Who Will Head FCC Under the GOP? Page 23

G&B Resigns Huge Toni Account Page 23

Stations Backing New Radio Study Page 25

IARTB Plans Eight For News Parity Page 29

TELECASTING Begins on Page 65

IN THIS ISSUE:

Weaver’s in the driver’s seat!

KCBS’ Bill Weaver not only delivers more potential customers than any of his early morning competitors in San Francisco (source: Pulse), he drives home more sales as well (source: his auditors).

Witness this letter from an agency which places several automotive accounts on KCBS:

“Weaver has produced such excellent results that this agency’s faith in radio has reached a new high. With only 6 announcements, for example, Weaver sold $800 worth of auto seat covers. Similar results were reported on items ranging from $1 polish kits to $49.50 radios.

“Another account has used Weaver for over 2 years with gratifying results. Daily checks made at all locations show that Weaver is one of our top buys. He has an audience that’s almost fanatical in its loyalty to him!”

No matter what you sell (other long-time Weaver sponsors: Hostess Cup Cakes, 3 years; Bayer Aspirin, 3 years; Durham-Enders Razors, 2 years), Bill Weaver can speed up your sales in Northern California.

For a winner every time, just contact KCBS or your nearest CBS Radio Spot Sales office.

San Francisco · CBS Owned · 50,000 watts KCBS
Petroleum and Potatoes

Kentucky's petroleum industry is an impressive wealth producer. Yet, roughly 2/3rds of Kentucky's oil fields have been unexplored and untapped. In 1948, the state's petroleum production was valued at $24,003,172. In 1951 petroleum production increased to $32,100,000!

Kentucky-grown potatoes, like most other crops, reflect Kentucky's farm growth. 1950 potato crop, for example, brought a cash income of $1,021,000. The 1951 crop topped that figure with $1,330,000.

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)
When you use WKHM in Michigan... YOU GET RESULTS!

Here's the PROOF!

Results that... "surpassed all our expectations!"

This is another example of the sell you get from WKHM. When YOU want to really cover Jackson, and South Central Michigan buy...

970 ON THE DIAL

WKHM 1000 WATTS, FULL TIME

JACKSON, MICHIGAN

Affiliated with WKMH
The Station that covers Metropolitan Detroit

See Your Headley-Reed Man

---

Mr. Walter Patterson
Managing Director
Radio Station WKHM
Jackson, Michigan

Dear Walter:

Having advertised on your radio station for almost a year now, we have come to expect a certain amount of regular results. However, something happened the other day which surpassed all our expectations and I thought you might like to know about it.

On our morning "Melody Farm Time" program from 6:45 to 7:00 am conducted by Art Burnham, we advertised a special on Youngstown Kitchens and Cabinet Sinks. The special was a figure of $99.50 instead of the regular price of $109.95. It was not advertised in any other manner, but by noon of that day seven different people had either come in or called us on the phone and we had sold directly from our complete kitchen units for $450.00. As a result of people coming in our store because of this special, we sold other items, including one refrigerator.

Just for our own information, we figured up the amount of business we had done by noon and it came to $1000.00. We went further to figure what percentage of this volume our advertising cost us. It was the surprisingly low figure of 0.012%.

Since this represents sales made only until noon of the day of this advertising, we think this must be some kind of a record for your business and we are pleased to tell you about it.

If this letter can be of value to you in some form of your promotion, please feel free to use it.

Sincerely yours,

David Leek

---

Affiliated with WKM
The Station that covers Metropolitan Detroit

---

$1,356,542,000 RETAIL SALES:
The SOUTHWEST'S greatest concentration of population, buying power and retail sales is
SERVED AND SOLD BY KRLD-TV
CHANNEL 4, DALLAS

The Dallas - Fort Worth TV Viewing Area depends exclusively on KRLD-TV for the top-rated Columbia Broadcasting System's television programs. The only station in Dallas or Fort Worth not splitting any part of any network schedule with any other station in North Texas.

<table>
<thead>
<tr>
<th>Population</th>
<th>Effective Buying Power</th>
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<tbody>
<tr>
<td>Dallas County</td>
<td>648,000</td>
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<tr>
<td>Tarrant County</td>
<td>383,200</td>
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<tr>
<td>TOTAL</td>
<td>1,031,200</td>
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PER FAMILY INCOME:
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<tbody>
<tr>
<td>Dallas County</td>
<td>$5,674.00</td>
</tr>
<tr>
<td>Tarrant County</td>
<td>5,229.00</td>
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</table>

(Sales Management 1952)

THE BIGGEST BUY IN THE BIGGEST MARKET IN THE BIGGEST STATE
**EARLY END SEEN TO SAG STRIKE**

WITH "several" TV film producers and advertising agencies in New York, Chicago and Hollywood having signed interim contracts last week covering actors in video film commercials, early end of week-old Screen Actors Guild strike is in sight. The agreements would not reveal number of producers and agencies who have met Guild terms, they reported them as several and said agreement includes controversial added payment for reuse of filmed spots and other demands originally made to Film Producers Assn. of New York and American Assn. of Advertising Agencies.

Interim agreement gives actors and announcers minimum $70 to commercial, with different rates for network and local re-use. Talent gets added payment for each run on network spots. On local "wild" spots there is unlimited run for four weeks. Upon renewal after that period, actor must be paid his full original fee for another four-week run. Provision stipulates "wild" spots must be telecast not later than six months after being made. They cannot be telecast after one year beyond date of completion of production. If same filmed spot is used again on program, actor must be paid two separate full fees.

**K. C. TO DALLAS RELAY**

RADIO-RELAY route between Kansas City and Dallas, providing six broad band channels, two in each direction for telephone service and two southbound for TV, has been completed, AT&T announced yesterday (Sunday). One TV channel is being put into immediate operation, making second network TV program available to stations in Oklahoma and Texas, now receiving their network shows from Jackson, Miss. New channel will deliver programs to them out of Omaha.

**BIZNESS BRIEFLY**

35 MARKETS • Hood Chemical Co., Philadelphia (Easy Starch), placing radio spot announcement campaign starting Jan. 2 in 35 markets for 13 weeks. Hilton & Riggo, New York, is agency.

AMMIDENT IN RADIO • Block Drug Co., New York, for Ammident, preparing spot announcement radio campaign to start Jan. 10 in number of widely scattered markets for 8 weeks. Client is asking for package which includes one-minute spots, five-minute and quarter-hour program availabilities. Celi & Presbrey, New York, is agency.

SEABROOK DECISION SOON • Seabrook Farms Co. of Bridgeport, N. J. (frozen foods), through Hilton & Riggo, New York, currently considering whether to renew its Matthew Bell show on MBS or place this money in spot campaign. Decision is expected by middle of this week.

NEW GARRET PLAN • Garrett & Co., New York (Virginia Dare wine), planning to run extensive radio and TV spot announcement campaign starting early in February. David J. Mahoney Adv., New York, is agency. Firm's current spot campaign concludes at end of December.

VAPORUBE DRIVE • Vick Chemical Co., New York, for its Vapourub, planning two-week radio spot announcement campaign—five times weekly—to start Dec. 29 on more than 100 stations. Morse International, New York, is agency.

BASEBALL IN CHICAGO • Chicago Cubs home and away baseball games to be aired again next year on WIND Chicago, which will feed to its regular midwest baseball network. Bert Wilson handles coverage again. Twenty-five.

**Combined Gross Network Time Sales Up**

**COMBINED GROSS time sales of major radio and TV networks for October totaled $52,249,967, according to Publishers Information Bureau. Figure represents increase of 9.7 percent over $29,406,727 of network gross billings for October 1951.**

Radio networks, with combined gross of $15,240,861 for month, exceeded October 1951 billings total of $14,848,105 by 2.0 percent, while TV networks, billing $17,009,083 this October, exceeded $14,457,619 for that month of 1951, showed 17.6 percent increase.

For ten-month, January-October period, combined radio-TV network gross is up 12.0 percent from last year to this; TV alone being up 43.0 percent and radio alone down 9.3 percent. Detailed network-by-network breakdowns follows:

**NETWORK RADIO**

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<th>NETWORK</th>
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<td>ABC</td>
<td>15.485.052</td>
<td>23.513.083</td>
<td>22.877.297</td>
<td>23.301.187</td>
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<tr>
<td>NBC</td>
<td>15.485.052</td>
<td>23.513.083</td>
<td>22.877.297</td>
<td>23.301.187</td>
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**NETWORK TELEVISION**

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<td>CBS</td>
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**NETWORK RADIO TOTALS TO DATE**

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<td>$14,328,065</td>
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**Radio and television cumulative totals do not include Network of Independent Stations revenue program, sponsored by Aetna Life, Philco Corp., and Westinghouse Electric Corp. This assists in local radio and television revenue and maintains national coverage to essential programs and in Therefore columns.**
In this Issue—

Foote, Cone & Belding quits the Toni account, which has been spending $3.5 million a year in radio and television. The reason was that causing the agency to give up the big American Tobacco business several years ago—

Inability of the advertiser and agency to see eye-to-eye on campaign strategy. Page 28.

Who will get the FCC Chairmanship and Commissionership that are available for the GOP to fill? Best bet for chairman seems to be Comr. Hyde, but not even that is settled, and a big field is in the running for both jobs. Page 28.

Seven leading radio stations join to—

Write a qualitative measurement of radio. Though details of the survey are not revealed, it apparently will provide new and basic information about the medium. Page 28.

Late trouble hits radio and television. Screen Actors Guild strikes commercial film producers. APTRA negotiations for new radio-television contracts proceed on day-to-day basis, with strike threat in background. Page 26.

Congress gets an earful of the problems created for broadcasters by political campaigns. Chances are that the special House committee that started out to investigate the high cost of campaigning may wind up recommending legislative relief in political broadcasting. Page 27.

Pressure mounts at FCC against merger of ABC and United Paramount Theatres. Two senators throw their weight against the merger, and DuMont files exceptions to the initial decision that approved. Page 26. FCC's campaings may wind up recommending legislative relief in political broadcasting. Page 27.

How to sell the farm market—the nation's 'greatest single group consumer'—is theme of annual convention of National Assn. of Radio Farm Directors. Page 28.

The 1952 controlled football television plan of the National Collegiate Athletic Assn. 'worked satisfactorily.' Who says so? The TV committee of the NCAA. Page 67.

Upcoming

Dec. 8-9: NARTB TV Board, Cat Cay, Florida.

Dec. 9-8: MBS Affiliate meeting, Dallas.


Jan. 3: 834 Congress convenes, Washington, D. C.


(Other Upcomings, page 38)

Congenral radio and television broadcasts. He so confided to folks in Paris where he is delegate to UNESCO. He favors them on special events basis, and the important subjects are set for debate. Flibuster will be upon the floor, but without the necessary notice and approval of FCC under Section 210 (b) of Communications Act.

SAM JONES, former Washington newsmam and for past several years commentator on KOY Phoenix and other Arizona stations, reports in negotiation with national network interested in his uncanny election predictions, both in 1950 and in recent Presidential campaign. In 1950 he predicted defeat of Tydings, Ike and Thomas, and big victory for Taft. This year, minimum of 27 states with 317 electoral votes for Gen. Ike, plus probability that he would carry others in North and at least two in solid South.

FCC STAFF late last week was close to completion of processing on several priority Group D television applications—those of existing stations for improvement of present facilities—and grants may be forthcoming this week. Processing officially began Dec. 1. Actions will be handled by Broadcast Bureau to save time of Commission.

WALKER BROADCASTS

CALL for more educational activities on commercial broadcast stations was sounded by FCC Chairman Paul A. Walker in speech to fifth anniversary banquet of Empire State FM School of Air in Syracuse, N. Y., Friday night. With Washington flights cancelled due to inclement weather, Mr. Walker made hi talk via broadcast over Continental FM network which was picked up off air at ball room meeting.

Empire State FM School comprises 21 commercial FM stations in New York state which devote half-hour daily for in-school programs heard by some 1,000,000 elementary school pupils Budget is $11,500 per year.

Among other addresses scheduled for Chairman Walker in next few weeks is talk to Fed ertion of Women's Clubs in Washington to day; to Southern Regional Conference on Educational TV in Atlanta Dec. 11, and to Governor's Conference on Educational TV in Sacramento, Calif., Dec. 18.

N. C. EDUCATIONAL SESSION

MEMBERS of North Carolina Assn. of Broadcasters have been invited to meet at Chaps Hill Dec. 15 by President Gordon Gray, Con solidated U. of North Carolina, to discuss state wide telecasting of educational nature. President Gray has assured NCAB, it reply to resolution adopted by association that university will not go into commercial television.

TRAVELERS SPONSORS

TRAVELERS Insurance Co., Hartford, ford third successive year will sponsor NBC Radio's annual 'Voices and Events of 1962.' (Sun. 7-8 p.m. EST), featuring six network commentators. Belding will narrate Agency: Young & Rubican. N. Y.

for more AT DEADLINE see page 102

BROADCASTING • Telecasts
All It Took was a “Folly”...

(Or so friends called Johann Sutter’s decision to build a saw mill) to start the California gold rush. During the mill’s construction, one of the laborers digging the mill race found a handful of glittering pebbles. When the word leaked out the pebbles were gold, the rush was on!

There may be a shortage of gold at the grass roots in the Omaha, Council Bluffs area, but there’s plenty of legal tender in the hands of KOWH’s big audience. Just “dig” the Hooper averaged below for the thirteen-month period from October, 1951, to October, 1952. With an audience “lode” that’s loaded, KOWH always pans out!

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

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

KOWH
OMAHA

“America’s Most Listened-to Independent Station”

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.
AKRON'S TOP STATION

5000 WATTS ABC
Represented by Weed & Co.

AKRON'S STATION

COMING! WAKR-TV
Akron's FIRST TV Station
Ch. 49

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
Published Weekly by Broadcasting Publications, Inc.
Executive, Editorial, Advertising and Circulation Offices:
870 National Press Bldg.
Washington 4, D. C.
Telephone ME 8-1022

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54
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94
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99
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90
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20
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54
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Telestatus
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TELECASTING Starts on page 65

WASHINGTON HEADQUARTERS

SOL TAI HOFF, Editor and Publisher


BUSINESS: MAURY LONG, Business Manager; William R. Levi, Sales Manager; George L. Elert, Ad Production Manager; Harry Stevens, Classified Advertising Manager; Eleanor Schanz, Joa Spirane. Betty Devoll; H. T. Taishoff, Treasurer; Irving C. Miller, Auditor and Office Manager; Eunice Weston, Assistant Auditor.

CIRCULATION AND LAYOUT: Duane McKanna.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Yearbook (33rd issue): $9.00. or TELECASTING Yearbook (54th issue): $9.00.
Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issue: 25 cents per copy; 33rd and 54th issues; 55 cents per copy.

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

Broadcasting* Magazine was founded in 1931 by Broadcasting Publications, Inc. using the title Broadcast and in 1949 the title Broadcasting—The News Magazine of the Fifth Estate. Broadcast Advertising was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.
WDRC HELPS MAKE BROADCASTING HISTORY...

30 years in broadcasting dates back to its very beginnings in 1922. WDRC is proud of the part it has played in the development of one of the country's important industries, proud too that it is still going strong with two more notable contributions in 1952 (see list). 30 years young, WDRC looks forward to an even more exciting era of service in the field of communications.

Franklin M. Doolittle, president of WDRC and WDRC-FM, broadcasts voice transmission using carbon-arc. Broadcast heard and reported from ship in Long Island Sound.

Football broadcast of Yale-Princeton game from Yale Bowl over Mr. Doolittle's amateur station 1 AGI. Probably first football broadcast.

Broadcast license granted to WDRC, Connecticut's Pioneer Broadcaster.

Patent for binaural broadcasting and recording granted to Mr. Doolittle. Second channel license granted WDRC for testing and broadcasting binaurally.

WDRC becomes basic CBS affiliate.

WDRC becomes first commercial broadcaster to build and operate FM. Major Armstrong sets up first FM network broadcast without wires. WDRC-FM takes part.

WDRC applies for TV Station.

WDRC-FM offers separate programming rebroadcasting programs of WQXR and news of The New York Times. WDRC and WDRC-FM broadcast first multi-station binaural programs with WQXR.

BASIC CBS
5000 WATTS
WALTER HAASE
General Manager
WILLIAM MALO
Commercial Manager
PAUL H. RAYMER CO.
National Representatives
some spots are better
It takes the right approach to reach a lot of women. And the radio stations represented by NBC Spot Sales are experts in approach.

24 million women buy your type of product in the radio markets covered by NBC Spot Sales. And the way to sell them your brand is through such local favorites as Faye Emerson (WNBC New York), Johnny Andrews (WTAM Cleveland), Gene Archer (WRC Washington), Norman Ross (WMAQ Chicago) and Judy Deane (KNBC San Francisco). These popular personalities influence the buying habits of hundreds of thousands of housewives and working girls daily... for less than a dollar per thousand female listeners.

To sell a product that appeals to women, use the local daytime Radio programs women like to hear. For Radio spots with sparkling feminine appeal, call NBC Spot Sales.
FREDERICK C. BRUNS, vice president and director, Ruthrauff & Ryan, N. Y., to Donahue & Cee, N. Y., as member of executive staff.

J. R. WARWICK, vice president, Kenyon & Eckhardt, N. Y., to Morey, Humm & Johnstone, same city, as vice president and chairman of plans board.

CARTER CORDNER to copy staff of Sherman & Marquette Inc., N. Y.


MARTIN M. STONE to copy staff, Dorrance & Co., N. Y.

LIVEWIRE in the circuit of advertising agencies which lean toward the electronic media for results, is Lester Kamin, who at 33 is president of the expanding Kamin Advertising Agency which he founded in Houston six years ago.

Started by Mr. Kamin in 1946, the agency has grown from a one-man operation to its present staff of 20, with television making up about a third of its annual billing of more than $900,000.

Video unquestionably is responsible for his organization's greatest growth, according to Mr. Kamin, who says the agency foresaw the tremendous impact of the medium long ago. It was the Kamin agency, he says, which channeled much-needed advertising revenue into television when Houston had only 3,000 sets in 1948 and other agencies were shying away from the medium.

Today Houston's lone television station (KPRC-TV) fans out to more than 180,000 sets, he says, with an aggregate audience of more than 600,000. TV's rapid growth has made the Kamin agency's name a byword in Houston's video advertising, maintains Mr. Kamin, who feels his organization's advance with television's progress supports the agency's claim as Houston's pioneer in the TV field.

"Not a day goes by without a Kamin-produced television show or sponsor," he adds.

Last October the Kamin agency opened its first branch in Austin, where the first TV station in that area (KTBC-TV) has begun operation. Mr. Kamin plans a full staff there and has named one of his top account executives to head the agency's activities there.

Les Kamin attended Baylor U. Law School. He began his career as a radio announcer in Waco and Corpus Christi, both in Texas.

Mr. Kamin's desire to start an advertising agency came from his term in the Army, where he served in the public relations field, performing radio and newspaper work. Leaving the Army, he went to Houston and started his own agency, and for several months vainly sought for accounts until a friend, today a radio executive, helped him gain his first account, an automobile agency.

Approximately 90% of his agency's bookings during its early days were radio, until the advent of TV. Video, however, did not diminish the Kamin agency's radio billings.
beats

MARGUERITE FRANKEL named associate director of public relations, N. W. Ayer & Son, N. Y. JO PARRISH BACON added to agency's PR staff. WILLIAM CROASDALE and LAWRENCE SWEET to Ayer radio-TV department as timebuyer and traffic assistant, respectively. DUANE B. ROACH to agency's Philadelphia office on production staff.

NOEL CORBETT, head of his own public relations office, S. F., to Young & Rubicam Inc., Hollywood, to handle special campaign for daily NBC radio Bob Hope Show.

BASIL MATTHEWS, Dancer-Fitzgerald-Sample, N. Y., to Kenyon & Eckhart, that city, as vice president and account executive.

PHILIP R. CRANE, Futterman-Gerber, Chicago, to Lester Earle, same city, as account executive.


Mr. Matthews

McCARTY Co. has opened Chicago offices at 20 E. Huron St. Telephone is Superior 7-1847. HARRY L. BAUER, manager, Barber-Coleman Co., Rockford, Ill., joins agency in same capacity.


ERWIN A. LEVINE, William H. Weintraub Agency, to copy staff, Cecil & Prembrey Inc., N. Y.


CHARLES A. WINCHESTER, research department, Doherty, Clifford, Steers & Shenfield, N. Y., named account executive in agency's Bristol-Myers unit.


DONAHUE & COE, N. Y., has changed telephone number to Columbus 5-2772.

which have shown an increase during the past year. But television still holds a special fascination to Mr. Kamin: "I like the medium principally for what it has done for my clients," he says. "Every TV account we have had has, without exception, profited and, moreover, we have never had a cancellation on TV because it didn't pay off."

The Kamin agency had one client, however, who cancelled his TV advertising because he was unprepared to handle the increased business brought by television. It was a cleaning establishment, which, from a small beginning, today has 32 substations and is still growing. "Needless to add, it is back on television sponsoring a weekly 15-minute sports show," Mr. Kamin says.

Mr. Kamin's pride is a half-hour show titled fashions in Motion, wholly produced, directed and written by the agency. Since its beginning two years ago it has been among Houston's top five TV shows. Its m.c., Joy Misdenka, has continually won the title as Houston's TV queen, Mr. Kamin says.

Mr. Kamin is married and the father of two children. His hobby is what he calls a "mediocre game" of golf. His TV philosophy: "Don't be afraid of television. Utilize it properly, acknowledge its potential and you will reap the harvest."

Why is Jim Gibbons' PERSONALITY TOUCH first choice of local advertisers?

That S.R.O. sign frequently hung on Jim Gibbons' program, "The Town Clock", indicates that his sponsors are happy and are not prone to move. As the first choice of local listeners, Jim also rates as the first choice of LOCAL advertisers who supply him with 70% of his business. Hard-hitting salesmanship combined with his universal appeal find their mark on WMAL radio's "Town Clock"—6 to 9 a.m. daily and "Sport's Round-up"—6:15 to 6:25 p.m. daily; WMAL-TV's "Jim Gibbons' Show"—7 to 7:15 p.m. daily. He also does play-by-play and color on the Univ. of Maryland and Redskin football games followed by "Country Store" charity drive at Christmas. Small wonder his is the PERSONALITY TOUCH that is the "Midas Touch" for SALES! Of course, that S.R.O. sign isn't always up so why not check today?

Call or Wire
The KATZ AGENCY Inc., N. Y. PLaza 9-4460
or WMAL Sales Department
Kellogg 7-1100

December 8, 1952 • Page 13
POWER of radio in general and of KXOK St. Louis in particular was aptly expressed in a mail response of 114,032 cards, letters and ballots during one week of the station's popularity contest for high school football players.

Cause of the excitement in the St. Louis area and nearby southern Illinois is the station's "Prep Player of the Week" contest on its 9-6:15 p.m. Sports Gallery, conducted Monday through Saturday by Frances Laux, sports director. Total mail count for the high school football season is 214,600.

The 114,032 mail-pieces payoff came during the 16th week of the 11-week contest, now in its second year. The promotion contest is repeated during the basketball season.

Details of the contest and daily progress reports are aired on Sports Gallery by Mr. Laux. Listeners send in votes for their favorite player via signed cards, letters and ballots, with each contest running from Sunday through Saturday. KXOK reports some ardent schools which organize their entire student bodies to vote for one candidate.

Winners all receive certificates at a special banquet in their honor at the close of the season which is attended by players, their fathers, coaches and school principals. At the KXOK banquet a committee of local high school officials name from weekly winners "Prep Player of the Year," who receives a citation, while his school receives a trophy.

KXOK reports leading educators in the area have endorsed the contest and praised the station for its part in promoting sportsmanship and school spirit.

KXOK Sports Director Laux looks over part of the deluge of mailed votes representing listener-response to station's football contest.

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strictly business

Mr. BEHREND

... two main ingredients

MORRIS D. BEHREND, vice president and general manager of Sarra Inc., New York and Chicago, pins his faith on two main ingredients in a TV film commercial—they being high quality and visual selling.

Though he confesses it is not an easy task to attain these goals, he referred to the following pithy observation by his boss, Valentino Sarra, the famed photographer, to pinpoint his attitude:

"Those art pictures for art's sake are the easiest thing in the world to do. But to take a television set, and father and mother smiling at little girl and dog coming out of television set, and little girl trying to give television dog a dog biscuit for slogan, 'G. E. Makes You Feel It's Real,' and have it come out like anything anybody wants to look at—that is really a tough job."

How well Mr. Behrend and Sarra have succeeded is clearly pictured in the firm's business graph which plots a 100% upswing since 1945 when Sarra took the plunge into TV film commercial-making. Mr. Behrend estimated this phase of the business accounted for 35% of gross income.

Some of the accounts that Sarra handles include Pabst Beer, Gerber

(Continued on page 44)
SHOOTING FROM THE LIP...

WBOK USES THESE 6 SHOOTERS

"OKEY DOKEY"  
The South's No. 1 rhythm and blues disc jockey. His frantic lingo and jive talk captures the 250,000 New Orleans Negro audience and sells "em.

"HONEYBOY" HARDY  
South's premiere Gospel and Spiritual DJ. His program has high appeal to the Negro women. Biggest mail pull on station.

"GRAN'PAPPY" DAVIS  
A two voiced country character that has a large following in the nearby rural areas.

ED "CORNPONE" BISHOP  
This hillbilly character specializes in a modern approach to folk music which has built him a tremendous following.

ED PRENDERGAST  
His "Man from Mars" and "Man About Town" shows have the biggest "papa" music audience in town.

BOB HASSELMAN  
The man with the soft spoken voice that catches the moneyed audience with special events, news and religious programs.

GETS RESULTS IN NEW ORLEANS

It's not just mouth music but actual hard hitting, well planned audience holding ... and audience selling that WBOK does. Time after time the advertisers have been in ecstasy about our results. Time after time they have renewed ... such actions speak more than all the talk.

WBOK SELLS AND SELLS AGAIN!

Retailers, food sellers, appliance dealers, automobile dealers all have a record of success on WBOK. It is a record proven by the fact that until Christmas WBOK has no more time available.

BUY NOW FOR SPRING CAMPAIGNS

You can get the select time and availabilities now in the high rated periods that will do the job for you. Now is the time to select your hard punching, audience interested spots and program times ... soon it will be too late if you delay. Buy Now!

WBOK DIAL 800 IN NEW ORLEANS

Operation Combo IN THE MINNEAPOLIS
Log of the Northwest's Election Night over

**RADIO WCCO TV**

Over 70 of the technical and broadcasting staff of WCCO-RADIO and TV—combined to make their OPERATION COMBO an election night scoop in the Northwest. Headquarters were set up in the ballroom of Minneapolis Hotel Nicollet. Candidates of both parties were present. Follows the log which summarizes election coverage by the station's TWO staffs:

**SEPT. 2**
Operation Combo conceived to give Northwest its biggest, best and fastest election coverage.

**SEPT. 15**
Preliminary work begun: arrangements initiated for sets, engineering, lighting, teletypes, etc.

**NOV. 4**
5 PM
70 people from the 2 staffs of WCCO stage dry run of proceedings.

6 PM
WCCO dinner served for 600 Business and Professional leaders. First early returns telecast and broadcast.

7:15 PM
Election Preview—statements from state chairmen, candidates of both parties.

9 PM
Dinner over. Doors opened to general public.

*Every half hour Northwest returns dramatized by team of top flight newscasters including Adams, McCuen, Johnson, DeHaven, Ziebarth and McPherson.*

10:30 PM
Roger Kennedy—Democratic candidate for congress—first to "concede" at WCCO microphone.

**NOV. 5**
1-2 AM
List of notables who faced WCCO cameras and mikes to concede or thank voters:
- Senator Hubert Humphrey; Karl Rolvaag—DFL chairman;
- Congressman Eugene McCarthy; Governor C. Elmer Anderson;
- Senator Edward Thye; Congressman Walter Judd; Lieutenant Governor Ancher Nelson; P. Kenneth Peterson—state Republican chairman, and Bradshaw Mintener, chairman of Minnesotans for Eisenhower. (Mintener was one of the group who "sold" Ike the Big Idea in Paris over a year ago.)

**NOV. 5**
3 AM
Cedric Adams, dean of WCCO newscasters, climaxed the night with his traditional election sign-off.
Billion Dollar Present from "Santa Claus!"

- That generous old gent, Santa Claus, brings presents to most people only once a year. But down in New Orleans, WDSU is in the position of being "Santa Claus" all year long (365 days this annum)! The reason... is the "gift" that WDSU delivers — worth one BILLION dollars!

- Yes... the "Billion Dollar New Orleans Market" is WDSU’s gift to alert and aggressive advertisers. In addition to a rich metropolitan area, the powerful and persuasive voice of WDSU thoroughly saturates the surrounding trade territory of 17 parishes (otherwise known as counties). This "present" contains over one million persons whose retail buying habits account for the spending of more than one billion dollars annually!

- If your sales picture has been "bad"... why not do as so many other "good" boys (and girls) have done. Write a letter to "Santa Claus"—WDSU that is—and let us tell you all about the wonderful "present" we have for your future!

- Write, Wire or Phone Your JOHN BLAIR Man!

New Business

Spot... E. T. BROWNE DRUG Co., N. Y., preparing radio spot campaign for Palmer skin soap to start in January in 30 large Negro markets. Agency: Herschel Z. Deutsch & Co., N. Y.

Network... PHILCO Corp., Phila., renewing sponsorship of daily 9:45-10 a.m. portion of Don McNeil’s Breakfast Club, Mon.-Fri., 9-10 a.m. EST on ABC radio for 52 weeks, effective Dec. 29. Agency: Hutchens Agency, Chicago.

SWANK Inc. (men’s jewelry and leather accessories), N. Y., sponsoring Steve Randall on DuMont TV Network, Fri., 8-9:30 p.m. Agency: Alfred J. Silberstein-Bert Goldsmith Inc., N. Y.

DURkee FAMOUS FOODS, Chicago (margarine and coconut), sponsoring When a Girl Marries and Don Gardiner News on ABC from Dec. 1, Mon., Wed. and Fri. for 52 weeks. Agency: Leo Burnett, same city.

CREAM OF WHEAT Corp. to sponsor Grand Central Station on CBS Radio, Sat., 11:00-11:30 a.m., effective Dec. 18. Agency: BBDO, N. Y.

REMINGTON RAND Inc., N. Y. (Electric Shavers Div.), participating in sponsorship of Omnibus, CBS-TV, Sun., 4:30-6 p.m. EST for a four-week period. Agency: Leeford Agency, N. Y.

AMERICAN SAFETY RAZOR Corp., Brooklyn, sponsoring Frank Goss and the News on 15 CPRN stations, Tues., Thurs., Sat., 7:30-7:45 a.m. EST, for 52 weeks from Dec. 2. Agency: McGann-Erickson, N. Y.

GOODYEAR TIRE & RUBBER Co., Akron, renewing The Greatest Story Ever Told on ABC radio, Sun., 5:30-6 p.m. EST, for 52 weeks, effective Jan. 4. Agency: Kudner Inc., N. Y.

SYLVANIA ELECTRIC PRODUCTS Inc.’s Radio and Television Div. to start sponsorship of 15-minute segment of The Shadow on Mutual, Sun., 5-5:30 p.m. EST on Jan. 4. Other quarter-hour period is sponsored by Wildroot Products. Agency for Sylvania: Roy S. Durstine Inc., N. Y.

Agency Appointments... HARRISON CONSTRUCTION Co., Pittsburgh, Pa., appoints Wasser, Kay & Phillips Inc., same city.

IRVING BERMAN, L. A. (men’s clothier), and RABUZZI MOTORS, Culver City (M.G. dealers), appoint J. E. Coyle Adv., L. A. Radio-TV will be used.

RISSELL CARPET SWEEPER Co., Grand Rapids, Mich., appoints N. W. Ayer & Son, Chicago, effective June 1, 1953. Account executive will be F. M. TUTON.


SALLY SHOPS OF CALIFORNIA, L. A. (fashion chain), appoints Holzer Co., Hollywood. FRED EGGERS and JOHN BAINBRIDGE are account executives. Radio-TV will be used.


Adpeople... JOHN A. BURNS, radio-TV advertising manager, Swift & Co., appointed advertising manager of Pan-American Coffee Bureau, N. Y.


J. E. POTTS, advertising manager of Lever Bros. Ltd., Toronto, named advertising manager of Pepsodent Co. of Canada Ltd., same city, succeeded by R. G. SPENCE.

Broadcasting • Telecasting
DEAR MOUSE,
THIS IS A BIG CHEESE
GUARANTEED TO LAST
YOU ALL THE REST
OF YOUR LIFE.
DON'T SETTLE FOR
LESS!

"I ought to be able
to figure this out!"

Kentucky isn't like a lot of the other
47 States. Here, a tremendous part
of our total buying power is crowded
into a relatively small market. 55.3% of
Kentucky's retail sales are made in
WAVE's daytime area — and you need
several other stations to get the
remaining 44.7%.
WAVE's low "regional-station" rates
permit you to buy the golden part
of Kentucky (plus an important
hunk of Southern Indiana, with another
quarter billion dollars in effective
buying income) at lowest cost per
potential good customer.

Well, those are the facts. We bet
you've already figured your
conclusions!

WAVE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
This is Miss Wilson

This is what she says

"The Sheffield Federal Savings and Loan Association (of which Miss Sarah Wilson is executive vice-president) has long sponsored Fulton Lewis, Jr. on WLAY (Sheffield, Ala.) He reaches people who sooner or later are in the market for our type of service. We believe that the clear cut explanations which Mr. Lewis has for his views (which we do not always agree with) let the average person make his own decisions. He reaches the audience we need to reach—consistently. He deserves the vast following he has in the Muscle Shoals area. He is doing a good job for us."

This is Fulton Lewis, Jr.

whose 5-times-a-week program is available to local advertisers at local time cost plus low pro-rated talent cost. Currently sponsored on 564 Mutual stations by 752 advertisers (among them 60 savings institutions and banks), the program offers a tested means of reaching customers and prospects. Check your Mutual outlet—or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, N.Y.C. 18 (or Tribune Tower, Chicago, 11).

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**Distance Record?**

**EDITOR:**

While reading Broadcasting • Telecasting of Nov. 24 I glanced upon the letter from Mr. Frank Riordan, commercial manager of WGBS Miami, Fla., regarding their record reception report from Baffo Bay, Liberia, West Africa. That was over 5,000 miles from the WGBS transmitter, but here is another distant reception record.

On Jan. 27, 1951, from 2 a.m. until 3:06 a.m. the writer ran a test program during the experimental period. Several days later WBKV received an airmail letter from Arthur T. Cushman, 212 Earn St., Invercargill, New Zealand, with a perfect logging of station identification and musical selections from 2:04 a.m. until the sign-off at 3:06 a.m. I quote from Mr. Cushman's letter: "The above covers the conclusion of your test broadcast on 1470 kc as received here in Invercargill, at the southernmost tip of New Zealand and some 8,000 miles from your transmitter." . . .

*WBKV is a 500 w daytime station.*

Paul J. Ripple
Secretary
WBKV West Bend, Wis. . . .

**Homework**

**EDITOR:**

I am enclosing a letter we received, and I think that you will chuckle as you read it . . . Every one of us across the country who is in the process of putting a TV station together would have to laugh if he heard what this girl casually requests in her letter. If she knew the years of work and the daily effort of management and its staff that goes into the development of a TV property, she would be appalled with the assignment her professor has given and which she frankly admits is "an individual project of some magnitude.

We are working so hard on WEEK-TV for our Jan. 1 starting date that the reading of this letter led to sort of hysterical laughter which comes when you are near the breaking point . . .

Fred C. Mueller
General Manager
WEEK Peoria

**Wanted: Criticism**

**EDITOR:**

... It is extremely difficult for anyone to suggest any improvement in Broadcasting • Telecasting in view of the fine magazine that it is . . . There are some of us in government service who are always anxious to learn of any constructive criticisms by members of the general public or by others as to the propriety of the actions we do or do not take, so that our actions can be improved . . .

Eugene H. Merrill
FCC Commissioner
Washington, D.C.
and here's why...

Diversified local programming is the main reason more people in Milwaukee and Wisconsin listen to WTMJ than any other radio station.

Primary coverage alone blankets 628,916 of Wisconsin's total of 945,635 radio homes.

Thirty years of radio service to the people of Milwaukee and Wisconsin has won a steady, loyal listenership for WTMJ, listenership that pays off in sales results. That's why America's leading advertisers continue to renew radio schedules on WTMJ.

Get complete, up-to-the-minute sales facts. Contact your Henry I. Christal representative. He has facts and figures to show you how and why WTMJ dominates in Milwaukee... in Wisconsin.
Like little girls go for dolls

Baltimore merchants go for WITH like little girls go for dolls. They love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!
FCC CHAIR
UNDER THE GOP

Hyde Tops List of Prospects

AFTER 20 years of political famine, Republican king-makers are on a rampage, with the field of communications no exception.

Who will be the next chairman of the FCC? Who will get the nod on the two definitive vacant vacancies, to swing the balance from Democratic to Republican? These are the key questions.

The answers aren't yet in clear focus. But there appears to be little disagreement, at this writing, that the popular and logical choice for chairman is Rosel H. Hyde, Idaho Republican, and career lawyer who rose from the ranks of the old FCC, Mr. Hyde is making no statements and doing no campaigning. He is vice chairman now. As chairman, he would succeed Paul A. Walker, Oklahoma Democrat, who is slated to leave either after the Eisenhower inauguration Jan. 20 or when his present term expires June 30.

The other upcoming vacancy is that of Eugene H. Merrill, Utah Democrat, who assumed office under an interim appointment last Oct. 14. His acceptance of this appointment was regarded as a strict gamble on a Democratic victory. Even if President Truman should nominate him for the unexpired portion of the term of former Conn. Robert Jones, who resigned in 1944, the Senate hardly would consider it, awaiting the incoming GOP organization.

Others in Running

There are others in the running for the chairmanship, however. Cropping up repeatedly is the name of Richard Nixon and Sen. William F. Knowland (R-Calif.) for an FCC appointment. He is avowedly a candidate for the chairmanship. His candidacy is premised upon the need for having a "practical broadcaster" and business man on the FCC. He directed the destinies of Don Lee for many years, and he served for 14 months as assistant administrator of National Production Authority and director of the DFA Office of Civilian Requirements. He resigned last March. He is well rooted in California Republican politics, as is his wife, who headed the women's unit in Los Angeles.

