Like meatballs go with spaghetti

That's how profitable advertising goes with W-I-T-H in Baltimore! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.
Go where there's GROWTH... GO WHAS!

Both INDUSTRY and GOVERNMENT are spending MORE in Kentucky!

New plant investments in 1951:
OVER $1,330,000,000...

An increase in per-capita spending by the STATE:
13.7% ABOVE NATIONAL AVERAGE...

Louisville's phenomenal industrial growth is being reflected throughout Kentucky. Since 1951, investments of more than $1,330,000,000 for expansions and new plants have been announced... of which approximately one billion dollars is being spent outside the Metropolitan Louisville area.

In step with the tremendous industrial growth of Kentucky is the State's improvement spending. Kentucky's increased rate of spending tops the U.S. average by a healthy margin. From 1949 to 1951 Kentucky's per-capita expenditures for all purposes increased 13.7% more than the national increase for the same period.

GO WHAS!

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

As in Farm, Sports and News programs, WHAS-produced folk music shows have greater listenership than programs presented at the same time by all other Kentucky stations combined.

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Christal Co., New York, Chicago
This is a RATE CARD...

Remember?

WWJ

The Detroit News
The World's First Radio Station
NBC Network

Associate Station WWJ-TV
Owned and Operated by The Evening News Association

WWJ-FM 97.1 MC 10.5 KW
Metropolitan Full Time
Established May 9, 1941

General Manager—Edwin K. Wheeler
Station Manager—Don DeGroot
National Sales Manager—Wendell Parmelee
Sales Manager—James G. Eberle
NATIONAL REPRESENTATIVE—GEORGE P. HOLLINGBERY COMPANY

At WWJ, The World's First Radio Station, we believe in setting rates and sticking to them.

Down through the years our rates have been set—and adjusted as factors warranted—to reflect honest appraisals of WWJ's accepted value in America's great fifth market.

If new trends and influences disturb this market or WWJ's value, a new rate card will be published and enforced.

For 32 years, WWJ management has been interested in strengthening radio through sound business practices. Along with other forthright builders of broadcasting, we have always dealt on top of the table.

We intend to keep on dealing that way.

nobody buys
WWJ for less,
...nobody
pays more.
Delawareans do know their State Police, thanks to an exciting weekly program, seen on WDEL-TV at 10:30 p.m. Monday nights. Purpose of the program is to supply the citizens of Delaware with first-hand information about the work of the State Police, and to demonstrate the efficient way in which that work is performed.

On a recent Monday night, WDEL-TV's Jim Adshead submitted to a lie-detector test, administered by Lt. C. C. Seitz, of the Delaware State Police, while Col. Harry L. Shew and Maj. Carl Schnetter watched with interest. Another recent telecast featured Lt. William H. Horney, in an exhibit of firearms; and Trooper First Class Linden F. Ballance, in a realistic firearms demonstration.

"Your State Police" is one of a number of stimulating public-service programs presented by WDEL-TV as a contribution to better community understanding.

WDEL-TV
Wilmington, Delaware
A STEINMAN STATION

Represented by
ROBERT MEEKER Associates  Chicago  •  San Francisco  •  New York  •  Los Angeles
WOR-TV GOES ALL-NIGHT; SUTHERLAND TO TELERADIO

IN SECOND departure from "standard" programming concept under new ownership by General Tire & Rubber Co., WOR-TV New York announced Thursday it will inaugurate all-night live programming on six-nights-a-week basis, effective July 19.

Variety program, built around name disc jockey yet to be selected, will start at 11:30 p.m. Monday through Saturday, running till 6 a.m. Monday through Friday and till 6 a.m. Saturdays.

Meanwhile, General Teleradio Inc. — which consists of all of General Tire's radio-TV properties, including WOR and WOR-TV, Yankee and Don Lee networks, and majority of Mutual stock — officially announced Thursday it had retained John Sutherland, head of John Sutherland Productions, as consultant on TV films [B&T, June 30].

Details of his assignment were not disclosed, but it has been assumed he will figure prominently in new television program and sales organization being developed by General Teleradio under name of General Telecasting System. Other clients of Mr. Sutherland, veteran producer and writer, include General Electric Co., National Carbon Co., and AT&T.

CONVENTION SCHEDULE

SCHEDULES of network radio and TV pickups from Republican convention floor this week were firming up Thursday, with all networks reporting they will carry daily broadcasts and telecasts starting at 12:30 p.m. and extending at least to 9 p.m., and starting again at 9:30 p.m. and running to 11 p.m. or later. To protect against delays in convening of sessions, networks are planning special shows to "fill in" as necessary, in addition to other special political programs spotted throughout the day and evening. Convention opens today (Monday) in Chicago.

RCA TV TRANSMITTERS

TWO NEW UHF transmitters added to RCA Victor Division's television equipment line. They have full frequency range and output ratings of 5 kw and 60 kw, giving RCA a full range up to 1000 kw, according to T. A. Smith, assistant manager. The new models employ Klystron power amplifier tubes and are housed in vertical panel cabinets with roll-back doors. Styling matches related RCA equipment. RCA also announced new 50 kw high-gain high-power UHF antenna capable of boosting 50 kw input to provide 1000 kw ERP.

WPAT RATES UP

ADVERTISING rates of WPAT Paterson, N. J., increased approximately 15% on average throughout broadcast day in rate card effective July 7. No increase made in rates for spot announcement.

D. J. Wright, executive vice president, said increases are due to rapid audience growth. He said station business was up 36% for first five months of 1962.

BUSINESS BRIEFLY

JOINT TV SHOW • Hamilton Watch Co. and International Silver Co. to sponsor TV program, "Jewelers' Showcase," beginning about Oct. 1 on selected key market stations, coast-to-coast. Firms will alternate as sponsor of 39-week series, which will comprise drama, mystery and comedy films. Spot placement permits best possible evening time, sponsors believe. Agencies, BBDO for Hamilton and Young & Rubicam for International.

CHEMICAL SPOTS • American Cyanamid Co., N. Y. (tobacco plant spray) planning extensive spot radio campaign starting in October in tobacco areas (Ky., N. C.). Agency, Hayard Agency, N. Y.

FLUFFO RADIO • Procter & Gamble Co., Cincinnati (Fluffo) considering spot radio series starting mid-July in Southwest and Southeast. Agency, Compton Adv., N. Y.

COLGATE TEST • Colgate-Palmolive-Peet Co., Jersey City, will use spot radio test for new product. Agency, Sherman & Marquette, N. Y.

ETHYL ON NBC-TV • Ethyl Corp., N. Y., sponsoring "Ask Me Another," Louis C. Cowan Inc. package, on NBC-TV, Thurs., 10:30-11 p.m., as of July 3. Agency, BBDO, N. Y.


EMERSON NAMING AGENCY • Emerson Drug Co. (Bromo Seltzer), names Leenen & Mitchell, N. Y., to handle its advertising effective as soon as arrangements can be made. BBDO had serviced account, which is estimated at $2 million, including radio and TV.

TWO-TV HOMES

SURVEY measuring extent of multiple-TV-set ownership in metropolitan New York, conducted by Pulse Inc. in 1,000 TV homes in 12-county area, indicated 185,700 families in New York area own more than one set, accounting for 4.4% of total video group, Pulse Director Sydney Roslov reported Thursday. In addition, it was said, 334,770 families (9.4% of all those with TV) have bought second set but no longer possess original model.

DEFINE 'BROADCASTING'

REDEFINITION of the meaning of "broadcasting" to bar subscription radio or TV was promised in next session by Rep. Carl Hinshaw (R-Calif.) during discussion of conference report by House last Wednesday. Referring to Phonovision and other types of subscription TV, as well as Muzak radio "pig-squeal" operation proposed before war, Mr. Hinshaw said his bill would class such services as common carrier or "contract service of some sort."

for more AT DEADLINE turn page
In this Issue—

CBS Radio affiliates at mass meeting in New York demand return to nighttime radio network rates preceding 10% cut of a year ago, an increase in day-time rates, an end to under-the-table selling and restoration of "respectability" in network business. Uphold of the meeting is at least a staving-off of rate reductions proposed by CBS. Page 28.

MORE than $167 million worth (construction cost alone) of TV station applications are on file with FCC, as Commission begins processing requests in priority cities. B-T analysis shows average station will spend $573,595 on construction, $285,680 for first year's operations, and expects to take in $316,200 revenue in first year. Page 81. For complete index to all new applications filed last week, see page 84.

CONGRESS passes McFarland Bill, first major overhauling of the Communications Act of 1934, after Senate- House conference iron out differences. One major casualty in conference was House's 85-hour week provision; to give broadcasters immunity from libel in political speeches. Page 37.

THE Republican National Convention will be on the air today with full-scale radio and television coverage. It's an extreme contrast to the suppression of both media last week at the sessions of the GOP National Committee when pro-Taft committee members voted in a bloc to let reporters in but keep radio and television out. Page 35.

FCC delays effective date of its controversial rebroadcast rule to Aug. 30, and there's a chance that oral argument or hearing will be held. If the FCC opens up a discussion, it's in for some hot testimony. Opponents of the rule call it legalized larceny and intend to fight it to the finish. Page 89.

STEEL strike, if prolonged, may put a crimp in construction of new television stations. Page 80.

Information Please, in its new television form, is in Review. Page 28.

It's been a week since the government relaxed its ban on color television production, but nothing has happened since. Nobody has applied for authority to turn out color equipment for mass use. Page 61.

Upcoming

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: BAB Sales Clinic, Detroit
July 16: BAB Sales Clinic, Cleveland.
(Other Upcomings, page 16)

Closed Circuit

(Continued from page 5)
determination of many non-hearing cases. Heretofore, there have been only two staffers on AM lines, now there are 8 to 10. Question is whether pace can be maintained in view of crush of TV work.

SHORTLY to be announced will be sale of KERO Bakersfield, Calif., by Paul R. Bartlett to three young executives of station plus local citizens, for approximately $110,000. Controlling stockholders are Albert E. De Young, 32-year-old general manager who acquires 51%; Ed Urm, 26, commercial manager, 10%, and Ken Croes, 21, program director, 5%. Station operates on 1120 kc with 250 w and is NBC. Mr. Bartlett will concentrate on direction of his 50 kw KFRE Fresno. Both stations have filed for TV.

IN WORKS at NBC is appointment of Bob Leder, radio sales manager, NBC National Spot Sales Dept., as station manager of WNBC New York, with Dick Pack stepping up from program manager post. Mr. Pack will then enter administrative position at WNBT (TV) New York, both serving under Ted Cott, who continues as vice president in charge of both stations. Appointments not yet firm because, involving creation of new posts, they must be approved by NBC board.

SUBJECT of upcoming United States News & World Report interview feature will be William S. Paley, CBS board chairman, who has just completed 18 month high-level gov- ernment duty as chairman of President's Ma- terials Policy Board, to give broadcasters immunity from libel in political speeches. Page 37.

WHEN WALTER T. SHIRLEY, commis- sioner of commerce of New York City and also NYC motion picture and television co- ordinator, speaks Wednesday at fourth anni- versary luncheon meeting of national television film council at New York's Warwick Hotel, he is expected to report on discussions he has had with TV film committee headed by James Sauter, president of USO Camp Shows, pursuant to establishing New York studio, pre- sumably city-owned, to be used jointly by various TV film companies.

SPELLED OUT during Senate Appropriations Committee hearings on Voice of America fiscal '53 budget request by Dr. Wil- son Compton, International Information Administr-ator, to transfer much of Voice pro- gramming to strategic areas overseas, with greater stress on use of local facilities. This may prove substitute for construction of new foreign relay stations, but it's at basis of Dr. Compton's plea for strengthening of IIA's overseas field staff, as alternative to expensive facility expansion.

NEW CODE SUBSCRIBER

KMTV (TV) Omaha last week subscribed to the NARTB Television Code, becoming the 91st station subscriber.

FOOTBALL SERIES

RCA Recorded Program Services announced Friday availability of Touchdown Tips With Sam Hayes for 1952 football season starting Sept. 12. Twenty-five radio stations have requested options for series.

for more at DEADLINE see page 96

BROADCASTING• Telecasting
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

**AMERICAN RADIO SALUTES SEARS ROEBUCK AND CO. SERVING THE PEOPLE OF SPOKANE AND THE INLAND EMPIRE OVER KXLY**

EACH STAR DENOTES FIVE YEARS OF CONTINUOUS RADIO SPONSORSHIP IN THE PUBLIC INTEREST

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**RESULTFUL ADVERTISING on the XL Stations Pays Big Dividends Continuously.**

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<th>KXL</th>
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<td>Great Falls</td>
<td>BOZEMAN</td>
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The Walker Company

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6581 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
350 North Michigan
The Walker Company
Darling, when you throw a party you know just where to look to rent a canopy (under "Tents," of course). Mr. Billingsley's electric eye at the Stork opens automatically when your entourage turns into 53rd street. Pancho at the Pierre gives you his old guitar strings. You wouldn't be caught dead without tickets to the next Hammerstein opening. But when your spouse talks about markets and you're in there quick telling him to advertise only in the big cities, that's the time for you to samba back to Tiffany's.

Because, doll, big city markets exclude Iowa and that's unhealthy for your husband's business, whether he makes money bags or publishes text books. The nation's best customers grow on Iowa farms. In 72 of Iowa's 99 counties, farm families spend at least 50% more money than the national average. That's the heaviest concentration of high-spending farm counties in the U. S. And, in the hook department, Iowa's literacy rating of 99.2% ranks first in the nation.

But agricultural Iowa is only half the story. Industrial Iowa accounts for almost half of the state's $4-billion-plus annual income of individuals.

Why tell you these things? Shucks, honey, unless you happen to be from Eastern Iowa you might not know what a fat job WMT does hereabouts. And, bless your cute little heart, somebody has to pay your bills. We're just trying to help you make it easy for Papa.
This is Milwaukee... where WTMJ dominates

and here's why:

More people listen to WTMJ throughout the day and night than any other radio station.

Listener loyalty is traceable to 30 years of intense local programming, extensive news reporting, NBC shows and outstanding service to the community.

Advertisers' loyalty is proved by renewal orders from America's leading food, drug, automotive, appliance, beverage, farm and other accounts.

Phone or write your Henry I. Christal representative. He is armed with facts and figures to show you how and why WTMJ dominates in Milwaukee and Wisconsin.

WTMJ
THE MILWAUKEE JOURNAL RADIO STATION
5,000 WATTS  620 KC  NBC

Covers almost 3/4 of all Wisconsin radio homes

Represented by
THE HENRY I. CHRISTAL CO.
New York  Chicago
the beginning of an era...

on its 30th anniversary of broadcasting,

WCAU

dedicated the world's most complete radio and television stations
On its 30th anniversary of broadcasting, WCAU opened the doors of its great new radio and television center with the finest facilities in the world. Here is the ultimate in electronic achievement, which will result in great advancements in the programming of news, entertainment, education, and service to the community.

There's everything at hand to increase our ability to produce the best local programs in Philadelphia and to further our reputation for creating shows for the CBS network.

We could not dedicate such a building without considering the responsibility it presents. Ours is a powerful voice . . . and ours is the precious American heritage of free speech. Both must be carefully safeguarded. Therefore, this great building is dedicated to the people in this area that we serve, with the pledge that WCAU and WCAU-TV will always be "Speaking for Freedom."
From where I sit
by Joe Marsh

"Good Neighbor Policy"

Remember one time when I wrote a column about the old loose-stone wall that separated Easy Roberts’ property from Handy Peterson’s?

That was at the time they decided they really didn’t need the wall between them in the first place—so they simply stopped repairing it.

Now I hear where a fellow, who bought the old Johnson place, wants to buy all those stones. It seems he figures a stone wall is just exactly what’s needed on his property.

From where I sit, if that fellow wants to build himself a stone wall, that’s his business. But if it’s not really serving any useful purpose he may sooner or later discover—just like Handy and Easy did—that he’d be just as well off without one. Even some old-fashioned walls of prejudice are disappearing—like those that would deny a person’s right to a friendly glass of beer now and then. Most Americans are learning that "walls" can get in the way of the persons inside as well as the persons outside.

Joe Marsh

Copyright, 1952, United States Brewers Foundation

Middle Initials

EDITOR:
I am convinced your book has 100% readership in the industry, and I found out the hard way. Friends from all over the United States have called and written, asking about my connection with the Liberty Reorganization Committee. How can we make it plain that I am William E. Ware, while the chairman of Liberty’s Reorganization Committee is William A. Ware, a newcomer to radio. I have enough troubles as it is without taking credit for all the Liberty Broadcasting System’s worries.

William E. (Bill) Ware
President
KSTL St. Louis

[EDITOR'S NOTE: Though B-T correctly named the chairman of the reorganization committee as William A. Ware in a June 16 story, it is glad to emphasize that he is not the veteran broadcaster William E. Ware, who operates an independent station.]

Lord’s Word

EDITOR:
I notice from your article on the House of Commons authorization for introduction of commercial television into Great Britain, B.T., June 16] which I thought was an excellent summary of the affair as far as it had gone, that you have gotten hold of some of out date figures for the present number of TV licenses in Great Britain.

You gave 500,000. The latest figure is 1,697,000.

T. O. Beauchcroft
Chief Publicity Officer,
Overseas
British Broadcasting Corp.
London

[EDITOR'S NOTE: The 500,000 TV set figure was taken from the official report of the debate over commercial television in the House of Lords May 26 which quotes Lord Silkin: "It is an important debate because there are no fewer than 12 million radio licenses and something like 500,000 subscribers to television."]

Pill To Swallow

EDITOR:
... We operate two local independent stations. They are independent because there are only three or four cities that the major [radio] networks consider of importance in Missouri. There are about 22 communities in Missouri being served by the unaffiliated stations... Insofar as I know there isn’t a one of these local unaffiliated stations that is for sale, which would lead one to believe they are serving a purpose and will survive, and the trend seems to be toward more such stations ...

How can a network hope to grow or to maintain its rates if it does not expand its programming to the stations that have an ever increasing number of the listeners it once enjoyed ... ?

My diagnosis of the illness is that the networks are hardening in their shells, and the prescription that would most likely bring about a cure and well-being calls for a concentrated effort that there be not a single community in these United States that is being served solely by an unaffiliated station. That will put new coverage and listeners in the old coverage maps, something the timebuyer can’t overlook. Spot is the only answer the timebuyer has today, if he is to use radio to reach the many people in the many communities served by only one local unaffiliated stations ...

L. C. McKenney
Manager
KDMO Carthage, Mo.

Circulation Note

EDITOR:
... The setting [of picture below] is the Munich studio building of Radio Free Europe from where the Czech, Slovak, Hungarian and Polish broadcasts of Radio Free Europe originate. [The] picture shows a Czech actress reading your fine publication. No plant, this. Honest!

Alton Kastner
Radio-Television Director
Crusade for Freedom
New York

No Bargain

EDITOR:
Your good book carries the implication in a story this week [June 30] that we are going to build a TV station for $88,000. As we have heard from several of your (Continued on page 16)
Furnace "J", the seventh blast furnace at Lackawanna Plant, is over 105 feet high. Its construction took 6,500 tons of steel plates, shapes and castings. A turbo-blower supplies the 100,000 cubic feet of air per minute needed for the blast.

Furnace "J" was lighted-off by Jule Wunsch, secretary to Plant General Manager Edmund F. Martin.

Furnace "J" is Lighted-Off

The towering blast furnaces that process iron ore into pig iron symbolize the giant scale of steelmaking equipment and operations. Lighting-off a new blast furnace can be as impressive an event as launching a ship. But instead of the traditional bottle of champagne, the sponsor uses a blazing torch to start the big unit off on its career.

The torch sets fire to kindling wood at the bottom of the furnace. The burning wood ignites the coke that fills the lower part of the vast interior. The intense heat of the burning coke begins to melt the layers of iron ore and limestone that are piled above the coke, filling the remainder of the furnace. In about 24 hours the first iron is ready to be tapped.

Early this spring a new blast furnace, part of Bethlehem Steel's expansion program, was started up at our Lackawanna Plant, near Buffalo. The new furnace is known to men at the plant as Furnace "J". Its 29-foot-diameter interior makes it one of the largest in the world.

Bethlehem engineers expect this furnace to produce 600,000 tons of pig iron a year, perhaps more. The molten iron it produces is hauled away in "hot-metal" cars to open-hearth furnaces where it is refined into steel.

Furnace "J" was lighted-off by Jule Wunsch, secretary to Plant General Manager Edmund F. Martin.

Twenty-four hours after lighting-off, the first pig iron was tapped from the new furnace. The golden stream of molten iron flows through a channel in the floor (foreground) and pours into large tank-like cars below, called "hot-metal" cars, that haul it to the steelmaking furnaces.
ANYBODY FOR CHARADES?

Sam, here, is a fun-loving sport, but he’s not a very smart bird. It’s often while he’s hiding by sticking his head in the sand that the plumage on his derrier is plucked for somebody’s hat.

Some advertisers, who have failed to recognize consumer resistance as no more than a healthy return to “Buyer’s Market” conditions have yanked in their schedules... only to find their times occupied immediately by competitors, or others.

It’s a time to woo the wily consumer with increased schedules... persuasive copy and strong media... such as the best cost-per-thousand buy in Oklahoma City... KOMA... the only 50kw CBS outlet in Oklahoma, soon to serve you from a brand new quarter-million dollar studio facility.

ANDERSON F. HEWITT elected chairman of the board and chief executive officer of Hewitt, Ogilvy, Benson & Mather Inc., N. Y. DAVID OGILVY, senior vice president, elected to Mr. Hewitt’s post of president.

FREDERICK P. HARVEY, advertising staff, Sylvania Electric Products Inc., to Fuller & Smith & Ross, N. Y., as account executive assigned to Westinghouse Electronic Tube Div.

JOHN HALLIDAY, Fletcher D. Richards Inc., N. Y., to Hicks & Giest Inc., that city, in media department.

CARROLL B. SUGAR, manager of radio-TV department, Burns W. Lee Assoc., L. A. (public relations firm), to BBDO, that city, as account executive.

MORROW, WOLF & Assoc., Longview, Tex., changes name to PETER T. WOLF & Assoc., same city.

JERE BAYARD, vice-president of McNeill & McCleery, Hollywood, has opened JERE BAYARD Adv. with headquarters at 6363 Wilshire Blvd., L. A. Telephone is Webster 8-6299.

WESLEY GILMAN, newly-elected president of Lewis & Gilman Inc., Philadelphia, sums up his business philosophy in these words: “Faith, hope, charity—and enthusiasm!” The greatest of these, in his opinion, is enthusiasm, an attribute he possesses in abundance.

This spirited approach to his work is in large measure responsible for the steady growth of Lewis & Gilman as an advertising and public relations firm. Since its establishment in 1942 the agency has acquired a distinguished list of clients and its billings now approach five million dollars annually.

Mr. Gilman, a prominent figure in advertising row for more than a quarter of a century, is the number one salesman for his firm, which he served as executive vice president from the time of its formation until his election to the presidency. He firmly believes that a good salesman can choose his own product or service, and his own experience offers testimony to support the conviction.

One of his favorite recollections is the incident which led to his entry in the advertising business in 1918. A shoe salesman at the time, he was preparing to leave his job to take a more favorable one with another company in New Brunswick when he missed train connections in Philadelphia.

While waiting for the next train he telephoned a friend at N. W. Ayer & Son and in the course of their conversation mentioned that he was changing jobs. His friend insisted that the young salesman visit him at his office before leaving town, and as a result of that visit he became an account executive with Ayer. In 1929 he became a vice president of that agency. He held this post until 1942, when he joined Mr. Lewis, who had also been an Ayer vice president, in forming the Lewis & Gilman organization.

In establishing his business, which this year celebrates its 10th anniversary, Mr. Lewis and Mr. Gilman adopted principles which were not common to the agency field at that time. One of these was to recognize the significance of public relations as advertising’s inseparable partner in service provided a client. A well-equipped public relations department was organized, and through the years, has been a constantly (Continued on page 41)
Aquila Court

WILLIAM HURST, radio salesmen

"The JOSEPH JACOBS, F. D'U.S. DEVELOPMENT American Enterprise. Distributed DuPont, The book by Peter Baechlin and Maurice Mul-


THIS is one of a series of studies published by the United Nations Educational, Scientific and Cultural Organization (UNESCO), dealing with the principal media of mass communication.

The book seeks to present an objective, world-wide survey of news films as they are today, and of the problems they raise—from the pro-
duction of the actual newreels, to their projection on the screen.

It touches on world television, saying that its seems probable that in the fairly immediate future, tele-
cast programs will be universally available.

See Free & Peters...

WMBD's share of audience, which averages 50%, insures the maximum number of listening impressions per dollar in the Peoria area. If it's listeners you're looking for—WMBD is at the head of the class.

"C. E. Hooper
Dec., '51 through Apr., '52

Obviously OUTSTANDING...

REPORT CARDS ARE OUT...

WMBD GRADUATES WITH HONOR

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<td>HOOPER</td>
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<td>Morning</td>
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book reviews....


DEVELOPMENT of the U.S. through the 19th Century and midway into the 20th is traced in this richly produced volume, prepared in connection with DuPont's 150th anniversary July 18. Emphasis, of course, is given to the company's role in the nation's economic, social, industrial and military progress. Distribution is primarily to employees and stockholders.

Described as "a book without an author," it is extensively illustrated with old prints as well as color photographs. Material covering the 1920s includes entrance of radio in the American scene, with use of pyralin in radio dials and panels emphasized. A photo of an early radio scene is captioned, "Radio brought women closer to world events, brought advertisers closer to women, especially when 'soap operas' became the rage." DuPont has long sponsored Cavalcades of America on NBC.


"THE PIECES... amount to a string of quick snapshots taken of the American situation from various angles—political, moral, psychological, and otherwise—over the last couple of frantic years, in which commentators had to pretend they were not so confused as Senators..." Thus, in the author's own words, Eric Sevareid, CBS Radio Washington commentator and author, points out his latest "footnotes to the history of our times." Book, to be published July 21, is made up of radio broadcasts on great issues of the day which are subdivided into "The State of the Union"; "Cross Country"; "The State of the World"; "War"; "Politics and Politicians"; "Loyalty and Civil Rights"; "The Man" and "The Fundus.

NEWSEELS ACROSS THE WORLD. By Peter Baechlin and Maurice Mul-

THIS is one of a series of studies published by the United Nations Educational, Scientific and Cultural Organization (UNESCO), dealing with the principal media of mass communication.

The book seeks to present an objective, world-wide survey of news films as they are today, and of the problems they raise—from the pro-
duction of the actual newreels, to their projection on the screen.

It touches on world television, saying that its seems probable that in the fairly immediate future, tele-
cast programs will be universally available.

Yesterday's newspapers are today's newreels, to the newsreel editor. They are the raw material of the radio news program.
Open Mike
(Continued from page 12)

readers inquiring how this is done, I feel that the matter should be cleared up...

The $88,000 is estimated cost of a few small items of equipment, installation expenses, etc. We already have on hand two studio camera chains, two film chains, tower, building, and almost all of the other items. Our total investment will be about the same as the average for other applicants proposing to use a 5 kw transmitter and complete studio facilities, and is unfortunately several times the $88,000 figure you have implied we propose to spend.

Sorry, but we simply do not have the answer to a cheap way to get into TV.

J. B. Fuqua
President
WJBF Augusta, Ga.

[EDITOR'S NOTE: Though the story pointed out that the $88,000 did not include several "major items of equipment" which were already on hand we are glad to publish Mr. Fuqua's amplification.]

Quick Thaw
EDITOR:
Re your "New Business" [B*T, June 23]:

Let us be the first to admit that "Howdy Doody" is a fine program, but someone ought to let International Shoe know that there just ain't 126 [TV] stations to play on.

James M. Orchard
TV Sales & Service
Paramount Television Productions Inc.
New York

[EDITOR'S NOTE: The International Shoe is on another foot; namely, an air printing firm.]


---

LOCAL NEWS

TWO NEWS EDITORS WORK FULL TIME TO KEEP CENTRAL FLORIDA INFORMED

NEWS EDITORS
FORREST CLARK
and
JACK FREEMAN

Process & Write this Audience Building News -- Staff Announcers Report "SEVEN" Times daily.

