9
The Shadow (CBS) 3.6 3.6 3.6 3.6
True Detective Mysteries (MBS) 3.2 3.2 3.2 3.2
Wendy Worman (CBS) 3.2 3.2 3.2 3.2
Give and Take (CBD) 3.5 3.5 3.5 3.5
Music With The Girls (CBS) 3.5 3.5 3.5 3.5
Martin Kane (NBC) 3.4 3.4 3.4 3.4
Whitehall 1912 (NBC) 3.2 3.2 3.2 3.2

Johns Hopkins Speakers
FOUR network executives last Saturday were to address a symposium on the possibilities and problems of television programming, jointly sponsored by the Baltimore Commission of Community Relations and Johns Hopkins U. on the school's campus. Speakers were NBC's Charles C. Barry, vice president in charge of radio and television programming; Davidson Taylor, director of public affairs, and Hugh M. Heflin, director of educational activities and planning, Representing DuMont TV Network, James L. Cadigan, director of programming and production, was to discuss programming and its problems at the symposium.

FCC Honors Pakistanis
PAKISTANI nationals who have completed a telecommunications study sponsored by the Federal Communications Commission under the government's Point IV program were presented certificates of merit last Wednesday by acting FCC Chairman Rosel H. Hyde. They are Abdul Rehman, deputy assistant engineer for wireless, and John D'Cruz, wireless supervisor. Four other Pakistanis received certificates Oct. 22.

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TRANSPORT RADIO

Court Asked to Overrule

call for the U. S. Court of Appeals in Washington to overrule the FCC decision that the Trans- Rail Riders Assn. (TRA) is not a "parties in interest" and therefore had no standing in protesting the renewal of the license of WWDC-FM Washington (1,750) was made by the Transit Riders organization last week.

Petition for review of the Commission's August order was filed by TRA. The license of TRA was forced to the public cooperation file system in Washington and are "compelled ... to endure a continuous din of music, propaganda, and advertising messages they do not wish to hear, suffer disturbances of health and physical injury, which ... gives petitioner a 'legitimate' interest in the Commission's order.

TRA petition also stated that "the economic gain to WWDC-FM (through its arrangement with Washington Transit Radio Inc. and Capital Transit Co. for transfercasting rights) is an economic injury to petitioner's members."

Narrow construction of Sect. 309(c) is what TRA accused the FCC of committing, in its appeal to the court.

By a strained and tortured reading of that portion of the legislative history of Section 309(c) the Commission reduces the section to a nullity. Interpretation of Section 309(c) by the Commission would leave the Act exactly as it was prior to the passage of P.L. 554, 85 Congress [McCarran Act] and treat Section 309(c) as mere surplusage or a restatement of existing law. This, the petitioners believe, is not no such fanciful intent, but on the contrary intended to extend and broaden the right of protest beyond the narrow limits of which the Commission has heretofore imposed.

TRA believes that the Court should expand the FCC's order to the Commission, and instruct it to hold a hearing on WWDC-FM's renewal. Among the TRA objections, in its opposition to the renewal, is that WWDC-FM's license was that it is transcasting was not broadcasting, but point-to-point communications [B.F., Aug. 11]. Dissent to the FCC's new order by TRA is that TRA was not a party in interest was made by Comr. Edward M. Webster. Comr. Frieda B. Hempt also questioned the status of transcasting as broadcasting, but went along with the majority that TRA had no standing in the case.
DuMont, NCAA Differ on Football Controls

(Continued from page 15)

laws do not bar restraint as such, but they do bar unreasonable restrai nt. Thus if the NCAA's plan for television control is reasonable then there is little basis for university complaint.

Mr. Bushnell said that the "reasonableness" of NCAA's plan is based upon its worthwhile purpose—protection of "college football from damaging TV impact at the gates and in the press box, an preservation of campuses everywhere of the sports programs and the physical fitness programs." In this latter connection, he said that many schools depend upon proceeds from college football to support other sports programs.

In proclaiming the legality of the plan, Mr. Bushnell mentioned that "the NCAA is an independent agency, separate and divorced from the colleges and striving to impose its unweighted will upon the colleges collegially as a country." Mr. Bushnell insisted that NCAA "is the colleges—372 of them, large and small."

To illustrate this contention, Mr. Bushnell said NCAA takes action only through the votes of the colleges as registered by their delegates. He noted the present TV plan was adopted by a vote of 185 to 15, adding that "the NCAA wasn't forcing this policy upon the colleges, the colleges were embracing it of their own free will."

Questions NCAA Sincerity

He declared that Dr. DuMont questioned the sincerity of NCAA when it warned that uncontrolled live TV, in time, will give a small number of colleges disproportionate rewards from rights fees of pay-as-you-see receipts. But Mr. Bushnell asserted that the committee was "positively sincere" about preventing "the creation of a TV aristocracy among these few institutions."

Commenting on Dr. DuMont's contention that TV does not have a significant effect on college football attendance, Mr. Bushnell said that college directors are not dubious about the various surveys prepared for the NCAA and added:

"Actually, the athletic directors didn't need surveys to prove this point to them, for they see at first hand that if games in the stadiums are obliged to compete with football telecasts, and they know what happens to their attendance in these circumstances."

Mr. Bushnell declared that the discussion did not involve "the merits of television in its broader aspects—the subject is football, television, the televising of college games, and the results thereof."

He said the colleges are "too more opposed to television than they are to that modern wonder, atomic energy." But he insisted that the colleges believe in sensible control of college football.

"Furthermore the NCAA joins Dr. DuMont in his belief in and support of the enterprise system and its incentives," Mr. Bushnell said. "When it comes to competition, however, the colleges realize that in the conduct of their football games, they just can't compete at the box office with free tickets, and television means free tickets—millions of them."

The discussion by Dr. DuMont and Mr. Bushnell touched off editorial comment from various sports editors throughout the country. Sports Editors Arch Ward of The Chicago Tribune, Bob Cooke of the New York Herald Tribune, and Jimmy Powers of the New York Daily News all expressed dissatisfaction with the TV plan in its present format but voiced different approaches to meeting the problem.

Scores Division Proposal

Mr. Ward criticized an NCAA TV Committee proposal that would divide TV receipts among all member schools, instead of giving them to participating teams, and added:

"Can you imagine what would happen if the TV program advocated by the college radicals were applied to American industry and business... It is unthinkable that ideas of that character can make progress in sports. Our athletic fields have demonstrated more convincingly, perhaps, than any other activity in the twin attributes that made the republic great—the spirit of competition and individualism."

Mr. Cooke observed in his column, "Another Viewpoint":

"Regardless of the sensitive feelings of the NCAA's television committee, and its bottle-neck attitude, the public will have to be shown to be right ultimately. At the moment the public is thoroughly displeased with the NCAA program."

Mr. Powers, writing in his "Pow erhouse" column, voiced belief that the NCAA plan is doomed, remarking:

"The NCAA blackout of good football games will solve itself. You can't have the television stations working on lukewarm, interest on many Saturdays, absolutely no sectional interest and expect to come up with broadcast football on the air. When the sponsors evaporate, the whole plan will explode. Colleges then will have the handcuffs off and in their own areas, will satisfy their own local followings. The few big elevens that have natural football feel they are only a few—that will go on the national networks."

Dr. DuMont had asked 10 colleges for local TV rights to six college games over the Nov. 15 and Nov. 22 weekends. They replied that as members of the NCAA they had to abide by its rules and could not accept his offer (B&T, Nov. 17).

As the football telecast argument continued during the week, Doug Mills, U. of Illinois athletic director, said he would propose double feature football TV at the January convention of NCAA in Washington, D. C. Major centers from which such games draw crowds would be blacked out unless the game was a sellout, under the plan, but fans still would be assured of at least one major game.

Ed Krause, Notre Dame athletic director, said he will accompany the Rev. Edmund Joyce, athletic board chairman and executive vice president of the school, to the Nov. 30 meeting of the NCAA TV Committee in New York. They plan to ask NCAA to open up college football television. Notre Dame has criticized the TV program of the last two seasons on the ground they infringe on rights of individual schools.

KXLW Bid Filed

APPLICATION for transfer of control of KXLW St. Louis to John Kluge, WGAY Silver Spring, Md., president, and Mark Evans, WTOP-AM-TV Washington, was filed at the FCC Thursday (B&T, Nov. 17). Purchase figure is $66,000 plus acceptance of $42,000 debt.

Asks to Drop WNYC

ELIMINATION of the municipally-owned WNYC New York, which last year had a budget of approximately $215,000, was proposed by City Comptroller Lazarus Joseph last week as part of a broad plan to improve the city's financial plight. Similar proposals made in the past have not gained substantial support.

NEW OWNER

The Mahoning Valley Broadcasting Corp., owners of Radio Station WBBW, Youngstown, Ohio, are the new owners and operators of WATG in Ashland, Ohio.

NEW NETWORK AFFILIATE

WATG is now the new voice of MUTUAL in the Mansfield area which serves the needs of 200,000 prospective buyers. WATG is the most important station location between Cleveland and Columbus, Ohio.
in all facets of the media world. For weeks it was almost a fulltime job just answering these letters.

Stanley Breyer is a native San Franciscan. He was born there Oct. 11, 1908. During summer vacations while attending U. of California he ran a boys' camp, developing an interest in youth that is still one of his main interests. For nine years he has worked with the San Francisco Ad Club and Golden Gate College, directing a series of radio advertising classes. For three years he has lectured at Stanford U.

His first business experience came in Hollywood as an assistant director and film cutter for Fox Film Corp. Homemick for the Gold-en Gate, he went to work with the advertising agency now operating as Sidney Garfield & Associates. From the agency field he went to KJBS in 1937 to promote a four-station group, Northern California Broadcasting System.

It was considered quite sporting to boast that you were employed, in the latter depression years, even if without pay. That was what Stanley Breyer did for a while. It was worthwhile, apparently, because in 14 years he has attained his present position, gained when the Brunton family disposed of its KJBS interest due to the FCC duopoly ruling.

He married Theresa Lowey in 1937. They have three children: Barbara, 13; Richard, 11, and Joan, 3.

Two hobbies dominate his interests—a recently acquired yen for golf and a desire to find solutions to the rating and rate-cutting problems.

**Urges Accurate Ratings**

His radio philosophy is perhaps best summarized by this quotation from a recent talk, "In addition to the many times expressed convictions that ratings are with us (and should be) certain that they are as accurate as possible) in the recent switch from the crusade on 'ratings' to 'rates.' Just as we are going to have to continue using ratings, we will always have rate cards. Let's use as many as we want, but make charges stick. Any other road is a disastrous one for both the stations, individually, and the industry, collectively."

He won't give up the fight because he believes sincerely these policies must be followed by the industry. His influence is felt at Broadcast Advertising Bureau where he is a member of the Research Committee.

**RADIO FUTURE Reaffirmed by Walker**

FCC Chairman Paul A. Walker, in an address before the Oklahoma Broadcasters Assn. last Tuesday, warned the institutionalists about his adopted 'Sooner' state and reaffirmed his belief in the future of radio.

Referring to the action of the OBA in making him an honorary member, Mr. Walker said, "Many honors may come to a man in the course of his career but none can touch his heart so deeply as recognition by the people of his own home state."

As for radio, the FCC Chairman told the broadcasters assembled at Norman on the U. of Oklahoma campus, "I am one of those who believe in the future of aural broadcasting. "America needs the immediacy, the universality, the diversity of radio," he declared. "The multiplica-

**Proposed Radio Stations Commission**

The Chairman cautioned, however, that radio stations will not flourish without experiment. He urged broadcasters to make a more careful study of their community needs than ever before.

"Instead of too great a preoccupation with surveys and ratings to find out who is listening to what, I suggest a more intensive effort to find out who wants to listen to something that is not now being offered," he added.

**JONES AWARDS**

**Judge Upholds Verdict**

The $300,000 award to Duane Jones by the court of Duane Jones & Co., was upheld by Justice Dennis O'Leary Cohalan in New York Supreme Court on Nov. 14. The judge denied all motions by defense counsel and denied a right to a new trial.

Justice Cohalan issued a stay of execution of the judgment, which holds back Mr. Jones from collecting the award for 20 days and pending an appeal. Defense attorney Neil Cullom told Broadcast Ing - Telecasting last week that appeal is being drawn up and will be submitted within a few weeks.

A jury on Oct. 28 found guilty 10 of the 12 defendants involved in a conspiracy against Mr. Jones' business [B & T, Nov. 3]. These are newsmen and broadcasters, including Joseph Scheideler, Paul Werner, Joseph Beck, Philip Brooks, Lawrence Hubbard, Eugene Hulshizer, Robert Hughes, all with Scheideler, Beck & Co., in New York; and Robert Hayes, now with Doherty, Clifford, Steers & Shenfeld. Also named were Frank Burke, vice president of the Manhattan Soap Co. and Mr. Scheideler, Beck & Werner agency.

In denying the motions, Justice Cohalan declared:

"The trial of this closely contested jury case lasted 13 court days and resulted in one verdict (one juror dissenting) for plaintiff against some of the defendants. The jury manifested selectivity in deciding in favor of each defendant. Each attorney is free to set aside the part of the verdict which displeases him. . . . Examination of the court's charges discloses that new matters now advanced by defendants' attorney as grounds for setting aside the verdict were submitted to the jury substantially in the main charge."

**CHICAGO FM DRIVE Plans Are Drawn Up**

PLANS for special FM Month promotion in Chicago were drawn up Thursday at a meeting held at the offices of the Electric Assn. in Chicago. Ed Wheeler, WBEW (FM) Evanston, Ill., is broadcaster chairman, with the aid of Zenith Distributors in Chicago, serving as distributor chairman. C. C. Simpson, managing director of Electric Assn., will handle basic management of the campaign, scheduled to be held in February.

John H. Smith Jr., NARTB FM director, took part in the Thursday planning session. Participating with Chicago were distributors to be shown in Dec. 15.

**United States**

U. S. delegation to the conference is headed by Howard L. Sargeant, assistant secretary of State for Public Affairs. Its other members include Sen. Charles W. Tobey (New Hampshire); Luther Johnson, librarian of Congress, and representatives of the Dept. of State, religious and educational organizations.
Fables of the leopard and the hippo - 3.

ON HUNTING

THE HIPPO:
"Standing here, I pick up floating tid-bits to eat... and meantime snooze a bit."

THE LEOPARD:
"Contrariwise, I find more satisfaction in stalking the hearty game... wherever it roams."

THE MORAL:
Advertisers who (like the wily Spotted Leopard) choose each market, know that profitable sales are made where you make them. TV advertisers find that Spot is an efficient way to do just that... to open new distribution areas... to bolster sagging sales territories... to do so economically.

The thirteen markets listed here have been chosen by Spot TV advertisers in your field. Perhaps by your toughest competition.

Let us tell you more about the sales potential of these markets for your product.
A-G custom-made, master control system is now in operation in the New York, Chicago and Los Angeles studios of the ABC network. The three units link the 348 station network and serve like giant switchboards splitting all ABC network sources across the country.

This master control system for AM radio was a cooperative venture between General Electric and ABC. Emil Vincent, chief ABC audio facilities engineer, and his staff outlined network requirements. G.E.'s Bill Dean, audio project engineer, and assistant Chuck Angus, then designed the units to the ABC specifications.

Displayed in WJZ Studio
WJZ, New York's ABC station, has its master control unit placed behind a glass panel in the main reception room.

Also included at these key network points are G-E consoles employing recently developed plug-in amplifiers and power supply. The entire project represents a complete revamp of ABC's audio facilities.

Translator Becomes Converter
For Field Intensity Measurements
Engineering trick-of-the-month honors go to James C. McNary, Radio and Consulting Engineer of Washington, D.C.
As consultant for experimental TV station KG2XAZ, located near Bethlehem, Pa., operating at 513 megacycles, and a power of 3.32 kilowatts (Effective Radiated Power), Mr. McNary found it necessary to make field intensity measurements of the station. But no commercial UHF field measuring equipment was available at the time.

Translator Modified
Mr. McNary, however, had heard of the General Electric UHF Television Translator Type 101 and decided to try it as a converter for use in conjunction with standard VHF field measuring equipment. After obtaining a G-E Translator, Mr. McNary and his associate, Richard S. Duncan, modified it for field use. Then they mounted upon the car a miniature, single bay, UHF super-turnstile antenna.

Praise for Equipment
"The Translator worked very well, indeed," Mr. Duncan said. "After a warm-up period in the morning the unit could be used for field intensity measurements all day without sign of drift or instability. Also, the Translator did not add to the inherent noise level of the system."

Widely Experienced Sales Engineer
J. M. Comer's high standing on the General Electric Broadcast Equipment sales staff is well supported by his 20 years of wide electronics experience.

Mr. Comer was appointed District Sales Manager in July, 1950. Responsible for the sale of radio and TV broadcast equipment in North Carolina, South Carolina, Georgia and Florida, his headquarters are at the General Electric offices in Atlanta, Georgia.

He held various engineering positions with southern broadcasting companies from 1930 until he entered the Signal Corps in 1942. From then until 1945 he was in charge of engineering, inspection, field installation and supervision of major radio projects in the Fourth Service Command Reclamation Center.

Mr. Comer is a member of the I.R.E., the American Association of Science, and the LeConte Honorary Scientific Fraternity.
NEW GRANTS BATCH
14 More CPs; Two Uhf in Existing TV Markets

By LARRY CHRISTOPHER

TWO MARKETS which have been operating vhf stations—Greensboro, N. C., and Johnstown, Pa.—received grants for new uhf stations last week as the F.C.C.'s temporary "speed up" processing plan brought forth construction permits for a total of 14 new commercial outlets.

These two cities become the first existing TV markets to acquire new stations since the lifting of the TV freeze and the commencement of application processing.

Greensboro, where WPYM-TV is operating, was granted a new outlet on uhf Ch. 57. CP went to WCOG Greensboro. The Johnstown grant, for uhf Ch. 66, went to WRDR, its usual operating outlet is WJAC-TV.

Last week's authorizations swell the television station total in the U. S. to 236, of which 122 have been approved since July 11, date when the Commission issued the first post-thaw grants. Of the 236 stations, a total of 113 are now on the air, the most recent addition being KONA (TV) Honolulu (see story page 73). Thus far, five post-thaw grantees have commenced operation. For estimated commencement dates for all new grantees, see summary on page 76.

New Permits
Here are last week's 14 new permits:

Flint, Mich. (City priority Group A-2, No. 7) — Trendle—Campbell Broadcasting Corp. (WTAC), granted uhf Ch. 16, effective radiated power 59 kw visual and 29.5 kw aural, antenna 380 ft. above average terrain.

Henderson, Ky. (Group A-2, No. 17, Evansville, Ind.)—Ohio Valley Television Co. (WSON Henderson), granted uhf Ch. 50, ERP 26 kw visual and 15 kw aural, antenna 250 ft. Comr. Frieda Hennock voted for hearing.

Sioux City, Iowa (Group A-2, No. 39)—Cowell Broadcasting Co., granted uhf Ch. 9, ERP 29 kw visual and 15.5 kw aural, antenna 700 ft.