Likely Prospects

Here are some of the names being talked about for the FCC vacancies:

- Theodore C. Streibert, former president and directing head of WOR-AM-TV, who recently announced his plan to retire from the presidency of General Telecasting System, subsidiary of General Tire's General Telecasting, but has not disclosed his new activities. He is not an active candidate, but is being espoused for the FCC by friends who have a high regard for his administrative prowess and his background in business and economics.
- Roland C. Davies, editor of Telecommunications Reports, Washington newsletter service specializing in communications. Mr. Davies has a wide experience in following the news of domestic and international communications and, since the war, of mobile radio as well. In his early fifties, he established the news service in 1934, after a successful career as a newspaper correspondent and as Washington manager of Lord, Thomas & Logan, predecessor of Fote, Cone & Belding. He is being actively supported by those primarily interested in common carriers, on the theory that the FCC should have an expert in that field, notably in view of the imminent departure of Chairman Lewis Allen Weiss, former Mutual Board chairman and western West Coast broadcasters, is understood to have the active support of both Vice President-elect Richard Nixon and Sen. William F. Knowland (R-Calif.) for an FCC appointment. He is avowedly a candidate for the chairmanship. His candidacy is premised upon the need for having a "practical broadcaster" and business man on the FCC. He directed the destinies of Don Lee for many years, and he served for 14 months as assistant administrator of National Production Authority and director of the DFA Office of Civilian Requirements. He resigned last March. He is well rooted in California Republican politics, as is his wife, who headed the women's unit in Los Angeles.

- Mary Jane Morris, FCC attorney in the office of General Counsel Benedict F. Cottone. A native of Michigan, Miss Morris was active in GOP politics during the campaign, and in 1948 was associated with the Speakers' Bureau. An active campaigner for the position, she has enlisted the support of a number of Washington legal practitioners.
- Thad H. Brown Jr., manager of television and operations and counsel to the TV Board of NABTEB. He reportedly has been urged to seek one of the two upcoming vacancies. The son of the late Thad Brown, who served as general counsel and later as a member of the Federal Radio Commission (1932-34) and the FCC (1934-40), young Thad's appointment would mark the first time that a second generation would have served on a radio regulatory body. His mother, Mrs. Howard Coffin, is prominently identified... (Continued on page 88)

TONI ACCOUNT

IN A SURPRISE move, Foteo, Cone & Belding last week resigned its $5.5 million Toni Co. account, effective at a date not yet set.

It was the second time in less than five years that FC&B resigned a multi-million-dollar account because of "differences of opinion." In April 1948 the $12 million advertising budget of American Tobacco Co. was dropped by the agency.

It was understood that negotiations were underway for the lucrative Toni account to be split between two agencies which already handle a portion of the company's estimated $7 million overall advertising budget: Weiss & Geller, Chicago and New York, and Tatham-Laird, Chicago.

Well over $3.5 million of Toni's advertising appropriation goes into radio and television, it was estimated.

In an inter-office memo, Fairfax Cone, president of the agency, explained that the move took place after months of consideration. He noted that differences of opinion consistently ended in compromise, which he said was bad for both the client and the agency.

Mr. Cone told Broadcasting: "Telecasting that the effective date of resignation has not yet been decided but since the firm was currently in the middle of spring plans the agency would probably continue to service the account for several more months. Products handled for Toni by FC&B are Toni home permanent, Creme shampoo, Tonette (children's set), and test products. The account is serviced by the agency's office in Chicago, where Toni is located. Account supervisors are Leo Rosenberg, vice president of the agency, and J. S. Stolzoff.

From Agency

Weiss & Geller handles from home permanent, which co-sponsors Fun for All on CBS Radio (Sat., 1-130 p.m.) with White Rain shampoo, Toni product which is serviced by Tatham-Laird. Letter agency also placed I've Got a Secret on NBC-TV (Thurs., 10-30-11 p.m.) for White Rain.

FC&B placed for Toni the sponsorship of alternate-week half-hours of Godfrey and Friends on CBS-TV and alternate-day segments of CBS Radio's Godfrey show; This Is Nora Drake on CBS Radio (Mon.-Fri., 2:30-4 p.m.); quarter-hours of the Kate Smith show on NBC-TV, portions of two quarter-hours per week on ABC's Break the Bank, and product promotions in special events broadcasts of The Gillette Co., which owns Toni.

A fourth Toni agency is Leo Burnett & Co., Chicago, which handles the advertising of Bobbi permanent.

FC&B has handled the major portion of the Toni advertising business almost from the time of Toni's formation in Minneapolis early in 1944. Original agency was J. Walter Thompson Co.; FC&B took over in 1945.

Toni's first use of radio came in 1948 with sponsorship of Meet the Mrs. on the CBS Pacific Network. The company's volume in that area tripled its sales in any other section. Its first national network show, Cire and Take on CBS Radio, started in January. (Continued on page 88)
INVESTIGATION of the FCC is high up on the priority agenda of the Senate Committee on Expenditures in the Executive Department. Sen. Joseph R. McCarthy (R-Wis.) announced last week.

The committee, of which the controversial Sen. McCarthy is scheduled to become chairman, has the right to investigate any government agency for economy and efficiency.

Complaints made by a number of senators that "incompetence, waste and favoritism," Sen. McCarthy told Broadcasting & Telecasting.

The junior senator from Wisconsin refused to divulge any details of the complaints, but stated that he felt the Expenditures Committee should look into any complaint made by a Senator.

"I, personally, have no opinion on the matter," Sen. McCarthy said.

He added that he would coordinate any investigation with other committees having jurisdiction and with the new GOP chairman of the FCC.

There has been some doubt expressed whether the Senate Interstate and Foreign Commerce Committee would sit idly by, since it is charged with responsibility for communications matters, including radio and TV. Sen. Charles W. Tobey (R-N. H.) is scheduled to be chairman of the Senate Commerce Committee.

Sen. McCarthy said he had no intention of duplicating the work of any other committee.

Just what the Communist-hunting Sen. McCarthy is looking for was not determined. Speculation concerning Communists in the FCC was shrugged off by those who are in a position to know. Some years ago, however, there was some talk about Reds in the FCC. There has been no such talk in recent years.

Fishing Expedition?

Some observers felt that an investigation would be in the nature of a fishing expedition.

"After 20 years, there probably are some bodies buried at the Commission," was the way one Capitol Hill watcher put it.

During the Presidential campaign, Sen. McCarthy ran afoul of Edward Lamb when the latter refused to carry his anti-Stevenson broadcast on both his Columbus and his Erie TV stations. Sen. McCarthy said he understood the speech was telecast at midnight that night on a delayed basis.

Mr. Lamb is the owner of WIKK Erie, Pa., WTOD Toledo, Ohio, and WHOQ Orlando, Fla., and WTVN (TV) Columbus, Ohio, and WICU (TV) Erie, Pa. He holds a construction permit for WMAC (TV) Massillon, Ohio, and is an applicant for TV (WHOQ) in Orlando.

Earlier in the campaign, Sen. McCarthy was barred by KING-TV Seattle, where he was campaigning for the re-election of Sen. Harry Cain (R-Wash.), who was defeated. KING officials claimed that Sen. McCarthy refused to delete portions of his speech which the station claimed were libelous.

Even before the recent elections, in which Sen. McCarthy was re-elected, his seat in the Senate was under attack. Charges were brought by Sen. William Benton (D-Conn.), defeated in the November elections, aimed at ousting Sen. McCarthy from the Senate.

A Senate subcommittee, headed by Sen. Thomas C. Hennings Jr. (D-Mo.) has been investigating Sen. Benton's charges.

MBS GRID SALES

MUTUAL announced last week it had lined up exclusive coverage of four season-end football games, with three to be sponsored on a network basis and the fourth being made available for sale locally by affiliates.

Miller Brewing Co., Milwaukee, will sponsor MBS coverage of the Dec. 21 game between the winners of the American and National Conferences of the National Football League. Gillette has signed for the Blue-Gray Charity Game at Montgomery, Ala., on Dec. 27 as part of its "Cavalcade Of Sports" series. And Chrysler's Plymouth Div. will sponsor coverage of the East-West All-Star Game at San Francisco following the Blue-Gray contest.

Coverage of the Gator Bowl game between the U. of Florida and Tulsia U. at Jacksonville, Fla., on New Year's Day will be made available to affiliates, for the third straight year, for sale to local and regional advertisers.

SHAW QUITS KXL

Mr. Shaw submitted his resignation while meeting in Washington with the NARTB Radio Board, of which he is completing his second term as a member. Official announcement of the resignation was to come today (Monday) from J. R. Knowland Jr., KXL president. His successor, Mr. Levy, was advertising manager of KBKR Baker, Ore., before joining KXL. Mr. Shaw did not disclose future plans, but it was expected he would remain in the broadcast industry.

CBS-TV Talent Merger

INTEGRATION of the talent scouting and casting departments of the CBS Television Network under the direction of Milo Frank was announced Thursday by Rubbell Robinson Jr., CBS-TV vice president in charge of network programs. Mr. Robinson said the move means that Mr. Frank will supervise one of the largest talent development and placement organizations in show business.
Seven-Station Group Names Politz

Radio's Research Committee: President John Patt of the Goodwill Stations (WHAS, WJR) and Vice President and Director Victor Sholis of WHAS.

In response to affiliates' insistence, and as part of the plan involved in CBS Radio's approximately 25% cut in evening time costs last summer, that network agreed to underwrite, and participate in, "a study of the present-day status of radio listening and radio sales effectiveness" [B*T, Aug. 18].

Affiliates Resolution

In an earlier meeting with CBS Radio officials during the series of crisis sessions on rates, the affiliates passed a resolution calling upon CBS to "initiate immediately a program of sound qualitative research that will establish the real value and impact of radio broadcasting as an advertising medium, make the results thereof available to all advertisers and associated advertising groups, and abandon as principal selling tools any and all methods utilizing or present purely quantitative rating systems and other research data of limited, temporary and questionable value" [B*T, July 7].

NBC affiliates went on record as favoring basic research a year ago, when NBC was trying—in vain, then—to effect a new rate formula. By a vote of 72 to 22 at their Raton conventions, the stations urged the network to hold off until "present day radio values" could be researched "afresh in a study which the affiliates offered to help support [B*T, Dec. 3, 1951]."

The all-radio Affiliates Committee also has come out strongly in favor of basic research in radio. The Politz firm chosen by the seven-station group to conduct the forthcoming study is widely known in the research field. Mr. Politz, who is looking step by step into the questions of radio's value and using new research measurements in other media and marketing fields, twice won the American Marketing Assn.'s leadership award for the development of techniques. He is noted for his development of the "randomness" sampling method.

While the Politz organization has been primarily active in other areas, it also has been tied into the radio field on occasion.

The firm conducted a study of audience remembrance of commercials, on behalf of Edward Peters & Co., station representation firm, in 1946 and made another study for the same organization two years later. It has made a technical appraisal of the fall 1952 study.

Its current radio project is slated to get under way "at once" and will employ "the most modern techniques of probability sampling and attitude and behavior questioning," the announcement said. Field work is to be conducted during December and January. First findings, according to the present time-table, will be presented "prior to the broadcasting industry's convention in April 1953."

The Politz firm asserted that, although the radio industry generally is not familiar with the "qualitative" approach, advertisers know it, will adopt it, and have shown confidence in it.

"I am sure that advertisers and agencies will appreciate this forward-looking step on the part of the individual stations who are sponsoring the study and making the results freely available for the rest of the industry to use and build on," he said.

Asks WABC Call

ABC's request for use of the WABC call for the network's New York key outlets, WJZ-AM-FM-TV, was relayed by the FCC staff last week to the Commission for action. The call was dropped by CBS for the New York key following approval of the WCBS signature in late 1946. When the latter change was approved, it was specified that re-issue of WABC in the New York area would require approval of the Commission instead of usual staff action.

NEW RADIO STUDY

SEVEN major stations picked up the radio research ball last week, arranging a study with the benefit of all radio, a qualitative study to provide a "fresh perspective" and pave the way for broader, continuing industry research of the same type.

A project of the sort that affiliates of NBC and CBS Radio, in particular, have urged their respective networks to undertake, especially in times of rate crisis, the study will be made by the nationally known firm of Alfred Politz Research Inc., New York, and is expected to require about three months.

First findings are slated for delivery in advance of the NARTB convention in late April.

The sponsoring stations, all affiliated with NBC or CBS Radio and all represented in the spot sales field by Henry I. Christal Co., are WHER Buffalo, WNBC New York, WLS Chicago, WHIO Dayton, WJZ New York and WHAS Louisville.

Pioneer Project

The station group, which approved plans last week, said the study "will be concerned with the use of radio and with attitudes of the American population toward the medium," and described it as a "pioneering study" in the research dimension which has been used successfully by other major media.

It was designed to provide a solid foundation of factual information on the significance and impact of radio," the stations' announcement said, and "will develop practical evidence of how radio radio in its audiences and how people react to radio."

The study will "not resemble or compete with" any existing or former market research, or "compares one broadcasting facility or program with another," but "will contribute the more fundamental kind of knowledge that the industry needs about radio before it can properly judge what the medium is worth or what it can accomplish."

"People often talk about how radio has gone down," a spokesman said, "we think nobody has ever ascertained how good it really is."

The projected survey will concentrate on a study of the station rating statistics. It will not try to rate radio against any other medium, or stations against each other.

It will be nation-wide in scope. But to avoid charges that it is unrealistic or prepared under circumstances most favorable to radio, it will be limited to areas which now are served also by television. "We are going to survey radio where its competition is toughest," one spokesman asserted.

The two primary objectives were defined as follows:

1. To provide broadcasters, advertisers, and agencies with a fresh perspective on the medium, its inherent values and characteristics.

2. To chart a course of future research that the industry might profitably undertake on a broader scale, in greater detail, and on a continuing basis."

The stations made clear that the study is for the interests of all of radio and will not produce data of special benefit to the sponsors. All findings will be made available to other radio stations and to the networks, as well as to advertisers and agencies.

The station group did not refer to network plans, or lack of plans, to comply with NBC and CBS affiliates' past urging that research of this nature be undertaken by the networks. But the seven stations' decision to underwrite the study themselves seemed clear indication of impatience with the networks' attitudes or their disagreement with network thinking on the subject.

Perhaps significantly, in this respect, the management of the seven stations in the sponsoring group are represented on CBS Radio's Research Committee.
SAG, AFTRA Deadlocks

BROADCASTING industry was steeped in labor problems last week with Screen Actors Guild declaring a strike against United Paramount Theatres and AFTRA demanding TV film commercials [B+T, Dec. 1] and American Federation of Television & Radio Artists and the networks still occupied in negotiations over radio and television contracts.

Though the AFTRA deadline originally had been set for midnight Nov. 30, and conferences over the weekend failed to effect a settlement, union and management representatives continued to meet by agreement on a day-to-day basis last week. By Thursday afternoon no definite course of action was announced by AFTRA, which said that negotiations were "still in progress."

Paramount differences are the unique demand that the discharge of any staff announcer automatically be submitted to arbitration; that staff announcers be paid extra fees for commercials during station breaks, and that commentators and news analysts be brought under union jurisdiction.

Though no firm agreement is reported on the wage issue this consideration was described as a union spokesman as secondary for the moment to other demands. AFTRA was said to be demanding a 15% wage increase for TV performers and 10% for radio artists. The networks are reported to have offered 10% and 7% increases for TV and radio, respectively. With respect to radio and TV staff announcers, the union is reportedly seeking $135 a week after one year's service with the networks counteracting with a $125 figure.

ABC-UPT MERGER

PRESSURES on the FCC against approving the merger of ABC and United Paramount Theatres began to mount last week.

Allen B. DuMont Labs, filed exceptions to the Hearing Examiner's initial decision which proposed approving the merger [B+T, Nov. 17]. Although DuMont found the decision proper regarding the finding that Paramount Pictures does not control DuMont by virtue of 25.5% stock ownership, it challenged clause 3 of the merger agreement.

In section 3, the FCC was asked to prevent ABC from using its TV stations for promotion of its own TV shows. It was feared that such a move might lead to a violation of the non-commercial use clause of the merger.

In other developments, Paramount Pictures, said it will not control DuMont by virtue of 25.5% stock ownership, it challenged clause 3 of the merger agreement.

In its initial decision, Hearing Examiner Leo Resnick okayed (1) the merger of ABC and UPT, (2) the sale of WBBB (TV) Chicago to ABC, (3) the renewals and licenses of KTLA (TV) Los Angeles, owned by Paramount Pictures, and of WBBB and half interest in KBMB-AM FM New Orleans, owned by UPT.

He also found that Paramount Pictures did not control DuMont Labs. Through 25.5% ownership of DuMont stock. In this, Mr. Resnick reversed two previous rulings—one by the Commission and the other by a hearing examiner.

Other Objections

In addition to DuMont, FCC's Broadcast Bureau entered objections to the examiner's initial decision two weeks ago [B+T, Dec. 1].

Neither DuMont nor the Broadcast Bureau specifically demanded oral argument. Both, however, declared that they thought oral argument should be held.

Basic objection that DuMont made in its exceptions was to the Commission's August order delaying evidence in the record concerning pre-1948 anti-trust violations.

It also declared that the examiner should have disregarded the Commission's order, and that since the Commission did not grant DuMont the same cut-off date, it was dis-

NEWCASTING Phone Change

NEWCASTING telephone number in Washington, D.C., as of Dec. 6 (Saturday), is metropolitan 8-1022. Most Washing-

BROADCASTING • Telecasting

BROADCASTING • Telecasting
LIABILITY REMEDY

As asked of House Group

LICENSEES’ ordeal in the political broadcast arena was placed forcefully before Congress last week, with FCC and industry forces uniting in a plea for remedial legislation.

Ironically, members of a special House committee had called hearings to determine what could be done to curb the “high cost of campaigning” and to study the role of broadcast media in soiling political elections.

But they came away, after four days of testimony, with a potent appreciation of the problems that have confronted licensees during the 1952 Presidential sweepstakes and in other years. There appeared to be strong sentiment for removing broadcasters from the “dannned if you do and damned if you don’t” political dilemma.

With the Commission and NARTB joining forces and amid scattered complaints from political authorities, the special House Campaign Expenditures Committee, headed by Rep. Hale Boggs (D-La.), would strongly recommend help for the industry in its final report, to be submitted by Jan. 3.

Other Committees

Presumably, the more immediate and perplexing problems will fall in the laps of the Senate Commerce and House Interstate & Foreign Commerce Committees in the 83d Congress. Broadcasters may be only incidentally involved in the Federal Corrupt Practices and Hatch Acts regarding candidates. Specific limitations on radio-TV campaign expenditures appeared remote.

The campaign money picture was overshadowed during last week’s hearings by considerations of censorship, libel, equal time opportunities, broadcast recommendations, radio time sponsorship and other aspects—none of which is the precise concern of the Boggs group.

Appeals for revision of Sec. 315 of the Communications Act to protect broadcasters came from FCC Chairman Paul A. Walker and Ralph Hardy, NARTB government relations director.

Appearing Thursday morning before the committee, Chairman Walker asked Congress:

• To extend Sec. 315 “to at least cover authorized spokesmen for legally qualified candidates,” and to exempt broadcasters from libelous statements aired by legally qualified candidates and their authorized spokesmen.

Both these proposals, Mr. Walker noted, were offered as amendments to the Communications Act by Reps. Earl Riehl (D-Wash.) and Reston (D-Va.). Both the Riehl and Reston bills were passed by the House but rejected in the Senate.

• To clarify the corrupt practices Act regarding commercial sponsorship by corporations or labor unions of political broadcasts or labor union of political campaigns may be employed by political candidates...

• To spell out whether “time made available to some candidates on a sponsored program is to be classified as free time” by the Commission where no expenditure is involved on the part of the candidate or his party.

Commercial Sponsorship

Chairman Walker’s comments on commercial sponsorship by corporations and free time carried under the recent campaign and echoed during last week’s sessions. Mr. Hardy drove home these points:

• Radio-TV licensees are “expressly forbidden” by FCC decisions and pronouncements to edit a candidate’s speech for libel: They are exposed to Commission license revocation, loss of station and to court action on the other if they permit libelous statements to be uttered.

• Equal time opportunities subject broadcasters to many predicaments, what with a potential large number of legal parties, and Sec. 315 as now interpreted exerts a restrictive force upon them.

TICES ACT REGARDING COMMERCIAL SPONSORSHIP BY CORPORATIONS OR LABOR UNIONS OF POLITICAL BROADCASTS OR LABOR UNION OF POLITICAL CAMPAIGNS MAY BE EMPLOYED BY POLITICAL CANDIDATES...

• Political campaigns provide a “major upheaval” in the broadcast industry, dislocating program schedules with block black periods of speeches that prompt listeners and viewers to switch stations. “The listening break is substantial,” creating an audience problem to the industry.

• Radio-TV broadcasters took a “major role in the successful arousing of major interest and participation in the recent unprecedented vote total cast by the American people.”

• Broadcast networks and stations don’t prosper nearly as much from political programs as is generally supposed and their actual time charges represent only a fraction of overall program costs to candidates.

Other witnesses during the four-day sessions included Stephen A. Harriman and Arthur E. Summerfield, chairman of the State and Local National Committees, respectively; Robert E. Keim, co-vice chairman of the National Citizens for Eisenhow-er committee, and Vice Chairman Eisenhow-er’s choice for Under Secre- tary of Commerce; Robert F. Smith, chairman of the National Volunteers for Stevenson; Reps. Clare- nce J. Brown (R-Ohio) and Clare Howard (Mich.).

Serving on the committee, besides Rep. Boggs, are Reps. John J. Rooney (D-N.Y.), Frank M. Karsten (D-Mo.), Kenneth B. Keating (R-N.Y.) and William M. Mc-

Morals Report

Next step in the Congressional investigation of the morals of radio and TV programs is the writing of a report on the six-month-long probe by members of the seven-man House subcommittee. The report is required to be submitted before the new Congress...

Chairman Walker asked:

• No code can or should, relieve the forbidding and ban the airing of obscenity, lewdness, or the like, without a formal and valid criticism, in our opinion, for a statutory code. The NARTB has lived up to the standards established by an industry-wide code, but the particular course of action is not prohibited by the code.

• The Commission is definitely forbidden to the access and the standards of program standards. Codes should not, and cannot, be allowed to act as a prescriptive for nationwide uniformity or as the automatic authorities for determining how individual licensees should meet the particular programming needs and objectives of the particular communities.

Mr. Walker declared he was opposed to any Government censorship and spoke of the difficulties in determining violations of the laws against obscenity, indecency and obscenity.

He said that the Commission’s best method of ensuring proper programming was through its investigation and reviews.

Rep. Arthur C. Klein (D-N.Y.) called for some regulation which would require stations to maintain scripts or recordings of all that goes over the air. He told Chairman Walker that if legislation needs to be established, the FCC should ask Congress for it.

Day before it heard Frederic R. (Continued on page 27)
Place for Sales — NARFD Hears

THE FARM MARKET, the nation’s “greatest single group consumer,” offers a vast potential to advertisers because of its $40 billion-plus annual income and its 93.2% saturation by radio. The fertile field, which some advertisers have overlooked, comprises 27 million persons on six million farms. More than 30% (31.1%) of all U.S. radio homes are located in rural and farm areas.

How to sell the farm market, and why it can be sold successfully as an economic unit, will be a major feature of the ninth annual convention of the National Assn. of Radio Farm Directors (NARFD), which took place at Chicago’s Conrad Hilton Hotel Nov. 29-30. The “know-how pow wow,” complete with hand-made Indian rugs, handcraft and tom-toms, was keyed in an opening luncheon address by Gail Blocki Jr., director of midwest sales for the Broadcast Advertising Bureau.

Mr. Blocki explained how radio, when aimed for the farm market, can result in success for the manufacturer, producer and processor.

The farmer, “top man on the economic totem pole” because of high land values, high crop prices, mechanization replacing manpower, high savings and low debts, probably represents the greatest and most powerful single economic group in the country, Mr. Blocki said.

The farmer and his family like radio. More than 86% of farm families own two or more sets. They buy in the same quantity or build their own sets, Mr. Blocki said, with 9 in 10 owning electric washing machines, 7 in 8 owning refrigerators and 2 in 3, vacuum cleaners. While car ownership is high (54%), million for 6 million farms), farms in this advertising category never take advantage of the potentially profitable market, Mr. Blocki said.

The character of the market is two-sided, he said, with individuals buying consumer goods and the farm being equipped with industrial goods.

Discussing problems of distribution and costs, he noted the advertising consideration is where buyers live and for sales it is where they buy. According to one survey cited, although 71% of market buying is done within the market center, only 43% of buyers actually live there. Some 57% of the buyers live outside the market center, and population in these surrounding areas represents 62% of the U.S. families. Every third supermarket, is located in a town of 25,000 population or less, the speaker noted.

Farmer Buying Practices

Buying habits of the farmer and city resident are similar, and in many instances the farmer is a better customer. The farmer spends every third retailing dollar in the U.S. and families in towns of less than 10,000 population buy 42% of the 18 most heavily advertised classifications, Mr. Blocki said.

He recommended use of radio to reach this market, pointing out a lack of newspaper, magazine and television circulation in these areas and the high cost to an advertiser who wants to reach a large number of persons with any medium other than radio.

By radio, directors from about 180 stations met for the “know-how pow wow,” conducted by Sam Schneider, KVQO Tulsa, retiring president who was given the American Farm Bureau award for the best interpretation of agriculture during the year.

Mr. Schneider, who also received a National Safety Council award for his promotion of farm safety [BB, Dec. 1] turned over the gavel on closing day to Hal Hansen, WOW Omaha, elected president for a one-year term. Serving with Mr. Hansen are Jack Jackson, KCMA Kansas City, vice president, and Frank Atwood, WTIC Hartford, Conn., secretary-treasurer.


16 Resolutions Passed

Membership, which passed the 300 mark during the meetings, voted approval of 10 resolutions submitted by Merrill Langfitt, KMA Shenandoah, and his committee.

Expressing “great alarm” because of attempts to ban the free working press, radio and television from Congressional hearings and other discussions of “vital interest to the American public,” NARFD went on record as opposed to “unwarranted limitations of freedom” and authorized its officers to protest violations in the association’s name. The group recommended individual members discuss such actions with their congressmen.

The NARFD president was authorized to select a committee to study and revise the code of ethics, adopted in 1946, and report back at the next annual meeting. Members of the committee reported the association members “disturbed by the problem of a continuing flow of commercial matter from companies desiring free publicity for their products or services,” and the corollary problem arising from offers of gratuities, such as free transportation to the radio farm director.

One suggested ruling: “Forwarded was a letter to several stations suggesting a substitute for paid advertising.”

NARFD’s theme for 1953 is “Public Relations in Agriculture.” This was in line with recommendations of the public relations committee, headed by Dix Harper, WIBC Indianapolis, who petitioned members to present the story of radio “as the key to the world’s time, careful editing of ‘handout’ material, and strengthened local and regional cooperation with RDFs.

A television report, submitted by a committee chairmaan by Sandy Rounds, WHBQ Bluefield, WTVK Richmond, was blueprinted for new TV stations methods of successfully telecasting farm events.

Details of combining general farm service information with farm economics for women in the broadcast audience was outlined at a panel session by Agnes Krugh of WBNK-TV Tulsa, Dr. Margarett Meekegan of WOY-TV Ames, and James Johnson of WOY-TV Ames. They also discussed video methods. Session was moderated by Phil Alampi, WJZ New York, who with others, will be_granted a new program by George Shannon, WNW New Orleans.

At the same session, methods and techniques of tape recording were discussed by Harold J. Schmitz, KFEQ St. Joseph, Mo.; Bob Crom, U. S. Dept. of Agriculture; George German, WNAV Yankton and Burns Arnold, WHAS Louisville. Interviewing techniques were demonstrated by Howard Speer and WCCO Minneapolis; Frank Atwood, WTVT Hartford; John McDonald, WSM Nashville; Murray

(Continued on page 32)
NARTB Leads All-Industry Fight

By J. FRANK BÉATTY

NARTB decided last week to take definite action in the all-industry fight against the recent expansions in radio and TV out of public events and sports contests.

The combined Radio and Television Broadcasters of America took the first step Wednesday by calling for a joint investigation into the whole problem of obtaining equal access to hearings, trials, meetings and sports with the other board below (Page 36).

NARTB President Harold E. Fellowes, who has been beating a path to the homes and offices of the broadcasters of the need for action, received instructions from the board to appoint a committee representing the broadcast media.

To Probe All Angles

This committee will probe the problem of obtaining equal access to hearings, trials, meetings and sports contests. It will be charged with the job of finding out why radio and TV aren't treated on an equality with other media.

President Fellowes, observing he planned to name the committee in a fortnight, with all industry facets represented, said the growing tendency in several areas "to deny radio and television equal standing with other media is, we believe, contrary to the interest of American people. The great broadcasting media of this nation cannot live out their obvious responsibility to serve the American people in a vacuum atmosphere of denial and prejudice. This thing has been going on too long and is growing dangerous.

DEVELOPMENT of a set of business ethics "for successful radio station operation" will be undertaken by NARTB at the suggestion of broadcasters and related industry figures. This is the first formal effort to attack double-billing and rate-cutting practices.

Fellowes was asked by the NARTB Radio Board to investigate the idea of setting up trade practices as "ethical guidelines" similar to voluntary business codes in other industries. He was directed to recommend action at a meeting of the joint NARTB boards in February.

The idea of attacking "chiseling" and other borderline business tactics by means of a voluntary set of ethics was first discussed in public by President Fellowes last summer at NARTB district meetings.

At that time he said the subject might come up at the first meeting of the newly revised Standards of Conduct. The Committee would overhaul the voluntary program-advertising standards adopted in 1948. This committee held its meeting Nov. 6-7 with John F. Maugher, KYSM Mankato, Minn., as chairman [B&T, Nov. 10].

One of the tough problems in the ethical situation is danger of running afoul of anti-trust laws affecting rate regulation and price-fixing. NARTB's approach is strictly from the ethical viewpoint, according to association officials.

The standards committee considered the idea in November but decided to turn it over to the Radio Board.

Attention was called in September to the fact that rate chiseling and special deals violate the standard NARTB-AAA spot rate table in a statement by Frank Silvernail, chairman of the AAAA Committee on Radio & Television Broadcasting and radio-TV time manager of BBDO [B&T, Sept. 29].

Mr. Silvernail had voiced his views in a letter to Stanley G. Breyer, KJBS San Francisco. Mr. Breyer had urged delegates at the NARTB District 15 meeting in September to sign a memo which would assure all advertisers they are paying the same rate for the same schedule [B&T, Sept. 8].

Adoption of a "Guaranteed Rate Card Seal" was proposed in August by Todd Storrs, KOWH Omaha, to curtail rate-cutting practices [B&T, Aug. 18].

Several NARTB districts adopted resolutions condemning rate chiseling, with broadcasters around the country voicing their concern and felt the practices is low in many areas.

NARTB President Fellowes explained last week's Radio Board action this way: "Some proposals have been suggested to us by members of the association for developing standards for business practices, such as those that have been adopted by other professions and trade associations. This subject first was considered by the Radio Standards of Practice Committee at a recent meeting and was passed along to the Board of Directors for consideration. The Board has agreed that the proposal should be thoroughly explored.

I have been given the task by the board to research the question and recommend action at a meeting of the full association board to be held in February 1953."

The Radio Board considered several District meeting resolutions referred to it for action. One of these, adopted by District 12 (D. C., Va., N. C. S. C. S.), requested association members to subscribe to a pledge that each would abstain from any form of double billing. The resolution was referred to the president, who recommended to the District 12 (Kan., Okla.) which recommended that the present policy of rate protection, usually effective for 12 months, be reduced to a period of 180 days.

The text of resolution unani- mously adopted Wednesday by the

(Continued on page 29)
NEW NAME FOR THE broadcas tnews professional association was adopted last week as National Assn. of Radio News. It came as the result of a meeting in Cleveland, decided to include TV in the title. The association is now Radio-Television News Directors Assn.

RTNDA voted to wage a continuing fight on behalf of freedom of information and radio-television access to news sources. The association made a move to obtain radio-TV recognition on the Korean inspection trip of President-elect Eisenhower [B/T, Dec. 1, Nov. 24] and has battled for coverage at sports and other public events.

Tom Eaton, WTIC Hartford, was elected RTNDA president, succeeding Jim Johnson, WABC New York.

White is Keynoter
Mr. White, who is executive director of KFMB-AM-TV, stations, was the keynote speaker at the Monday luncheon. For many years he was head of the CBS news operation in Los Angeles.

In his keynote speech he offered this five-point program:
First, more and more local news. The fastest growing large city in the world (N.Y.C.) has a pretty small town—but so's New York, for that matter.
Second, get on the phone and talk with people. Then record it and use it whenever you get a chance. We put one hour of three on a show for three years.
Third, that consists of nothing but recorded interviews with townpeople and visitors. It's sponsored, too—by Butcher's Union Local No. 229.
Thirdly, don't take your press association or your network for granted. We send out a story or a picture.

Radio-Television coverage of professional baseball games touched off a heated controversy as annual winter baseball meetings got under way last week in Phoenix, Ariz.

The Cardinals executive made the statement after an earlier threat to prohibit telecasts of home games of other teams in which his club partakes, unless the Cardinals receive an "equitable" share of the home club's TV receipts. Cardinal home games are not televised, but the club owns the largest radio network in baseball, encompassing 32 stations.

Saigh's Threat
President Saigh was directing his threat chiefly to clubs in New York and other places where baseball enjoys lucrative TV receipts. Several of the three National League clubs were backing the Cardinals' bosses—the Cincinnati Reds, Pittsburgh Pirates and Boston Braves.

Browns President Veeck, who had indicated some time ago that his club would refuse to send its teams to broadcast or telecast road games, had said he would ask the majors for an equitable share of the home club's TV receipts.

The National League clubs then had a meeting. The three clubs drew up a new agreement among themselves.

Baseball Heat

Wild Bill Veeck, Chicago White Sox, broke up the American League radio-TV pact by withdrawing permission to the six other clubs to broadcast and telecast road games of their teams. Mr. Veeck said he was fighting to get some of the radio-TV revenues paid to the other clubs.

The six other clubs draw a new agreement among themselves.

Major league official devoted considerable time to radio-TV, with Sen. Edwin C. Johnson (D., Calif.), who has introduced a bill to make radio money available from rebroadcasts or telecasts of games of the major league. Radio and TV games that come from outside the league's territory go into a trust fund.

Fred Saigh, president of the St. Louis Cardinals, enlivened the pre-major league meeting by suggesting that all National League clubs ban telecasting of all games in 1965 "to determine once and for all whether it hurts or helps baseball."

WTJY and News Editor Ralph Renick were commended for their outstanding TV and radio operation," which is managed by Lee Ruwitch; "outstanding coverage of a special event" was the commendation for WBAP-TV and News Director James Byron. WBAP-TV's prize-winning telecast was Operation Longhorn, a military maneuver.

WHO Des Moines was cited for its outstanding radio news operation under supervision of News Di-rector Jack Shelley and General Manager Paul Loyet. Station also won the award in 1961.

Prof. Baskett Mose of Northwestern, U., chairman of the NARND Awards Committee, presented winners with gold trophies at the banquet which concluded the three-day convention. He is radio and TV chairman of the college's School of Journalism.

Distinguished achievement awards went to stations in these groups: Radio, WMAQ (NBC) Chicago, KNX Hollywood, WBMB (CBS) Chicago, WGBK Youngstown, WFIN Findlay, O., and KITE San Antonio. Television, WBQN (NBC) Chicago, WBAP-TV Fort Worth, outstanding special or news features; KPS San Francisco, WGAR Cleveland, WOW-TV Omaha.

James Van Sickel, news editor of KWKR Shreveport, La., and the station were cited for the second straight year "for courage in radio reporting in connection with the brutality investigation."

Anheuser-Busch (NBC) and KOIL Omaha received special notice for their community service broadcasts during the Missouri River floods last year, and KXTA Tacoma, Wash., was commended for "enterprise in community service through radio news."

Fourteen stations cited by the news directors for outstanding service were CFQF Saskatoon, Godfrey Hudson, news director; CGC Edmonton, Russ Schreiber, station manager; WBAL Baltimore, Frank Johnson, news director; CRI Sidney, Australia, Hugh Elliot.

Judges in addition to Mr. Mose were Robert L. Barlow, WXYZ Detroit, Baldwin, news editor, MBS New York; Prof. Don Brown, U., of Illinois, and Prof. Fred Whitney, Northwestern U.
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.
with GOP activities, both in Ohio and Washington, and has served as national committee woman. Thad Jr. is 36 and prior to his association with NARTB nearly two years ago, was with the Washington law firm of Roberts & McInnis.

Rep. Harris Ellsworth (R-Ind.), newspaper publisher and part owner of KRNR Rossville, Ore., is one of the best-liked members of Congress. Mr. Ellsworth isn't a candidate, but it is known that some of his friends and admirers are trying to convince him that he should accept an FCC appointment. He reportedly evinced an interest several years ago. He has been a member of the House Interstate & Foreign Commerce Committee, and is one of the few practical broadcasters in Congress.

Harry C. Butcher, owner of KIST Santa Barbara, and Major General aide to Gen. Ike, is no candidate, but his name continues to bounce into the speculation, largely because of the efforts of friends. He is a general, but this would not bar his appointment as a Democrat, Republican, or even an independent. It is thought Mr. Butcher would accept only if the command came from "the boss." He is now in the throes of building a new vhf station on Ch. 3, and it's believed he would be loath to leave the West Coast, unless the orders came from the top.

Edward T. Ingle, radio-tv director of the Republican National Committee and former NBC promotion executive in Chicago, has been mentioned frequently because of the party victory and the part he played in lining up the vital radio-TV phases of the campaign. He directed Speaker's Bureau activities. Within the party organization, he's understood to have formidable backing, although he isn't beating the bushes himself.

Broadcaster Mentioned

R. Morris Pierce, president of WDKO Cleveland, and former vice president in charge of engineering of the G. A. Richards stations (WER Detroit, WAGAR Cleveland, KMPC Los Angeles). Mr. Pierce served in the Mediterranean as a radio-engineering expert during World War II, and was instrumental in designing and improving installations used effectively against the enemy. In the African theater, he served in communications under Gen. Eisenhoower's command and won commendations for his ingenuity in coping with difficult and delicate communications projects. Although now back at WDKO, Mr. Pierce during the past several years has had a number of special assignments on a global basis for the State Department, notably in connection with Voice of America.