LOCAL NEWS

5000 WATTS • 950 KC • MBS NETWORK
ORLANDO, FLORIDA

UPCOMING

July 7: Republican National Convention, International Amphitheatre, Chicago.
July 14: WJBF Sales Clinic, Detroit.
July 15: WBFS Sales Clinic, Cleveland.
July 18: WJBF Sales Clinic, Indianapolis.
July 21: WJBF Sales Clinic, Chicago.
July 23: WJBF Sales Clinic, Milwaukee.
July 25: WJBF Sales Clinic, Minneapolis.
July 25: WJBF Sales Clinic, Denver.
July 28: WJBF Sales Clinic, Salt Lake City.
Aug. 2-4: RTM-Colorado Broadcasters Assn. program seminar, Denver U., Denver.
Aug. 11: WJBF Sales Clinic, Dallas.
Aug. 18: WJBF Sales Clinic, San Antonio.
Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.
Aug. 20: WJBF Sales Clinic, Houston.
Aug. 24-25: Arkansas Broadcasters Assn. meeting and sales clinic, Marion Hotel, Little Rock.
Aug. 25: WJBF Sales Clinic, Miami.
Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.
Aug. 27: WJBF Sales Clinic, Winston-Salem.
Aug. 28-29: NARTB District 17, Multinomah Hotel, Portland, Ore.
Sept. 4-5: NARTB District 13, Hotel Mark Hopkins, San Francisco.
Sept. 5: WJBF Sales Clinic, Cincinnati.
Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.
Sept. 10: WJBF Sales Clinic, Louisville.
Sept. 11-13: NARTB District 14, Cosmopolitan Hotel, Denver.
Sept. 13: WJBF Sales Clinic, Nashville.
Sept. 15: WJBF Sales Clinic, Little Rock.
Sept. 15-16: NARTB District 12, Lassen Hotel, Wichita.
Sept. 17: WJBF Sales Clinic, Birmingham.
Sept. 19: WJBF Sales Clinic, Atlanta.
Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.
Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.
Sept. 25-26: NARTB District 9, Hotel Plankinton, Milwaukee.
Oct. 3-4: NARTB District 6, Hotel Carolina, Pinehurst, N. C.
Oct. 6-7: NARTB District 5, Hotel Biltmore, Atlanta.
Oct. 9-10: NARTB District 5, Hotel Peabody, Memphis.
Oct. 16-17: NARTB District 2, Westchester Country Club, Rye, N. Y.
Oct. 20-21: NARTB District 1, Hotel Statler, Boston.
Oct. 27-29: IRE-RTMA Annual Meeting, Hotel Syracuse, Syracuse, N. Y.
Nov. 2: National Radio & Television Week.
There's No Substitute

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for

KMAC

in

SAN ANTONIO

YOU CANNOT ADEQUATELY COVER THE NATION'S 25TH MARKET WITHOUT....

KMAC

MUTUAL ON 630
SAN ANTONIO

HOWARD W. DAVIS, Owner

Represents nationally by the GEORGE P. HOLLINGBERY Co.
**feature of the week**

**WHAT** does a station do when the base insulator of its tower fails? That happened to WHO Des Moines last fall, with the result that it was confronted with the task of boosting 200 tons—straight up in the air.

Last October, after completion of a 780-ft. modified Franklin antenna supporting a 12-bay supergain FM antenna, a vertical crack was noticed in the base insulator, weighing one ton and supporting 137 1/2 tons of steel in the tower and antenna.

"We shuddered to think of it standing throughout the winter," recalls Paul A. Loyet, vice president and resident manager of Central Broadcasting Co. (WHO), so a new insulator was ordered immediately. International Derrick 
& Equipment Co. designed a raising network of steel.

Last May the ground screen was rolled back eight feet and the supporting concrete platform was removed and then replaced with a steel "I" beam erected on the concrete base abutment seven feet below ground level. Purpose was to support three pylons with a solid steel rib. Others were welded to the bottom of the vertical portion of the tower legs, and three 11-inch diameter, one-inch thick steel pipes were fastened. Additionally, three 100-ton jacks were inserted between the pipe junction and steel pylons.

Thus, the tower was raised, the old insulator eased out and the new one inserted. After the preparatory work, only four hours were needed to raise the tower, which with guy tension and dead weight put about 200 tons on the jacks. The "slipping" was done with come-a-long pulling the upper flange of the insulator along the iron track welded to the pylons.

With tower operated as a Franklin antenna at WHO frequency and driven from the 800-ft. level, lower section phasing equipment was grounded out at the base. Work of removing and reinstalling the insulator was done in the daytime with the full 50 kw into the antenna.

It's out with the old insulator and in with the new at the tower-raising of WHO Des Moines—an operation which required boosting some 800 tons skyward and four hours of actual work.

---

**ONLY Radio Can Reach All of These People and Only Good Radio (WISN) Can Sell Them All. See Your Katz Man for Results!**

**strictly business**

**THE STORY** of Saul Turell, 31-year-old president of Sterling Films Inc., New York and Los Angeles, might aptly be titled: "From Scratch on a Shoestring."

Six years ago Mr. Turell and a friend, Robert Rhouds, 88, started Sterling without an office and "mighty little capital" and just a smattering of knowledge of the film distribution industry. This year, Mr. Turell said, Sterling expects to gross more than $800,000 in business.

The importance of salesmanship in business was impressed upon Saul Turell at an early age by his 91-year-old grandfather, who is still a salesman in New York, and his late father, Bernard Turell, a textile salesman. In fact, Mr. Turell credits his father with a series of psychological "hotfoots" that (Continued on page 87)

Mr. Turell...he did it on a shoestring.

---

**IF YOU'RE INTERESTED IN SALES...**

All Summer Long
WISN's Listeners
Increase Because
WISN's Coverage
Area is in the Heart of
the Nation's
Vacationland.

---

**YOU'LL LIKE DOING BUSINESS WITH WISN.**

---

**IN MILWAUKEE THEY LI'SN TO**

WISN
5000 WATTS
Represented by KATZ Agency

---

**BROADCASTING • Telecating**
the magnolias are marvelous but

...the market is magnificent!

If you've slipped into thinking of the south in terms of magnolia and honeysuckle—take another look at the Carolinas-south. You'll see magnolias but you'll also see industry producing 1/2 of the nation's textiles, 1/3 of its hosiery and 1/7 of its household furniture. And take a long look at Charlotte, Capital of the Carolinas, where a 75-mile radius embraces more people than the same radius of Richmond, Birmingham, Atlanta or New Orleans. Don't be magnolia myopic—get the full Carolinas market story from WBT or CBS Radio Spot Sales.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
so WPAM, Pottsville, Penna., selected by Allied Stores for its new department stores studies

You read it in Broadcasting’s lead story recently ... another affirmation of the power of radio to sell—especially WPAM radio.

We took this ad to show you timebuyers that WPAM radio reaches 293,470 people—to prove that the 53,200 radio homes should be included in that schedule you’re working on right now.

For five consecutive years, WPAM has held the number one spot in Crossley, BMB and Conlan surveys conducted in the Southern Anthracite Trading Area of Pennsylvania. Number one in total of listeners in every segment of the broadcast day. That’s why ... 90% of the national advertising in Pennsylvania’s industrially rich Southern Anthracite region is on WPAM.

CONTACT:
Everett-McKinney, Inc.
New York • Chicago • Los Angeles

new business

Spot • • •

FELLS & Co., Phila. (Pelos), looking for radio spot availabilities with promotion and tie-ins, in markets that will be tested first. Agency, McKeen & Albright, N. Y.

LEWIS FOOD Co., L. A. (Dr. Ross dog food), started Clyde Beatty Show on 45 Don Lee radio stations, Sun., 1:30-2 p.m., PDT, for 53 weeks from June 29. Agency: Rockett-Lauritzen, that city.

LIFE SAVERS Corp., ROYAL TYPEWRITER Co., and PHILIP MORRIS & Co., to sponsor spot campaign during convention weeks July 7 and 21 on four ABC-TV owned stations. Agencies: Young & Rubicam, N. Y., for first two advertisers. Biow Co. represents Philip Morris.

NORWEGIAN CANNERS Assn. (Norway sardines) sponsoring radio-TV spot campaign in six markets for 13 weeks. Agency: McCann-Erickson, N. Y.

Network • • •

GENERAL FOODS Corp., N. Y., will sponsor five-minute segments of Today on NBC-TV, 7-8 a.m. EDT and CDT, effective today (Monday). Three of five-minute segments will be underwritten by Jell-O Div. through Young & Rubicam, N. Y., and Post Cereals Div. will sponsor two others through Benton & Bowles, N. Y.

MILES LABS, Elkhardt, Ind., sponsoring Bob and Ray, half-hour series on NBC-TV, effective last Saturday, 7:30-8 p.m. Agency: Geoffrey Wade Adv., Chicago.

CHESTERFIELD CIGARETTES will sponsor the Eddy Arnold Show as summer replacement for Perry Como thrice weekly on NBC-TV, effective July 14 for six weeks. Agency: Cunningham & Walsh, N. Y.

PROCTER & GAMBLE Co. (Dreft & Oxydol), renewing Beulah on ABC-TV, Tues., 7:30-8 p.m. EDT, for 52 weeks, effective Sept. 30. Agency: Dancer-Fitzgerald-Sample, N. Y.

SWEETS Co. of America Inc. (tootsie rolls), Hoboken, N. J., has renewed Tootsie Hippodrome on ABC-TV, Sat., 12:15-12:30 p.m. EDT, effective Aug. 3 for 26 weeks. Agency: Geoffrey Wade Adv., Chicago.

CROSLEY Div., Avco Mfg. Co., will sponsor The Quiz Kids on NBC-TV as summer replacement for Paul Winchell-Jerry Mahoney show, on alternate Mondays, 8-8:30 p.m., effective July 7. Both programs are Louis G. Cowan packages. Agency: Benton & Bowles, N. Y.

Agency Appointments • • •

OCEDAR Corp., Chicago (polish, mop products), names Turner Adv., same city. ROBERT WESLEY is account executive.

LEVERTON CALIF. Corp., L. A. (distributor of World Over green (Continued on page 92)

ALLIED STORES-WPAM DEPARTMENT STORES STUDY Available

- Your station can obtain monthly releases of the Pottsville Studies prepared by Sam Cuff, radio and television consultant to Allied Stores for as little as $15.00 per month.
- These studies are complete saleable radio packages, designed for local market department stores. Study includes: description of merchandise advertised, sales gimmicks used, actual copies of successful continuity—or detailed analysis of costs and sales results.
- You can sell this study intact into your own top department store prospect and talk business.

Write, wire, call Field Office.

DEPARTMENT STORE STUDIES
106 So. Centre Street
POTTSVILLE, PENNSYLVANIA
(Subscription available on a month-to-month basis)

Page 20 • July 7, 1952
"Radios?? — we've got 'em EVERYWHERE!"

69% of Metropolitan Louisville families have radio sets in their living rooms . . . 47% have sets in bedrooms . . . 41% in autos . . . 40% in kitchens . . . 7% in dining rooms — an average of 2.4 sets per family!

This means millions of hours of extra listening — another reason why WAVE radio delivers 1000 sales impressions for 37¢!

Check with Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.

WAVE
LOUISVILLE

5000 WATTS • NBC • LOUISVILLE

Free & Peters, Inc., Exclusive National Representatives
"KWKH produces phenomenal returns"

Says R. W. HODGE
Vice-President, National Automotive Maintenance Ass’n

As a successful automotive maintenance operator, and a top official in the NAMA, Mr. R. W. Hodge is doubly qualified to discuss KWKH’s advertising value for member garages in the Louisiana-Arkansas-Texas area. Here’s what he recently wrote us:

“KWKH’s Louisiana Hayride produced $140,000 in financed business for the members of the Shreveport Chapter NAMA during the year ended Feb. 1, 1952. This was directly traceable to the Hayride since our finance plan was not advertised in any other way. We cannot say, definitely, how much cash business the show influenced, but all agree it was considerable.

“This phenomenal return was in addition to the prestige value of the advertising. I sincerely believe that KWKH’s Louisiana Hayride is the most productive advertising we could possibly have bought.

(Signed) R. W. Hodge”

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH’s daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are “average daily listeners”. (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

KWKH
A Shreveport Times Station

50,000 Watts • CBS Radio •

The Branham Company Representatives

Henry Clay, General Manager
CBS NEEDS AFFILIATES

AT LEAST a respite in the current radio rate crisis appeared won by CBS Radio affiliates last week in a two-day unit stand in which they not only condemned talk of rate reductions but came out for restoration of last year's 10% cut and proposed a minimum 20% daytime boost on top of that.

At the suggestion of CBS President Frank Stanton, the approximately 150 assembled affiliates designated a 10-man committee to canvass the entire situation jointly with CBS officials. Date for the first meeting of the two groups was not set—July 17 and 18 reportedly were being considered though there was a likelihood that the session would be deferred until after the Democratic Convention the week of July 21—but it was generally accepted that CBS Radio would make no rate decision before the conference.

The committee delegated to represent the affiliates was the nine-man group which convened last week's "Crisis Conference," plus I. R. Lounsberry, of WGR Buffalo, chairman of the Columbia Affiliates Advisory Board. The committee is headed by George B. Storer of Storer Broadcasting Co., who was called away from last week's meetings by the death of a sister. It was thought Mr. Storer might make some additional appointments to the committee.

The affiliates' sessions, limited to themselves on Tuesday but with top CBS officials participating on Wednesday, were marked by overwhelming agreement that network radio rates not only must be maintained but must be strengthened, despite the network's apparent feeling that a cut—perhaps ranging as high as 50% in the case of nighttime charges, according to speculation—is necessary.

Rallying to the keynote appeal of WHAS Louisville's Victor A. Sholis that "reconspectability be restored to the network business, the affiliates with only a handful of dissenters went on record with a resolution (see text, this page) which called upon CBS to:

- Initiate "sound qualitative research" immediately to show radio's real value and impact as an advertising medium, and forget program ratings as a sales tool.
- Join affiliates in taking the lead to strengthen the standards and practices of good broadcasting.
- Refrain from exercising its recently acquired right to adjust network rates of affiliates without prior notice and consultation.
- Rescind the 10% general rate reduction put into effect a year ago, stand up against advertisers' pressures for reduced rates, and reject "any business practice to stimulate sales in the industry by rate cutting."

Daytime Rates
- "Immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 20% higher than that existing prior to" the July 1951 cut.

Said virtually all of the affiliates present endorsed—and, more than that, personally signed—the resolution, which was delivered to CBS at the end of the Tuesday meeting.

A suggestion of compromise tending in the direction of network thinking—reduction in nighttime rates, increase in daytime—was espoused by President John S. Hayes of WTOP Washington, President Donald W. Thornburgh, of WCAU Philadelphia, and President Fred Weber of WPFG Atlantic City, but was voted down by the majority.

Messrs. Hayes (whose station is owned 46% by CBS), and Weber were among the few said to have declined to sign the resolution, while Mr. Thornburgh (whose station formerly was allied in ownership with CBS) was reported to have signed "with reservations."

Leaders of the affiliates group were jubilant over the strong show of unity among the stations represented and "simply amazed" at the turnout, which they said represented more than 90% of the dollar volume of the network. A total of 143 persons registered for the first day's session, some representing more than one CBS Radio affiliate, and these were joined by a few

(Continued on page 24)

Text of Resolution

TEXT of the resolution adopted and signed up by the 143 representatives of CBS Radio affiliated stations and sent to network officials, is as follows:

Whereas, radio broadcasting in the United States is today the medium of mass communication which reaches and serves more people in more ways, at more times, and in more places, with wider impact, and at a lower cost than any other basic medium.

Whereas, for more than 10 years past, despite sharply rising costs of operation, the rates charged network advertisers remained virtually constant and unchanged until July 1, 1951, when all radio affiliates of the Columbia Broadcasting Radio Network reluctantly accepted a 10% reduction in network station rates in an effort to stimulate sales, eliminate cut-rate industry selling practices and to restore basic sales integrity to radio network broadcasting.

Whereas, during this same period of sharply rising costs, the rates and charges of all other advertising media steadily increased, keeping pace with progressively increasing costs of operation and the coincident decline in the purchasing power of the dollar, and

Whereas, it is the responsibility of each individual radio licensee to determine for itself the rate which it will charge for its program service, and it is neither sound business judgment nor equitable that any individual radio broadcasting station should relinquish this responsibility and right to any national network service and, in this respect particularly to grant to any such national network service the option, not only

(Continued on page 28)
CBS Heeds Affiliates on Rates

(Continued from page 28)

No Deal" Networks

IT HAPPENED in New York last week. Another round of radio rate cuts has been held in abeyance—maybe even thwarted. It came after 150 CBS affiliates voted overwhelmingly against any rate reductions and assumed leadership in seeking to get network radio back on the rate card, supported by "believable" research.

No matter what the ultimate outcome, the CBS-ABC rate-cutting session brought a much-needed fresh air to the atmosphere that for several years has besmogged network radio. It came from new blood among affiliates who refused to knuckle under to network proposals which, in their minds, would torpedo radio's respectability, eventually to the point of destruction.

Quite a few of the CBS affiliates had left their homes for New York in the manner of men attending a wake. They were resigned to their fate, concluding that only a miracle could stem the tide.

They hadn't counted on the spade work that had been done or the inspired leadership that was there. Victor Sholis, of WHAS-AM-TV Louisville, delivered the keynote that held them spellbound, and brought them to their feet in a rousing ovation. The nine-man committee had shouldered the responsibility for the sessions, brought in a resolution pre-4

scribing a course of action that won spontaneous and unanimous approval. And the CBS top heavyweight, Willard S. Paley, withheld the projection of its cut-back plan, in which can only be construed as an acceptance of the challenge and the bid for network-affiliate partnership in coping with the crisis.

Progress was made. There was the tacit admission that the crisis had been precipitated by lack of earnings and self-abuse inflicted via the radio-supported program rating services. There will be further discussions, which cannot reach full-dress stature until George B. Storer, chairman of the affiliates' group, hurriedly called away from last week's session because of his sister's death, can participate. And there was some thought that more definitive results could be achieved with the participation of Mr. Paley, scheduled to leave for Europe next Friday after an arduous year in Washington on high-level defense work. He returns about August 12th.

The job that was done in New York was not for CBS alone. It was a job for radio. It will stimulate new thinking. As long as CBS holds fast, other networks presumably must, because CBS has the top business status in radio (as against NBC's No. 1 position in TV).

The Sholis keynote is must reading. It is no mere conglomerate of platitudes pleading that those lines be held. It is the product of intensive research and reasoned fact. It is per-4

spective. What CBS sought to reject it without an admission by that network that it had lost faith in that it was seeking to sell.

The affiliates covered the waterfront of sins of omission and commission that led to the current crisis. Mr. Sholis laid that ghost too about television being responsible, citing how radio had been traded down before there was TV. Hence, it couldn't have caused the weakness, but merely "exposed it."

The rating services were hit between the eyes by the keynote. The keynoter and the affiliates resolution demand tossing out of the "top tens" and the "top twenties" and other research "of questionable value" as the principal selling points of individual ratings, to which we add our "amen." For years radio has been slashing its own throat through ratings. Broadcasters have underwritten the de-vice that has caused them grief. The fact that CBS affiliates, now enjoying most of the highest ratings, urge this summary action, is all the more significant.

We can think of no greater stimulus to radio selling than the abandonment of "top tens" and "top twenties" forthwith—which make only the "preferred positions" an easy sale, and which stifle creative thinking and selling.

As a trade journal, it is our function to pub-
lish news and views constitute news be-cause the advertisers and their agencies de-
mand them—demand created by the broadcast-
ers' support of them. The CBS affiliates have handed their network a formula meticulously drawn to re-
love responsibilities of selling network radio; to develop sound research, to end the price war and root out under-the-table deals.

It makes good, hard business sense. It should become the new credo for all radio.
InWANTED at the GOP Eisenhower-Taft contested delegate issue, the radio and television industry becomes the most “wanted” beast at today’s opening of the Republican National Convention in Chicago.

In a way, the decision of the GOP committee to bar radio-TV newsmen appeared to suggest a greater issue than that of the right of both broadcast media to public access to the news—it provided the Democrats with good campaign fodder before the Republican National Committee action on the next President might be decided in nomination.

But networks which had gathered their forces from many cities to cover the conventions found themselves barred by the Republican National Committee from covering dirty linen” discussions on conventions found themselves barred by the Republican National Committee from covering dirty linen” discussions on conventions.

The action also stirred a storm of protests from various quarters, industry and political, as broadcaster marshaled their forces to explain the first party convention at which they have been barred by the next President might be decided in nomination.

But networks which had gathered their forces from many cities to cover the conventions found themselves barred by the Republican National Committee from covering dirty linen” discussions on conventions.

The ban on Tuesday affected, in addition to five network television cameramen, some 40 still picture cameramen and six newsmen, among whom was a representative of Telewana. One enterprising NBC reporter followed the move to the Boulevard Room, climbed a pillar and planted a hanging microphone from a balcony. The wire was cut after two words.

NBC President Joseph H. McConnell wired Chairman Gabrielson Wednesday night urging reconsideration of the radio-TV ban. He scored contentions that TV interferes with proceedings, branded as “unfair” the admission of one medium and rejection of another, and pointed out that TV and sponsors have gone at “great expense” in covering the campaign to date.

He said, in part: “Ever since the beginning of the political campaign the various candidates and their supporters have used television facilities extensively to show themselves and present their views to the public. This has been done at great expense to the television industry and to commercial sponsors.

Now we are giving extensive coverage to the Republican and Democratic Conventions. This will cost NBC and its sponsor alone [Philco Corp.] approximately $3 million. It is obviously unfair to permit one news medium to cover an event and to deny that right to another news medium. It is equally unfair to arbitrarily tell the television industry that it may cover one part of the proceedings but may not cover another part to which the public is admitted. We feel the American public is entitled to view any event of this importance.

The argument that television coverage interferes with the proper conduct of your convention cannot be sustained. Television, unlike newsmen, does not require any additional lighting. Also, with any kind of advance notice we can install television cameras so that they will not interfere with either the movement or deliberations of the committee.

The issue the Credentials Committee is now considering is one in which the American public is deeply interested. In the interest of both the public and to the broadcasting industry we urge you to permit radio and television coverage of the Credentials Committee hearings and any other convention activities to which the press is admitted.

The decision by the committee followed pointed telegram from NBC and CBS to Chairman Gabrielson, urging permission for radio-TV coverage of the hearings.

Both networks pointed out that (Continued on page 38)
LEWIS APPOINTED
WCCO Sales Manager

PHIL LEWIS, assistant sales manager, in charge of local sales at WCCO Minneapolis, CBS-owned outlet, has been named sales manager, according to George W. Ike, general manager. He succeeds Roy W. Hall, who has joined the CBS Television Network sales staff in New York as account executive.

Mr. Lewis joined WCCO's sales staff in 1947 and was given the title of assistant manager in January 1956. He is a U. of Minnesota graduate, member of Assn. of Mfrs. Representatives, and Minneapolis Ad Club board.

CONE GIVES SELLING PITCH
At NIAA Meeting

ADVERTISING needs to develop depth with addition of a third dimension to sell ideas to Americans as well as sell products. This was the assertion of Fairfax M. Cone, president of Foote, Cone & Belding, Chicago, as he spoke Tuesday at the luncheon meeting of the National Industrial Advertisers Assn.

Cone, concerned with what he termed a prevailing paradox concerning American business that "its success is failure" in the minds of many people, called upon advertisers and agency men to broaden and deepen the two-dimensional aspect of advertising, using the same techniques which have moved successfully consumer goods off shelves.

Three-dimensional advertising, using the proved techniques of commercial advertising in "selling" ideas, is the highest type of public relations for all business, Mr. Cone said. Methods should be the same, he claimed, citing as basics, "an appeal to the individual's best selfish interests with unqualified and unmistakable integrity," an avoidance of the propaganda label and propaganda techniques, presentation of facts and the truth.

Four Days of Meetings
The NIAA, believed to be the largest advertising association in the world, met during Industrial Advertising Week in Chicago, proclaimed by the mayor. For four days, clients, agency men and suppliers sat in on a full program schedule of luncheons, dinners, speeches and panels concerned with all phases of industrial advertising and the nation's economy.

The keynote, J. L. Singleton, vice president of the Machinry Div. of Allis-Chalmers Mfg. Co., Milwaukee, told conference members the actual capacity of the U. S. economy today is 50% greater than it was 10 years ago. Speaking of the frequent practice of dividing a sales operation from an advertising plan, Mr. Singleton advised NIAA members to "closely cooperate and coordinate your advertis-

FALL BUSINESS
Nine Major Firms Planning

NINE major advertisers, B. T. learned last week, are lining up radio and TV spot campaigns, three to begin in July, the remainder in the fall. Significant features of this robust action are: (1) ABC networks, including radio, three of them employing the medium exclusively; and (2) each of the fall starters will go into a minimum of 100 markets.

A trio of July sponsors, Procter & Gamble's Lilt (permanent wave), effective July 1 started an eight-week radio-only campaign using five-minute spots, across-the-board in some markets. Campaign is being placed in 50 markets through Biow Co., New York.

On July 14 General Foods (Skona, a wax for a hot spot) starts a schedule of one-minute E. T.'s in eight radio-only markets. Foote, Cone & Belding, New York, is the agency.

An early-July starter is Five Day deodorant pads, through Grey Adv., New York, which will use three radio markets and one TV market for 15-week campaigns.


Two weeks later, in October, Mustcore Co., Cleveland, through the same agency, Erwin, Wasey, starts its campaign using minutes and participation shows on 100 radio and television markets, employing chain breaks, minutes and programs. Contracts are for 22 weeks.

Harry B. Cohen, New York, is the agency.

Lydia Pinkham starts its day-time-only campaign on radio and TV in 125 markets, effective Aug. 15. Shows can be on a hiatus during December and then returns early in January to proceed through June. Harry B. Cohen, New York, is the agency.

Vick Chemical Co, through Morse International, New York, for its four products will be using overlapping radio markets. Starting dates vary for print and market from Sept. 29 to Oct. 17. The precise identities of the products are being kept secret and in contracts are referred to simply as product A, B, C & D.

Am. Chicle Renewals

AMERICAN Chicle Co. (Clorox), New York, under ABC's radio Pyramid Plan, renewed its participation in Defense Attorney (Thursday, 8-30:0:0) and The Top Guy (Friday, 8-30:9:0) effective July 3 and 4 respectively, Dancer - Fitzgerald - Sample, New York, is the agency.
NEW RADIO ACT

Will Give Greater Protection to Broadcasters

GREATER protection for broadcasters in forecast as the McFarland Bill (S 658), amending the Communications Act awaited the President's signature Thursday. The final bill was passed by the Senate and House Federal Communications Committee, following agreement on differences by Senate-House conferences earlier last week.

This will be the first major overhaul of the Communications Act of 1934. The bill passed the Senate in February 1951, the House on June 17 this year [B+T, June 23].

As finally compromised by a conference committee of Senate and House members, the bill does not contain the House-recommended newspaper provision, Horan amendment, or equipment purchase provision. Nor does it contain the Senate's provision regarding declaratory orders.

[For salient provisions, see "Highpoints" on this page.]

Industry reaction was generally favorable. Feelings expressed by several close observers were that there is more in the final bill that is favorable to broadcasters than not.

Only sections in the final version which broadcast spokesmen regret are (1) authority given the FCC to issue cease and desist orders and (2) prohibition against charging political candidates premium rates.

They also regret the absence of that part of the Horan amendment exempting broadcasters from damages for defamation uttered by political candidates. They feel that the Senate section dealing with declaratory orders could have been beneficial to broadcasters.

Newspaper provision would have forbidden the FCC from discriminating against newspaper applicants solely because they were newspapers. The conference report (H Rept. 2426) stated it was dropped because it was unnecessary. The report said in part: It is the view of the conference committee that under the present law the Commission is not authorized to make or enforce any of that portion of Congress of the effect of which would be to discriminate against any person because such person has an interest in, or association with, the press.

According to Sen. Ernest W. McFarland (D-Ariz.), author of the bill, the Senate Majority Leader, the FCC is not discriminating against newspapers now and so the provision is unnecessary.

It also is understood that the White House objected to the newspaper clause and some conferences fell to the bill might be given by the President if that provision were retained.

The newspaper section was one of the provisions to which the White House objected early in June when the McFarland Bill was first scheduled for House debate. It was deleted at that time, but put back on the House schedule the following week after Sen. McFarland and others interested in the measure brought pressure to bear [B+T, June 23].

In reporting the deletion of the political liability section of the Horan amendment—inserted in the House bill by a floor vote—the conference committee said:

The committee of conference agreed to omit the provision with respect to liability against certain politicians in criminal actions and the extension of the protection to include specific types of candidates because these subjects have not and desist orders could be given to invoke the aid of the courts, under section 315 and 316, to enforce compliance. The courts will be able to enter orders to compel compliance.

Recollection of the double jeopardy clause from Section 311 of the Communications Act—which was in the Senate Bill but not in the House version—accomplishes a long-standing aim of major networks and stations.

Double Jeopardy

The provision permitted the FCC to revoke the licenses of broadcasters found guilty of antitrust violations in the radio-communications business. Objections on the part of broadcasters were to the fact that it gave the FCC authority to punish antitrust violators after they had been penalized by a federal court.

The conferences quoted the Senate report as reasoning that Section 311 of the double jeopardy clause from the Communications Act:

Final version of the McFarland Bill (S 658) as thrashed out by Senate - House conference makes these significant changes in the Communications Act:

Permits FCC to issue cease and desist orders. This is in addition to present power to revoke licenses.

Provides for reissuance of licenses by the court of appeals of the Communications Act which permits FCC to revoke licenses of those found guilty in federal court of anti-trust violations (double jeopardy clause).

Forbids Commissioner who resign to practice before FCC for one year from date of resignation.

Prohibits broadcasters from challenging FCC orders more than "the charges made for comparable use of such station for other purposes with the same licensee." Requires FCC to act on a case within three months of filing, or within six months after a hearing is concluded, or report reasons why to Commission.

Forbids staff personnel involved in a case in hearing to recommend actions to Commissioners; also prohibits General Counsel, Chief Engineer and Chief Accountant from consulting with Commissioners on same basis. Except, that if Commissioners consult with staff they must permit interested parties to participate and refuse staff recommendations.

Provides for review staff which is permitted to make recommendations upon point of oral argument, thereafter forbidden.

Provides each Commissioner with a legal and engineering assistant.

Burden of proof that licensee is not qualified for renewal is put on FCC.

If grant cannot be made without hearing, FCC must notify applicant and other interested parties re reasons. FCC also gives the Public the right to hear hearings which must be answered by FCC within 15 days after filing.