Galveston, Tex. (Group A-2, No. 58) — Gulf Television Co., granted uhf Ch. 6, ERP 230 kw visual and 50 kw aural, antenna 550 ft.

Galveston, Tex. (Group A-2, No. 58)—Rudman Television Co., granted uhf Ch. 41, ERP 230 kw visual and 120 kw aural, antenna 470 ft.

Decatur, Ill. (Group A-2, No. 59)— Prairie Television Co., granted uhf Ch. 17, ERP 18 kw visual and 8.8 kw aural, antenna 310 ft.

Sioux Falls, S. D. (Group A-2, No. 74)—Midcontinent Broadcasting Co. (KELO), granted uhf Ch. 11, ERP 57 kw visual and 29 kw aural, antenna 500 ft.

Lima, Ohio (Group A-2, No. 79) — WLOK Inc. (WLOK), granted uhf Ch. 73, ERP 20 kw visual and 11 kw aural, antenna 360 ft.

Colorado Springs, Col. (Group A-2, No. 59)—Pikes Peak Broadcasting Co. (KRDO), granted uhf Ch. 13, ERP 11.5 kw visual and 5.8 kw aural, antenna minus 630 ft.

Jackson, Mich. (Group B-1, No. 13) — WIBM Inc. (WIBM), granted uhf Ch. 48, ERP 225 kw visual and 115 kw aural, antenna 1,830 ft.

Battle Creek, Mich. (Group B-1, No. 15)—Michigan Broadcasting Co. (WBCK), granted uhf Ch. 58, ERP 18.5 kw visual and 9.3 kw aural, antenna 550 ft.

Belleville, Ill. (Group B-1, No. 23) —Signal Hill Telecasting Corp., granted uhf Ch. 54, ERP 220 kw visual and 120 kw aural, antenna 630 ft.

Greensboro, N. C. (Group B-2, No. 149)—Inter-City Advertising Co. of Greensboro (WCOG), granted uhf Ch. 57, ERP 115 kw visual and 59 kw aural, antenna 240 ft.

Johnstown, Pa. (Group B-2, No. 151)—Stroll Realty Co. (WARD), granted uhf Ch. 56, ERP 91 kw visual and 46 kw aural, antenna 610 ft.

In other actions last week, FCC by memorandum opinion and order denied a petition by James A. Noe which requested reconsideration of the Commission's action in late September denying Mr. Noe's proposal to add a new uhf channel to New Orleans. Mr. Noe, licensee of WNOE New Orleans, wanted to substitute uhf Ch. 3 for Ch. 2 at Baton Rouge, La., so as to permit allocation of Ch. 2 to New Orleans as well as Ch. 8. FCC has substituted Ch. 8 for Ch. 2 at New Orleans, reserved for educational use.

In another opinion and order, the Commission denied a petition by WHIS Bluefield, W. Va., seeking reconsideration of an earlier refusal to waive the Sixth Report's one-year waiting rule to add a uhf channel there [B+T, Sept. 22].

WMCT (TV) Memphis, changed from Ch. 4 to Ch. 5 by the Sixth Report, was granted a permit to boost ERP to 100 kw visual and 50 kw aural with antenna height above average terrain 970 ft.

KCNA Tucson, Ariz., applicant for uhf Ch. 9, was asked by the Commission to furnish further information on its bid, "including statement of intentions as to future ownership, control and management of the proposed station."

WTIP Charleston, W. Va., in competition with WKNA there for uhf Ch. 40, was advised that its

Koin TO APPEAL

PROPOSED amendment of the Ch. 6 TV application of Koin Portland, Ore., was refused by FCC Hearing Examiner Elizabeth C. Smith last week and the station plans to appeal the ruling to the Commission itself today (Monday).

Koin seeks to amend its application so as to show withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, together 43.5% owners. Their holdings were assumed a fortnight ago by other stockholders and some two dozen station employees engaged their homes and made other financial sacrifices to keep the station in the Ch. 6 proceeding [B+T, Nov. 10].

Koin will take the case to the examiner's ruling on bid courts if it is unsuccessful in gaining acceptance of its amendment before the Commission, it was reported last week by station counsel, Paul A. O'Bryan of Dew, Lohnes & Albertson.

The Stolkin group withdrew from Koin, and associated KJR Seattle, shortly after their resignation from top posts in RKO Pictures [B+T, Oct. 31].

Pioneer Broadcasters Inc., licensee of KGW Portland and also Ch. 6 applicant, protested the proposed Koin amendment on grounds it was too late and constituted a strengthening of the Koin competitive position following unfavorable "publicity" on the Stolkin group and its withdrawal from the RKO firm. Koin promptly refused the charges in a reply petition [B+T, Nov. 17, 10].

The examiner's ruling to deny the Koin amendment was highlighted by another development in the Ch. 6 competition—a petition by XKLX Broadcasters, licensee of XKLX Portland, to withdraw its application. XKLX said part owner Ed Crane is presently engaged in supervising the construction and installation of XKLX-TV Spokane, Wash., and on the basis of his experience "he has informed petitioner that present day costs of

(Continued on page 88)
television grants and applications

Digest of Those Filed With FCC Nov. 14 through Nov. 20
Grants Since April 14:

**VHF** | **UHF** | **Total**
--- | --- | ---
Commercial | 33 | 30 | 57
Educational | 2 | 7 | 9
Total | 35 | 47 | 82

**Commerical television stations on the air**

<table>
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<th>Applications Filed Since April 14:</th>
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**NEW STATION GRANTS**

**Listed by States**

**FORT SMITH,** Ark.—Southwestern Publishing Co. (KFSM). Granted uhf Ch. 22 (518-304 mc); ERP 140 kw aural; antenna height above average terrain 210 ft., above ground 430 ft. (Publication of this grant in TV Mirror was error; as it listed frequency first sought by grantee and not that frequency which later was requested and granted.)

**COLORADO SPRINGS,** Colo.—Col. Pikes Peak Best Co. (KRDO). Granted vhf Ch. 21 (604-286 mc); ERP 1,000 kw; antenna height above average terrain 560 ft., above ground 650 ft. Engineerinng condition. Estimated construction cost $275,000, first year operating cost $229,000, revenue $275,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel Charles B. Crown,ats, Washington. Consulting engineer George C. Snyder, Washington. Principals include President and Secretary H. C. Smith, Junior, 55% owner, and Secretary B. C. Leary, 45% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7.


**DECATUR,** Ill.—Prairie Television Co. Granted uhf Ch. 17 (468-416 mc); ERP 1,000 kw; antenna height above average terrain 220 ft., above ground 550 ft. Engineerinng condition. Estimated construction cost $275,000, first year operating cost $229,000, revenue $275,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel Charles B. Crownats, Washington. Consulting engineer George C. Snyder, Washington. Principals include President and Secretary H. C. Smith, Junior, 55% owner, and Secretary B. C. Leary, 45% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7.

**BELLEVILLE,** Ill.—Signal Hill Telecasting Corp. Granted uhf Ch. 54 (710-

**TV CALL LETTERS**

FCC approved the following call letters to TV stations permitted: KTVK, Denver, Colo. (Mountain States Telecasting Corp.); KTVU, San Francisco, Calif. (San Francisco Bay Broadcasting Co., Tex. (Bryant Radio & Television Co.), San Antonio, Tex. (TV Group), Oct. 17, TV.

**GROUND-BREAKING ceremonies for the transmitter of WGBI-TV Scranton (station's target date to be on the air is April) were held Nov. 3. Transmitter will be located atop Bald Mt., seven miles from Scranton. At ceremony were (I to r) Ted Rodgers, president, Scranton Chamber of Commerce; Mrs. Douglas Holmes, wifete of local businessman; and Bob Birchs, Sweeney Construction Co., Scranton. Mrs. M. E. Megarego, WGBI president; Robert F. Riley, Sweeney firm; Walter Young, Chamber of Commerce secre- tary, and George D. Cooney, WGBI general manager.**

**FLINT,** Mich.—Trendle—Campbell Best Co. (WTAC). Granted uhf Ch. 44 (604-286 mc); ERP 1,000 kw; antenna height above average terrain 170 ft., above ground 230 ft. Engineerinng condition. Estimated construction cost $100,000, first year operating cost $120,000, revenue $150,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel Charles B. Crowntats, Washington. Consulting engineer George C. Snyder, Washington. Principals include President H. C. Smith, Junior, 55% owner, and Secretary B. C. Leary, 45% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7. City priority status: Gr. B-2, Nov. 10.

**GREENSBORO,** N. C.—Inter-City Advertising Co. of Greensboro, N. C. (KINJ). Granted uhf Ch. 18 (578-734 mc); ERP 115 kw visual, 50 kw auditory; antenna height above average terrain 330 ft. Estimated construction cost $120,000, first year operating cost $100,000, revenue $150,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel John D. Tucker, Greensboro. Consulting engineer George C. Snyder, Washington. Principals include President H. T. Spence, 65% owner, and Secretary J. M. Keyes, 35% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7. City priority status: Gr. B-2, Nov. 10.

**LIMA,** Ohio—WOLK Inc. (WLOK). Granted uhf Ch. 11 (564-489 mc); ERP 1,000 kw; antenna height above average terrain 370 ft., above ground 1,100 ft. Engineerinng condition. Estimated construction cost $150,000, first year operating cost $150,000, revenue $200,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel John D. Tucker, Greensboro. Consulting engineer George C. Snyder, Washington. Principals include President H. T. Spence, 65% owner, and Secretary J. M. Keyes, 35% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7. City priority status: Gr. B-2, Nov. 10.

**JOHNSTOWN,** Pa.—Browell Realty Co. (WARD). Granted uhf Ch. 59 (170-179 mc); ERP 1,000 kw; antenna height above average terrain 610 ft., above ground 2,100 ft. Engineerinng condition. Estimated construction cost $150,000, first year operating cost $150,000, revenue $200,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel John D. Tucker, Greensboro. Consulting engineer George C. Snyder, Washington. Principals include President H. T. Spence, 65% owner, and Secretary J. M. Keyes, 35% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7. City priority status: Gr. B-2, Nov. 10.

**SIOUX FALLS,** S. D.—Midcontinent Broadcasting Co. (KSDA). Granted uhf Ch. 39 (119-204 mc); ERP 1,000 kw; antenna height above average terrain 610 ft., above ground 2,100 ft. Engineerinng condition. Estimated construction cost $150,000, first year operating cost $150,000, revenue $200,000. Post Office address 4650-4650-4650 W. Main, Belloville, Ill. Studio location 100% of site, transmitter location 6.8, west of Belloville at 6th St., Geography coordinates 39° 30' 57" N., Lat. 97° 42' 15" W. Long. Transmitter and antenna RCA. Legal counsel John D. Tucker, Greensboro. Consulting engineer George C. Snyder, Washington. Principals include President H. T. Spence, 65% owner, and Secretary J. M. Keyes, 35% owner, in applicant. Official of Citizens Theatre Co. in applicant. Grants since April 14: No. 7. City priority status: Gr. B-2, Nov. 10.

(Continued on page 10.)
HONOLULU TV
KONA Starts Operation
KONA (TV), which started operating Nov. 16, is Honolulu's first TV station to go on the air. Station, owned and operated by Radio Honolulu Ltd., is backed by a group of five Hawaii businessmen.
Utilizing General Electric equipment, operation started with 123 kw ERP, which will be increased to 316 kw within the first year.
Firm's officers are Walter H. Dillingham, president; Herbert M. Richards, executive vice president; Arthur V. Arner, vice president; Maurice R. Barnes, vice president and attorney; Albert J. Canteille, treasurer, and William A. Cotrell, secretary.
Station executives include George H. Bowles, former West Coast station owner-manager, as general manager. Bill Ray, production manager and program director, KFWB Hollywood, is assistant manager and program director; and Vic Rowland, director of publicity, ABC Western station, as director of public relations.
Station, now using film and local programming, expects to announce affiliation with three of the major networks. Station is represented nationally by Porjos & Co.
According to GE, the new station went on the air just ten days after the equipment had been shipped by plane from Syracuse. Five GE engineers were on hand to direct the Ch. 11 installation.
KONA also has on order a 50 kw GE amplifier to boost transmitter power ten times, and a six bay antenna to increase its ERP by six times. Total cost of equipment, including the amplifier and antenna to be delivered later, is nearly half a million dollars, Paul L. Chamberlain, GM manager of commercial equipment sales, declared.

RCA COURSE
62 TV Engineers Attend
SIXTY-TWO broadcast engineers from U. S. and Canadian TV sta-
tions attended RCA's 14th Technical Training Program last week in Philadelphia and at the RCA Victor Div. plant in Camden, N. J.
Conducted by RCA's Engineering Products Dept., the clinic is designed to better acquaint engineers in operation and maintenance techniques of uhf and vhf equipment.
A 200-page, leather-bound textbook containing material covered at the sessions was prepared for each of the broadcasters attending, for subsequent use as a reference guide.
Since RCA held its first TV clinic in May 1947, a total of 1,026 broadcast engineers and video consultants have taken the five-day training course. Last week's clinic closed the 1952 program. Training courses will be resumed in early 1953.

WBEW.TV Wilkes-Barre, Pa., scheduled to begin operations Jan. 1, has named Headley-Reed Co. as its national representative. Making final arrangements are (1 to r): Sterling Beeson, vice president, Headley-Reed; David Baltimore, WBEW-TV general manager, and Bill Faber, vice president, Headley-Reed. WBEW-TV has been assigned Ch. 28, and will be affiliated with NBC-TV.

PA. EDUCATORS
Eisenhower Named To Plans Group
HAVING received the blessing of Pennsylvania's Gov. John S. Fine, a two-day conference on educational television closed Thursday after drawing an extensive plan for construction of the necessary stations and programming on the four educational channels allotted to the state of Pennsylvania.

The conference, at Hershey, was attended by 125 educators, leaders in the television industry, and representatives of community organizations from throughout the state.
It was called by the Joint Committee on Educational Television for Pennsylvania. Addressing the group Nov. 19, the governor pledged his support and appointed a twenty-man state-wide committee to prepare plans.
Among those named to the committee were Dr. Milton S. Eisenhower, president of Pennsylvania State College; Harold Stassen, president of the U. of Pennsylvania; Dr. Francis B. Haas, state superintendent of public instruction; Roger W. Clipp, general manager of WFIL-AM-TV Philadelphia, and president of the Pennsylvania Assn. of Broadcasters and Telecommunications, as well as representatives of other universities and colleges and educator organizations.

Thanks Commercial Broadcasters
At the concluding luncheon, the conference adopted a resolution extending its appreciation to the assistance given the Joint Committee by the commercial broadcasters, and expressed assurance that such cooperation could continue in the future. It also recommended that the following proposals be laid before the Governor's Committee.

1. An immediate engineering-educational survey of the state;
2. Creation of a division within the Department of Public Instruction to assume such responsibilities as shall be delegated to it by the Governor's Committee on Educational Television;
3. That the Governor's Committee give "every possible consideration" to a plan for local control in applications for license and operation, but that the stations be operated under standards set at state level;
4. That the state subside construction and operations costs, but that efforts be made to meet some of the costs of transferring to television certain expensive educational services now being carried on otherwise; and
5. That the State Department of Public Instruction seek to promote local interest in areas not falling within the coverage areas of educational television stations.
Spadework for the conference was done by the Joint Committee on Educational Television for Pennsylvania, which was set up last July after a series of the conferences with state leaders. Dr. C. R. Carpenter of Pennsylvania State College is chairman of the committee. Last week's conference voted to ask the Steering Committee of the Joint Committee to continue to function until the Governor's Committee is organized and operating.
It is assumed here that necessary legislative authority and appropriations will be sought at the next session of the General Assembly, which convenes in January.

ABC-TV Sales Post
POST of television sales vice-president of ABC, vacated by the resignation of John Lanigan to join NBC (see story page 25), probably will not be filled until after FCC acts finally on the proposed merger of ABC and United Paramount Theatres, it was reported last week.
Examiner Leo Resnick issued an initial decision to approve the merger 10 days ago and final—and favorable—action is expected within several weeks [B+T, Nov. 17]. Mr. Lanigan moved to NBC to become manager of its Eastern Sales Div.

WFPG-TV DEBUT
Is Planned for Dec. 20
WFPG-TV Atlantic City, N. J., will go on the air Dec. 20, John E. Pearson Co., the station's representative, announced last week.
Utilizing Ch. 46, WFPG-TV will teleteach programs from NBC-TV, CBS-TV, DuMont and ABC-TV.
WFPG-TV will operate with an RCA uhf transmitter. Its tower will soar 488 feet.

Dealers and distributors have guaranteed a minimum of 5,000 uhf converters by Jan. 1. There are now 2,967 uhf sets in the two counties in WFPG-TV's primary coverage area, it was claimed.
WFPF President Fred Weber said the TV outlet's visual ERP will be 19.7 kw and it will operate from 5 to 11:15 p.m. daily, using the "lowest rate in TV of $150 hourly and $20 for chain break spots and minutes." He said the station will use RCA's first factory-built uhf television receiver.
Staff will include Blair Tren, operations director; Edna Lattimer, film buyer; Earl Godfrey, chief engineer; Pearl Kogen, auditor and personnel director; Sue Hanna, traffic manager; Ed Davis, program director, and Russell Truex, sales manager.

DuMont ADDS FOUR
All to Begin By Jan. 1
AFFILIATION of four new television stations, all scheduled to go on the air by Jan. 1, with the DuMont Television Network was announced last week by Elmore B. Lyford, DuMont's director of station relations.
The new affiliates: WKAB-TV Mobile, Ch. 48, and owned and operated by Shopping Service to open Dec. 7; WAFT-BW Baton Rouge, Ch. 28, and owned and operated by Modern Broadcasting Co. of Baton Rouge; KROD-TV El Paso, Ch. 4, owned and operated by Roderick "Broadcasting Corp., to open Dec. 15, and KONA (TV) Honolulu, Ch. 11, owned and operated by Radio Honolulu Ltd. (see story on commencement, this page).

NL&B TV Billing
TELEVISION billing at Needham, Louis and Broby agency, Chicago, has increased by more than $3 million this year, according to Maurice H. Needham, president. Mr. Need- ham reported this figure, along with a profit that brought combined radio and TV billing is $8 million plus, when announcing last week that James G. Cominos, a vice president and accounting executive, had been named director of radio and television. Alan Wallace continues as manager of the broadcast creative staff.

November 24, 1952
ZIV BUSINESS
Record-Breaking Year Cited

ESTIMATED increase in business by the end of this year of 115% over 1951 was reported last week by Ziv Television Programs Inc. The tract of the group, the success of which is credited to the company for its record-breaking sales year.

In addition to the new Favorite Story series, scheduled for January release with sales in 27 markets thus far, other Ziv-TV properties and their sales include: The Unexpected, 52; Boston Blackie, 58; Your TV Theatre, 35; Yesterday's Newsmen, 21; Sports Album, 17; The Living Book, 10; The Cisco Kid, 60 and Story Theatre, 26.