Former Gov. Harry F. Kelly of Michigan. During his tenure from 1949 to 1947 as Republican governor, he evinced more than casual interest in broadcasting matters. An attorney, his candidacy is being endorsed by some broadcasters in the Exclave. It was thought that the incoming Postmaster General, Arthur Summerfield, who chaired the Republican National Committee during the campaign, might get behind him.

Still More Aspirants

There are probably a dozen other aspirants working both sides of the political street. Because of the 20-year wait, many of the Washington observers admit it is too soon to appraise situations involving a full-scale change of administration. They know that the GOP high command will set up a top-level screening organization for all jobs. But very little work has been done in the open.

Great interest centers upon Mr. Walker's immediate successor. He said that he did not intend to resign either as Chairman or as a member of the FCC, but had in mind serving his term to expiration at the end of 36. The new man, however, selects the chairman from among the qualified FCC members. It is a foregone conclusion that Gen. Ike will name a Republican.

There were indications last week that, in order to obtain Republican control, Gen. Eisenhoower might find it expedient automatically to terminate Mr. Walker's term, if he does not tender his resignation. This could be accomplished, according to legislative experts, under the statute itself. The "Chief Executive" (Mr. Truman) issued the Executive Order on Dec. 21, 1950 which extended Mr. Walker's term beyond the statutory retirement age of 70. (He is now 71.) It is argued that the "Chief Executive" (Gen. Ike) on Jan. 20 or thereafter can countermand the Executive Order, thereby creating the vacancy. It is even argued that he need not name a Republican; he preserves "at the pleasure" of the Chief Executive.

TRUMAN CALL

"Just Personal," Says Walker

FCC Chairman Paul A. Walker, serving a one-year extension of term beyond his retirement period, called at the Executive Offices Monday afternoon.

After leaving President Truman's office Chairman Walker gave newsmen a stock reply about the purpose of his visit. "Just a personal call," he said when asked if he had submitted his resignation, or intended to resign. He said he had not discussed the Conelrad plan, which was supplied to newsmen in release form by the White House while he was in the President's office.

LARRY HAEF (I), general manager, WCCO Minneapolis, applauds as Arthur Page (r), WLS Chicago, presents a handsome gavel to Sam Schneider of KVDO TV, Minneapolis, as chair of the National Assn. of Radio Farm Directors. Gift was presented during annual banquet at two-day NARFD convention in Chicago.

Market Farm

(Continued from page 28)

Cox, WFAA Dallas, and John Bradshaw, Toronto.

Also appearing at the Saturday session was R. L. Webster, director of information, and Kenneth M. Gapen, assistant director of information, U. S. Dept. of Agriculture, and Wallace Kadderly, former producer of the "American Farm" show, now agricultural information specialist for USA-OSR in Paris.

Mr. Schneider gave the president's report and prospects for the future of the NARFD to a packed luncheon, at which Alvin Bauer, KPOJ Portland, Ore., headed a panel discussing "Television and AM Radio." The group was made up of Bruce Eagon, KTOP Tulsa; Norman Kraeft, WGN-AM-TV Chicago; "Doc" Ruhmann, WBAP-TV Fort Worth, and Bill Zipf, WBNS Columbus.

Maury Main of Ralston Purina, St. Louis, detailed his company's successful use of radio and station farm directors.

Larry Haef, former farm director at WCCO Minneapolis and now general manager, was toastmaster at the annual banquet Sunday evening. George German, WNAX Yankton, gave the invocation, and Art Page, WLS Chicago, made the annual gavel presentation to Mr. Schneider.

The weekend meeting preceded the annual International Livestock Exposition at the city's Amphitheatre, held in conjunction with the National 4-H Club Congress.

DefEged Elected

GEORGE DEFEUE JR., account supervisor for Jergens Lotion and Pan American Coffee Bureau at Robert W. Orr & Assoc., last week was elected executive vice president in charge of all agency operations.

FCC Chair Under the GOP

(Continued from page 28)

SE AAAA MEET

FALL meeting of American Assn. of Advertising Agencies' Southeast Chapter, Friday at Atlanta's Castleton Country Club, will feature talks by advertising executives, broadcasters, a publisher, trade organization representatives and an advertiser.

Client-Agency Talk

Theme of the chapter meeting will be advertising's role in the expanding South, with Stuart Broeman, president, American Bakers Co., Atlanta, discussing "Advertising in a Southern State," at the 12:15 p.m. luncheon session, and the 7:30 p.m. dinner gathering to be addressed by Earle Ludgin, president, Earle Ludgin & Co., Chicago, and AAAA director at large and member of the association's member operations committee.

William W. Neal of Liller, Neal & Gaffney, Atlanta, and chairman of the Southeast Chapter board of governors, will preside at the 9:30 a.m. business session. At this session James M. Henderson, Henderson & Rogers, Greenville, S. C., will discuss AAAA examinations as chairman of the chapter's committee on that subject. August Nelson, AAAA senior staff executive, will preside over membership qualifications.

Later administration session will be headed by Carol Porter, Crawford & Porter Advertising Inc., Atlanta, secretary-treasurer. Douglas D. Connah, Tucker Wayne & Co., Atlanta, will speak on efficient operation of an agency.

Panel on Rates


Tucker Wayne of Tucker Wayne & Co. will preside over the luncheon as moderator. WR Columbus, Jr., Richmond, Atlantic Council member, of AAAA's board of directors, will head afternoon discussions. Mr. Lindsey will talk on AAAA's benefit to a southern advertising agency, after which William B. Ryan, BAB president, will advise delegates on "How to Use Radio in '53."

Other afternoon features will include a slide presentation on the importance of the 2% discount to the advertising industry, an address on newspapers by George C. Biggers, Atlanta Newspapers Inc. president, and a discussion of successful TV commercials by Leyton Carter Jr., director of TV research, Gallup & Robinson, Princeton, N. J.
Congratulations

KROD-TV

EL PASO, TEXAS

Another Post-Freeze TV Station
— all RCA-equipped
MULTI-CHANNEL LINE

U. S. SIGNAL CORPS has developed a copper transmission line which has the potential of carrying 30 TV picture channels, it was reported last week.

System is an outgrowth of the 1950-61 "G-string" development work carried out by Dr. George Goubauf, German, scientific officer, working at Fort Monmouth Signal Labs, in New Jersey.

Signal Corps labs have strung a single copper wire with a diameter of 0.01 inch in diameter, for two miles on telegraph poles. Raymond Lacey, chief of the microwaves section at Coles Labs., told Broadcasting/Televisioning. It carries a 200-mc bandwidth in the vhf, he said, and is virtually in commercial development. The wire is covered with a polyethylene insulation.

An antenna at one end of the line is oriented to pick up TV signals from Baltimore, Washington, and Philadelphia. These signals have been fed "through" the line and have shown up as images on TV receivers at the other end.

Possible applications that occur immediately, said Mr. Lacey, include master antenna lead-ins (in place of coaxial cable), community TV systems, and transmitter lines for vhf broadcast stations. Possible future development may mean an entirely new and cheaper means of linking cities for communications and TV, he said.

Another development has a 0.4-in. line to handle frequencies around 700 mc. This also carries a 60-cycle current, used to overcome icing conditions, Mr. Lacey said. This will be used in conjunction with radio relay systems, he said, and gives promise of eliminating coaxial cables or wave guides.

Tube Queues

Developments were disclosed in response to queries regarding the announcement in London last week of copper tube capable of carrying vhf, uhf and electrical energy simultaneously [BT, Dec. 1].

Both Signal Corps and National Bureau of Standards scientists want to make the announcement that British references to the possibility that the triple-threat line could be used for black and white and color TV meant that the British were concerned with broadband-color TV on uhf wavelengths. Present TV video channel in the U. S. is 4 mc for both monochrome and color. British also use 4 mc bandwidth for black and white video signal but have set no standards for color. Meanwhile, Bell Telephone Labs. has developed a new and improved coaxial cable. "Revoluntary" is their term for it—which can simultaneously carry 600 telephone conversations plus one TV program in each direction, or 1,800 phone calls over a single pair of coaxial pipes [BT, Dec. 1].

According to Bell Labs., it is the first in communications history. Coaxial systems now in use can handle 1,000 telephone calls on one TV program at a time, not both at once over a single pair of coaxial pipes.

New systems, called "L-3," is now being tried by a series of field trials being conducted by London Department of AT&T (which operates the intercity circuits for telephone, radio and TV) and associated companies of the Bell System. AT&T engineers expect to introduce the new system into actual service on circuits between New York and Philadelphia early in the new year.

Development of the "L-3" called for the design of new types of transmission equipment, Bell Labs. reported. New amplifiers or "repeaters" were needed, for example. In the "L-3" as in earlier coaxial systems the repeaters get power from only the coaxial cable and the higher power requirements of the new repeaters, plus the new system's use of twice as many, presented a number of technical problems.

Bell Labs. scientists also had to develop means for putting TV signals on the line, and distributing them at intermediate points without introducing distortion. New terminal equipment was necessary to pile up 1,800 telephone circuits and permit the addition and subtraction of smaller groups at intermediate points. Simultaneous transmission of both TV and telephone signals required the invention of a way to prevent interference between the two kinds of signals.

CONELRAD PLAN

Effective Date About March 1

BROADCAST blueprint for national security embodying special emergency techniques will be pressed into effect around March 1.

Plans for alerting and controlling the operation of all standard, FM, and TV stations in the U. S. were announced last Tuesday by the White House in an official statement on Conelrad—the control center of electromagnetic radiation [Closed Circuit, Dec. 1].

Participation in the plan has been voluntary on the part of broadcasters.

Under the emergency system, special (AM) stations would be permitted to remain on the air immediately before or during an air attack—in accordance with certain FCC procedures. And the use of radio as a navigational aid to hostile aircraft would be minimized.

"No engineering method has yet been found to enable FM and TV stations to remain on the air," both the White House and FCC explained.

The novel deception system is without precedent in U. S. broadcast annals. During World War II, stations were turned off and American forces maintained complete radio silence in the event of enemy air attack, and there were one or two instances of stations silenced for brief periods.

The plan was made possible by a great many standard outlets to remain on the air even during an attack. Promulgation of the system represents a great victory for broadcasters and national civil defense authorities, who fought hard for such a system on grounds that the public needed vital information in an emergency. At times, indeed, there were conflicting views by civil defense officials and Air Force authorities over this vital role of broadcasting, with some military quarters seeking restrictive measures.

Official announcement of the project, which was based on an Executive Order issued a year ago, culminated months of study and cooperation between industry (through the NARTB Broadcast Advisory Council), the Commission, the Federal Civil Defense Administration and the Dept. of Defense. Congress also figured in deliberations.

The President authorized FCC "either to silence radio stations or to control their operations" to minimize the possibility of hoisting by enemy aircraft [BT, Dec. 17, 1951]. FCC subsequently drew up the plan, which received the approval of the Secretary of Defense (Continued on page 61)
A TV FILM CASE HISTORY

Bristol-Myers had a tough TV problem: to reach a lot of men, in a lot of markets—at a low cost.

To the agency, Doherty, Clifford, Steers & Shenfield, male audiences spelled sport shows and evening periods. So they developed “Sports Parade,” a low-budget 15-minute film program. They realized that back-to-back adjacencies with other sport shows would increase their audience. So they looked into availabilities—and ended up with a Spot campaign.

With Spot, they cleared good evening time in 39 markets. On 31 stations they follow either the Pabst fights on CBS or the Gillette fights on NBC. (With Spot, you can cross network lines to get the best buys.) Market-by-market Spot clearances are shown in the table, which proves once again...

YOU CAN DO BETTER WITH SPOT—MUCH BETTER

Bristol-Myers does better with SPOT

THE KATZ AGENCY, INC • National Advertising Representatives

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BRISTOL-MYERS’ “SPORTS PARADE” SPOT CLEARANCES

<table>
<thead>
<tr>
<th>MARKET</th>
<th>DAY &amp; TIME</th>
<th>PRECEDING PROGRAM</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Birmingham</td>
<td>Fri-9:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Bloomington</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Charlotte</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Cincinnati</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Cleveland</td>
<td>Sat-10:30 pm</td>
<td>Premier Theatre</td>
</tr>
<tr>
<td>Columbus</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Dallas</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Denver</td>
<td>Fri-8:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Detroit</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Erie</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Greensboro</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Huntington</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>Wed-11:00 pm</td>
<td>Sports</td>
</tr>
<tr>
<td>Johnstown</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Kalamazoo</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Lancaster</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Lansing</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>Thur-10:45 pm</td>
<td>Wrestling</td>
</tr>
<tr>
<td>Miami</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>Thur-10:45 pm</td>
<td>Thurs. Natl Theatre</td>
</tr>
<tr>
<td>Minn.-St. Paul</td>
<td>Fri-9:45 pm</td>
<td>Gillette Fights</td>
</tr>
<tr>
<td>New Haven</td>
<td>Mon-11:00 pm</td>
<td>Studio One</td>
</tr>
<tr>
<td>New Orleans</td>
<td>Wed-10:45 pm</td>
<td>News</td>
</tr>
<tr>
<td>Norfolk</td>
<td>Wed-10:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Omaha</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
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<tr>
<td>Phoenix</td>
<td>Wed-8:45 pm</td>
<td>Pabst Fights</td>
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<tr>
<td>Pittsburgh</td>
<td>*Wed-10:45 pm</td>
<td>*Pabst Fights</td>
</tr>
<tr>
<td>Providence</td>
<td>Wed-10:45 pm</td>
<td>*Pabst Fights</td>
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<tr>
<td>Reading</td>
<td>Wed-10:45 pm</td>
<td>*Pabst Fights</td>
</tr>
<tr>
<td>Richmond</td>
<td>Wed-10:45 pm</td>
<td>*Pabst Fights</td>
</tr>
<tr>
<td>Rochester</td>
<td>Thur-6:45 pm</td>
<td>Sports</td>
</tr>
<tr>
<td>San Antonio</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>St. Louis</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Toledo</td>
<td>Sat-7:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Tulsa</td>
<td>Wed-9:45 pm</td>
<td>Pabst Fights</td>
</tr>
<tr>
<td>Wilmington</td>
<td>Fri-10:45 pm</td>
<td>Gillette Fights</td>
</tr>
</tbody>
</table>

* alternate weeks

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BROADCASTING • Telecasting

December 8, 1952 • Page 35
NARTB TRAVEL

Dist. Meets Burden Eased

FIRST step toward cutting the travel burden imposed on broadcasters was taken last week by the NARTB board.

Heeding widespread complaints from station and network executives who lose valuable office time because of the heavy travel load, the board adopted a condensed schedule of NARTB district meetings. It primarily benefits NARTB's own staff.

First leg of the schedule, based on a six-day, three-meeting week, starts Sept. 14 in District 17 (Ore., Wash., Alaska), goes to the Pacific Coast States and through the upper Midwest. It winds up Oct. 3 in District 7 (Ohio, Ky.).

Second leg starts Oct. 12, giving a week's break for NARTB staff executives at association headquarters in Washington. This leg opens in District 12 (Kan., Okla.), moves across the South and then up the East Coast to New England, closing Oct. 29.

While this schedule will keep the annual "flea circus" hopping madly around the country, it cuts down elapsed time of the annual 17-meeting series.

The board also heard a report from Clar R. McCollough, Steinerman Stations, chairman of the NARTB Phone Plan. He introduced the annual industry convention at Los Angeles April 24-May 1 will be the largest in the association's history.

Multiple Meetings

In discussing the district meeting programs, there was considerable lively discussion about the multiple-meeting problem created by two-score BMI clinics, state association sessions and the frequent work with local Broadcast Advertising Bureau.

The meeting lineup in 1952 was the most extensive in industry history, whereas in 1951 BAB clinics were tied into the district meeting schedule and BMI clinics frequently were held on adjacent district meeting days.

The combined board, and the separate radio board, failed to agree on a separate schedule for directors meetings. Biloxi, Miss., was considered seriously as well as Northern Florida. Final decision awaits action by the TV Board, which meets today (Monday) and tomorrow at Cat Cay, Fla.

Following is the schedule of NARTB district meetings for 1953 as adopted by the directors:

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<tbody>
<tr>
<td>First</td>
<td>17</td>
<td>September 14-15</td>
<td>November 16-17</td>
<td>September 16-18</td>
<td>November 26-28</td>
</tr>
<tr>
<td></td>
<td>14</td>
<td>September 23-24</td>
<td>October 25-26</td>
<td>September 26-28</td>
<td>October 25-28</td>
</tr>
</tbody>
</table>

NARTB BYLAWS

COMPLETE rewriting of the NARTB bylaws to clear up duties of key officers and specify exact rights of radio and TV members was approved Wednesday by the Combined Broadcast Board of Directors, meeting in Washington (see main board story page 29).

The revised bylaws will be sent to all NARTB member stations for vote on Dec. 29. Ballots are to be returned by Jan. 15 of next year. The new document becomes effective Feb. 1, if ratified.

The bylaws went through the board with few changes, bringing order into the chaotic collection of paragraphs that accumulated during a decade of changes. The new version lays out specific duties of the officers.

Under the new version the president is given extensive management powers. This puts into formal language the ideas adopted in 1951, the president to put television stations into the association and abandoned the old name, National Assn. of Broadcasters.

The Bylaw Committee, in reporting to the board, pointed to the need for a complete revision of the assorted paragraphs and amendments, making a closely knit structure in which both radio and TV would work together for mutual benefit.

Judge Justin Miller, in his August draft of a new set of bylaws, had recommended that radio stations into the association and abandoned the old name, National Assn. of Broadcasters.

The Bylaw Committee considered revised language at an Aug. 7-8 meeting, with final action taken last Tuesday.

A. M. Emery, WJAC Augusta, Ga., is committee chairman. Other members are Robert D. Sweeney, WBSD-

Smith Leaves FCC

E. STRATFORD SMITH, chief of telephone services and facilities branch, FCC Common Carrier Bureau, resigned from the FCC last week to join the law firm of Welch, Mott & Morgan. Mr. Smith was FCC counsel in several broadcast cases, notably one which led to the decision that AT&T must provide intercity dial service for broadcasters.

Mr. Smith's departure will cut sharply on the number of FCC personnel available to handle the many current and future applications involving intercity dial service.

Equal Access Probe

(Continued from page 29)

Joint NARTB boards follows:

Whereas, it is vitally important for the welfare of the public and the radio and television broadcasting industry that both radio and television broadcasters have access, on an equal basis, with all other media to all sources of news, sporting events and special events of all kinds, including Congressional and legislative and other public hearings, on both a national and local level;

Therefore be it resolved, the president is hereby authorized and instructed to appoint a Committee, representing both radio and television broadcasters, for the purpose of studying the broad problem outlined above with the primary purpose of obtaining for both radio and television appropriate recognition and fair access to all proper places for the broadcasting of all such news and events.

Major by laws revisions were

Page 36 • December 8, 1952
Another new note in Washington

BOB REED
WRC's New "Timekeeper"

A new note in entertainment...a high note in selling...is WRC's Bob Reed, performer, personality and salesman extraordinaire...be in tune with the changing times in Washington by beaming your sales message to WRC listeners through Bob Reed's "Timekeeper" show.

WRC 980 on AM. 93.9 on FM.

NBC's Community Station in the Capital of the Nation

December 8, 1952 • Page 37
OPPOSITION to the FCC's giveaway rules—originally effective Oct. 1, 1946 but postponed pending court ruling [B*7, Aug. 22, 1942]—was filed by ABC, CBS and NBC in the U.S. District Court in New York.

Three-man court will hear oral argument on the three-year-old case Dec. 15. Scheduled to sit are Circuit Judges Charles E. Clark and District Judges Vincent L. Leibell and Edward Weinfeld.

Basis of the networks' briefs was that the FCC has no right to draw up regulations in violation of the lottery laws. In addition, they objected to the Commission's definitions of what constitutes a lottery as applied to broadcast programs.

FCC, in conjunction with the Department of Justice, also filed its brief last week upholding its right to provide regulations on lotteries. Commission cited its conclusions that giveaways embraced "consideration" in the sense that the audience was "bought" to listen to giveaways shown by the possibility of winning merchandise or cash.

Lotteries Defined

Lotteries are usually defined as involving "consideration, chance and reward."

Giveaways were extremely popular several years ago, but have faded from the air in recent years. Not involved in the FCC rules, nor in the case, are audience participation giveaway shows.

Case began in 1948, when the Commission proposed amendments to its regulation spelling out what constituted a lottery.

After oral argument in the same year the Commission issued its final decision incorporating the proposed changes in its rules.

Networks appealed to the District Court, which issued a temporary restraining order. At this, the Commission postponed the effective date of its new regulations pending a court decision on their legality.

In revising its regulations on lotteries (Sections 3.192, 3.292 and 3.685—AM, FM and TV, respectively), the Commission declared that a station's license would be forfeited if it broadcast any "lottery, gift enterprise or similar scheme.

In determining just what it would consider a lottery, the Commission spelled out the following:

1. If winner had to furnish money or thing of value in order to purchase a chance on a giveaway program or the selection of the winner is left to the discretion of the sponsor of the program.
2. Winner required to be listening to announcers.

3. Winner required to answer question concerning the program or be present on the premises where the giveaway is to be held.

A key phrase is given in a brief filed by the law firm of Cravatt, Swain & Moore, claimed that the Commission does not have the right to regulate or deny a license solely on the ground that the station may have broadcast a show that FCC might construe to be a lottery.

"The Commission has power, in granting or withholding licenses for radio broadcast stations, to take into consideration all facts relating to the public's interest... and it is assumed that a violation or prospective violation of Sec. 1304 (the lottery provision) of the Communications Act of 1934 might be one of those factors. The Commission does not have the power, however, to isolate that factor from all others and make it relevant. The FCC's action, therefore, is invalid as beyond the authority of the Commission, apart from any question as to the correctness of the Commission's interpretation of Sec. 1304 of the Act."

ABC also claimed that the giveaway rules are illegal because there is no support in court decisions for the Commission's interpretation of the lottery laws. "In at least one important respect," ABC brief said, the Commission "actually rewrites the statute as worded by Congress."

CBS, in a brief filed by the law firm of Rosenman, Goldmark, Colin & Kaye, claimed it invested "hundreds of thousands of dollars" in after-the-fact program and that in no way the giveaway program constituted a lottery.

The only court—a state court—which has specifically enjoined the legality of a quiz-giveaway program of the type here prescribed by the Commission, ruled that it did not constitute a lottery, the brief noted. This decision involving WMDB Peoria, which was sued to force performance of a contract to broadcast Mafia, WMDB had refused, constituted a decision of force because the program constituted a lottery.

Other Rulings

"The Post Office Dept. and the Dept. of Justice have both issued rulings that programs similar to [the quiz-giveaways of CBS] do not violate the lottery laws," CBS declared, quoting a test of agencies directly charged with lottery law enforcement.

Further, the brief said, Congress cannot declare activities illegal unless they have an "essential" evil or evil effect on the public," with the result that to ban giveaways would deprive CBS of property without due process was a 1939 decision involving WMDB Peoria, which was sued to force performance of a contract to broadcast Mafia, WMDB had refused, constituting a decision of force because the program constituted a lottery.

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Other Rulings

CBS' Stand

CBS took issue with FCC's definition of "charity." Arguing that the law's ban on "offering prizes dependent on whole or in part upon lot or chance" is not the same as selection of contestants by lot or chance, the network said that its rules would prohibit the following: "(1) The order is void because the Commission is forbidden to censor program content and has no power to enforce criminal statutes, and (2) the order is void because it wholly interprets Sec. 1304 of the Criminal Code."

The brief, noting that FCC's rules apparently are directed against the telephone type of giveaway program, called attention to the 1947 action of FCC's

Chairman James Lawrence Flynn in

Dec. 8-9: NARTB TV Board, Cat Cay, Florida.
Dec. 8-9: MBS Affiliate meeting, Dallas.
Dec. 10: GAA Directors meeting, Eastern Agencies, Southeastern Chapter, Capital City Club, Atlanta, Ga.

1953

Jan. 3: Eldi Congress convenes, Wash-

1954

Jan. 10: National Collegiate Athletic

Assn., Mayflower Hotel, Washington, D. C.

Jan. 9-10: South Carolina Broadcasters

Assn., annual meeting, Francis Marion Hotel, Charleston C.

Jan. 26: Theatre TV allocation hear-

ing, Washington.


Feb. 5-7: Southwestern I.R.E. Confer-

ence & Electronics Show, Plaza Hotel, Houston.

April 18: Seventh Annual Spring Technical Conference, Cincinnati.

April 28-May 2: NARTB Convention, Biltmore Hotel, Los Angeles.

Toni Account

(Continued from page 25)

1947 and is acknowledged as tremen-

dously effective in the rising sales curve of the company thereafter.

During the Toni growth years, 1947-53, the company was handled as much as 80% of its advertising budget into radio.

This Is Nova Drake is the current Toni oldtimer, having been carried for about five years. The company bought a portion of the Godfrey simoutch about three years ago.

FCGB served as agency for the entire Toni account during the company's entire expansion. As the company brought out new and competitive products, additional agencies were named.

Gillette Bought Company

Gillette bought the company in 1948 for approximately $20 million and now operates it as a division, which is responsible for a large portion of Gillette's volume. It is operated by the former owners, E. N. Harris and I. E. Harris, brothers. They are president and executive vice president, respectively, though at present I. E. Harris is engaged in voluntary work for the Menninger Foundation in Topeka.

Advertising manager of Toni, David Weinfield, who before the start of its expansion was Don Nathonson, who resigned about six months ago to move to Weiss & Geller, where he is vice president and executive account, has held salesman's home permanent. When he left, Toni did not name a new advertising head. Instead, plans are handled by the company's various product managers.

(Continued on page 101)
More Advertisers Are Using

KRNT

DES MOINES RADIO

Than Ever Before . . Initially and Additionally

Here's A Whole Batch of Testimonials:

● ACTUALLY . . .

33 1/3% more local advertising has been placed on KRNT in the last 5 years. Over 36% of these advertisers have DOUBLED their investments with KRNT since starting.

● WHAT'S MORE . . .

47% more national advertising has been placed on KRNT in the past 5 years. Over 11% of these advertisers have DOUBLED their investments with KRNT since starting.

● PROOF POSITIVE . . .

That KRNT Rings More Cash Registers!
KATZ represents the station with the big audience day and night.

Buy That VERY HIGHLY HOOPERATED, SALES RESULTS PREMEDITATED, CBS AFFILIATED STATION IN DES MOINES!
**HILL MEDIA BAN**

**Committee Hears Hardy**

CONGRESSIONAL soul-searching over the ban on radio-TV pickups of hearings on Capitol Hill was evidenced by a special House committee last week during public sessions on campaign expenditures.

Rep. Hale Boggs (D-La.), chairman of the investigating group, asked Ralph Hardy, NARTB government relations director, what he thought about throwing open committee hearings and other proceedings to television. (See Vele's stand, page 44.)

Mr. Hardy said the radio-TV industry was "tremendously interested in the problem and admittedly disappointed when Speaker Sam Rayburn (D-Tex.) imposed a ban last spring. He said NARTB felt it had an obligation to demonstrate the "unobtrusiveness" of radio-TV equipment in hearing rooms.

NARTB proposes to show that "radio and television are no more intrusive than the very microphone used in this room," and require no additional lights or impinge on silence of the room. NARTB is preparing a test telecast in which a simulated hearing would be so covered, using normal room lighting and concealed microphones. [CLOSED CIRCUIT, Nov. 24.]

Asked by Rep. Frank M. Karsten (D-Mo.) whether the media question should be left to individual committee chairmen or to the industry, Mr. Hardy said he personally felt that, because of the nature of the procedure, it would be "wise" to leave it up to committee chairman.

**NATIONAL NIelsen.RATINGS**

**TOP RADIO PROGRAMS**

Extra Week October 13-18, 1952

**EVENING, ONCE-A-WEEK**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Current Rating</th>
<th>Current %</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Jack Benny (CBS)</td>
<td>9.6</td>
<td>9.6</td>
</tr>
<tr>
<td>2</td>
<td>People Are Funny (CBS)</td>
<td>8.8</td>
<td>8.8</td>
</tr>
<tr>
<td>3</td>
<td>Amos 'n Andy (CBS)</td>
<td>8.7</td>
<td>8.7</td>
</tr>
<tr>
<td>4</td>
<td>Charlie McCarthy (CBS)</td>
<td>8.7</td>
<td>8.7</td>
</tr>
<tr>
<td>5</td>
<td>Lux Radio Theatre (CBS)</td>
<td>8.3</td>
<td>8.3</td>
</tr>
<tr>
<td>6</td>
<td>You Bet Your Life (NBC)</td>
<td>8.1</td>
<td>8.1</td>
</tr>
<tr>
<td>7</td>
<td>Great Gildersleeve (NBC)</td>
<td>7.6</td>
<td>7.6</td>
</tr>
<tr>
<td>8</td>
<td>Gombusters (CBS)</td>
<td>7.1</td>
<td>7.1</td>
</tr>
<tr>
<td>9</td>
<td>Life With Luigi (CBS)</td>
<td>7.0</td>
<td>7.0</td>
</tr>
<tr>
<td>10</td>
<td>Dagmar (NBC)</td>
<td>6.9</td>
<td>6.9</td>
</tr>
</tbody>
</table>

* Homes reached during all or any part of the program except for homes listening only 1 to 5 minutes. For 3-minute programs, average audience basis is used.

**CONSUMER** sales at Weisler-Chicago Corp., Chicago, were 31.8% higher in third quarter this year than for same period in 1951.

**ersive, than here**

**WHAT BETTER PLACE**

**than here**

to hit your point of purchase? Walter J. Bowe, Hewitt, Ogilvy, Benson & Mather, Inc., New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 BROADCASTING YEARBOOK. It works for you every working day of the year—the annual one-time shot campaign.

**STILL TIME TO RESERVE SPACE IN CERTAIN SECTIONS OF THE 1953 YEARBOOK. CALL COLLECT**
NOW ON WCUE AKRON, OHIO EVERY DAY 7 TO 9 AM

Monday thru Saturday

Akron's best known
and most listened to
platter personality

you'll get better
results in Akron
with WCUE and

JACK CLIFTON

When you take Akron's fastest-growing station and northeastern Ohio's super-salesman

... then put them together on the Sunshine Club ... you have a combination

that can't be beat ... for sales punch ... for vigorous merchandising

... for direct results ... it's WCUE in Akron, Ohio.

One of Ohio's outstanding Independent Stations
SEE YOUR FORJOE MAN FOR DETAILS
MISTER PLUS
Like everything else wrought by man, every advertising medium has a hitch in it. Skywriting is splendid—except on windy days and during rainy spells. Newspapers are nice—but it takes so many of them to get your story into different markets from coast to coast. Magazines are mighty fine—if only your sales and distribution pattern happened to fit a given publisher's total circulation. And television is tremendous—but it still costs so much to reach so small a fraction of your 48-state market.

There is even a hitch in network radio, the only true mass medium. All four networks blanket the biggest centers, of course—but recent research reveals that only one of the four really dominates the 17,000,000-family radio audience throughout Non-TV America...largely because this network, single-handed, provides more stations there than the other three combined. Mutual is the one network with this unique plus—and timely rate adjustments make Mutual the one network for you to hitch to...right now for '53.

Mutual
the plus network of 560 affiliates
Strictly Business
(Continued from page 14)

Baby Foods, Pet Milk, Cunard Lines, Sunoco Gas, French's Mustard, Stoptette, Elgin Watches, Schick Electric Razor and Phlico. The commercials last anywhere from eight seconds to two minutes, Mr. Behrend noted, and the price range is from $1,800 to $15,000.

Show Business Background
Mr. Behrend, who was born in Baltimore 54 years ago, received his basic training in show business and commented that he felt he has never really left the theatre. He went to New York after finishing high school to study at New York U. but left college to take a position as a stage manager. For the next three years, Mr. Behrend worked both in New York and on the road until World War I interrupted his stage career.

Following army service, he put in a short stint in the classified advertising department of the old New York Telegram and in 1919 joined Underwood & Underwood, well-known illustration photographers, as service manager. He remained with the firm until 1941 when he joined Sarra Inc.

It was during his tenure at Underwood & Underwood that he met Mr. Sarra, whom Mr. Behrend considers “the only honest-to-God genius I've ever worked with.” He said he thoroughly enjoys his relationship with his boss and is happy to be associated with an industry that has a tremendous growth potential. The only drawback to his job, Mr. Behrend conceded, was that he has had to forego a large portion of the sales end to concentrate on overall administrative supervision.

Mr. Behrend is strong in the belief that the TV film commercial does “a terrific selling job” when proper attention is directed to its creation. He explained he applies the following yardstick, for which he did not claim originality, to test effectiveness: he turns off the sound and judges the commercial purely by its visual quality.

Mr. Behrend predicted that filmed commercials would continue to improve in the future with emphasis on simplicity. The coming of color television is going to have tremendous impact on all spheres of advertising, he noted, but he voiced one mild regret.

“I'm going to have to learn techniques all over again,” he said. “But we're trying to get ready for it. We're continually experimenting and hope to come up with some interesting techniques by the time color arrives.”

Staff of About 100
Mr. Behrend supervises a staff of about 100 persons. The firm maintains offices in New York and Chicago, plus a sales outlet in Hollywood.

For all his success in the business world, Mr. Behrend is no joiner. He belongs to no clubs and has no hobbies except reading and the theatre. His wife is the former Esther Cohen of Jersey City, whom he married 29 years ago. They have three children, Daniel, William and Dean.

And perhaps the best index to Mr. Behrend's aversion to fads is that this key executive of one of the top photographic companies in the world confessed he had no recent pictures of himself.

“I've still got my photo when I was in the army,” he grinned. “But that will show a lot more hair and leave out a lot of the gray ones.”

After much urging, he sat for the one accompanying this sketch.

VELDE'S STAND
May Relax Radio-TV Ban

SOME of the 1953 hearings by the House Un-American Activities Committee will be broadcast, Rep. Harold E. Velde (R-Ill.), who will take the helm of the committee as chairman, said last week.

This is the first announcement that radio microphones and TV cameras will be permitted to cover House committee meetings since Speaker-to-be Joseph W. Martin Jr. (R-Mass.) declared he favored the right of each committee to determine for itself whether its hearings should or should not be broadcast or televised [B*TV, Nov. 24].

Speaker Sam Rayburn (D-Tex.) banned radio and TV equipment early last year under an “interpretation” of the House rules. He said that because the rules did not encompass radio-TV coverage of committee meetings, it could not be permitted [B*TV, March 10, 3].

Rayburn's 'Ruling'

In discussing the Un-American Activities Committee's plans to investigate Communists in colleges and labor unions, Rep. Velde said that televising some of the hearings would “educate” the public and enhance the committee's prestige.

It was an Un-American Activities Committee hearing in Detroit last March that brought the radio-TV ban into existence. Since then no House committee session has been covered by the broadcast media.

In the Senate each committee decides whether its hearings should be broadcast or not. In the 82d Congress, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, introduced a resolution (S. Res. 318) to ban microphones and cameras from Senate committees. The resolution was never reported out of committee.
The Man in the Blue Chambray Shirt

We see by the New Yorker that some fellow who makes shirts has 279 of them, mostly colored, and that he would rather be caught reading the Daily Worker than have anyone see him in a white shirt before sundown.

We know 279 fellows who are in complete sartorial agreement with him. They have one kind of shirt—a 5½-ounce blue chambray, usually worn buttoned to the top without necktie—which goes on at sunrise. By sundown it has been replaced by a fleece-lined long-sleeved pull-over (familiar to ex-GI's as a winter undershirt). Yet, gentle reader, these men are impeccably well-dressed, especially when they visit the bank to throw another crop check on the hopper. They're Iowa farmers, of the group that raised, among other things, 685,736,000 bushels of corn this year, 6,754,000 tons of hay and 3,415,000 turkeys.

They owned 17,307,402 acres of farm land, operated another 17,407,144 acres, purchased 35,841 pieces of new power machinery last year (bringing the total on Iowa farms to 485,068), produced 6,392,238,000 pounds of farm livestock, and (with the help of their chickens) five billion eggs.

These blue-shirted capitalists had $2,125,000,000 in farm income last year, enough to buy all the shirts they want—and practically anything else you have to sell. Next time you are in the market for markets, ask the Katz man to show you some WMT patterns, custom-tailored to the 5½-ounce chambray set. In New York, telephone PLaza 9-4460. WMT, CEDAR RAPIDS, 600 kc, 5,000 watts, Basic CBS Network.
VOICE OF AMERICA’s broadcasting program has improved in effectiveness in some areas of the world since 1948, but in many countries the programs still have limited effect and influence. The New York Times has reported after making a survey of U.S. government information activities covering 44 nations.

British Broadcasting Corp., the survey showed, still is preferred over VOA in many countries because of "great objectivity and newsworthiness." In some countries, locally sponsored radio programs using material supplied by U.S. Information Service were reported "increasingly effective," the survey noted, while U.S. Armed Forces Radio Network programs were described as "popular" wherever available.

In most European countries checked, with the exception of Italy, the BBC was preferred. VOA, according to the survey, was sometimes criticized in France as "pedestrian, wordy, naive, trivial and frequently pedantic" but is rising in influence in Yugoslavia, Greece and Turkey although BBC is still regarded in those countries as superior.

BBC continues to dominate the field in the Middle East, South Africa and India and VOA's effect in Japan is reported as "insignificant," according to the Times survey. In Latin America, VOA is improving in effectiveness in Panama, El Salvador, Guatemala and Argentina but in the rest of the continent the BBC was reported to be generally preferred.

The survey indicated that educational and documentary films distributed by USIS and the Mutual Security Agency were regarded as "the most effective propaganda device."

**BBC PREFERRED OVER VOA**

**But Voice Is Improving, 'Times' Survey Finds**

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**COVERAGE**

5000 watts (full time, on 429 kc, marketed NEW ENGLAND'S second largest market, and also covering the rich Fall River-New Bedford, Mass., marketing area with a signal greater than 2 mi. across.

**AUDIENCE**

An active audience, loyal to a BALANCED schedule of TOP-RATED CBS and local programs—programs designed for PRIMARY listening attention. Important because listeners who really LISTEN are buyers who really BUY!

More New Englanders listen to WPRO than any other Rhode Island station.

**REPRESENTED BY RAYMER**
Columbia Records, Inc. uses "Scotch" Magnetic Tape for its toughest recording jobs!

THE HIGHEST RECORDING STANDARDS in the industry call for the finest recording material available... that's why "Scotch" Brand Magnetic Tape is used by Columbia Records, Inc., for the exacting original recordings of famed Columbia Masterworks.