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BROADCASTING • Telecasting
CONTEMPT CASE
Radio-TV Issue Studied

QUESTIONS of a federal judge regarding coverage of the Senate Crime Investigation Committee hearings by radio and TV were being studied this week to give a clue to his thinking in the contempt-of-Congress trial in Washing,

nton of alleged gamblers Morris Kleinman and Louis Rothkopf.

ss. Kleinman and Rothkopf appeared before the Kefauver Crime Committee in March 1951, refused to answer any questions because of TV cameras and radio microphones [B.T., April 2, March 26, 1951]. Sen. Kefauver offered to have the cameras turned away from the two men, but they continued to refuse to answer ques-

tions while radio mikes and news-

reel cameras were present in the

alth. He said hearing.

in the second day of the trial

last Wednesday, U. S. District

ourt Judge Henry A. Schwein-

haut asked Joseph L. Nellig, who was associated with the com-

mittee, the committee per-

mitted the hearings to be broadcast and telecast.

Mr. Nellig replied: The com-

mittee felt that the American people had a right to know the setup of organized crime in this country.

Judge Schweinhaut also asked Mr. Nellig if it was necessary for the committee to inform the public in that manner, and if the com-

mittee felt the public would be more apt to listen and view the hearings that way.

Mr. Nellig replied that the com-

mittee felt that radio and TV were a proper means of informing the public. He said committee members did not have space for verbatim reports of committee meetings.

Mr. Nellig also declared that TV operators had approached the com-

mittee and not the other way around.

Defense Attorney William A. Collins argued that the committee hearings had all the aspects of a trial, without the safeguards usually enjoyed by defendants, thus subjecting his clients to "cruel and inhuman punishment.”

Mr. Collins also mentioned that the program was not sponsored.

Unless it was proved that the committee’s actions were un-

justifiable, there did not seem to be any defense against the contempt cita-

tion, Judge Schweinhaut indicated.

Newhouse Named

WALTER S. NEWHOUSE Jr. has been appointed to the radio sales staff of WQRR, New York, national advertising sales representative, effective today (Monday). He has been with WQXR, New York as an account executive since 1940, handling sales, market research and sales promotion ac-

tivities.
PROSPECT of oral argument or hearing on the rule developed last week as the Commission postponed effective date of the order 60 days, or until Aug. 30.

The rule, interpreting rebroadcast provisions of the Communications Act [B, T, May 19, et seq.], was starting to develop snowballing opposition as broadcasters and telecasters both opposed critical resolutions. The government itself, through the Budget Bureau, had criticized the order, which puts a station on the Commission carpet if it denials any request. The bureau contended FCC had failed to clear its decision with the bureau as required under the Federal Reports Act of 1944.

Whereas broadcast opposition had objected to the FCC rule on the theory that it encouraged widespread pirating of property rights, two petitions filed last Wednesday opposed the NRC, CBS and NARTB requests for delay. The petitions were filed by Rep. Harry R. Shepard (D-Calif.) and Gordon Brown, operating WHO, Rochester, N. Y. They have been associated in efforts to gain access to network programs.

Program Control
Rep. Shepard is sponsor of bills (HR 10, 78) designed to legislate control of programs away from networks into the hands of sponsors and package owners.

The Sheppard-Brown petitions were dated June 27 but not made public until July 1, date of the FCC postponement.

At the Commission it was indicated unofficially that the delay had been ordered to permit study of comments on the rebroadcast order.

Rep. Shepard charges NBC, CBS and NARTB with "conspiracy" in opposing the rebroadcast rule on the ground they would "deprive the public of its rights to listen to stations which make up the TV and the Radio boards of the network-controlled NARTB, and with the editorial assistance of certain others."

Noting the CBS claim that the FCC action is "in effect legislating," Rep. Shepard declared, "Such a statement and philosophy is as absurd as it is fantastic, particularly in view of the concise and rabid Congressional intent of the Act and the language of the Act itself." He further reminded that the industry would be in a state of chaos. The final result was just the opposite." Mr. Brown followed a similar vein in his opposition to the NRC, CBS and NARTB petitions, charging network actions had cost his station "hundreds of thousands of dollars in recent years" and deprived millions of high-quality radio and TV programs. WSAY alone, he said, "loses from $500 to $800 per day" for lack of rebroadcast privileges. He suggested that networks, under the rule, "will lose their ability to restrain trade, to build their affiliates into unfair affiliation contracts and to control the rates the affiliates charge to advertisers." He added that the FCC action "will have to be the subject of repeated interferences with its board authority to "make such a policy decision in the name of all its members."

Mr. Shepard's petition might reflect the views of NBC and CBS.

Stronger Bargaining Power
Mr. Brown contended the rebroadcast rule would give affiliates stronger bargaining power with networks. He scoffed at claims by NRC that the rebroadcast rule raised difficult questions of labor, music, literary and talent contractual rights. He recalled the network and NAB claims a decade ago that the network monopolies would stir up industry chaos and charged the networks are now intimidating sponsors and agencies on the matter of clearances.

REBROADCAST RULE

Hearing May Be Held

NBC 'Liberates'

NBC radio newsmen used innuendo last Tuesday to "liberate" one of their tape recorders that had been discovered and confiscated at a meeting of the Republican National Committee. A sergeant-at-arms was guarding NBC's $250 Minicorder at the Conrad Hilton Hotel in Chicago when three NBC men—Joseph O. Meyers, radio news manager, and two station engineers—started to plly him with questions that any leg-tened imp could ask. As the sergeant-at-arms tried to answer them, the two engineers edged closer to the recorder, grabbed it and dashed safety away to NBC headquarters.

AUTO RADIOS

In 63% of Cars—BAB

SOMETHING over 24,500,000 passenger cars, more than 63% of the nation's automobiles, are equipped with radios. This is one of the outstanding facts contained in an interim report, "Listening on Wheels," now being distributed by Broadcast Advertising Bureau to its members.

The report notes that the number of cars with automobiles now stands at almost twice the percentage for 1946 (33%). The 22-page brochure also reveals that more than 22% of all radio sets in the U.S. are now in automobiles.

In addition to this interim report, BAB will issue later this summer the results of the first national survey on automobile ownership and listening. Both presentations are designed to assist member stations in selling the large audience available in automobiles.

SET OUTPUT

PRODUCTION of home radio receivers increased slightly in May, totaling 288,927 sets compared to 286,164 the previous month, according to estimates for the entire industry compiled by Radio-Television Mfrs. Assn. TV receiver output dropped from early in network advertising. For the first time in the year were 185,818,064 tubes made. Many Sales of TV picture tubes to set manufacturers exceeded the total a year ago but fell below that of May. TV sets were sold in May compared to 270,781 in April and 229,250 in the same May 1951.

Radio and TV set production for May and the first five months of 1952 follows:

<table>
<thead>
<tr>
<th>Item</th>
<th>January</th>
<th>February</th>
<th>March</th>
<th>April</th>
<th>May</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV</td>
<td>140,043</td>
<td>155,781</td>
<td>158,782</td>
<td>163,925</td>
<td>161,213</td>
</tr>
<tr>
<td>Radio</td>
<td>56,234</td>
<td>59,784</td>
<td>62,984</td>
<td>68,437</td>
<td>63,847</td>
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</tbody>
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According to RTMA. In May of last year, 34,074,356 tubes were sold. Sales for the first five months of the year were 185,818,064 tubes made. Many sales of TV picture tubes to set manufacturers exceeded the total a year ago but fell below that of May. TV sets were sold in May compared to 270,781 in April and 229,250 in the same May 1951.

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NETWORK RADIO

Gains More Money from 13

THIRTEEN of the top 20 advertisers spent more in network radio than in magazines or television in 1951, CBS' director of sales extension, Edward F. Lethen Jr., noted last week.

A letter to advertisers and agencies, Mr. Lethen referenced to published reports that General Foods reached peak sales for the twentieth year in a row in 1961. General Foods, Mr. Lethen pointed out, has spent $77 million in network radio over the last 10 years and continues to be a heavy radio user.

Further, Mr. Lethen added, network radio is the best advertising medium for small-budget advertisers as well as for those with large budgets.

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STEEL DISPUTE

Cast Shadow on Future Radio-TV Sets, Stations

STEEL OUTPUT emerged last week as the big question mark in the future of radio-TV set production and station construction in the twin fields of broadcast reception and transmission.

A continuation of the steel industry dispute—it had moved into the fifth week of disruption—has government allocation procedures in a quandary as to when it will be restored. As steel shipments are restricted, steel shortages continue.

Any appreciable loss of steel production would impose restrictions on copper and aluminum, causing a noticeable decrease in output. Steel is an important component in the making of TV and radio sets.

Among those applications still pending because of the steel shortage were two by NBC New York for radio-TV studios; one by Desert Television Co., Las Vegas, Nev., which is a TV station applicant; and another by WRUM Reading, Pa. (Eastern Radio Corp., Summit, N.J.) for an experimental TV station. All applications cover first quarter materials.

NBC's cover projects of $85,000 and $90,000, and Desert $173,942.

There were nine applications still pending as of last Friday, April 11, with the list now watered down to four. Of those receiving NPA consideration, three were granted, and two other applicants were advised they probably could receive sufficient material by self-certifying orders. New construction grants and further easing of restrictions are expected.

EDUCATIONAL SERIES

Starts on ABC in Fall

Another educational series similar to ABC-TV's forum, Horizons, is planned by ABC and the Columbia U. Press, Dr. Grayson L. Kirk, acting president of Columbia U., announced last week. The forums will continue as a series in the near future because of work stoppages in the steel industry rather than for a present lack of materials. Demand promises to increase for the next 18 months, allowing for reduced seasonal demand, they said. 

BROADCASTING • Telecasting
RECRUITING FUNDS

Hill Outlook Improves

FATE of paid recruitment advertising and military public information radio-TV may not be as dim as believed last spring, in the basis of a defense appropriations bill passed by the Senate and sent to conference last week.

While overall recruiting activities apparently will suffer, it appeared that paid radio-TV spot programs would evade the economy fix on Capitol Hill for fiscal 1953, which begins July 1.

Increased funds for public information personnel in the Dept of Defense also seemed to indicate that production of certain "propaganda" or military "propaganda"'s would not suffer as drastically as was first imagined.

Main developments on the defense funds bill (HR 7891) last week, as the measure was referred to a joint Senate-House conference group, were:

- The Senate voted $43.5 billion plus for defense maintenance and operation, under which an estimated $1 million is earmarked for recruitment advertising.

- The Senate also approved $765,000 for OPI personnel in the Defense Dept. and imposed a ceiling of $8,064,851 on defense public information and public relations funds for all military branches—thus overriding drastic House cuts.

While the funds bill still was tied up in conference, a Military Personnel Procurement Service official said the Army and Air Force expect the $1 million to remain untouched and thus enable the services to proceed with recruiting plans. He estimated that radio-TV probably would provide about 50% of this sum.

The Senate Appropriations Committee boosted funds for Defense Dept. OPI personnel from $312,900 to $750,000, or $437,100, of the $500,000 sought in the budget—but perhaps enough to prevent any wholesale abandonment of such shows as Defense Report, Armed Forces Review, Time for Defense and Pentagon-Washington [B+T, May 26].

An interim radio-TV spot campaign has been underway in recent months, financed from fiscal '51 monies. Hope for authority to use another estimated $2 million for advertising, tied up in overdue expenditures, has been officially abandoned, according to Pentagon authorities [B+T, May 19, April 14].

A FORMER BECO executive, Egbert White, with the agency from 1916-1946, has received a citation from the Philippine Administration League for cementing the relationship of the United States in performance of his duties with the State Dept. He is now chief of the Far East Regional Production Center for the department in Manila and assists the State Dept. in preparing leaflets, pamphlets and other material.

SPEAKERS TABLE group at 28th convention of Radio-Television Mfrs. Assn., held in Chicago (1 to r): B. L. Graham, Allen B. DuMont Labs.; F. R. Lack, Western Electric Co.; John T. Koehler, chairman, Renegotiation Board; Robert C. Sprague, retiring RTMA board chairman; Glenn McDaniel, RTMA president, and A. D. Plamondon, who is to succeed Mr. McDaniel.

RTMA PRESIDENT

Special Group Scans Field

SCANNING of the electronics manufacturing industry for a new president of Radio-Television Mfrs. Assn. has been started by a special committee named to find a successor for Glenn McDaniel, RTMA president, who told the association at its recent Chicago convention that he was resigning effective Oct. 1 [B+T, June 30].

While Mr. McDaniel has not divulged his plans other than to explain he was resigning for personal considerations, it is understood he is considering legal practice in New York.

A. B. Plamondon Jr., new RTMA board chairman, will serve in a dual presidential-chairmanship role after Oct. 1 if a president has not been selected by that time. Robert C. Sprague, retiring board chairman who heads the special presidential committee, served in a similar dual capacity prior to selection of Mr. McDaniel. James D. Secrest is RTMA's secretary and general manager.

HOUSE INQUIRIES

Vote Foundation Study

WEALTHY foundations will get a looking over by Rep. Eugene E. Cox (D-Ga.) and a select committee, it was assured last week when the House voted $75,000 for the probe into whether tax-free foundations were engaged in un-American or subversive activities [B+T, June 23]. Roll call on approval saw the House divide 247 to 93 in favor of the appropriation.

Rep. Cox, who headed a select committee investigating the FCC in 1949, has been a consistent critic of that agency ever since.

At complaint to Harris subcommittee investigation of radio-TV program "morality" is the special committee headed by Rep. E. C. Garthwood (D-Ark.) to investigate pornography in books, magazines and comics [B+T, June 23]. Gathwood committee got $25,000 in the House of Rep. Cox. Originally Rep. Garthwood's resolution asked for the establishment of a special committee to investigate radio-TV programs and printed media, but the House Interstate & Foreign Commerce Committee took over the broadcasting probe.


SMITH PETITION

OppositionFiled with FCC

OPPOSITION to the petition of Rev. J. Harold Smith asking the Supreme Court for a writ of certiorari to argue the FCC and U. S. Court of Appeals decision denying a license for WBIK Knoxville was filed a fortnight ago by the FCC.

The Commission claimed that it had the right to consider Rev. Smith's writings, and broadcasts in judging his character as a licensee. It pointed out that denial of WBIK's license application was also made on the ground that Rev. Smith had misrepresented his financial arrangements in his application.


Rev. Smith's appeal to the Supreme Court last month was based on the question of whether the FCC has the right to deny a license because of "religious beliefs, speeches, writings and activities . . . which occurred prior to the grant of all previous authorizations." This is against the provisions of the First Amendment, the Tennessee minister alleged.

Also at issue, Rev. Smith stated, was procedural question of whether the FCC can actually revoke a CP by denying a license application.

BLACKLISTING

ACLU Asks FCC Rehearing

FCC was asked last Wednesday by the American Civil Liberties Union to rehear its complaint on alleged blacklisting in the radio-TV industry and to revoke an earlier order involving license renewals of three newsmen and a station.

ACLU's petition noted that the Commission had renewed the licenses of ABC, and WCBS-TV-OBS, WNBT (TV)-NBC, WPIX New York, which filed answers to its first complaint last April. FCC rejected the charge June 11 but did not rule on ACLU's request for a probe on alleged blacklisting practices. Complaint also cited DuMont and KOWL Santa Monica.

A rehearing should be held, the group generally, it give an opportunity to present its argument in support of the complaint. The licenses should not be granted, ACLU held, unless the networks "cease discriminating against performers on the basis of alleged political beliefs and associations." It branded the FCC order as "erroneous." If granted, it claimed it should be "revoked, reversed and rescinded in its entirety."

ACLU said the licenses were renewed beyond the FCC's request that it file a brief discussing its charges and the networks' answers. "The Commission obviously will consider the relevancy of similar instances of blacklistings in determining whether licenses of other stations named by ACLU last April should be renewed. It added:

" Doubts are that the Commission action of last June would, unless reconsideration is forthcoming, be considered as indeed it has already been—yielding to pressure of the very sort that have resulted in the blacklistings over complaint is designed to remedy."

ACLU's petition was signed by Herbert M. Levy, its staff counsel, and John Finerty, New York attorney and member of the ACLU board of directors. Illness of ACLU counsel, John W. Plamondon, who helped prepare the original complaint, prevented him from signing the petition.

NARTB DISTRICTS

Initial Committees Named

FIRST of a series of 17 District Membership Committees was appointed Wednesday by NARTB President Harold E. Fellows. The committees will be authorized by the June 12 by the NARTB Radio Board [B+T, June 16]. They will work directly with the NARTB Station Relations Dept., of which William H. Stubblefield, Jr., is director. William H. Teynor assistant director.

First committee will represent District 10 (Ia., Mo., Neb.) in seeking closer liaison between NARTB and broadcasting in that section by E. K. Hartenbacher, KCMO Kansas City, Distinct 10 director, it consists of Mahlon Aldridge, KFRU Columbus, Iowa; Edward Breen, KPVD Fort Dodge, for Iowas; Harry Burke, KPAB Omaha, for Nebras.
to utilise more than 50% of the station's most valuable time, but coupled with it the unrestricted right also to sell such station time to advertisers at any rate it so determines or otherwise.

Whereas, while it is to be assumed that no national network service would either deliberately or capriciously fix or establish rates at an unreasonable or unprofitable level, the best guarantee that such action will never be taken is that when a situation shall have been arrived at where such a rate shall remain a matter of bilateral agreement between individual radio broadcasting stations and the network.

Whereas, it is now generally recognized that the rate reduction effected by the CBS Radio Network on July 1, 1951 has accomplished none of its primary purposes and in particular has resulted in less income for both the network and its affiliated radio broadcasting stations and, further, that such rate reduction is in fact inconsistent with the trend of the times and of the economy generally, and inconsistent also with the effective service presently rendered by radio broadcasting to its listeners and advertisers, and

Whereas, finally there is a definite continuity of interest between the network and affiliated stations, whether radio or television, and between both, operating soundly and harmoniously, and the listening public, there fore.

Now, therefore, be it resolved by the radio station affiliates of CBS in membership assembled this day of July, 1952, that the following recommendations be submitted to CBS as reflecting a consensus among its radio affiliates and as being carefully considered and directed by them in what they most earnestly consider to be in the best interest of radio broadcasting and its future.

1. That CBS as the leading radio network service, initiate immediately a public relations campaign to establish a search that will result in the whole value and impact of radio broadcasting as an entertainment medium, make the results thereof available to all advertisers and associated advertisers and as a principal tool, too, all present present the medium's rating systems and other research data of limited, temporary and questionable value.

2. That CBS and its affiliates take the initiative in strengthening standards and practices of good broadcasting.

3. That CBS abandon any present or future effort to establish network service rates on a unilateral basis for its affiliated radio network stations, and that it will hereafter establish such rates on a bilateral basis as a matter of contract with each individual radio broadcasting station with which it is affiliated.


Ceremony was held at FCC headquarters in Washington's New Post Office Bldg., with other Commissioners and FCC staff executives attending.

the rate reduction established July 1, 1951 will be rescinded and that such rates be restored immediately.

5. That CBS immediately consider, upon the most urgent request of its radio station affiliates, the advisability and necessity, based on higher operating costs and greater value expressed in constant value dollars, of increasing daytime radio rates to a level not less than 25% higher than that existing prior to July 1, 1951.

SECURITY GUARDS
Pratt Confers With Truman

HARADEN PRATT, telecommunication adviser to the President, conferred last Tuesday with the Chief Executive on progress made by Mr. Pratt.

While the discussions were termed "classified" by Mr. Pratt's office, it was reported that the telecommunication adviser briefed Mr. Truman on actions taken thus far, and on "telecommunication problems relating to the national security." It was believed that Mr. Pratt and the President discussed certain international frequency matters outside the realm of commercial radio TV, and lost the role being played by the Interdepartmental Radio Advisory Committee. IRAC determines spectrum needs among various government agencies, with FCC represented in its membership.

Mr. Pratt informed the President that the advice and recommendations of the radio advisory committee was to be considered by the President in making any decision on the matter.

Mrs. Martha Goddard
FUNERAL services were held in Chicago last Wednesday for Mrs. Martha Goddard, 61, sister of George B. Storer, head of the Storer Broadcasting Co. Burial services were held on Thursday in Zanesville, Ohio. Mrs. Goddard died Tuesday in Chicago. Mrs. Goddard was the widow of the late Don Goddard. She is survived by two children, James Goddard, chairman of WJZ, and Mrs. J. Harold Ryan, wife of the senior vice president of the Storer Broadcasting Co., and Mr. Storer.

REYNOLDS RENES
$9.5 Million Shows on NBC

RENEWALS representing some $9.5 million in gross annual billings were announced by the R. J. Reynolds Tobacco Co. with NBC and NBC-TV, John K. Herbert, vice president in charge of radio network operations, and L. D. Madden, vice president in charge of TV network sales and operations, announced last Tuesday.

The renewal business was placed through William Eesty, Co., New York.

Mr. Herbert announced that the tobacco company again will sponsor the "Vaughn Monroe Show" for the 1952-53 season. Broadcast Monday nights, the "Vaughn Monroe Show" is affiliated with NBC's Grand Ole Opry, Saturday, 9:30-10 p.m. EDT.

On television, Reynolds has renewed for 52 weeks the "Camel News Special" (NBC-TV, Mon.-Fri., 7-8:30 p.m.) and "The Camel Show" (NBC-TV, Mon.-Fri., 8-9 p.m.). The NBC's "Grand Ole Opry" show, however, has not been renewed as of yet.

On radio, seven of the network's nine shows have been renewed for the 1952-53 season. These include "The Andy Devine Show," "The Show of Shows," "The Eddie Cantor Show," "The Hodi Radisson Show," "The Casey Jones Show," "The Adventures of Ozzie & Harriet" and "The Blue Line." NBC will also resume sponsorship of "The Dr. Kildare Show." The show will be broadcast Monday nights, 8-9 p.m. EDT.

PRIZE FIGHTS
Radio-TV Rights Cut to D. C.

PRIZE FIGHT promoters in the nation's capital will get a cut in their income from the sale of radio and TV rights with the District of Columbia Boxing Commission, following Congressional passage last week of HR 5768 [B*7, June 23].

Bill amended the D. C. Boxing Act, provided that 10% of all income, including revenues from the sale of radio and TV rights, must be paid to the local Boxing Commission. Exempted from this payment are bouts arranged by the Amateur Athletic Union. The bill passed the House on May 26, the Senate June 23, and was signed into law by the President June 30. Reason for conference was the exemption for the A.A.U., proposed by the Senate.

"Disastrous" was the word used by John Russell Young, former president of the D. C. Board of Commissioners, in describing the effort of TV on boxing receipts in Washington. In a letter to Congress in 1951, when the bill was first introduced, Mr. Young showed that the Boxing Commission's income, based on 10% tax on admissions only, had fallen from a high of $357,800 in 1944 to $18,081 in 1950 and $12,545 in 1951.

New Radio Act

(Special Committees Named)

SPECIAL "Register and Vote Committee" have been named by 13 state broadcast associations, according to Charles E. Fellows, NARTB president.

Committees will work with NARTB in the nationwide register-vote drive being conducted by NARTB in conjunction with the American Tobacco Co. The drive seeks to help bring out a record number of votes this autumn.

Seven Committees Appointed

Seven new committees were announced as follows:

South Dakota—R. J. McElligott, KSDN Aberdeen, chairman; Robert Tischer, WXAX Yankton; Ray Eppel, KORN Mitchell; Keith Nihrberg, KUSD Vermillion.

Kentucky—J. W. Betts, WPTM Mayville; F. E. Lackey, WHOP Hopkinsville; George W. Norton, WAVE Louisville; Gilmore Nunn, WLAP Louisville.

Kansas—Fred Conger, WREN Topeka; chairman; Frank Webb, KFH Wichita; Wendell Elliott, EGNO Dodge City; Robert L. Pratt, KGOF Coffeyville.

Maryland—D. C.—John E. Sarrick, WFBF Baltimore, chairman; Charles J. Truitt, WBOC Salisbury; William Paulsgrass, WJZE Hagerstown; Joseph L. Brechner, WGAY Silver Spring.

Mississippi—W. S. Parks, WJDX Jackson, chairman; Mrs. Norma H. Leggett, WLAU Laurel; Phil C. Dennis, WAFP McComb; Robert F. Wright, WTKO Meridian; Charles Newman, WJCU Columbia.

Montana—J. P. Wilkins, KFPB Great Falls; chairman; W. C. Clark, KOOK Billings; Marion Dixon, KGVO Missoula; Ed Cooney, KOPR Butte.

Wisconsin—Ben A. Laird, WDUS Green Bay, chairman; Bruce Allard, WIBX Wisconsin Rapids; Harry Hendricks, WFRN Wisconsin Rapids; Michael Henry, WEOK Madison; Bruce Nickell, WABT Rhinelander.
"The situation is tragic—but not serious."

H. V. Kaltenborn has been estimating serious situations since the Spanish-American War, in which he was a soldier-correspondent. Since then he has spent twenty years in the newspaper business and thirty years as a radio commentator.

In a career which could fill several books (and has), Mr. Kaltenborn has broadcast interviews with Hitler, Mussolini, Ghandi, and Chiang Kai-Shek, has been captured by Chinese bandits and in his coverage of the Spanish Civil War was the first to broadcast from the scene of battle.

Every Monday, Wednesday and Friday, H. V. Kaltenborn's clipped speech and famed pronunciation of "Russia" are heard on PURE OIL NEWS TIME, sponsored by the Pure Oil Company. And along with the rest of NBC's distinguished company of newsmen, Mr. Kaltenborn is currently reporting on both radio and television the biggest political news since 1932.

Kaltenborn, the dean of radio news commentators, is another reason why most people hear the news first and hear more of it from NBC.

NBC radio and television
a service of Radio Corporation of America
CBS Heads Affiliates on Rates

(Continued from page 1)

confronted. But it is equally foolish to overlook the fact that every fundamental superiority that made radio important and effective is still here and intact.

"Radio's ability to inform, to entertain, to educate, to sell makes it indispensable, not only to the listeners who depend on it, but to advertisers. They know that radio today still reaches more people, in more ways, at more times, in more places, and at a lower cost than any other form of broadcasting—or, they would also like to be shown the evidence. And in all the millions of rating statistics we now not only fail to comprehend but ignore it.

Noting that radio in the past (through BMB) had tried two uniform national coverage measurements, and asserting that the proof of their benefit is an "ineluctable and obscure," Mr. Sholis said that "our present situation is outstanding as an example of no progress at all."

Two Studies Under Way

He pointed out that two studies are under way concurrently, with CBS subscribing to one (Standard Audit & Measurement Services) and NBC to the other (Nielsen Coverage Study). 

"Each," he said, "is studiously designed to measure the same thing, only with a guarantee that the figures will not match. There's a good game being played in comparing their results, which are sure to confound the confusion. They will contribute little, if anything, to giving us sound business information on which we can base our rates."

He continued:

"In the beginning radio set its rates by instinct. Long before television reached the formative stage, when everything else that advertisers bought was going up, we kept our rates down. The peak reached by network rates reflected a compromise between the obviously increasing values of radio, the advertiser's logical resistance to rising rates, and the networks' fear of being unable to maintain a virtually sold-out condition.

"The basic factor building up the advertiser's resistance—then as now—was radio's inability to supply believable evidence that it was worth more. Everybody knows that rates stood still while the medium grew, and we burned its statistics, not because of them—and these are the very same statistics now being used to beat the advertiser's head—never to maintain a virtually sold-out condition.

"While radio was investing spectacular amounts of money to torture itself into smaller and smaller measurements of its audiences, the networks were busy transforming their ABC's into anything from 2% to 10 times. They called it 'pass along readership or cumulative audience.' Radio's audiences are bigger, as everyone knows, but the printed media erased this advantage by multiplying their daily circulation by anything from 2% to 10 times.

"My friend, Andrew Heiskell, publisher of Life magazine, never blew the trumpet on Friday evening and put on a show on Saturday. What he did was keep his circulation, apparently for the benefit of his advertisers."

"The networks also have a new way of selling their shows, a new rating system. They seem to be getting more out of their investments than they can."

"Mr. Sholis argued that CBS radio's"(Continued on page 31)
“The situation is tragic—but not serious.”

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CBS Heeds Affiliates on Rates

(Continued from page 24)

Wednesday session, in addition to Messrs. Paley and Stanton, included Joseph H. Ream, CBS executive vice president; Adrain Murphy, president of CBS Radio; Herbert V. Akerson, vice president in charge of station relations; Louis Hausman, administrative vice president, and John J. Karol, vice president in charge of network sales.

In their own session the affiliates made clear that they saw no justification for a cut in network rates; that, on the other hand, rising costs and inflationary dollars make increases justifiable; that radio was down-grading itself even before television emerged; that strict maintenance of the card rate is vital; that a reduction in network prices will engulf the entire radio industry, and that reductions will no more serve to stabilize the business than last year’s did.

CBS Radio’s business is down by more than the 10% by which rates were reduced a year ago, leaders noted. They estimated that affiliates now are getting approximately 80% market they from the network as they did before the 10% cut went into effect. On the other hand, they reported local and spot volume higher today on most stations than a year ago.

In his speech, which drew a standing ovation from the other affiliates, Mr. Sholis decried rate-cut talk and under-the-counter deals, and prescribed “a formula of sound business practices without which no medium can remain important and healthy.”