Company also announced sale back-to-back of Story Theatre and Your TV Theatre to the Hudson dealers in Chicago through the Malcolm Howard Agency. The programs will start Dec. 3 over WGN-TV Chicago.

Sales expansion, company says, has led to an appointment of five more Ziv TV field representatives: Frank J. O'Leary, who has NBC sales; William R. Dothard, former director of local sales, WFBF Baltimore; Leon Wray, formerly sales manager, Don Lee Network, and Jack Howard, who was with KBON Omaha and Ben Coleman, who was Liberty network sales manager.

RKO EXECUTIVES
Board Chairman Grant Quits

LATEST executive to leave RKO Pictures Corp. was Board Chairman Arnold Grant on Nov. 15, leaving control in the hands of the two remaining directors, Edward Burke Jr. and Sherrill C. Corwin. Ralph E. Stolkin, former president, and two directors resigned earlier (RT, Oct. 27).

Mr. Grant acted after two men he proposed as directors were rejected by Mississ. Burke and Corwin, who did not offer substitute names.

Rudolph Halley Show

WJZ-TV New York will present a Report to the People, starting Wednesday, 8-8:15 p.m. EST, featuring Rudolph Halley, president of New York's city council, in a discussion of city affairs. Mr. Halley has been described as a critic of the current city administration and is expected to air his position on a variety of topics on the weekly, unsponsored program. Mayor Vincent R. Impellitteri, who had been invited to appear on the program on Wednesdays alternate to Mr. Halley, announced last week that he had been invited to appear on alternate Wednesdays.

* * *

WCCO-TV SIGNAL
Boosted; Bays Doubled

SUCCESSFUL addition of three bays to the WCCO-TV antenna, atop the Foshay Tower in Minneapolis was completed Nov. 14 when the station switched from its temporary antenna which it has used for two months. Improved signal was reported from the entire WCCO-TV market.

The addition increased the number of bays from three to six and the height of the tower from 530 feet to 601 feet. WCCO-TV Ch. 4 superturnstile antenna has a place on the community tower above that allotted to the 5-bay super-gain antennas which will be used for Chs. 9 and 11. There are eight applicants now before the FCC for the frequencies of these two channels.

Work of co-ordinating the arrangements for use of the tower was handled by WCCO Chief Engineer John M. Sherman, Magney, Tustler & Setter is architect for the Foshay Tower. Design of the tower was by Edwards & York, structural engineering firm, which handled the antenna structure for the Empire State Bldg. in New York.

* * *

SOME members of Ziv Television Programs Inc.'s expanded sales force are shown in conference on Ziv's new Favorite Story TV show. Seated (l to r): Michael Sillerman, director of sales training; M. J. Rihkin, vice president in charge of sales, Ziv Television Programs; standing (l to r), four of Ziv's recently added sales representatives: Leon Wray, Frank J. O'Leary, William R. Dothard and Jack Howard.

DTN TV-CENTRE
The Watchwords: Efficiency, Economy

EFFICIENCY and economy are the watchwords at the DuMont Tele-Centre, which by next June will be the focal point of DuMont's New York programming.

Closely cooperating with architect plans for DuMont's Wanamaker studios and for the two New York theatres used for audience programs, DuMont programming and engineering executives have attempted to incorporate all possible features to expedite and improve production.

For example, the continuity acceptance editor's office contains a large-screen cabinet connected to all studios, film projection rooms and rehearsal halls, permitting the editor to supervise all program components from his desk TV.

Another unique feature is the design of control rooms, a pattern tested at the Ambassador Theatre studio, which eliminates much confusion by separating programming and engineering operations. Program and production men are located in the middle section, with the video engineer at one side and the audio engineer at the rear. The technician also is situated at the rear so he can control the lighting according to what appears on the monitor screens, instead of by the way things look on the studio floor.

Each unit occupies a glass-enclosed space in which it can function with minimum distraction from other operators.

To expedite the handling of filmed commercial announcements and station breaks, the integration of film sequences into live programming or studio commercials into remote pick-ups, cut-in announcements and other quick changes, the Tele-Centre contains a special switching studio which handles all such activities, keeping them out of master control.

Throughout the set-up efforts have been made to avert errors before they happen, with the basic principle, "It's got to be right before it starts."

Ground floor office space is arranged to handle actors, writers, sponsors, agency executives and others concerned with programming, from one side of the main lobby, while members of the studio audiences are accommodated at the other. As another aid, one of the two stairways is assigned to program and production personnel, the other to engineers and technicians.

Largest of the building's five studios, a three-story affair with a floor space 110 by 80 ft., can accommodate a full-fledged circus and sets showing the entire face of a building without difficulty. There are four two-story studios, three measuring 70 by 55 ft., and the fourth somewhat larger, 75 by 50 ft. Portable seats will be used for studio audiences for expansion of production space as required.

Control rooms for the studios are located one above the other to simplify wiring and expedite trouble-shooting. Access to control rooms is by ramps instead of stairs, so spare and replacement apparatus can be rolled in.

Props for all programs will be stored in the building, as well as sets for programs telecast daily. A large hand truck will carry sets, props and costumes needed for a program to the studio as a complete unit. The freight elevator, about 10 by 20 ft., is separated from studios by sound locks.

Construction work to transform the nine-story building, built in the 1890s and containing a theatre, a swimming pool, ballrooms, meeting halls, etc., into an up-to-date video program center, was started early this year and now is about 90% complete. Equipment installation already has started and the first studio is expected to be ready for on-the-air operation in mid-January, with the full $4 million project to be finished by June. Tele-Centre is located at 205 East 67th St., New York.

* * *

P & G Names Compton

PROCTOR & GAMBLE Co., Cincinnati, names Compton Adv., New York, to handle its new dentifrice, Gleem toothpaste.
announces the appointment of
THE O. L. TAYLOR COMPANY
as exclusive
national representatives
effective immediately

Authorized power 102,900 watts ERP
Antenna height—737' above average terrain
Transmitter—Mt. Larson
3.8 miles west of state capital of Texas

ON THE AIR DECEMBER 1

KTBC-TV is the first TV station
in Austin — and on Channel 7, the only
VHF channel allocated to the city. Austin
is the capital of Texas and the home of
the University of Texas.

TO SERVE A POPULATION OF 342,100 PEOPLE
Affiliated with

Know The Best Channel for Texas Viewers

November 24, 1952 • Page 75
WBTV (TV) CASE

Court Remands to NLRB

PROLONGED dispute involving the discharge of nine technicians at WBTV (TV) Charlotte, N.C., three years ago was revived by the District of Columbia Court of Appeals to the National Labor Relations Board last week for further hearings.

The court ruled that the labor board had failed to prove its contention that dissemination of certain handbills by the employees was illegal.

The original charges of unfair labor practices were filed by Local 1229 of the International Brotherhood of Electrical Workers (IBEW) and supported in findings of a board trial examiner. NLRB subsequently reversed the initial decision, finding that WBTV did not violate the Labor Management Relations Act.

The handbills attacked the station during the heat of contract negotiations between January and August 1949. An official of the board, "the employer...deliberately undertook to alienate their employer's customers by impugning the technical competency of the product." It found that distribution of the handbills was not a type of activity protected by law.

The gist of their appeal to the public was that the employers ought to be boycotted because he offered a shoddy product to the consuming public—not because he was "unfair" to his employees. Nor had the board noted [B • T, July 2, 1951].

The NLRB decision had charged that the IBEW action caused WBTV "a loss of advertising revenue due to dissatisfaction with its television broadcasting service."

The board also dismissed the complaint that the company, Jefferson Standard Television Stations, Inc. (WBT-AM-FM WBTV), had refused to bargain with the AFL union, claiming the local had lost its affiliation.

NRB did rule Jefferson had violated the law in giving Sterling L. Hicks, one of the engineers, an "unsatisfactory" rating with the FCC, but took no action because it found the rating had not injured the technician.

Mr. Hicks previously had been indicted by a grand jury and convicted of violating the restriction of attempting to dynamite the station's radio tower. He was identified as business manager of IBEW Local 1229.

Regarding the handbills, NLRB felt that "in our judgment, these tactics, in the circumstances of this case, were hardly less indefensible than acts of physical sabotage."

"We think the Board failed to make the finding essential to its conclusion that the concerted activity was unprotected," Judge Baselon said. "Sound practices in judicial review of administrative orders precludes this court from determining "unlawfulness" without a prior consideration and finding by the Board. Since the initial finding is within the province of the Board, the petition for modification and enforcement of that part of the order before the court is denied and the case is remanded to the Board for further proceedings not inconsistent with this opinion.

SAG POLLED On Strike Support

SCREEN Actors Guild conducted a referendum of its entire membership last week to learn whether rank-and-file members approve the action of the West Coast unions. Coast branches authorizing the executive board to call a strike against the Film Producers and Advertisers Agencies over the issue of TV film commercials.

Complete tabulation of the referendum was not expected before this week.

Negotiations were broken off Oct. 22, principally over the question of re-issue of films [B • T, Oct. 27]. A spokesman for the Film Producers Assn. of New York told Broadcasting • Telecasting that there is some sentiment within SAG to call in the Federal Mediaion Service in an effort to resolve the dispute. He stressed that authorization of a strike does not necessarily mean a strike.

A report on negotiations will be made at a meeting of the National Television Council in New York Wednesday by Mel Gold, president. The council also will hold nominations for officers for 1956.

Screen Writers Guild earlier had voted support to SWG's pending strike (see story, page 90).

The New Grantees' Commencement Target Dates

Here are post-thaw TV grants and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

EMMETT LANCASTER (II), KPHO-TV Phoenix staff artist, puts finishing touches on caricature of Julian Kaufman (r), station executive sales manager. Series of caricatures satirizing local TV personalities is on display this month at the Arizona State Fair.

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<table>
<thead>
<tr>
<th>Call</th>
<th>City and State</th>
<th>Ch.</th>
<th>Granted Commencement Date</th>
<th>Rep.</th>
</tr>
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<tbody>
<tr>
<td>WAKR-TV Akron, Ohio</td>
<td>49</td>
<td>Sept. 4</td>
<td>Spring 1953</td>
<td>Weed</td>
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<tr>
<td>WBYT (TV) Albany, N. Y.</td>
<td>17</td>
<td>July 24</td>
<td>Unknown</td>
<td>Breunam</td>
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<tr>
<td>KGNC-TV Amarillo, Tex.</td>
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<td>Sept. 25</td>
<td>March-April</td>
<td>Taylor</td>
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<tr>
<td>WMTW-TV Auburn, Me.</td>
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<td>Sept. 25</td>
<td>Spring 1953</td>
<td>Taylor</td>
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<tr>
<td>WCSE (TV) Ashbury, N. J.</td>
<td>21</td>
<td>Oct. 17</td>
<td>Late 1953</td>
<td>McGilivre</td>
</tr>
<tr>
<td>WPTV (TV) Ashtabula, Oh.</td>
<td>26</td>
<td>Nov. 17</td>
<td>Unknown</td>
<td>Taylor</td>
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<tr>
<td>WPRF-TV Atlantic City, N. J.</td>
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<td>Sept. 20</td>
<td>McGilivre</td>
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<td>WBBN-TV Austin, Tex.</td>
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<td>Taylor</td>
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<td>KTBC-TV Austin, Tex.</td>
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<td>Taylor</td>
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<td>KTVA (TV) Austin, Tex.</td>
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<td>Aug. 21</td>
<td>Unknown</td>
<td>NBC</td>
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<tr>
<td>WBAM-TV Baton Rouge, La.</td>
<td>44</td>
<td>Aug. 21</td>
<td>Unknown</td>
<td>A. Young</td>
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<tr>
<td>WBZK-TV Barta City, Mich.</td>
<td>7</td>
<td>Oct. 14</td>
<td>Unknown</td>
<td>Adam Young</td>
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<td>WSMO (TV) Bismarck, N. D.</td>
<td>41</td>
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<td>NBC</td>
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<td>WTVF (TV) Nashville, Tenn.</td>
<td>15</td>
<td>Nov. 9</td>
<td>Unknown</td>
<td>A. Young</td>
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<tr>
<td>WCOS-TV Columbia, S. C.</td>
<td>7</td>
<td>Nov. 4</td>
<td>Unknown</td>
<td>F. &amp; J. Piers</td>
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<tr>
<td>WXJZ-TV Columbia, S. C.</td>
<td>67</td>
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<td>McGilivre</td>
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<td>WKLY-TV Columbia, S. C.</td>
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<td>KXJZ-TV Columbus, O.</td>
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<td>NBC</td>
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<td>WOCJ-TV Columbus, O.</td>
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<td>NBC</td>
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<td>Unknown</td>
<td>Adam Young</td>
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<td>24</td>
<td>Sept. 18</td>
<td>April</td>
<td>Raymer</td>
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<td>17</td>
<td>July 31</td>
<td>Unknown</td>
<td>ABC</td>
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<td>WAFK (TV) Columbia, S. C.</td>
<td>26</td>
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<td>CBS</td>
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<td>WPRE (TV) Columbus, O.</td>
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<td>Spring</td>
<td>NBC</td>
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<td>WRCO-TV Columbus, O.</td>
<td>66</td>
<td>Sept. 18</td>
<td>April</td>
<td>ABC</td>
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<td>KSWO (TV) Columbus, O.</td>
<td>17</td>
<td>July 31</td>
<td>Unknown</td>
<td>ABC</td>
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<td>54</td>
<td>Oct. 24</td>
<td>Unknown</td>
<td>Raymer</td>
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<tr>
<td>WBBN-TV Cleveland, O.</td>
<td>24</td>
<td>Sept. 18</td>
<td>April</td>
<td>Raymer</td>
</tr>
<tr>
<td>WFOH (TV) Cleveland, O.</td>
<td>12</td>
<td>Nov. 20</td>
<td>March</td>
<td>Adam Young</td>
</tr>
<tr>
<td>WQSD (TV) Cleveland, O.</td>
<td>55</td>
<td>Nov. 20</td>
<td>March</td>
<td>Raymer</td>
</tr>
<tr>
<td>WHIO (TV) Cincinnati, O.</td>
<td>50</td>
<td>Oct. 14</td>
<td>January</td>
<td>Adam Young</td>
</tr>
<tr>
<td>WDAY (TV) Columbus, O.</td>
<td>66</td>
<td>Sept. 18</td>
<td>April</td>
<td>ABC</td>
</tr>
<tr>
<td>WNB (TV) Cleveland, O.</td>
<td>66</td>
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<td>April</td>
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<tr>
<td>WAGN (TV) Columbus, O.</td>
<td>56</td>
<td>Dec. 24</td>
<td>Unknown</td>
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<tr>
<td>WCAU (TV) Columbia, S. C.</td>
<td>67</td>
<td>Sept. 18</td>
<td>April</td>
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<tr>
<td>WTVF (TV) Columbus, S. C.</td>
<td>24</td>
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<td>April</td>
<td>Raymer</td>
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<tr>
<td>KFAB (TV) Columbus, O.</td>
<td>17</td>
<td>July 31</td>
<td>Unknown</td>
<td>ABC</td>
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<tr>
<td>KKM (TV) Colorado Springs, Colo.</td>
<td>25</td>
<td>Sept. 28</td>
<td>March</td>
<td>Desatur, Ill.</td>
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<tr>
<td>KFRO (TV) Colorado Springs, Colo.</td>
<td>26</td>
<td>July 11</td>
<td>Spring</td>
<td>NBC</td>
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<td>WHATV (TV) Columbia, S. C.</td>
<td>57</td>
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<td>Spring</td>
<td>NBC</td>
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<tr>
<td>WXFM (TV) Colorado Springs, Colo.</td>
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<tr>
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<td>April</td>
<td>McGilivre</td>
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<tr>
<td>KVMK (TV) Columbia, S. C.</td>
<td>24</td>
<td>Sept. 18</td>
<td>April</td>
<td>Raymer</td>
</tr>
</tbody>
</table>

DTN-Dealers Dinner

DR. ALLEN B. DU MONT, president of Allen B. DuMont Labs, and several DuMont Television Networks executives are slated to attend a dinner for TV dealers in the Roanoke-Lynchburg-Bluefield area today (Monday) at the Hotel Roanoke. The Bluefield Supply Co., sponsoring the meeting, anticipating early television in the area because FCC has issued construction permits for stations in Roanoke and Lynchburg.
Congratulations

KTBC-TV

AUSTIN, TEXAS

Another Post-Freeze TV Station
—all RCA-equipped
Our Mr. H. is an extra-
The symptoms are common. You are putting together a TV spot schedule. You're eager for facts, then baffled and, in the end, mentally myopic... you have TV spots before your eyes.

That's where our Mr. H. comes in. As a TV spot specialist, he is prepared for your most delicate operation. And as an extra-specialist, he offers you more than anyone else.

He's the best-traveled account man in his seven top television markets... with the most first-hand facts and the best perspective on these markets you'll find anywhere.

He works side-by-side with TV spot's finest research staff. If it's thorough, case-hardened research you are looking for, they are the consultants for you.

And our Mr. H. has the surest hand with local live talent in the business. He will guarantee the product you sell its warmest welcome ever.

Next time you're planning TV spot, let's talk about your operation. Mr. H. will be most happy to take the case.

**CBS TELEVISION SPOT SALES**

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOI-TV, Washington; WBTJ, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.

*Mr. H. H. Halsey, Supervisor of Memphis, or Mr. Robert B. Hare of New York. Or then again, our Messes. A. through Z.*
SUCCESS!
A WELL-USED WORD...but COLGATE-PALMOLIVE-PEET CO.
Believes WSAZ-Television Came Through Magnificently...Read Their Story and Find The Facts...

Over WSAZ-Television
"The World's Most Powerful"

COVERAGE AREA:
• 103 Counties—in W. Va., Ohio, Ky. and Virginia
• Over 3,000,000 Population
• 1,828,557,000 Retail Sales
• 2,873,118,000 Effective Buying Power
• 84,000 WATTS

CHANNEL 3
WSAZ-TV
HUNTINGTON, WEST VIRGINIA

Page 80 • November 24, 1952

BROADCASTING • TELECASTING

TNT REPORT

Outlined by Halpern

PAST successes of theatre television and an outline of its future were detailed for Independent Theatre Owners in Chicago Tuesday by N. L. Halpern, president of Theatre Network Television.

Mr. Halpern was key speaker on a panel discussion which was sent close circuit to the Hotel Missouri and projected on a large RCA screen for members of Allied States Assn. of Motion Picture Exhibitors, attending an annual convention Monday through Thursday with theatre equipment manufacturers and dealers.

Others who appeared on the telecast with Mr. Halpern were these members of Allied’s TV committee: Trueman T. Rembusch, chairman, and Jack Kirsch, Leon B. Back, Wilbur Snaper, John Wolfberg, Nathan Yamins, all independent exhibitors.

Mr. Halpern asserted theatre TV will continue regardless of the outcome of FCC’s hearings slated for January, because the Commission has awarded channels to common carriers, such as AT&T, for use by theatre televikon. His group, however, seeks allocation of additional channels for motion picture usage.