Here's why the nation's top recording engineers use more "Scotch" Magnetic Tape than all other brands combined:

- Lower noise level than any other tape
- Greater output sensitivity than any other tape
- Better reel-to-reel uniformity than any other tape
- Erases cleaner than any other tape
- No curling or cupping — always lies flat on head
- Lubricated for longer head life

Music lovers everywhere look to these superb recordings for true, lifelike performances by the world's great artists. "Scotch" Magnetic Tape captures every note faultlessly, assures matchless quality of reproduction every time.


BROADCASTING • Telecasting
December 8, 1952 • Page 47
JENNINGS SHIFT
To Join CBS Radio Sales
WARREN JENNINGS, former commercial manager of ABC's WJZ New York, will join CBS Radio Spot Sales as an account executive on Dec. 15 [CLOSED CIRCUIT, Dec. 1], it was announced last week.

Mr. Jennings, who had held the WJZ post since Sept. 1, previously served for two years as national sales manager for the radio division of ABC Spot Sales, and before that was eastern sales manager for WLW Cincinnati, with headquarters in New York, from 1939 to 1950.

**duPONT AWARDS**
**Scholarships Suggested**

THE Alfred I. duPont Awards Foundation last week announced winners of the duPont Radio and Television Awards to apply the monetary value of the awards to the establishment of scholarships.

In accordance with a revision of declared purposes, the foundation believes that award winners, representing the highest development of radio and TV, will feel that the making of such a grant would be a gracious and persuasive phase of the best public relations both for the winners and for the broadcasting industry.


**Listener Response**

AS WPTW Piqua, Ohio, was airing the winter's first report of bad driving conditions, a motorist, who was tuned to the program while passing the station, lost control of his car, which skidded into a utility pole. Result: A power transformer was knocked out, putting WPTW off the air more than an hour.

**Radio Club Anniversary**

RADIO Club of America will hold its 43d anniversary banquet Dec. 12 at the Advertising Club of New York. Capt. L. V. Berkner, USNR, president of Associated Universities, Inc., will speak on the future progress in science relating to communications and atomic energy.

**When statistics you compare**

Analyze or e-v-a-l-u-a-t-e,

They give us the very best share* of the 3rd largest New England State

```plaintext
WTAG
AND WTAG FM • 850 KC • BASIC CBS
WORCESTER, MASSACHUSETTS
```

*The lion's share of this 3rd largest New England market

**INDIANA THEFTS**

To Delay WSLM's Debut

THEFT of an estimated $10,000 worth of equipment has been reported by Don H. Martin, general manager, WSLM Salem, Ind., which was slated to go on the air today (Monday). It was reported that the theft would delay WSLM's debut a month.

Indian State Police are reported to have been working on a theory that the thieves are an interstate gang who may be selling the equipment overseas. Similar thefts were reported at WCNB Connersville; WMRI Marion, WPTV (TV) Bloomington, and several relay stations during the past few months.

**RCA-NBC Seminar**

PUBLIC relations seminar for Negroes in the Chicago area will be conducted by NBC and RCA Dec. 11 at the network's studios in the Merchandise Mart. More than 50 leading Negroes in the area will be invited to the day-long session to discuss NBC and RCA relations with members of the colored community.

Speakers will include Sydney Eiges, NBC vice president in charge of press and information; Edward D. Madden, vice president and assistant to the president of NBC; Stockton Helfrich, manager of continuity acceptance, and Joseph V. Baker, public relations counsel. Executives on the Chicago staff will attend.

**WKBS PROPOSAL**

Offers Railroad Free Ads

LEE HOLLINGSWORTH, president, Key Broadcasting System Inc., licensee of WKBS Oyster Bay, Long Island, N. Y., has offered to lend the Pennsylvania & Long Island Railroad a helping hand. What's more, Mr. Hollingsworth is willing to help, free of charge.

Mr. Hollingsworth wrote the firm that he noticed that in an annual report, the Long Island Railroad listed liabilities of $2,801,782.37.

"Send us a description of all Long Island Railroad properties that are offered for sale and we will advertise same as a public service; to insure that the Long Island taxpayer and our public schools, realize as much as possible from the sale of these properties," Mr. Hollingsworth wrote.

**New WGH Studio**

WGH-AM-FM Newport News, Va., announced last week that it had awarded a contract to the James B. Densy Jr. contracting firm for construction and equipping of a new Norfolk studio. Work already has begun. New studio and offices will occupy the entire second floor of the recently constructed home of the Tidewater Automobile Assn. under a 10-year lease, effective Jan. 1.
ONLY A COMBINATION
OF STATIONS CAN
COVER GEORGIA'S
MAJOR MARKETS

THE GEORGIA TRIO

the TRIO offers
advertisers at
one low cost:

CONCENTRATED
COVERAGE

MERCHANDISING
ASSISTANCE

LISTENER LOYALTY
BUILT BY LOCAL
PROGRAMMING

DEALER LOYALTIES

in 3 major markets

represented
individually and
as a group by

THE KATZ AGENCY, INC.

NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  KANSAS CITY  LOS ANGELES  SAN FRANCISCO
CO-OP BOOST
TAB Hears Fellows

BROADCASTERS and dealers should work together for their mutual advantage in encouraging use of cooperative advertising, mem-
bers of the Tennessee Assn. of Broadcasters were told Nov. 24 at their Nashville meeting. Featured speaker was Harold E. Fellows, NARTB president, who lashed at self-appointed critics who are sounding radio's death knell [B+T, Dec. 1].

In the co-op discussion A. A. Woodruff, General Electric Supply Corp., told broadcasters they could help the dealer buying co-op time by assisting him in selecting the best type of programs and aiding him in processing claims.

L. J. Mulhall, Philco, advised the small dealer to tie in with the national advertising program. He stated that too many small dealers of nationally advertised products do not know about tie-ins.

Other panel speakers were George Hill, General Shoe Corp., L. M. Rowe, RCA, and H. W. Goll, Sinclair Refining Co. F. C. Sowell, general manager, WLAC Nashville, was the moderator.

Reg. J. Percy Priest (D-Tenn.), and member of the House Inter-

state & Foreign Commerce Commit-
tee, told the group that grass roots advice from broadcasters
would result in better legislation affecting the industry.

Other convention speakers in-
cluded Sen. Estes Kefauver (D-
Tenn.), Tennessee Governor-Elect
Frank Clement, and C. E. Arney Jr., secretary-treasurer of NARTB.

TAB re-elected Parry Sheftall, WJMJ Clarksville, president; Ruth
Clinard, WMAK Nashville, secre-
tary-treasurer, and Earl Winger, WDOD Chattanooga, was elected vice president.

New directors chosen included
John Cleghorn, WHBQ Memphis, and Carter Parham, WDEP Chan-
tanooga. F. C. Sowell, WLAC Nash-
ville, was re-elected to the board.

TAB voted to have next year's meeting in Chattanooga.

KRANTZ Brewing Co., Findlay, Ohio, through Marcus Adv., same city, has commissioned Phil Davis Musical Enter-
prises to originate a musical trade-
mark for its old Dutch beer.

NEWLY-ELECTED TAB officers include (l to r) Mr. Cleghorn, Miss Clinard and Meers, Sheftall, Winger and Sowell.

$1 Million Man

WOR New York account ex-
necutive Zang Golobe was credited by the station in last week with bringing in net billings of $1 million in the past 24 years. To honor his initiation into the select cir-

circle of "million dollar men," WOR presented Mr. Golobe with an inscribed wrist
watch.

CBS Retroactive Pay

WAGE Stabilization Board has ap-

proved a new wage contract be-
tween CBS Hollywood and Radio
Writers Guild and between $4,500 and $5,000 in retroactive pay was distributed to staff continuity writers this past week. Wage in-
creases negotiated in the new con-
tract, retroactive to Nov. 1, 1951, bring the scale to $110 per week for the first year and $130 weekly thereafter.

Oberfelder Elected V. P.

TED OBERFELDER last week was elected vice president in charge of owned radio stations for ABC. He has
been director of owned radio stations since last
Mar. 15, and be-
fore that was general manager of ABC's WJZ
New York.

Mr. Oberfelder, whose promotion was announced Thu-

sd'ay by President Robert E. Kintner, was credited with an instrumental role in "the new impus-

given to the five key stations of the ABC radio network." The stations are WJZ, WENR Chicago, WXYZ Detroit, KECA Los Angeles, and KGO San Francisco.

The new vice president has been with ABC since February 1945, when he joined the advertising and promotion department.

Entering radio in June 1934, Mr. Oberfelder served first as director of promotion, merchandising and research for Hearst Radio, mov-
ing to the Philadelphia Inquirer in September 1937 as promo-
motion manager. In October 1941 he went to WCAU Philadelphia as promotion manager and in Septem-
ber 1948 was named director of promotion, publicity, merchandising, and research for WPIL Phila-
delphia.

IN SYRACUSE

TELEVISION SUPPLEMENTS RADIO

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

<table>
<thead>
<tr>
<th>Survey</th>
<th>Date</th>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only</th>
<th>Average Hours per Day</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td></td>
<td></td>
<td></td>
<td>Radio</td>
<td>Television</td>
</tr>
<tr>
<td>No. 1</td>
<td>Oct. 51</td>
<td>763</td>
<td>493</td>
<td>2.90</td>
<td>4.50</td>
</tr>
<tr>
<td>No. 2</td>
<td>Dec. 51</td>
<td>704</td>
<td>493</td>
<td>3.24</td>
<td>4.76</td>
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<tr>
<td>Combined</td>
<td></td>
<td>1467</td>
<td>986</td>
<td>3.07</td>
<td>4.52</td>
</tr>
</tbody>
</table>

The Survey Also Showed:

1. An average of 2.4 radios per TV home.
2. 61 radios purchased after the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves TV has not replaced radio merely as a supplement to television. It has become a source of information and entertainment.

Another Significant Fact... WSyr blankets rich Central New York.

WSYR ACUSE 570 KC

NBC Affiliate. WSYR-AM-FM-TV...the Only Complete Broadcast Institution in Central New York. Headley-Reed, National Representative.

Page 30 • December 8, 1952

BROADCASTING • Telecasting
"Would $50,000,000 make you nervous?"

"If a $50,000,000 sale depended on your shipment being delivered overnight—you'd be nervous, wouldn't you?"

"But that's just routine for us!

"We are financial printers. When securities are issued, our job is to get prospectuses into the hands of underwriters and dealers on time.

"Success or failure in marketing the issue, depends to a very great extent on our performance.

"We don't take chances. We use Air Express. In a matter of hours, those precious papers are being delivered in financial markets all over the country. That kind of dependability is priceless. Yet Air Express rates on our shipments are usually the lowest!

"Air Express has saved us many an ulcer—and many a shipping dollar! In a very real sense, we have grown because of Air Express."
"FAVORITE STORY" WILL BE YOUR SUCCESS STORY!

Week after week, story after story, the most vivid and exciting dramas ever presented to any audience anywhere!

• STORIES that leave this week's audience eager for next week's show!
• SCRIPTS sparkling with the creative genius of Lawrence and Lee!

"Thrill to television's greatest dramatic achievement!"

"FAVORITE STORY" WILL BE YOUR SUCCESS STORY!

• ACTORS . . . always the perfect cast . . . a galaxy of headliners!
• SETTINGS AND COSTUMES an artistic triumph for each program!
• MUSIC AND DIRECTION fresh and vigorous that make each program come vibrantly alive!
• PROMOTION . . . finest array of merchandising aids in TV history!

NOT ANYWHERE, BY ANYONE, HAS TELEVISION BEEN SO HANDSOMELY AND LAVISHLY STAG...
ZIV TELEVISION PROGRAMS, INC.

Proudly Presents

ADOLPHE MENJOU

YOUR STAR AND HOST IN

"FAVORITE STORY"

Produced with a master's flair...

EVERY HALF HOUR A COMPLETE STORY...

VIVID AND REWARDING EXPERIENCE

IN TELEVISION DRAMA!

ZIV-TV

The first name in outstanding television production.
Playing Cop

WE SOMETIMES wonder whom the FCC is kidding other than itself. A fortnight ago it issued a construction permit for a new VHF television station at Colorado Springs to VT Colorado Inc. But it did so with conditions. The applicant was instructed to prepare for operation, pour concrete foundations and put up a transmitter building, to beat the Pike's Peak Winter freeze. They did this to the tune of $80,000.

In the FCC, in issuing the conditional permit, reprimanded the station for beginning construction prior to obtaining its grant. It cited the alleged law to back it up. The condition imposed was $30,000 worth of construction and start over again, even though it would be only a few dozen feet away.

What earthly good did the FCC do in meting out this punishment? It simply was additional manpower and materials to do the same job. We question whether there was even a technical violation of the law, since equipment was not hooked up and there was no unauthorized transmission. The applicant took a gamble on getting the permit.

It's our guess that the FCC just doesn't want to meet head-on a situation where an applicant has an investment in facility, whereas his opponent might not. The FCC ought to disregard these collateral factors and have the guts to say "no" if the gambling applicant doesn't make the better case.

Great Patent Mystery

NEARLY a year ago grand jury proceedings were instituted against 20 corporations in the radio, television and electronics industry by the Attorney General alleging violations of the anti-trust laws and other criminal statutes. They were initiated under circumstances that even today are cloaked in mystery.

The 20 companies were said to dredge up patents, records, correspondence, memoranda, license agreements, and related data going back to 1934. RCA, as the largest single entity, is called upon to supply tremendous volumes of color television is prominently in the picture. So is FM.

RCA sought to have the proceedings quashed as unreasonable and oppressive. Moreover, it contended that the 1932 Consent Decree disposed of practically all of the issues as to patents. RCA lost on this motion last October in the U. S. District Court in New York.

There may well be an investigation of the FCC at the next session. After all, the Republicans have been waiting for 20 years to try a few Democratic fish. But Mr. McCarthy seems to forget that there is another standing committee of the Senate—the Interstate & Foreign Commerce Committee—which is vested with control over communications, among other assigned functions, under the Congressional Reorganization Act.

We doubt whether Sen. Tobey of New Hampshire, slated for the Commerce Committee chairmanship, will step aside for Sen. McCarthy's Government Operations Committee. Mr. Tobey is a firebrand in his own right, and on a jurisdictional question of this kind, it's likely that both Democratic and Republican members of the Committee will side with him on whose meat the FCC happens to be.

Seems to us that the solons might well wait until they find out what is going on. President Eisenhower, for instance, doesn't do about the FCC before he embark upon investigations. It's more than likely that many of the fish they want to fry will have left for other waters before the changing of the White House guard next January.

Our respects to:

SIDNEY JOSEPH WOLF

WITH undue optimism, Sidney Joseph Wolf entered the broadcast business fully expecting to annex his radio interest in Keystone Broadcasting System as just another investment. He's learned differently in the past 12 years as his earlier pre-occupations with law and real estate have become subsidiary interests.

Now president and majority stockholder of Keystone, the nation's only transcription network, Mr. Wolf headquarters in Chicago, supervising from there sales on both coasts. He has applied fundamentals gleaned from many years in law and business to his broadcast endeavor, bringing to the outside world in which radio "was merely something we listened to."

Still a practicing attorney, Mr. Wolf has cut down his corporation and trial work to about 10% of his working time, wandering in and out of his law offices next to Keystone's suite.

Mr. Wolf was born in Chicago July 5, 1898, and has two sisters and two brothers, one of whom, Arthur, is a lawyer in partnership with him and is also secretary-treasurer of Keystone.

Despite lucrative investments from his father, who owned a successful furniture store chain, Sidney Wolf followed through on his youthful determination to become a lawyer, getting his jurisprudence degree from the U. of Chicago in 1921.

Mr. Wolf also took his pre-law work at the U. of Chicago, getting his bachelor's degree in 1919. He lived on the South Side campus, as the family home was far north. He was a charter member of Zeta Beta Tau social fraternity, and served as an officer several times.

The basics of trigonometry and solid geometry, he's convinced, help immeasurably in logical thinking, a requisite for legal success. This plus post-graduate work in accounting at Northwestern U., have enabled him to supersede Keystone's original red figures with lots of black ones.

His college studies were interrupted briefly for a stint in the Army field artillery. He enlisted in June 1918, trained at Ft. Sheridan, graduated from officers candidate school at Camp Taylor in Louisville and emerged the following December as a second lieutenant, returning to the U. of C. to graduate with his regular class in the spring of 1919.

Mr. Wolf has two especially poignant memory, one happy and one sad. He's still

(Continued on page 99)
IN the South’s Largest Market Area
Covered by Memphis No. 1 Station

If you’re looking for bigger and better markets to conquer, here are two strong points in your favor in the Mid-South: (1) The Memphis Market comprises 76 rich counties with a buying potential of over $2 Billion. (2) You can get complete coverage of this vital area with a single schedule on WREC. With the highest Hooper rating of any Memphis radio station, WREC has the power, the engineering perfection and the quality programming to keep a steady audience of interested listeners in a receptive mood. And, WREC prestige adds impetus to buying, too!

MEMPHIS NO. 1 STATION
Celebrating Our 30th Anniversary Year
The ALTEC A-322C Limiter Amplifier

Here is a limiter amplifier that has a truly rapid attack time (0.2 milliseconds) and will let you maintain high modulation percentages without fear of exceeding your modulation limits. It provides you with completely automatic maximum volume control. The A-322C operates as a true linear amplifier up to a selected level and then limits the volume output above that point without audible noises associated with most limiter amplifiers. In every way—attack time—power output—quality and flexibility—the Altec A-322C limiter amplifier is the finest.

Attack Time: 0.0002 second
Release Time: 0.5 second
Compression Ratio: 10:1 beyond limiting point
Limiting Thresholds: +25.2 dbm, +33.2 dbm
Power Output: 3.1 watts
Gain: 60 or 58 db
Frequency Response: ±1 db, 20-20,000 cycles

9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York
This "ghost" clanks chains behind a nameless door!

In an office with a number but no name on the door, in a building that may be within walking distance of your own, a man is manipulating a machine against the public interest. A counterfeiter, you ask?

Yes—a counterfeiter of truth. The powers behind this man have discovered that in murdering facts, a mimeograph is mightier than a meat-ax, and that you can't beat a duplicator for sheer duplicity!

Mr. Nameless is busily grinding out propaganda against inter-city trucks. Some of it may see print, where it will help Mr. Nameless' backers to forge chains that will shackle the trucking industry and, in doing that, cripple the nation's economy, too.

Streaming from this busy mill is a flood of handouts for press and radio. They take many forms. But all of them have five glaring deficiencies in common:

1) Usually just the ghost of a fact has been blown up, twisted and distorted to serve selfish interests.

2) When you try to track down the source, you'll find a "front" organization of some kind, financed wholly or in part by the antitruck faction.

3) When the writing makes direct reference to trucks, the stories are tinged with emotional words instead of the factual tone that editors, broadcasters and commentators have a right to expect.

4) The stories are salted with clichés. Samples, like "highway boxcars" and "behemoths of the highways", you may recognize on sight. These labels work best when read by the uninformed, but they also fool a lot of smart people who don't bother to look behind the label for the reality.

5) Another clue to the true nature of this material is this: No mention is ever made of the tremendous contribution of the trucking industry to the American economy, the defense effort, and the well-being of every man, woman and child in the United States. Such information, were it generally known and appreciated, would put Mr. Nameless out of work!

JOHN V. LAWRENCE, Managing Director
American Trucking Associations

AMERICAN TRUCKING INDUSTRY

American Trucking Associations, Washington 6, D.C.
FREDERICK P. LAFFEY returns to WLAW Boston as program director, after discharge from U. S. Army.

BOB CRANE appointed program manager, WICC Bridgeport, Conn., succeeding WALLY DENLAND who will devote full time to station's TV operation.

JUDITH WALLER, director of public affairs for NBC's Central Div., was honored for "30 years of outstanding public service in radio" during American Medical Assn. broadcast on NBC Nov. 22.

ROBERT COSTA, program director, KGBM Honolulu, named program director of KGBM-TV, succeeded by HERB HANSEN, announced by KGBM.

BOB REED, director of Name That Tune on NBC, to WRC Washington to star on Time-keeper show, replacing BILL HERSON who is assigned (BT, Dec. 1, 1952).

RICHARD M. MALL, appointed director of public affairs, WLOV-TV (TV) Columbus, Ohio.

JANE WINNE, production staff, WFMB - AM - TV KRES St. Joseph, Mo., as production director.

ROBERT HINNERS, program director, WSGW Saginaw, Mich., to WLEC Sandusky, Ohio, in same capacity.

JACK SHANNON, program director, WOON Defiance, Ohio, added to WLEC's announcing staff.

CHARLES C. CRAIG, production and sales departments, KFBM-TV San Diego, to KLAC Hollywood, as program director.

NUELL BENTON, promotion-publicity, Sunland Music Inc., (distributors for MGM records), to KROP Brawley, Calif., as program director.

STUART GRAY, NBC, Chicago, to WRFC-TV Cincinnati, as announcer.

JAY CREEDON to WICE Providence, R. I., as disc jockey.

NILES CUNNINGHAM, film department, KLAC-TV Hollywood, transfers to head of traffic operations.

BOB VAN CAMP, WSR-AM-TV Atlanta personality, elected president of Atlanta Opera Co., and member of board of Atlanta Theatre Guild.

RUTH CRANE, WVAL-AM TV Washington women's commentator, presented with Red Feather "Oscar" for participation in Community Chest-USO Campaign in that city.

MARION CLARK, Ford Foundation, N. Y., to WLOW Norfolk, Va., as head of continuity department. JAY BATEMAN, WTLR Norfolk, transfers to WLOW.

JUNE MANDEL, ASCAP, and JOAN KIEF, Radio Free Europe, to WHLI Hempstead, N. Y., script department.

JOAN LEE FERBER appointed assistant to GEORGE BALL, WHILL director of public affairs.

AL HELFER, chief sports announcer at MBS, has taken on added duties as sports editor of Real Magazine, monthly magazine for men.

MARYLLE ROBB, who portrays Marjorie on NBC radio Great Gildersleeve, and CHARLES VANCE SMITH will be married Dec. 13.

DON FORBES, executive director, KLAC-TV Hollywood, is completing narration for EKO feature film, "The Sea Around Us."

DOROTHY MAESTRI to WICC-TV Bridgeport, Conn., as traffic manager.

WALTER ORWALL, WGN-TV Chicago, appointed floor director there.


JOHN LUND, film star, assigned title role on CBS Radio Yours Truly, Johnny Dollar.

JIM GIBSON, clerk in transcription department, KNX Hollywood, promoted to head of department.

LEE LEONARD to WLOW Norfolk, Va., as disc jockey.

SIDNEY L. GUNTER Jr., composer and entertainer, to entertaining staff, WWWW Wheeling, W. Va.

JERRY GRAY, orchestra leader on CBS Radio Club 15, father of boy, Albert, Nov. 22.

LEWIS KLEIN, WFIL-TV Philadelphia staff director, father of boy, Nov. 29.

FRANCIS SCOTT, assistant to TV operations manager at NBC Chicago, father of boy, William Francis, Nov. 29.

BOB BURNAM, announcer-disc jockey, KSTP Minneapolis, father of girl, and JACK HORNER, station's sports director, father of boy.

GEORGE CAMPBELL FLOURNOY, Hollywood TV director, and NANCY SHELDON, Hollywood TV actress-singer, were married Dec. 6.

FRED WALKER, director of public affairs for WTTM Trenton, and Catharine Sullivan were married Nov. 26.

SKIP MADDOX, announcer-disc jockey, WANE Fort Wayne, Ind., father of girl, Donna Jean. WILLIAM S. FRASER, WANE announcer, father of boy, William.

JACK WEBB, producer-star of NBC-AM-TV Dragnet, father of girl, Nov. 29.

GENE NORMAN, disc m.c., KLAC and KJH-TV Hollywood, father of boy, Dec. 1.

JACK K. HOLT, KFXO-AM-FM St. Louis, to WCN Centralia, Ill., as news editor.

GEORGE FRIEDMAN, KGOV Missoula, Mont., to news staff of WBBM Chicago.

ALBERT B. LARSON, assistant news editor, WALL Middletown, N. Y., promoted to news editor there.

ROBERT THOMAS, news editor, KEX Portland, Ore., elected president of city's chapter of Sigma Delta Chi.

Watch for BIG NEWS at

KFBM
Radio Station
San Diego, California

BROADCASTING • Telecasting
**WROL SERVICE**

Aids in Snowstorm Crisis

DURING what it believes was the heaviest snowfall in southeastern history, WROL Knoxville "added a feather to radio's cap" and that of its own by functioning "as only a radio station can," in helping its listeners through the crisis, according to the station's report last week.

The station operated on auxiliary equipment for more than 52 hours when its main transmitter failed during the 22-inch snowfall, which assumed serious proportions Friday afternoon, Nov. 19, and lasted through the weekend.

During the snowstorm, which the station says virtually paralyzed the city's communication, power and transportation systems, WROL devoted the greater part of its schedule to public service announcements and programs, weather information and reports on highway conditions.

Announcers Hal Durham, Bill Johnson, Joe Halburnt, Louis Chiles, Tom radio's and Art Metzler kept listeners posted on late developments. No NBC service was available for most of the crisis. WROL newscasts were devoted mostly to local news because the UP wire was out until Saturday afternoon. WROL fed the Kentucky-Tennessee football game in Knoxville over the one line available from the telephone company to the Vol Network of 35 stations, and to Kentucky stations which had planned to air the event, in a single broadcast. It was aired by announcers for WROL; WVLK Lexington, Ky., which feeds three other stations; WHAS Louisville and WLPX Lexington, which feeds the 25-station Ashland Oil Network. WLEX Lexington also carried the broadcast.

Knoxville "ham" radio operators relayed sports' writers' accounts of the game to other radio stations and newspapers, after regular communications failed.

WROL also broadcast information from city and state officials and utility representatives by tele-recording.

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**L. A. PROGRAM CHANGE**

Made After AFTRA Ruling

FOLLOWING an American Federation of Television and Radio Artists ruling that members of church choirs, soloists and actors who appear on TV religious shows with any commercial aspect must belong to that union and be paid scale, *Inspirational Hour* on KECA-TV Los Angeles has changed its name to *Inspirational Guest Hour*, with program now open to amateur participants on a contest basis.

Format change was made after AFTRA pointed out that the non-denominational *Inspirational Hour group*, through a local advertising agency, sold spots to various advertisers on the weekly program, thereby making it commercial. Program, on KECA-TV since July 20, was started on KLAC-TV Hollywood in October 1950 under the old format with Cordell Fray as producer.

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**From where I sit**

by Joe Marsh

---

**A Little Matter of "Safe-Keeping"**

Our town had a bank crisis yesterday. Luckily our financial wizards were equal to the situation.

When Chip Howell, manager of one of our two banks—the Farmer's National—came to work they told him that the vault wouldn't open. Somebody had set the time lock two days ahead by mistake!

"What a spot we were in!" Chip relates. "The only cash available was in our pockets. So, swallowing my pride, I hustled over to the Bradford Trust on Willow Street. They laughed plenty—but lent us enough cash to get by."

From where I sit, we can all be proud of the Bradford Trust folks for co-operating that way with a rival bank. It's a good example of how people, in our town, even though they may have conflicting interests, will go out of their way to help their neighbor. Democrats and Republicans, townpeople and farmers, buttermilk fanciers and those who prefer a temperate glass of beer—you'll find they all have a genuine community spirit. They respect each other's opinions and they know they can "bank" on each other when the need arises.

---

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**HOUSTON, TEXAS**  
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**WASHINGTON, D.C.**  
Tel. Metropolitan 0522

**MONTREAL, QUE.**  
Tel. Atlantic 9441

**NEW YORK CITY**  
Tel. Murray Hill 9-0200

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**Broadcasting • Teletcasting**

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JOSEPH R. MATTHEWS, manager and head of West Coast station relations for Weed & Co., to A. C. Nielsen Co., Chicago, as western sales manager with headquarters in San Francisco.

RAYMOND A. KELLEY elected comptroller and vice president of finance at Shure Bros., Chicago, microphone and acoustic devices manufacturer.

JOHN FELTMAN, assistant manufacturing manager of receiver div., Allen B. DuMont Labs, Inc., to company's cathode-ray div., as assistant manufacturing manager.

BARTON FELLOWS, southern representative, National Retail Radio Spots Inc., headquartered in Atlanta, promoted to sales manager, headquarted in Hollywood. He succeeds FRED M. SHEPARD, who moves to New York.

HARRY G. BRIGHT appointed station relations manager for radio, The Frenar Co., Knoxville, Tenn., promotion and program service company.

INSULINE Corp. of America, Long Island City, N. Y., is issuing monthly supplement to regular catalog indicating availability status of racks, panels, chassis, etc. Eight-page publication is being mailed regularly to electronics-parts distributors.

GEORGE C. WILKINSON, Mobile, Ala., appointed distributor of Bendix Radio Corp.'s radio-TV products in that area.

BRUCE T. DUMONT, director and general superintendent of Allen B. DuMont Labs, cited as "Man of the Year" by North Jersey Alumni Assn. of the Peddie School.

WILLIAM J. DOYLE, vice president in charge of sales, Astatic Corp., Conneaut, Ohio, has resigned.

BERNARD L. CAIN, general sales manager, Insuline Corp. of America, Long Island City, N. Y., elected vice president of firm.

EDWARD W. PEARSON appointed director of research, Channing L Bete Co., Greenfield, Mass., public relations firm.

JOHN FREEMAN, publicity director and head of publications, Capitol Records Inc., Hollywood, resigns to devote time to writing for radio-TV.


TUBE DEP., General Electric Co., Schenectady, N. Y., has published new booklet describing essential characteristics of G-E Five Star miniature and subminiature high reliability tubes.

HARRY LEWIS, New York attorney, to Henry Lewis Agency, Hollywood (writers' services), as head of newly created TV department.

FREDERICK S. BUCHANAN, managing director, Market Facts Inc., Chicago, to Chicago client service office, Market Research Corp. of America.

RADIO WRITERS GUILD, N. Y., announces production of new FM-AM radio tuner intended for use as central control head of high fidelity mag system. Unit is known as Piloturer Model AF-821.

PRECISION ELECTRONICS, Franklin Park, III., announces development of Model 100 BA amplifier for average fidelity home system. Features include full range reproduction with low distortion together with tonal purity.

RADIO APPARATUS Corp., Indianapolis, announces availability of new Monitoradio pager, Model Am-1, which is radio paging receiver for use in cars as supplement to pocket receivers.

RELIGION ON TV

Discussed at Ohio Meet

CHURCHMEN at a two-day Religious Television Institute in Cleveland last week were told they can't use "last Sunday's warmed-over sermon" to fill free time segments granted them by television stations.

This advice came from the Rev. Charles H. Schmizt of New York, head of the National Council of Churches of Christ in Broadcasting Commission, who said religious telecasters should make their segments "something worth watching." The institute was co-sponsored by the Council and WEWS (TV) Cleveland.

TV, the churchmen learned at the institute, is more costly and more complicated than radio and, therefore, requires "more study, planning and work." Wesley Good- man, also of the Council's New York office, addressed the group of 30 attending the institute, which included discussions, studio practice sessions and tape-recorded lessons in other techniques.

"Don't turn up your noses at commercial TV shows," the churchmen were told by George A. Moore, Who was also director, instead, to study their techniques. They can help you appeal to a wide audience. It's a waste of money and effort to use a mass medium like video to talk just to people already convinced of what you're saying."

AMPEREX ELECTRONIC Corp., Hicksville, L. I., announces addition of line of seven germanium diodes of hermetically sealed glass variety which are not affected by atmospheric conditions of humidity, altitude and extremely low temperatures. Types are IN34A, IN38A, LNS6A, 1N86, IN87 and IN88.

DAGE ELECTRONICS Corp., Beech Grove, Ind., announces production of new portable self-contained TV camera designed to utilize any standard TV receiver.

TUBE DEP., General Electric Co., Schenectady, N. Y., announces production of new power pentode for use in video output stage of TV receivers. Tube makes it possible to obtain voltage gain of from 40 to 45 in wide band video circuits.

Technical . . .

WILLIAM PENDERGAST appointed assistant chief engineer, WEEK-Peoria, Ill.

RUSSELL BELLES, engineer, WATE Fort Wayne, Ind., father of boy, Martin Russell.

News Makes Music

AN original musical composition, dedicated to "the newspapermen and women of the free world," and titled "United Press March," will have its premiere performance today (Monday) on the Cities Service Band of America radio program on NBC, 9:30-10 p.m. EST. The march, composed by Paul Lavalle, grew out of talks between Mr. Lavalle and Hugh Baille, UP president. Composition is dedicated to Mr. Lavalle's new daughter, Andromeda, director.

FORD GRANT

Mich. State Gets $100,000

MICHIGAN State College has been given $100,000 by the Ford Fund for Adult Education to further develop the college's TV program.

Announcement of the grant was made by MSC President John A. Hannah a month after FCC authorized the school to construct a TV antenna and install a transmitter to operate on uhf Ch. 60.

Dr. Armand L. Hunter, director of TV development at the school, said that the money would go toward purchase of a general equipment.

The college has been operating its own fully-equipped closed-circuit campus TV network for two years.

Funding the necessary equipment is available for purchase, Dr. Hunter estimated that the station will be operating on Ch. 60 by next autumn. A 1,000-foot tower will be constructed to carry the station's educational programs over a radius of 34-65 miles, it was said.

The $100,000 grant was made through Robert Blakely, director of the central regional office of the Ford Fund for Adult Education, Chicago.
The broadcast alert plan is now in the testing phase and will continue so until Conelrad is affixed in about three months. Under these arrangements, the White House noted, "a detected air attack would have the immediate effect of silencing all broadcasting and telecasting until the attack or threat is ended."

Broadcasters have been operating under this plan for several months. All of the nation's 50 largest stations have been participating in so-called 24-hour skywave programming. They have consulted periodically with local civil defense directors on phases of the plan.

FCC is drawing up rules and regulations and will solicit station comments in the next few weeks. Copies of the two-proposed plan as announced by the House will be mailed out last week to some 4,000 broadcasters. Actually, Conelrad will become effective when completion of line interconnections (for programming purposes) is completed at an estimated cost of $500,000.

Conelrad programming format has been evolved by the Federal Civil Defense Command, USAF. The agency is preparing a Conelrad promotion kit (scripts, etc.) and fact sheet for guidance of local civil defense personnel and broadcasters as well. Data will be distributed shortly, it was learned.

Numerous Volunteers

"Although no station is required to remain on the air in this plan," the White House pointed out, "to date more than 1,000 privately-owned standard broadcast stations have volunteered to participate. Conelrad and have spent approximately $1.5 million of their own funds to make equipment changes necessary in their stations, or in "changing" their operations. Stations are permitted to withdraw from the plan after 30 days' notice to FCC.

Conelrad will be put to the actual test upon announcement of an air raid alert by the Air Defense Command, USAF. Standard outlets would switch to either 640 kc or 1240 kc and broadcast a continuous flow of information, news and instructions. The plan is built around various ABC posts.

Plan No. 1 covers operating-alerting phases, while Plan No. 2 involves controlled operations including the factor of eliminating radio as a navigational aid.

Under Plan No. 1 some stations are grouped as Basic Key or Relay Key stations within certain ADC areas, while others are given no special designation. Station.

FCC will determine the specific role of a station, changing designations from time to time, holding periodic tests and maintaining monitoring surveillance — "within the limit of funds and personnel." This applies to both Plan No. 1 and No. 2.

It is the latter which will require all FM and TV stations notified of an alert to observe "radio silence" — a controversial question that goes back to the Flood report of 1949, a study which provided the spadework for current planning.

For stations participating in the project, "equipment of other failuers" beyond their control will not be considered by the FCC as a violation of the obligation or responsibility provided they take "immediate steps to correct such failure."

Alert Messages

Those stations observing radio silence will, before leaving the air, follow certain FCC directives, including the broadcast of an approved alert notification message. If for any reason stations do not leave the air, they will continue to broadcast the alert message and the plan to continue until the period of the alert is ended.

Factors in decision to silence FM outlets were these: The relatively small number, proximity to combat areas and the use of the million battery-powered receivers (AM). AM stations will be confined during an alert generally to 5 kw, and in no instance more than 10 kw. Exact role of am radio operators is still undetermined, though some will remain on the air in an alert.

The mechanics of Conelrad have been known to most broadcasters since the plan was unfolded early last year at a meeting called by FCC in Washington, and amplified at the 1951 NARTB convention in Chicago.

Primarily, the plan covers four types of operation:

Sequential—Stations are arranged into groups, or clusters, of two or more stations, located in one or more municipalities, counties or states. All use the same or both frequencies. Stations go on and off the air in a non-cyclical sequence, with periods varying from 5 to 40 seconds.

On-Off—This applies to individual stations or cluster outlets. FCC regulates power to achieve Conelrad objectives. Typical air time of individual outlets is about 10-30 seconds and off-air time about 3-6 minutes. These outlets implement air time of cluster groups.

Palettes—This system also applies to both groups. Power of transmitter on the air is varied over a certain range.

Synchronous—Two or more stations in a given area are on the air at the same time, all assigned the same system frequency and their power adjusted by FCC.

Greatest number of stations will use sequential and off methods. Participating stations in Conelrad, under Plan No. 2, will "be kept in a state of constant and instant readiness" to broadcast (1) messages predetermined by the proper authorities (alert, all-clear notifications) and (2) official civil defense programs. When not carrying these programs, stations may, "on their own responsibility, broadcast such other programs as they may desire."

Other features of the plan:

1. After notification of an alert and until the period of the alert is ended, no on-air identification will be permitted by any broadcast station unless expressly authorized by the FCC.

2. In broadcasting civil defense programs or messages, participating stations shall comply with the applicable mode-of-operation and refrain from any on-air identification, direct or indirect, unless authorized.

3. Participating stations will prepare and effectuate plans and procedures for meeting civil defense and other programming requirements.

4. FCC will issue detailed instructions to participating stations on suggested course of action. Commission also will attempt to monitor the entire radio spectrum, when plan is operative, to ascertain whether any clandestine operation is being utilized by enemy forces.

SWG Elects Breen

RICHARD BREEN, vice-president, has been elected president of Screen Writers Guild succeeding Mary McCall, Valentine Davies, a former guild president, was chosen first vice-president and Ronald MacDougall, second vice-president. Participating stations on suggested course of action. Commission also will attempt to monitor the entire radio spectrum, when plan is operative, to ascertain whether any clandestine operation is being utilized by enemy forces.