This formula, he said, “is neither as easy nor as quick nor as simple as cutting the rates would be. It demands a powerful faith in radio as a great advertising medium. It involves vision, intelligence, ingenuity, hard work and courage. But it will encourage wholesome competitive selling and provide better service to the listener. And it is the only formula that can succeed.”

Mr. Sholis spelled out the formula as follows:

(1) CBS Radio officials should “face up to their responsibility to end their reckless price war by telling us tomorrow there will be no rate cut.”

(2) They should “tell us that as of this minute CBS has become a ‘No Deal’ network. Nothing could be more salutary, nor contribute more toward stimulating our business than an announcement by CBS that henceforth no advertiser can expect any rate concession, special discount, talent contribution, or anything else not published on the card and offered to all advertisers.”

(3) They should “tell us that CBS will immediately take the lead in underwriting and developing sound research that will measure all the dimensions of radio... It’s ironic and it’s tragic that after 30 years we still don’t really know what radio is worth...”

(4) They “should take the lead in stripping network salesmen of that Frankenstein of the radio industry—the rating pointpiece. All of us are carrying programs whose ratings wouldn’t merit a small-type footnote in the pointpiece; but they sell products and pay off the advertiser who doesn’t call a hoot about the rating.... Selling by ratings as we do now is just plain stupid. It is a sales tool that misleads the advertiser to his own disadvantage and certainly cheats us.”

(5) CBS Radio “should take the initiative in restoring the standards of good broadcasting they were so instrumental in getting the industry to accept years ago...”

Cities Purpose of Meeting

At the outset of his address Mr. Sholis made clear that those who called the meeting possess “sincere respect” for CBS Board Chairman William S. Paley and his associates. The meeting, he said, “stems primarily from the fact that we have unshakable confidence in radio, and that we take great pride in being affiliates of the nation’s No. 1 radio network.”

But with leadership goes responsibility, he declared.

The meeting, he made plain, was motivated by alarm over reports—publiclyundenied by the network—that CBS Radio was planning, or already had promised advertisers, rate cuts ranging as high as 50% in nighttime periods. Alluding to the 10% rate cut touched off by CBS Radio in 1951, when advertisers were informed before the affiliates were, Mr. Sholis said that again “apparently... we are learning about the selling of our nighttime schedule at a bargain basement rate after it is an accomplished fact.” He continued:

“Sixteen months ago we were told that the rate cut was the cure-all for our network’s problems. We didn’t believe it, but we went along, willing to be shown. The ensuing months proved us right. If the price of network radio wasn’t the answer then, it would be fantastic to be told it is the answer now. Price cutting was not the answer then, it isn’t now, and never will be.

“Will you find that, historically, price wars have never solved a competitive problem until someone has gone bankrupt.”

In a reference which some affiliates considered highly significant, Mr. Sholis cited last year’s spectacular price war between Macy’s and Gimbel’s department stores in New York, and declared: “The only significant change is that a flock of the top officials of one of the stores is no longer with it.”

Getting back to the subject of radio rates, and reviewing NBC’s abortive attempts to reduce time charges, he continued:

“There are two giants of our industry engaged in a brutal price war. The alarming fact is that they seem determined to fight this price war to the death—of the last affiliate.”

“You know full well that if CBS initiates another round of rate cutting, the other networks will follow. Nobody will gain in the long run, certainly radio will be seriously injured and the advertisers’ confidence in our medium will be further impaired.”

“How long can you continue selling a 69-cent tube of toothpaste for 29 cents before people begin to believe it is only worth 29 cents?”

Mr. Sholis charged that radio’s “lack of business character—not the price of network radio—is responsible for the pressure of advertisers to reduce rates.” This, he said, applies to radio stations as well as to networks.

“No advertising medium,” he asserted, “can remain vigorous in the fire-sale atmosphere gripping radio today, or in the situation that will result from a reduction based on some arbitrary formula pulled out of the air. Our immediate problem is not that of selling out sustaining network time periods. Our problem is to restore respectability to the network business.”

Mr. Sholis told the other affiliates that he himself, as a broadcaster, is afraid of reducing his rates when he is convinced that he is overcharging the advertiser.

But, he continued, it is “stupid” and “suicidal” to cut rates “out of fear, panic, intimidation, desperation or a misguided desire to keep up with a rate cutter down the street.”

Find Fair Value

“Before we tinker with the rates,” he advised, “let’s find out why we want to do it, and what rate does represent a fair value. The fact is that we have an unfair advantage. He’s as much concerned as we in keeping radio a healthy medium to help him sell his products at a profit.

The research which he proposed, Mr. Sholis said, should show “for the first time, the true value of radio as an advertising medium—its true value in terms of impact and results—its true value today in relation to other advertising media. Then and only then,” he asserted, “will we have a sound basis on which to build our pricing problems.”

“We’re the advertising medium that has been researched to the hilt,” he added. “We’ve minused the research we’ve had, and had yet to get the research we need.”

Until now, he continued, radio hasn’t had to “operate at its most efficient level, and its notable success is due largely to the inherent power of radio—not a testimonial to management.” Further, he contended:

“It would be foolish to underestimate the strength of the new competition with which radio is (Continued on page 36)
0.5 MV Population Area

1,709,000

Greater than population in any of 16 states

Youngstown Metropolitan Area

541,600

(Mahoning, Trumbull & Mercer Counties)

Population greater than each of 5 states
Retail sales greater than 6 states

WFMJ sells merchandise in America's 30th market

Phone or Write
HEADLEY-REED CO.
or

WFMJ

5000 Watts and 50,000 Watts FM

101 West Boardman St.
Youngstown, Ohio

The NBC Station Serving Greater Youngstown, O.
CBS Heeds Affiliates on Rates
(Continued from page 34)

confronted. But it is equally fool-

ish to overlook the fact that every
fundamental superiority that made
cable important and effective is
still here and still intact.

"Radio's ability to inform, to en-
tertain, to educate, to sell makes
cable a value to all the 'casual'
listeners who depend on it, but to
affiliators. They know that radio
today still reaches more people,
in more ways, at more times, in
more places than anything except
to any other basic medium. Only
they would also like to be shown
the evidence. And in all the millions of
ratings they do not only fail to produce it—we obscure it."

Noting that radio in the past
(through BMB) had tried two uni-
form national coverage measure-
ments, and asserting that the proof
of their benefit is at best "quite
obscure," Mr. Sholis said that "our
present situation is outstanding as an ex-
ample of almost anything at all."

Two Studies Under Way
He pointed out that two studies
are under way concurrently, with
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Coverage
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"Each," he said, "is studiously
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the figures will not match. There's
the further guarantee that com-
paring their results will merely
compound the confusion. They will
counterbalance each other, to one
(more or less)
ward giving us sound business
information on which we can base our
rates."

He continued:

"In the beginning radio set its
rates by instinct. Long before
television got out of the labora-
tory stage, when everything else
that advertisers bought was going
up, while radio was staying fixed and
then fell off as we reached peak
by network rates reflected a com-
promise between the obvious-
ly increasing values of radio,
the short-wave set shortage, and
risings, and the networks' fear
of being unable to maintain a
virtually sold-out condition.

"The basic factor building up
the advertiser's resistance—then
as now—was radio's inability to
supply believable evidence that it
was worth more. Everybody knows
that rates stand still at the low-
levels continued growing. It grew
despite its statistics, not because
of them—and these are the very
same same growths that are used
to beat radio into submission.

"While radio was investing spec-
tacular amounts of money to
torture itself into smaller and
smaller[indispensable, not only to
the industry, the printed media were mul-
tiplying their ABC circulations by
anything from 25% to 10 times.
The common pattern, of course,
was a kind of 'peak
ship' or 'cumulative audience.'
Radio's audiences are bigger, as
everyone knows, but the printed
media erased this advantage by
describing their small potential so
attractively that advertisers could
not resist the mere opportunity
to reach their readers.

"Nobody knows today whether
radio rates are too high, too low,
or exactly right. Certainly, at its
'traditional' rates, advertisers found
.Studios. And so 'exceptional-
the effective medium for selling their
products. Because those network
rates remained static so long, how-
ever, and this is important—radio
rose only in proportion to cost of
for less than it did in the pre-
television era. Sometimes I'm
afraid that our industry is the
"Many advertisers claim that Life
improperly refuses to recognize what the
inflationary cycle has done to the
value of a dollar.

"Newspapers, magazines and all
other media have raised rates
on the basis of increased costs as
well as increased circulation. Only
radio, as we know, has been so timid as to
be afraid to tell all of the cost: its
operating costs have gone up.

Mr. Sholis said a CBS vice presi-
dent—not identified—stated open-
lay only a few years ago that
he questioned whether radio could
afford to expose itself to searching
measurement. In answer, Mr.
Ryan said that radio claims a
potential of only 20% of the
data adult population, yet does
a bigger volume of business
than networks.

"Why in the world," he asked,
"should we be timid about our
networks which have a potential audi-
cence of 96% of the nation's homes
365 days a year?"

"If we undertake an honest,
conscientious measurement im-
mediately—if we convince the ad-
vertiser we are finally going after
sound research—the advertiser
will be patient with us and will
work with us—and we need fear
nothing. The advertiser will find
it to his advantage to buy radio,
and sell the advertisers' products
profitably," the keynoter declared.

"Then, within the next year,
we would have a top-notch piece of
information about the power of radio
that will enable the advertiser to use
it more effectively and we can
fix a price that will be logical and
equitable."

In his denunciation of ratings
as a sales device, Mr. Sholis de-
clined:

"Each month we beat the com-
test and do a war dance around
the charmed circle of top-rated
shows. And, in effect, we are
telling 175 other advertisers that
their radio programs are non-
existent."

"Meanwhile, what about the new
advertisers that network radio
seems so badly today? Our addi-
tion to radio, is an open invita-
tion to them to accept the extreme
difficulty of crashing the charmed circle of the top 10
who seemingly are getting more out
of radio than they can.

"My friend, Andrew Heiskell,
publisher of Life magazine, never
blows the trumpet on Friday
nights to announce the 10 adver-
tisements in his magazine that have
enjoyed the largest readership
... selling by ratings as we
do now is just plain stupid.""}

Mr. Sholis argued that CBS
Radio, "as the nation's leading net-
work" (it had eight shows in the
top 10 evening program Nielsen
reports for May 18-24, and nine in
the top 10 overnight program)
"should not drop the rating system
without being accused of sour grapes."

Then, he said, "we can return to
considering on the merits of our
medium." He cited as "a significant and
cheering development" the case
of a small affiliate in Detroit who
"who cut back his TV show from
to three days a week, putting
the extra money into a CBS Radio
showing that he(1) raised the "card rate"—which has paid off so
well in sales that the sponsor is
extending the radio contract from
'seasonal' to regular term.

"Furnmore, his program is
running in the same evening time
for which another adver-
tiser is reported to have
succeeded in 1946 with a workshop
for the fall on the basis that his
ratings had dropped," Mr.
Sholis asserted.

"We've avoided some of the
techniques networks have devised
to improve "flexibility." Among
them: Five-minute shows which
'turn up at the oddest times' and
which, he charged are just "glor-
ified spot announcements" and the
multiple - program participation
which, he called it Tandem, call it
Pyramid, call it a rose; it still
smells."

Against Advertising Excesses
In his demand for network lead-
ship in return to standards of
good broadcasting, Mr. Sholis
quoted CBS Board Chairman
Paley's plea against advertising
excesses during debates on the NAB
code in 1946. Mr. Paley said:
"We were everlastingly right in
radio, in the long run, but I do not believe he has changed
his mind," but that somehow "the
low-key elements of good taste
have been degraded by our
network.

"The standards we adhered to
six years ago are still valid," he
said, "CBS would revive them."

He found talk of programming
economics "disturbing."

"Actually," he said, "we should
make the quality of programming
as an investment in our confidence
that good radio will survive this
tumult. The other course spells
the end of the radio business."

"If we cheapen our product, we will
lose listeners and then there'll be
do no debate about cutting rates.
We won't be able to do it fast
eough."

"Every radio station in the in-
dustry is in for it, if we ignore
better business judgment and
intend to damage the 'finest
workmanship and ethos of the shack show."

In connection with demands for
solid research to show radio's
merits, Mr. Sholis, chairman of the
"XI" stations of Montana, Oregon,
and Washington, submitted a com-
pleted statistics of general surveys
in 18 states, which showed

Page 36 • July 7, 1952

BROADCASTING • Teletasking

AFFILIATE UNITY

Seen in N. Y. Meeting

RADIO has gone a long way since
the days of the thundering '30's
and the furious '40's.

At the CBS affiliates meeting
last Tuesday, the big surprise was
the fact that Mr. Ed Craney, manag-
ing head of the XL Stations in
Montana, Washington and Oregon,
who asserted it was the "finest
speech I've ever heard in all of my
years in radio."

Mr. Craney was the head of the
Independent Broadcasters Asmm,
which fought the NAB code in the
1940's. Mr. Craney, prior to join-
ing WHAS, was the managing di-
ector of the Clear Channel Broad-
casting Co.

Afterward, Mr. Craney conceded
several motions made by Mr.
Sholis. This brought from Mr.
Sholis the observation that radio
had "earned its place," a position
which Craney and Sholis could agree.

There were other eye-openers
too, demonstrating the singleness
of purpose of the affiliates.

When George B. Sterling, presi-
dent of Storer Broadcasting
Co., and chairman of the sessions,
suddenly was called away from
New York last Tuesday because of
the death of his sister in Chicago,
he turned the gavel over to John F.
Patt, president of the Good Will
Stations.

Mr. Patt operated WJR Detroit,
and that on an equal-dollar investment
radio created 29.1% of store traffic
compared to 27.6% created by
cable, from a standpoint of dollar sales, radio
was credited with 36% against
26.2% for newspapers.

Mr. Craney also submitted a
brief statement, in essence, that America's
top advertisers ... choose radio
over all other "media" and since
1961 have "put their greatest
reliance on radio."

Affiliates Registration

FOLLOWING is the registration list of CBS Radio affiliates at their
"Crisis Conference" in New York last Tuesday and Wednesday.

Speaker noted that some of those
represented more CBS Radio
stations than are shown here,
"making the total number of stations
represented greater than indicated
by the list:"

| KNOW, Mr. and Mrs. F. Reardon; KERN, Leo Ricketts; KDAL, Dalton
(Continued on page 38)
There is no such thing as programs remaining static, or "by formula" at WREC. Programming is kept fresh, interesting, keyed to the moment . . . constantly reaching for that which is better.

That the audience appreciates this is reflected in the fact that WREC has the highest average Hooper rating in Memphis—and actually costs less per person reached (10.1%) than in 1946.

Alert advertisers know WREC brings them more in sales—more in prestige.
Radio-TV Rebuff, Embrace in Chicago (Continued from page 25)

Roger Fryer for comic relief.

The NBC telegram was sent on June 27 by President Joseph H. McConnell. Acting for CBS in a similar role were Adrian Murphy, general manager, and J. L. Van Volkenburg, president of CBS-TV. They all sent telegrams to Sen. Taft and Gen. Dwight D. Eisenhower, asking for support of their position.

Sen. Taft notified NBC on Monday that he had "absolutely no objection to the use of television in the pay-off controversy." He informed Mr. Gabrielson, but I do not think I should attempt to dictate to the National Committee.

The four TV networks meanwhile had been urged on Monday by the American Television Society to protest the proposed action. ATS called on the broadcasting industry to "use its utmost power to obtain a reversal of any adverse decision."

Sig Mickelson, CBS-TV director of news and public affairs, issued this statement Wednesday:

"Without reference to the position of television coverage of the hearings was made, the network executives feel that they are entitled to first-hand, information on our democratic processes that only television can present. In order to permit fair coverage of the hearings, the committee is only refusing to recognize progress..."

Earl Williams, the same day in a 30-minute interview on CBS-TV, Presidential hopeful Harold Stassen and United Auto Workers President Hull have indicated there was no reason why TV should not be admitted to the hearings. Mr. Stassen noted: "This is the proof; I'm before your cameras now."

The Democratic National Committee in its official publication, The Democrat, exclaimed gleefully: "Washington political observers believe the impact of television coverage of the hearings will be so great as to have an important effect on the vote in November." It added this punchline: "... even if the Republicans importune, this is a knockout on pre-convention hearings."

Sen. Estes Kefauver (D-Tenn.), another Presidential aspirant, called on the GOP to "reverse its position." He said his party "will not make the mistake [of refusing] to televise the pre-convention proceedings. He added: "Television has as much right to be present... as any other news medium."

Meanwhile, action on many other fronts pointed up the advent of the July political parade on radio-TV. Among generally unreported developments were:

- AT&T beat its deadline for linking 10 new cities to the Bell System's inter-city TV transmission network. Minneapetos-New Orleans was the first five programs Monday, with others scheduled to join during the week. Reaehing by NBC radio, the WTFF-WLW (Cincinnati, Ohio, Sunday) through KING-TV.

- NBC radio-TV confirmed that comedian Bob Hope will give his impressions of political actions at the conventions; ABC has signed up production: William H. McAndrew, director of TV public affairs; Davidson Teverson, executive vice-president; and Abe Schachter, director of TV press relations; William F. Brooks, vice-president in charge of program operations; Ernest C. Hensley, director of radio news, special events; Frank W. Hendricks, director of station relations; and Frank Hickson, Jr., director of TV station relations.

- The AIB radio-TV convention sponsor, it reported that it had set aside 400 feet of cable to furnish 20-inch sets for the conventions. Receivers will be set up in the services and newspapers. Thirty sets will be used as monitors.

The Wells Church, CBS radio news and public affairs, and ABC-TV announced the major convention assignments for Edward R. Murrow, Lowell Thomas, Charles L. Winters, Walter Overlie, Dwight Cooke and Alistair Cooke.

- NBC will move a staff of 300 and $2 million worth of facilities to Chicago, according to William McAndrew, network TV public affairs director. NBC has 16 TV and 11 radio special conventions.

- WKY Oklahoma City and WBNK (TV) Cleveland announced it would send 100 of its five correspondents to the AAA convention. Tactically, CBC was to dispatch correspondents for the Trans-Canada and Trans-Atlantic Networks.

- Magazines (including the Saturday Evening Post) and many newspapers will feature stories on radio-TV coverage at the conventions. Look bought 32 spots on WJZ-TV New York during convention week.

- Mutual Broadcasting Networks announced lists of executives who will attend conventions.

The following:

ABC—Robert E. Knitter, president; Ernest Lee Jahncke Jr., vice president and business manager; John D. Velotta, vice president in charge of sales and special events; G. E. Coe, director of radio news and special events; William O'Dwyer, director of TV news and special events; Paul W. White, managing editor of ABC-AM radio news; news staff; Charles Underhill, national director of ABC TV program department; Frank Marx, vice president in charge of engineering and general service; William Prevareman, director of engineering and general service department; E. Orson Welles, executive vice-president.

Mutual—CSN—New York: Chet Brush, vice president in charge of radio and TV news and special events; Edward C. Horstman, director of engineering; H. Lundy, president; John Horan, executive assistant; Edward F. Ruggiero, director of public affairs; Gordon S. Pagey, head of public relations; Paul S. Pagey, public relations officer.

DuMont TV—Rodney D. Chipp, director of engineering, who will supervise installation and operation of equipment, and James L. Caddigan, director of programming and production.

Mutual—William H. Finsher, photographer, will cover the national radio and TV coverage of Mutual-WOR AM operations; Arthur Feldman, director of special events; Francis X. Zuzich, director of TV broadcast activities; and Francis X. Zuzich, director of TV broadcast activities and special events.

Mutual—Edward B. Goodyear, general sales manager; William E. Loudenbach, sales manager; former WOR TV advertising manager; former WOR TV advertising manager; Edward E. Berman, director of special events.

Mutual—J. D. Smoltek, director of special events.

Mutual—Edward F. Ruggiero, director of public affairs; Gordon S. Pagey, head of public relations; Paul S. Pagey, public relations officer.

Streiber's Post

THEODORE C. STREIBERST, president of General Telecasting Sys-
tem (June 30), is also a board member of NBC. He was inadvertently omitted in the list of directors released by the network following the June 26 board meeting.

Affiliates Registration

(Continued from page 88)

Fred G. Disney, president; John G. McKernan, Jr., general manager; Mr. and Mrs. Robert W. Davis, general sales manager; Mr. and Mrs. Joseph H. Amos, general sales manager; Mr. and Mrs. Robert W. Davis, general sales manager; Mr. and Mrs. Joseph H. Amos, general sales manager; Mr. and Mrs. Robert W. Davis, general sales manager; Mr. and Mrs. Joseph H. Amos, general sales manager; Mr. and Mrs. Robert W. Davis, general sales manager; Mr. and Mrs. Joseph H. Amos, general sales manager; Mr. and Mrs. Robert W. Davis, general sales manager; Mr. and Mrs. Joseph H. Amos, general sales manager; Mr. and Mrs. Robert W. Davis, general sales manager; Mr. and Mrs. Joseph H. Amos, general sales manager;
DON LEE'S
RADIO AUDIENCES
ARE SOARING, TOO!

JAN.-FEB. 1952 vs. JAN.-FEB. 1949*

Daytime audience 16.2% higher
Evening audience 13.4% higher

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

*Pacific Nielsen Ratings, Full network average
audience, Monday thru Friday.
DON LEE GIVES THE MOST COMPLETE, CONSISTENT, LOCAL COVERAGE OF THE PACIFIC COAST AT THE LOWEST COST PER SALES IMPRESSION OF ANY SALES MEDIUM

Pacific Coast rail yards bustle with business, serving more than 14 million people who live in this vast 323,866 square mile area. Only Don Lee can deliver your message clearly and consistently into each market from its own local network station. In addition to saturation, only Don Lee can offer you the flexibility of spotting your sales messages to your distribution pattern...with no waste.

That's why Don Lee consistently carries more Pacific Coast regional business (with more regional shows in the top 10) than any other network. The advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...Don Lee.

Represented Nationally by John Blair & Company.
Busy ‘Battalion’

VOTERS’ registration drive of KMB-C-KPRM Kansas City, Mo. (May 16) has been such an outstanding success that the stations are now helping recruit workers for the election commission. As a result of a three-day campaign on the part of “Ballot Battalion” and KMB-C-KPRM, the city picked up more than 28,000 registrants.

Election commissioner’s office confessed that it was concerned about being able to process new voters’ papers in time for the state primary Aug. 4. Stations were forced to hold back a special scheme to set up 10 huge “drive-in” places of registration so that eligible voters could register without getting out of their automobiles. The avalanche of registrants was, perhaps, a case of too much success.

FEDERAL RESEARCH

Sen. Ferguson Asks Probe

INVESTIGATION into the research activities of government agencies (including the FCC) on whether there is duplication within the government or with private interests was asked June 26 by Sen. Homer Ferguson (R-Mich.). Resolution (S Res 340) was referred to the Senate Appropriations Committee.

In a table listing the research activities of Federal agencies, prepared by the Bureau of the Budget, the FCC is shown to have spent $193,000 in this field in 1961. It plans to spend $190,000 in 1952 and $215,000 in 1953 on research, the table shows.


NEW AM OUTLET

WKOV Begins Operations

WKOV Wellston-Jackson, Ohio, began operations June 21. Owned by Steven H. Kovlan, who is general manager, the new station operates on 1570 kc with 250 w.

Other staff members are James D. Gourard, commercial manager; Jack D. Daniels, salesman; James Wendling, program director; Andrew H. Kovlan, chief engineer; Betty Troutman, traffic director, and James Hubert, Ted Covat and Jim Darnett, announcers.

‘SENSUOUS’ TONE

Alleged by Nazarenes

DELEGATES to the 13th quadrennial general assembly of the Church of the Nazarene have taken a strong stand against programs which violate the “sacred precincts” of the home.

Meeting in Kansas City, Mo., June 18-28, some 625 delegates also concentrated their fire on “the low moral tone of much of the current literature, comic magazines and the contents of many books.” The delegates represented approximately 20,000 members in 4,000 churches.

The assembly resolved to ask for “rigid safeguards” to “halt the further encroachments of the evils of the day into the sacred precincts of the home.”

As far as radio and television, the resolution stated: “We believe it to be detrimental to the morals of our homes to listen to or view programs of the Hollywood-type of movies or shows of the vaudeville level.”

WBQ CHARGED

Cited in NLRB Order

CHARGE that WBQ Memphis, Tenn., commercial station owned and operated by Harding College, has committed certain unfair labor practices was presented in a final order by the National Labor Relations Board June 28.

NLRB requested the Harding station to cease interferences of employees with respect to their union activities and discouraging membership in the International Brotherhood of Electrical Workers (AFL) and to reinstate an engineer, Frank T. Edwards, it had “discriminatorily discharged” on grounds of economy.

WBQ is licensed to Harding College Inc., has been on the air since 1925 and operates with 5 kw daytime, 1 kw nighttime on 660 kc. Station is affiliated with MBS.

Plans Building

BEN NEDOW, operator of KECK Odessa, Tex., and TV applicant there, has been granted steel by the National Production Authority to begin construction on a 10-story office building in Odessa. Seven stories of the million-dollar structure already have been leased by the Phillips Petroleum Co. Top three stories are under option to Phillips but may be used for KECK’s radio and TV operations.

John C. Armstrong

JOHN C. ARMSTRONG, 79, who retired as partner of the Donovan-Armstrong advertising agency in 1941, died June 25 in Hahnemann Hospital, Philadelphia. He was a former member of the Poor Richard Club. Surviving are a son, John C. Jr., and three daughters, Mrs. Marjorie Carson and Mary R. and Janet G. Armstrong.
"Look what I'm reading!"

"No kidding, Ed... the EDITORIAL page!
You know me, Ed... I'm strictly a sports page guy. But when I was home in bed last week with that blasted head cold, I didn't have much time to do but read the paper.

"So, with time to burn, I looked at everything but the recipes... which is Marge's department, anyways. And, Ed, what I read in those editorials made me mad enough to forget I felt punk.

"One was about 'Creeping Socialism.' It told what's going on right under our noses... a lot of undercover work to turn us into a bunch of spineless dummies, instead of free citizens.

"It warned how we could lose some or all of our Freedoms... you know, free speech, press, vote and religion. And the right to work or live where we please. This editorial showed how other people abroad have let socialism, then communism, take over and make slaves out of them. And all the time these people thought all they had to do was let Government 'take care of them.' And it sure did!

"Since then, Ed, I've been reading all the editorials and articles... in newspapers and magazines. Been learning to think, too. And to talk things over with my neighbors and the fellows we work with down at Republic... things like government ownership and wasteful spending that can bankrupt a whole nation and all its citizens. Yep, I've been learning to appreciate the Freedoms that we have and other people don't. And best of all, yesterday I REGISTERED TO VOTE... and my wife did, too! That's the BIGGEST American Freedom of 'em all, and like a dope I've been too careless to protect my own and my family's interests with a ballot!

"Farnsy, isn't it? From a cold in the head, I got sense in the head."

REPUBLIC STEEL

Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose stores are laden with the many fine products of a free Textile Industry. And, through Textile, Republic serves America. Long-wearing, comfortable dress and suit materials... gay prints... smart draperies and upholstery fabrics... all are spun, dyed and woven on machinery made of carbon, alloy and stainless steels... much of them from the mills of Republic.

New, almost magical synthetic fibers are today developed and produced with equipment largely made of stainless steels, mostly Republic's famed ENDURO. This steel does its part to help keep Americans comfortably and smartly clothed the year round.

This message is one of a series appearing in national magazines and in newspapers in communities where Republic mills, offices and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
**BROADCASTING**

**TUCSON, Ariz.—Catalina Bestco. (KONA), VHF Ch. 9 (186-192 mc) ; ERP 25.4 kw visual, 12.7 kw aural; antenna height above average terrain 524 ft., above ground 583 ft. Estimated construction cost $255,000; first year operating cost $94,300. Post Office address: PO Box 94, Tucson 15, Ariz. Studio location to be determined. Transmitter location: N. Sacramento Freeway. Geographic coordinates: 34° 43' 52" N. Lat., 110° 37' 44" W. Long. Transmitter GE, antenna GE. Legal counsel: Crossland & Viele. President, B. R. Fullbright (13.4%).**

**SACRAMENTO, Calif.—Sacramento Broadcasters Inc. (KXOA), VHF Ch. 3 (60-66 mc); ERP 1.5 kw visual, 0.9 kw aural; antenna height above average terrain 506 ft., above ground 507 ft. Estimated construction cost $15,500, first year operating cost $6,300. Post Office address: P. O. Box 369, Sacramento 14, Calif. Local antenna to be determined. Transmitter location: 1.8 mi. from center of Wasco. (P. O. Box 369). Geographic coordinates: 38° 30' 51" N. Lat., 118° 27' 20" W. Long. Transmitter RCA, antenna RCA. Legal counsel: Hitchings & Atkinson. President Richard V. Osborn (13.1%).**

**SACRAMENTO, Calif.—Sacramento Broadcasters Inc. (KDNA), VHF Ch. 12 (60-66 mc); ERP 15.0 kw visual, 4.4 kw aural; antenna height above average terrain 500 ft., above ground 500 ft. Estimated construction cost $469,000, first year operating cost $173,700. Post Office address: 1817 Post St., Sacramento. Studio location: Broadcast Center, 1817 Post St., Sacramento. Transmitter location: 788 ft. above ground 980 ft. Estimated construction cost $258,400, revenue $255,000. Post Office address: P.O. Box 369, Sacramento 14, Calif. Local antenna to be determined. Transmitter location: 4.5 mi. SE of Sutter Falls, El Dorado County. Geographic coordinates: 38° 30' 51" N. Lat., 118° 27' 20" W. Long. Transmitter GE, antenna GE. Legal counsel: Halsey & Doan, Sacramento. President E. C. Page, Consulting Engineers. WASCO, Calif.—President, William E. Rutter (15.8%) and secretary & treasurer 25% owner Wright Holding Co., Real Estate. Vice President John H. Backer (13.8%), vice president & 25% owner Wright Holding Co., Real Estate. Gen-eral Manager Richard H. Greiner (5.1%), vice president & 25% owner John Greener Co.; Edward M. Wright (5.1%), vice president & 25% owner Wright & Kimbrough, vice president & 25% owner Wright & Kimbrough. gen-eral partner, 25% of commercial building and 160-acre farm, 2205 Fishing Dr., Sacramento. (13.8%), vice president & 25% owner William A. Carter (11%), vice president & 25% owner Frank A. Carter (11%), vice president & 25% owner William A. Carter (11%), vice president & 25% owner Frank A. Carter (11%).**

**WATSONVILLE, Calif.—General Partner, Gerald Hansen, Jr. (16.6%).**

**Windsor, Calif.—President William A. Small (8.5%), secretary J. B. Harnett (14.9%), vice president & secretary 25% owner Robert H. Fullbright, Jr. (13.4%).**

**WINTERHURST, Pa.—President Robert B. Gaylord (10%).**

**Blanket a GOLDEN TRIANGLE in the Great Southwest**

**TEXARKANA, Ark.**

**KCMC-Lex,** Tex.—Major distribution point for a four-state area. Oil, livestock, agriculture, manufacturing, Army ordnance and growing.