Theatre TV equipment can be paid off in five years, he said, pointing to monies made by theatres which carried the Walton-Marciano fight. This bout was carried in 50 theatres in 53 cities, whereas the first network show for theatres in the summer of 1961 was seen in only nine theatres in seven cities, located primarily in the East.

Theatre Network Television now has coast-to-coast facilities, he reported, and installations are being made rapidly.

DuMont Labs. Dividend
QUARTERLY dividend of 25 cents per share on outstanding shares of 9¼ cumulative convertible preferred stock was declared last week by the board of directors of the Allen B. DuMont Labs. Inc. It is payable Jan. 1 to preferred stockholders of record at the close of business Dec. 15.
WWJ-TV
busiest station in television

At time-change, a weekly total of 5½ hours of new studio shows were added to the busy WWJ-TV schedule that already averaged more than 5 hours of live studio programming daily.

MUSICALLY SPEAKING 7:15 P.M. Mondays . . . a quarter-hour variety show with Janie Palmer and Marv Welsh.

STUMP US 6:30 P.M. Wednesdays . . . Johnny King and Mary Roy test their musical memories.

U. OF M. FOOTBALL FILMS 6:30 P.M. Mondays . . . Fritz Crisler comments on Saturday's football game.

FAYE ELIZABETH 6:00 to 6:05 P.M. Mondays thru Fridays . . . household hints.

SPORTS ROUNDUP 6:05 to 6:15 P.M. Mondays thru Fridays . . . Paul Williams, popular sportscaster reviews sports news.

CLUB ARTHUR MURRAY 8:00 P.M. Fridays . . . a popular spot with Doris Eaton Travis as hostess.

YOUR HOLLYWOOD HOST 1:00 P.M. Mondays thru Fridays . . . Bill Kennedy, star of more than 150 movies, as film host.

A station that's busy is a station that's getting business for its clients. Let WWJ-TV do a selling job for your product in the 4-billion dollar Detroit market.
KION To Appeal Ruling  
(Continued from page 71)

equipment, construction and instal-
lation substantially exceed those set forth in petitioner's appli-
cation."

"In the light of this informa-
tion," the KXXL petition said, "peti-
tioner has some question as to its present financial ability to erect and operate a television station in Port-
land."

Examiner Smith meanwhile, at
KION's request, continued the Ch.
6 hearing until Dec. 1 pending Com-
mision action on the appeal. Portland's Ch. 12 hearing was com-
pleted before Examiner Smith last
Thursday, except for issues relat-
 ing to possible interference to local AM stations. The latter testimony is to be heard starting Feb. 12.

The Ch. 12 competition includes bids of Oregon Television Inc., Columbia Empire Telecasters (KPOJ) and Northwest Television and Broadcasting Co. A great part of the 6-month period was devoted to ex-
amination of John D. Keating, a
principal partner.

Mr. Keating, who is part owner of KPOA Honolulu, was questioned about KPOA's competitive bid for Ch. 4 with that of KGU Honolulu, as well as an earlier AM application in which he had interest that was in competition with Royal V. Howard for 850 kc. Mr. Howard now is owner of KIKI Honolulu, a
250-watt outlet on 860 kc.

Newspaper's Operations

Significant decision is awaited in
Wichita TV hearings for Ch. 3 which would require Wichita Eagle-
KHF to present documents con-
cerning newspaper's operations dating back to 1930 [BET, Nov.
17].

FCC Hearing Examiner Hugh B. Hutchison has promised to rule Friday or today (Monday) on a motion by KHF to quash a sub-
poena already issued calling for that material. The subpoena was requested by KANS which, with Wichita Television Corp., is com-
peting for Ch. 3.

Essence of the reasons for the sub-
poena is contained in memorandum to Examiner Hutchison by KANS, seems to point in the direction of establishing possible anti-trust viola-
tions by the Wichita Eagle. Ref-
ence was made in the memo-
randum to the recent New Orleans Times-Picayune case, the Lorain (Ohio) Journal case, and "forced advertising." Some items seem to point to an attempt to show that the Wichita Eagle promoted its subsidiary KHF to the detriment of other stations in the Wichita area.

KHF exhibits indicated that it
planned a staff of 111 for the pro-
tected by $125,902.37 in 1950
and $119,423.19, first year's opera-
tions at $597,411.88, and estimated first year's revenue at $425,680 with a $100 per Class A hour rate and $425,680 in
 revenues.

The KHF balance sheet as of Sept.
30 showed total current assets of
$149,314.44 and total current lia-
tibilities of $65,846.24. KHF made a net profit after taxes in
1950 of $119,423.19, in 1951 of
$125,902.37 and for nine months
of 1952 of $141,238.40.

Exhibits also showed that KHF spent $85,455.06 for a camera chain to
train personnel for TV.

In Tampa-St. Petersburg, third applicant for Ch. 8 started Friday, following the completion of the
WTSP case. Other applicant is WFLA. Tampa Bay Area Tele-
casting Corp.'s first witness was
Dr. Ludd M. Spivey, president of Florida Southern College at Lake-
port. Dr. Spivey is a member of the
Tampa Bay program advisory
council.

Today, Tampa Bay stockholders Dr. and Mrs. Joseph J. Ruskin, Dr. Chester Goodnow and L. W. Bay-
nard are scheduled to appear. Dr.
Ruskin is also chairman of the health and civil defense advisory
committee to the proposed station;

Mr. Ruskin, educational programs; Dr. Goodnow, veterans; Mr. Bay-
nard, religious. Mrs. Ruskin is also a vice president of the com-
pany.

The Tampa-St. Petersburg hear-
ings will recess after tomorrow un-
til Dec. 8. During that time, depo-
sitions of other Tampa Bay stock-
holders will be taken in Florida.

New hearing beginning last week was for Ch. 6 in Beaumont-
Port Arthur, Tex. Three con-
testants are KTRM, KTRM and
KFDM. KTRM began the hearings, which are being held before Hear-
ing Examiner Annie N. Hunting,
with Forrest McClenning, FCC counsel.

KTRM Plans

KTRM plans to spend $466,136.80 for
1951 first year's operations, with estimated revenue $325,000 on a $250 Class A hour rate and $50 per announcement rate. Station plans to employ 52 people in the TV station.

KTRM is owned by the Enterprise
Co., publisher of the Beaumont
Enterprise and Journal. Enterprise
Co. balance sheet for Sept. 1,
showed current assets as $415,-
915.51, current liabilities as $394,-
451.02. Current assets included
KTRM plant and equipment carried at $145,040.10 and KTRM accounts receivable at $15,089.76.

Appearing for KTRM were R. W.
Akers, editor of the Beaumont En-
terprise; W. W. Ward, editor of the
Beaumont Journal, and Charles
Baskerville, manager, KTRM.

Nearest Beaumont Ch. 6 applicant to present its case will be KFDM.

The Fort Wayne hearing for uhf Ch. 35, which began Monday before Examiner Fannye N. Lit-
vin, involves the competitive ap-
lications of WKJG and WGL. All
of last week was devoted to the
WKJG presentation and WGL is to offer its direct case this week.

The Duluth-Marinette-Wisconsin
hearings for Chs. 3 and 6 began before Examiner Herbert Sharf-
man with the full week being devoted to engineering presenta-
tion and proposed coverage argu-
ments between the Ch. 6 appli-
cants, WDSM Superior and WREX
Duluth. Lay testimony is not ex-
pected to commence until early
December because of the engineer-
ning deadlock.

WEBE Duluth, Ch. 3 applicant, petitioned the Commission a fort-
night ago to consolidate the two
channel hearings because of the
Sec. 307 (b) issue (fair distribution of services) which is involved (307, Nov. 17). WEBE asked con-
 tinuance of both proceedings until
a ruling but the examiner re-
quested the Ch. 6 contestants to be
 g in their engineering data in the
when engineering testimony will
be held. WEBE has selected
KTRM for consolidating the two
hearings.

SACRAMENTO HEARINGS

The Sacramento hearings, in-
volving Chs. 3, 10 and 46, have
been also stalled temporarily be-
cause of engineering conflict involv-
ing proposed antenna sites on Pine
Hill, 29 miles from the city. The
state has ruled that only one tower
permit will be issued for Pine Hill,
requiring applicants who want to alter the site to amend their
proposals to show a common antenna
structure. The site also poses shadow problems for uhf appli-
cants.

Further conference is to be held
today (Monday) on the engineering
difficulties before Examiner Thom-
 as H. Donahue. Presently, the Ch. 10 hearing is to resume Dec. 15, Ch. 3 on Jan. 1, Ch. 40 about Feb.
1 and Ch. 46 sometime in Febru-
ary.

Ch. 10 competitors are KFBK and
Sacramento Telecasters Inc. Seeking Ch. 3 are KXOA, KCRA and
KROY. Maria Helen Alvarez and Cal Tel Co. are competing for Ch. 40 while John Poole Broad-
casting Co. and Jack O. Gross are contestants for Ch. 46.

The Flint hearing for Ch. 12, slated to begin last Monday before
Examiner Benito Gagnue, has
been continued until Tuesday this week. A public meeting will be offered. Contestants are WJR Detroit, WDFD Flint and W. S.
Butcherfield Theatres Inc.

The Harrisburg hearing for Ch.
27 between WCMB and WMB, scheduled to have begun earlier, is to
commence Friday before Ex-
aminer William G. Butts.

CORRIDOR lineup of KRIC-Beaumont (Tex.) Enterprise and Journal officials during TV hearing for Ch. 6 in Washington. L to r: W. W. Ward, editor, Beaumont Journal; E. C. Davis, executive vice president, Enter-
prise Co.; R. W. Akers, editor, Beaumont Enterprise; O. E. Davis, presi-
dent, Enterprise Co.; Charles Baskerville, manager, KRIC.

Page 82  •  November 24, 1952

BROADCASTING  •  Televaestion
NBC opens a new era for local advertisers...

fine television drama at a practical price

"Douglas Fairbanks, Jr. Presents (Your Brand Name) Theater"

No more must local and regional advertisers settle for less than the very finest TV drama to showcase their products. For now NBC presents 39 half-hour film programs that measure up to the best ever offered by network television, Hollywood, or the Broadway stage.

"Douglas Fairbanks Presents" is filmed on location in the great capitals of America and Europe. It stars the top talent of two continents in a variety of original and classic stories...it runs the gamut of suspense, high comedy and deep drama...and its host, director and occasional star is Douglas Fairbanks, Jr., himself.

"Douglas Fairbanks Presents" is a program for local advertisers to use with pride, and success—similar network TV drama rates consistently in the 30's and 40's. Best of all, it's a fine dramatic program at a practical price.

For further information on this new film series, and other NBC Quality Films, write, call, or wire:

NBC film programs

30 Rockefeller Plaza, New York 20, N. Y. • Offices in: New York, Chicago, Los Angeles

a service of America's No. 1 Network
FLASH!

WAVE-TV OFFERS TOP AVAILABILITY!

A few excellent spot participa-
tions are now available on
"THE OLD SHERIFF"—
WAVE-TV's amazingly popu-
lar film series, for kids of all
ages!

FREEMAN BROOKS—A colorful,
dynamic television personality,
known and loved by thousands
and thousands of WAVE-TV
viewers. He gives the show a
remarkable "live" touch, lift-
ing it head and shoulders above
conventional film programs!

TIME: 5:30 to 6:00 P.M.,
Monday thru Friday—a won-
derful before-supper time slot!

CHECK WITH: F & P!

WAVE-TV
FIRST IN KENTUCKY

NBC • ABC • Dumont

LOUISVILLE, KENTUCKY

FREE & PETERS, Inc.
Exclusive National Representatives

The Film Sheet

WAVE-TV

November 24, 1952

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New Grantees' Commencement Target Dates
(Continued from page 78)

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<tr>
<th>Call</th>
<th>City and State</th>
<th>Ch. Granted</th>
<th>Commencement</th>
<th>Network</th>
<th>Rep.</th>
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<td>KALB-TV</td>
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<td>Headley-Read</td>
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<td>Sept. 10</td>
<td>ABC</td>
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<td>15</td>
<td>Sept. 10</td>
<td>ABC</td>
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<td>WTXL-TV</td>
<td>Norfolk, Va.</td>
<td>14</td>
<td>Sept. 10</td>
<td>ABC</td>
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<tr>
<td>WJMK-TV</td>
<td>Kansas City, Mo.</td>
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<td>Sept. 10</td>
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<tr>
<td>WSVG-TV</td>
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<td>ABC</td>
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<tr>
<td>WAKS-TV</td>
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<td>ABC</td>
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<td>Sept. 10</td>
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<td>Headley-Read</td>
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<td>Sept. 10</td>
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<td>WBTI-TV</td>
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<td>15</td>
<td>Sept. 10</td>
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<td>WISN-TV</td>
<td>Milwaukee, Wis.</td>
<td>15</td>
<td>Sept. 10</td>
<td>ABC</td>
<td>Headley-Read</td>
</tr>
</tbody>
</table>
...
High speed binary frequency divider circuits with short transition times eliminate need for expensive cathode ray monitoring. Provides stable pulse source regardless of tube or line voltage variations.

- Choice of 5 lock-in sources: crystal, power line, free, external or interlace.
- No timing operating controls other than master oscillator frequency.
- Linearity dot pattern mixed with blanking available on a separate output jack for testing receivers and monitors.
- Both negative and positive outputs available independently.
- Excellent transient characteristics.
Yesterday

On May 30, 1949, there were 2500 Sets in WFBM-TV's coverage area.

Today

there are

265,000

Sets in use in WFBM-TV's coverage area.

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Illinois Market—COMPLETELY COVERAGE by WFBM-TV.

Represented nationally by
The Katz Agency Inc.

‘Lucy’ Leads in Latest Ratings

(Report 243)

TRENDEX ratings of the top 10 evening and network sponsored TV programs based on live program for the week of Nov. 1 showed CBS-TV's 'I Love Lucy' in first place. Listings were as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>'I Love Lucy'</td>
<td>68.5</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey's Talent Scouts</td>
<td>43.1</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey's Friends</td>
<td>41.3</td>
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<tr>
<td>4</td>
<td>Duganet (NBC)</td>
<td>40.8</td>
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<td>5</td>
<td>Jack Benny (CBS)</td>
<td>36.7</td>
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<tr>
<td>6</td>
<td>T-Man in Action (NBC)</td>
<td>30.7</td>
</tr>
<tr>
<td>7</td>
<td>Our Miss Brooks (CBS)</td>
<td>28.6</td>
</tr>
<tr>
<td>8</td>
<td>Your Show of Shows</td>
<td>25.7</td>
</tr>
<tr>
<td>9</td>
<td>'What's My Line?'</td>
<td>24.5</td>
</tr>
<tr>
<td>10</td>
<td>Strike it Rich (CBS)</td>
<td>20.3</td>
</tr>
</tbody>
</table>

'S...'

It's 'Lucy' First, Hooper Reports

CBS-TV's 'I Love Lucy' took first place in ratings in all six cities surveyed in the 'Hooperade of Stars' for October, following its return from summer hiatus. C. E. Hooper Co. reported last week. Only one other shows—NBC-TV's 'Your Show of Shows'—placed among the first 15 programs in each of the six cities, although six made the first 18 in five cities. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston, Detroit.

Survey Made of Chicago Set Market

TV dealers in Chicago still can sell an estimated 660,000 sets, despite the city's current "saturation" figure of 1,931,854. The Chicago Tribune, licensee of WGN-AM-TV Chicago, reports that 84.8% of the 660,000 figure it cites is a replacement market.

The newspaper has just completed a study, "The Opportunity for TV Set Sales During the Second Offensive in the Chicago Market," based on 5,000 interviews in the city and suburbs. A check on set purchase dates shows that about 500,000 of the sets now in use throughout the area have small screen sizes. This coincides roughly with the Tribune survey, which reports that 36% of the TV families answered that they had 14-inch screens or smaller.

Other replacements will be in demand by families dissatisfied with their present sets because of the model or performance, adding another 60,000 to the area's potential.

Plans by 12.8% of non-TV homes to purchase a video set, according to the survey, adds 103,072 prospects to the list.
ASK US TO PROVE WMAR-TV RESULTS!

PROOF: "Block Party"
A WMAR-TV feature which guarantees increased retail distribution; plus constant merchandising with ever-growing consumer results.
Wednesdays: 3:15-3:45 P.M.

PROOF: "The Woman's Angle"
Another WMAR-TV package with a record for the successful moving of merchandise.
Monday, Tuesday, Thursday, Friday: 1-1:30 P.M.
Wednesdays: 3:45-4 P.M.

In Maryland, most people watch WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK ★ DETROIT ★ KANSAS CITY ★ SAN FRANCISCO
CHICAGO ★ ATLANTA ★ DALLAS ★ LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
**TV CIRCULATION**

Hooper Releases Figures

NEW “TV-set circulation” totals being released with city-by-city TV-area Hooper ratings for the first time give broadcasting figures which can qualify as “circulation,” C. E. Hooper said Nov. 13. This circulation figure is the “sum of sets tuned between ‘sign-on’ and ‘sign-off’ totals for each 15-minute period within a week” and as such, he commented, is “realistic with reference to the frequency and length of the public’s use of radio and television, while preserving the effectiveness connotations of actual audience measurement.”

October TV-set circulation figures released to date by the Hooper organization are: Atlanta, 20,126,000; Baltimore, 40,122,000; Boston, 79,458,000; Chicago, 120,916,000; Cleveland, 75,790,000; Detroit, 90,278,000; Los Angeles, 123,471,000; New York, 280,793,000; Philadelphia, 194,583,000; Washington, 55,444,000.

**TV Channel Changes Since Sixth Report**

HERE, in convenient form, is a listing of all TV channel changes effected by FCC since issuance of the Sixth Report and Order which finalized the TV reallocation and lifted the freeze on construction of new stations [5*5, April 14]. The changes are:

<table>
<thead>
<tr>
<th>State</th>
<th>City</th>
<th>Old Channel</th>
<th>New Channel</th>
<th>Change</th>
</tr>
</thead>
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<tr>
<td>ALABAMA</td>
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<td>Added</td>
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<tr>
<td>FLORIDA</td>
<td>Orlando</td>
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<td>24</td>
<td>Added</td>
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<td></td>
<td>Pensacola</td>
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<tr>
<td></td>
<td>Tallahassee</td>
<td>59</td>
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<td></td>
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<td>5</td>
<td></td>
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<td>Beaumont/Port Arthur</td>
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<td>6</td>
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<tr>
<td></td>
<td>San Angelo</td>
<td>6</td>
<td>3</td>
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<tr>
<td></td>
<td>Temple</td>
<td>7</td>
<td></td>
<td>Added</td>
</tr>
</tbody>
</table>

Many “new models” and “latest developments” have come and gone since Bell Telephone Laboratories and Western Electric produced the first 639-type microphone.

Now manufactured by Altec-Lansing, the 639 has adequately met the tests of time and proved itself in an almost unlimited variety of applications. Its cardioid directional response throughout the 40 to 10,000 cycle frequency range... its high signal-to-noise ratio... its choice of 3 to 6 response patterns—all combine to make the 639B a natural for TV... and still tops for AM, FM and sound reinforcement systems.