In Pennsylvania

It's an important part of every well-rounded sales program!

JOHNSTON RENEWS

Adds Half-Hour MBS News

S. C. JOHNSTON & SON, Racine, has renewed its heavy schedule of MBS newscasts—totaling 2 hours, 26 minutes a week—since it added another five-minute Mon.-Sat. series, Mutual Sales Vice President Adolf N. Hult announced last week. The series adds a half-hour per week to the Johnston schedule, which, when launched Dec. 31, 1951, was described as the largest news cast series sponsored by a single radio advertiser. Covering morning, mid-afternoon and late-afternoon periods, the series will be carried by all 540 MBS affiliates.

In the news strip, Frank Singiser will be heard at 9:30-30 a.m. EST, Mon.-Sat. from New York. The Mon.-Fri. line-up presents Holland England from Chicago at 11:25-30 a.m. EST; H. R. Buehke from Washington at 12:15-20 p.m. EST; Sam Hayes from Los Angeles at 2:25-30 p.m. EST, and Cecil Brown from New York at 5:55-6 p.m. local time.

Decision to renew and expand this schedule was attributed to high public interest in both national and international news. The Johnston Company is presenting the series in behalf of its wax products. Needham, Louis & Brorby, Chicago, is the agency.
Our Respects To
(Continued from page 54)

pleased with his rejection of $150 a week and a partnership with his father after graduation from law school. He chose, instead, to work “for nothing a week” as a clerk in a law firm. The job was short-lived. During the boss’ absence, the young clerk sat on his elaborate glass-topped desk, cracked its glass and in the adhesive-repairing realized at his current salary it could take years to pay for the damage. He decided to quit, a resolve clinched by the fact in the form of another law firm, which offered him $15 a week.

Investment Practices
His odysseys, although fatalistic, about the financial deal in which he turned down a third interest in a new company, offered for $30,000. That third today would be worth several million. His judgment has improved, however, and he continues to invest in various enterprises, primarily commercial real estate holdings.

With a bravery that youth monopolizes, he opened his own law firm in 1882, the depression’s depth. He “wouldn’t do it again,” but at that time optimistically, hired his clerk and a stenographer. Fortunately, a large bread-and-butter account came in the second month, remaining with him to this day. His brother, Arthur, became a partner in 1927.

Life was smoother and somewhat less involved in Mr. Wolf’s pre-radio days—and less interesting to the confuses. He entered broadcasting’s back door, more or less unwittingly, in the winter of 1940 while on a legal case in California. A friend drafted him into joining part of Keystone, incorporated unprofitably since January of that year, with a three-way partnership. This remained the operating basis until three years ago, when Mr. Wolf assumed control and became president.

To his own astonishment, he sold the network’s first account. The client was Miles Labs, which bought Liarn ‘n Abner for Alka Seltzer. It remained on the air seven years. The station list has expanded from an original 129 to 623 today, and they receive an original KBS library of 40 tunes monthly. Business has tripled in the past three years, Mr. Wolf says, and the company has many new promotion, merchandising and sales plans for its clients, some of whom are General Mills, with four regular shows; Pillsbury Mills, and Chesterfield, Ford and Lincoln. Dr. Charles Fuller, with his Old Fashioned Revival Hour, is the oldest Keystone client, having been on the air with a one-hour Sunday show for 10 years.

Mr. Wolf claims “we’ve been very lucky, because the trend has been toward spot buying.” In addition, television has given us a terrific break” because Keystone stations, ranging in wattage from 100 to 10,000, are located in non-video areas. “We are the most flexible of the networks because we offer for each client the best possible local periods in each section of the country,” he says.

Sales Concept
Keystone’s success is based on the concept of personalized sales and service, and stations as well as clients are sold on this policy. A minimum of 85% of the affiliates coverage is such time-consuming merchandising efforts as placement of window cards, displays and promotion material in local grocery and drug stores. Mr. Wolf directs the network’s “educational job,” aided by a full sales and programming staff which pitches the theme. “There’s gold in them there little holes,”

Mr. Wolf’s professional absorption in radio and Keystone is leveled by many outside interests. Sports-wise, he rides horseback every Sunday morning along the city’s lake front. He loves to walk at a fast pace, sprinting to and from work daily, a distance of two miles each way. He finds increasingly less time to fish in the north woods, a hobby which got off to a booming start several years ago when on his first trip with a pole, he snared an expensive rod and reel on his first cast.

He loves travel, and has visited England and Europe twice, and has traveled throughout Central America, Mexico and Jamaica. He goes to California about three times each year, home of his daughter, Gary, a previous marriage. He married Esther Korfe of Chicago five years ago, and they live on the city’s near north side.

Mrs. Wolf is a buyer of accessories for an exclusive women’s shop, and has been active in the fields of fashion and design for several years.

Mr. Wolf has memberships in the Standard Club, the American, Illinois and Chicago Bar Asso., and the Chicago Law Institute. Interested in art and music, he supervised remodeling and the modern decor of Keystone’s new offices, decorating paintings for each office. His two favorite office spots are behind his mammoth semi-circular executive desk and in the kitchen. Acknowledging this, the bar-tender, so he challenged the versatility of Duffy himself during the recent elevator strike. Each afternoon, he whipped up exotic concoctions for over-tired staffers who endured the 17-story climb.

'HOME TOWN, USA' Legion Asks Station Aid

OVERSEAS troop morale is receiving a shot in the arm these days. The booster is a project on which domestic U.S. stations are cooperating with the Armed Forces Radio Service and the American Legion.

The Legion’s National Public Relations Div. in Washington, D. C., is asking stations to sponsor "Home Town, USA" project. Hundreds of broadcasters already are airing recorded messages and dedications through the U.S. on a public service basis, the Legion said.

Members of families write messages and dedicate tunes, which are transcribed and distributed overseas through the Armed Forces Radio Networks. Service men and women, in turn, reciprocate by recording similar programs.

In a letter to stations, James J. Condon, of the Legion’s Public Relations Division, noted that "State Calling," a similar in-service effort, was aired 1948-50 via the Far East Radio Network.

"The American Legion, in cooperation with, and with full approval of, the Dept. of Defense, and many, many public spirited people, is endeavoring to expand State Side Calling on a global scale, through the medium of "Home Town, USA," " Mr. Condon said.
KXRN NOW KLAN

KXRN, Wash., is the new call-letter identification of KXRN, purchased from Robert S. McCaw and Mrs. Velva Dickinson Fuller by Harold Ridalls and William L. Simpson for $49,600.

Mr. Ridalls, who has been general manager of KRSC Seattle, becomes president and general manager of the Renton station, and Mr. Simpson, KRSC sales manager, is vice president and sales manager of KXRN. Mr. Ridalls announced that the staff of the Renton station will otherwise remain unchanged.

The new call letters, he told Broadcasting & Telecasting, have been adopted to keynote the Scotch theme—"the thrifty buy"—which will be used on the air and in station promotion.

Mr. Ridalls Mr. Simpson

radio does leg work

For Naph-Sol Refinery in Lansing

radio's low-cost, high-power effectiveness at the local level has been demonstrated again in Lansing, Mich.

The Naph-Sol Refinery advertised the opening of a new Zephyr Gasoline service station with spots on WILS Lansing and large space in the local newspaper, then asked motorists visiting the new service station on the Friday and Saturday opening how they learned of it.

Advertising comprised a full-page newspaper ad and four spot announcements on Thursday, a half-page ad and 10 spots on Friday and 11 spots on Saturday before 3:30 p.m. Survey was made from 3 to 6 p.m. Friday and from 1:30 to 3:30 p.m., Saturday.

Total number of interviews was 363, of which 137 people said they came because of newspaper advertising, 96 because of radio, 77 who answered "both," 41 who answered "neither" and 12 for other reasons. Of the total advertising expenditure, 77% went for newspaper space, 23% for radio time.

Thus, while the newspaper ads pulled about half again as much traffic than radio, the cost per individual was much lower for radio, on the ratio of about two and a half to one.

The Naph-Sol Refinery executive in charge of the opening said: "It was the biggest opening we've had in Michigan."

The service station lessee said: "I was more than gratified. We exceeded our most optimistic quota."

Pay-off for WILS was a one-year advertising contract from the service station and a promise of a larger share of advertising for subsequent Naph-Sol station openings in the Lansing area.

Inaugural Group
Includes Industry Names

Among members of the finance committee of the Washington Citizens Inaugural Committee, announced last week by Chairman Joseph C. McCarraghy, were the following individuals associated with the broadcasting industry:


The committee hopes to raise $300,000 to underwrite the cost of the inaugural festivities.

Purity Hearing Set

Hearing has been scheduled by the Federal Trade Commission on a complaint charging interdicts at Purity Bakeries Corp., Chicago, and American Bakeries Inc., Atlanta, Ga. Purity has been a substantial radio-TV advertiser in the Midwest. Hearing was tentatively set for last Friday, with possibility of continuation to a later date. In another case involving broadcast advertisers, FTC had dismissed a similar complaint against Nesco Inc., Milwaukee, and Ekco Products Co., Chicago, announcing reasons for the charge had been eliminated (B&T, Dec. 1).

CHESTY FOODS Inc., Terre Haute, Ind., for Chesty Potato Chips and allied products, has gained permission from the National Collegiate Athletic Assn. to sponsor 18 home games of Indiana U. Big 10 basketball squad at reported cost of $60,000. Series begins Dec. 20 and continues through March on WTTV (TV) Bloomington. Agency is Ruben Adv., Indianapolis.

December 8, 1952
milestones...


► Described as radio's oldest Coast-to-Coast musical program, Voice of Firestone (NBC, Mon., 8:30-9 p.m. EST) will begin its 28th year on the air next Monday. The program is in its fifth year as simulcast on NBC-TV.

► NBC radio's Grand Ole Opry (Sat., 9:30-10 p.m. EST), said to be the oldest continuing commercial program in radio history, celebrated its 27th anniversary on the air Nov. 16. Program is sponsored by R. J. Reynolds Tobacco Co.

► WLEC Sandusky, Ohio, observed its fifth birthday Dec. 7 with a special broadcast from 1:30 to 2 p.m. The 250 w. MBS affiliate, on 1450 kc, reports receipt of 14 citations for public service broadcast, which it values at $70,000 in time and effort. Licensed to Lake Erie Broadcasting Co., general manager is Jay Wagner.

► WLKB DeKalb, Ill., studios are being remodeled for the station's fifth anniversary the week of Dec. 7. Listeners in the area will be invited to attend WLKB's house. Manager Bob Brown will arrange tours of studios and plant facilities.

CHICAGO UNLIMITED

Seiferth Named Director

CHICAGO Unlimited, the organization backed by various industry segments to promote local talent and origination of more network features in that city, has hired a full-time executive director to work as liaison with agencies, advertisers, networks and local civic groups. He is Joseph M. Seiferth, former regional vice president in Chicago for the now-defunct Liberty Broadcasting System, who has a background of some 26 years in the broadcast business.

Mr. Seiferth last week set up headquarters at 76 E. Wacker Dr. and began detailing plans to promote the city and its radio-TV interests which will be presented at a mass meeting for the industry before Jan. 1.

PLOUGH SALES MEETS

Begin Dec. 19 in Memphis

PLOUGH Inc.'s consistent year-around use of radio and television in promoting sales of its various drug products will be stressed at eight days of sales meetings to be held from Dec. 19 to Jan. 3 at the firm's Memphis headquarters.

Division managers and salesmen from nine coast-to-coast sales divisions will attend the four meetings on Dec. 19-20, 22-23, 29-30, and Jan. 2-3, which, according to a spokesman, are Plough's most far-reaching in recent years.

OPS Ups McClanahan

W. W. McClANAHAN Jr. has been named public information director of the Office of Price Stabilization, succeeding Max Hall, who resigned to join the Mutual Security Agency. Mr. McClanahan served in executive positions with the Nashville Tennessean, Toledo Times, and Pittsburgh Post-Gazette (WWSW-AM-FM). In 1943 he headed domestic news at the Office of War Information. In 1950 he was named special information assistant to Stuart Symington, then head of the National Security Resources Board. He later helped set up information facilities at the Economic Stabilization Agency and transferred to OPS, becoming deputy information director last April.

AT fete marking 25th anniversary of WCHS Charleston, W. Va., are (1 to r) John T. Gelder Jr., vice president, The Tierney Co., operator of WCHS; West Virginia Gov. Okey L. Patton (cutting the cake); George Kollem (behind Gov. Patton), Tierney Co. auditor, and Lewis C. Tierney, company president.

FCDA Spots

RADIO-TV spot project promoting home defense at the public level has been completed by the Federal Civil Defense Administration. The spots were aired by broadcasting stations from Nov. 11 (Armistice Day) to Nov. 27 (Thanksgiving Day) throughout the U. S. Theatres also cooperated in showing the film, "Survival Under Atomic Attack," during that period.

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Mr. Seiferth last week set up headquarters at 76 E. Wacker Dr. and began detailing plans to promote the city and its radio-TV interests which will be presented at a mass meeting for the industry before Jan. 1.
In the most competitive market in the U.S., Hilton & Riggio is building consumer demand for Bovril Beef by using WOR-TV.

They are using "The Merry Mailman," a kid show that solves man-sized sales problems.

Every week, the Mailman delivers more than a million and a quarter sales impressions in over a half-million TV homes.

The agency knows — from the thousands of returned Bovril labels — the Mailman delivers first-class results. Have him make your deliveries.
30 Years of Growing

WDEL
AM · FM · TV

WILMINGTON, DELAWARE

1952 marks for WDEL three decades of broadcast operation—thirty years of growing with the many vigorous, expanding communities in its listening and viewing area.

Established in 1922, WDEL was Delaware’s first station. In 1947, it broadened its services to bring frequency modulation to its listeners. And three years ago, in 1949, it pioneered the State’s first television station. Today, WDEL is Delaware’s only three-way broadcast operation.

On the occasion of its thirtieth birthday, WDEL restates its past and future plans and philosophy of operation. These are to improve constantly its programming and technical facilities and to serve always the best interests of the people in its area—listeners, viewers and advertisers.

Represented by
ROBERT MEEKER ASSOCIATES
NEW YORK CHICAGO LOS ANGELES SAN FRANCISCO
December 8, 1952

COMBINED BIDS POLICY

FCC to Rule on 'Case-to-Case' Basis

By LARRY CHRISTOPHER

The Commission policy to have no "formulas" was indicated in McFarland letters sent to Macon Television Co., applicant for uhf Ch. 47 at Macon, Ga., composed of WBRM and WNNX there, and to El-Cor Television Inc., applicant for uhf Ch. 18 at Elimir, N. Y., composed of WEML Elimir and WCLI Corning, under common ownership with the Corning Leader, and WENY Elimir, owned by the Elimir Star Gazette.

The Commission in effect split on the Macon application, the first such bid to be considered. It has been before the FCC for some weeks. All seven Commissioners indicated serious doubts about approval of the Elimir bid in view of the common control of AM stations and local newspapers.


Comr. Bartley's Opinion

Comr. Bartley stated: "I would vote for a grant in this case for the following reasons: (1) it would provide television competition at an earlier date; (2) it would provide uhf an opportunity to commence operation about the same time as vhf in a new market; (3) in my opinion, the AM stations will continue to compete so long as the conditions agreed upon are followed."

Comr. Sterling voted for a grant of the Macon bid and concurred with Comr. Bartley's views.

"I think that any public hearing on this case," Comr. Merrill observed, "should be held in Macon, Ga., at the earliest date. I do not feel that the action taken by the Commission sufficiently meets that objective."

Chairman Paul A. Walker, however, concurred with the adoption of the letter to Macon Television "but in doing so I wish to make clear that I am not persuaded that a hearing upon the application will ultimately prove necessary."

The Chairman continued:

"Under the procedure established by Public Law 554, 82d Congress, Second Session, commonly known as the McFarland Act, when the Commission is unable to grant an application upon the basis of the information before it, an applicant is notified of the reasons for such inaction. In the present case, I believe it appropriate that the applicant should have the chance to demonstrate that the ability and intention of the two radio stations involved to compete with each other will be unimpaired by the joining of forces to compete against the proposed television operation. If such a demonstration is made, the necessity for hearing may be obviated. Macon could thereupon be afforded a new television service without the delay consequent upon a hearing."

In other TV actions last week, the Commission:

- Granted one new vhf and five uhf stations, including a uhf permit for a noncommercial station to New Jersey Dept. of Education, New Brunswick, although the latter said it has no funds. Comrs. Sterling and E. M. Webster dissented.
- Denied applications to WWSW Pittsburgh to stay effectiveness of assignment of vhf Ch. 4 to Irwin, Pa., pending outcome of WWSW's court appeal. Ch. 4 allocation went into effect Dec. 1.
- Advised WMAZ Macon, Ga., that its bid for vhf Ch. 18 will be held in the pending file while FCC studies methods to correct an allocation error in the assignment of the channel. Commission found allocation to Macon does not meet required minimum co-channel spacing with WAPM-TV Birmingham, operating on Ch. 18. Error involves distance of less than a mile.
- Denied petition of WMIT (FM) Clingman's Peak, N. C., to assign uhf Ch. 18 there. Action was without prejudice to re-filing after end of one-year freeze on such allocation amendments, June 21.
- Ordered correction of standard assignment of uhf Ch. 42 at Abbeville, La., and Ch. 38 at Lafayette, La., by adopting proposed rule making proceeding to substitute Ch. 27 for Ch. 42 at Abbeville.
- New TV construction permits were awarded the following:
  - Beaumont, Tex. (City priority Group A-2, No. 9)—Television Broadcasters, granted uhf Ch. 51, effective radiated power 14 kw visual and 7 kw audio, antenna height above average terrain 820 ft.
  - Lima, Ohio (Group A-2, No. 79)— [Continued on page 76]

NCAA SATISFIED

With Its TV Plan

FACED by widespread criticism of its 1952 TV football program, the NCAA 1952 television committee announced last week, at the end of a two-day meeting in New York, that this year's program had "worked satisfactorily."

This conclusion, contained in a statement released by the committee, noted that it was based on "opinion surveys and the overall reaction of the public, press, and the colleges themselves."

The two-day meeting, the committee said, was held to review and evaluate the 1952 program. Committee also discussed phases of various aspects of the plan and urged telecasting of more games.

The TV plan provided for the broadcast of seven college football games, including Notre Dame-U. of Chicago and University of Pennsylvania.

Mr. Murray's plan would allow colleges to make their own TV arrangements on condition that one-third of the TV receipts be allocated to a special fund to be administered by the NCAA. Plan would provide that the fund be used to relieve the losses of small colleges which could prove that television competition in their area had restricted attendance.

The committee also announced that it had met with two representatives of the Athletic Conference, the Rev. Edmund Joyce, USC, university vice president and chairman of the faculty athletic committee, and Ed (Moose) Krause, director of athletics. They were said to have presented the university's views on college football television, which in the past has been critical of NCAA policy (B*7, Dec. 1).

During the next few weeks, the statement said, the committee will formulate final conclusions and make recommendations for next year's program that will be presented to the university's withers next year's program that will be presented to the University of Pennsylvania's pre-convention meeting in Washington. The group's national convention is scheduled to be held there Jan. 8-10.

Committee Members Present

Present at the meeting were the 10 members of the committee: Robert H. Hall, 1952 chairman; Asa S. Bushnell, director; J. Sho-ber barr, Walter Byers, Kef C. Coleman, Howard Grubbs, Willis O. Hunter, Reaves E. Peter, L. L. Romney and Kenneth L. Wilson.

Before the meeting adjourned, the NCAA group discussed the Radio & Television Mfrs. Assn. report which said that total income from sports may set a record in 1952 and urged telecasting of more sports events. Committee said it questioned the RTMA figures, which indicated that total income for college and professional sports may exceed $1,700,000.

"How did they arrive at that figure?" asked Mr. Bushnell. "Where did they get it?" He said that if it was based on the "so-called" Dept. of Commerce figures, he suggested that the RTMA study the analysis and statement made by National Opinion Research Center, Chicago, on this point.

Meanwhile NORC released last week the text of its letter to the NCAA TV Committee in which NORC re-asserted its finding that TV hurts attendance at college football games. The letter was an answer by the research firm, which has been studying the problem since 1949, to claims by Dr. Allen B. DuMont Labs., and DuMont Television Network, that harmful influences of TV on college football game attendance have not been proved (B*7, Nov. 24).

Considering Dr. DuMont's contention, point by point, NORC noted that denials of adverse TV (Continued on page 76)
television grants and applications

Digest of Those Filed With FCC Nov. 27 Through Dec. 4

Grants Since April 14:

<table>
<thead>
<tr>
<th></th>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
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<tr>
<td>Commercial</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>New</td>
<td>37</td>
<td>90</td>
<td>127</td>
</tr>
<tr>
<td>Amended</td>
<td>22</td>
<td>57</td>
<td>79</td>
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<tr>
<td>Total</td>
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<td>147</td>
<td>206</td>
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Commercial television stations on the air:

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<th></th>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
<td>416</td>
<td>322</td>
</tr>
<tr>
<td>Amended</td>
<td>514</td>
<td>242</td>
</tr>
<tr>
<td>Total</td>
<td>930</td>
<td>564</td>
</tr>
</tbody>
</table>

One applicant did not specify channel.

Includes 130 already granted.

Processing on city priority status Gr. A-2.5.


Current applications filed with the various Regional Offices on behalf of entities in this state are:

NEW STATION GRANTS

Listed by States

COLORADO SPRINGS, Colo.—Colorado Springs City Council granted VHF Ch. 11 (188-204 mc), ERP 250 kw visual, 125 kw audio, antenna height above average terrain 7,850 ft, above ground 7,500 ft. Estimated construction cost $131,600, revenue $94,100. 12th Street and Container Road, with a tower to be erected. Proposed education station will be under supervision of Colorado Springs, Acting Commissioner of Education of New York. [For application, see TV Applications, B.T., Aug. 4.] City priority status not applicable.

LIMA, Ohio.—Northwestern Ohio Besty Corp. (WIMA). Granted uhf Ch. 31, ERP 250 kw visual, 15 kw audio, estimated construction cost $131,600, revenue $82,000. Post office address 1202 N. Main St., Lima, Ohio. 200 ft. tall. 141° 41' 52" W., 40° 53' 00" N., WFMJ-AM YOUNGSTOWN, Ohio. [For application, see TV Applications, B.T., July 14.] City priority status Gr. A-4, No. 96.

BERKELEY, Calif. (KQED). Granted uhf Ch. 8 (188-189 mc), ERP 175 kw visual, 85 kw audio; antenna height above average terrain 740 ft, above ground 740 ft. Estimated construction cost $331,900, first year operating cost $29,900. Post office address 2192 Piedmont Ave., Berkeley, Calif. (For application, see TV Applications, B.T., May 5). City priority status Gr. A-2, No. 112.

NEW BRUNSWICK, N.J.—State of New Jersey. Granted Ch. 19 (500-506 mc), ERP 250 kw visual, 125 kw audio; antenna height above average terrain 200 ft, above ground 200 ft. Estimated construction conditions. Estimated construction cost $418,500, first year operating cost $100,000, revenue $88,000. Post office address P. O. Box 1206, New Brunswick, N. J. (For application, see TV Applications, B.T., April 13). City priority status Gr. A-2, No. 9.

BROOKLYN, N.Y.—Brooklyn Heights. Granted Ch. 20 (505-506 mc), ERP 250 kw visual, 125 kw audio; antenna height above average terrain 200 ft, above ground 200 ft. Estimated construction cost $318,000, first year operating cost $100,000, revenue $88,000. Post office address 240 5th Ave., Brooklyn, N. Y. (For application, see TV Applications, B.T., March 21). City priority status Gr. A-2, No. 9.

BAY SHORE, L.I., N.Y.—Brooklyn Heights. Granted Ch. 20 (505-506 mc), ERP 250 kw visual, 125 kw audio; antenna height above average terrain 200 ft, above ground 200 ft. Estimated construction cost $318,000, first year operating cost $100,000, revenue $88,000. Post office address 240 5th Ave., Brooklyn, N. Y. (For application, see TV Applications, B.T., March 21). City priority status Gr. A-2, No. 9.

NEW ORLEANS, La.—Upper Mississippi. Granted Ch. 28 (655-656 mc), ERP 250 kw visual, 100 kw audio; antenna height above average terrain 2,000 ft, above ground 2,000 ft. Estimated construction cost $350,000, first year operating cost $100,000, revenue $80,000. Post office address 2422 St. Charles Ave., New Orleans, La. (For application, see TV Applications, B.T., June 28). City priority status Gr. A-3, No. 364.

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KGW Portland, Ore., in competitive hearing with Koin there for a new TV station on VHF Ch. 6, presented FCC last week with a detailed attack upon Koin’s petition to the Commission for consent to amend the Koin application so as to allow withdrawal of Ralph Stolkin, Edward Burke Jr. and Sherrill C. Corwin, the 45.5% owners [BT, Dec. 1].

Koin’s proposal, which would show that other principal stockholders in the station have taken over the Stolkin group stock and other obligations, was denied by Hearing Examiner Elizabeth C. Smith [BT, Nov. 21] on grounds that the amendment involves a substantial change, the proceeding is highly competitive and Koin did not advance sufficient “good cause” to warrant approval under such circumstances.

Koin thereupon appealed to the Commission to overrule the examiner, claiming she had erred in her findings. Koin argued good cause was shown and the changes are not substantial in nature.

KGG’s oppositions in addition to attacking Koin’s grounds for amendment, asks the Commission as an alternative to dismiss the Koin application for Ch. 6 on the grounds that under FCC’s rules the amended bid constitutes in effect a new application, and as such, is filed too late for consolidation in the Portland proceeding.

Examiner Smith meanwhile has postponed the Ch. 6 hearing until Wednesday, pending FCC’s ruling on the petitions. KXL Portland last week also was authorized to withdraw its Ch. 6 application, thereby leaving KGW and Koin the only remaining contestants in the proceeding.

Concerning the proposed Koin amendment, the KGW petition noted “at least four major factors govern whether ‘good cause’ has been shown within the meaning of Sec. 1.365(a) of the Commission’s rules and regulations. They are: (1) The timeliness of the proposed amendment; (2) the substantiality of the proposed amendment; (3) the reasons for the proposed amendment, and (4) the degree of prejudice to opposing parties.”

KGG argued that “as to each and every one of these four factors,” Koin has failed to sustain its burden of showing why said amendment would be in the ‘public interest.’

As to timeliness, KGW contended Koin did not submit its amendment until Nov. 3, some 23 days after commencement of the hearing on Oct. 1. As to substantiality, KGW argued the “amendments proposed are major in character and in effect are the equivalent of a new application.”

“arbitrary reason is given for amending,” KGW alleged, “and in fact, on any one of three grounds, the amendment should be denied.” KGW cited these grounds for denial:

(a) Bad faith is shown because the inference is clear that [Koin] amended for the purpose of avoiding the consequence of possible adverse print and for the purpose of strengthening its application.

(b) Even if no bad faith is shown, it is clear that the act of [Koin] which allowed these men to avoid their obligations; accordingly, [Koin] cannot claim innocence or surprise, nor can it claim the amendment was necessitated by circumstances over which it had no control.

(c) Even if [Koin] is completely innocent and was unable to present this evidence, it is submitted that voluntary severance by shareholders can never be the sole basis for amendment. Supporting Examiner Smith’s findings, contained in her memorandum opinion and order to deny the Koin amendment, KGW said these findings “without a doubt” constituted “a reasonable exercise of discretion vested in her in an area where there are a number of complex and variable factors. Accordingly, the Commission should not upset her determination unless it is clearly erroneous and not in accordance with established Commission policy.”

KGG further argued that “even were this Commission to assume the complete innocence of [Koin] and its inability to resist this mass migration of its shareholders, it would be a strange anomaly to hold that this lack of shareholder responsibility constitutes a sufficient basis for amending. [Koin] chose these shareholders, not [KGG]; and if [Koin’s] shareholders cannot be relied upon, it would seem unreasonable to suppose that the consequences of such misplaced reliance should fall on those who chose the irresponsible shareholders, and not upon innocent third parties.”

EMERSON GRANTS

First Planned Soon

FIRST of ten $10,000 grants to educational TV stations offered by Emerson Radio & Phonograph Corp. [BT, June 30] will be made within the next six months. Emerson President Benjamin Abrams predicted last week, probably to either U. of Southern California or U. of Houston, whose stations are nearest completion.

Estimating that $35 million will be needed to get educational TV launched on national basis, with annual operating budget of $85 million, Mr. Abrams announced that Emerson will extend its own assistance beyond the $100,000 initially offered. His resignation as chairman of RTMA Educational TV Committee frees him to solicit support of individual manufacturers, which he feels is urgently needed.

PROSPECTIVE television operators from five states received a two-day dose of local operation “facts of life” during last week’s Southeastern Television Conference held in Charlotte, N. C., under the sponsorship of WBTV (TV). The Dec. 3-4 agenda climaxcd by FCC Commr. Robert Bartley’s talk on Thursday evening gave those planning to enter the video medium a comprehensive prospectus of the many problems in operating local TV stations.

Reed T. Rollo, of the legal firm of Kirkland, Fleming, Green, Martin & Ellis opened the session, speaking on “What’s Happening to Your Application?” Mr. Rollo traced the itinerary of contested and uncontested applications through the FCC, and warned delegates against small defects in applications.

Ken Tredwell, WBTV operations director; Howard Head and A. D. Ring, consulting engineers; and Gaines Kelley, general manager of WPMY-TV Greensboro, N. C., rounded out the first morning’s session with discussions of facilities and engineering. The afternoon session on the first day was taken up with talks on program operations from the perspective of the “amateurs.”

BBC Commr. Robert T. Bartley, speaking on a topic which he called “The Plugged Nickel,” said FCC operations cost less than five cents per capita for the nation’s population. He outlined FCC regulatory functions, claiming the 150-person staff of the Broadcast Bureau was barely comparable to a normal AM-TV organization in a metropolitan city.

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WBTW (TV) Charlotte personnel greets Washington speakers at its TV conference last week. Left to right: Larry Walker, WBTB assistant general manager; Reed Rolf, of Kirkland, Fleming, Green, Martin & Ellis, Washington attorneys; Charles H. Cutchfield, WBTB general manager; J. Robert Covington, WBTB promotion manager; Howard Head, A. D. Ring & Co., Washington; Kenneth Tredwell, WBTB programs and public relations.
Combined Bids Policy of FCC

(Continued from page 67)

Northwestern Ohio Broadcasting Corp. (WIMA), granted uhf Ch. 35, ERP 91 kw visual and 50 kw audio, antenna 330 ft. Granted earlier but not yet granted for WLOK-TV Lima, Ch. 73.

Monroe, La. (Group A-2, No. 112)—James A. Nee (KNOE), granted uhf Ch. 35, ERP 22 kw visual and 11 kw audio, antenna 960 ft.

Yasaka, Wash. (Group A-2, No. 113)—KTVK Inc. (KTVK), granted uhf Ch. 33, ERP 22 kw visual and 11 kw audio, antenna 960 ft.

Yasaka, Wash. (Group A-2, No. 113)—WYAK Broadcasting Co. (KIMA), granted uhf Ch. 29, ERP 55 kw visual and 27.5 kw audio, antenna 990 ft.

Of last week's grants, many are the post-haw total of new authorizations to 136 permits, of which 10 are for noncommercial, educational outlets. Total TV station authorizations in V. S. now stands at 2,544. Of this number, 117 are in operation.

In his dissent on the noncommercial grant to CBS, for WLOK-TV Lima, Ch. 73, and commented, "It is illegal in my opinion to grant a construction permit unless funds are immediately available to construct the station. I believe that no statement has been made by the applicant that the funds are not available in this case."

Webster Also Dissents

Com. Webster dissented for the same reasons he gave in refusing to approve earlier permits to the Regents of the U. of. New York State for New York City (uhf Ch. 25) and Binghamton (uhf Ch. 40) [BT, Aug. 18].

At that time he issued a detailed opinion in which he indicated it is unwise to make grants to state-supported institutions prior to their getting TV funds because long delays would ensue while they waited for their legislatures to meet and consider their budget requests. Since the government is not providing private educational groups with ready money would be precluded from obtaining the channels and putting them on the air.

Of additional interest are more new grantees putting signals on the air last week or planned to over the weekend.

WLS-TV Roanoke, Va., began commercial operation on vhf Ch. 10 last Monday. It is an NBC and CBS affiliate. The same day, KGMB-TV Honolulu began programming, carrying CBS, NBC and ABC shows.

KROD-TV El Paso, Tex., was granted special temporary authority to commence telecasting on WSBT-TV South Bend, Ind., ch. 34, granted in March of this year. The station plans to commence operation in February.

Similarly, a third owner of WSBT-TV South Bend, Ind., Ch. 34, granted in March of this year, plans to commence operation in February.

WBBZ-TV Battle Creek, Mich., Ch. 64, granted in February of this year, plans to commence operation in March of this year.

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Therefore, it is appropriate that the applicants be granted permission to commence operation at the times they stated in their applications.

(...Continued on page 74)
Nature in Action—

Houston's Museum of Natural History, in collaboration with KPRC-TV, brings the amazing truths of Nature in Action to thousands of very interested viewers on the Texas Gulf Coast. The NATURE IN ACTION programs presented on KPRC-TV cover a wide variety of subject matter. Some of the outstanding programs featuring scientists and guest authorities presented to date are:

"The Origin of Oil—How It Was Formed" by Dr. J. Brian Eby, Geologist, Houston.
"Fossil Animals of the Past" by Dr. H. J. Sawin, Professor of Science, University of Houston.
"Plants That Eat Animals" by Mr. Robert Vines, Director, Houston Museum of Natural History.
"Cosmic Rays and Atomic Energy" by Dr. Charles F. Squire, Professor of Physics, Rice Institute.
"Snakes the World Over—Presenting Slinky, the Six Foot Live Boa Constrictor" by Mr. Carl Stimson, Herpetologist.
"Human Embryology" by Dr. Joseph I. Davies, Professor of Biology, Rice Institute.
"Fishes, Rare and Common" by Mr. J. L. Baughman, Chief Marine Biologist, Texas Game, Fish and Oyster Commission.
"Parasites of Humans" by Dr. A. C. Chandler, Professor of Parasitology, Rice Institute.
"Diamonds, Past and Present" by Mrs. J. Hanford, American Jewelry Association, New York City.
"Meteorites, Our Stone-pelted Planets" by Mr. H. H. Nininger, Expert on Meteorites, Winslow, Ariz.
"Science in Ancient Times" by Dr. C. D. Leake, Vice-President, University of Texas Medical Branch, Galveston.
"Indian Culture" by Hubert Mewhinney, Naturalist-Columnist, Houston Post Company.

The above listed programs and many others continue to leave a lasting impression on the viewers of KPRC-TV. Robert Vines and Hubert Mewhinney, who conduct the television program, often receive inquiries pertaining to specific programs as long as four or five months after it has been presented. Mr. Vines attributes this to the tripled comprehension resulting from the audio-visual combination. He adds that the program also does much to dispel groundless fears based on folklore or misinformation since it leads KPRC-TV viewers throughout the Texas Gulf Coast to contact Houston's Museum of Natural History whenever they face a puzzling aspect of Nature. It has notably increased the attendance and interest in the Museum.

KPRC-TV is proud of the fact that NATURE IN ACTION appeals to the entire family—with 60% of its enormous mail-pull coming from adults and 40% from children. Through NATURE IN ACTION, Mr. Vines, Mr. Mewhinney, and guest authorities answer endless questions from the viewers, fulfilling their desire to see straight-forward, scientific demonstrations, both informative and entertaining.

It's a program for the people, presented as a public service by KPRC-TV.
a final decision is rendered, and as-

sured Sen. Tobey that "the Com-
misson will give this proceeding
careful study and consideration be-
fore issuing its decision."

Sen. Langer's letter was dated
Nov. 20 and also received a reply
from Acting Chairman Hyde, on
Nov. 28, in behalf of all the Com-
missons. Mr. Hyde detailed the
remaining steps to be taken before a
final decision was made, begged
off making any comments on the
matter since it was still under ac-
tion by the Commission.

Text of Sen. Langer's letter was
as follows:

As a member of the Senate Judiciary Committee who has long
been interested in the enforcement of antitrust laws, I am shocked at
the proposal of your hearing examiner, particularly in view of the proposed
flawed calling attention to the
antitrust record of the motion
picture producers and exhibitors
which was filed with your hearing ex-
aminer, the members of your legal
staff. In these findings, they say
there have been at least 180 antit-

This is the end of the preview.   
Sign up to access the rest of the document.  
{{#no-access}}

Unlock document to continue reading (it’s free) 
{{/no-access}}

Unlock document to continue reading (it’s free)
In Philadelphia
...people watch
WPTZ
more than any
other TV Station!*

*Not our estimate but ARB
figures for the entire year
of 1951 and the first
6 months of 1952

WPTZ
NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales
Gamble, president of the American Association of Advertising Agencies, urges that the broadcasting—advertising industry be permitted to police its own activities.

Mr. Gamble stressed that in all 239 cases, the broadcaster is given final authority on acceptance of artists and program content.

The American system of broadcasting, Mr. Gamble said, makes people the final judge. The public is constantly voting on which programs they will or will not listen to.

Whether a program is immoral or offensive is a question of personal opinion subject to an individual's outlook and the changing moods of society, Mr. Gamble said.

"I do not believe that Congress will want to go beyond this [laws on obscenity and regulations administered by the Federal Trade Commission, FCC, Federal Alcohol Commission and Food & Drug Administration] and regulate opinion, any more than the Congress has wanted to curtail free speech or invade the free press," he said.

Mr. Gamble added that the broadcasters can be called upon to cope with improper programs or commercials, Mr. Gamble replied in answer to one question.

"Only 0.5% of the 3425 radio continuities the Federal Trade Commission examined in 1950 were set aside for further study, Mr. Gamble said. Only 3.9% of the 2102 TV continuities were set aside, he added.

Referring to an AAAA "Monthly Interchange of Opinion on Objectionable Advertising," Mr. Gamble said that in the last two years only 12% of the advertisements singled out for objections were radio, only 6% TV. Mostly, he said, the objections were for poor taste, although there were substantial objections to certain products being advertised on the air.

Brown Attacks Networks

Earlier the House subcommittee heard Gordon Brown, owner of WSN, Rochester, N. Y., recommend that Congress require the FCC to license networks.

Mr. Brown, who has waged a long fight against what he alleges to be network domination, told the committee that network programs contained the material which some people found offensive. He declared that locally originated programs by station operators rarely could be accused of offending the public's tastes.