**KWFC—World-famous resort with high local spending power and a bonus of over a half million visitors annually from all over the nation. Developing industrially.**

**KAMD—Balanced agricultural, industrial economy. People, soil, water, furniture, one of the largest Navy ordnance installations. A money market.**

**751,000 PEOPLE**

160,200 Radio Homes

$420,267,000 Effective Buying Power

$367,553,000 Retail Sales

(From Sales Management)

**ONE ORDER**

**ONE CLEARENCE**

**ONE BILLING**

(Sold Singly or in Groups)

**For details write to:**

FRANK O. MYERS, Gen. Mgr.

**THE ARKTEX STUDIES**

Greetselle Bldg., Texarkana, Ark. Tex.
"EARLY WORM" JOHNSON

The "Early Worm" never gets the bird from sponsors who want results. Irwin Johnson's "Early Worm" program has top listenership throughout the 24-county, Central Ohio area reached by WBNs—starts the day right for loyal WBNs listeners. They stay with WBNs to hear top local and CBS network shows...including all the top 20-rated programs!

ASK JOHN BLAIR

Page 44 • July 7, 1952

BROADCASTING • Teletcasting
Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

*Availability dependent upon defense requirements.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd.    Dallas 10, Texas    Phone Evergreen 1137

*Graybar Electric Company

Distributed by Graybar Electric Company

© 1942 Graybar Electric Company
COLUMBUS, Georgia—Radio Columbus (WDAK) VHF Ch. 21 (210-216 mc) ERP 85 kw visual, 140 kw auditory; antenna height above average terrain 343 ft., above ground 679 ft. Estimated construction cost $366,400. Transmitter GE 80t-C & antenna RCA. Legal counsel: W. W. Childs & W. B. Pennington, Washington. Consulting engineer: Robert F. E. Good, Cleveland. Antenna height above ground 577 ft., above average ground 1267 ft. First year operating cost $105,000. Post Office address: WDAK, Columbus, Georgia. City planning commission includes President W. H. Lindsey, Coralville; Vice President J. B. McPherson, Coralville; Secretary H. E. Schuette, Coralville (6.36%).

Key to a $6 Billion Market

The Philadelphia
Inquirer Station

An ABC Affiliate
First on the Dial
In America's Third Market

Represented by THE KATZ AGENCY

Page 46 • July 7, 1952

Television Applications Filed at FCC

(Continued from page 44)

SOUTH BEND, Indiana—South Bend Broadcasting Co., Inc., VHF Ch. 44 (442-448 mc) ERP 15 kw visual, 64 kw auditory; antenna height above average terrain 487 ft., above ground 577 ft. Estimated construction cost $315,800. Transmitter GE 80t-C & antenna RCA. Legal counsel: David E. Draper, South Bend. Consulting engineer: Robert F. E. Good, Cleveland. First year operating cost $106,000. Post Office address: 434 South Washington St. (23). (4840%) Secretary R. E. Dillon (10.1%), holds offices and owns stock in a variety of financial interests and others. Treasurer John F. Harris (13.2%) and Sidney F. Harris (10%) holds offices and owns stock in several newspapers in Kansas and Iowa. James A. Davis is president and owns stock in six automobile dealer firms; Howard J. Carey (6%) is president of Cito Ralco, Hutchinson, and owns stock and offices in several other interests. Charles E. Carey (5%) is president of Central Fittre Products Co. Inc., Quincy, Ill., and owns stock and offices in several other interests; K. T. Anderson (22%) is engaged in the cattle business and owns stock and holds offices in several other interests. L. G. Child (7%) is vice president and holds 11.5% of stock in six automobile dealer firms.


MANHATTAN, Kan.—Kansas State College of Technology (KASC), VHF Ch. 8 (180-181 mc) ERP 3 kw visual, 6 kw auditory; antenna height above average terrain 27 ft., above ground 51 ft. Estimated construction cost $10,731. First year operating cost $2,200, revenue $4,200. Post Office address: P.O. Box 605, Manhattan, Kansas. Studio location: St. Mary's College, Kansas City, Mo. City planning commission includes President-Director O. P. Stroh, Manhattan; Vice President-Henry B. Walker (19.5%); Secretary-Mrs. N. B. Morgan, Manhattan; Treasurer H. W. Walker Jr., Manhattan.

DES MOINES, Iowa—Independent Television Co., Inc., VHF Ch. 4 (412-418 mc) ERP 216 kw visual, 158 kw auditory; antenna height above average terrain 374 ft., above ground 504 ft. Estimated construction cost $720,000. Transmitter GE 150t-C, antenna RCA. Legal counsel: Kirkland, Fleming, Wikens & Associates. Consulting engineer Robert M. Sprague, Des Moines. Antenna height above ground 373 ft., above average ground 731 ft. First year operating cost $220,000, revenue $280,000. Post Office address: 4200 W.気 Avenue, Des Moines. City planning commission includes President-Helen E. Beallinger for the Des Moines Register-Publie Ownership, which she is publisher. First Vice President-Earl W. Sutphin; Second Vice President and Secretary E. J. H. Idaho.

SIOUX CITY, Iowa—Percy Bros. Co., Inc., VHF Ch. 10 (192-198 mc) ERP 100 kw visual, 59 kw auditory; antenna height above average terrain 400 ft., above ground 519 ft. Estimated construction cost $250,000. First year operating cost $220,000, revenue $250,000. Post Office address: 9th & E. Ninth Street, Sioux City. City planning commission includes President-Treasurer D. E. pace (65.9%), holds offices and owns stock in the same. First Vice President and General Manager E. C. Thompson; Second Vice President R. G. Williams; Director David A. Patrick. Consulting engineer: Robert A. Lyle, St. Louis. Antenna height above ground 519 ft., above average ground 710 ft. First year operating cost $195,000, revenue $225,000. Post Office address: 9th & E. Ninth Street, Sioux City.
Pittsburgh, Pa.—Pittsburgh Bcstg. Co. (KOAM) VHF Ch. 7 (174-180 mc); Estimated construction cost $300,200, first year operating cost $150,000. Post Office address: Station WMJ, Pittsburgh, Pa. Principal includes: T. W. Kincaid, Pres.; W. L. Potter, Sec.-Treas. (Continued on page 48)

Planning Packers’ broadcasts are (1 to r) Russell J. Bogda and H. J. Berio, members of Packers’ executive board; George Gill, assistant ad manager, Miller Brewing Co.; Gene Ronzani, Packers’ head coach; Mr. Freehite, and John Totman, executive board. (Continued on page 8)

State College. Applicant is Kansas State University, which operates WSKU, the experimental TV broadcast station. College is presently seeking a construction permit for WSKU.

PITTSBURG, Kan.—Pittsburg Bcstg. Co. (KUOM) VHF Ch. 7 (174-180 mc); Estimated construction cost $300,172, first year operating cost $150,000. Post Office address: P.O. Box 683, Pittsburg, Kan. Principal includes: L. F. Cole, Pres.; W. E. Harris, Sec.-Treas. LCRA. Legal counsel George S. Sutton, Washington. Consulting engineer Caven, Lobbes & Culver. Principals include: President, W. E. Harris; Vice-President, L. F. Cole; Treasurer, W. E. Harris; Secretary, W. E. Harris; Consultant, W. R. Lyle Cox (75%). Secretary-Treasurer Lester Lee Cox (75%).


PITTSFIELD, Mass.—Greylock Bcstg. Co. (WRRK), UHF Ch. 6 (77-80 mc): ERP 1,525 kw visual, 1,712 kw aural; antenna height above average terrain 225 feet, above ground 1,005 feet. Estimated construction cost $132,000; first year operating cost $100,000; Post Office address: 8 Bank Row, Pittsfield, Mass. Studio location: To be determined. Transmitter location: Oceola Mountain, Geog- raphic coordinates: 42° 22’ N. Lat., 73° 16’ W. Long. Transmitter GE, antenna GE. Legal counsel: George W. Page & McInnis, Washington. Consulting engineer: Charles B. Podolsky. Principals include: Pres. Max H. Lavin, (80%), Vice-President Francois H. Lavine (20%) and Secretary-Treasurer Roy H. Westman (10%).


MINNEAPOLIS, Minn.—Independent Bcstg. Co. (WLOL), VHF Ch. 3 (186-192 mc); ERP 400 kw visual, 250 kw aural; antenna height above average terrain 580 feet, above ground 1,250 feet. Estimated construction cost $449,839, first year operating cost $80,000; revenue $275,000. Post Office address: c/o Ralph L. Newman, 1930 N. Chigaco Ave., Chicago, Ill. Studio and transmitter location: 47th St. 6 and 4th Ave. S. Minneapolis. Transmitter Appendix 9, 15° N. Lat., 93° 15’ W. Long. Transmitter GE, antenna GE. Legal counsel: Frederick E. Webster, Minneapolis. Consulting engineers: Mcintosh & Inglis, Washington. Sole owner is James A. Nee.

NEW ORLEANS, La.—James A. Nee (WNOH). VHF Ch. 12 (174-180 mc); ERP 150 kw visual, 50 kw aural; antenna height above average terrain 1,005 ft.; above ground 3,714 ft. Estimated construction cost $331,000; first year operating cost $140,000; revenue $450,000. Post Office address: Bernhardt Building, 617 Canal St. Studio location: Bernhardt Building, Monroe, La. Transmitter location: Bernhardt St. (0.4 mi. of U.S. 80). Geographic coordinates 32° 37’ 30” N. Lat., 90° 16’ 30” W. Long. Transmitter RCA antenna RCA. Legal counsel: George W. Page & McInnis, Washington. Consulting engineers: Mcintosh & Inglis, Washington. Sole owner is James A. Nee.

NEW ORLEANS, La.—WSMB Inc. VHF Ch. 2 (162-168 mc); ERP 200 kw visual, 105 kw aural; antenna height above average terrain 580 feet, above ground 1,050 feet. Estimated construction cost $351,000, first year operating cost $130,000. Post Office address: 901 Canal St., New Orleans, La. Transmitter location: Behrman Highway at 901 Canal St. Geographic coordinates 29° 59’ 30” N. Lat., 90° 06’ 30” W. Long. Transmitter GE, antenna GE. Legal counsel: George W. Page & McInnis, Washington. Consulting engineers: Mcintosh & Inglis, Washington. Sole owner is James A. Nee.

ROCHESTER, Minn.—Southern Min- neapolis Bcstg. Co. (WKBQ), UHF Ch. 7 (174-180 mc); ERP 101.3 kw visual, 53.7 kw aural; antenna height above average terrain 620.5 ft., above ground 1,575.5 ft. Estimated construction cost $182,000, first year operating cost $110,000; revenue $250,000. Post Office address: First Avenue Building, Rochester. Studio and transmitter location: 387 First Ave. N. Geographic coordinates 44° 46’ 31” N. Lat., 92° 29’ W. Long. Transmitter GE, antenna RCA. Legal counsel: Lucas, Zian, Young & Jansky, Wash.

For the period ending April 30, WSYR’s local radio sales were 39% ahead of 1951. The local advertisers responsible for this increase are the ones in the best position to test the effectiveness of all media. They know which advertising keeps the cash register ringing.

National Spot Advertisers

THE PACKERS' RIGHTS

Go To Wisconsin Network EXCLUSIVE broadcasting rights to the 12 National Football League games of the Green Bay Packers have been granted to the Wisconsin Network Inc.

This was announced last week following the annual meeting of the network at Lake Geneva, Wis., June 24-25. Packers’ football rights have been held by WTMJ Milwaukee for 23 seasons, it was added.

Directors were re-elected at a stockholders meeting. They were John Walter, WJPG ‘Green Bay; A. H. Lange, KFIZ Fond du Lac; Sidney Blatz, WCLO Janesville and WGEZ Beloit; G. P. Richards, WHBL Sheboygan; Earl H. Huth, WHBY Appleton; W. C. Forrest, WBUI Pewaukee; Harold Newcomb, WJRN Racine and George T. Frechette, WPHR Wisconsin Rapids.

Following the stockholders meeting, the directors re-elected Mr. Walter president; Mr. Huth, vice president, and Mr. Frechette, secretary-treasurer and managing director. Network offices are at Wisconsin Rapids.

Broadcasting rights were granted after acceptance of sealed bids and proposals for coverage in the region.

Miller Brewing Co., Milwaukee, is to sponsor the series. Sixteen stations were used during the past two seasons, it was reported. Earl Gillispie, WEMP Milwaukee, is to handle the play-by-play.

For information on the new broadcast rights, contact John C. Roberts, Wisconsin Network, 310 1st Ave., Milwaukee 1, Wis.
Television Applications Filed at FCC

Fl. above ground 479 ft. Estimated construction cost $656,000. first year operating cost $559,375, first year operating cost $559,375, revenue $340,000. Post office address: Box 3171, Jacksonville. Studio location: Lamarr Life Bldg. 325 1st Street, Jacksonville. Transmitter location: Red Hill, 3.4 mi. SE of Jacksonville. Geomeric coordinates 35° 34'"N. Lat. 89° 11'17" W. Long. Transmitter RCA, antenna RCA. Legal counsel to Senator Blum. Washington. Consulting engineer: Janksy & Bailey. Washington. RCA, antenna RCA, Legal counsel to Blum. President Elsey Roberts (79.5%), Vice President-Robert J. Nelson, 20.5%. Vice President-Secretary Elsey M. Roberts (50%). Vice President-George W. Harley (100%). Legal counsel to E. M. Roberts (100%). Figures include savings in time, labor, etc.

**Lincoln, Neb.—Cornbelt West. Corp. (KFWB), VHF Ch. 11 (178-140 mc). ERP 100 kw visual, 5 kw auroral; antenna height above average terrain 650 ft., above ground 207 ft. Estimated construction cost $307,840, first year operating cost $294,916, revenue $236,270. Post office address: Box 331, Lincoln. Studio and transmitter location: 119 W. 15th St., Lincoln, Nebraska. Transmitter RCA, antenna RCA. Legal counsel to President Blum. Washington. Principals include President J. Janksy, E. Bailey, Secretary H. W. Harley (100%). Figures include savings in time, labor, etc.

**St. Louis, Mo.—KWKW, VHF Ch. 6 (67-72 mc). ERP 100 kw visual, 5 kw auroral; antenna height above average terrain 650 ft., above ground 207 ft. Estimated construction cost $307,840, first year operating cost $294,916, revenue $236,270. Post office address: Box 331, Lincoln. Studio and transmitter location: 119 W. 15th St., Lincoln, Nebraska. Transmitter RCA, antenna RCA. Legal counsel to President Blum. Washington. Principals include President J. Janksy, E. Bailey, Secretary H. W. Harley (100%). Figures include savings in time, labor, etc.

**St. Louis, Mo.—KXXK (KXQ-AFM-AM), VHF Ch. 6 (67-72 mc). ERP 100 kw visual, 5 kw auroral; antenna height above average terrain 650 ft., above ground 207 ft. Estimated construction cost $307,840, first year operating cost $294,916, revenue $236,270. Post office address: Box 331, Lincoln. Studio and transmitter location: 119 W. 15th St., Lincoln, Nebraska. Transmitter RCA, antenna RCA. Legal counsel to President Blum. Washington. Principals include President J. Janksy, E. Bailey, Secretary H. W. Harley (100%). Figures include savings in time, labor, etc.

GENTLE APPROACH

**WNNP Plugs Conservation

WNNP Evanston, Ill., is asking its classical music audience to show appreciation for "conservative" commercials by buying WNNP's sponsors' products.

To accentuate the difference between WNNP's "brief, quiet, conservative" sales approach, the station emphasizes its "gentle, hard-driving" commercials. After showing the contrast, WNNP tells its listeners that if they approve of the commercials, buy our sponsors' products.

Samples of WNNP's version of blatant commercials:

"Have-A-Tine is water—better than new—just one sip will tell you why it outsells all other waters: just take a large vat.

"Fanny Grip-Up has a new magic reducing formula that she's imported from the continental shore. This wonder water contains everything you need for a proper day's—bread and water.

Washington. Consulting engineer Jansky & Bailey, Washington. Principals include President J. Janksy, 35%); Vice-President-E. Bailey, 35%); Secretary, 30% (100%).

**DURHAM, N. C.—Durham Broadcasting Enterprises Inc. (WTKR). VHF Ch. 10 (170-180 mc). ERP 100 kw visual, 5 kw auroral; antenna height above average terrain 650 ft., above ground 207 ft. Estimated construction cost $307,840, first year operating cost $294,916, revenue $236,270. Post office address: Box 331, Lincoln. Studio location: 119 W. 15th St., Lincoln, Nebraska. Transmitter RCA, antenna RCA. Legal counsel to President Blum. Washington. Principals include President J. Janksy, 35%); Vice-President-E. Bailey, 35%); Secretary, 30% (100%).

**WINSTON-SALEM, N. C.—Winston-McFarland Rogers, VHF Ch. 12 (202-210 mc). ERP 100 kw visual, 5 kw auroral; antenna height above average terrain 650 ft., above ground 207 ft. Estimated construction cost $307,840, first year operating cost $294,916, revenue $236,270. Post office address: Box 331, Lincoln. Studio location: 119 W. 15th St., Lincoln, Nebraska. Transmitter RCA, antenna RCA. Legal counsel to President Blum. Washington. Principals include President J. Janksy, 35%); Vice-President-E. Bailey, 35%); Secretary, 30% (100%).

Krieger, Washington. Principals include President-Treasurer I. Krieger (99.7%), William H. Bishop, President, and Marjorie H. Bishop, Secretary-Treasurer. 100% owner.

MUSKOGEE, Okla.—First Bell Co., C. P. McNally, President, made a purchase offer for the station. Transmitter antenna height above ground 700 ft. Estimated construction cost $240,000, revenue $240,000. Post Office address: 100, 08' M. T. Studio location: 114, 08' M. T. Transmitter antenna height above average terrain 1,252 ft., above ground 750 ft. Estimated construction cost $400,000, first year operating cost $200,000, revenue $200,000. Post Office address: 100, 08' M. T. Transmitter location: NE 26th St. Transmitter antenna height above average terrain 1,252 ft., above ground 750 ft. Estimated construction cost $400,000, first year operating cost $200,000, revenue $200,000. Post Office address: 100, 08' M. T. Transmitter location: NE 26th St. Transmitter antenna height above average terrain 1,252 ft., above ground 750 ft. Estimated construction cost $400,000, first year operating cost $200,000, revenue $200,000. Post Office address: 100, 08' M. T.

WILLIAMSPORT, Pa.—WJWK Inc. (WAKR-AM-FM), UHF Ch. 39 (602.4-608 mc); ERP 20.4 kw visual, 159 kw audio; antenna height above average terrain 1,381 ft., above ground 403 ft. Estimated construction cost $137,000, first year operating cost $50,000, average revenue $70,000. Post Office address: 244 W. Fourth St., Williamsport. Transmitter location: N. White Deer Ridge Rd. near Williamsport. Geographic coordinates: 41° 12' 19" N., 77° 30' 43" W., Transmitter height above ground 572 ft., antenna height above ground 403 ft. Estimated construction cost $137,000, first year operating cost $50,000, average revenue $70,000. Post Office address: 244 W. Fourth St., Williamsport. Studio location: 244 W. Fourth St., Williamsport. Studio antenna height above average terrain 290 ft., above ground 247 ft. Estimated construction cost $137,000, first year operating cost $50,000, average revenue $70,000. Post Office address: 244 W. Fourth St., Williamsport. Studio antenna height above average terrain 290 ft., above ground 247 ft. Estimated construction cost $137,000, first year operating cost $50,000, average revenue $70,000. Post Office address: 244 W. Fourth St., Williamsport. Studio antenna height above average terrain 290 ft., above ground 247 ft. Estimated construction cost $137,000, first year operating cost $50,000, average revenue $70,000. Post Office address: 244 W. Fourth St., Williamsport.

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Tops! A RATING history that's men's...!

America's Most Successful
Adventure-Detective Show

"BOSTON BLACK"

Produced Exclusively for Television

Action-packed, complete half-hour programs using finest and latest television techniques... by experienced technicians, writers, musicians, directors and others.

Starring:
* KENT TAYLOR as "Blackie"
* LOIS COLLIER as "Mary"
* FRANK ORTH as "Farraday"

OTHER GREAT ZIV SHOWS
- THE UNEXPECTED
- YOUR TV THEATRE
- THE CISCO KID
- STORY THEATRE
- YESTERDAY'S NEWSREEL
- EASY ACES
- SPORTS ALBUM
- FEATURES
- WESTERNS
- CARTOONS
CONSISTENTLY HIGH RATINGS IN CITY AFTER CITY AFTER CITY!

FOR TOP SPONSORS LIKE THESE:
* TERRE HAUTE BREWING CO. . . . . . in 8 MARKETS
* SOUTHERN BISCUIT CO. . . . . . . . in 4 MARKETS
* DAW DRUG CO. . . . . . . . . . . in 3 MARKETS
* WIEDEMANN BREWERY . . . . . . . . in 4 MARKETS
* VITAMIN CORP. OF AMERICA . . . . . in 2 MARKETS

AND MANY, MANY MORE!

WITH TOP RATINGS LIKE THESE:
* DALLAS - FT. WORTH . . . . . . 55.0*
  Highest rated show—all hours—all days—all week.
* ATLANTA . . . . . . . . . . . 28.8*
  Highest rated show Friday night. Tops all non-network shows all nights.
* TOLEDO . . . . . . . . . . . 51.5*
  Highest rated show Thursday night. Tops all non-network shows all nights.
* CHARLOTTE . . . . . . . . . . . 59.5*
  2nd Highest rated show Thursday night. Tops all non-network shows all nights.
* DETROIT . . . . . . . . . . . 28.0*
  2nd Highest rated show Thursday night on all 3 stations.
* BOSTON . . . . . . . . . . . 32.0*
  2nd Highest rated show Saturday night all stations.

*All Ratings Taken From "Videodex"
INCONSISTENCY is not a rare quality among politicians, but no more flagrant case of it could be imagined than that exhibited at the welcome being accorded to broadcasting at the Republican convention this week by the same men who were a week ago its ostracism from the important National Committee session on disputed delegations last Tuesday.

If radio and television can be trusted to cover the nations conventions themselves, at one of which the next President of the United States will be picked, there is no valid argument that they cannot be equally trusted to report such an important preliminary as the committee meeting, to which the press was given full access.

One cannot avoid the suspicion that the politicians' attitudes toward television are founded almost exclusively in self-interest. They are eager to participate in any television program which, they believe, will make them look good. If, however, the presence of such a faultless reporter is apt to make them look bad, then the only thing to do: Kick out the reporter.

This basic attitude toward broadcasting underlay the ban against radio and television in the House and the attempt to ban it from the Senate. The old-line leaders of the majority party have feared that the televising of some government sessions would make the opposition look good.

Broad casters must come to grips with this problem. A good way to start would be to urge both the Republicans and Democrats to include in their platforms a plank advocating freedom of access, equal to that enjoyed by the press, for radio and television.

It is time that politicians were made to quit courting broadcasting when it serves their personal purposes and kicking it out the door when it doesn't.


tv's cam ron

IT WOULD APPEAR as if the TV dopesters, in and out of government, were all wrong. Instead of the 1,500 to 2,000 applications for new TV stations anticipated by July 1 the count is much, much less.

Instead of a stampede for assignments on the 70 UHF channel assignments, most openings now go begging. Instead of the quest for the 242 channels reserved for education, there are about a dozen applications on hand, in varying states of unreadiness.

July 1, of course, is a theoretical deadline. It simply triggers the processing of applications on hand. The FCC did not "freeze" the opportunity to file for facilities or to seek modifications.

What caused this crossing up of the so-called "dope"? Why the dearth of UHF applications? Why the unbridled flood of "new money" that was to enter TV in the hundreds of millions?

The answers can be surmised only. First UHF is suffering from the FM experience regarded, rightly or wrongly, as a fiasco. The UHF in FM is the ultimate reverse of what transpired in FM. There, the FCC crammed FM down the throats of broadcasters. But the public, in sufficient numbers, wouldn't convert, or switch, to another aural service. In UHF, while the FCC is encouraging its use, prospective applicants are disposed to let George do the pioneer-

ing. It's my prediction that UHF applications will pick up gradually—as stations go on the air and provide acceptable service, notably in non-intermixed VHF-UHF areas or in those with but one or two VHF assignments.

Much of that "new money" has come into hiding to await developments. Only a small percentage of the new applications are from organizations not now in radio, again supporting our thesis that television is the heritage of the broadcaster—the same business with sight added.

We have no doubt that the primary reason for the stamped ardor of the newcomers is the experience of stations in such markets as New York, Los Angeles and let's say, Atlanta. New York has seven stations, of which at least three aren't making money. Los Angeles has seven and it's reported that four are in the red. Atlanta has three and one is running a deficit. Certainly this isn't the key to the mint.

There's going to be lots of investment in TV in the years ahead. The public will put billions into receivers. Invested capital in transmitters will run into the hundreds of millions. It will be a good business. But it isn't going to make many new millionaires anytime soon. All of which is healthy.

They also shudder by the errors of its radio contemporary, which, more and more is destined to become its blood-brother—not its competitor unto the end. Rates will be pegged in ratio to costs and a reasonable return (which wasn't done in radio). The very fact that a TV stampede hasn't materialized indicates that some modicum of prudence and economic reasoning has developed.

At Last

EXCEPT for its regrettable failure to relieve broadcasters of the political broadcast dilemma, the final version of the McParland Bill strikes us as a remarkably healthy piece of legislation, considering the bureaucratic posturing it had to survive in its long and sometimes disagreeable gestation period.

It is a pity that a major revision of the Communications Act would be made without the complete overhauling of the section on political broadcasting, which leaves the broadcaster in the be-damned-if-he-does and be-damned-if-he-doesn't position of being unable to censor a speech to protect himself from libel.

Though the Honan amendment which was added to the bill in the House was not entirely satisfactory, it still would have been better than no protection at all, especially in this feverish election year. Its section providing immunity from libel having been stricken, there is no chance now for immediate relief.

Most of the measures contained in the House version which was passed a fortnight ago were eliminated in the final bill brought out by the Senate-House conference committee, an achievement due in very great measure to Sen. Ernest W. McParland, whose baby it is.

Other sections included in both the original House and Senate versions could well have come out or been changed, but none of these is of serious nature. We should have liked to see retained the House section prohibiting the FCC from discriminating against newspaper applicants for broadcasting licenses, but practically speaking, we must concede that the Senate-House committee was right in its majority position, since the White House had let it be known that the President would veto a bill that included that measure.

It is, perhaps, a sobering thought that the whole looks as though the bill, which is the first important modernization of the Communications Act since it was passed in 1934, is one that broadcasters can live with.

(Continued on page 55)

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LOHN QuA LE CANNON

EVERYBODY around Salt Lake City knew that young John Cannon, third generation of Cannons in the Desert Evening News organization, would grow up to be a newspaperman just like his father and grandfather. After all, Grandfather Cannon was one of the famed journal's founders and John's father was editor. The youngest Cannon worked in his spare time as a reporter on the city room staff while majoring in English and economics at the U. of Utah.

Unfortunately for the News, but fortunately for RCA, which has just elected him secretary, John Cannon found an outlet for both at the United States Daily, now the United States News & World Report. At that time the Daily printed major government news, enjoying wide recognition as an official information source despite its private operation by David Lawrence under foundation sponsorship. John Cannon had the chance to flex his legal muscles by reporting actions by all major courts in the nation. The legal operation later became the U. S. Law Week.

The call of government was strong, however, for he had been assistant secretary of the Public Buildings Commission prior to graduation, and also had been a business specialist at the Bureau of Standards. From the Daily he moved to the Civil Service Commission, remaining 13 years with the exception of one year as personnel director of the Securities & Exchange Commission.