Your near-by Graybar Broadcast Equipment Representative will be glad to give you specifications and prices on the complete line of Altec microphones, as well as on any of your other broadcast requirements.

Make it a point to call today for full particulars. Graybar Electric Company, Inc. Executive offices: Graybar Building, New York 17, N. Y.

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**TOPS IN PERFORMANCE FOR TELEVISION... and quickly available via Graybar**

Investigate these Altec companion microphones, too!

**THE ALTEC 633**

Employing the same dynamic element as the 639, the Altec 633 microphone features a more compact housing. Long a standard of comparison for less critical applications, in studios and for remote pickups, it meets all AM, FM and TV requirements for fidelity of response.

**THE ALTEC 660A AND B**

This new and smaller version of the 633 microphone is available at substantial savings in cost. Altec 660A and 660B units are ideal for voice or music pick-up wherever 10,000 cycle top response is adequate.

---

**EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR... via Graybar**

---

**IN OVER ONE HUNDRED PRINCIPAL CITIES**

**BROADCASTING • Telecasting**
IDAWAY: TELEVISION

A few of Our Leading Supplier-Manufac-

From Center Lighting & Communi-

General Electric & Cannon & Daven,

Kell & McBride & Roland & Ball &

Page 9

People & Peoples, 1952

F. A. WANKEL, manager of NBC-

The city's air

Mr. Lyman said that TV is still suffering from growing pains, but is capable of "great things when used right." It also is capable of very great waste when not used properly, he said.

Evaluating TV from the viewpoint of the advertiser, the speaker told his audience of Spokane advertisers, agency men and prospective telecasters:

1. Even with the high relative cost of television, an agency can seldom "come out" on the customary 15% commission on live shows. Most agencies, he said, must charge fees for writing and production.

2. "Canned" programs and filmed commercials are the easiest way out, but not necessarily always the most honest.

3. Film programs with live commercials are one way of keeping a "fresh commercial approach."

4. Silent film commercials with live ones result in a total loss, the speaker said.

5. Television ad writing calls for an understanding of what the advertiser can do with cameras, lighting, props, techniques and other facilities at his disposal.

Stressing the importance of a good relationship between the advertising agency and the station's production staff, Mr. Lyman said, "If these two work together with mutual respect, they can produce a successful show. Without it, there is nothing but trouble and expense for all concerned."

The speaker cited successful TV campaigns used in Seattle, including Formula 40 [BT, May 5, 1952] and Peoples Parade. He concluded:

"Above everything else, show 'em! Make everything possible visible as well as audible. Demonstrate your product or service, forget radio when you are using television. Most unsuccessful television is due to misplacement on the technique."

16MM SUIT

New Time Delay Granted

DEFENDANTS in Dept. of Justice suit to force release of 16mm feature films to television were granted a third time extension to Dec. 31 for filing answers.

Previous filing date was set for Nov. 15 after defendant attorneys had asked for more time from Oct. 15 [BT, Oct. 13]. Suit was filed in Los Angeles July 22. Counsel for film companies are undecided whether to file answers to the suit or ask for a motion to dismiss, it was reported.

November 24, 1952
**WWJ-TV STUDIOS**

$2 Million Facility Opened

WWJ-TV Detroit dedicated its new $2 million studios last Monday with a special telecast saluting Detroit, telling about the city and its people and those of southeastern Michigan, with vignettes presenting the station as the "busiest in television."

Sixth TV station in the U. S. to go on the air, March 4, 1947, WWJ-TV was the second postwar station and the first in Michigan. The dedication ceremonies were attended by Detroit Mayor Albert E. Cobo and Gov. Mennen Williams.

Others included Warren S. Booth, president of the Detroit News, station license; Edwin K. Wheeler, general manager, WWJ-AM-FM-TV; Joseph H. McConnell, NBC president; Willard E. Walbridge, station manager, WWJ-TV, and members of the News board of directors.

On Nov. 14 a special closed circuit program was viewed by 300 Detroit advertising executives. Last Thursday 300 New York advertising men watched on 10 large-screen TV receivers in the Waldorf-Astoria Hotel a program including a camera tour of the new studios, parade of local WWJ-TV stars and talent and a review of the station's commercial techniques, plus a documentary on Detroit. NBC wires were leased for the show.

Other Programs

A similar program will be shown tomorrow (Tuesday) to Midwest advertisers and agency people at Chicago's Hotel Blackstone. WWJ-TV believes it is the originator of this novel promotion of TV "with TV."

The new two-story WWJ-TV building offers 20,000 sq. ft. of floor space and adjoins the WWJ-AM-FM building. About 120 miles of television wiring are connected by cable runs to a central duct shaft which extends from the basement to the second floor. Some 150 tons of refrigerating equipment neutralize heat of the high lighting intensities used in the studios.

Stairways and passageways provide access to and from the various facilities.

Occupying much of the first floor are three studios, the largest of 4,600 sq. ft., including a 25 ft. turntable, 221 ft. of wall space and 18 motor-operated light batten. Each studio has central control boards for lighting, and adjoining control rooms are four feet above studio floor levels. Offices, conference room and a garage also are on this floor.

The second floor contains a master control room of 1,100 sq. ft., with 90 ft. of relay racks; film projection room of 600 sq. ft., announcers booth, engineering workshop of 600 sq. ft. and engineers' offices. There is an additional studio for audience shows and a roof area for outdoor shows.

The lower level area is occupied by a central storage area of 5,600 sq. ft., adjacent area for scenery design and carpentry and paint work, talent and production offices, film office, newsroom, rehearsal and dressing rooms, costume and wardrobe rooms and a talent lounge.

**DR. DU MONT'S VIEW**

Cites TV's Practical Uses

TELEVISION is not merely an entertainment or news medium but also a strong force in education, industry and defense, Dr. Allen B. DuMont, president, Allen B. DuMont Labs., asserted in the current (November) Academy Magazine, published by the Academy of Radio and Television Arts and Sciences.

Dr. DuMont cited TV's use in colleges and universities to supplement regular teaching methods and bring adult education programs into viewers' homes. He said TV's ability to see in "unseeable" places provides aid in industrial processes and noted TV is employed in atomic energy plants, research installations and in troop training.

**DAMAGE SUIT**

Filed by Film Producers

SEEKING to restrain further release of the theatrical motion picture, "Shed No Tears," to television, two firms filed a $500,000 precedent-setting damage suit against Chesapeake Industries and others last Monday. Frost Films Inc., and Equity Pictures Inc. filed in Los Angeles Superior Court.

Also named as defendants are Motion Pictures for Television (MPT), United Artists, Eagle Lion Classics, Eagle Lion Films, Pictorial Films and Pictures Unlimited.

The film producers charge that Chesapeake, formerly known as Pathe Industries Inc., had no right to assign the movie's TV distribution rights to MPT without consulting them. They maintain current showing on TV will destroy further theatrical revenue by preventing reissue. The film stars Wally Ford and was released theatrically four years ago.

Besides damages and a restraining order, the producers ask that the existing agreement between them and Chesapeake be ended.

**SWG SUPPORT**

Backs SAG on AAAA Issue

SCREEN Writers Guild (SWG) following settlement of its own long drawn-out labor contract dispute with Alliance of Television Film Producers (see story page 91) last week voted "complete support and cooperation" to Screen Actors Guild's (SAG) pending strike against the American Assn. of Advertising Agencies and New York film producers. The issue involves additional payment to actors for re-use of filmed TV commercials.

Terming SAG's proposals "just and reasonable," SWG's executive board said it would ask the Authors League of America to take similar support action.
**SWG-ALA STRIKE**  
**Ends With ATP**

FOURTEEN-week strike of Screen Writers' Guild and the Authors' League of America against the Alliance of Television Film Producers was called off early Monday under a compromise settlement, yet to be ratified by all groups involved.

Under the agreement, SWG capitulated on its demands to the producers for a percentage of the gross against minimums, a controversial issue. They compromised on a plan whereby writers will receive continuous payment for each rerun of the individual TV film.

The Alliance membership voted acceptance of the contract Thursday, with SWG members to do likewise today (Nov. 24). ALA's ratification of the contract is expected to follow.

The agreement provides that writers of one-time shows and anthology series will lease their basic material to the producer for TV use for a period of seven years. On payment of additional compensation, radio, motion picture and serial rights may be exploited by the producer within a one-year limit to be fixed; otherwise, rights revert to the author at the end of such period.

**Author's Rights**

All remaining ownership rights remain the property of the author. On episodic series and serials, where basic material is owned by the producer, all rights in the TV scripts shall be the property of the producer.

Provision is made in the contract for a scale of payments for half-hour TV scripts. Payments for hour and quarter hour scripts are still to be agreed upon.

All categories however, call for a flat sum plus continuing payments for re-use over a period of years. At the end of the seven-year leasing period, rights in the basic material revert to the author although the producer may continue to re-issue or remake the TV film.

For original stories for one-time shows, anthology series and episodic series, the writer will receive $200 for the story and $550 for the TV script. When one person writes both the story and TV script, he is to receive $700 plus continuing payments for re-use in any case. In the fields of Westerns and serials, the agreement stipulates a flat payment of $600 for the TV script, plus continuing payments.

Where a series or a serial is developed from an original TV story, the writer is to receive an additional payment for each subsequent episode, regardless of whether he works on the story or video play. The amount of payment is still to be worked out.

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**INDEPENDENT TV**  
**Urged by Canadian Advertisers**

CANADIAN advertisers are in favor of a change in government policy banning independent television stations and are ready to sponsor programs should independent TV stations be permitted, according to H. T. Venning, president of the Assn. of Canadian Advertisers.

The ACA directors, meeting at Kingston, Ont., have concurred with the Canadian Liberal Party advisory council's recommendation that the present ban on independent TV stations be lifted and that a separate regulatory body for radio and television be established. The ACA directors have notified the Canadian government to that effect and declared that private development of TV will benefit the public and business in general.

"Private capital," Mr. Venning said, is now ready to venture into and further develop the TV industry, a move which would naturally add to technical employment, encourage initiative, and give more Canadians experience.

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**TV COMMERCIALS**  
**Selling Factors Discussed**

"A COMMERCIAL is more effective if delivered by an authority on the product instead of a regular announcer," according to John Boyle, chief, TV program section, Daniel Starch & Staff, media research organization.

In a talk before the Television Assn. of Philadelphia at the Poor Richard Club, Mr. Boyle said it is not necessary to entertain in a commercial in order to sell the product. He said a certain amount of the audience will be lost if they are not entertained but that viewers who remain have product interest and will do the buying. Daniel Starch & Staff has just completed a report on TV commercials in Philadelphia, New York, Boston and Chicago.

---

**Camera Equipment Co.**

1600 Broadway  
New York City

**From Station Break to Feature...the NEW "BALANCED" TV Tripod**

is doing a whale of a job every day!

**‘Caravan’ Speedup**

NBC-TV has installed a private television system spanning the five miles between Radio City headquarters in New York and the news film operations at 106th St. to speed production on the Camel News Caravan program (Mon.-Fri., 7:45 p.m. EST and PST). The setup permits newsmen in Radio City to view the films on a standard set and order cutting and editing at the lab.

---

**Camera Equipment Co.**

1600 Broadway  
New York City

**We THROW the book away and engineered a brand new 'BALANCED' tripod for every photographer and video need. The result—a revolution in effortless operation, super-smooth tilt and 360° pan action.**

**PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rust proof, needs no lubrication. Tension adjustment for Camera Man's preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.**

---

**WE CALIBRATE LENSES**  
**Precision "T" STOP CALIBRATION of all type lenses, any focal length. Our method is approved by Motion Picture Industry Standard Committee of SMPTE. Lenses coated for photography. Special TV coating. Rapid service.**

**WE RENT AND SERVICE CAMERAS * MOVIOLAS * DOLLIES * COMPLETE line of 35mm and 16mm equipment available for rental.**

**WE DESIGN and manufacture Lens Mounts and camera equipment for 16mm—35mm and TV cameras.**
WBTV (TV) MEET

AGENDA for WBTV (TV) Charlotte's Southeastern Television Conference Dec. 3-4 was announced last week.

Film operation, programming, production and engineering will be the topics discussed. Taking part in the discussions will be Gaines Kelley, general manager, WMFY-TV Greensboro; Ken Tredwell, operations director, Sam Zurich, production director, M. J. Minor, chief engineer, Tom Callahan, audio- video supervisor, Lacy Sellars, film manager, all of WBTV, and Andrew D. Ring, of A. D. Ring & Co.

Joseph M. Bryan, president, and Charles H. Cratchfield, executive vice president, Jefferson Standard Broadcasting Co., licensee of WBT-AM-FM and WBTV, explained that the conference was being held as a service to prospective TV operators in the Carolinas and nearby states.

Also slated for the opening day is a talk by Reed T. Rollo entitled, "What's Happening to Your Application?" Mr. Rollo is associated with the Washington firm of Kirkland, Fleming, Greene, Martin & Ellis, counsel for the Jefferson Standard Broadcasting Co. "The TV Cable" will be discussed by H. Y. Alexander of the Southern Bell Telephone & Telegraph Co.'s Charlotte District.

First day's activities will be rounded out by a barbecue at WBTV's transmitter atop nearby Spencer Mountain.

Opening the second day, J. Robert Covington, Jefferson Standard Broadcasting Co.'s vice president in charge of sales and promotion, will speak on TV promotion.

Wally Jorgenson, WBTV's sales manager, and Carl Dobbie, vice president, will speak on their respective departments. Afternoon session will include a talk by Dick Doherty, NARTB employe-employers relations director, and Managing the TV Station.

Closing out the calendar will be a banquet at Charlotte's Hotel Barringer, conference headquarters.

Four speakers will be represented at the Charlotte session.

Those who indicated that they will attend from North Carolina are:

Harold Thoms, Lloyd Leonard, Art Robertson, WEB Asheville, Bakersville, North Carolina; Charles Newcomb, Charles Brit Shoemake, WLNS Lansing; and Charles Coon, WAYS Charlotte. Olin Niblack, WLVA Lynchburg; J. J. Wilson, WMTT Charlotte; E. J. Gluck, Armadillo Dotie, L. L. Caudle, WSIC Charlotte; Harmon Duncan, WFIT Fort Myers; WKTU Durham; George Barber, JR. WICG Greensboro; Hartwell Campbell, Hank Cole, John Clark, Broadcasting System, Greensboro; B. L. Middletown; Robert Poston, Acrossland, Raleigh; James Pinnell, Bruce Fleming, WPAG Mt. Airy; and Alton Trippe, S. L. Lyles, WPTT Raleigh; Robert Hildebrandt, WOHS Shelby, North Carolina; Ted Germany, WSM Winston-Salem; James Coash, John Johnson, WSM Winston-Salem; R. A. Dunlap, Jr., WMFD Wilmington.

From South Carolina:

J. Drayton Maitie, Walter Nelson, Henry Hogge, WUSN Charleston; E. H. Brown, William Birgheld, WHAN Charleston; Miss A. E. Quertman, Mrs. Alma Davis, Charles Wall, William Albee, WCGC Columbia; Roger Shaffer, Harold Backoff, Guy Vaughn, John Brock, WBBN Anderson; Mrs. E. Chamberlain, Charlie Wooten, Publishing; Charles Boton, Broadcasting Co. of the South, Columbia; Don Williams, Frank Harris, John Sholar, W. C. Rochard, WKTU Columbia; Mrs. W. C. Garrison, Norvin Duncan, WSGC Spartanburg.

From Virginia:

Robert Walker, WJAS Charlottesville; Estes Van Lanen, Lyle Motley, WBTM Danville; Bobby Hooker, Grayson County; Forrest Finken, Richard Goos, WTVN Lynchburg; Robert Ruff, Mrs. Robert Wolfenden, WMEL Melon, Thomas Tinsley, Irving Abbott, WLAB Richmond, Charles Ballou, John Kueh, WHJG Roanoke; and Walter Vowder from WGBA Columbus, Georgia.

A prospective educational TV applicant will be represented as well as members of the Consolidated U. of North Carolina Trustee Committee on Telecasting.

General chairman for the conference is Chase Idol, employe service supervisor for Jefferson Standard Broadcasting.

ACADEMY of Television Arts & Sciences, Hollywood, has opened its membership to ex-service, ex-service personnel, and production personnel (except clerical) of advertising agencies active in TV. New membership classification also includes ex-service personnel (except clerical) of talent agencies active in TV.

Zoomar Interest Sold

FILM PRODUCER Jerry Fairbanks has sold his interest in the Television Zoomar Corp., New York, which he has served as president, to Jack Pegler, general manager, and Dr. Frank G. Back, inventor of the lens. Mr. Pegler becomes president and Dr. Back, vice president, secretary and treasurer of the corporation.

KSL-TV TOWER

Signal Serves Four States

KSL-TV Salt Lake City, which claims to operate America's highest video transmitter, passed another milestone Nov. 15.

Ivor Sharp, executive vice president of Radio Service Corp. of Utah, of which KSL-TV, says on that date KSL-TV became the first TV station in the Intermountain West to serve residents of four states.

According to Mr. Sharp, the mountain top transmitter will reach 87% of the population of Utah, plus thousands in Idaho, Nevada and Wyoming.

D. Lennox Murdock, KSL-TV's general manager, adds that the station's growing market is expected to reach a retail sales volume of more than $700 million this year.

Culmination of nearly 15 years of research, exploration and mountain peak development, the KSL-TV transmitter is located atop 9,426-foot Cox Peak. The transmitter is located some 17 miles west of Salt Lake City and cost more than $350,000 to put into operation.

KSL-TV's former transmitter was located atop the Union Pacific Bldg. in Salt Lake City.

Microwave relay has been installed on the top of the KSL-TV studios in downtown Salt Lake City.

ROCKFORD TEST

CTISA Sees Raytheon Show

MEMBERS of the Rockford (IIl.) Certified Television Installation & Service Assn. Inc. witnessed a demonstration of uhf conversion and installation techniques by Raytheon at the Lafayette Hotel there Nov. 13 as part of the group's preparedness program for the advent of local television around March 1.

The Raytheon demonstration was a field test of the firm's planned national uhf educational program and sales effort. Mort Farb, president of National Appliance & Radio-TV Dealers Assn.

KSL-TV tower site affords panoramic view.

DAYTIME SPOT

WCBS-TV Reports Increase

BEWTRANApril and October, WCBS-TV New York's daytime national spot business increased "to almost twice as many accounts," said Mr. Lawrence. During the same period, he added, WCBS-TV's daytime network business increased by 56 to 77 sponsored quarter-hours a week, while evening time remained "virtually sold out."

NLRB HEARING

Deferred on TWA Petition

NATIONAL Labor Relations Board hearing on the petition of Tele- vision Writers of America (TWA) to be the bargaining agent for Hollywood writers with live and film television network shows, scheduled to start tomorrow (Tues- day), has been postponed. Hearing will now be held before Los Angeles field examiner Norman Greer.