Recommendation that cigarette and beer advertising be banned from the airwaves from 4 to 5 p.m. —as sort of a "children's hour"— was offered by Paul C. Mitchell, chairman of the Committee on Peace and Social Action of the First Methodist Church of Mount Vernon, N. Y.

Mr. Mitchell, who said his only complaint was the effect such advertising has on the people the final judge, denounced as "an appeal to the children" any program featuring the Rev. Norman Vincent Peale, minister of the Marble Collegiate Church in New York, author and lecturer, to whom Mr. Mitchell said was interrupted by the announcer after the introduction with "And now a word about Knickerbocker beer."

In the program, which his group adopted, Mr. Mitchell also urged that (1) children not be used in radio or TV commercials advertising cigarettes, beer or wine; (2) programs used must have large appeal to youth—like "children's hour"; games, circuses, etc.—should not be sponsored by cigarette, beer or liquor interests; (3) no cigarette, beer or liquor advertising be inserted near or between cultural, religious or educational programs, and (4) no cigarette, beer or liquor advertising be broadcast on Sundays.

Appeal for the Harris decision to recommend legislation banning the interstate advertising of alcoholic beverages was made by Clayton M. Wallace, National Temperance League.

Inserting in the record was a letter from Frederic C. Clark, manager of WHYN Newport News, Vt., expressing his opposition to any censorship. He said that his station policed itself and gives the public every material that can be found in newspapers.

Rep. Harris also read into the record a letter forwarded by Thad H. Brown, NARTB TV director, New York. Mr. Brown is a former NARTB owner and chairman of the NARTB TV Code Review Board, which described the new policies of the Lansing station as "good for beer commercials [B+T, Oct. 27]."

Combined Bids Policy

(Continued from page 70)

other in both the newspaper and radio broadcast fields, in the same newspaper and each radio station involved will have its own distinct and separate staff. There is no common license for the entire station. Any proposal for the Beeman's Pepsin commercial production by Brown, NARTB, or Joint sales, contracts with radio stations will be considered under the same program, rules, and regulations.

The facts set forth in the subject application raise questions involving the Commission's Rules and the existing Commission policy. Section 5 of the Commission's Rules limits the extent to which AM stations with overlapping primary service areas may be under common control. E. M. and as a matter of general policy, the Commission has required that there be complete divestment of management, ownership and control between stations of the same class in the same community or serving the same geographical area. The above Rule and policy were adopted after a complete consideration of the problems raised by the concentration of control of standard broadcast stations serving substantially the same area and was promulgated for the purpose of preventing undue concentration of ownership or interest in AM stations serving the same community or area. The Commission has consistently taken the view that any degree of cross-ownership or overlapping interests between stations of the same class in the same city is undesirable.

The successful operation of a television station depends on the cooperation of two AM stations requires a close and harmonious relationship between the two AM licensees. We are unable to determine now that such a relationship would not be inimical to a significant degree to the operation of the two AM stations. The operation of the two AM stations for the purpose of providing one license to operate two AM stations as well as the independent determination of their policies with respect to day-to-day activities such as the programming of their respective stations and the competitions for revenue, cannot reasonably be expected by the joint television venture. The same persons who must reach agreement with respect to matters such as television programing, therefore, advertising policies would be required to reach agreement with respect to a multitude of matters relating to the same and independent operation of the two AM stations and the competitions for revenue, cannot reasonably be expected by the joint television venture. The same persons who must reach agreement with respect to matters such as television programing, therefore, advertising policies would be required to reach agreement with respect to a multitude of matters relating to the same and independent operation of the two AM stations. Any proposal for such an arrangement, therefore, must give the Commission the most careful examination.

We are given due consideration to your proposals and to your showing that a grant of your application would not result in diminution of competition or any other benefit that would not serve the public interest. We are unable to determine the effect that the operation of the two AM stations would have on IAB policies pre-presented and independent operation of the two AM stations. Any proposal for such an arrangement, therefore, must give the Commission the most careful examination.

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Where Broadway crosses “Main Street”

The curtain goes up on Broadway and people in towns and on farms across the country can watch from front row center on their television sets.

Seven short years ago the first intercity television broadcast, using today’s methods, took place between New York and Philadelphia—a distance of 95 miles. Since then the Bell System has expanded its network until today it contains over 30,000 channel miles.

This expansion required great investments of ingenuity, effort and money. Yet the cost of the service is low. Bell System charges, for the use of its intercity television facilities, average about 10 cents a mile for a half hour.
The New Grantees' Commencement Target Dates

Here are post-war TV grantees and the dates on which they expect to commence operation. Channels authorized, network affiliation and national representative, where signed, are given.

LISTED BY CITY ALPHABET:

Call City and State Ch. Granted Commencement Network Rep.
WAED-TV Abilene, Texas 49 Dec. 1 1953 CBS, ABC, Taylor
WFAT-TV Annapolis, N. Y. 1* Nov. 3 1953 WEAF-AM New York City
WFBB-TV Annapolis, Md. 10 Oct. 24 1953 WOR-AM New York City
WASH-TV Ashland, Ky. 59 Aug. 14 Unknown
WPPG-TV Atlantic City, N. J. 46 Oct. 30 Dec. 15 ABC, CBS, DuMont
KCTV (TV) Austin, Tex. 18 July 11 Unknown
KTBC-AM Austin, Tex. 7 July 11 On Air
KTV (TV) Austin, Tex. 24 Aug. 21 Unknown
WAIB-TV Baton Rouge, La. 28 Aug. 14 Jan. 1
WBCS-TV Battle Creek, Mich. (Nov. 20 Dec. 15 ABC, DuMont
WBBB-TV Battle Creek, Mich. 64 Oct. 30 May 15 ABC, DuMont
Television Broadcasters
Baton Rouge, La. 31 Dec. 4 May 1953
Signature Hill Telecasting Corp., Batavia, Ill. 17 Nov. 20 Unknown
WFVE-TV Binghamton, N. Y. 46 Aug. 14
WFCC-TV Bridgeport, Conn. 43 July 11 Jan. 1
WHEE-TV Bridgeport, Conn. 49 Aug. 14 March
WTVY (TV) Buffy, N. C. *23 July 31
WJEW-TV Charleston, S. C. 5 Oct. 30 April 1
WOCG-TV Chattanooga, Tenn. 49 Aug. 21
WTVY (TV) Chattanooga, Tenn. 43 Aug. 21 Unknown
KCTV (Colorado Springs, Colo. 11 Nov. 28 CBS, ABC, Taylor
KROK-TV Colorado Springs, Col. 13 Nov. 20 April
WOCG-TV Columbus, S. C. 25 Sept. Month
WXOA-TV Columbus, S. C. 67 Sept. 18 April
WONE-TV Dayton, Ohio 26 Nov. 26 June
Prairie Television Inc.

Decatur, Ill. 17 Nov. 20 Unknown
KTVI (TV) Denver, Colo. 9 July 11 On Air
HDEN (TV) Denver, Col. 26 July 11 Spring 1953 Unknown
KFEL-TV Denver, Col. 10 July 18
KERV (TV) Denver 20 Sept. 18
KFWV (TV) Duluth, Minn. 28 Oct. 24 March 1
WKAR-TV East Lansing, Mich. 40 Oct. 16 September
WTVY (TV) Elgin, N. Y. 24 Nov. 6 March 8

Your Super TV Time Salesman!

Gray TeloPS are used by more TV stations than any other F.5 commercial slide projector! With the new TeloP II you can make even retail commercials interesting and effective for your cost. You get the professional studio effects of superimposition, lap dissolve, fade-out-more effective banding of weather reports, ticker tape news, time announcements, etc. Gray TeloP II handles slides, photographs, artwork, or cards—needs only one operator. Write for Circular RD-12.
That's what the Cal Ray Cookie Company (one of Los Angeles' largest and oldest manufacturers) did on KHJ-TV in the first 5 months of their daytime TV spot campaign. No other advertising was used during this period.

You will be amazed at the low rates and the high ratings of KHJ-TV in Los Angeles.

**Note to other food accounts:**
The entire Cal Ray budget spent on KHJ-TV would have bought ¼ page weekly in only one of the leading Los Angeles newspapers.

For further information on how you, too, can increase your Los Angeles market sales, call or write

**KHJ-TV SALES**
1313 North Vine Street
Hollywood 28, Calif. • HUDson 2-2133

**KHJ-TV SALES**
c/o WOR-TV, 1440 Broadway
New York 18, N. Y. • LONGacre 4-8000

**KHJ-TV SALES**
2107 Tribune Tower
Chicago, Illinois • SUPERior 7-5110

**KHJ-TV SALES**
1000 Van Ness Avenue
San Francisco 9, California
PROspect 6-0500
Liability Remedy Asked of House
(Continued from page 27)

by Rep-John McCormack (D-Mass.) earlier this year. Purpose of the study is to streamline political campaign procedure, with more realistic laws governing expenditures.

In his prepared statement, Chairman Walker, who was accompanied by FCC General Counsel Benedict Cottone, lauded the radio-TV industry's record over the years— "and especially in the recent campaign"—as one of "which we can be proud." He termed it "essential at the same time that these valuable media do not become the monopoly of any one point of view, of one political party, or of one individual party."

Equal Time Vs. Opportunity

Stating Congress' intent was to insure "fair and equal treatment" for all candidates on radio-TV, Mr. Walker noted Sec. 318 (1) is directly applicable only to legally qualified candidates, (2) does not require stations to afford free time to any such candidates (unless it has permitted use of its facilities to another), and (3) bounds stations, when they do sell time, to offer it at comparable rates to all candidates.

Chairman Walker cited the distinction between providing an equal amount of time and making equal opportunities available. "All candidates may not be in a position to take advantage of their legal opportunities if they do not have the funds to purchase as much time as their opponents," he observed.

Turning to commercial coverage of the political conventions and other sponsorship factors, the FCC Chairman declared: I think it is fair to state that in all instances which have been report-
ed to the Commission of commercial sponsorship of political programs there is no evidence that any of the commercial sponsors intended by their sponsorships to favor any particular candidate or party. On the other hand, a question is raised as to whether such programming, especially where it is carried on, as some was, after the nominations and during the campaign itself, constitutes a "contribution" to the candidate and party who is therefore enabled, without cost to it, to present its case to the American people.

This practice raises several questions. For the first time, it is not clear whether such commercial sponsor-

ship by corporations or labor unions of political broadcasts in which valuable air time is made available to the political candidates for federal offices or their parties, is consistent with the antitrust provisions of the Corrupt Practices Act. On this point we believe that Congress should clarify the situation as it licenses the potential sponsors of such programs may know their rights, and take such action as may be appropri-
tate to comply with the provisions of law. And whatever determination is made as to whether such financing of campaign broadcasts should be permitted or prohibited, this method of paying some of the costs of po-

litical campaigns must enter into the Committee's over-all calculations.

Sen. Monzoney has informed Chairman Walker of some concerns that a local GOP candidate running against a Democratic speaker who appeared in a commercially-sponsored debate program could demand free time. This has arisen as to whether, for purposes of applying Section 318 of the Com-

munications Act, the commercial radio facilities available to some candidates on a sponsored program is to be classified as free or paid time.

The importance of this ques-
tion results from the fact that, if the time is classified as free, stations will, if a candidate appears on such a program, be under an obligation under the law to afford time, at no cost, to legally qualified opposing can-
didates, whether or not the station can secure a sponsor for the time of the proposed program.

On the other hand, if the time were to be classified as "paid time" it is clear that a tremendous weapon for political favoritism would be placed in the hands of corporations or unions willing to take advantage of it.

NCAA Satisfied With Control Plan
(Continued from page 67)

effects "have come unanimously from precisely those parties who stand to gain financially by the elimination of any restrictions."

In the legal opinion of RTMA, "one or two colleges who could obtain large sums from the sale of their own TV rights," advertising agencies, and Dr. DuMont, it suggested that Dr. DuMont, as a businessman, wished to "provide his customers with the best possible fares" but remarked that as a scientist, he should ex-
amine all factors "carefully" and avoid "citing misleading statistics to prove a point to which his own self-interest has already led him."

Answers Dr. DuMont

In answer to Dr. DuMont's charge that the TV committee has never been able to prove that TV is only having a lasting effect on the box office, NORC called this statement "true but entirely irrelevant." It pointed out that what will happen in the future cannot be "proved" but said it has been established that in each of the last three seasons, TV has had "an adverse effect" on TV ratings. Dr. DuMont's assertion that its own study demon-
strated that declines were more marked among colleges where there was no television. NORC declared that even in 1951 with a restricted TV program, colleges in TV areas drew only 85% of their 1947-48 pre-TV attendance, while other col-
eges improved over those base years by 106%.

Dr. DuMont's comparison of trends from 1950 to 1951 as evidence of TV ef-
effects, noting that a fair criterion is to measure trends before and after the advent of TV. In countering Dr. DuMont's conten-
tion that factors other than TV could affect football attendance, NORC replied that it has "repeat-
edly said that TV is only one of many factors" and it has tried to control these other factors (i.e., by weather, poor teams, decreasing enrollment) to "observe the in-
dependent effect of television."

The letter said NORC cannot be charged with self-interest in the controversy because the organiza-
tion's research on the problem was initiated jointly by the colleges and the four networks, including DuMont, in 1950.

Paul B. Sheatsley, eastern repre-

sentative of NORC, who signed the letter to the NCAA TV committee, told BROADCASTING * TELECASTING last week that since 1951 the or-

ganization has been working solely on the request of the NCAA. He noted that NORC is an academic, non-profit research organization that "has been guided solely by the facts."

CAMPAIGN COSTS

May Top $5 Million—"Times" Radio-TV expenditures by the two major parties during the 1952 election campaign may "easily" exceed $5 million, the New York Times reported last week on the basis of a 48-state survey of campaign spending. Out of a "rock-bottom" estimate of $5,725,155, total expenditures by political organiza-
tions, independent groups, and candidates, the Times said an estimated $3,511,650 went for network radio and television advertising and $1,109,500 for mail campaigns and mailing lists. This sum, based on estimates sup-
piled by the networks, was divided as follows: $3,083,400 spent by the Republicans; $1,428,400 by the Democrats.

Figures are close to those re-

ported earlier by this journal [B * T, Nov. 10].

"TV STUDIO OPERATIONS"

New, Non-Mathematical CREI Course Prepared with Complete Cooperation of all 4 Major TV Networks

Station executives pondering the problem of where to find trained personnel for anticipated TV operations may expect help from a new home study course just announced by Capitol Radio Engineering Institute of Washington, D.C. "TV Studio Operations," was developed by CREI, in cooperation with all 4 major television networks. Because of the chains' help, the course will train station staffers the way networks want them trained. CREI suggests to station executives that they recom-
mended the new non-mathematical course to their own personnel so as to have trained people available for forthcoming TV operations.

The home study method by which this course will be completed is the same plan by which CREI has success-

fully trained many thousands of men for industry and for the armed services.

For further information write to Mr. E. Corey, Dept. 412D, Capitol Radio Engineering Institute, 3224 Sixteenth St., N.W., Washington 10, D.C.

Page 78 * December 8, 1952
TO PRESENT the stars of your show viewing the Blues on their way to the changing of the guard—to bring home far places and peoples—to do it quickly and economically USE FILM

Complete information concerning film selection and processing available also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y., East Coast Division, 242 Madison Avenue, New York 17, N. Y., Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois, West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Sound programming that creates viewer preference, plus smart merchandising, makes WHEN your best TV "buy" in Central New York. Here's a rich market that will look at your product, listen to your story, and buy, when you sell via WHEN.

You'll Get Results

Liability Remedy Asked of House (Continued from page 78)

Communist Party is legal in many states.

Citing the Commission's prohibition against censorship of political material by candidates, Mr. Mitchell referred to an "apparent Congressional mandate" and expressed belief that broadcast licensees "are not only being sued under state libel and slander laws."

The Commission recognizes, however, he added, that this immunity has not been "universally recognized," but has supported the Horan proposal. He continued:

It should be made clear that there does exist an important area of government concern over the operation of political programs which fall outside of the provisions of Section 315. For the Communications Act clearly provides that stations be "served thereby. And the Commission has consistently held that one of the significant functions of the station's operation in the "public interest" is its willingness to afford opportunity for the expression of opposing views. The Commission continues to examine the public interest of the listener in the public service, and while the licensee is not precluded from stating his opinion, he cannot do so to the exclusion of other points of view.

Since elections are clearly both highly controversial and of great community interest, it is clear that stations have an obligation to be fair and to present opposing viewpoints in their programming relating to election campaigns, even with respect to the candidates which do not fall within the provisions of Section 315 and with respect to which absolute mathematical equality of opportunity is not required. And in reviewing the overall record of stations in licensing proceedings—usually in connection with applications for renewal of license, the Commission has an opportunity for determining whether these obligations of stations to present both sides of public issues, has been met.

This fact has meant that even with respect to political broadcasts not falling within the protections of Section 315, broadcast stations have been conscious of their duty to present a relatively balanced presentation of opposing viewpoints. This, of course, is not the same thing as providing candidates with an absolute right to equal treatment and we do not mean to suggest that the general duty of stations to be fair obligates the necessity for requiring absolute equality of treatment of the candidates themselves. But it is important to point out to Committee members perked up on the censorship question, apparently disbelieving the dilemma confronting broadcasters. In response to a request by Rep. Boggs for clarification, Mr. Cottle recoiled the history of political broadcast cases, including the Felix vs. Westinghouse and Port Huron rulings.

Mr. Cottle said there has been no direct court decision exempting stations from libel. In the Port Huron case (WHLS Port Huron, Mich.), he pointed out, the Commission found an unauthorized act of censorship (it refused facilities to all candidates) but waived penalty action.

In the Westinghouse situation, he noted, the stations (XXY WFIL WCAU Philadelphia) would not have been held liable if there had been a legally qualified candidate—not merely a spokesman—involved.

The stations claimed Sec. 315 forbade censorship and were upheld by a district court. The U. S. Court of Appeals, however, reversed the decision, and the stations liable. A spokesman for a candidate had labeled another person a Communist. Mr. Cottle noted that Congress had pleaded Sec. 315 as defense.

The Dilemma

Rep. Boggs wanted to know whether a station can deny its facilities to another candidate if there's obviously a conflict. Mr. Cottle replied that if it offers its facilities to one candidate, it cannot refuse them to another, under the Port Huron ruling.

"You mean a station cannot deny and cannot permit, at the same time?" Rep. Boggs asked. Mr. Cottle felt there should be no culpability if there were no means for a station to protect itself, but noted in the Westinghouse case the stations were liable under state law. Until the Port Huron case, he said, some stations censored talks and others did not.

In instances where the licensee or someone under his control was responsible for libelous utterances, Chairman Walker replied, upon questioning, that "then something ought to be done."

Mr. Hardy also referred to the Horan bill and advocated a "realistic solution" to the broadcasters' problem. In response to questioning from Rep. Karsten, he said some networks have commentators who take a strong position on political issues, and others have a program against them, but felt that overall the views of commentators were well balanced.

Mr. Hardy said it would be "extremely impractical" to put a limit on radio-TV expenditures on behalf of candidates, as suggested in some quarters.

Equal Time Discussed

On equal time opportunities, the NARTB official said this is difficult to comply with, though in many cases, parties seemed satisfied with

Cheaper by Five

SIDELIGHT of the New York Times survey on campaign expenditures was the revelation that a one-minute TV spot in Washington state costs political parties more than a five-minute program, newspaper reported. Campaign officials reported a rate of $20 for a one-minute announcement and $10—a special rate—for a five-minute show. The story did not identify the station but presumably it was KING-TV Seattle. (Survey story is on page 78.)
HAWAII'S FIRST TV STATION FLOWN FROM ELECTRONICS PARK

Equipment sent Nov. 8 via transoceanic flight puts KONA Honolulu on air Nov. 17

Complete station equipment was shipped by air from General Electric's headquarters in Electronics Park, Syracuse to KONA Honolulu to open the Islands' first active television center. Flying Tiger Air Lines made the initial hop to San Francisco where Transocean Air Lines took over final delivery of the expedited shipment.

29,000 lb. Shipment  Flies 4900 Miles

One of the largest air loads of electronics equipment ever moved, the shipment totaled 29,000 pounds including a dozen 20' boxes of transmission cables. G-E engineers traveled 4900 miles with the 5 kw transmitter, single bay antenna, and studio equipment in order to supervise immediate installation. Total cost of the delivered units approaches a half million dollars.

Additional Equipment Ordered
Radio Honolulu, station owners, have already placed an order with G-E for a 50 kw amplifier to boost transmitter power 10 times plus a six bay antenna to increase KONA's ERP (Effective Radiated Power) six times.

ON THE AIR 10 DAYS AFTER EQUIPMENT WAS SHIPPED!

G.-E. and Radio Honolulu engineers are shown with the equipment they installed to put KONA on the air in record time! L. to R.—R. Walser, Chuck Smith, L. Haven, C. A. Prohaska, Paul S. Appling, C. T. Haist, R. Bird, R. Utterback, N. Rotolo, E. Pratt and R. Thompson. KONA will operate on Channel 11 using a temporary TV antenna mounted on the tower of radio station KPOA.

Praises G-E Engineers
In a cable to the General Electric Company, George H. Bowles, General Manager of KONA, said the station opening was a complete success, "thanks to your staff and the wonderfully enthusiastic and efficient group of engineers sent here by G. E."

HANDED KONA EQUIPMENT ORDER

A key figure in the carefully executed air delivery of complete station equipment to KONA Honolulu, was Charles T. Haist, District Sales Manager for G. E. on the West Coast.

Mr. Haist worked closely with Radio Honolulu officials for many months in planning required station facilities and expediting delivery. He was on hand at Oakland to help supervise loading and accompanied the equipment from there to Hawaii.

San Francisco Headquarters
F OR the sixth month, excluding the show's summer hiatus, CBS-TV's 'I Love Lucy' was in first place among network television programs for both percentage of TV homes and number of TV homes reached, in the November Videodex Reports. Complete breakdown follows:

Programs

<table>
<thead>
<tr>
<th>City</th>
<th>No. of % TV Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1 Love Lucy (CBS)</td>
<td>54</td>
</tr>
<tr>
<td>2 Godfrey &amp; Friends (CBS)</td>
<td>39</td>
</tr>
<tr>
<td>3 Godfrey &amp; Friends (CBS)</td>
<td>34</td>
</tr>
<tr>
<td>4 Godfrey &amp; Friends (CBS)</td>
<td>32</td>
</tr>
<tr>
<td>5 Godfrey &amp; Friends (CBS)</td>
<td>30</td>
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<tr>
<td>6 Godfrey &amp; Friends (CBS)</td>
<td>28</td>
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<tr>
<td>7 Godfrey &amp; Friends (CBS)</td>
<td>26</td>
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<tr>
<td>8 Godfrey &amp; Friends (CBS)</td>
<td>24</td>
</tr>
<tr>
<td>9 Godfrey &amp; Friends (CBS)</td>
<td>22</td>
</tr>
<tr>
<td>10 Godfrey &amp; Friends (CBS)</td>
<td>20</td>
</tr>
</tbody>
</table>

Wash. State Outlines Educational TV Plan

The newly-formed State Citizens' Committee on Educational Television has announced plans to establish a statewide TV educational system. At a meeting of some 150 committee members in Seattle, it was decided to establish local groups in Tacoma, Omak, Wenatchee, Ellensburg, Yakima, the Tri-City area (Pasco-Richland-Kennewick), Walla Walla, Spokane and Pullman.

Newly selected officers of the statewide group are chairman, Dr. Edwin C. Whiting and vice-chairman, Mrs. Arthur Skelton, both of Seattle; executive secretary, John E. Hansen, Olympia, and treasurer, Edward J. Lehan, Spokane.

Likelihood that Seattle soon will use Ch. 9 for educational television was seen last week after an announcement that equipment worth $183,000 has been contributed to the Seattle Committee on Educational Television by Mrs. A. Scott Bullitt, president of KING-TV Seattle.

Equipment includes antenna, tower, transmitter, a two-camera chain, two motion picture projectors, a Monoscope slide projector, monitoring equipment and other items. KING-TV also has offered the proposed educational station staff advice on technical, operations and program matters.

Gift becomes effective when KING-TV completes installation of new equipment to increase its own power, and when the educational TV group obtains a construction permit for its proposed station.

In a statement acknowledging the gift on behalf of the Seattle Committee on Educational Television, Edwin H. Adams, chairman, said:

'This group, with representatives from the various educational institutions in the area, has been working for some time towards utilizing Ch. 9 for an educational station in Seattle. Mrs. Bullitt's most generous offer solves one of our biggest problems and just about assures this area of making use of Ch. 9.'

Prof. Adams is director of radio and television for the U. of Washington, and manager of KUOW (FM) Seattle.

ABC-TV's Adventures of Ozzie & Harriet was voted "Program of the Month" for December by 10th District P.T.A.'s Los Angeles, "as demonstrating that families are fun in everyday living."

Weekly Television Summary—December 8, 1952—Teletcasting Survey

City Outlets on Air

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
</tr>
</thead>
<tbody>
<tr>
<td>Los Angeles</td>
<td>KTLA, KDFX</td>
</tr>
<tr>
<td>Seattle</td>
<td>KOMO, KZTV</td>
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<tr>
<td>San Diego</td>
<td>KFMB, KFTH</td>
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<tr>
<td>San Francisco</td>
<td>KRON, KTVU</td>
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<tr>
<td>New York</td>
<td>WNBC, WABC</td>
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<td>Chicago</td>
<td>WBBM, WLSW</td>
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<tr>
<td>Boston</td>
<td>WCVB, WSBX</td>
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<tr>
<td>Philadelphia</td>
<td>WPXI, WWOR</td>
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<tr>
<td>Cleveland</td>
<td>WJW, WOIO</td>
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<tr>
<td>Detroit</td>
<td>WXYZ, WDIV</td>
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City Outlets on Air

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
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<tbody>
<tr>
<td>Colorado Springs</td>
<td>KPEX</td>
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<tr>
<td>Denver</td>
<td>KTV, KUSA</td>
</tr>
<tr>
<td>El Paso</td>
<td>KPEX, KLBX</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC, KDA</td>
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<tr>
<td>Kansas City</td>
<td>WDAF, WDAF</td>
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<tr>
<td>Las Vegas</td>
<td>KLAS, KWWA</td>
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<tr>
<td>Minneapolis</td>
<td>WCCO, WCCO</td>
</tr>
<tr>
<td>Miami</td>
<td>WTV, WTV</td>
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<tr>
<td>New York</td>
<td>WCBS, WABC</td>
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<tr>
<td>Philadelphia</td>
<td>WPTZ, WPTZ</td>
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<tr>
<td>Phoenix</td>
<td>KTV, KTV</td>
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<tr>
<td>San Antonio</td>
<td>KENS, KJSA</td>
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<tr>
<td>San Diego</td>
<td>KFMB, KFTH</td>
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<tr>
<td>Seattle</td>
<td>KOMO, KZTV</td>
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<tr>
<td>Dallas</td>
<td>KDFX, KDFX</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON, KTVU</td>
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<tr>
<td>St. Louis</td>
<td>KMOV, KMOV</td>
</tr>
<tr>
<td>Tampa</td>
<td>WBBJ, WBBJ</td>
</tr>
<tr>
<td>West Palm Beach</td>
<td>WPTV, WPTV</td>
</tr>
</tbody>
</table>

Total Stations on Air 118* Total Markets on Air 68*
the kitchen is bigger now

With a schedule move from mid-afternoon to 1 P.M. and double the television sets to draw from, Suzie McIntyre's "Carolina Cookery" (Monday through Friday) is winning an average Videodex rating of 14.5.

The merest mention of a recipe for Japanese fruit cake last month drew 370 mail requests on one day. Come into Suzie's kitchen for sales results in the Carolinas.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
Films Favored

NF Wolff Cites Benefits

Filming of video shows was roundly endorsed at a television forum that marked the opening of new headquarters for the Advertising Club of Los Angeles in the Hotel Statler.

Speaking on "advantages of package television shows" Nat Wolff, vice-president in charge of radio and television productions, Young & Rubicam Inc., New York, declared that his agency last year had many house-produced programs, but this year is using only film packages.

From a cost standpoint, he pointed out, one show alone last year required 14 persons the year around. It represented a $5,000 loss per week to the agency. Such losses do not exist when shows are filmed packages, he reminded.

Mr. Wolff said he believes in packages because they utilize the talents of specialists who know how to build entertainment. The entertainment value must be achieved for an audience before the program "sell" can be built, he emphasized.

"An agency or advertiser could not afford to hire such specialists because top creative men in film production can earn from $60,000 to $125,000 a year. But it is possible to buy the services by buying a film package."

Although many top creative people are particularly interested in making TV films when they can obtain residual rights, Mr. Wolff made the personal observation that the value of residuals is not yet known.

He cautioned agency executives that although the change to package film shows this fall has brought good ratings, a program cannot be called successful unless it sells merchandise.

"It is through the proper selection of the right program for the right product, and the exercise of judgment and experience that agency men will earn their 15% even though they are no longer responsible for production," he said.

Film Termed Economical

Klaus Landsberg, vice-president and West Coast director of Paramount Television Productions and general manager of KTLA (TV) Los Angeles, decried the fact that the cost of television is getting beyond the reach of the local advertiser. He assured film by saying that $90,000 will produce a good program that is economically realistic when spread over 60 markets.

In his opinion, video films are the death knell for networks. A film can be used in any market and the advertiser can choose the time and station. When this can be done there is no need for interconnected stations to telecast the 70 steps in a program simultaneously. This is the reason the networks fight for live programming even though it is not economical, he opined.

At the same time, Mr. Landsberg believes it is possible to build a good local live show at a reasonable price if: (1) It is based on sight as well as sound; (2) It fits into the local community; and (3) It can be produced at a price an advertiser can afford.

Mr. Landsberg revealed that KTLA is now planning to break away from the traditional blanket rate on the card to a formula based on audience times length of commercial times number of commercials. The audience would be estimated through a composite of all ratings.

Hal Roach Jr., vice-president and executive producer of Hal Roach Studios Inc., a panel member, screened a number of films which he said that costs can be cut if: (1) The agency trusts the producer and the suggestions he makes; (2) Trick shots are kept to a minimum; (3) Sufficient time is allowed for production to take their normal course. Rush work costs more because of added labor and other costs, he emphasized.

As a producer, Mr. Roach said he has observed these faults: (1) Too much copy with the result that the viewer can't absorb what he hears; (2) audio which does not match the action seen; (3) Copy which does not relate to what is seen.

Al Simon, head of Al Simon Productions, a panel member, commented to having been converted from a "live" viewpoint to film as a result of his association with such programs as I Love Lucy, George Burns & Gracie Allen Show, I Married Joan and others.

Current technical developments portend that film quality will be equal to live within a few years, he predicted.

Scoffing at the idea that most television programming will move to New York, he pointed out that the space isn't there.

"Even the networks can't compete with Hollywood studios when it comes to lost and program production," Mr. Simon said. "A film studio can tie up a stage from week to week, which a network can't afford to do.

Pointing out that the cost of lighting, set construction and striking may be as high as $15,000 for a show in New York, he asserted that labor costs are higher there, too.

Donn Tatum, director of television, ABC Western Division, was moderator of the panel and Los Angeles regional manager of Beaumont & Hohman Inc., chairman of the session.

Video's Potential

Charles Luckman, co-designer of CBS Television City in Los Angeles, in the luncheon meeting that preceded the panel session, told members of the ad club that television, if used judiciously, can improve this country's politics and government, bring lasting peace," he declared.

"Long political campaigns may be ended by television in 1956," he said, adding that it would be a "boon.

"Television made the last campaign the most costly in history," said the former president of Lever Bros. "Unless controlled, the next one will be even more extravagant.

He proposed that campaign costs be limited to $3 million by Congress and that the money be allotted to each party by the government itself (see separate story). He further suggested that Congress make it illegal for private or vested interests, labor unions as well as corporations, to contribute to political parties.

Mr. Luckman urged the telecasting of all sessions of Congress, observing: "If television is telecast to the nation what I saw [when I visited Congress in session], we would get neither a new modus operandi nor a new Congress. Television may be the means of performing a gigantic job of air-conditioning the halls of Congress."

Canadian MFRS.

Ugo Govt. Alter Policy

CANADIAN television manufacturers plan action against the government's recent policy of limiting private television station development to smaller centers.

Following a board meeting of the Radio-Television Mfrs. Assn. of Canada on Nov. 27, a statement was issued saying, in part: "There is no logical reason why long-standing applications for privately-owned television should not now be considered. . . ." The association's statement pointed out that the $20 million U. S. homes enjoying TV on a competitive basis without any annual license fee.

KTLA (TV) Expands

Additional Space Planned

KTLA (TV) Hollywood, with clearance granted by the Los Angeles Building Commission, will start construction on additional studios and executive offices within six months.

The station is all set for a new three-story building in addition to three separate theatre-type studios, which will more than double KTLA's present production facilities, it is said.

This new studio will be augmented by one or two additional stories to house station's offices.

The only personal part of any communication system

Modern, lightweight, durable . . . Easily adjustable and built for hard usage, TELEX hearing comfort with lightweight TELEX headsets!!

More listening comfort with lightweight TELEX headsets!!

**MONOSSET**

The modern styling and dependability and superior performance of the TELEX MONOSSET have made old fashioned headsets obsolete.

**DYNASET**

New dynamic underchin TELEX Dynaset, with more highs and lows of both music and speech, is the delight of radio and TV monitors. Weighs only 1 1/2oz.

**TWINSET**

This lightweight 1/4" TELEX Twinset pipes signal directly into the ear, blocking out background noise and enhancing listening fatigue. Magnetic.

**EASESET**

Sensitive TELEX Easerset slips onto ear and is preferred by all who use single-telephone headsets. Weighs only 1/8oz. Leaves other ear free for phone calls or conversation.

**STANDARD OF THE WORLD FOR QUALITY HEADSETS**

The highest mark for broadcast applications, commercial communication laboratories.

Office Transcribing Machines - Radio Monitoring Telecasting - Tape Logic - Air Conditioners - Stores - Theaters - Phone-Order Boards - Wired Music Installations

**TELEX, ELECTRO-AcouSTIC DIV.**

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**TELEX, ELECTRO-AcouSTIC DIV.**

Department 8-D • St. Paul 1, Minnesota

In Canada, ATLAS RADIO CORP., Toronto

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Telecasting • Broadcasting

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**TV OPERATION**

**Noncommercial's Cost Higher—Doherty**

Some small educational TV stations may cost as much to operate as small commercial TV stations, according to Richard P. Doherty, NARTB employee-employer relations director.

Speaking Thursday before the Southeastern Television Conference at WBTV (TV), Charlotte, N. C. (See conference story on this issue), he debunked some of the predictions about low-cost possibilities of educational video operation, presenting results of several years' analysis of TV station expenses. Mr. Doherty is a former educator, having headed the Economics Dept. at Boston U. for many years.

"Some persons who have estimated small educational TV stations might be run at a total cost of $150,000 a year are completely off base," Mr. Doherty said. "Actual operating cost of such an educational outlet will certainly be double that of a small commercial station and this assumes a small educational operation can get free services from faculty members and others day in and day out, and week in and week out."

He predicted educational stations soon will find that faculty members tire of the novelty and will balk at giving away many hours of their time every week. He said schools will find they must reduce the teaching load of faculty members engaged in television activities.

The Small Outlet

Getting specific, Mr. Doherty predicted that "small educational stations doing a limited, simple and not very professional programming job will cost at least $1,000 a day to operate."

The average medium-sized educational TV station will cost at least $2,000 a day to operate if it performs a moderately professional live-programming job 20 to 35 hours a week and depends heavily on free personalities, he said.

The large educational television outlet "doing a high-grade professional programming job four to five hours a day will cost $1.5 million a year," Mr. Doherty said. This figure assumes use of professional producers and directors, but still using some free personalities, he said.

Recalling cost data he has been collecting since TV stations started on the air in 1948, Mr. Doherty said the average per-station cost of existing small commercial TV outlets in 1951 was $297,000.

He offered figures based on a university scientific program produced in collaboration with a commercial TV station to show that each weekly half-hour program requires around 110 to 120 hours a week from the university staff, not counting time donated by the commercial outlet. The station donates a producer-director (1 1/2 days per program), art director, floor manager and other personnel. With four hours' rehearsal, the weekly program consumes up to 200 man-hours of time and it is not an elaborately staged production, he said.

"In reviewing cost items involved in commercial TV station operation, Mr. Doherty said that to operate professionally with overall expenditures kept at a minimum of $150,000 to $175,000 a year, a station must follow four basic rules. He listed these as follows:

1. Keep staff under 16 persons, preferably 11 or 12.
2. Integrate AM-TV operations, with some top management personnel serving both.
3. Have network affiliation, even if on a bonus basis, to get four or five hours network shows per day.
4. Operate at least eight hours a day, with four or five hours network and the rest film or local live.

There will be a "fair number of small stations in this category," Mr. Doherty predicted. He warned those planning to enter TV "never to underestimate the magnitude of details and never assume someone will do the thousands of little things with his left hand."

Many of these details are found at an AM outlet, he explained.

As an example, he cited the time consumed in the shipping room receiving, handling and sending out films. Another maze of detail centers around the making, handling and scheduling of slides, he said, calling it a much more complicated operation than writing commercial copy for AM stations.

"A steady diet of slide commercials is not television," Mr. Doherty said, "and in the long run will not merit continued commercial sponsorship at the present high-level TV spot rates. TV is action. Without action, the fullest impact of television is lost."

**TOURIST CAMPAIGN**

Kentucky Enlists Video

Kentucky, aiming to increase its annual $335 million tourist trade to $500 million by 1985, has found a valuable ally in television.

Using WLWT (TV) Cincinnati, the Kentucky Div. of Publicity last August began a series of spots, bespeaking the grandeur of Kentucky's mountains, lakes and caves. Prospective visitors were sent a booklet in color in response to each inquiry.

Marshall Peace, associate director, the publicity unit, said, "During the fall campaign when we used television for the first time, our costs were 40% less on TV than in any other media. . . . I must say that we were more than pleased with the results of this campaign which was extended through the first part of November."

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**BROADCASTING • Telescasting**

December 8, 1952 • Page 85
Sales...

Negotiations involving $250,000, have been concluded by William Phillipson, director of ABC Western Div., Hollywood, with Unity Television Corp., New York, for Unity's entire film library. The package, which includes 18 feature films never before telecast and 66 Pacific Coast TV first-run features, will be shown on KECA-TV Los Angeles and KGO-TV San Francisco. ABC recently concluded similar arrangements for WXYZ-TV Detroit and WENN-TV Chicago.