At the Civil Service Commission he held a number of positions as he moved up the line. These included principal legal examiner, legal adviser and chief law officer. In the last-named post he was in charge of enforcing the controversial Hatch Act, the federal law curtailing political activities of government workers.

The Commission's job of running the world's largest personnel agency gave Mr. Cannon an insight into the problems of selecting and grading people. His Commission achievements came to the attention of the White House and he was appointed by President Franklin D. Roosevelt to serve on the President's board of Legal Examiners which

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BROADCASTING • Telecasting
Serving the Community Well* without regard for reward rewards the servant richly with the Community’s Regard

*Recent Telecasts in the Community Interest:

EXPERIMENTAL TELECASTS OF MINNEAPOLIS SYMPHONY: The series earned a Pulse rating of 19 . . . on Saturday afternoons!

FIRST PUBLIC SCHOOL INSTRUCTION ON TELEVISION: When a janitors’ strike closed schools during a winter semester . . . children watched teachers on TV, worked out lessons, sent them in. First such instruction in the United States. Entire programs planned and executed by school system. We supplied Channel 4 and technicians.

A MILE-LONG CHRISTMAS GREETING SCROLL TO JAPANESE SCHOOL CHILDREN: St. Paul and Minneapolis boys and girls were sold the idea just before Christmas. Whole schools were televised signing the scroll . . . which was flown to Tokyo.

TELEVISION USED FOR MASS INDUCTION OF 20,000 MEMBERS OF SCHOOL PATROL: Police officials conducted ceremony while school patrol units took oath watching the TV screen in schools.
HEAD-TABLE guests at organizational meeting of New England chapter, American Women in Radio & Television (l to r): Priscilla Fortescue, WEII Boston; Connie Stockpole, Granite State Network, Manchester, N. H.; Heloise Parker Broeg, WEII Boston, elected station representative firm; Doris Carwith, NBC, AWRT national president; Dorothy Fuller, WBET Brockton, Mass., AWRT eastern vice president; Wynne Casey, WJOY Burlington, Vt.; Betty Stuart Smith, J. Walter Thompson Co.

**DIRECTORS GUILD**
Elects Bliss President
TED BLISS, freelance, has been elected president of Hollywood Local of the Radio and Television Directors Guild (AFPL). He succeeds Max Hutto, NBC radio.

Kingman Moore, NBC-TV, was named vice president. Elected secretary was Mikel Kane, CBS-TV. Gil Faust, freelance, was named treasurer. Elected to the national board of directors were Ivan Green, freelance; Gordon Hughes, CBS Radio; Dick Mack, freelance and RTDG international president. Messrs. Hutto and Bliss also serve on the board.

New to the local's executive council are Elliott Lewis, freelance; Larry Robertson, ABC radio; Ed Hillie, NBC-TV; Robert Sheldon, ABC-TV.

**CAB Adds Six Members**
SIX Quebec province stations have been admitted to membership in the Canadian Assn. of Broadcasters, bringing the total of independent station members to 109. The new members are CJSO Sorel, CHAD Beauce, CKRN Rouyn, CKVD Val d'Or, CKLS La Sarre and CHGB St. Anne de la Pocatiere. Membership of these French-language stations is due in part to increased CAB activities for French-language stations.

**SUMMER LISTENING**
Canadian Panel to Measure
RADIO Representatives Assn. has appointed a committee to contact stations and to study the problem as to how Canadian stations could show advertisers that summer listening remained high. The committee is composed of Ken Davis, Omer Renaud & Co.; E. Towndrow Stephens & Towndrow, and Bill Mitchell, All-Canada Radio facilities.

This action took place at the June meeting of the Toronto station representative firms. At the same meeting, E. Palmer, radio-TV director, Walsh Adv. Co., Toronto, pointed out that while national rating reports showed a slump in summer Canadian listening, people were using radios, if not at home, at summer resorts or while traveling. Canadian stations were urged to obtain figures for out-of-the-home listening to show their clients that a slump in rating reports did not present a full picture.

**Direct Mail Up 10½%**
AMERICAN businessmen spent $487,819,880 in direct mail advertising for the first five months of 1952, Frank Frasier, executive director of the Direct Mail Advertising Assn., reported last week. The volume represents an increase of more than 10¾% over the same period of 1951, he said.

**Hunting for the answer in St. Louis?**
You'll find that LOW-low cost-per-thousand radio homes delivered makes KWK the radio buy in St. Louis!

Aim your questions at your local Katz man. He has the answers!

Globe-Democrat Tower Bldg.
Saint Louis

**front office**

WALLY ENGLEHARDT, George W. Clark Inc., Chicago, station representative firm, to WPEO Peoria, Ill., as commercial manager July 15.

DAVE CARLISLE, WPTZ Philadelphia, to sales staff, WFIL same city.

JOE COFFIN, head of research, KLAC-TV Hollywood, transfers to sales as account executive. AL FISCHLER, account executive, Snader Telecasting Sales Inc., Beverly Hills, to station in similar capacity.

KEITH TYE, commercial manager, KVER Albuquerque, N. M., to KXYZ-AM-FM Houston, Tex., on sales staff.

JAMES FOKES appointed sales service member of sales staff, WBSTV (TV) Charlotte, N. C.

HOWARD WHEELER, account executive, KHJ Hollywood, shifts to KHJ-TV in similar capacity.

BUZZ HASSETT, KROS Clinton, Iowa, to WPMY-TV Greensboro, N. C., as account executive.

STEVE CROWLEY to sales staff of KGO San Francisco, after year in Army.

RICHARD COLBURN, sales staff of WTMJ Milwaukee, Waukesha, Wisconsin, to Free & Peters, Chicago, station representative firm, as TV salesman.

ANNE BERGIN, CBS Toronto and Ottawa, named assistant commercial representative of CBC Toronto.

**PERSONALS**


WILLIAM T. STUBBLEFIELD, NARTB station relations director, father of boy, John Steven, June 29.

JIM HENSLEY, account executive, CBS Pacific Network, has returned to duties after convalescence period following surgery. ED GARDNER, TV salesman at Headley-Reed, Chicago, elected station representative firm, father of boy, Edward Everett, June 20...
Our Respects To
(Continued from page 52)

had been established under the chairmanship of the Solicitor General to improve the quality of the government's legal service.

A little later he was named by the President to serve on the five-man Interdepartmental Loyalty Board, organized in the early 40s to study and pass on cases involving the loyalty of government employees. At the request of Francis Biddle, then Attorney General, Mr. Cannon left the Civil Service Commission in 1943 to join the Dept. of Justice as administrative assistant.

After a decade-and-a-half in government, he entered private industry as a member of the RCA Victor Div. legal staff, with headquarters in Camden, N. J. At RCA Victor his work dealt primarily with corporate law, concentrating on legal problems involving the Consumer Products Dept., handling radio, TV and Victrola phonographs. He was given the division's Award of Merit for his achievements.

Six years after joining the RCA organization he was elected assistant secretary of the parent company, moving up into the high post of secretary last May 9.

Today, John Cannon retains an interest in sports that started in his youth, when he had down third base for one of Salt Lake City's better baseball teams. For a time he had harbored dreams of a baseball career. Now he confines his sports activity to golf and shoots consistently in the 80s.

He married the former Anna Laura Stohl of Salt Lake City. They live in Bronxville, N. Y., and have three children—Jane, Jack Jr. and Ann Quayle. Jane is engaged in sociological work in Mexico; Jack Jr. is a student at Bates College and Ann Quayle attends Bronxville public schools.

CHARLES BULOTTI, director of program department, KLAC-TV Hollywood, to KTVV (TV) that city as director of production. BERTIE HACKETT, manager KTVV program operations, promoted to director of facilities. BOBBIE VALENTINE, promotion department, named publicity manager for station. GEORGE T. RUBY, Academy of Motion Picture Arts & Sciences, to station as controller. He succeeds MILTON DAY, who returns to Times-Mirror Co.

CHARLEY CANTOR, radio-TV actor, assigned role in Warner Bros. feature film, "Stop, You're Killing Me." RUTH BEAN, star of step, Look and Cook, WATV (TV) Newark, appointed assistant professor of home economics at Fairleigh-Dickinson College, Rutherford, N. J.

BOB BAYWARD, program director, KTVV (TV) Hollywood, and DUDE MARTIN, star of station's Duke Martin Show, have collaborated on song, "How Many Tears Make an Ocean," now being recorded.

RITA ZENZEN, advertising director, Board of Airplane Co., Wichita, Kan., to XXXY Houston, as promotion manager.

JACK BUNDY, former general manager of WMWA Milwaukee, to WFOX same city, as star on daily hour-long musical show, Heine and His Band.

BEVERLY CARNAHAN, program-traffic manager, KFI Los Angeles, to KBIG Avalon, Calif., in similar capacity. She succeeds PHYLLIS NUNEZ, who resigned to move to Portland.


PATRICIA SCHERTZINGER, assistant photo editor, ABC Hollywood, promoted to publicist.


CLAIRE HIMMEL, director of research, WNEW New York, and Jacques Rene Horn will be married in August.

News...

ED KAUFMAN to news staff, WHBC Canton, Ohio.

JACK GARDNER, announcer, KFI Los Angeles, to KHJ-TV Hollywood as newscaster on Alka-Seltzer Newspaper of the Air.

EDMUND MacDONALD, professor at U. of British Columbia, to CKNW Vancouver for summer as news supervisor.

CHARLES ARLINGTON, newscaster, KHJ Hollywood, and ELIZABETH ROOT, radio actress, will be married July 15.

PAT BISHOP, newscaster, KFI Los Angeles, father of boy, Bruce Foster, June 14.
Television Applications Filed at FCC
(Continued from page 19)

204 mc): ERP 75.5 kw visual, 28.8 kw aural; antenna height average terrain 391 ft., above ground 373 ft. Estimated construction cost $220,000, first year operating cost $250,000, revenue $220,000. Post Office address: Phil- lips Avenue at 4th Street, San Francisco. Station location: 7 miles SE of Sioux Falls. Geographic coordinates: 46° 19' W Lat., 102° 04' W Long. Transmitter: RCA antenna RCA, Legal counsel Donaldson, St. Louis, Missouri. Principals include President Joseph 1. Floyd (33%), Vice President L. E. Lofgren (31%), and Secretary-Manager Edwin R. Ruben (33%).

CHATTANOOGA, Tenn.—WDEF Best Co. (WDWE-AM-FM) VHF Ch. 12 (346-280 mc); ERP 10 kw visual, 110 kw aural; antenna height average terrain 586 ft., above ground 537 ft. Estimated construction cost $220,000, first year operating cost $250,000, revenue $220,000. Post Office address: 419 Volunteer State Life Bldg, Chattanooga, Tenn. Station location 419 Volunteer State Life Bldg. Transmitter location: 8.3 miles N of official center of Chattanooga on Hampton Rd. Geographic coordinates: 35° 06' W Lat., 85° 15' W Long. Transmitter: RCA antenna. Legal counsel: L. W. Elliott & Veal, Chattanooga, Tennessee. Principals include President Carter W. Peterson (45%), Vice President and Secretary-Treasurer of WDWE Best Co. (30%), Secretary-Treasurer Edward Finlay Jr. (4.44%).

MEMPHIS, Tenn.—WMPM Inc. (WMPM-FM), VHF Ch. 13 (210-216 mc): ERP 316 kw visual, 158 kw aural; antenna height average terrain 586 ft., above ground 537 ft. Estimated construction cost $150,000, first year operating cost $175,000, revenue $185,000. Post Office address: 121 Union Avenue, Memphis 1. Station location: 121 Union Avenue; Studio location: 500 South of Shelby Co. Pen. Farm. Geographic coordinates: 36° 15' W Lat., 90° 11' W Long. Transmitter: RCA antenna. Legal counsel: The Fortune Law Co., Chicago, Illinois. Principals include President F. B. Fortune (36%), Secretary-Treasurer Edward Fortune (36%), and General Manager John H. Fortune (28%).

CORPUS CHRISTI, Tex.—Gulf Coast Best Co. (KRXK) VHF Ch. 6 (38-34 mc); ERP 30 kw visual, 15 kw aural; antenna height average terrain 418 ft., above ground 369 ft. Estimated construction cost $50,000, first year operating cost $30,000, revenue $35,000. Post Office address: 310 4th St., Corpus Christi, Texas. Station location: 310 4th St. Studio location: 1228 Atlantic Ave. Transmitter: RCA. Legal counsel: H. P. McGaw, Corpus Christi, Texas. Principals include Charles C. Turner (75%), General Manager and Secretary of Gulf Coast Best Co., General Manager and Secretary of Gulf Coast Best Co., and General Manager and Secretary of Gulf Coast Best Co.

FORT WORTH, Tex.—Tarrant County Best Co. (KTVT) VHF Ch. 11 (376-420 mc); ERP 272 kw visual, 16 kw aural; antenna height average terrain 153 ft., above ground 104 ft. Estimated construction cost $200,000, first year operating cost $175,000, revenue $160,000. Post Office address: 2501 W. Fort Worth Ave. Studio location: 801 Brook St., Fort Worth. Transmitter: RCA. Legal counsel: J. H. Jackson, Fort Worth. Geographic coordinates: 32° 47' W Lat., 97° 19' W Long. Transmitter: RCA. Legal counsel: T. E. Carr, Fort Worth.

GALVESTON, Tex.—Gulf Television Co. (KTRK) VHF Ch. 13 (210-216 mc); ERP 10 kw visual, 23 kw aural; antenna height average terrain 425 ft., above ground 360 ft. Estimated construction cost $150,000, first year operating cost $175,000, revenue $185,000. Post Office address: 201 Seawall Blvd., Galveston, Texas. Station location: 201 Seawall Blvd. Studio location: 3rd Floor, 1114 Stewart St., Galveston. Transmitter: RCA. Legal counsel: T. E. Carr, Galveston. Geographic coordinates: 29° 10' W Lat., 95° 10' W Long. Transmitter: RCA. Legal counsel: J. H. Jackson, Fort Worth.

OSSEDA, Tex.—Osseda Television Co. VHF Ch. 7 (174-186 mc); ERP 22.9 kw visual, 22 kw aural; antenna height average terrain 285 ft., above ground 230 ft. Estimated construction cost $200,000, first year operating cost $150,140, revenue $160,100.

STRIKE AVERTED
ABC, NBC Sign News Pacts
THREATENED strike of ABC and NBC Chicago Newsletters just Monday was averted as contracts were ready for signing with the National Assn. of Broadcast En- gineers & Technicians (NABET CIO). The union won its demands for a two-year escalator clause providing for a minimum of $100 weekly as a starting wage, which would be raised to $120 at the end of the second year, and to a maximum of $135 at the end of the two years.

Salaries previously ranged from $85 weekly to a top of $500 monthly over a five-year period. Union was represented by George Smith of ABC, president, and George Me- her, executive secretary of NABET while management representatives were John H. Norton Jr., ABC, and Harry Kopf, NBC, both Centra Div. vice presidents. Terms are retroactive to early April.

An unusual feature of the contract is a maternity clause, covering benefits during confinement. The local has one woman member.

The local contract is part of the master contract with both networks which expires Jan. 31, 1954. It provides for a wage re-opening in January 1953.


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ABC, NBC Sign News Pacts
THREATENED strike of ABC and NBC Chicago Newsletters just Monday was averted as contracts were ready for signing with the National Assn. of Broadcast En- gineers & Technicians (NABET CIO). The union won its demands for a two-year escalator clause providing for a minimum of $100 weekly as a starting wage, which would be raised to $120 at the end of the second year, and to a maximum of $135 at the end of the two years.

Salaries previously ranged from $85 weekly to a top of $500 monthly over a five-year period. Union was represented by George Smith of ABC, president, and George Me- her, executive secretary of NABET while management representatives were John H. Norton Jr., ABC, and Harry Kopf, NBC, both Centra Div. vice presidents. Terms are retroactive to early April.

An unusual feature of the contract is a maternity clause, covering benefits during confinement. The local has one woman member.

The local contract is part of the master contract with both networks which expires Jan. 31, 1954. It provides for a wage re-opening in January 1953.
NORFOLK. Va., Cavalier Bestg Corp. (WCAV-FM, AM), VFH Ch. 54 (Wegener-Transmitter Co.); estimated construction cost $1,000,000, first year operating cost $250,000, revenue $300,000. ...\)

BELLMINGHAM, Wash. — KVOY Int. (KVOY), VFH Ch. 12 (302-318 mc); estimated construction cost $1,500,000, first year operating cost $1,500,000, revenue $1,500,000. ...\)

SEATTLE, Wash. — Queen City Bestg Co. (KIQV-AM, FM), VFH Ch. 4 (1550 mc); estimated construction cost $1,500,000, first year operating cost $1,500,000, revenue $1,500,000. ...\)

HUNTINGTON, W. Va. — Ashland Bestg Co. (WCMJ, FM), VFH Ch. 3 (190-216 mc); estimated construction cost $1,000,000, first year operating cost $1,000,000, revenue $1,000,000. ...\)
NATIONAL ADVERTISERS

NATIONAL advertisers during 1951 spent $513,485,000 for newspaper advertising—a gain of 5.9% over the 1950 total of $499,019,000 according to the Bureau of Advertising, American Newspaper Publishers Assn.

Figures cover all advertising which is classified as national that was run during the year in 1,013 weekday and 371 Sunday papers. They represent 98.1% of daily circulation and 96.1% of Sunday circulation of papers in all U. S. cities and towns with population of 10,000 and over. Advertising in newspaper supplements such as American Weekly, This Week, Parade, etc., is included in the total, but cooperative advertising placed through dealers is not.

Bureau's book of advertisers spending $25,000 or more for newspaper space last year shows an increase both in number—from 1,248 in 1950 to 1,292 in 1951—and in number of products advertised—from 3,003 to 3,135—as well as in the total dollar volume.

Analysis of national advertising in newspapers shows quite a different distribution than that of radio or television. Automotive advertising in newspapers outranked food advertising, which is the leading advertising category on radio and TV networks, where automotive last year ranked ninth and fourth, respectively. Advertising of hard liquor, absent from broadcast media, accounted for $34 million worth of newspaper space at the national level, alone. Tobacco advertising, ranking fourth among radio network advertising groups last year and second among TV network advertising classes, did not even make the first 10 classes of newspaper users.

This disparity between newspaper and broadcast advertising is emphasized by the accompanying table, which lists the top 100 national newspaper clients of last year and their expenditures for newspaper space in both 1951 and 1950, with network radio and TV time values for these newspaper clients and alongside Table shows:

- Half of 1951's top newspaper advertisers—so used no radio network time during the year.
- Nearly half of this group—43—used no TV network time in 1951.
- When both years, 1950 and 1951, are considered, those figures fall to 45 of last year's top 100 newspaper advertisers not using network radio and 40 not using network TV in either year.
- Of the top hundred in 1951, 69 spent more money with newspaper than they had in 1950; 31 spent less.

Of the 57 of the group using network radio either year, 22 (38.6%) increased their use of this medium in 1951; 35 (61.4%) decreased it. Of the 60 using the TV network either year, 57 (75%) increased their expenditures for this medium in 1951; 3 (5%) decreased them.

NATIONAL ADVERTISERS

- COMPARATIVE NEWSPAPER-ADVERTISER-EXPENDITURES OF 1951'S TOP HUNDRED NEWSPAPER ADVERTISERS

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>1950</th>
<th>1951</th>
<th>% change</th>
</tr>
</thead>
<tbody>
<tr>
<td>General Motors Corp.</td>
<td>27,904,000</td>
<td>28,148,000</td>
<td>2.4%</td>
</tr>
<tr>
<td>Procter &amp; Gamble</td>
<td>9,504,000</td>
<td>9,536,000</td>
<td>0.3%</td>
</tr>
<tr>
<td>Chrysler Corp.</td>
<td>19,703,000</td>
<td>19,736,000</td>
<td>0.2%</td>
</tr>
<tr>
<td>Lever Bros. Co.</td>
<td>12,500,000</td>
<td>12,536,000</td>
<td>0.3%</td>
</tr>
<tr>
<td>Calgarno-Petoleum-Petrol Oil Co.</td>
<td>10,942,000</td>
<td>11,036,000</td>
<td>0.8%</td>
</tr>
<tr>
<td>Ford Motor Co.</td>
<td>7,185,000</td>
<td>7,315,000</td>
<td>2.2%</td>
</tr>
<tr>
<td>Distillers Corp. Seagram Ltds.</td>
<td>5,905,000</td>
<td>6,000,000</td>
<td>1.6%</td>
</tr>
<tr>
<td>Food Facts Corp.</td>
<td>1,451,000</td>
<td>1,457,000</td>
<td>0.4%</td>
</tr>
<tr>
<td>Index of Circulation</td>
<td>2,017,000</td>
<td>1,978,000</td>
<td>-1.9%</td>
</tr>
<tr>
<td>(Other)</td>
<td>2,918,000</td>
<td>2,876,000</td>
<td>-1.4%</td>
</tr>
</tbody>
</table>

Newspapers Gain 2.9% in 1951

COMMUNITY SERVICE

Subject of Rutgers Forum

RADIO stations that serve their communities and markets well by offering programs, such as those promoting on the local level have a bright future, according to WJLK Asbury Park's general manager, Thomas B. Tighe.

Appearing on the Rutgers U. Forum on WJNR Newark, Mr. Tighe said radio can hold and expand local audiences by broadcasting more local news, local entertainment programs and fine music.

Mr. Tighe was questioned on the subject, "The Status of Radio" by Fred Weber, president and general manager, WFPF, Atlantic City; Arnold Snyder, director of public relations, WNJR, and Walter C. Crocco, Fassieal Herald-News.

AWARD for "outstanding public service to its community, state and nation" was presented to WNJR Newark, N. J., by Jewish War Veterans at FWJN's annual banquet June 25 at Mt. Freedom, N. J.
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Page 62

Latest Set Count By Markets  
Page 70

Mundt Proposes Trans-Ocean TV  
Page 80

July Network Showsheet  
Pages 82-83

HQ-TV INFO

Want the full facts on TV's coverage?  
A market-by-market picture of set growth,  
leading programs, and each station's  
competitive standing?

Can you use the latest on family viewing habits—  
in cities from one coast to the other,  
from Minnesota to Texas?

All this information, plus a vast fund of other  
helpful TV data are yours for the asking. They  
are part of the Promotion-Research Service of  
Petry TV—the largest single such service in the  
TV representation business.

Just call or send in your questions to this  
Headquarters for TV information; we'll  
get the answers back fast.

WSB-TV ................. Atlanta  
WBAL-TV ................. Baltimore  
WFAA-TV ................. Dallas  
KPRC-TV ................. Houston  
KHJ-TV ................. Los Angeles  
KSTP-TV ................. M'p'l's-St. Paul  
WSM-TV ................. Nashville  
WTAR-TV ................. Norfolk  
KPHO-TV ................. Phoenix  
WOAI-TV ................. San Antonio  
KOTV ................. Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES  
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
The big news today!

THE CABLE IS NOW IN MIAMI

IN THE SOUTH'S FASTEST GROWING MARKET . . . .

SERVING SOUTH FLORIDA'S 825,000 YEAR 'ROUND RESIDENTS

Channel 4

*Sales Management, Jan. 1952
TELEVISION applications continued to pour into the FCC last week as the Commission on Tuesday (July 1) officially began “processing” of the first priority cities.

By the end of the week, some 500 new and amended applications were estimated to have been filed since April 14, when the Commission issued its Sixth Report and Order lifting the TV freeze and finalizing the revised allocation plan (B&T, April 14).

By Wednesday night (key Broadcast Bureau License Division staff members have been working overtime to accommodate requesters), the 421 applications available which reported estimated construction costs disclosed that a total of more than $137 million is planned for new station building. This is a per-station average of $373,856.

Of these applicants, 413 reported they will spend a total of almost $122 million in the first year on operating costs—a per-station average expenditure of almost $295,000. A total of 94 of these applicants estimated revenue for the first year of operation in the aggregate of $124.6 million, an average of $316,200 for each station.

Five more existing stations, of the 30 which are required under the Sixth Report to change their channels to conform to the new allocation plan, have filed their requests for changes, boosting such pending applications to 22 and pushing the combined cost of changes to almost the $6 million mark. This is a per-station cost of $271,000.

The largest number of new applications hit FCC over the previous weekend, June 26-27 and June 30-July 1. On last Tuesday, the applications had piled up in the License Division awaiting initial clerical handling, which was not caught up until late Wednesday.

Commission spokesmen pointed out that the 500-old new and amended applications should not technically be counted as the total actually on file. They explained that a majority of the approximately 535 applications on file at the issuance of Sixth Report continue in legal effect until they are either amended by the applicant or dismissed by the Commission.

FCC's spokesmen said the old un-amended applications will not be dismissed until they are reached in the city-by-city processing under the temporary processing procedure (B&T, May 26). It was estimated that roughly 300 of these continue in force, thus boosting the total of pending new station requests to around 800 as of last week.

The first noncommercial, educational television applications reached the Commission last week. These included five of 10 planned by the Regents of the U. of New York State. Others were Kansas State College, for reserved VHF Channel 8 at Manhattan, and the Lindsay Hopkins Vocational School, for reserved VHF Channel 2 at Miami. Kansas State College claims distinction as the first to file. It is licensee of the educational AM station, noncommercial KSAC Manhattan.

Three educational institutions are involved so far in applications for commercial channels. Michigan State College, East Lansing, where it operates noncommercial WKAR, filed for commercial UHF Channel 60 there, but indicated it will operate noncommercially most of the time. The school told FCC that of regular network shows it will air, only about 6% will be commercial.

The Regents of the U. of Michigan, which operates WUMO (FM), noncommercial outlet at Ann Arbor, as 26% owner of W. S. Butterfield Theatres Inc., is party to the latter’s application for commercial UHF, Channel 16 at Flint. The station will be operated commercially: Earlier, St. Louis U. was party to an application for a commercial TV outlet at St. Louis on VHF Channel 11 (B&T, June 23). Applicant is St. Louis Telecast Inc.

The New York State Board of Regents filed for UHF noncommercial, educational channels in New York City, Albany, Buffalo, Rochester and Syracuse. Additional requests are to be filed soon for channels reserved at Utica, Binghamton, Ithaca, Poughkeepsie and Malone. The outlets proposed will cost about a quarter-million dollars each to build.

A cost breakdown of the 421 applications reporting construction costs by last week disclosed 70 proposed stations costing less than $200,000. A total of 103 will cost $200,000-299,999; 80 will cost $300,000-399,999; 64, $400,000-499,999; 30, $500,000-599,999; 18, $600,000-699,999; six, $700,000-799,999; five, $800,000-899,999; and three, $900,000.

(Continued on page 94)

TV BIDS PASS 500 MARK

FCC Begins Processing

COLOR SETS

Makers Slow to Apply With NPA

DESPITE easing of the government's ban on production of color television equipment, there appeared to be little slack on the part of manufacturers to apply for authority to turn out household color receivers for mass use (B&T, June 30).

This was apparent a week after the National Production Authority partially lifted its freeze on manufacture of home-type equipment, with firms required to meet a stiff set of standards for obtaining permission to use present quotas of materials.

As of last Wednesday, no standard monochrome set-makers had applied for approval, though it was conceded that applications may be slow in reaching NPA until their legal counsel has had an opportunity to study the amended order (M 90). Theatre TV is exempt from restrictions.

While no firms formally applied for such authority, at least two leading electronics companies—RCA and Philco—have requested appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division. RCA and Philco have agreed to request appropriate application forms and copies of the modified directive from NPA's Electronics Division.

Both RCA and Philco have asked the FCC for authority to conduct extensive color TV tests. The Commission previously rejected the request of Philco and other firms, and held out hope for RCA by stating it would consider this and other requests "on a case to case basis."

RCA is seeking to conduct field experiments during regular broadcast hours with its "compatible color television system and tri-color tube." Commission policy at present is to prohibit on-the-air tests during such hours.

CBS Inc., on the other hand, has stated that the NPA order would have no effect on its "present operations or our plans for the future." CBS-Columbia Inc. will continue, however, "active research efforts.

CBS Inc. also took a dim view of the possibility of making color TV "a living reality ... in the face of resistance or lack of cooperation from the majority of the industry." This inherent conflict over the CBS and RCA color systems is pointed out anew in continuing comments from manufacturers. Typical were these from Chicago firms:

Rosa D. Siragusa, President, Admiral Corp.—We believe the mechanical color system is not the solution. The electronic system is the most practical. So, until FCC approves a compatible system, the status quo.

The relaxation of the ban against color set manufacture will have little or no effect on the TV industry, because all it does is give the go ahead to something 90% of the industry is not interested in.

William J. Halligan, President, Hallcrafters Co.—[The action] won't mean a thing until an all-electronic color set is ready. Hallcrafters is working on compatible sets which will be ready for showing to the FCC in a reasonable time. We're within shooting distance of a good all-electronic color set.

Ernest A. Schueler, President, Sentinel Radio—[The industry will have a big problem if the present CBS system wins out and the 17 million black and white sets are thrown in the aban. (The order does not mean color TV] is just around the corner. It's at least two years off, I'd guess.

John S. Meck, President, Scott Radio Labs—[NPA] has done the logical thing in lifting the ban. The TV industry insisted right from the start there was no justification for the ban order either from the manpower or material standpoint. You will not have a lot of color sets until there is color programming, and you won't have comprehensive color programming until there are lots of sets. No one is in an economic position to take the initiative in creating a market for either sets or programs. We must first pass through a more or less lengthy adjustment period. Adoption of RCA's all-electronic system would be to the best interest of the public.
Television Applications Filed at FCC

(Continued from page 57)

Post Office address: Suite 305, 122 West Water Street, Springfield, Ill. Studio location to be determined. Transmitter location: 4 mi. S. of Nokomis Road, Madison. Geographic coordinates: Not available.