TWA is contesting the claim of the Screen Writers Guild that it is the TV writers' proper representative. SWG and Authors League of America have already negotiated agreements with the networks in New York. They cannot be put into effect, however, until the NLRB settles the controversy.

and then you'll need our UNLIMITED SERVICE covering this hazard. It's a cover-age also against Invasion of Privacy, Plagiarism, Piracy. Ask Your Dealer. It is ADEQUATE, SURPRISINGLY INEXPENSIVE. In use Nation-wide. GET IT IN TIME!
CBS-TV 'CITY'
Production in Full Swing

PRODUCTION is in full swing at the Los Angeles CBS Television City, currently capable of turning out about 28 hours of live programming weekly.

Output capacity of the TV center, which opened officially Nov. 15, constitutes almost half the combined production of CBS-TV's 18 New York studios and 22 times that produced yearly on any large Hollywood movie lot, according to CBS officials.

Following by six weeks the dedication of the NBC TV Center's initial two-studio plant in Burbank, the new CBS operation, a corporate entity in itself, comprises four large studios, two equipped to handle audiences of 350 persons each.

Besides studios and a six-story engineering building, the unit includes make-up, costume and prop rooms, an assembly line arrangement for set design facilities, carpenter and paint shops, set storage, a 35,000 sq. ft. office area and three large rehearsal halls.

All CBS-TV Hollywood-originated live shows soon will emanate from the new plant, moving from current quarters at Columbia Square and the Don Lee Bldg. The administration and production departments eventually will make the move.

KNXT (TV), CBS-TV o & o Hollywood station, will continue to headquarter in the Don Lee Bldg., 1313 Vine St.

RELIGIOUS TV
Baker Sees a 'New Pulpit'

"TELEVISION gives religion a new pulpit, a clearer voice, a wider audience," declared Dr. W. R. G. Baker, General Electric vice president and general manager of the company's Electronics Div.

Dr. Baker spoke Nov. 14 during a Religion Television Workshop session sponsored by the National Council of the Churches of Christ at the Syracuse Hotel in Syracuse, N. Y.

The GE engineer-executive urged churchman "not to expend the valuable and expensive gift of television time carelessly," and said brevity can be an advantage. He outlined a three-point program: (1) the pulpit should be replaced by the TV studio for religious programs; (2) the telecast should be short and uncomplicated; and (3) the religious message should be presented in an easily-understood manner.

JIMMY DURANTE, who stars in NBC-TV's All Star Revue, awarded Star of Italian Solidarity, Italian government's only civilian honor to foreigners or Italians living abroad who have contributed to moral and material rehabilitation of Italy.

AMONG NOTABLES at CBS Los Angeles ceremonies are (1 to r) Harry Burke, general manager, KFAB, Omaha, CBS affiliate; Mrs. Harry C. Wilder, Phoenix, Ariz., and CBS-TV President J. L. Van Volkenburg.

CBS NETWORK star Jean Hersholt is flanked by CBS President Frank Stanton (l) and Board Chairman William S. Paley at banquet celebrating TV City opening.

TRIPLE THREAT POWER
Most Powerful TV Station in Syracuse

PROGRAMMING

Programs from three major networks... CBS, ABC, Dumont, and excellent local shows.

PROVEN RESULTS

See your nearest KATZ AGENCY for time on Central New York's most looked at television station.

say "WHEN"

"Growing Stronger Every Day"

WHEN TELEVISION SYRACUSE

A MEREDITH STATION

November 24, 1952 * Page 93
BROCHURE and promotion kit on *Favorite Story*, new Ziv Television Programs Inc. series have been released by that production firm. Star of the series is Adolphe Menjou. Kit contains ad mats, ad proofs, publicity stories and publicity pictures to be used in connection with presentation of the program. Brochure tells a pictorial story of the series, as Mr. Menjou sees it.

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**HOUSEWIFE vs. ACTRESS**

To give housewives a chance to prove they can do TV commercials better than some model or actress, a contest has been started on KTTV (TV) Hollywood *Glamour Session*, twice weekly quarter-hour program. Inaugurated by Dr. Sparling's RX-Thirty, L. A. (vitamins), sponsor of half the program, contest closes Jan. 31, 1953. Contestants, selected on basis of letters and physical appearance, will compete for chance to do a series of filmed TV commercials. Agency is Frank J. Miller Adv., Hollywood.

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**WNAX 'CONCERT TICKETS'**

PAIR of "season tickets," patterned after those which any box office has for sale, were distributed to 1,000 music organizations in the WNAX Yankton, S. D., listening area, to promote the first program of the New York Philharmonic Symphony broadcast on station Nov. 7. Letter accompanying the tickets listed guest who would be featured on the program.

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**RADIO BOOK REVIEW**

QUARTER-HOUR book reviews for teen-agers are now being aired weekly by 33 member stations of the Canadian Assn. of Broadcasters. The program is prepared by CAB for its member station on a co-operative cost basis, with reviews by a leading Canadian author, Charles Clay of Ottawa. Books reviewed include current best sellers as well as classics. Three books are discussed each week.

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**It's in the Book**

Published by Magnolia

On Records:
Johnny Standley Capitol
Al Bernie Mercury

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**REPORT ON KANSAS**

REPORT on the radio-TV audience in 1952 in Kansas, compiled by Dr. F. L. Whan, U. of Wichita, is being distributed to the industry by WIBW Topeka. The 100-page report is the 16th consecutive study of listening habits in that state.

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**MINK FOR WINNER**

FIRST prize of $1,000 mink stole and other awards totaling over two thousand dollars will be awarded winners of KNX Hollywood "Mystery Voice Contest," which started last Monday. Listeners must identify voice of well-known feminine personality, which will be heard daily and nightly on KNX programs, and include a slogan in 15 words or less telling why they listen to the station.

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**NBC-TV KIDS' SHOW**

AIMED at children from three to five years old, *Ding Dong School*, which has been presented over WBNQ (TV) Chicago for the past six weeks, will be carried over NBC-TV Mondays through Fridays (10-10:30). A new broadcast starting next Monday. The program features "Miss Frances," who tells stories and nursery rhymes and shows toys, games, puzzles and cut-outs.

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**MORNING SPORTS SHOW**

NEW show called *Sports in the Morning* is being aired daily at 8 a.m. on KKLW St. Louis featuring Don Wilber, catcher for the Boston Red Sox. Mr. Wilber slants his sports at overnight results, the day's events and personal stories of his many years in baseball. Interviews with his friends in the sports world are also featured on the program.

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**SUBWAY CLEANUP**

NEW editorial policy was begun last Monday by George Hamilton Combs, WJZ New York commentator, on his 6-6:15 p.m. EST Monday-Friday program. He told his listeners he planned to devote the last portion of his program each night to crusading against "glaringly unwholesome and dangerous conditions" in New York. Inadequate policing of the city's subways has been a subject to come under Mr. Combs' scrutiny.

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**COLLEGE GIRLS' BROADCAST**

IN CONJUNCTION with a radio course offered at Centenary Junior College, Hackettstown, N. J., young women from the college are presenting a weekly one-hour show produced in their campus studio and broadcast over WPGA Bethlehem, Pa. The various segments of the show include children's programs, special music and interviews.
APRA WORKSHOP
News Release Timing Hit

NEWS releases would receive more careful consideration by radio and TV stations if their time of release were geared to the media's normal news peaks instead of newspaper hours, the National Capital Forge, American Public Relations Assn., was told last Monday at the concluding session of its Television Workshop.

Ruth Crane, women's director of WMAL-TV-WRC, outlined the techniques used by TV stations in processing publicity material.

The workshop discussion was held in the WMAL-TV studios. Howard P. Hudson was general chairman of the workshop committee.

Others taking part in the final workshop session were these WMAL-TV station executives: Bryson Rash, special events director; Harry Holston, television operations director; John Ghilain, director of promotion; George Griese-bauer, director of TV sales; Van De Vries, director of publicity; Charles Smith, affiliate sales manager; S. Tebb Chichester Jr., assistant promotion director.

At luncheon meeting Walter Compton, general manager of WTG (TV) Washington, discussed low-cost programming techniques. He said major costs center around personnel, with time往往 a major factor.

AWRT Counsel Service
AMERICAN Women in Radio & Television has organized a job counselling service for members who are seeking employment. Requests for information should be made in writing to Lillian Okun, chairman, WMCA, 1657 Broadway, New York. Miss Okun stressed that the service is not an employment agency. She said it will function as a source of information on job contacts, preparation of presentations and, whenever possible, on jobs waiting to be filled.

PUBLIC SERVICE

HIGH ranking government and national organization officials have contributed to a 16-inch transcription Council radio stations, networks and public service bureaus.

Copies of the transcription, produced by the council on the occasion of its 10th anniversary, already have been requested by 150 stations, the four major networks.

Stations may receive copies of "Thanks for Radio" for local broadcasting by writing to the Advertising Council, 25 West 45th St., New York 36.

Here are some typical comments, included among the 16 messages:

DR. JOHN R. STEELMAN, assistant to President Truman — "Radio stations have broadcast special programs and public service messages to millions of Americans every year.

And through the Advertising Council, radio broadcasters give time to help these campaigns — salvage drives, recruiting of volunteers, the defense bond and war loan drives and national blood programs. I wish to take this opportunity to congratulate the advertising Council and its members for their generous service to the government and the nation."

Defense Secretary ROBERT A. LOVELL — "Radio stations have given valuable assistance to many information projects of the armed forces. Based on this, I am proud of any of the Advertising Council, I wish to congratulate broadcasters and their advertisers on their generous support of Dept. of Defense programs involving broad voluntary public action."

Treasury Secretary JOHN W. SNYDER — "The American people now have a worth of $2 billion. We could not have sold so many bonds without enthusiastic advertising help. And radio stations, networks and advertisers have helped enormously by broadcasting special programs many thousands upon thousands of forceful defense bond messages."

Commerce Secretary CHARLES SAYRE — "In connection with the 20th century, the 1950's, the 21st century, the 22nd century, we have played in the nation-wide effort to help our children better education."

E. BOLAND HARRIMAN, president of the American Red Cross — "Through the Advertising Council, radio advertisers have given millions of dollars in time and talent in support of the Red Cross. We can be proud of the generous manner in which the radio industry helps the Red Cross to do its job for the country."

CHARLES E. WILSON, chairman of the National Committee of Laymen, sponsors of the Religion in American Life campaign — "I wish to congratulate broadcasters on the help they give to our Religion in American Life campaign... that urges all Americans to attend and support the churches and synagogues of their choice. We can be proud of broadcasters and the Advertising Council for helping to strengthen religion in American life."

THOMAS D' ARCY BROPHY, president of the American Heritage Foundation — "The American Heritage Foundation's first activity — the Freedom Train — was heralded by radio stations wherever it went. Since the Freedom Train, broadcasters and the Advertising Council have supported an effective public service campaign urging each of us to register and vote in elections, to serve on juries and school boards and to help as individuals to make our free system work."

MEDIA POLICIES

To Affect Canada Elections
RADIO and TV policies apparently will play important roles in Canada's national election which probably will be held next summer.

Advance notice was seen in speeches of George Drew, leader of the Progressive-Conservative Party (the opposition).

In Vancouver, Mr. Drew said it was unfair for all taxpayers in the country to pay for limited TV programming in the Montreal and Toronto areas. He attacked the government-owned Canadian Broadcasting Corp. for excluding private interests from TV broadcasting, saying that if his party assumes power at Ottawa, it would eliminate supervisory authority of the CBC over independent stations.

In its place, Mr. Drew said his party would substitute an impartial board over both CBC and independents.

This board would resemble those which govern railway and air transport operators in Canada, he said.

AUSTRALIA

AUSMUS ELECTED
Is New NAEB President

GRAYDON AUSMUS, director of broadcasting and manager of WUOA, U. of Alabama station, has been elected president of the National Assn. of Educational Broadcasters. He succeeds Seymour N. Saffel of the Municipal Broadcasting System and WNYC New York City.

Mr. Ausmus was NAEB vice president for the past two years, and a member of the board of directors for four years. He is also a consultant to the Joint Committee on Educational Television.

Other officers, elected Nov. 8, in Minneapolis at the annual NAEB convention, are:

Burlon Paulus, U. of Minnesota, vice president; James Miles, Purdue U., secretary; Frank Schooley, U. of Illinois, reelected treasurer. Regional directors are Parker Wheatley, Lowell Institute of Cooperative Broadcasting, Boston, Mass.; Earl Wynn, U. of North Carolina; Waldo Abbott, U. of Michigan; and Gerald McKnight, Iowa State College; John Dunn, U. of Oklahoma, and George Sieber, WYIN Washington. Mr. Siegel, as past president, is "Chairman of the Board of Directors."

Under its new officers, NAEB plans to increase the exchange of cultural and informational programs with Europe. NAEB will utilize its 91-station non-commercial educational tape network to distribute European programs in the U. S.

The NAEB holds a $245,000 grant from the W. K. Kellogg Foundation and a $300,000 grant from the Ford Foundation for Adult Education.

ODessa Building
KECK Owner Announces Start

BEN NEDOW, owner-manager, KECK Odessa, Tex., has announced construction is underway of a 10-story office building in Odessa, for which ground-breaking ceremonies were held earlier.

The structure is to be known as the Phillips 66 Building, in honor of the Phillips Petroleum Co., which has taken a long-term lease on the top seven floors of the building.

Construction of the building was hailed by civic leaders and the local press as a long step forward in community life.

the NBC station serving greater YOUNGSTOWN, O. 30th population area in U.S. 5,000 WATTS

WFMI

Duplicating on 50,000 Watts FM

BROADCASTING • Telecasting

November 24, 1952 • Page 95
ELECTRONICS
Floberg Gives Talk in L. A.

FUTURE of the electronics industry on the West Coast will be bright if manufacturers economize and simplify their equipment in line with military needs, the West Coast Electronics Manufacturers Assn. was advised Nov. 13.

Assistant Secretary of Navy John F. Floberg told the association, meeting at the Statler Hotel in Los Angeles, that the Navy will continue to make available to industry and the public all products of its research which do not jeopardize national security.

Secretary Floberg attributed some decreases in electronic production to "engineering difficulties," including a shortage of certain component parts. As evidence of progress, he cited efforts to improve vacuum tube designs and develop devices to replace them. He urged manufacturers to make "the simplest equipment which can be built and which will still meet specific operational requirements."

Secretary Floberg also gave some statistics: (1) some 64 West Coast concerns hold military orders amounting to 7% of the total $5 billion program; (2) about 24% of the $1 million needed for each Naval aircraft pays for electronics, compared to 4% in 1926; (3) Navy electronics appropriations for fiscal 1925 is about $850 million less than in fiscal 1952 (ended last June 30); when, moneywise, the program reached its peak.

TWIN CITY AFTRA
Honors Media Programs

FIRST annual awards luncheon sponsored by Twin City Local, AFTRA, Minneapolis-St. Paul, held Nov. 13, saw 12 awards go to local radio and television shows. Judges were Arthur Lund, Campbell-Mithun Agency; C. T. Hagan, WCCO's general manager; Sherman Headley, assistant WCCO-TV manager, Lester Rees, Variety; and Mrs. C. A. Russ, civic leader. "Bests" were as follows:

KSTP, farm show, Land-O-Lakes, radio commercials, Bee Baster Show; WLOL, disc show, Swing Club, WCCO, Showboat, radio news, Noontime News; WCCO-TV, TV variety, Arthur Murray Show, TV sports, Sports Review, TV public service, Video School, TV commercials, Master Bread Films; WDGY, radio sports, Sporst Beat, radio public service, Let's Talk Turkey; KSTP-TV news, Today's Headlines.

FCC, OWI WARTIME ROLES
Brought Into Katyn Forest Probe

WARTIME operations of the FCC and the Office of War Information came into the news during the Washington sessions of a Congressional committee investigating the responsibility for the Katyn Forest massacre of 15,000 Polish officers during World War II.

The hearings were held a fort

night ago by a House committee, headed by Rep. Ray J. Madden (R-Ind.), to determine whether the Administration suppressed documents that the Russians slaughtered the Poles.

During the war, the Russians claimed the Nazis massacred the Poles and the Germans blamed the Russians.

After a year of hearings, the House committee concluded that the Russians were responsible for the crime.

Last week's hearings seemed to point to direct government censorship over anti-Soviet broadcasters during the war. Witnesses related how Allen Cranston, head of the foreign language division of OWI, and Mrs. Hilda Shea, FCC attorney, succeeding in getting Polish language commentators to tone down anti-Soviet approach in the interests of the U.S.-Russia alliance during World War II.

FCC's Licensing Power

FCC's control over broadcasters' licenses was given as the main reason broadcasters check-reined their commentators, it was pointed out. Among the witnesses corroborating this were Joseph Lang, vice president of WIBG Philadelphia, then general manager of WHOM New York; Arthur Simon, Radio & TV Daily; Jan Marion Kreutz, commentator for WJLB Detroit, then Polish commentator for WJIB Detroit; and Gen. Walter Cranston, director of WXRA Buffalo, then commentator for WBNY Buffalo.

Also appearing was Robert K. Richards, assistant to the NARTB president, wartime censorship officer, who told the committee that it appeared OWI and the FCC had exercised censorship during the war.

This was denied by Elmer Davis, OWI chief. Mr. Davis also testified that in a 1943 broadcast he had accepted the Russian version of the massacre, but that "for once Goebbels [Nazi propaganda minister] was right."

Supreme Court Justice Robert H. Jackson, chief U. S. prosecutor of Nazi war criminals, testified that although the Russians tried to bring charges against the Germans for the Katyn Forest massacre, the Nuremberg war crimes tribunal never took the charges up.

Mr. Madden said that it would have been helpful to have had American Army reports blaming the Russians for the killings.

SET SHIPMENTS
RTMA Lists 4.6 Million

MANUFACTURERS shipped 4,499,083 radio receivers to dealers in the first three quarters of 1952, according to an estimate by Radio-Television Mfrs. Assn. Third quarter shipments totaled 1,719,577 radios compared to 1,388,781 in the second quarter and 1,495,925 in the first quarter. Radio set shipments by dealers in states in first nine months of 1952 follow:

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<thead>
<tr>
<th>State</th>
<th>Total</th>
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<tbody>
<tr>
<td>Alabama</td>
<td>83,691</td>
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<td>Arkansas</td>
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<td>California</td>
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<td>Colorado</td>
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<td>Nevada</td>
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<td>Wisconsin</td>
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<td>Wyoming</td>
<td>4,877</td>
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<td>U. S. Total</td>
<td>4,499,083</td>
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Philco Sales Record

PHILCO Corp. has announced that sales for third quarter 1952 had set a new record for that period with total sales of $82,207,000. This compared with $75,408,000 for the same period last year. Net income for the third quarter of 1952 after federal income taxes was $1,784,000 or 48¢ per share of common stock as compared with $2,222,000 or 60¢ a common share in 1951.

EDUCATION AID
VLWT (TV) Sets Programs

VLWT (TV) Cincinnati has gone a step further in its program to aid adult education on television by making its facilities available to 10 universities and colleges for the last three weeks of December. From Dec. 8, James D. Shouse, board chairman of Crosley Broadcasting Corp., announced last week.