- - -

Cross-Krasne Inc., Culver City, Calif., producers of CBS-TV Big Town for Lever Bros., has been contracted by the firm to produce four half-hour test films for inclusion in CBS-TV Lux Video Theatre series, currently being done live from New York. Agency is J. Walter Thompson Co.

The production firm, which expects to move into its recently purchased California studios, 650 N. Highland Ave., Hollywood, this week, will start filming Grandma Robbed a Bank for CBS-TV Big Town.

- - -

WCBS-TV New York is the 20th station to lease programming rights from Junction-Playhouse, quarter-hour TV film series distributed by Guild Films Inc. Program started Dec. 6 for 26 weeks.

KHJ-TV Hollywood has leased 1,000 three-minute musical television films from Official Films Inc., New York, on an exclusive basis for the Los Angeles area.

- - -

Paramount Television Productions Inc., New York, reported 13 sales amounting to $30,000 during November on syndicated TV programs as Hollywood Reel, Time for Beany and Wrestling From Hollywood.

- - -


- - -

Chevrolet Dealers of Southern California, Los Angeles, has started a weekly half-hour film series, Abbott & Costello, on KTTV (TV) Hollywood. The series is filmed by PCA Productions, Culver City, the series is distributed by MCA-TV Ltd. Agency is Campbell-Ewald Co., Los Angeles.

- - -

Alexander Film Co., Colorado Springs, Co., announces the recent TV commercial production for the following organizations:


On the Air Soon

RODERICK
BROADCASTING CORP.

Dorrence D. Roderick
Chairman of the Board
Val Lawrence
President

Represented Nationally by THE O. L. TAYLOR CO.

A REALLY NEW
NEW YEAR'S BABY

in the fabulous Southwest

KROO-TV
CHANNEL 4

CB- TV NETWORK
EL PASO, TEXAS

KEYL (TV) TOWER

Construction Completed

COMPLETION of the erection of KEYL (TV) San Antonio's 75-foot tower atop the Transit Tower Bldg. in that city and of the installation of a 100-foot, six-bay antenna was reported by the station last week.

KEYL formerly operated with a 62-foot tower and a three-bay antenna. New six-bay General Electric Type TY72A antenna is said to be capable of operating with 80 kw input and to enable the station to use any of the high-power amplifiers now on the market for eventual maximum power operation of 100 kw. KEYL has on file with FCC an application for 100 kw operation.

During the changeover period, the station operated with a temporary one-bay GE Type TY13A antenna leased from that company in order to maintain telecasting operations. The top of the Transit Tower Bldg. is only 8 1/2 feet above the construction period with six tons of steel to accommodate the additional weight and strain of the new tower and antenna.

BRODY ELECTED

Is IMPAA President

STEVE BRODY, president Allied Artists Productions Inc., Hollywood, (formerly Monogram Pictures), last week was elected president of the Independent Motion Picture Producers Asso. succeeding the late I. E. Chadwick, Mr. Brody also is president of the Motion Picture Industry Council.

Jack Broder, Robert Lippert and Sam Katzman were named IMPAA vice presidents and Ed Finney re-elected secretary-treasurer. IMPAA, with membership of 35 independent movie producers, has moved offices to Hollywood Athletic Club, 8926 Sunset Blvd.

Deepfreeze Buys Moore

DEEPFREEZE Appliance Div., Motor Products Corp, North Chicago, Ill., has purchased segment of Garry Moore show on CBS-TV from Jan. 8 for 52 weeks. Agency is Roche, Williams & Cleary, Chicago. Purchase was made Thursday, Dec. 5 afternoon (CT) on a minimum of 58 stations ([CLOSED CIRCUIT, Nov. 3]).

PREPARE NOW FOR JOBS IN TELEVISION—FILMS

One of America's top film schools offers short study courses. Fully equipped shooting stage. Every day term. Write or phone Dept. "B." Also courses for Amateur Movie Makers in Film. Sterling 3-9444

29 Flatbush Av., B'klyn 17, N. Y.
Television Grants and Applications

(Continued from page 68)

dent Mrs. Chester F. Owens (2%) and secretary-treasurer, Miss Florence R. Smith (2%). City priority status: Gr. B-2, No. 14.

NORTHAMPTON, Mass. — Regional Television Co., Inc., UHF Ch. 36 (698.480 mc), ERP 21.4 kw visual, 12.8 kw audio; antenna height above average terrain 90 ft., above ground 194 ft. Estimated construction cost $112,500, first year operating cost $18,500, revenue $18,500. Post office address, Hotel Bridge- way, Springfield, Mass. Station license includes Mt. Tom, a town in the vicinity. Principal stockholder is W. F. Whitney. City priority status: Gr. A-2, No. 177.

FESTUS, Mo.—Donze Best Co., (KJFD), UHF Ch. 14 (457.470 mc), ERP 3.2 kw visual, 3.2 kw audio; antenna height above average terrain 170 ft., above ground 250 ft. Estimated construction cost $35,440, first year operating cost $8,000, revenue $8,000. Post office address, Station KJFD, North Side, St. Louis, Mo. Principal stockholders are Donze M. Best and E. L. Best. City priority status: Gr. A-2, No. 177.

JEFFERSON CITY, Mo.—The L. H. Co., Inc., UHF Ch. 13 (310.216 mc), ERP 190.3 kw visual, 95.1 kw audio; antenna height above average terrain 60 ft., above ground 76 ft. Estimated construction cost $130,840, first year operating cost $27,500, revenue $27,500. Post office address, Station L.H.C, L. H. Co., 808 W. Main St., Jefferson City, Mo. Principal stockholders are L. H. Co., Inc., and E. L. Best. City priority status: Gr. A-2, No. 177.


BISMARCK, N. D.—Meyer Best Co., (KFYR), UHF Ch. 10 (590.570 mc), ERP 130 kw visual, 50 kw audio; antenna height above average terrain 233 ft., above ground 300 ft. Estimated construction cost $110,000, revenue $100,000. Post office address, Meyer Best Co., 201 1st St. S., Bismarck, N. D. Principal stockholders are Meyer Best, Inc., and E. L. Best. City priority status: Gr. A-2, No. 177.

FARGO, N. D.—Redman Television Co., Inc., UHF Ch. 15 (150.216 mc), ERP 39.2 kw visual, 2.9 kw audio; antenna height above average terrain 375 ft., above ground 410 ft. Estimated construction cost $27,126,600, revenue $27,126,600. Post office address, Station Redman, Redman Television Co., Inc., 730 S. 4th St., Fargo, N. D. Principal stockholders are Arthur M. Redman and E. L. Best. City priority status: Gr. A-2, No. 177.

PORTSMOUTH, Ohio—The Brush-Morse Newspapers Inc. (WPMY), UHF Ch. 4 (501.7 mc), ERP 2 kw visual, 50 kw audio; antenna height above average terrain 336 ft., above ground 318 ft. Estimated construction cost $11,000, operating cost $1,000, revenue $1,000. Post office address, WPMY, UHF Ch. 4, P.O. Box 100, Portsmouth, Ohio. Principal stockholder is J. W. Morse. City priority status: Gr. A-2, No. 114.

OLD HICKORY, Tenn.—Life & Casualty Co., (WLCN), UHF Ch. 9 (591.7 mc), ERP 40 kw visual, 9 kw audio; antenna height above average terrain 500 ft., above ground 218 ft. Estimated construction cost $900,000, operating cost $900,000. Post office address, WLCN, UHF Ch. 9, P.O. Box 99, Old Hickory, Tenn. Principal stockholder is the National Life & Casualty Co., of Nashville, Tenn. City priority status: Gr. A-2, No. 151.

BISMARCK, N. D.—Susan Flournoy (2%), President; Susan Flournoy, Sr. (2%), President; Susan Flournoy, J. D. (2%), Secretary-Treasurer. City priority status: Gr. B-4, No. 106.

It's Happening in NEW HAVEN ON WNHC

More than 18,000 quarter-hour programs have been provided to WNHC Radio listeners by Chamberlains Furniture & Appliance Co. in nearly eight years of uninterrupted broadcasting! Let WNHC teach YOUR advertising dollars more sense.

WNHC NBC RADIO

NEW HAVEN

IF YOU HAVE SOMETHING TO SELL IN NEW HAVEN CHOOSE THE STATION THAT SELLS!

Represented Nationally by The Katz Agency

BROADCASTING • Telecasting

AMENDED APPLICATIONS

+ Indicates pre-application which has been amended (re-filed)

Bon Voyage!

... little Bismarck doesn't realize that candy and flowers often lead to engagements and marriage. He has forgotten the increased sales in a bright new market when you make a date with KFYR. Any John Blair man will tell you why.

BISMARCK, N. D.—KFYR

NEGATIVE AFFIRMATIVE

Fifth Weather Channel, Inc., UHF Ch. 5 (151.7 mc), ERP 17 kw visual, 2 kw audio; antenna height above average terrain 350 ft., above ground 600 ft. Estimated construction cost $200,000, first year operating cost $20,000, revenue $20,000. Post office address, Fifth Weather Channel, UHF Ch. 5, P.O. Box 200, Bismarck, N. D. Principal stockholders are Dorothy J. H. Lohnes, J. D. (2%), Vice President; Dorothy J. H. Lohnes, J. D. (2%), Secretary-Treasurer. City priority status: Gr. A-2, No. 106.

5000 WATTS-NBC AFFILIATE

Rep. by John Blair

December 8, 1952 • Page 87
SEVENTY-FIVE years from now it will be possible to hear a portion of a WBAL-TV Baltimore program of Nov. 5, 1952, according to a report from the station. Segment of the Brent Gants Show was recorded that day by Thomas A. Edson Co. Until 2007, it will be stored in an Edison Time Capsule. Recording is one in a collection being made by the Edison company to reflect taste and customs of present-day civilization.

CHILDREN'S QUIZ SHOW
NEW TV program conducted for and by school children made its debut on WNBK (TV) Cleveland on Nov. 29. Quizdown resembles the old-fashioned "spelling bee." Groups will be broken into teams of boys versus girls. Questions are being submitted by students of participating schools under supervision of their teachers. The high-scoring winner will receive a Rand-McNally Cosmopolitan Atlas.

SUCCESS STORY BOOKLET
STORY of a successful public service feature presented by WTMJ-TV Milwaukee, has been recorded in booklet form by the station. Booklet tells the story of a Let's Be Good Drivers series which the station presented in cooperation with the Wisconsin Motor Vehicle Department. Copy features a breakdown on the contents of each program and details on planning the series.

MAILING PIECE
CARD listing grocery firms which advertise on WDIA Memphis is being mailed by the station monthly to 661 grocery stores in the greater Memphis area. Copy stresses the $874,000,000 spent each year "by people who buy these grocery products with confidence because they are advertised on WDIA."

WESTERN MAN'S HERITAGE
ABC RADIO will begin a weekly program series, still untitled, on Dec. 11, 8:30-9 p.m., that will dramatize the heritage of free men in the West. Series will trace the accomplishments of western man from the Middle Ages to the present with stress on America as the hope for civilization of the future.

BULLETIN DISTRIBUTION
DAILY noon news bulletins are being distributed by WKBV Rich- mond, Ind., to all service clubs, downtown hotels and restaurants. Station points out that the releases are particularly effective because no local newspaper is delivered before 3 p.m.

D-J BIRTHDAY PARTY
STUDIOS at WWDC Washington will be open to the public on Dec. 16 to celebrate the birthday of disc jockey Art Brown who has been on the air in Washington for 17 years. Affair will be tied in with WWDC's Christmas promotion of aid for the old and needy of Washington. Admission to birthday festivities will be a cash donation which will be applied to the station's Christmas Fund.

RE-CHRISTENING CONTEST
SIX Arvin radios are being offered by WTIC Hartford, Conn., on the Juke Box Jingles broadcast in a two-week letter-writing contest to re-christen the daily program. Contestants must present their proposals for the program's new name and reasons for their selection. Winner, who will be chosen on the originality of his suggestion, will receive two radios, an AM-FM table model and a portable, and four runners-up will be awarded table models.

WINS PARIS TRIP
SANDY JACKSON, KOWH Omaha, Neb., personality, has won an all-expense paid trip to Paris in a Jello Pudding contest in which 120 disc jockeys throughout the country participated. In addition to prizes for contestants, the Paris trip was offered to the disc jockey who produced the best results. Mr. Jackson, who came out on top, also receives $600 for baby sitters and miscellaneous expenses.

WPIX (TV) HELPS POLICE
WPIX (TV) New York has begun showing photographs of New York City's most wanted criminals in an effort to help the police department apprehend them. The photographs are carried as a once-a-week feature of the daily Tomorrow's News program. Viewers are advised to notify the police department directly if they have information on any of the criminals.

BROADCASTING TELECASTING
REPRINTS of a KCBS San Francisco ad, plugging Paul West's program, which appeared on the cover of Broadcasting on Nov. 10 are being sent out by that station. Attached note from Arthur Hull Rogers, vice president and general manager, states that "Now that the election's over and done with we can name the San Francisco Bay Area's real favorite—Paul West—."

CANDIAN ELECTIONS
FOR the first time in Canada, municipal for the first time television when CBLT Toronto televised talks by candidates for mayor and controllers a few days before the Dec. 1 civic election. The talks were on a sustaining basis, with all candidates given equal time during the one-hour period. Results of the election were televised as they came in from returning officers, with telecasting being done from the editorial rooms of the Toronto Globe & Mail, morning daily.

'TOWN HALL PARTY'
KTVV (TV) Hollywood Town Hall Party, sponsored by Brother Bob's furniture and appliance stores in El Monte, Long Beach and North Hollywood, is divided into two half-hour segments separated by another half-hour program. Featured on the Western variety-audience participation show is a "send out" stunt in which a contestant leaves the studio during first half-hour and must complete his assignment by the second segment. Program started Dec. 1 for 26 weeks.

WEEKLY NEWS SHOW
MILK Foundation of Minneapolis —St. Paul has started sponsorship on KSTP-TV of News in Sight each Tuesday afternoon at 12:30 p.m. News caster Bill Ingram is handling the program with the aid of film and telephoto pictures. Agreement for the account is Nelson-Willis, Minneapolis.
Mr. Alexander's immediate responsibility, the announcement said, will be to get all four stations on the air as quickly as possible. He has temporary headquarters in New York.

Mr. Alexander, who most recently has been operations manager of the RHC-Cadena Azul radio-television network in Cuba, was with NBC from 1938 to 1942, helping organize that network's TV operations. He returned to NBC-TV in 1945 after wartime service in charge of the Willow Run bomber plant and the Pratt-Whitney engine plant.

He moved to Kenyon & Eckhardt in 1948, serving in the agency's West Coast and New York offices until 1950, when he became director of network operations for DuMont TV Network. He resigned that post in 1952 to join the new U. S.-Cuban ownership of RHC as operations manager (B+T, May 17).

Calif. Educational TV TELEVISION station operators have been invited to participate in a two-day state-wide conference on educational TV called by California Gov. Earl Warren in Sacramento, starting Dec. 15. Julian A. McPhee, president of the California State Polytechnic College, San Luis Obispo, will be general chairman. The conference will consider the possibilities of utilizing 8 uhf channels tentatively reserved for California by the FCC for non-commercial educational use.


THIS 22d issue of "art & industry's international annual of advertising art" confines itself to printed media advertising. Therefore, it is of interest mainly to those whose daily pursuit of bread falls within that category. Representative samples of the best advertising art of 27 countries are contained in this beautifully-printed annual. Many of the illustrations are reproduced in color. The book, containing many masterpieces of advertising art, is a masterpiece itself, particularly to anybody interested in advertising layout.


THIS BOOK, the first volume in a series of books which covers so thoroughly the field of graphic arts in television, is excellent, as far as it describes all phases of art and design for network television productions is concerned. But it illustrates the Cadillac class of art work and design which may be out of reach of many of the TV outlets now going on the air. While it is worthwhile to know how the networks stage television shows, it also would have been worthwhile if the author had included tips to the medium or small town television station artist.

The design and construction of elaborate sets for the Show of Shows, NBC-TV operas and other high-budget programs are discussed in detail. Mr. Wade has written from the viewpoint of how NBC does things. The material presented, therefore, is of great educational interest, for it describes very well the birth, planning and production of a television program from the NBC artist's viewpoint.

Commercials, costuming and make-up, and even costs and accounting, are reviewed.

But even with its emphasis on network television, nearly everyone interested in TV will gain how from reading the book. Hereafter are more than 200 pictures to show how network productions are staged, how commercials are worked out and good examples of the finished scene, seen by the viewer.

Sylvester L. (Pat) Weaver Jr., NBC vice president in charge of radio and television, wrote the foreword for the book. Mr. Wade, formerly production facilities manager for NBC, is production director for P. J. Rotondo Co.


MR. STEARNS, who has broadcast under his own name and as "The Food Magician" on various stations, takes a trip to Paris and samples its food. His anecdotes about Paris restaurants and the histories of famous dishes are interesting but not as sprightly as the 100-odd recipes of great French cookery that are provided.


THIS "completely rewritten and re-edited" edition answers 1,900 questions on radio law, operating practice and theory for those studying for FCC commercial radio operator examinations of various license grades, including all questions in the FCC Study Guide of Feb. 1, 1951. Questions are grouped in several general topic categories. Diagrams and illustrations are brought up to date.

N.C. EDUCATORS Favor Statewide TV Programs

STATEWIDE television programs stations of a noncommercial educational nature was favored for North Carolina by a group of 10 college presidents and 12 radio representatives at a Nov. 24 meeting at Chapel Hill, N. C. They felt the ultimate goal should be a statewide TV network, starting with activation of Ch. 4, already allocated to the Greensboro-Raleigh-Durham area.

The group also favored creation of a state educational radio and TV commission. President Gordon Gray, of Consolidated U. of North Carolina, was requested to ask Governor-elect William B. Umstead to name such a commission. President Gray said the university, in case TV program funds became available, would not apply for even one channel unless resources were in sight for at least two years' operation. He lauded TV and radio stations for the "fine cooperation" they have given the university.

...you'll be the winner in any quiz on television with your TELECASTING Yearbook in front of you.

To cash in on the jackpot of information covering commercial television, reserve your copy of the 1953 TELECASTING Yearbook right away. It's just $11.00 for a subscription which includes the BROADCASTING Yearbook; the TELECASTING Yearbook, and 52 weekly issues.

* Publication date: BROADCASTING Yearbook mid-January; TELECASTING Yearbook mid-February.

Go ahead! I have my TELECASTING Yearbook

BROADCASTING TELECASTING
National Press Building
Washington, D. C.

Here's my order for both 1953 Yearbooks and for a subscription to BROADCASTING * TELECASTING. $11.00 enclosed

Name

Firm

Street

City Zone

State

1953 TELECASTING Yearbook

December 8, 1952 • Page 89
IRE MEETING
Pratt Talks on Spectrum

RADIO engineers in vehicular communications must plan carefully in using scarce radio frequencies to the fullest, the Institute of Radio Engineers' Professional Group on Vehicular Communications told Thursday at its third annual convention banquet at Washington's Hotel Statler.

Dr. Elmer C. Pratt, telecommunication advisor to the President, said fullest use of frequencies is imperative in establishing mobile radio and microwave systems in the vehicular communications field.

Mr. Pratt, a former IRE president, said engineers in the mobile radio field should not plan operations on a comprehensive engineering basis, but also recognize economic factors related to their systems. He compared present frequency problems with those of a decade ago.

The Wednesday-Thursday sessions featured a dozen reports on mobile radio and microwave by officials and engineers of manufacturing and research organizations in those fields.

The reports at the convention sessions emphasized frequency economy, channel spacing and operations in the spectrum portions now assigned to mobile receiver services and future prospects of operation in uhf and microwave bands.

On Wednesday, Dr. W. R. G. Baker, General Electric Co. vice president and general manager for electronics, depicted mobile radio equipment of the future. Complete membership of the FCC and leading officials of Armed Forces communications branches were present for Dr. Baker's talk.

Several manufacturers on Friday demonstrated their equipment in the different bands.

Washington planners for the session were T. W. Jacob, GE representative; A. E. white, FCC-Special, and Fred Albertson, Radio Services Bureau; Fred Albertson and Joseph E. Adler, of Dow, Lohnes & Albertson, attorneys; George J. Adair, former FCC chief engineer, and Granville Klink, WTOP chief engineer. Mrs. Christine Jones, of ME's Washington office, supervised the ladies program.

FCC 'HAM' RULES Modified for Emergencies

The FCC last Wednesday ordered, effective Feb. 2, modification of Sec. 12.156 of its rules governing amateur radio service, enabling the Commission to declare a general state of communications emergency in designated areas and to specify amateur frequency bands to be used by amateurs participating in emergency communication.

The FCC prohibited all transmissions within designated amateur emergency frequency bands except those relating directly to relief work, emergency service or operation of amateur radio networks for the handling of such communications.

The Commission also asserted its right to designate certain amateur stations to assist in handling emergency communications, monitoring the designated amateur bands and warning noncomplying stations.

Task of determining frequencies to be used for emergency communication by amateurs in any stricken area was left up to appropriate FCC field offices.

HEART FUND UNITS
Heads by Neale, Pryor

ELECTION of J. James Neale, vice president of Dancer-Pfitzer Incorporated, as chairman of the National Radio Committee for the 1953 Heart Fund, and Roger Pryor, vice president in charge of radio and television for Foote, Cone & Belding, as chairman of the Television Committee was announced last week. Serving on committees:

Radio—Charles C. Barry, WIBW, president in charge of programming; Tom Carson, supervisor of broadcast media, Benton & Bowles; Frank Cser- ter Jr., associate media director, Young & Rubicam; Fred Albertson, MBF, executive vice president; Ernest Canuck, general manager, WABC; Hal Jamieson, vice president, radio and television, WEAF, New York; F. McKeel, vice president, radio and television, KOB, Albuquerque; Richard N. Jacobs, CBS Radio president; Keith R. Shaper, CBS, business manager, radio-TV department, Erwin, Wasey & Co., and Frank Silverman, manager of time-buying department, BBDO.

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Zenith Addition

ZENITH Radio Corp., Chicago, will spend an estimated $3 million on construction of 300,000 feet of addition to its main plant. New building, to be used for packing and shipping, will be erected adjacent to the west end of the plant. Although no starting date has been set for new building, it was planned to be completed before 1953, according to Hugh Robertson, executive vice president.

'Mankind' Series

NATIONAL Assn. of Educational Broadcasters will present a 13-week series, The World of Mankind, for broadcast over member stations of the NAB network, starting Sunday. The series, which has been financed under a $200,000 grant from Ford Foundation's Fund for Adult Education, will seek to explore cultural forces in other parts of the world.

Traffic Safety

JOHN E. Surrick, vice president-general manager, WFBW Baltimore, said last week that WFBW's talk, "Traffic Safety," added another aspect to its drive for traffic safety. Working with the Statistics Div. of the Maryland State Police, WFBW gives a weekly report of all dead and injured in highway accidents. The announcer concludes each talk with a warning such as: "Tomorrow drive carefully. We don't want to add your name to our list." Each Saturday midnight, weekly totals are released; monthly figures are aired.

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ZN MERCHANDISING FOR LOCAL SPONSORS

"Freedom, U.S.A." Clients First to Get Aids

Plans for comprehensive merchandising campaigns aimed at revitalizing radio advertising for local sponsors were announced for release today (Monday) by the Frederic W. Ziv Co. First clients to benefit will be those sponsoring Freedom, U.S.A., transcribed radio series starring Tyrone Power.

Frederic W. Ziv, president, said "the days are over—if they ever really existed—when a business man couldn’t buy a radio program, then sit back and watch the customers break down his door."

"But there is still nothing wrong with radio for advertisers who understand that you only get out of a plan what you put into it—in the way of planning, promotion, and energy. Radio is moving millions of dollars of goods for advertisers who know how to merchandize their programs."

"We intend to prove that, properly and skillfully merchandised and promoted, there is no more effective advertising medium than radio."

Comprehensive Drive

Mr. Ziv added that this campaign will "not mean a few dozen on-the-air announcements" but "tools that will provide a hard-hitting campaign for small businessmen to create a larger audience for his radio program." He said the promotion, based on the "I Like America" theme, is geared to benefit both large and small merchants.

Even sponsors of the Power show in the smallest markets will receive a minimum of 1,500 posters, Mr. Ziv explained. Suggestions from Ziv will point out to sponsors that posters calling attention to the program and the sponsor's product will be placed on store windows and inside the stores. In addition, radio stations will supply hats and display buttons for the sponsor's salesmen to wear when they make contact with dealers.

In the largest markets, Mr. Ziv added, his company will provide more than 40,000 promotion pieces free.

According to Leo Gutman, advertising director for the Ziv companies who is directing the campaign, the outstanding promotion piece probably is a printed copy of the U.S. Constitution. Some 2¼ million copies of the Constitution have been distributed in the past two weeks, Mr. Gutman said.

Other aids in the campaign, Mr. Ziv pointed out, will be some public announcements by Mr. Power and Edwin C. Hill, narrator of the program; spot announcements by Mr. Power and Mr. Hill, inviting listeners to tune in to Freedom, U.S. A. and a complete advertising plan. There will be a station-break announcement.

WERD OBSERVES

30th Anniversary Week

WDRC Hartford, Conn., is setting aside this week to commemorate its founding 30 years ago, Dec. 10, 1922, by Franklin M. Doolittle, WDRC's first president. Mr. Doolittle built the station's first transmitter and microphone and, WDRC claims, is the inventor of binaural broadcasting.

Mr. Doolittle participated in early FM experiments with Maj. Edwin H. Armstrong, who was responsible for FM's early development. WDRC, which calls itself Connecticut's Pioneer Station, said WDRC-FM was the first individually-owned commercial FM station on the air. WDRC General Manager Walter Haase has been with the station since 1924.

Fay N. Seaton

FAY N. SEATON, 70, who extended his newspaper and radio holdings to four states, died last Wednesday in Manhattan, Kan. Editor and publisher of the Manhattan (Kan.) Mercury-Chronicle, Mr. Seaton was the father of Sen. Fred M. Seaton (R-Neb.), who leaves his Senate seat next month. Sen. Seaton's holdings are KHAS Hastings, Neb., and KMAN Manhattan and KGGF Coffeyville, both Kan. The elder Seaton, born in Champaign County, Ill., came to Kansas with his parents in a covered wagon in 1882. He eventually built up his publishing and radio interests in the states of Kansas, Nebraska, South Dakota and Wyoming. Another son, Richard M. Seaton, publishes the Coffeyville Journal.

DIRECTIONS of Seiberling Rubber Co., Akron, Ohio, have decided to ordi

 радио и видео, представляя их как часть жизни и интересов в данном регионе, помогая людям узнать более об интеркультурном понимании. Учредитель John S. Hayes, президент WTOP-AM-FM-TV Washington, в таком же времени вел конференцию "Community Responsibility for Intergroup Understanding" 7-й день.

Адресованная группа в Вашингтоне вне норм бизнеса часовими Евангелистами Комитета по Иерусалимскому образованию в большем Вашингтоне, Mr. Hayes cites examples of programs which help intercultural understanding.

These included Life With Lapsi, story of an Italian immigrant; The Goldbergs, story of a Jewish family, and Mama, about an immigrant Norwegian family. The Eternal Light, Lamp Unto My Feet and The Catholic Hour were cited in the religious field. Omnibus, new CBS-TV show, appeared written by the Ford Foundation, was described as a milestone in American cultural life.

"Radio and television already have contributed a great deal to intercultural understanding," Mr. Hayes said, predicting that "If our performance in the past 20 years duplicates our performance in the past two decades, radio and television will more than justify themselves."

"Hit Parade" Dropped

AMERICAN Tobacco Co., N. Y. (Lucky Strike cigarettes), dropping its "Hit Parade" on NBC radio (Fri., 8:30 p.m.), has signed to sponsor Horace Heidt show on CBS Radio (Thurs., 10:10 p.m.) starting Jan. 1. "Hit Parade" has been on air since 1955. Agency: BBDO, N. Y.

**English translation below**


**Distribution**

High Definition Films, London, England, is negotiating for distribution of British TV films in Canada and the United States. The films are especially made for low cost movie productions using as many as three electronic cameras simultaneously. According to Norman Collins, managing director of High Definition Films, this allows the making of a finished 30-minute film in one shooting instead of taking a week or 10 days to do it. The films will be shot in smaller centers, according to Mr. Collins. He claims advantages from a technical standpoint to include viewing of all rehearsals on a screen, watching the actual picture on the electronic screen during taking of the picture by production staff, and allowing all editing to be done while actual taking of picture is being done. Production is to start at London next January. Mr. Collins was formerly controller of TV for the British Broadcasting Corp.

Consolidated Television Sales, Hollywood, has acquired distribution rights to half-hour TV version of "A Christmas Carol" from Tableau Television Ltd., that city. The program is narrated by Vincent Price and features Taylor Holmes and the Mitchell Boys Choir.

**Production**


**Random Shots**

Novel Films Inc. has been formed to produce integrated film programs for television, with J. Milton Salzburg as president, Frank Soule, vice president, and Jack H. Rosner, treasurer. The first series will consist of 13 stories from literary classics and is scheduled for release early next year. Novel Films headquarters: 1501 Broadway, New York.

**Caribbean Pictures**

Caribbean Pictures has been formed by Rauff Walsh, motion picture director, and Robert Newton, film star, to produce two half-hour TV film series, based on the characters of Long John Silver and Capt. Blackbeard. Production will start shortly after first of the year in the West Indies.

**Italian Films Export**

Italian Films Export, New York, has established a television department under the direction of Ralph Serpe to represent Italian producers in developing co-production transactions with American television producers. The firm also is planning to create its own package show for American distribution, Mr. Serpe said.


**Film People**

Alex Leftwich has been named di-rector of television for the Jam Handy motion picture studio, Detroit. He has directed Lilly Pamer, Faye Emer-son and Ilka Chase, and TV programs including "Toast of the Town," "This Is Show Business," and Robert Q. Lewis.

Robert Godwin, free lance photographer, Hollywood, to John S. Nash Productions, that city, as head of the sales department.

Cleo McCartney, head of auditing department, Horace Held Productions, Hollywood, to Filmcraft Productions, that city, as head of the accounting department.

Irving Starr, motion picture pro-ducer, joins Screen Gems Inc., Hollywood, as alternate producer with Jules Bricken on NBC-TV Ford Theater film series.

Jack Ishmole, manager of sales, promotion and bookings for Peerless Television Productions, New York, named account executive.

**GUILD FILMS CUTS**

**Distribution Rates**

GENERAL reduction in prices up to 20% on all TV film series distributed nationally by Guild Films Inc. has been announced by Reub Kaufman, firm's president.

Retroactive to Oct. 15, 1952, the rate reduction "is geared to next year's expected increase in the number of operating TV stations," he said. Belief that "lowered program costs at this time will facilitate the entry into video of many sponsors who, otherwise, would be unable to enter into this pay-off advertising medium" is behind Mr. Kaufman's decision.

"Smaller profits per unit can be made up by large volume sales and distribution," he said.

Already being shown throughout the country are such Guild-distributed TV film series as "Invitation Playhouse," "Close-Up," "Leash of the West," "Call the Play," plus "GUILD Sports Library" and "GUILD Film Library."

MARY MARGARET McBRIE, ABC radio commentator; Arlene Francis, TV personality, and radio and TV actress Lilly Palmer named "Key Women of the Year" in radio, television, and stage and screen, respectively, by fashion division, Federation of Jewish Philanthropies.
**KXLY-TV WINS**

**Judge Okays Station Site**

RIGHT of KXLY-TV Spokane, Wash., to construct and operate its facilities atop 6,000-foot Mt. Spokane was upheld last Monday by Acting Superior Court Judge Ed B. Powell, Spokane. The station hopes to take the air by Christmas.

While this is a state, rather than a federal case, it does set precedent because it is the first known case in which location of a broadcast transmitter on Government property has been contested. It had been watched with great interest in official quarters in Washington, since the FCC is bending every effort to expedite the licensing of new TV stations, notably in markets, such as Spokane, which have no existing service.

In a memorandum opinion Judge Powell ruled the State Parks & Recreation Commission was within its authority in leasing such a site to KXLY-TV. Station owners are Symons Broadcasting Co., 50%, and Harry L. (Bing) Crosby, 47.6%. The Symons firm is owned by E. B. Craney (49.6%), John L. Wheeler (16.3%) and Luis M. Wheeler (33.23%).

Television-Spokane Inc. (KNEW) and Mr. and Mrs. Sydney Streeter, owning land on Brown's Mountain which Television-Spokane Inc. had under option to buy, were plaintiffs in a suit seeking the court to void the lease agreement [B&T, Nov. 3, Oct. 29]. Former Sen. Clarence C. Dill represented KXLY-TV in the action.

Judge Powell pointed out that public conception of a park has changed in the last century. He said, "The idea that a park is a place for peaceful contemplation has yielded to the conception that a park is for recreation and amusement. If members of the park commission feel that television and radio facilities will appeal to the public generally, then they are within the province of the law."

No Specifying Law

The court found nothing in the law specifying that park benefits had to be confined to those actually in the park, noting the mountain could be viewed for a distance of 30 miles around the park by many more people than make the trip to the summit.

Judge Powell said the TV towers "may appear to be objects of beauty to persons with the mechanical and esthetic qualifications to judge." He compared TV towers with ski lifts and runways which appear to be blemishes to an older generation, whereas, they are attractions "to the young and vigorous addicts of that sport."

Concluding, Judge Powell observed the state had the right to gain a profit from the TV lease, holding that although parks were not intended primarily as revenue sources "the implication is clear that the state can benefit by leasing concessions."

KXLY-TV has completed a concrete building at the mountain site, with tower erected and electronic gear unpacked and in process of erection. A microwave beam will carry the signal from Spokane, 25 miles away, with radio-telephone connection. The station will operate on Ch. 4.

Television-Spokane Inc. is an applicant for Ch. 2, as is Louis Wasmer. The competing applications are slated for hearing. Principals in Television-Spokane Inc. are Burt C. Hagadone and Harry Henke. Mr. Hagadone heads Inland Empire Broadcasting Co., operating KNEW. KHQ-TV Spokane has a grant for Ch. 6.

**THEATRE TV**

**Bendix Plans C-C Cast**

TREND toward industry use of closed circuit theatre television became more pronounced last week when Bendix Home Appliances Div., Avco Mfg. Corp., said it will utilize this medium Dec. 30 to introduce a new product in more than 40 key cities.

James Lees & Sons, Bridgeport, Pa., carpet manufacturer, plans its national sales conference today (Monday) via theatre TV [B&T, Nov. 3].

Bendix and Teleconference Inc., New York, announced jointly that their one-hour program will originate in the Garrick Theatre, Chicago, and will be viewed by an estimated 120,000 company distributors, dealers, salesmen and guests.

Judson S. Sayre, Avco vice president and general manager of Bendix, said theatre TV possesses "unlimited opportunities" for presenting new appliances "to the best possible advantage."

Teleconference has arranged with United-Paramount Theatres Inc., Warner's, Loew's, RKO, Fabian and others to carry the program in theatres throughout the country.

The rectifier that can be told when to STOP

In less than 1/60 second—almost before an overload gets started—this tube, used as a grid-controlled rectifier, can shut off the very same high voltage it rectifies. Acting electronically, with no time-lag from moving parts, it protects the transmitter from overloads.

Today, the RCA-5563 is used in RCA's 5/10-kw AM transmitter to provide "split-cycle" overload protection electronically—while also acting as the main rectifier. Unique applications like this are just one example of how RCA-engineered tubes help equipment designers provide more versatile transmitters.

For prompt service on your RCA tube needs, simply call your RCA Tube Distributor.
Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

December 1 Applications . . . ACCEPTED FOR FILING
License for CP

WLS-AM Baton Rouge, La.—License for CP, which authorized changes in existing AM.

KUAU Kauai, Hawaii.—License for CP, which authorized new AM.

WSFA Montgomery, Ala.—License for CP, which authorized new AM.

WPXO-AM Florence, Ky.—License for CP, which authorized new AM.

WOCX Kansas City, Mo.—License for CP, which authorized new AM.

WQEX Quincy, Ill.—License for CP, which authorized new AM.

WEZK Alexandria, La.—License for CP, which authorized new AM.

WTVG Danville, Va.—License for CP, which authorized new AM.

WSLX Lancaster, S. C.—License for CP, which authorized new AM.

WSCN Long Beach, Calif.—License for CP, which authorized new AM.

WCVI Cape Girardeau, Mo.—License for CP, which authorized new AM.

October 10, 1952

December 2 Decisions . . . by BROADCAST BUREAU
License Granted

KWKX Cleveland, Ohio.—Grant for new CP on 940 kc.

WQIK Des Moines, Iowa.—Grant for new CP on 1400 kc.

WLTB-WLTS San Francisco, Calif.—Grant for new CPs on 1100 kc.

WMTX Des Moines, Iowa.—Grant for new CP on 600 kc.

In addition to the 33 applications granted, 17 were transferred.

December 2 Applications . . . ACCEPTED FOR FILING
License for CP

WFLC Reading, Mass.—License for CP, which authorized changes in existing AM.

WMXJ Manchester, N. H.—License for CP, which authorized new AM.

Kalispell, Mont.—License for CP, which authorized new AM.

KUAM Ketchikan, Alaska.—License for CP, which authorized new AM.

WQJI Joliet, Ill.—License for CP, which authorized new AM.

WYCE Grand Rapids, Mich.—License for CP, which authorized new AM.

WAUW Milwaukee, Wis.—License for CP, which authorized new AM.

WGLC Mansfield, Ohio.—License for CP, which authorized new AM.

WJQX Miami, Fla.—License for CP, which authorized new AM.

KSLX Pocatello, Idaho.—License for CP, which authorized new AM.

WQAV Wilkes-Barre, Pa.—License for CP, which authorized new AM.

WQMQ Springfield, Mass.—License for CP, which authorized new AM.

WJLW Greenfield, Ind.—License for CP, which authorized new AM.

December 3 Applications . . . ACCEPTED FOR FILING
License for CP

WCJU Pittsburgh, Pa.—License for CP, which authorized new AM.

KULQ Little Rock, Ark.—License for CP, which authorized new AM.

WQAQ Shreveport, La.—License for CP, which authorized new AM.

WAJG Montgomery, Ala.—License for CP, which authorized new AM.