Late Applications

* MOBILE, Ala.—Giddens & Rester (WJPG), VHF Ch. 5 (76-80 Me); ERP 22 kw visual, 12.05 kw audio; antenna height above average terrain 577 ft., above ground 479 ft. Estimated construction cost $249,000, first year operating cost $32,000, revenue $325,000. Post Office address: RR Box 151, Downtown Theatre Blk, 400 Government St, Mobile. Studio location: to be determined. Transmitter location: 6 mi. S. of Brownsville and 16 mi. E. of Mobile, Woodville, Miss., transmitter location: to be determined. Transmitter engineer: G. P. Baskin, legal counsel Edward G. S. O. D. Washington. Consulting engineer George T. Baskin, VHF Ch. 3 (76-80 Me); ERP 90 kw visual, 15 kw audio; antenna height above average terrain 560 ft., above ground 479 ft. Estimated construction cost $250,000, first year operating cost $40,000, revenue $360,000. Post Office address: RR Box 120, Downtown Theatre Blk, 400 Government St, Mobile. Studio location: Madison St., at Nokomis, Madison. Transmitter location: same. Geographic coordinates: 34° 38' 30" N, Lat., 88° 12' 20" W. Long. Transmitter WAPO Chattanooga and 20% interest in Mutual Sci, Mobile. Legal counsel C. G. P. Baskin, legal counsel with Mott C. Baskin, E. C. Page, Washington. M. Baskin owns 55% of WYTV and 55% of WGTV. Principals include George A. Giddens, President, and 50% owner Realtime, President and 50% owner R CHL.

* FORT SMITH, Ark.—Southwestern Publishing Co., Washington. Principals include Co-Partners Ken-

Maine.

Henry, marine engineer J. L. Jones, and D. C. Terrell, treasurer.

Maine.

New Hampshire.

New Jersey.

North Carolina.

New York.

Ohio.

Pennsylvania.

Rhode Island.

South Carolina.

Terre Haute.

Iowa.

Iowa.

New Hampshire.

New Mexico.

New York.

New York.

North Carolina.

North Carolina.

New York.

Ohio.

Ohio.

Oklahoma.

Oregon.

Pennsylvania.

Rhode Island.

South Carolina.

Terre Haute.

Iowa.

Iowa.

New Hampshire.

New Mexico.

New York.

New York.

North Carolina.

North Carolina.

New York.

Ohio.

Ohio.

Oklahoma.

Oregon.

Pennsylvania.

Rhode Island.

South Carolina.

Columbia.

Greenville.

Spartanburg.

South Carolina.

Georgia.

Georgia.

Maine.

Maine.

Massachusetts.

Michigan.

Minnesota.

Missouri.

Montana.

Nevada.

New Hampshire.

New Mexico.

New York.

Ohio.

Ohio.

Oklahoma.

Oregon.

Pennsylvania.

Rhode Island.

South Carolina.

New York.

New York.

Maine.

Maine.

Massachusetts.

Michigan.

Minnesota.

Missouri.

Montana.

Nevada.

New Hampshire.

New Mexico.

New York.

Ohio.

Ohio.

Oklahoma.

Oregon.

Pennsylvania.

Rhode Island.

South Carolina.

Columbia.

Greenville.

Spartanburg.

South Carolina.

Georgia.

Georgia.

Maine.

Maine.

Massachusetts.

Michigan.

Minnesota.

Missouri.

Montana.

Nevada.

New Hampshire.

New Mexico.

New York.

Ohio.

Ohio.

Oklahoma.

Oregon.

Pennsylvania.

Rhode Island.

South Carolina.

Page 62 • July 7, 1952

BROADCASTING • Telecasting
antenna RCA. Legal counsel John P. Rosenberg, Hollywood, Calif. Consulting Engineer - Eugene L. Anderson and Rosalie C. Anderson, ex-
†FRESNO, Calif. — K.A.M. Broadcasting, Inc., has applied to the Federal Communications Commission for a construction permit to build a 5,000-watt television station at Fresno. Principals include President George Ackerman, treasurer Robert A. Gaynor, managers Louis Lohnes, Russell McClatchy Newspapers Co. (15%); Vice President Carmen M. Martin (15%); Secretary-Treasurer W. R. Ringrose (25%).

†FRESNO, Calif. — McClatchy Best Co. (KMKY), VHF Ch. 4 (68-74 mc.), est. construction cost $279,896, first year operating cost $252,000, estimated cost $252,000, first year operating cost $240,000, estimated cost $240,000, first year operating cost $237,000, estimated cost $237,000, first year operating cost $220,000, estimated cost $220,000, first year operating cost $220,000, estimated cost $220,000, first year operating cost $220,000.
Lady with a Reputation

That's Mary Landis . . . chief cook etc., on the "In The Kitchen with Mary Landis" show. Reputations aren't built overnight, you know. It took three years of "doin'" for Mary to produce what is now recognized to be Baltimore's outstanding cooking show on Television. And prominent local and national advertisers will gladly show sales success stories traceable directly to the Mary Landis show.

Here's good, Good News
Anita Conboy, our "Mary Landis" is soon to have a baby. She will continue to direct the show behind the scenes, and give personal guidance to her very capable assistant, Marsha Adams who will do the show 'til Mary returns . . . in person.

"In the Kitchen with MARY LANDIS"
now BIGGER and BETTER than ever

- A brand new, custom-built kitchen provides a new setting.
- The exclusive home kitchen-tested seal stamped on every advertiser's product.
- Mary Landis, two home economists, and a special announcer devote full time to this multiple feature program.
- A monthly recipe booklet available to viewers on request.
- Extra aids to make this a complete TV advertising-merchandising package.
- On-the-air and newspaper promotion give certainty to the reputation of this three-year success.

Television Baltimore
WBAL-TV
NBC in Maryland

MON. THRU FRI. — 1:00 TO 1:45 P.M.
POTLAND, Maine - Congress Square Hotel (WCHS), VHF Ch. 6 (258-262 mc); 3rd Vice President James R. Nord, 40-111 Main St., Portland, 11.35% of sale of common stock in the holding company, which operates WCHS Portland, 68% of which is owned by the hotel. Treasurer Bessie M. Blake, stockholder in Congress Square Hotel Co.

To your successful UHF station via:

- **DU MONT TRANSMITTERS**
- **DU MONT TV PROGRAMS**
- **DU MONT BUILT UHF AUDIENCE**

Find out how these three Du Mont operations working together can make your UHF plans a success. Send for the Free booklet "UHF The New Big Development in Television", today.
REPRESENTING LEADING TELEVISION STATIONS:

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

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

Louisville  
(WAVE, Inc.)
WAVE-TV*

Miami  
(Wometco Theatres)
WTVJ

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

New York  
(THE NEWS)
WPIX

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

San Francisco  
(THE CHRONICLE)
KRON-TV*

*Primary NBC Affiliates
"HE CAN PITCH INTO 27.2% OF ALL THE TV HOMES IN THE U.S.A.!”

Well, Buster isn’t exactly correct, but it is true that Free & Peters represents TV stations that reach 27.2% of all U.S. television homes!

Those eight stations not only include KSD-TV now in its sixth year of operation (which F&P has represented from the outset, by the way)—they also include eight of the best-operated TV stations in the nation. If that seems like a mere claim, please just note the ownership of each . . .

In other words, we think you’ll want to listen to your F&P salesman’s facts and figures—about any of the stations and markets listed at left—the next time he comes to call.

& Peters, Inc.

Station Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
On May 30, 1949 there were 2,500 Sets in WFBM-TV's coverage area.

Today .... there are 240,000

Sets in use in WFBM-TV's coverage area

In planning your television coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.

*presents program*
Keep Your own count!

SAVE THIS PAGE...

FOLLOW THE REPUBLICAN NATIONAL CONVENTION AS IT'S CARRIED ON CHANNEL 2

TIME AND PLACE: International Amphitheatre in Chicago, starting July 17, 11:30 P.M.

NOMINATION: The states and territories vote in alphabetical order. During the first roll each delegation nominates a candidate, generally, to stand for nomination.

BALLOTING: In the balloting, the chairman of each delegation announces the votes of the delegates from the state. You'll find the total number from each state and territory listed in the scoreboard to the left.

DELEGATES: There are 1206 votes in all of the Republican National Convention. Delegates are needed to nominate the Republican candidate for the National ticket. Balloting will continue until some candidate achieves a majority of the 1206 votes.

So clip out the scorecard, tune your TV set to Channel 2, and watch the Republican National Convention of 1953.

COMPLETE WMAR-TV SCHEDULE FOR CONVENTION WEEK

CONVENTION TELECASTS IN BLACKFACE TYPE

Below is the complete schedule for the current week on WMAR.

TV. Convention coverage is in blackface type. Additional features and last minute corrections will be announced as received and reported during all Sunpapers Television News programs.

YOUR STATION FOR FULL CONVENTION COVERAGE

WMAR-TV

CHANNEL 2

"Your Convention Channel"
The Billboard
FIRST TV FILM QUARTERLY
JUNE 14, 1952

**How TV Stations Rate Theatrical Film Distributors**

<table>
<thead>
<tr>
<th>Place</th>
<th>Name</th>
<th>Points</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Unity Television Corp. 1501 Broadway, New York 36, N. Y.</td>
<td>90</td>
</tr>
<tr>
<td>2</td>
<td>Motion Pictures for Television 855 Houston Ave., New York, N. Y.</td>
<td>83</td>
</tr>
<tr>
<td>3</td>
<td>Hollywood Television Service Republic Studios, North Hollywood, Calif.</td>
<td>47</td>
</tr>
<tr>
<td>4</td>
<td>Sterling Television Co. 316 W, 57th St., New York 19, N. Y.</td>
<td>40</td>
</tr>
<tr>
<td>5</td>
<td>Snader Telecriptions Sales 229 W, 42nd St., New York, N. Y.</td>
<td>39</td>
</tr>
<tr>
<td>6</td>
<td>Peerless Film Co. 165 W, 46th St., New York, N. Y.</td>
<td>35</td>
</tr>
<tr>
<td>7</td>
<td>Monogram Pictures 4376 Sunset Blvd., Hollywood, Calif.</td>
<td>28</td>
</tr>
<tr>
<td>8</td>
<td>M &amp; A Alexander Productions, Inc 6040 Sunset Blvd., Hollywood 28, Calif.</td>
<td>14</td>
</tr>
<tr>
<td>9</td>
<td>Consolidated Television Sales 44 W, 50th St., New York 19, N. Y.</td>
<td>10</td>
</tr>
</tbody>
</table>