Crosley is cooperating with the Allied University Council to help promote audience building and evaluate the program's effectiveness on the viewing audience. The company has been experimenting over the past two years with various phases of television and education by issuing grants to individual colleges for special studies.

The new dramatic feature will be produced by VLWT's Charles Vaughan, based on a script, "Money for Mars," written by Fred Smith, head of the Cincinnati College of Music.

Schools participating through the Allied University Council are: U. of Cincinnati, Ohio; Indiana U., Ohio U., Miami U., U. of Kentucky, U. of Louisville, U. of Dayton, Ohio State U. and the Cincinnati College of Music. Among recipients of grants are: Cincinnati, Xavier and Miami universities.

ELECTRONIC FIELD
Sarnoff Optimistic

FUTURE growth of the electronics industry will provide young men and women of America with tremendous opportunities for personal success and to explore new frontiers, Brig. Gen. David Sarnoff, RCA board chairman, wrote in the Nov. 16 issue of American Weekly, in an article called, "Hitch Your Wagon to an Electron."

Gen. Sarnoff said more opportunities exist today than ever before in science. In the last era, "we needed the electron as the unit that would provide one gloming path to success." He added that the electron "can create anything from well-paying technical jobs to great careers in science, art and industry."

Dale Newbold Retires

DALE NEWBOLD, after handling KOA Denver's financial and personnel affairs for 27 years, has retired, it was announced last week. From 1927 to the present, Mr. Newbold served under six managers and three owners. Reminiscing, Mr. Newbold commented that the station's monthly income now more than equals that which it took in during its first year of broadcasting. Mr. Newbold said he and his wife will move back to the family home at Evergreen, Col., where Mrs. Newbold operates an antique shop.
RAYBURN'S BAN

Martin Expresses Opposition

CHANCE for relaxation of Speaker Sam Rayburn's ban on radio and TV pickups of proceedings in the House of Representatives [B&T, March 3, 10] appeared likely last week as Rep. Joseph W. Martin Jr. (R-Mass.), slated to be Speaker in the new Congress, expressed his opposition.

Speaking on the Chicago station WHUM-TV during "The Man of the Week" program Nov. 16, Rep. Martin said he could not go along with the flat ban imposed by Speaker Rayburn (D-Tex.). Rep. Martin contended the decision as to radio and TV pickups of hearings and related proceedings should be left to individual committees [B&T, Nov. 3, 10].

The TV-ban issue has been alive since the Kefauver Hearings when prominent figures in the gambling world were portrayed on the TV screen.

A panel of Washington attorneys discussed the subject Sunday night (Nov. 23) on WWDC Washing- ton. Panel members seemed in agreement that sponsorship of radio and TV broadcast coverage of Congressional hearings and other government proceedings was not objectionable if properly handled. They could not agree, however, on the rights of radio and TV to pick up hearings, floor debates and court trials.

Cites January Sponsorship

On the subject of sponsorship Paul A. Porter, former FCC chairman, argued the participation of advertisers was proper, citing the fact that most of the Presidential inaugral ceremonies will be broadcast and telecast under commercial auspices.

Thad Brown, NARTB television director and counsel, contended television had just as much right to carry advertising in connection therewith as newspapers, but added that the advertising should be handled with decorum and taste.

Mr. Porter said radio and TV stations were under no obligation to cover hearings and trials, but limited the parity to presence of reporters operating in the same way as newspaper reporters.

Presence of "the public" through radio and TV coverage prevents star chamber proceedings, Mr. Brown argued. Francis Flanagan, chief of the Senate Permanent Subcommittee on Investigations, contended the presence of microphones and cameras makes witnesses nervous. "It's unfair to make a witness testify before 20 or 30 million people," he said. Vincent Wasilewski, NARTB attorney, said television merely opens the door of the hearing room to the public.

When Mr. Porter said there was danger that viewers would tune in a program in the middle and not get the complete story, Mr. Brown replied that newspaper reporters hear portions of testimony and base their reports on these segments. Both sides of the debate agreed newspaper as well as radio

OAKITE PLANS

To Use More Radio, TV

OAKITE PRODUCTS Inc., New York, maker of Oakite (detergents), plans increased use of radio and TV this fall and winter, according to Frank A. Connolly, manager, Oakite Package Div.

Oakite advertising messages go out on 71 radio and TV shows. Mr. Connolly was not specific about additional use of the broadcast media, but said Oakite is preparing for a landslide of Oakite voters in grocery stores, through their increased activities to millions of additional televiwers and radio listeners.

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates students at regular intervals as technicians, operators and laboratory aids. Our men graduate with a first class Radio Telephone License. Call on us for your technical personnel needs.

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
65 West Fourth Street, New York 14, N Y
November 14 Decisions...

By COMMISSION EN BANC

November 14 Decisions...

New license for the following stations for regular period:


November 17 Applications

Accepted for Filing

Modification of CPs:

WMBC-FM New Orleans, La.—Mod. CP, which authorized new AM, for approval.

WPGN-FM Albany, Ga.—Mod. CP, which authorized new AM, for approval.

WOR-FM Newark, N. J.—Mod. CP, which authorized new AM, for approval.

WITI-FM Milwaukee, Wis.—Mod. CP, which authorized new AM, for approval.

WQTK-FM Madison, Wis.—Mod. CP, which authorized new AM, for approval.

Changes in Antenna Location:

WVIA-FM Parkersburg, W. Va.—Mod. CP, which authorized new AM, for approval.

WHAZ-FM Milwaukee, Wis.—Mod. CP, which authorized new AM, for approval.

WCFI-FM Chicago—Mod. CP, which authorized new AM, for approval.

License for CP:

WICA-FM Chicago—CP, which authorized new AM, for approval.

WOGM-FM Columbus, Ohio—CP, which authorized new AM, for approval.

WVBR-FM El Dorado, Calif.—Mod. CP, which authorized new AM, for approval.

WQEL-FM Columbus, Ohio—Mod. CP, which authorized new AM, for approval.

WQOC-FM Cleveland, Ohio—Mod. CP, which authorized new AM, for approval.

WQTV-FM Dallas, Tex.—Mod. CP, which authorized new AM, for approval.

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JANSKY & BAILEY
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Washington, D. C.
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National Press Bldg., Wash., D. C.
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MICHIGAN 2261
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FCC & FIELD ENGINEERING
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WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3728 Kanawha St., N. W., Wash., D. C.
Telephone 9071
Box 2468
Birmingham, Ala.

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CONSULTING ENGINEER
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Washington 5, D. C.
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BOND BLDG., EXECUTIVE 5470
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JOHN B. HEFFELFINGER
815 E. 83rd St.
Hiland 7010
KANSAS CITY, MISSOURI

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Consulting Electronic Engineers
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JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, H. Y. A.
81 Elm Ave.
San Francisco 8, Calif.
Member AFSCE
Help Wanted

Managerial

Immediate opening sales manager for aggressive Southeast network affiliate. Must have at least two years sales experience with guarantee on commission on all sales. If you can sell in a competitive market and have at least a four year college degree, write Box 156, BROADCASTING TELECASTING.

Salesmen

Immediate opening sales manager for aggressive Southeast network affiliate. Must have at least two years sales experience with guarantee on commission on all sales. If you can sell in a competitive market and have at least a four year college degree, write Box 156, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Experienced announcer with daydream personality. North Carolina independent, looking for position 1185, BROADCASTING TELECASTING.

Immediate opening for engineer with 250,000 watt station with ABC affiliate. Box 1035, BROADCASTING TELECASTING.

AM transmitter engineer, Permanent. Box 1124, BROADCASTING TELECASTING.

Transmitter engineer—Immediate opening for experienced man capable of handling some transmitter maintenance. Good pay and experience. Radio Engineers, 121 West 55th Street, New York, New York.

Combination announcer-engineer for key independent. Send photo and letter to WFFP, Fort Valley, Georgia.

Combination announcer-engineer for key independent. Send photo and letter to WFFP, Fort Valley, Georgia.


Announcer—combination, announcer-engineer with first class license wanted by network. Send audition picture and letter to WRK, BROADCASTING TELECASTING.

Junior news man ready take next step to news director. Enterprising local station will make fast advance. Send resume in letter. Box 226, BROADCASTING TELECASTING.

Combination announcer—engineer for network affiliate. Strong on news and commercials. Must be able to start. Mutual affiliation 90 miles from New York City. Pleasant living and working conditions. Send resume in letter. Box 409, BROADCASTING TELECASTING.

Announcer—combination, announcer-engineer for small Virginia network station. Strong on news and commercials. Must be able to start. Mutual affiliation 90 miles from New York City. Pleasant living and working conditions. Send resume in letter. Box 409, BROADCASTING TELECASTING.

Experienced announcer strong on DJ and news. Must be able to start. Mutual affiliation 90 miles from New York City. Pleasant living and working conditions. Send resume in letter. Box 409, BROADCASTING TELECASTING.

Successful Iowa independent will pay top rates for experienced announcer-engineer who can do top air work. Must have at least a first class license. Box 153, BROADCASTING TELECASTING.


**Salesmen**

Salem News, with Snowfall, Excellent sales results reported. Send complete details box 965, BROADCASTING TELECASTING.

Announcers


Announcer- announcer, copy writer, sales executive. Sales ability. Send resume. Box 1175, BROADCASTING TELECASTING.

Announcer, DJ, 25 years experience. If interested, call or box 725, BROADCASTING TELECASTING.

Sportscaster, four years experience. Outstanding background. Box 795, BROADCASTING TELECASTING.

Schools-colleges—Announcer-news editor. Six years in radio, teaching background. MA degree. Desires position in radio department. Now employed 500 S, Box 995, BROADCASTING TELECASTING.

Announcer, narrator, actor, TV, film experience. Versatile utility man. Forverbal. Six months recently left present position with aggressive station where position was discontinued. Box 855, BROADCASTING TELECASTING.

Announcer, control board operator, graduate-radio broadcasting school. Excellent credit, highly recommended. Educated and willing. Single. Available immediately. Box 995, BROADCASTING TELECASTING.

If DJ, newscaster, MC, etc. wants assistant, call or write. Good deal of experience, no nonsense, little experience. Want to learn with copetent men. Box 855, BROADCASTING TELECASTING.

Announcer, few months experience. Married, 28 years old, Box 995, BROADCASTING TELECASTING.

Capable announcer, thoroughly experienced. Desire permanent position in conglomerate or large chain. Single. Experienced veteran. References disc. Box 975, BROADCASTING TELECASTING.

Young man, 21, college graduate, desires broadcasting job. Will do any work but sports is specialty. Limited commercial experience. Available immediately. Box 1005, BROADCASTING TELECASTING.

Announcer-disc Jockey, beginner, single, very versatile, capable of learning most anything. Box 1250, BROADCASTING TELECASTING.

Personality friend: Person of the housewife, has a wide experience. Have own shows. Just released from Navy. Married, college graduate, prefer Indiana, Illinois, Michigan, or Ohio. $30.00 per month. Box 1905, BROADCASTING TELECASTING.


Help Wanted

Managerial

Commercial Manager's Position in Oregon's Willamette Valley with kilowatt station. Good guarantee and percentage of gross. We want a young but experienced man who can sell the station. Selling a large number of daily clients, station has excellent audience. We are looking for a man of over 150,000, Excellent city for family. Full particulars by return letter.

FOR SALE

WANTED:

- 5 power amplifiers.
- 2 300 volt DC rectifiers.
- 2 65 kw generators.
- 2 5 kw generators.
- Transmitter operators.
- Excellent credit, single.

WANTED TO BUY

- An AM or FM transmitter, 250 kw.
- An AM or FM transmitter, 50 kw.
- An AM or FM transmitter, 10 kw.
- Any type of TV transmission equipment.
- A complete TV system.


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- An AM or FM transmitter, 10 kw.
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FOR SALE

- Electronic switch, 50 kw.
- Electronic switch, 10 kw.
- Electronic switch, 5 kw.
- Any type of TV transmission equipment.
- A complete TV system.

Commercial crystal and new or replacement stations. For Sale—WKBW, Buffalo,管理人员。

**Television**

FIVE YEARS EXPERIENCE IN PROGRAM-DIRECTING, DIRECTING, PRODUCING, WRITING, EDITING, AND SURVEYING. AVAILABLE IMMEDIATELY. BOX 1250, BROADCASTING TELECASTING.

For Sale—BROADCASTING TELECASTING.

**Equipment, etc.**

- Television channel 2 or 3 RCA TP9A 3 bay wing antenna. Available for immediate sale. Box 995, BROADCASTING TELECASTING.

**WANTED TO BUY**

- 5 power amplifiers.
- 2 300 volt DC rectifiers.
- 2 65 kw generators.
- 2 5 kw generators.
- Transmitter operators.
- Excellent credit, single.

**FOR SALE**

- An AM or FM transmitter, 250 kw.
- An AM or FM transmitter, 50 kw.
- An AM or FM transmitter, 10 kw.
- Any type of TV transmission equipment.
- A complete TV system.

WANTED:

- A FM Collins 4 bay strap antenna or any other FM side mount antenna. Box 1025, Decatur, Alabama. Phone 921.

WANTED: Modulation reactor for 5 kw transmitter using 8RR-F R amplifier. Westland, Ohio. Wiles Telephone Co., Temple, Texas, Phone 3-3961.

- Has duplicate new RCA 71-AH/FM, 30 kw.

**Miscellaneous**

- Commercial crystal and new or replacement stations. For Sale—WKBW, Buffalo, 管理人员。

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ADLAI FROWNS
EFFORTS to set up a national organization which would raise radio-TV funds on his behalf—perhaps for regularly-scheduled appearances—have evolved disfavor from Gov. Adlai Stevenson, it was learned last week. A movement has been gathering more momentum than most since the Democratic Presidential nominee went down in defeat.

There had been some reports that the Illinois Governor had personally frowned on the proposal that money be raised through such an organization for either periodic or regular radio and television speaking dates.

A close associate of the Governor also has doused the proposal. Michael McGovern, special assistant to Gov. Stevenson and a practicing attorney, told Broadcasting • Telecasting last week that the movement was not supported and indicated strongly that the Democratic nominee was not in favor of the proposed plan.

Since the plan was revealed, the subject has evoked widespread approval from other political groups and radio-TV trade editors and segments of the listening-viewing public.

Plans for a new organization along this line were reported initially by Jerome L. Doff, attorney and head of the Los Angeles Stevenson Speaks Committee. The National Volunteers for Stevenson also has shown interest. George W. Ball, Washington attorney, has reported his plans to confer with Gov. Stevenson on the matter in the next few days [Sat., Nov. 17]. The Governor has announced plans, meanwhile, to return to law practice soon.

It has been suggested that Mr. Stevenson appear regularly—either weekly or monthly—on a major radio or TV network to "lay the sense" to the American people and speak for the "loyal opposition." Sponsorship has also been mentioned, but there have been recommendations, too, that arrangements be made for him to appear on public service panel programs.

There is strong sentiment in some regular Democratic quarters against the proposal. The reasons (all political) can be summarized this way:

(1) The networks have a definite policy governing off-campus political programs and might be reluctant to cope with a regular series on the subject. Although the Governor would not be a candidate in the near future, the Communications Act makes it difficult for him to appear elsewhere for political purposes.

(2) Regular appearances of the Governor, notwithstanding his stature politically, might alienate a sizeable chunk of his following among the network newsmen.

(3) The Democratic Party will be able to obtain a reasonable amount of free time for his addresses (like a Jefferson-Jackson Day dinner) without having to buy it. One estimate is that Stevenson’s campaigns cost as much as a dozen times during 1952.

There has been speculation similarly on whether President Truman would be inclined to accept similar arrangements after his term of office—after the end of his White House tenure. The possibility has been discounted in at least one major cycle group. There have been reports since last spring that if Tennessee [closed circuit, April 14] that offers may be forthcoming for his services as a radio-TV commentator has received several notes indicating Mr. Truman has had a variety of employment offers. But no details were given.

Gov. Stevenson also is identified with radio and television in another aspect—his association with station interests. After his nomination last July, Gov. Stevenson indicated he would dispose of his 25% interest in Sangamon Valley Television Corp.’s application for VHF Ch. 2 in Springfield, Ill. Sangamon is licensee of WTX-AM-FM there. He also maintains a quarter interest in WBOU-FM Bloomington (Ill.) Panograph, which owns WJBC-AM-FM there.

His family still holds part interest in Sangamon’s bid for the Springfield license, in any event. Whether Mr. Stevenson would seek to retain his TV interest was not known last week. At the time, however, the Governor relinquished his broadcast company because he felt it would not be proper, as a Presidential nominee, to be associated with an applicant before the FCC.

FCC Actions (Continued from page 9)
which authorized change in trans- and studio location.

WYOW-FM Logan, W. Va.—License for CP, which authorized new FM.

Change Type Transmitter
KAB-FM Oakdale, La.—Mod. CP, as mod., which authorized new AM, to change type and studio location.

Modification of CP
KREI Red Lake, Minn.—CP, as mod., which authorized new ionospheric conditions.

WGRI Buffalo, N. Y.—Change trans. location from downtown to Ham- burg, 500 ft., N., and make changes in DA-N.

License Renewals

Following stations request renewal of license:


WCOH-FM Newton, Ga.—License for CP, which replaced CP deleted 8-15-31.

Renewal Application Date

KMKY-FM Marysville, Calif.—CP, which authorized changes in ex- isting construction permit.

KREX-Pt Redwood City, Cali- fornia—License for CP, which authorized new FM.

KWSS-AM Pomona, Mich.—Mod. CP, as mod., which authorized new FM, for extension of completion date.

Change Antenna and ERP

WSLS-FM Roanoke, Va.—To make changes in type, ERP and correct coordinates.

November 19 Applications . . .

ACCEPTED FOR FILING
License for CP

WBHS Huntsville, Ala.—License for CP, which authorized new AM.

KFMA Davenport, Iowa.—License for CP, which authorized new AM.

KWSR-AM, Kan.—License for CP, which authorized new AM.

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Chicago 10, Ill.

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Mary C. Naylor
352 California St.
Santa Cruz 1, Cali.

SANTA FE
G. J. Murray
Suite 401, 39 W. Paseo del Pueblo
Santa Fe 1, New Mexico.

MONTANA
S. L. Taylor
2011 Main St., Suite 10
Missoula, Mont.

IDAHO
F. J. Mclntyre
127 N. 8th St.
Boise 8, Idaho

Oklahoma City
REX B. HARRISON
120 So. Robinson Ave.
Oklahoma City 3, Okla.

EMPIRE HILLS
D. W.显
131 W. Hollywood
Empire Hills 1, Cali.

SACRAMENTO
J. H. Fonda
2314 J St.
Sacramento 12, Cali.

SAN DIEGO
Al Bahrani
2301 14th Ave.
San Diego 4, Cali.

TUCSON
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1415 S. Congress Ave.
Tucson 1, Ariz.

JACKSONVILE
T. P. Fogg
2405 Ocean Blvd.
Jacksonville, Fla.