KUAU Hilo, Hawaii.—License for CP, which authorized new AM.

WQMB-Du Buque County, Iowa.—License for CP, which authorized new AM.

WEMI Marinette, Wis.—License for CP, which authorized new AM.

WQQR El Paso, Tex.—License for CP, which authorized new AM.

December 4 Applications . . . ACCEPTED FOR FILING
License for CP

WBML El Paso, Tex.—License for CP, which authorized new AM.

KBGR Alexandria, La.—License for CP, which authorized new AM.

KQIR Twin Falls, Idaho.—License for CP, which authorized new AM.

WQIV Scranton, Pa.—License for CP, which authorized new AM.

WJOQ Chillicothe, Ohio.—License for CP, which authorized new AM.

KMBZ Kansas City, Mo.—License for CP, which authorized new AM.

WQOR Scranton, Pa.—License for CP, which authorized new AM.

WQNZ Louisville, Ky.—License for CP, which authorized new AM.

December 5 Applications . . . ACCEPTED FOR FILING
License for CP

WJXK Jamestown, N. Y.—License for CP, which authorized new AM.

WGLK Louisville, Ky.—License for CP, which authorized new AM.

WQAL Atlantic City, N. J.—License for CP, which authorized new AM.

December 6 Applications . . . ACCEPTED FOR FILING
License for CP

WBFT Fort Wayne, Ind.—License for CP, which authorized new AM.

WQJF Magnolia, Ark.—License for CP, which authorized new AM.

WQCI Columbus, Ga.—License for CP, which authorized new AM.

WQAY Paducah, Ky.—License for CP, which authorized new AM.

WQCA Fall River, Mass.—License for CP, which authorized new AM.

WQMR Westmont, Ill.—License for CP, which authorized new AM.

WQCA-AM Pittsburgh, Pa.—License for CP, which authorized new AM.

WQCD Cleveland, Ohio.—License for CP, which authorized new AM.

WQCR Burlington, Vt.—License for CP, which authorized new AM.

WQQT Hartford, Conn.—License for CP, which authorized new AM.

WQSS Scranton, Pa.—License for CP, which authorized new AM.

WQFO Rockford, Ill.—License for CP, which authorized new AM.

WQGQ Quincy, Ill.—License for CP, which authorized new AM.

WQEB Englewood, Colo.—License for CP, which authorized new AM.
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Office
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADS No. 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 7-1205
Member AFCCE

—Established 1938—
PAUL GODLEY CO.
Upper Montclair, N. J.
MO. 3-3000
Lubowcr Great Notch, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg., Sterling 3-0111
Washington 4, D. C.
Member AFCCE

A. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 3-5570
WASHINGTON 5, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
WALTON 5, D. C.
Member AFCCE

McINTOSH &INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 8-6477
Member AFCCE

RUSSELL P. MAY
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Republic 3-3984
Member AFCCE

WELDON & CARR
Consulting Radio & Television Engineers
Washington, D. C.
1605 Conn. Ave., 4013 S. Buckner Blvd.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

ROBERT M. SILLIAMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Washington 7, D. C.
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
200 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Member AFCCE

GRANT R. WRATHALL
Apio, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APICS—3352
Member AFCCE

BROADCASTING • Telecasting

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG., D. L., 7-1319
WASHINGTON, D. C.
P. O. BOX 1932
KANSAS CITY, MO.

WENZL & JOSEPH
CONSULTING ENGINEERS
326 W. Harrison St.
Chicago, Ill.
Member AFCCE

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
2738 Kanawha St., N., W., Wash., D. C.
Phone Emerson 2-8071
Box 2468, Birmingham, Ala.
Phone 6-3924
Member AFCCE

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

RAYMOND M. WILMOTTE
1469 Church St., N. W. Dupont 2-1231
Washington 5, D. C.
Member AFCCE

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
501 Sunset Blvd.
Hollywood, Calif.
Normandy 2-6715

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY
HOLLYWOOD 28, CALIFORNIA
Member AFCCE

FRED O. GRIMWOOD & CO., INC.
Consulting Radio Engineers
S. O. Grimwood, Pres. Ralph J. Brier, Ch. Eng.
Chesterfield 4977
2036 R. R. Exchange Bldg.
St. Louis 1, Mo.
Since 1932

APPLICATION RETURNED
License Renewal
WJMA Orange, Va.—RETURNED
application for renewal broadcast license.

APPLICATIONS DISMISSED
AM—1380 kc
WANA Anniston, Ala.—Mod. CP
(Continued on page 99)

Wilson P. O.
Change Antenna Type
WERN (FM) Salisbury, Md.—CP to change antennae type to Colling, 37MW, 6-
sec. King; half height above average terrain to 366 ft.
License for CP
WKRC-FM Cincinnati.—License for CP to make changes in licensed station.

December 8, 1952 * Page 95
Situations Wanted

Managerial

Help Wanted

BROADCASTING TELECASTING.

Salenens

Immediate opening sales manager of market in Southern network affiliate. You will take over substantial billing with a first class record of all station sales. If you can sell in a competitive market, rush summary of experience to Box 255, BROADCASTING TELECASTING.

Southern California. Large, active market. Independent wants aggressive salesman with a first class record in competitive market. Salary, bonus, advancement and reume to Box 1495, BROADCASTING TELECASTING.

For local accounts. Salary plus commission. Good market. Texas ABC station. Box 2005, BROADCASTING TELECASTING.

Experienced, radio time salesman. Starting pay $100.00 weekly. must have car, experience, references. Contact Manager KXCI, P. O. Box 262, DeKalb, Illinois.

Nebraska. Radio time salesman wanted for position at KCOW, Alliance, Nebraska. Prefer young married man with car. Opportunity for advancement.

Salenem who can advertise and who doesn’t mind hard work and long hours when necessary. Experience is a must. If you know your business. Mail complete qualifications, references and resume to Jim Duncan, KSL, Silver City, New Mexico.

Phone salesman sell GBA campaigns for first class station. Salary plus commission. 127 Meriden Road, Waterbury, Conn.

Announcers

Combination announcer-engineer with first class license wanted by network affiliate near Atlanta. Good working conditions. Favorable salary. Southern preferred. Reply Box 2185, BROADCASTING TELECASTING.

Somewhere there’s a clever, experienced DJ with the maturity, experience and personality to carry a three hour early morning block on a major market. If you can find him, he will attract, sell and be a crucial element in your market. Send tape, complete resume. This ad is not closing. We are looking for a seasoned DJ who is ready for a major market. Reply Box 2595, BROADCASTING TELECASTING.

North Carolina. Full time independent. Program without announcer. Has ability and experience. Good salary for someone who can produce. Box 1406, BROADCASTING TELECASTING.

Opening for staff announcer some experience. Excellent city. Box 2025, BROADCASTING TELECASTING.

Newscaster plus regular announcing shifts. Permanent. Texas location. Tell all. Box 2025, BROADCASTING TELECASTING.

Help Wanted (Cont’d)

SALES

Aggressive Southeastern independent sales man with ability in selling all types of merchandise and services. Applicant should have a sales background with ability to sell. Also has a Sales experience with major manufacturer. Reply Box 2575, BROADCASTING TELECASTING.

Independent station in city over 100,000. South, needs announcer-engineer with first class ticket. Starting salary $10.00 per hour, minimum 40 hour week. Give complete details first letter. Box 2185, BROADCASTING TELECASTING.

Wanted—Announcer desire—emphasis on personality. 3,000 watt Southern station. Above average in this local. Submit resume, audition, disc or tape with qualifications. Box 2185, BROADCASTING TELECASTING.

Combos man, accent on announcing personality. Opportunity to sell on commission.Will furnish first paying job at first. KBXX, Coatings, California.

Experienced combo man with executive ability to sell and operate entire station. Also chief engineer with new installation. Stu- ments desired. KICJ, Crescent City, California.

First class ticket, engineer-announcer. No training necessary either field. Phone collect, 875, Haton, New Mexico, Box 2005.

Good combo man needed by West South CBS affiliate. $10.50 for 6-day week. Will furnish complete qualifications, references and resume. Reply to Jim Duncan, KSL, Silver City, New Mexico.

Immediate opening—Two announcers-engineers. Salaries $60.00-$65.00 for 40 hours to start. Send complete resume, references, plus disc, WDEC, Americus, Georgia.


Immediate opening at growing central Florida independent for announcer-engineer. Salary $75.00 per week. Will furnish complete qualifications, references and resume. Reply to Jim Duncan, KSL, Silver City, New Mexico.

Continuously expanding Southern California station is seeking a news man who can sell and promote. Send complete qualifications and resume. Reply to Box 2575, BROADCASTING TELECASTING.

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Immediate opportunity—Combo man. Excellent independent station considered. KDKD, Climax, California.

Experienced traffic manager-copywriter needed immediately. Pleasing working atmosphere. Contact Box 2065, BROADCASTING TELECASTING.

WANTED (Cont’d)

Finance

WANTED: Junior Accountant for large Midwestern Station. Requires college training and experience. Reply Box 2025, BROADCASTING TELECASTING.

Editor

WANTED: Assistant to help manage the editorial department of a popular magazine. Knowledge of current events required. Reply Box 2575, BROADCASTING TELECASTING.

Technical

Excellent opportunity for advancement in TV. New jobs, open for engineers holding full or part-time TV station positions. Excellent salaries. Write for information. Box 1855, BROADCASTING TELECASTING.

Situations WANTED

Managerial

Help Wanted

BROADCASTING TELECASTING.

Salesmen

Wanted: Assistant manager for 5,000 watt CBS station with TV application. Located in large market. Must be able to handle sales promotion and be able to handle city station. Reply Box 2185, BROADCASTING TELECASTING.

Manager wanted for small city station in Midwest. Good area, excellent possibilities. Opportunity to buy substantial interest. Send full information on past record, photo, financial status and all other pertinent information. Box 2155, BROADCASTING TELECASTING.

HELP WANTED

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Experienced traffic manager-copywriter needed immediately. Pleasing working atmosphere. Contact Box 2065, BROADCASTING TELECASTING.
Situations Wanted—(Cont'd)

Announcer—disc jockey. Desire progressive stations. Previous experience. Box 1905, BROADCASTING • TELECASTING.

Announcer—Strong on news; veteran; three years experience; console board operation; college graduate; dependable; references; South preferred. Box 1905, BROADCASTING • TELECASTING.

Announcer: desires to get into programming. Previous experience in education, draft free. Will consider full or part time job. Box 1945, BROADCASTING • TELECASTING.

Excellent—Experienced play-by-play football–basketball–baseball. West Coast, now East. Desire full sports schedule. Accuracy in reading TV. Audacity for proof available. Box 1905, BROADCASTING • TELECASTING.

Announcer: versatil, sports specialty. Control board operator, DJ, married. Willing to settle for small community. Available immediately. Box 2125, BROADCASTING • TELECASTING.

Announcer—two years experience all phases. Prefer news, sports, special events. Married, veteran. References, disc, photo furnished. Available Jan 1955. BROADCASTING • TELECASTING.

Top Western disc jockey, singing with one of the country's largest bands. Three more years draft exempt. Want to juggle music and sports. Box 2145, BROADCASTING • TELECASTING.

Announcer—Experienced net and indie. Sober veteran. Staff record and boarding will not be overcome. Wants a settled. Box 2175, BROADCASTING • TELECASTING.


First class operator desires engineering position. Seven years electronics experience. Excellent references. Box 2215, BROADCASTING • TELECASTING.

First phone. CREI graduate. 4 years control and transmitter. Chief of operation. Box 2245, BROADCASTING • TELECASTING.

Engineer, first class. Nine years experience AM and FM. Experienced repairman. All prices. Jack L. Stoll & Associates, 4958 Melrose Avenue, Los Angeles 29, California.

For Sale

Stations

For Sale

Situations Wanted—(Cont'd)

Engineer; five years commercial radio. Currently in charge engineering staff in over one million dollar, prestige studio position large station, 25, married. Prefer West. Box 2305, BROADCASTING • TELECASTING.

Chief engineer, 6 years experience desires chief position or position in TV or large station. TV training. Box 2315, BROADCASTING • TELECASTING.

Chief engineer; woodwork experience. Qualified technician available reasonably because various outlook. Seeks engineering position. Seven years electronics experience. Southwest prefer. Box 2325, BROADCASTING • TELECASTING.

Situations Wanted—Managerial

Situations Wanted—Help Wanted

RCA model 300-C phase monitor, well maintained. Original cost $500.00. Recently replaced by later model. For sale $200.00. Box 2525, BROADCASTING • TELECASTING.

North Carolina station has "Doolittle" PDA Frequency Monitor and General Radio 721-B Modulation Monitor. Excellent condition. $250.00 each or both. Box 2535, BROADCASTING • TELECASTING.

5 kw American modulation transformer, heavy duty; PHL 4600-4699 ohms; sec. 4600 ohms; 1a amps. Max Peak DC PHL $500.00 F.O.B. Ogden, Utah. Radio Station KXO.

Western Electric 250 watt AM transmitter and antenna tuning unit. Transmitter and years old and 1 kW FM. Box 2555, BROADCASTING • TELECASTING.

Wanted to Buy

Equipment, etc.

Wanted: Field strength meter. Please make and type of meter. Inquire next page or Box 2615, BROADCASTING • TELECASTING.

Miscellaneous


Help Wanted

Salesmen

We have two salesmen; each earns $20,000.00 and the other $14,000.00. No ceiling on earnings for either top man. Good market and top station. If you can sell in a competitive market, send complete resume to Box 2655, BROADCASTING • TELECASTING.

(Continued on next page)
WMCA New York has launched its third public service program this month with a resurrection of station’s prize-winning series, "New World A-Comin." The first broadcast highlighted a dramatization of Carl T. Rowan’s book, "South of Freedom." Last month

in public service...

WMCA began Reports to the People (Wed., 9:30-10 p.m. EST), on-the-spot crime reports, and The Challenge (Thurs., 9:30-10 p.m. EST), series of important talks in the New York area.

Korean Christmas Gifts
WLLO Minneapolis, on Dec. 1, began a long 24-hour marathon radio broadcast urging listeners to contribute blood to American Red Cross blood bank. Each contributor is to be given a Christmas card for mailing to a relative or friend in Korea which will explain blood donation is Christmas gift.

WCBS-TV Record High
CBS-OWNED WCBS-TV New York contributed $300,375 worth of air-time via station breaks, and participations in regular programs, publicity in special shows and special full programs to 200 non-profit organizations during 1963’s third quarter, Clarence Warden, station’s director of public service and educational programs announced last week. He said this was a record high for WCBS-TV.

WOW Emergency Work
WOW Omaha went on a 24-hour schedule the night of Nov. 25 with coming of the first snows, accompanied by winds and freezing conditions, its first such schedule since the Missouri River flood disaster last spring. The station aired emergency material and handled 800 telephone calls asking for specific information on school closings, transportation, weather and road conditions.

Turnpike Bulletins
A SERIES of accidents on the New Jersey Turnpike has prompted WOR New York to begin broadcasts of weather and driving conditions bulletins on regularly-scheduled weekend newscasts. Station currently carries similar reports regarding other highways in the New York - Connecticut - New Jersey area.

Combined Effort
KRES and KFQF St. Joseph, Mo., combined efforts on behalf of the Red Feather campaign and presented a series of programs featuring local leaders of the various Community Chest agencies. Program brought a Community Chest "Oscar" to each station.

Fire Victims Aided
KXIC Iowa City, through a 24-hour broadcast appeal to aid a fire-stricken family, opened the hearts and purses ofings of nearly 500 donors who contributed more than $5,000. The broadcast appeal also brought a large quantity of food, clothing, furniture, household items and even an offer to build a home.

WKIL Birthday Party
EIGHT months ago an unidentified girl about 6 was left at a tuberculosis sanitarium near Cloquet, Minn. Little is known about her, not even her exact age. The girl, seeing other children enjoying birthday parties, felt left out. "I guess I’m too old to have birthday parties," she remarked. In cooperation with interested local citizens, WKIL Cloquet proclaimed Armistice Day as "Caroline’s Birthday." Caroline ended up with a sizable bank account and more gifts than the hospital authorities could possibly have to hand at one time. In addition, Caroline’s story is expected to greatly aid the local tuberculosis campaign.

WLBJ Aids Family
KEN GIVEN, manager, WLBJ Bowling Green, Ky., is proud of his station and proud of that city, too. And with good reason. Fire swept through the apartment of a local family, snuffing out the life of a nine-months-old baby and reducing most of its possessions to ashes. An appeal by WLBJ brought contributions which completely furnished a new apartment and added $1,200 to the bank account of the bereaved mother.

Forest Saved
AN urgent appeal for firefighters by Ned Skaff, WCBS Charleston, W. Va., personality, has been credited by state conservation officials with saving Kanawha State Forest from destruction. Officials also paid tribute to Ross Edwards, WCBS news editor.

Christmas Appeal
JUDY DEANE, KNBC San Francisco performer, is now making her second annual appeal for Christmas gifts for children served by the Youth Guidance Center of San Francisco. The center serves neglected or abandoned children, truants or minor offenders and delinquents. Miss Deane was in a radio broadcast appeal with the chairman of the Voluntary Auxiliary for the center on the Yuletide project.

Find Missing Woman
WSMI Litchfield, Illinois, was responsible for finding a woman missing 19 hours, when a relative, of Wilsonville, Ill., notified police that the woman, who could not speak English and was found wandering the streets, was Jack D. Funk, news and special events director, aired a description of the woman on his newscast and searched for her unharmed after a listener reported seeing the missing woman.

‘Heart’ Series
WDEL-TV Wilmington again this year is making time available to the Delaware Heart Association for a series entitled Live With Your Heart. Each week a different heart specialist from the area speaks on a varied phase of heart disease, illustrated by talks with an actual heart model, slides, X-rays and other devices. A similar series was presented last spring.

Christmas Gifts
KFKE Wichita, to aid the city’s less fortunate, has set the gift of food or a toy as the price of admission to its studio broadcasts. The food is for Christmas baskets which are distributed by the Salvation Army. Toys are turned over to 1,000 underprivileged children who will attend a huge holiday party, jointly sponsored by KFKE, the Salvation Army and the Veterans of Foreign Wars.

Aida Milk Fund
WROL Knoxville on Nov. 29 took part in the "kick off" of the Knoxville Journal’s campaign to supply milk to underprivileged children throughout the year. Appearing on the program was the Journal’s Archbishop "Grandpappy" Campbell and the entire cast of Country Playhouse.

CAROLINA TOP NETWORK STATION
$25,000.00
A very profitable top network property located in one of the important growth markets of the Carolinas. Showing consistent increase.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
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CHICAGO
Ray V. Hamilton
2321 S. Michigan, Chicago 13
SAN FRANCISCO
Lester M. Smith
233 Montgomery St., San Francisco 8
STERLING 3-3414
DELPHIA 7-2155–6
EBRUIK 7-5672
Page 98 • December 6, 1952
BROADCASTING • Telecasting

M AINTENANCE
We have three Truscon type 316 ing.
Can be dismantled and shipped within thirty days. Wire or write Box 653R, BROADCASTING & TELECASTING.

Miscellaneous
How about erecting, Altering, Painting your Tower-Antennas? We're ready.

WANTED • RADIO & TV CONTRACTS
We have three of the hottest radio and TV offers available! Radio station managers and other with contacts phone J. Pinkus - Millheil 2-5475, 318 Market Street, Newark, New Jersey.

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell us your needs today. Delays are costly.
TV & Radio Management Consultants 756Bond Bldg. Washington 5, D.C.

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CAROLINA TOP NETWORK STATION $25,000.00
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TV & Radio Management Consultants 756 Bond Bldg., Washington 3, D.C.
Docket Action...

INITIAL DECISION

Evansville, Ill., and Rockford, Ill. — Hutchinson, Ill., and Rockford, Ill., have filed an initial decision looking towards the granting of their license application for 1530 kc, 500 w daytime, DA, engineering conditions and default grant of Rock River Bcstg. Co., for 1300 kc, 500 w daytime, engineering conditions, for Evansville, Ill., and Rockford, Ill., respectively. Initial decision Dec. 2.

Non-Docket Actions...

AM GRANTS

Listed by States

Yuba City, Calif.—John H. Steventon, Grantee 1350 kc, 1000 w daytime, engineering conditions. Estimated construction cost $6,630, first year operating cost $39,000, revenue $39,000. Mr. Steventon is a former hog farmer and has a license for 1530 kc, 500 w daytime, DA, engineering conditions and grant of Rock River Bcstg. Co., for 1300 kc, 500 w daytime, engineering conditions, for Evansville, Ill., and Rockford, Ill., respectively. Initial decision Dec. 2.

FCC Actions

(Written on page 99)

which authorized new AM, to change station to WWRC, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM.

WILSP Boston, Mass.—License for WYMS, for new AM, to change station to WWRC, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM.

Wroc Monowicz, Wis.—License for WYMS, for new AM, to change station to WWRC, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM.

WTKR Shreveport, La.—License for WYMS, for new AM, to change station to WWRC, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM.

December 4 Decisions...

WACB Kittanning, Pa.—Granted CP to increase antenna to 100 ft., for new AM, to change station to WWRC, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM.

Advised of Hearing

KWKY Thatchkan, Alaska.—Being advised that in the possession of power to change from 1 to 5 kw, change station to WWRC, for new FM, to change to WWRC, for new AM, to change station to WYMS, for new FM.

Tendered for Filing

AM—430 kc

RYSS Milwaukee, Del.—CP to change from 1250 to 1350, install DA.

MITCHELL HEADS

Screen Gems Inc. Sales

JOHN MITCHELL, vice president of United Artists Television, has been named general sales manager of Screen Gems Inc. effective today (Monday), Screen Gems and United Artists Corp. announced jointly last Wednesday.

Under General Manager Ralph Cohn, Screen Gems Sales will expand to sell packaged film programs to national advertisers as well as being a national-network syndicator, the announcement said.

Both Mr. Cohn and Mr. Mitchell have been elected vice presidents of the firm, which produces the NBC-TV Ford Theatrical series and approximately half the dozen Cavalcade of America shows on the same network.

PROTECT YOURSELF, YOUR STAFF, YOUR CLIENTS

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Hundreds of Broadcasters and Newspapers guard this controversy with special, tailored-to-the-risk flanks.

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EMPLOYERS INSURANCE CORPORATION

Insurance Exchange Bldg.

Kansas City, Mo.
NEW APPLICATIONS . . .

AM APPLICATION

Riverside, Calif.—Riverside Radio & Telecasting Co., 290 kc, 1 kv-daytime, antenna 245 ft. Estimated construction cost $18,000, first year operating cost $32,800, revenue $54,000. Sole owner of applicant is Florence P. Beyt, Riverside (Calif.) business woman. Post-office box: 1518 North Van Ness Ave., Santa Ana, Calif. Filed Dec. 5.

NEW APPLICATIONS . . .

TRANSFER REQUESTS

Listed by States

KMPC Los Angeles, Calif.—Assignment of license from KMPC: The Station of the Stars Inc. to KMPC Inc. for $799,998,000 (of which $365,000 is to be cash, and $434,998,000 to be paid through exchange of stock). Principals in assignee include President George A. Onyr, owner of KOOL Phoenix, Ariz., KOPO Tucson, Ariz., and KNOG Nogales, Ariz., and radio, television and motion picture actor; Vice President Robert O. Reynolds (40%), general manager of KMPC; Vice President Lloyd Sitignon (33.33%), assistant general manager of KMPC and radio engineer; Secretary Wesley L. Nutten Jr. (4%).

Los Angeles (Calif.) attorney, and Treasurer Gern G. Mattison (19%), and Melody Ranch Enterprises Inc. own KMPC Inc. assignment for $350,000. Mr. Onyr will be notified by Mr. Aynsi, remarkably well-known KMPC, for the handling of station's public service, presence, public relations, and entertainment, and promotion. Filed Nov. 24.

KSAI Sales, Kan.—Acquisition of control of KSAI, licensee, by American Broadcasting Co., Inc., which will hold 194 shares of stock held by R. J. Laubeng Tegel Radio Inc., which will hold 194 shares, or 50% of the stock of KSAI. Filed Nov. 23.

WARE, Ware, Mand.—Assignment of license to ABC from W. J. W. Telecasting Best Co., for $5,000. Sole stockholder in assignee is John B. Foor, director and member of the board of directors of Tejeraio Radio Inc. (which is licensee of WARE 150 AM-FM-TV Boston, KJAM-AM-TV Los Angeles, KFRC and TV application for San Francisco, WONS and TV application for Hartford, Conn., KGBP San Diego, WEAN Providence and WJZ (40% owners), Mass.) stockholder of Paxton Realty Co. (40%). Filed Nov. 24.

New Applications

Giuffrida, John M.—Assignment of control to John W. Kluge and Marcus A. Cagney, Jr., license holder in assignee, for $400,000, or 25% of the stock of WJHS-TV, a station to be licensed as WJHS TV New Haven, Conn., New York City, N.Y. Filed Nov. 25.

KXLL Clayton, Mo.—Transfer of control to John W. Kluge and Marcus A. Cagney, Jr., license holder in assignee, for $400,000, or 25% of the stock of WJHS-TV, a station to be licensed as WJHS TV New Haven, Conn., New York City, N.Y. Filed Nov. 25.

KGBP Great Falls, Mont.—Transfer of control from Butlery Bstg. Inc. to J. P. Wilkins for $151,000. Wilkins, who already has 60 shares of stock in station, is general manager of station (also known as Mark Evans) is employed by CBS and president of Radio Teletography for WTOP-AM-FM-TV Washington and WRVA Richmond, and Mr. Kluge is president and 99% owner of WCAY Silver Spring, Md. (which will hold 40% of the stock in the station). Wilkins is president and 25% owner of New England Bstg. Corp. (manufacturer of electronic products, Boston), and vice president of James A. Co. (manufacturer of food products). Boston. Filed Dec. 2.

WTEN Trenton, N. J.—Transfer of control from S. Carl Mark (Trenton Bstg. Co.) to James B. Moore for $250,000. Transferee is licensee of WJCF-TV, Millville, N.J., in WRFD Worthington, Ohio. Filed Dec. 2.

KWSW Boswell, N. M.—Transfer of control from Marvin Boswell, Inc., to John A. Barnett for $90,000. Mr. Barnett is independent oil magnate and applicant for new TV station in Roswell, N. M. Filed Nov. 25.

KSWB Boswell, N. M.—Assignment of license from McEvoy Bstg. Co. (which will hold 84% of stock), to John A. Barnett as independent oil magnate and applicant of transfer of control of KSWB-TV, Roswell, N. M., who introduces new element of control of ownership in the company from company to individual (see transfer of control application, above). Filed Nov. 15.


Other

No monetary consideration. Filed Nov. 26.

KWIN Ashland, Ore.—Involuntary assignment of license to H. R. Morris, trustee for In bankruptcy. Filed Nov. 26.

KRUN Ballinger, Tex.—Assignment of control to RM Broadcasting Co. for $27,500. Principals in assignee include Ramo- rio (Tex.) certified public accountant, Mr. T. P. Oke,佐克 GM. and special manager for KUBL, Lubbock, Tex., and executive vice president of KUBL, Lubbock and Wesley B. Nelson, Jr. vice president and director for KUBL. Filed Nov. 26.

KITE-AM-FM San Antonio, Tex.—Assignment of license from Charles W. Balthrop to Radio KITE Inc. President Charles W. Balthrop, who is the assignor, and assignee of assignment. Assignment. Change from individual to individual. No action out of control or ownership. Filed Nov. 26.

JOHN H. PERRY

Succumbs in Florida

JOHN H. PERRY, who built a radio and newspaper empire in Flori- da, died last Thursday at West Palm Beach of a cerebral throm- bosis suffered a few days before. He was 71.

Though he personally held no direct stock interest in any radio properties at the time of his death, all were owned through newspapers in which his family were the principals.

He was chairman of the board and director of WJHP Jackson- ville, for 25 years, director of WCOA Per- sacola. His son, John H. Perry Jr., is president and director of WJHF Jackson- ville, WCOA, WTMC Ocala and WDL Panama City and a director of WPEN Miami. Which is owned by the News-Journal Corp., a Perry property.

His other son, Farrel Perry, is president of Western Newspaper Union. He is survived by his wife and his two sons, all of whom were at his bedside when he died.

SCHERWIN, CORP.

Will Pre-Test NBC Films

NBC has signed the Scherwin Research Corp. of New York, to a contract for exclusive pre-testing of NBC films for series for sponsors. Robert W. Sarnoff, vice president in charge of NBC Film Div. announced Wednesday, Mr. Sarnoff said pre-testing of pictures will provide valuable information in audience reaction for guidance in production of an entire film series. This project, Mr. Sar- noff added, will throw light on such factors as characters, effectiveness of titles, potential audience loyalty, appeal to sex and age groups, and reaction to types of products most suitable for spon- sorship.

“NBC hopes that the use of the Scherwin research techniques for pretesting our film properties will aid not only the elimination of the guess work but also the elimination of the guess work in film syndications,” Mr. Sarnoff said. He added that the research will be applied also to film series which NBC undertakes to distribute.
referring certain giveaways to the Justice Dept. for investigation. These programs were in all respects similar to those against which the proposed FCC regulations are directed, NBC contended, and yet the Attorney General declined to take action against any of them.

NBC also noted that Mr. Fly had proposed the enactment of legislation against telephone giveaways but that Congress never followed his proposal.

"The entire purpose of [FCC's] order is to prohibit the broad-
cast of certain types of programs, a function expressly forbidden to the Commission, and to impose an unusually drastic sanction for non-
compliance," the brief charged.

What FCC is trying to do is de-
cide between what it considers "good" programming and what it considers "bad," NBC claimed, cit-
ing court rulings which held that such a decision involves censorship.

In its interpretation of the lot-
ttery law, NBC contended, "the Commission's order and the rules which it embodies play fast and loose with the elements of chance and consideration. . . ."

By the Commission's line of reasoning, the network argued, "a professional golf tournament in which an entrance fee is charged and a substantial prize is awarded meets the test of consideration and prize," and "no golfer, moreover, would deny that the element of chance plays a considerable part in the outcome. Yet no one would dare claim that such a contest was a lottery subject to criminal penalties."

Holding that future Commissions might extend the giveaway ban even further to programs that the present Commission considers blameless, the brief concluded:

"The vice of allowing an admin-
istration to decide what is or is not 'over-taxing' a criminal statute has never been better illustrated than in this pro-
ceeding. Under the guise of 'inter-
pretation,' the Commission has converted into lotteries contests pro-
grams which the Dept. of Justice refused to take action against . . . has actually succeeded in extending the 'Congressional mandate' to pro-
grams which the Congress itself did not see fit to include in the statu-
tory prohibition . . . has com-
pletely changed the concepts of chance and consideration [and] has substituted the awkward and conf-
using phrasing of its own rules

for the language chosen by Con-
gress."

The FCC, in its brief, claimed that it not only has the power to adopt regulations opposing the courts, but that its inter-
pretations are correct as describing violations of Sec. 1504 of the Crimi-
nal Code.

It is in the FCC's concept of "consideration" that most sign-
ficance attaches.

"The usual lottery schemes . . . are conducted by commercial in-
terests for 'commercial reason,'" the Commission said.

"Where an enlarged radio audi-
ience is 'purchased' with the chance of prizes, in that listening to the program is directly or indirectly made a prerequisite to winning prizes, there is an immediate tech-
nical consideration in the act of listening."

Calling attention to the fact that sponsors desire large audiences, the Commission continued:

"Under these circumstances, the temptation is strong to 'buy' audi-
ences with the offer of a chance to win a large prize."

"Defendants [FCC] believe that whereever the chance to win is com-
ditioned upon the affirmative act of listening to a radio program, con-
sideration is furnished by the partic-
ients. This is so whether the ele-
ment of consideration be viewed in narrow technical terms, or upon

the basis of a realistic economic analysis of the manner in which

the entire scheme operates . . . ."

In a summary paragraph, the FCC put its thinking on the subject in these words:

"In the long run the radio audi-
ence as a whole pays for the prizes 'given' away, and more besides.

For advertisers buy advertising on the well established theory that it pays—i.e., that sales traceable to advertising produce a profit greater than the cost of the advertising. A sponsor will buy time on the air, and give away prizes on his pro-
gam if only if he is persuaded that members of the radio audience will buy enough of his product to make it worthwhile. The fact that

inducing a mass audience to listen will result in more sales is at once

the basis and the essence of the illegality of the defined schemes. To be sure, the product sold may be a good one and well worth the pre-

ice charged . . . But the law does not sanction the promotion of phony lotteries. The vice lies in inducing people by the bait of a

lottery to buy what they otherwise would not have, or might not have, bought."

WLAN PROTEST

Court Delays Hearing

U. S. COURT of Appeals for Dis-

ctrict of Columbia on its own motion last week postponed until this

Thursday hearing oral argument on the request of WLAN Lancaster, Pa., for an injunction to prevent

WGAL-TV Lancaster from moving to vhf Ch. 8 pending the court's final ruling on WLAN's petition for

review of FCC's conditional grant to

WGAL-TV to switch from Ch. 4 to Ch. 8. [B.T., Dec. 1]

Meanwhile, NBC, in behalf of the network's Ch. 4 stations WNBW (TV) Washington and WNBT (TV) New York, petitioned the court to leave to intervene in the WLAN litigation on grounds of interference to both stations. It was be-

cause of the sub-standard co-chan-

neling between Lancaster and Washington (86 miles) and Lanca-
ter and New York (132 miles) that the Sixth Report, which finalized the TV reallocation, ordered

WGAL-TV to switch to Ch. 8.

WGAL has protested the action because of its competitive bid for a new station on Ch. 8 but the Com-

mission has indicated a compara-
tive hearing will be afforded. Hence, FCC approved the WGAL-TV change to Ch. 8 conditionally, pend-
ing outcome of such hearing. WLAN argues the conditional grant prejudices standing of its application since it would have to compete with a going operation on the channel it seeks.

WGAL-TV last week presented the court with its response to the WLAN pleadings, contending WLAN has no legal standing to request comparative hearing of its petition. The Commission's Sixth Report action was done under Sec. 316 of the Communications Act other than Sec. 309. The Ash-

backer principle of comparative consideration applies only to Sec. 309, the petition pointed out.

WGAL-TV further charged that WLAN's "prayers for temporary and declaratory relief, coming as they do 68 days after the decision and order complained of and without action by [WLAN] to secure a Commission order staying or postponing the effective date of

HAWKINS NAMED

Is KXLY-TV Local Sta. Mgr.

NORMAN HAWKINS, formerly of WWJ-TV Detroit, has just been appointed local station manager of KXLY-TV Spokane. KXLY-TV plans to begin operations on Ch. 4 on Dec. 25.

Mr. Hawkins worked as a boy at KXLY and be-

came friendly with Ed Craney, president of XL stations. Then he flew planes for P an American, f er r yed them across the Atlantic, served in the Army, rejoined Pan American, then entered broadcasting at WWJ-TV.

New CBS-TV Affiliate

WLVA-TV Lynchburg, Va., will join CBS-TV as a primary supple-

mentary interconnected affiliate about Feb. 1. Herbert V. Akerberg, network station relations to begin, announced last week.

The station, assigned Ch. 13, is being constructed by Lynchburg Broad-
casting Corp., licensee of WLVA. Philip Allen is general manager.

[WGAL-TV's] obligations under such order, not only fail to present a proper case for the equitable relief requested but are suggestive of a total disregard of the hardship which would result to WGAL-TV and the public as well in the circu-

stances of this case."

Similar opposition to WLAN's injunction plea was filed with the court by FCC and the U. S. Attorney General.

WGAL-TV's reply was filed by George O. Sutton, William Thomp-

son and Duke M. Patrick, Washing-

ton radio-television counsel.

COLUMBUS College, Chicago school specializing in radio-television training, is expanding activities to include the West Coast with the establishment of a branch at 2823 W. Seventh St., Los Angeles.
LANCASTER, Pa., Friday, filed second suit in U. S. Court of Appeals in Washington against FCC’s conditional grant for WGAL-TV Lancaster to move to Ch. 4 to 8 (see story on page 101). New appeal is based on Sec. 402(b) of Communications Act, which gives applicant right to appeal from Commission action which was not publicly proposed before action. This is one of changes incorporated in Communications Act by Me- P

DuMONT ADDS SIX
DuMONT Television Network will gain six new affiliates by spring of 1958, Eilmore B. Lyford, DuMont’s director of station relations, announced Friday. Stations are: WNWQ-TV York, Pa., owned and operated by Hellman Coal Co., Ch. 21, to go on air in April; WNKQ-TV Columbia, S. C., Palmetto Radio Corp., Ch. 67, May 1; WTVJ (TV) Jackson, Miss., Clarion-Ledger and Jackson Daily News, Ch. 25, January; WFFG-TV Atlantic City, Neptune Broadcasting Corp., Ch. 46, approx. Dec. 20; KOLN-TV Lincoln, Neb., Cornhusker Radio & Television Corp., Ch. 12, sometime in spring, and WTVF (TV) Elmlra, N. Y., Elmira Star-Gazette, Ch. 24, March.

SEEK TO AVERT STRIKE
MANAGEMENT of six Chicago stations huddled late Friday in effort to avert proposed AFTRA strike this week which would tie up talent on both coasts also. AFTRA, after more than 60 hours of negotiation last week, called for strike, first in its history through late Thursday night. National board authorized support if issues at stake in Chicago and Los Angeles were not settled “shortly”. All AFTRA contracts begin and terminate on same dates, which is why all local issues are involved. Last week Chicago has five basic issues to be resolved, Los Angeles two. Stations involved are WGN-AM (MBS) WMAG-WMBQ (NBC) WEHR AM-TV (ABC) WBBM (CBS) WBBR (CBS) and WLS.

APPLICATIONS PASSED
FCC Friday released following list of additional mutually exclusive TV applications which have been passed in its “speed-up” process [B & T, Nov. 24, 10]:

- **BUSINESS BRIEFS**

- **BIG 10 PROPOSAL**

- **AFTRA NEGOTIATIONS**

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**WASHINGTON**

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3. Retail Trade mailings.
4. Jobber, broker, wholesale trade mailings.
5. Newspaper advertisements.
7. On-the-air promotions.
8. Cab covers.
9. Window displays, grocery, drug outlets.
10. Sales meetings for dealer, jobber, distributor salesmen.
14. All-inclusive promotion campaigns.
15. Tie-in with national promotions.
16. Client follow-up reports.
17. Client television market research department.
19. Promotion consultation service.
20. Client Rating service.

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**WLW-D**

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**WLW-C**

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