NEW ORLEANS
R. D. Morris
1730 St. Charles Ave.
New Orleans 15, La.

PHILADELPHIA
John N. MacHale
259 S. 13th St.
Philadelphia 2, Pa.

ST. LOUIS
Charles A. Dufurrena
1452 Market St.
St. Louis 3, Mo.

THOMPSON-DAVIS
J. F. Boling
2244 E. 41st St., Apt. 1
New York 17, N. Y.

PENNSYLVANIA
John H. Weymouth
322 Market St.
York, Pa.

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WIMG Winder, Ga.—License for CP, which authorized new AM.

KFUN Davenport, Iowa.—License for CP, which authorized new AM.

KWSS-AM, Kan.—License for CP, which authorized new AM.

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THE TV STORY
Continued on page 9
November 20 Decisions

BY COMMISSION EN BANC

Renewal of License

Following are summaries of recent renewal of licenses for regular period:


AM—450 kc
KPJY Puyallup, Wash.—Granted mod. GM to change license power on 1550 kc from 100 to 250 w.

Transmitter Location

WKYM San Juan, P. R.—Granted mod. GP to change trans. location, to Guaynabo, and make changes in DA; engineering conditions.

Advertisement

Aiding of Hearing

James W. and Hope N. Miller; Ester E. Davis, Morro Bay; all of whom are being aided that applications for new licenses be granted. The applicant give in overlap and indicate necessity of hearing permit in absence of the present author. The hearing on 970 kc, 1 kw-D and Gavitt requests 940 kc.

Extension Granted

WGN-C Gastonia, N. C.—Granted extension of time to file applications for renewal of license, free of rules, to permit operation of station by remote supervision, for period ending June 1, 1952, under same conditions as those of original grant.

AM—1750 kc
WMOD Mobile, Ala.—Granted CP to change frequency from 1470 to 1370 kc.

Decrease Tower Height

WMP Memphis, Tenn.—Granted mod. CP to decrease effective height of tower in present broadcast signal to avoid DA; engineering conditions.

Increase Antenna Height

WGMG Crossville, Tenn.—Granted mod. CP to increase FM antenna height from 135 feet to 200 feet, and effective power to 330 kw instead of 300 kw as Class B station on Ch. 25.

Order Denied

WBX Knoxville, Tenn.—Denied request for authority to operate station to increase power from 700 kw to 1000 kw. Operator to operate station exp. 3 a.m. Nov. 19, 1952.

November 20 Applications

ACCEPTED FOR FILING

Modification of CP

WOKX Natchez, La.—Mod.—CP, which authorized new AM, for approval of new location, and specify studio location and change type trans. AMENDED to change trans. location.

AM—1580 kc
WPAC Paterson, N. J.—CP to change from 1560 kc to 1580 kc, and make changes in ant. system. AMENDED to change type trans.

AM—660 kc
WHYL Carlisle, Pa.—CP to change frequency from 1310 to 1250 kc and make changes in ant. system. AMENDED to change type trans.

Extension of Completion Date

WKRR Pulaski, Tenn.—Mod.—CP, as most of the work has not been completed in existing AM, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMT Cedar Rapids, Iowa; WEKL Royal Oak, Mich.; WKOZ Kosciusko, Miss.; KSD St. Paul; WJNL Wenonah, N. C.; WWNY Wilmington, N. C.; WW patterns Martinburg, W. Va.; KFMY (FM) Pl.

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By Commission En Banc

Renewal of License

Following are summaries of recent renewal of licenses for regular period:


AM—450 kc
KPJY Puyallup, Wash.—Granted mod. GM to change license power on 1550 kc from 100 to 250 w.

Transmitter Location

WKYM San Juan, P. R.—Granted mod. GP to change trans. location, to Guaynabo, and make changes in DA; engineering conditions.

Advertisement

Aiding of Hearing

James W. and Hope N. Miller; Ester E. Davis, Morro Bay; all of whom are being aided that applications for new licenses be granted. The applicant give in overlap and indicate necessity of hearing permit in absence of the present author. The hearing on 970 kc, 1 kw-D and Gavitt requests 940 kc.

Extension Granted

WGN-C Gastonia, N. C.—Granted extension of time to file applications for renewal of license, free of rules, to permit operation of station by remote supervision, for period ending June 1, 1952, under same conditions as those of original grant.

AM—1750 kc
WMOD Mobile, Ala.—Granted CP to change frequency from 1470 to 1370 kc.

Decrease Tower Height

WMP Memphis, Tenn.—Granted mod. CP to decrease effective height of tower in present broadcast signal to avoid DA; engineering conditions.

Increase Antenna Height

WGMG Crossville, Tenn.—Granted mod. CP to increase FM antenna height from 135 feet to 200 feet, and effective power to 330 kw instead of 300 kw as Class B station on Ch. 25.

Order Denied

WBX Knoxville, Tenn.—Denied request for authority to operate station to increase power from 700 kw to 1000 kw. Operator to operate station exp. 3 a.m. Nov. 19, 1952.

November 20 Applications

Accepted for Filing

Modification of CP

WOKX Natchez, La.—Mod.—CP, which authorized new AM, for approval of new location, and specify studio location and change type trans. AMENDED to change trans. location.

AM—1580 kc
WPAC Paterson, N. J.—CP to change from 1560 kc to 1580 kc, and make changes in ant. system. AMENDED to change type trans.

AM—660 kc
WHYL Carlisle, Pa.—CP to change frequency from 1310 to 1250 kc and make changes in ant. system. AMENDED to change type trans.

Extension of Completion Date

WKRR Pulaski, Tenn.—Mod.—CP, as most of the work has not been completed in existing AM, for extension of completion date.

Renewal of License

Following stations request renewal of license:

WMT Cedar Rapids, Iowa; WEKL Royal Oak, Mich.; WKOZ Kosciusko, Miss.; KSD St. Paul; WJNL Wenonah, N. C.; WWNY Wilmington, N. C.; WW patterns Martinburg, W. Va.; KFMY (FM) Pl.
revenue $38,000. Principals include President John Thomas, Ltd., insurance
scales, dealer), Lexington. Post office

AM-AM CALL LETTER ASSIGNMENTS

AM Stations: WLSA Andalusia, Ala. (The Montenary Bdg. Co., 200 kc, 1 kw
daytime, 10 kw night, WLSA, 1240 kc, 12 kw, 3 kw

city frequency: Gr. B-2, No. 170.

AM-FM CALL LETTER ASSIGNMENTS

AM Stations: WTEN (TV) Tampa, Fla. (G. O. X., 500 kc, 5 kw, 3 kw
3 kw day, 1 kw night, anten- na 200 ft., FCC Roundup B.T., Nov. 30). WTLA
950 kc, 5 kw, 3 kw, 2 kw day, 1 kw night, WTLA, 950 kc, 5 kw, 3 kw, 2 kw
day, 1 kw night, antenna 200 ft., WTLA, 950 kc, 5 kw, 3 kw, 2 kw
day, 1 kw night, antenna 200 ft., FCC Roundup B.T., Nov. 30.

New Applications . . .

AM APPLICATIONS

Richmond, Ky.—Dizes B. Boyle, 1420
Osborne Ave., Lexington (ky. Post office address.

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In several business enterprises located Rochester, see Minden. Hill is mentioned in several parts to aircraft industry, and military and aircraft manufacturer. See Minden. City status: Gr. B-4, No. 16.

PORTFOLIO: The Woodruff Inst., Inc. Ch. 30 (560-572 mc); ERP 118 kw. 

SALEM, Ore.-Williamante-land Telev. Inc. Ch. 2 (242-254 mc); ERP 3.5 kw visual, 1.5 kw audio; antenna height above average terrain 207 ft. above ground. Estimated construction cost $129,000, revenue $144,000. Post Office address Salem, Ore. Studio location Marion Hotel. Transmitter location 2.3 mi. west of Salem, Ore. Average terrain elevation 59° 31" N., 120° 06' 38" W. Long. Transmitter is owned. Consulting engineer Harold C. Single-

Sewell, North Carolina. Ch. 2 (242-254 mc); ERP 2.5 kw visual, 2 kw audio; antenna height above average terrain 275 ft. above ground. Estimated construction cost $190,400, first year operating cost $240,000, revenue $250,000. Post Office address 3476 Sunset Blvd., Redlands, CA. Average terrain 1,800 ft. above sea level. City status: Gr. A-3, No. 138.

MILWAUKEE, Wis.--Cream City Co., Inc. (WTMJ) Ch. 4 (805-817 mc); ERP 14.5 kw visual, 7.88 kw audio; antenna height above average terrain 488 ft. above ground. Estimated construction cost $309,682, first year operating cost $300,000, revenue $350,000. Post Office address 646 West Wisconsin Ave., Milwaukee 3, Wis. Average terrain 420 ft. above sea level. City status: Gr. B-4, No. 182.

PREPARE NOW FOR JOBS IN TELEVISION--FILMS

One of America's top film schools offers short courses daily. Fully equipped shooting stage. Ews. Easy terms. Write or phone Dept. "uf." Also courses for Amateur Movie Makers. Sterling 3-9444 29 Flatbush Av., Bklyn 17, N. Y.
CONTROL CHANGE FOR CALIFORNIA STUDIOS

TV FILM producers Jack Gross and Phil Krasne are to assume control of California Studios, Hollywood, today (Monday). Messrs. Gross and Krasne made $50,000 down payment to meet immediate claims and operational expenses of the operation, which are to repay balance of $35,000 owed by estate of Harry Sherman, California Studios owner, who died Sept. 28. Gross-Krasne Inc. produce CBS-TV shows, and their first year is to be start filming CBS-TV's Video Theatre, currently live from New York. Ziv TV Programs Inc. will continue to operate from California Studios, it was reported.

APPLICATIONS FILED

SHOWING belief in uhf TV [B&T, Nov. 17], Herbert Mayer, owner of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., and permitted to operate in Denver, wants to file for uhf Ch. 26 in Kansas City and uhf Ch. 30 in St. Louis. WXEL is only uhf in Mr. Mayer's hands; it operates on Ch. 9.

Among other six applications filed Friday was one from Notre Dame U. for commercial uhf Ch. 46 in Notre Dame, Ind., with Mr. Mayer's support. Two commercial com- mittery operaions, Ch. 46 is assigned to South Bend, Ind. Another was filed for uhf Ch. 50 by WMEV Marion, Va. (pop. 5,852).

Synopsis of applications filed Friday follows:

Modesto, Calif.— Ralph M. Brown, uhf Ch. 14, ERP 20.4 kw visual, 10.2 kw aural; antenna height above average terrain 496 ft, above ground 541 ft. Estimated construction cost $169,341, first year operating cost $102,000, revenue $150,000. Mr. Brown is 46% owner of XBOO Modesto and Modeste attorney. City priority status: Gr. A-2, No. 397.

Notre Dame, Ind.—Michigan Television Corp, uhf Ch. 46, ERP 13 kw visual, 13 kw aural; antenna height above average terrain 496 ft, above ground 541 ft. Estimated construction cost $400,000, first year operating cost $350,000, revenue $400,000. Applicant is owned by U. of Notre Dame's Lac, Notre Dame University. City priority status: Gr. A-2, No. 23. (Applicant seeks South Bend, Ind., channel)

Kansas City, Mo.—Empire Cell Co., uhf Ch. 25, ERP 209.3 kw visual, 104.7 kw aural; antenna height above average terrain 496 ft, above ground 541 ft. Estimated construction cost $170,000, first year operating cost $135,240, revenue $179,200. Mr. Brown is 50% owner of Empire Cell Co., New Rochelle, N.Y., is manufacturer of coils and transformers is licensee of KXEN (TV) Cleveland, KPTV (TV) Portland, Ore., holds CP for KDEN (TV) Denver. See also St. Louis, below.

St. Louis—Empire Cell Co., uhf Ch. 30, President Herbert Mayer, Empire Cell Co., New Rochelle, N.Y., is manufacturer of coils and transformers is licensee of WXEL (TV) Cleveland, KPTV (TV) Portland, Ore., holds CP for KDEN (TV) Denver. See also Kansas City, above.

Biloxi, Miss.—Budman-Martin Television Co., uhf Ch. 2, ERP 6.36 kw visual, 3.18 kw aural; antenna height above average terrain 396 ft, above ground 199 ft. Estimated construction cost $179,000, first year operating cost $135,240, revenue $144,000. Proposed to operate new television station in Biloxi, the Mississippi city; filed on behalf of new television station in Galveston, Tex. [see TV Geeks, page 164, and Albert Haykin, independent oil producer, City priority status: Gr. A-2, No. 182.

Corp Christi, Tex.—K-Six Television Inc., uhf Ch. 10, ERP 209.3 kw visual, 104.7 kw aural; antenna height above average terrain 496 ft, above ground 541 ft. Estimated construction cost $425,286, first year operating cost $294,900, revenue $300,000. Applicant is general manager of the station. City priority status: Gr. A-2, No. 25.

Marion, Va.—M. Empire Bestig. Corp., uhf Ch. 50, ERP 6.36 kw visual, 3.18 kw aural; antenna height above average terrain 1,616 ft, above ground 1,741 ft. Estimated construction cost $332,000, first year operating cost $215,000, revenue $211,000. Applicant is licensee of WMEV Marion, Va. City priority status: Gr. A-2, No. 738.

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EQUAL RIGHTS

APPEAL that radio-TV be accorded equal rights with press in covering legislative hearings made Friday by Sen. Herbert R. O'Conor (D-Md.) at speech before Maryland-District of Columbia Radio-TV Broadcasters Association.

Sen. O'Conor described it as "inconsistency that radio and TV should be barred from hearings to which newspaper reporters and photographers are admitted. "The people," he said, "are entitled to have radio and television bring those matters (public hearings) into their homes." (For comments by Rep. Joseph Martin and others on same subject, see stories pages 97 and 23.)

MRS. PUTNAM HEADS WCFM

MRS. JEAN PUTNAM, former program director, named acting manager of WCFM (FM) Washington, working under management committee. She succeeds Leon Loeb, of Sound Studios Inc. Mrs. Putnam will work under management committee comprising William H. Petri, general manager of Rochdale Cooperative Inc. and Rochdale Cooperative of Va.; Mrs. Sarah Newman, chairman of Listeners for Better Radio Inc., and C. Edward Behre, WCFM treasurer. Station plans to resume transcription service for conventions and organizations.

FELLOWS HITS CRITICS

SELF-APPOINTED critics of radio and television, described as "tomato throwers," sharply answered by Harold E. Fellows, NARTB president, in speech scheduled for delivery Monday at Tennessee Assn. of Broadcasters session, Nashville. He hit newspaper critics who bashed radio and TV coverage of Presidential campaign and called for equal right to cover public events (see story page 23). Mr. Fellows cited radio-TV programs promoting reg- ister-vote campaign, citing also radio and TV codes and public service broadcasts.

MOVE GARROWSHOW SHOW

ARMOUR & Co.'s Dial Dave Garroway on NBC radio to move from 11:45-12 Noon EST spot to 2:30-4:30 p.m. EST period effective Dec. 1, Program, heard Mon-Fri., is presented on behalf of Dial soap.

PEOPLE...

AMBROSE J. ADDIS, director of Pepsodent Co. of Canada Ltd., to Pepsodent Div. of Lever Bros. Co., N.Y., as vice president in charge of advertising, succeeding DAVID KETNER, re- signed.

WILLIAM T. FARICY re-elected president of Assn. of American Railroads at organization's annual meeting in New York Friday.

JACK DOMAN, 44, engineer at WBMM Chicago since 1942, died Thursday after brief illness. He is survived by wife and three children. In their short wave band operation, he sent college football scores to 75 men in Korea when they had been getting them week late.

FRED L. RYNER, manager of research department Dancer-Fitzgerald-Sample, N. Y., named director of research for Sherman & Marquette, same city.

WAYNE MASHBURN, WHPE High Point (N. C.) announcer, to WDOD-AM-FM Chattano- gua, Tenn., as announcer.

RADIO AUDIENCE LARGER THAN REALIZED SAYS ROSLOW

ADVERTISERS are getting more listeners for their radio dollars than they realize, Dr. Sydney Roslow, telecasting consultant, told Florida Assn. of Broadcasters Friday. He spoke at luncheon session on second day of association's meeting, held at Sheraton Beach Hotel, Daytona Beach.

William T. Stubblefield, NARTE station relations director, reported on association activities at Friday morning session. George W. Thorpe, WVGQ Coral Gables, presided at two day meeting as FAB president. Hank Dunn, editor of Tampa Times (WDB), addressed Thursday dinner on steps being taken to speed collection of election results. Sixty-five attended FAB meeting.

TABLE CHANGE ASKED

CANTON, Ohio, uhf TV Ch. 29 competitor WHBC and WCMW jointly petitioned FCC Friday to amend allocation table so as to add one of three workable uhf channels there, thus eliminating need of hearing and enabling grant of other proposed station. They cite Chs. 77, 78 or 85. Stations ask further delay of comparative hearing, now set Dec. 8, until Jan. 12 or 15 days after FCC rules on petition, whichever is later.

FRIDAY AM ACTIONS

IN FIRST of two AM actions Friday, FCC rescinded grant of Oct. 8 to KLCN Blytheville, Ark., for change from 1 kw to 5 kw to 8 kw on 910 kc, daytime, and designated case for hearing with WMOK Metropolis, Ill., and WCQG Meridian, Miss., made parties. In other action, Commission refused petition of WMPS Memphis to reconsider grant of Oct. 24 for new station on 690 kc with 250 w daytime at Benton, Ark., to Benton Broadcasting Service.

FCC GRANTS STA'S

SPECIAL temporary authorization granted by FCC Friday to WMCT (TV) Memphis, Tenn., to operate on Ch. 5 (change from Ch. 4), and for WDVT (TV) Pittsburgh, Pa., to operate on Ch. 2 (change from Ch. 3). Channel changes required under Sixth Report & Order [B&T, April 14].

BROADCASTING • Telecasting
Packs a Wallop!

The Al Morgan Show

with 2¾ million sales impressions a week!*

Al's back and still beating the keyboard in the fascinating windmill style that kept his network ratings riding high! And he's back pulling an average of 229,533 viewers a day in WLW-Television's rich 3-city market.

Average weekly rating—Cincinnati
14.3*

Average weekly rating in all 3 cities
11.6*

3 peak week-days, Tues., Wed., Thur.
15.4*

Nearest competition, well established kids' show
6.4*

Competition fades away when Al moves into the spotlight. And there's further proof of the Al Morgan magnetism. Thousands tune in specifically to watch his show.

Average sets in use preceding ¼ hour show
17.3%*

Average sets in use during his show
25%*

Let Al Morgan sing a Song of Sales for you!

*ARB (American Research Bureau)
Thirty Years of Faith and Works Built the WHB Tradition of Friendly Public Service

But yesterday is past. TODAY is the only day that counts. Right now is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

Kansas City's Oldest Call Letters

10,000 Watts in Kansas

Represented by John Blair & Co.

Mutual Network • 710 Kilocycles • 5,000 Watts Night