Awarded UNITY in BILLBOARD'S first National T-V FILM SURVEY

thanks to ~~~
every station in the nation
for voting UNITY top honors

~~~ and thanks to BILLBOARD for the many Kudos accorded to UNITY in the first National T-V Film Survey

Write, wire or phone for UNITY'S new 40 page catalog of films to fit every time segment and type of programming.

UNITY TELEVISION CORPORATION
1501 BROADWAY, NEW YORK 18, N. Y. • Longacre 4-8234

ARCHE MAYER • "BOB" WORMHOUT • "CONNIE" LAZAR • LEN FIRESTONE • SID WEINER
President • Sales Manager • Program Director • Eastern Div. Mgr. • TV Booker
Television Applications Filed at FCC
(Continued from page 78)

MANCHESTER, N. H.—New Hampshire Bestc, Inc. (WFEA), VHF Ch. 9 (395-396 mc): ERP 23,005 kw visual, 11,078 kw audio; antenna height above average terrain 2423 ft, above ground 2377 ft. Estimated construction cost $199,695, first year operating cost $125,155, revenue $226,000. Post Office address: 226 Franklin St., Manchester. Transmitter location: on top of SouthTRANSONIC Mountain. Geographic coordinates 43° 18’ 56" N. Lat., 71° 35’ 06" W. Long. Transmitter RCA, antenna RCA. Legal counsel McKenna and Williams, Washington, Consulting engineer John H. Mullaney, Washington. Principals include Treasurer Samuel G. Camann (50%), President Morris Sil- ver and Vice-President Henry R. Silver who own 50% each of One-Seven-ty-Seven Granite Street, Inc. which owns 50% of the Applicant. The Ap- plicant is also licensee of WOKX Con- cord.

ALBUQUERQUE, N. M.—Alvarado Bestc Co. Inc. (KOAT), VHF Ch. 13 (215-218 mc): ERP 33,726 kw visual, 15,446 kw audio; antenna height above average terrain 2423 ft, above ground 2327 ft. Estimated construction cost $219,895, first year operating cost $125,000, revenue $226,000. Post Office address: 125 S. Tulane, Albuquerque. Studio location: 125 S. Tulane, Transmitter location: Sandia Crest. Geographic coordinates 35° 0’ 46" N. Lat., 106° 22’ 29" W. Long. Transmitter DuMont, antenna RCA. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer William H. Cramer, Albuquerque. Principals include President Herbet Wimerberg (45.5%); Vice-President and General Manager Albert M. Carell (45.5%) 17% owner of WCIA. Baton Rouge, LA, which also is licensee of KEYC Los Alamos.


BUFFALO, N. Y.—U. of State of New York, State Dept. of Education, UHF Ch. 25 (534-535 mc): ERP 100 kw visual, 105 kw audio; antenna height above average terrain 947 ft, above ground 519 ft. Estimated construction cost $251,000, Studio and transmitter loca- tion: 42° 42’ 51” N. Lat., 78° 44’ 38” W. Long. Transmitter GE, antenna GE. See Al- bany application.


PLATTSBURGH, N. Y.—Plattsburg Bestc Corp. (WKAY), UHF Ch. 28 (544-545 mc): ERP 778 kw visual, 4.03 kw audio; antenna height above average terrain 1186.3 ft, above ground 1182 ft. Estimated construction cost $178,795, first year operating cost $140,350, revenue $226,000. Post Office address: 135 Bluff Rd., U. of State of New York, Studio location: Stanley Road, 435 Fs. E. of River Rd. Geographic coordinates 43° 00’ 15” N. Lat., 79° 45’ 35” W. Long. Transmitter GE, antenna GE. Legal counsel Dow, Lohnes & Albertson, Washington. Consulting engineer Russell P. May, Washing- ton. Principals include President-Treasurer George F. Bisile (84.6%), Secretary R. T. Har- rald and Secretary-Treasurer Bay M. Van Wagenen (3%).


Syracuse, N. Y.—U. of State of New York, State Education Dept., UHF Ch. 49 (644-645 mc): ERP 198 kw visual, 105 kw audio; antenna height above average terrain 593.1 ft. above ground 553 ft. Estimated construction cost $140,000. First year operating cost $105,000, revenue $226,000. Post Office address: 825 W. Genesee, Studio location: Syracuse. Geographic co- ordinates 43° 06’ 00” N. Lat., 76° 15’ 00” W. Long. Transmitter GE, antenna GE. See Al- bany application.

HAPPY ADVERTISERS are our BUSINESS

In June an advertiser wrote WGN-TV:
"...our telecast exceeded our expecta- tions as to returns. Our product is somewhat seasonal, and April and May are usually our busiest months in the year from the standpoint of sales. Orders received as a result of our telecast brought our cost per dollar order down to 14.20. We also received an increase in sales during the last week in May which was attributable to the telecast."

Yes...happy advertisers are our business...

Buy WGN-TV in Chicago...you’ll be happy you did!
Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?

Style 37-1/2 SS.
Sweep Seconds; Self Winding

Yet, all the major radio and television networks (including the networks which are charging the Congress of Delegates) are relying on Self Winding Clocks for the timing and synchronization of their programs. This also holds true for other regularly scheduled local and national programs.

Here's WHY —

- Can be automatically synchronized on the hour*
- Unaffected by AC power failures (self-powered)
- Install anywhere (AC power line not required)
- One clock or a complete synchronized clock system

You, too, can have dependable, exact time-keeping for your local and national broadcasts. Send the coupon today for full particulars and free estimate on recommended installation to meet your requirements.

* U.S. Naval Observatory Time

UTICA, New York — WIBX Inc. WIBX TV, Channel 31 (9:00-10:00 p.m.); ERP 18.8 kw, visual; antenna height above average terrain 119 ft., above round 34.1 ft., estimated construction cost $422,000, first year operating cost $125,000, fixed assets $500,000. Post Office address: 502 Utica Ave., Utica, N. Y. (Continued.)

ASHVILLE, N.C. — Community TV o., WIVH Ch. 13 (210-213 mc); ERP 318 kw visual; antenna height above average terrain 119 ft., above round 34.1 ft., estimated construction cost $422,000, first year operating cost $125,000, fixed assets $500,000. Post Office address: 301 W. Main St., Asheville, N. C. (Continued.)

DURHAM, N.C. — Durham Radio Corp. (WDNC), WDRH Ch. 7 (118-121 mc); ERP 138 kw visual; antenna height above average terrain 113 ft., above round 34.1 ft., estimated construction cost $122,000, first year operating cost $150,000, fixed assets $500,000. Post Office address: 502 East Chapel Hill St., Durham, North Carolina 418.

CANTON, Ohio — Stark Becton Corp. (RCWM), WTVB Ch. 41 (560-566 mc); ERP 30.4 kw visual; antenna height above average terrain 659 ft., above round 59.2 ft., estimated construction cost $270,000, first year operating cost $95,000, fixed assets $250,000. Post Office address: 502 East College Rd., Canton, Ohio 13.5.

CLEVELAND, Ohio — Cleveland Broadcasting Corp. (WRE-HAM-FM), WJW Ch. 6 (776-783 mc); ERP 202.4 kw visual; antenna height above average terrain 666 ft., above round 59.2 ft., estimated construction cost $460,700, first year operating cost $350,000, fixed assets $700,000. Post Office address: 1519 Euclid Ave., Cleveland, Ohio 44115. Studio location: 3333 Euclid Ave., Cleveland. Transmitter location: 6589 Ridge road. Geographic coordinates: 41° 29' 28" N. Lat., 81° 44' 29" W. Long. Transmitter RCA antenna RCA. Legal counsel: Spearman & Roberson, Washington, D.C. Operating engineer: George Adair, Washington, D.C. President: Paul C. Aiken (32%).


FULTON, Okla. — Southwestern Sales agency, Inc. (KOSL-AM-FM), WKOSL Ch. 41 (560-566 mc); ERP 100 kw visual; antenna height above average terrain 443 ft., above ground 443 ft., estimated construction cost $175,000, first year operating cost $60,000, revenue $425,000. Post Office address: 210 1st St., P.O. Box 283, South Boston Ave., Tulsa, Okla. Studio and transmitter location: 2114 S. 14th St. transmitter Bldg., Tulsa, Okla. Studio and transmitter location: 2114 S. 14th St. transmitter Bldg., Tulsa, Okla. Geographic coordinates 36° 69' 0" N., 95° 20' 0" W., transmitter and Antenna: RCA. Legal counsel: McKenna & Wilkinson, Washington, D.C. Operating engineer: W. E. Bailey, Tulsa. Principals include President P. G. Procotor (50%), Secretary-CF. Caldwell, Treasurer C. A. O'donovan, W. G. Skelly (10%).

PORTLAND, Ore. — KKLX Broadcasters Inc. (KXLK), WYOO Ch. 41 (512-518 mc); ERP 72 kw visual; antenna height above average terrain 440 ft., above ground 432 ft., estimated construction cost $300,000, first year operating cost $95,000, revenue $285,000. Post Office address: 200 Portland Blvd., Portland, Ore. Studio location: Portland Blvd., Portland, Ore. Studio location: Portland Blvd., Portland, Ore. Geographic coordinates 41° 15' 0" N., 122° 26' 10" W., transmitter and Antenna: RCA. Legal counsel: Bow, Lohrnes & Alberman, Washington. Consulting engineer: George Adair, Washington. Principals include President Ralph D. Crayton (54.5%), KKLX manager J. H. Craney (46.6%), 49% owner KKLX Becton (see city for TV bid), 49% KKLX Butte, Montana, 49% KKLX Butte, Montana, 49% KKLX Butte, Montana, 49% KKLX Butte, Montana, 49% KKLX Butte, Montana, 49% KKLX Butte, Montana.

PORTLAND, Ore. — Mt. Scott Telecasters Inc. (KOMN), WDAB Ch. 45 (518 mc); ERP 215 kw visual; antenna height above average terrain 452 ft., above ground 450 ft., estimated construction cost $199,200, first year operating cost $109,000, revenue $250,000. Post Office address: 232 N. W. 1st Ave., Box 331, Oregon City, Ore. Studio and Transmitter location: East View Road at Mt. Scott summit. Geographic coordinates 45° 27' 14" N., 122° 35' 16" W., transmitter and Antenna: GE. Consulting engineer: Dwight D. Loomis, Portland, Ore. Principals include President Irwin S. Adams (5%), general manager KGAN, Vice President Dr. John H. Fitzhugh, president of KGAN, and Secretary-Treasurer Friscilla C. Adams (24%), former vice president of KGAN.

(Continued on page 77)
**Sales**

Jerry Fairbanks Productions, Hollywood, has sold five TV film packages in 16 markets during the month of June. Front Page Detective has been set for WTCN-TV Minneapolis, WJAC-TV Johnstown, WBZ-TV Boston, WRAP-TV Fort Worth, KSD-TV St. Louis, KFBM-TV San Diego and WSAZ-TV Huntington, W. Va. Hollywood Half-Hour was purchased by KPBC-TV Houston. Ringside With the Rasslers will be telecast by KRBN-TVSan Francisco, KSL-TV Salt Lake City and KFMB-TV San Diego. Public Prosecutor is scheduled for WTCN-TV Minneapolis, WTVJ (TV) Miami and WSB-TV Atlanta. Crusade Rabbit is set for WCAU-TV Philadelphia.

**CBS TV City**

Construction 70% Complete

CONSTRUCTION of CBS Television City in Hollywood is 70% complete and is now moving into its final phase, CBS-TV President J. L. Van Volkenburg announced Saturday. Barrings interruptions, Mr. Van Volkenburg reported, the plant will be ready for operation on the October deadline established at the outset of the project. Major work to be performed on the initial unit includes plastering, interior mechanical work and landscaping.

Initial unit of CBS Television City will occupy 25 acres at Beverly Blvd. and Fairfax Ave., and will include four large studios and an administration building.

**CBS TV CITY**

**Production**

Cet L. Swital & Assoc., Beverly Hills, has packaged a live half-hour TV series, W-18 Time, designed for late- evening viewing by adults. Freda Nelson, star of KTV (TV) Hollywood Come to the Kitchen, Caesar Cardini, salad expert and creator of Caesar salad, and John (Barney) Anthony, owner of Barney's Beannery, make up the program which features a featured dish and salad. Miss Nelson then takes the dieter's side and suggests the elimination of substitution of highly caloric ingredients. Three-minute sketch pays tribute to one great American food, Charles Purnell directs.

Sterling Television Co., New York, has acquired exclusive TV rights to a package of seven film shorts produced by the Fortuna Film Corp. The group includes deep sea fishing, archery, painting and a film on New York's Mardi Gras among its subjects.

**What's the Big Idea?**

HALF-HOUR philosophy show, What's the Big Idea, debuted yesterday (Sunday) on WBKB (TV) Chicago with Dr. Mortimer Adler of the U. of Chicago as the first guest. The show, packaged by Hamilton & O'Brien, Chicago, is being prepared as a live network feature. Each week a group of nationally-known thinkers, writers and educators will discuss a provocative theme after it has been dramatized. Ideas will concern those of authors of "The Great Books of the Western World," a series published by Encyclopaedia Britannica.

Producer Adrian Weiss is cutting and dubbing the recently finished 13 Craig Kennedy Criminologist.

(Continued on page 78)

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**You Need WHEN TELEVISION TOO!**

WHEN TELEVISION enjoys constant viewer preference, developed from sound programming and smart merchandising.

Central New York's rich market is reached best through WHEN. When buying television, say "WHEN"!

**CHARLOTTE SETS**

ARB Survey Shows 227,271

A NEW survey by American Research Bureau indicates there are 227,271 television sets in the WBTV (TV) Charlotte, N. C. area, the station announced.

The ARB figures exceeded previous estimates, which the station had made by surveying dealers and distributors, by 15,175 sets.

"In confirmation of our belief that we had been underestimating our sets," a station announcement said, "the ARB survey shows we have 227,271 sets rather than 205,900 which we had been claiming."

The ARB estimate was based on 2,211 personal interviews "in 3 North and South Carolina counties.

**Films to WLWT (TV)**

INTERNATIONAL News Service announced last week the sale of seven new Na Roach TV films to WLWT (TV) Cincinnati. These half-hour films now available for sponsorship are: "The Brown Family," "Sadie and Sally," "Botsford Beany," "Too Young," "Puddle Patch Club," "Our Main Street" and "Myrt and Marge."

**KORLA PANDIT:** pianist-organist stars in thrice-weekly half-hour pro gram on KTVF (TV) Hollywood fo Descanso Gardens, La Canada, Calif starting July 6 for six weeks. Agent is Allied Adv., Los Angeles.

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5/7-20 218 73 Winthrop St. NEWARK 4, N. J.
Television Applications Filed at FCC

(Continued from page 75)


+ EASTON, Pa.—Easton Pub. Co. (WEXX-WM), WTOH Ch. 7 (75-794-75 mc); ERP 198 kw visual, 99 kw audible; antenna height above average terrain 762 ft., above ground 661 ft. Estimated construction cost $290,144, first year operating cost $290,144, revenue $290,144. Post Office address: 304 N. Fourth St. Transmitter location: WEXX Studio, 1151 Easton. Transmitter location: Northampton Cty., Pa. Transmitter antenna coordinates 40° 37' 35" N., 78° 19' 19" W. Transmitter antenna elevation 201 ft., above ground 191 ft. Transmitter antenna elevation 191 ft., above ground 191 ft. Legal counsel, Hanson, Lovett & Dale, Washington. Consulting engineer Paul Godley Co. Upper Montclair, N. J. Principals include President George P. Gable (20%), Vice President W. N. Truby (20%), Secretary-Treasurer E. C. Callaway (20%).

SALEM, Ore.—Oregon Radio Inc. KSLM, WTOH Ch. 3 (60-66 mc); ERP 55 kw visual, 152 kw audible; antenna height above average terrain 984.37 ft., bove ground 886.37 ft. Estimated construction cost $290,144, first year operating cost $290,144, revenue $290,144. Post Office address: c/o Senator Hotel, Salem. Transmitter location: Oregon Electric Co., 1818 NE 20th Ave., Salem. Transmitter location: 4.0 mi. NW of Salem. Transmitter elevation 570 ft.; estimated construction cost $290,000, first year operating cost $290,000, revenue $290,000. Legal counsel, Black, Kendall & Fain, Portland. Marketing engineer, Harold S. Morgan, Altoona. PR: Harold S. Morgan.

+ ALLENTOWN, Pa.—B. Bryan Mus-elman, c/o, WTOH (WUN-M), WTOH Ch. 30 (620-656 mc); ERP 107 kw visual, 1 kw audible; antenna height above average terrain 100 ft., above ground 93 ft. Estimated construction cost $290,000, first year operating cost $290,000, revenue $290,000. Post Office address: 33 N. Tenth St., Allentown. Transmitter location: 39 N. Tenth St., Allentown. Transmitter elevation 158 ft.; estimated construction cost $290,000, first year operating cost $290,000, revenue $290,000. Legal counsel, Black, Kendall & Fain, Portland. Marketing engineer, Harold S. Morgan, Altoona. PR: Harold S. Morgan.


+ EBBE, Pa.—Great Lakes Televis., WTOH Ch. 20 (596-602 mc); ERP kw visual, 35.5 kw audible; antenna height above average terrain 415 ft., above ground 400 ft. Estimated construction cost $337,052, first year operating cost $337,052, revenue $337,052. Post Office address: G. Daniel Baldwin Blvd., Erie. Transmitter location: Grandview and Parade Bivd. Geographic coordinates 42° 05' 77" N., 80° 09' 17" W. Transmitter antenna elevation 700 ft., above ground 669 ft. Transmitter antenna elevation 700 ft., above ground 669 ft. Legal counsel George O. H. Sutton, Washington. Consulting engineer Craven, Louis, & Culver, Washington. Principals include President George P. Gable (20%), Vice President W. N. Truby (20%), Secretary-Treasurer E. C. Callaway (20%).

+ CLEVELAND, Ohio.—WJW (WJW-WM), WTOH Ch. 9 (519-533 mc); ERP 99 kw visual, 49 kw audible; antenna height above average terrain 762 ft., above ground 661 ft. Estimated construction cost $290,144, first year operating cost $290,144, revenue $290,144. Post Office address: 300 E. 9th St. Transmitter location: WJW Studio, 12111 East. Transmitter location: Northcote, Cty. Transmitter antenna coordinates 41° 28' 50" N., 83° 20' 19" W. Transmitter antenna elevation 201 ft., above ground 191 ft. Transmitter antenna elevation 191 ft., above ground 191 ft. Legal counsel, Hanson, Lovett & Dale, Washington. Consulting engineer Paul Godley Co. Upper Montclair, N. J. Principals include President-Treasurer J. L. Stuckenhouse, Vice-President-Secretary-Adel. F. Freitg, Vice-President Anna M. Snyder.

WHEN YOU CARE ENOUGH TO UNREEL THE VERY BEST

... INSIST ON FILM COMMERCIALS

By ALEXANDER!

With advertising men of distinction ... with discriminating television men ... with men who know film commercials best, the outstanding choice is Alexander film commercials. Yes, more than 27,000 advertisers rely on Alexander for the best in film advertising.

Accept no less ... unreel the best: dynamic TV film commercials by Alexander!

With 17½ acres of modern facilities and more than thirty years of experience as the world's largest producer of film advertising, the Alexander Film Co. is the ideal source for every film commercial need . . . completely geared to give you the best in film commercials . . . the best in film service!

—Write Today for Full Information—

ALEXANDER
FILM Co.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

ROADCASTING • Telecasting

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Film Report
(Continued from page 76)

TV film series, making a total of 26, starring Donald Woods. Upon completion, Mr. Weiss will start lining up 13 more "Kennedys" for fall showing. Louis Weiss & Co., Los Angeles, distributes the series for Adrian Weiss Productions.

TeleRadio Productions, Hollywood, headquartered at General Service Studios, has been organized by Wade Crosby and Edward B. Morris as general partners. Motion picture writer, Eddie Moran, will act as producer on series of 26 half-hour films titled The Role I'd Like to Play. Plans call for eight Hollywood names to be featured in each program, dramatic in content.

Sam Marx, producer for Columbia Pictures Corp., plans production on dramatic half-hour TV series with filming scheduled in England, France and Italy. Archie Mayo is set as the director.

Production on NBC-TV Hopalong Cassidy starts Aug. 4 at the Place- ritos Ranch, Newhall, Calif., with each half-hour film formed similar to the re-issued motion pictures. Starring William Boyd under the banner William Boyd Productions, the first telecast will be Oct. 1. Derwin Abrams and Tommy Carol will direct the first 26 programs from scripts by Harrison Jacobs and Sherman Lowe. Glen Cook is production manager.

Negotiations have been concluded between Roland Reed Productions, Culver City, and Societa Radio Audizioni Italia, Rome (TV distributing firm), whereby 26 half-hour films from ABC-TV Trouble With Father series will be shown in Italy. This marks the first sale away from General Mills, which has exclusive domestic rights. Set for fall telecast, the films will be dubbed in Italian.

Johnny Maschio, head of Artists Ltd., Hollywood (talent agency), is producing two half-hour TV film series, the pilot films of which will be included in CBS-TV Schlitz Playhouse of Stars. The first program in I Went to Be a Star, featuring James Dunn and Eleanor Donohue, has been completed. Eddie Mann directed from a script by Katherine and Dale Eunson. Production is starting on the pilot film of Your Neighborhood, human interest starring Pat O'Brien. TV scripts will be adapted by Bill Cox from his original short stories.

Edward Lewis is in charge of over-all production on both series.

Louis D. Snader, president of Snader Telepictures Corp., Beverly Hills, has arranged the TV dis- tribution rights to "The Medium," feature film produced by Gian Carlo-Menotti now playing the art theatres.

Louis Weiss & Co., Los Angeles, will distribute Canine Comments, half-hour TV series being filmed by David Wade Productions, Dallas, 13 of which have been completed.

Maurice Kosloff Productions, Holly- wood, has completed "Gypsy Flame," first in new half-hour TV film series, Evolution of the Dance. Remainder of the series, directed by George Moskow, will feature dances native to various countries.

Film People...

Phillip Sockets, head of Phillip Sockets Mfg. Co., Los Angeles (leather goods), has been named president of the recently incorporated Wilshire Television Productions.

Benton Paschall, vice president and West Coast manager of the re- cently suspended Liberty Broad- casting System, has been named general sales manager for Hal Roach Studios, Culver City. Under a new set-up, which he will head, complete video film packages will be available to advertisers and agencies.

Harold J. Malin, formerly adver- tising and public relations director of Alexander Film Co., Colorado Springs, has transferred to the firm's California sales staff. He is being replaced by Robert H. Goddy Jr., house magazine editor.

CBS-TV at St Louis

CBS TELEVISION has optioned property in the Carondelet area near St. Louis on which to erect a new television transmitter to serve the city and surrounding area, Merle Jones, CBS-TV vice president, said June 26. He said the network would apply in the near future for a construction permit with the FCC and hopes to complete studio and transmitting facilities "within a reasonable length of time." CBS is licensee of KMOX St. Louis.

New Sports Quiz Show

ETHYL Corp., New York, through BBD, same city, sponsors As Me Another on NBC-TV from Jul 3, Thursday, 9:30 to 10 p.m. C. The new sports quiz show is package of Louis G. Cowan In It moves into The Wayne Kin. Show slot that was canceled t Standard Oil of Indiana Chicag through McCann-Erickson, as m city.

POLITICAL SHOW
KANS to Relay WKY-TV Signal

KANS Wichita will present the Republican and Democratic conventions on television to an audience in the Wichita Forum as a public service to listeners. Announcement of the plan was made last week by Archie Taylor, KANS general manager [B'T, June 30].

The plan was worked out in spite of considerable technical difficulty by O. L. Ted Taylor, president of Taylor Radio & Television Corp, licensee of KANS; engineers W. G. Egerton, Ted Heitcher and Max Miller and the Southwestell Be Telephone Co.

KANS will pick up the signal of WKY-TV Oklahoma City at Enid Okla., and will transmit it by radio to delivery stations in Okla., to Wellington, Kan., to Wichita. About 60 sets will be set up a Wichita. Admissions will be b cada which will be distributed because of charge and will entitle the holder to admission for two persons.

FILM FIRMS MERGE
Will Distribute Feature

MERGER of Film Group, Holly- wood, and Europe Films Inc., Lor- don, to be known as Film Group Europe Films Worldwide Inc. was announced by Forrest Judd, head of the former firm and presider of the new organization. Presser offices are at 63 Wall St, N York.

Plans call for the distribution foreign language feature films American Film stations. George Gale is in charge of the English dubbing and re-editing, to be dor by Film Group Color Productor Inc., Bombay.

First effort of the group will be The Zoo., a German motion pic- ture produced by Joachim Mattei who will release an additional 1 features to the firm.

Page 78 • July 7, 1952
FORD OFFERS

'Omnibus' to Five Sponsors

FIVE advertisers will be able to co-sponsor Omnibus, 90-minute weekly TV program which the Ford Foundation will present on CBS-TV as the Foundation's initial video offering of the 1952-53 season. (CLOSED CIRCUIT, June 30), it was announced last week by Robert Saudek, director of the Foundation's TV-Radio Workshop, and J. L. Van Valkenburg, CBS Television president.

Move to offer Omnibus for commercial sponsorship is in line with the workshop's original concept, as outlined by its founder, James Webb Young, consultant on mass communications to the Ford Foundation, who said:

"The Workshop will use its funds to produce shows with a maximum of available skills, techniques and facilities. They will then be offered for sale to appropriate commercial sponsors. If sold, the networks will get their time revenue and the Workshop its production costs."

Arrangements for the CBS-TV presentation of Omnibus were made by Mr. Young and Frank Stanton, CBS president. Series planned for 26 weeks, will be telecast Sunday, 4:30-6 p.m., starting Nov. 9, first Sunday after the national election and selected as the series' launch date so as not to interfere with the final weeks of video campaigning by the Presidential candidates.

Describing the program, which will have Peabody Award winner Alistair Cooke as its master of ceremonies, Mr. Saudek said:

Omnibus will present, within its 90 minute format, some five distinct features of one hour each in each program. These will be both live and filmed, and all will be edited especially for Omnibus.

A variety of features is now being produced ranging from comedy through fact and fiction to modern living, and treated to popularize matters of vital interest and lasting value. Already under contract for the series are three original TV stories by Maxwell Anderson; five short French ballet features now being produced in Paris, a special television series by the distinguished musician, Leopold Stokowski; examples of remarkable size of motion pictures in medical research and in industry and science; a series of plays by James Agee, co-author of the current motion picture picture "The African Queen" and celebrated poet and critic; as well as occasional specially-edited films, made by the American Museum of Natural History, the New York Zoological Society and other institutions both here and abroad.

Also associated with individual features now being prepared are Richard De Rochemont, formerly producer of the "March of Time," and Jean Benoit-Levy, award-winning producer of the famous French films, "Balladina" and "La Maternelle." Mr. Levy is now in Europe in connection with portions of Omnibus.

Permanent staff of Omnibus, in addition to Mr. Saudek, includes John Coburn Turner, assistant director of the Workshop, and Franklin Heller, executive associate, who is also director of What's My Line? Mr. Heller was producer of The Web until he went on leave from CBS-TV to join the Foundation.

Mr. Young, who has resigned from the Foundation effective Aug. 18, June 30, commented:

Omnibus represents in its content and execution a program which will fully implement the ideas behind the creation of the TV-Radio Workshop by the Ford Foundation. It will give maximum opportunity for professional talent of the highest type to develop the full potentials of all kinds of television material. It will show how exciting, interesting and rewarding every aspect of the human adventure is when brilliantly produced or re-entertained on the television screen. It will supply, I believe, what millions of Americans have been looking for on their screens and in doing so create an audience of prime value to advertisers.

Launched last September with an initial grant of $1,200,000 for the production of video and radio programs designed to establish higher standards of commercial broadcasting, the Workshop last season produced a weekly video report on the UN General Assembly sessions in Paris, telecast Saturday, 7:7-30 p.m., on NBC-TV November to February, and a documentary radio program, The People, on CBS-Radio, Sunday, 10:05-10:30 p.m., January through June.

'Burns & Allen' on Film

FOLLOWING the recent trend among major TV shows toward film, The George Burns and Gracie Allen Show, to be sponsored alternately by the Carnation Co. and the B. F. Goodrich Co. starting early in October, will be filmed at General Service Studios, Hollywood. Filming started June 26. The comedy team will continue the current series live, originating in the East, until sponsorship of Carnation until September. The new fall series will be seen and heard every week instead of alternate weeks, on CBS-TV Thursday.

Lucy' in New York

LUCILLE BALL's program, I Love Lucy (CBS), had a New York rating of 72.6 in June, higher than any other TV show in New York during the entire season, American Research Bureau has revealed. Presented over WCBS-TV New York, the program also led Gotham ratings for the fifth consecutive month.

The tube with the "built-in cash register"

This high-power triode literally keeps on putting money in your pocket all its life.

The secret: Its thoriated-nitrogen filament takes 60% less filament power than would a pure-tungsten filament — can save $1500 or more a year on filament power alone in 50-kw AM transmitters. In addition, you may obtain even greater savings with the 5671 because of its exceptionally long life. (A case in point: The oldest 5671 at WGAR has passed the 30,000-hour mark and is still in excellent condition.)

These savings represent a handsome bonus, indeed, for any 50-kilowatt station now using older types in the modulator and the power amplifier.

For tube service in a hurry, call your local RCA Tube Distributor.
**Washington Watches**

**Tips to Politicos**

**NARTB Offers TV Booklet**

TV TIPS for political candidates are offered in an 18-page bulletin completed by the NARTB Public Affairs Dept. The document, titled "Campaigning on TV," is replete with practical aids for video users. It is a TV projection of the radio booklet, *Is Your Hat in the Ring?*

Copies of the TV bulletin can be obtained from NARTB's Washington headquarters at 10 cents each.

Separate chapters cover such topics as hat-tossing, television talks, preparation of talks, delivery of appearance, various forms of TV programming plus appropriate excerpts from the Communications Act of 1954. Partisan issues are strictly avoided.

After explaining how a candidate can use TV effectively, NARTB sums up its tips with this conclusion, "No matter what technique you may use in presenting your message by television, remember— you are speaking to people at home. Be relaxed, be friendly, be sincere. Nothing is more convincing. That in television at its best."

**TV Identification**

PROPOSAL of TV committee of NARTSR for standardization of TV station identification requirements [F.E., June 16] has been adopted, with no turn-downs, by enough stations to put the new standards into practice, the station representatives association reported last week.

**SYMONS-CROSBY**

As Partners for the TV

FORMATION of a partnership between Symons Broadcasting Co. and Bing Crosby was announced last week coincident with the filing of an application by KXXL-TV (a company) for Channel 4 in Spokane. KXXL (AM) is a CBS affiliate, and is owned by a partnership comprising Ed Crane, managing director of the XL Stations and Pacific Northwest Broadcasters; John Wheeler, Los Angeles attorney, and, until recently, Saul Haas, president of KIRO Seattle.

Mr. Crosby and three minority associates have committed $250,000 to KXXL-TV, and a like amount has been allocated by Symons. Symons, according to the application, will be general partner, and the Crosby group limited partners. Mr. Crosby is a native of Spokane as is Mr. Crane. Mr. Haas lately sold his interest in KXXL to the remaining stockholders.

Mr. Crosby, before the 1948 TV freeze, had filed for stations in Spokane, Tacoma and Yakima. He is withdrawing his applications for the latter two cities, to concentrate with Mr. Crane on Channel 4 in Spokane. KXXL is the key station of a group of seven serving the Pacific Northwest. Mr. Crosby, in addition to his performing activities, also is a TV producer and heads Crosby Enterprises.

Associated with Mr. Crosby in the KXXL-TV partnership are Robert P. Porter, Mahlon Eucker and Dr. Joseph Lynch, all of Spokane.

**Vide Institute**

Fosters Consumer TV Use

NATIONALLY headquarters has been set up in Washington by the newly formed American Institute of Television Mfrs. Directing the office, located in the Sheraton Bldg., is W. F. Robichaud, president of International Industrial Research Corp., Chicago.

The institute proposes to foster increased consumer use of TV through market and industrial research, as well as the developing and leasing of patents, processes and new TV devices for re-licensing to the industry. A code of ethics for the TV service industry, is planned.

AITEM is promoting an electronic previewer for use in hotel-motel rooms, with four minutes of free previewing given tenants desiring to use coin-operated TV set. Prev T.V. Corp., of Chicago, is installing 10,000 such receivers in 400 hotels and motels, according to AITEM.

Copies of AITEM, described as "independent of all TV industry factions," are John Ponsaing, Pahr Ridge, Ill.; president; Frank J. O'Neill, Chicago, president; Joseph O'Callahan, general counsel; B. A. Murrell, mem phi, treasurer; Charles Henry Evans of Preview TV Corp.; E. C. McReady, in Venter of the previewer, and L. I. Filler, Chicago businessman.
VOA FUNDS

LEGISLATION clearly spelling out “explore further the activities and vision has been promulgated on Capitol

An amendment recognizing TV’s international information program was adopted by the Senate during de-
bate on the department’s fiscal 1953 budget appropriations. Funds measure subsequently was referred to join Senate-House conference committee last week as the Senate Foreign Relations Committee

The TV proposal was offered by Sen. Karl Mundt (R-S. D.), co-author of the Smith-Mundt Act, under which VOA operates, and an avid proponent of global television. The amendment inserted the word “television” along with radio in the 1953 State Dept. funds bill (HR 7289).

The Senate passed the omnibus State-Justice-Commerce-Judiciary measure June 26 and sent it to a conference group for resolving dif-

the Smith-Mundt Act but explained:

If there is any doubt about it and since the world of television is moving so rapidly and the opportunity

We feel that it would be wise to make certain that the Voice of America has the authority to explore further the activities and potentials of television.

The TV-minded Republican also believes that “the President or our Dept. of State might want to create a

Such a movement already has been under way among U. S. private citizens and studied by the State Dept. Japan has adopted U. S. TV standards under American guidance, while other countries have indicated interest. Sen. Mundt first revealed the possibilities on Capitol Hill last year, with his proposed Vision of America.

Included in the $88.5 million voted by the Senate are funds for carrying on broadcast work in Japan formerly handled by the Army.

Perhaps $20 million will be earmarked for radio broadcast opera-

Mundt Proposal Cites Transoceanic TV

tions, exclusive of new language programs and construction facili-

The Senate also, in effect, lopped off 25% in funds by attaching a rider on compensation paid to any “radio and television expert” or information specialist engaged in dissemi-

The VOA inquiry was voted by the Senate (S Res 74) with $50,000 for the study approved by the Senate Committee. There was no immediate indication that any hearings would be held. The resolution was co-sponsored by Sens. William Benton, leading VOA watchdog, and Alexander Wiley (R-

Most serious setback suffered by the Voice was its projected “Ring Plan” for radio broadcast facilities overseas and for additional sea-

Leennon’s Suggestion

The committee’s decision to earmark monies for private firms stemmed from a suggestion offered during Senate hearings by Walter S. Lemmon, president of World Wide Broadcasting Corp. (WBUU Boston). Congress in 1950 allotted $100,000 for such a purpose on an

Testifying before the committee Dr. Compton suggested that IIA should press new relay facilities into action as soon as completed.

One of the highlights of the hearing was a request by Sen. Joseph McCarthy (R-Wis.) for the names of radio, television and newspaper personnel who received money from the department for services and who were named to advisory groups [CLOSED CIRCUIT, June 30].
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<td>Summer Showcase</td>
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KSTN PETITION
Asks CP Change for KMYC

PETITION asking the FCC to change conditions of approval of KMYC Marysville, Calif., has been filed with the Commission by KSTN Stockton, Calif. on grounds of interference to each other’s service areas.

KSTN is licensed to San Joaquin Broadcasting Co. on 1420 kc with 1 kw, directional day and night. FCC last November granted application of Marysville—Yuba City Broadcasters Inc., to change KMYC from 1450 kc 250 w unlimited to 1410 kc 1 kw directional night.

The Stockton outlet asked the Commission to make it party to any hearing on KMYC’s request for program tests and station license and to deny them “until the objectionable interference to KSTN has been removed or the Commission determines that the gain in area and population of KMYC outweighs the loss to KSTN.”

Evidence was tendered purporting to show that the proposed operation of KMYC would reduce KSTN’s coverage area by 69 square miles in which 34,673 persons reside—or an estimated 11.2% of the daytime area and 5.86% of the KSTN population. Conversely, KSTN said it would cause objectionable interference to 16.2% of KMYC’s proposed service area and 11.8% of its daytime population.

Moreover, its ability to continue local programming and provide public service programs would be “substantially adversely affected,” KSTN contended.

NEWS on

KMBK-KFRM
is TOPS...
... because KMBK-KFRM
stands on ‘top’ of the NEWS!

And there is no greater value today than KMBK-KFRM.

KMBK-KFRM news programs are the most popular, news programs in the heart of America. They enjoy their high rating because they are the best program for accuracy and immediacy built by the KMBK-KFRM News Department.

Here is a tremendous sales potential in one of the nation’s richest markets—the great Kansas City Primary trade area.

Call KMBK-KFRM or seek your nearest Free & Peters, ro alf for complete details on the mighty voice of the KMBK-KFRM team and for nearest availabilities.

...6th oldest CBS Affiliate...

EDWARD L. LLOYD, executive vice president, A. G. Nielsen Co., Chicago, Ill., is in Amsterdam, Netherlands, head-Nielsen Food & Index Service established there.

CHARLES W. PRITCHARD, credit manager, Stromberg-Carlson Co., and KMYC’s attorney, has been reorganizing methods and procedures for the construction of accounting.

AL GOODMAN, KEGA-TV Los Angeles, named to board of directors of Society of Motion Picture Art Directors, Beverly Hills. New Los Angeles members in the television section include ROBERT LEE, CBS-TV; ROBERT DARLQUIST, KTFA (TV); FRANK SWAG and TED RIGE, NBC-TV.


HERSCHEL GILBERT, recently elected president of American Society of Music Arrangers, Hollywood, for fourth term. Named vice presidents were JEROME B. HULLENDORE, JEFF ALEXANDER and ROBERT BALLARD.

EDWARD STANKO, RCA manager, appointed manager of engineering, Technical Products Div., RCA Service Co., Camden, N. J.

JOHN GUEDEL, head of John Guelzel Productions, Hollywood, will chair third annual Radio-Television-Recording-Advertising Charities drive, Sept. 18-Dec. 15. MICHAEL J. ROCKFORD, vice president of MCA, will head committee to solicit special gifts.

ZENITH RADIO Corp. has opened new plant at 1500 N. Kostner Ave., Chicago, designed for production of speakers, coils, transformers and other radio-TElevision components.

WALLY GOLDS, ABC producer, to Robert Lawrence Productions Inc., N. Y., film production and distribution firm, as producer and account executive.

GRANT SHAFFER appointed by Ward Products Corp., Cleveland, to represent company in Michigan. Headquarters will be in Detroit.


WILLIAM SIMON and GUY T. GUNTER Jr., to Majestic Radio & Television Div., Witco-Gay Corp., N. Y., as district sales managers in Ohio and Georgia, respectively. Mr. Simon will also represent company in headquarters of Bingham Heights, Ohio, and Mr. Gunter in Atlanta.

DAVIS ELECTRONICS, L. A. moves to 6316 West 12th St., Magnolia, Calif. Telephone is Charleston 6-3032.

LEONARD B. KAUFMAN, Rogers & Cowan, Beverly Hills (public relations firm), has opened public relations office at 8527 Sunset Blvd., Hollywood. Telephone is Gran 2464.

INDUSTRIAL SURVEYS Co., announces change in name to MARKET RESEARCH Research Corp. of America. Company also has established client service division, headed by ARDEN B. CHINN, vice president, A. N. DE NORTH joins firm as vice president in charge of San Francisco office.

ADOLPH L. HOSS ASSOC., N. Y., appointed exclusive sales representative in Hawaii for KSTN (K.M. Y. C.) Corp., Long Island City, N. Y., for new line of high-fidelity AM-FM radio tuners and TV sets.

STACKPOLE CARBON Corp., St. Marys, Pa., has published bulletin describing fixed composition resistors designed for JAN-R-11 use. Types covered by the bulletin are RC10, RC20, CR21, RCR30, RCR31, RC41 and RC42.

DAVEN Co., Newark, has issued pamphlet on RF equipment covering types of radio frequency and video attenuators made by company.

FRANK L. MARTIN appointed regional representative, American Cable & Radio System for Texas, with headquarters in Houston in temporarily.


RODNEY GILLIAM Co., Hollywood (producers of commercial and feature films), has moved to 974 N. La Cienega Blvd. Telephone is Crest- view 6-6918.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces availability of 1953 edition of Tacon’s antenna catalog No. 38 covering technical data on 80 antennas. Catalog also lists complete television and radio hardware line with section devoted to review of company’s UHF antennas.

JOHN G. OTTINGER Jr., director of sales development, bureau of advertising, American Newspaper Publishers Assn., appointed general sales manager of the bureau, succeeded by WILLIAM W. SMITH, associate director of sales development.

FRANK NEUMANN, advertising manager TV Times, has left, Alinco-DuMont Labs, father of girl, Sharon Ann, June 13.

Equipment...

RCA, Camden, N. J., announces development of new triple tube clock oscillate at frequencies as high as 225 mc.

GENERAL ELECTRIC Co., Syracuse, N. Y., announces development of a new audio console for AM, FM and TV studios featuring all plug-in construction. Unit is equipped for single program control operation, but may be adapted for dual channel output.

PLASTOHD Corp., Long Island City, N. Y., announces production of radia- tion proof, explosion proof and field engineered for community installation.

DAVEN (Co., Newark, announces availability of new design of line equalizer consisting of parallel network and calibrated step type series control designed to improve frequency response of television circuits.

FEDERAL TELEPHONE & RADIO Corp. has redesigned broadcast tubes F-891 and F-892, replacing the con- ventional one coil shield with double helix filament, designed to minimize filament to grid shorts, priming cause of premature vacuum tube failure. Of three-electrode type, two tubes are for use as modulator, amplifier, and oscillator.

Technical...

NEAL MCNAUGHTEN, NARTB engineering director, licensed by District of Columbia as professional engineer.


JOHN NEAL, engineer, ABC Hollywood, father of girl, Cammie Joy, June 12.

BAN DANGERS

Cited by Fellows at Memphis

BARRING of radio and TV from public hearings provides the “first step toward decay of free speech,” Harold E. Fellows, NARTB president, charges to the Memphis Rotary Club last Tuesday.

Reminding that such action is taken “against the medium that has the capacity to report most accurately and impartially,” Mr. Fellows suggested there are “some who would prefer not to suffer the pangs of accurate reporting.”

Businessmen should oppose such bills, legislators and law-making bodies, Mr. Fellows said, adding, “Whatever the motives behind such ventures into censorship, and whatever the good character of their authors, the citizens of this nation must vigorously and determinedly oppose them.”

He declared that government must be confined to the necessities of government and its unreasonable growth arrested. “The sovereignty of the individual and the servitude of the state is a basic belief among Americans,” he said, “but it is disintegrating and you need but look around you to see the evidence.”

He deplored the crumbling because we are sacrificing the objectives of this noblest estate of all to the convenience of dependence, rather than to the responsibility of interdependence. “The future of some of our greatest enterprises today rests upon the decisions of government—decisions made by an unimaginable list of bureaus and commissions and inclusive vacuum tubes,” he added.

The answer to these problems can be supplied by the citizenry, Mr. Fellows said, calling on all to vote and to challenge unjust legislation and regulation.
**Television Applications Filed at FCC**

(Continued from page 77)

**LEBANON, Pa.—**Lebanon Television Corp., John E. Hughes, president, filed an application for construction of a television station at Lebanon, Pa. According to the filing, the station's antenna height above average terrain is 400 ft. Estimated construction cost is $595,000. First year operating cost is estimated at $200,000. Post Office address: Lebanon, Pa. Variety of licensees: WLBK.

**LOCK HAVEN, Pa.—**Lock Haven Bldg. Corp., Lock Haven, Pa., filed an application for construction of a television station at Lock Haven, Pa. According to the filing, the station's antenna height above average terrain is 400 ft. Estimated construction cost is $595,000. First year operating cost is estimated at $200,000. Post Office address: Lock Haven, Pa. Variety of licensees: WLBK.
SUCCESS of radio campaign conducted by Pomeroy's Dept. Store, an Allied Stores affiliate in Pottsville, Pa., is now obtainable in form of a monthly release of the Pottsville Studies prepared by Sam Cuff, radio TV adviser to Allied Stores. Studies are complete radio packages with accent on the local department store market. Included are a description of merchandise advertised, sales gimmicks used, examples of continuity and a breakdown of sales results.

SPOT WELL WORTH IT
ONE $18 spot announcement on KBIG Avalon, Calif., paid off with $500 worth of direct business for Cyril Davenport, general manager of the Catalina Inn, that city. The $18-second announcement offered free boat tickets from the Los Angeles mainland to anyone making reservations at the Inn for a week. Five reservations came in that afternoon, and Mr. Davenport estimates his mail has doubled and telephone reservations have quadrupled.

PUZZLE ON TV
WEELYK program TV Crossword Puzzles, featuring Margaret Farrar, New York Times crossword puzzle editor, as panelist and editor-advisor, made its debut on WPIX (TV) New York, yesterday (Sun-day), 10-10:30 p.m. EDT. Format of show includes large-scale puzzle with visual cues performed by actors. Panel features actress Anne Burns. New York Herald Tribune book critic Governor Paulding and screen writer John Duff Stradley. Larry Stevens is producer-m.c.

TELEVISION EXHIBIT
RESIDES of Duluth, Minn., were treated to a TV preview by KDAL there, at the city's sixth annual Home Show. Station used RCA television equipment and constructed a TV studio within the Home Show area. Continuous entertainment was piped to commercial sets being exhibited through the building by local distributors. Multiple feeds of the exhibit explained FCC action on TV grants as well as other pertinent facts on the Duluth television future.

WRTA
Altoona, Pa.
Twenty-eight years radio experience and Roy Thompson's life dedicated to the community has made WRTA Altoona's friendliest station. Real people in business with friends. Of course, WRTA-advertised products---sell.

Ray F. Thompson
Represented by
Robert Meeker Associates

programs promotion premiums

Radio Helps Camp
TESTIFYING to the effectiveness of radio, a one-man campaign over WDRC Hartford, has brought in more than $1,000 for the children's summer camp operated by the Hartford Camp Director Zaiman, president of the Needle Club, program on WDRC, raised the amount from political personalities throughout Connecticut.

AMUSES LEUKEMIA VICTIM
WBTV (TV) Charlotte, N. C., cowboy singing star Fred Kirby was brought by chartered plane June 15 to Asheville, N. C., one of his admirers, young Beverly Fincher, a leukemia victim, of Charlotte, whose condition had suddenly worsened. Since it was Mrs. Kirby's day off, he was visiting his wife, a patient in an Asheville hospital, WBT and WBTV (TV) notified Charlotte police, who contacted the county coroner, coroner's state, and Asheville police to look for Mr. Kirby, and then broadcast messages, which finally reached him. It was the third time he had visited the stricken girl within a week.

Talent Hunt
TALENT hunt is being conducted by WLS Chicago, WMIX Mount Vernon and WSOY Decatur, all III., for the state's outstanding girl folk singer. She will be named queen of the Illinois State Fair Barn Dance Aug. 9 of one of his adjudicators. The winner will appear on the WLS National Barn Dance broadcast from the fair and will receive $300.

Contest at KNXT (TV)
THREE week contest which will pay off at three marketing levels is being conducted by KNXT (TV) Hollywood. For Philip Morris Co. (Dunhill cigarettes), the station is asking viewers to complete "I switched to Dunhill . . . because . . ." A Hawaiian vacation is planned for the writer of the best letter with similar prizes going to the winner's Los Angeles dealer and three local Dunhill salesmen showing the largest sales increase during the contest period. Winner will be announced July 18.

Special TV Kitchen
CUSTOM-BUILT kitchen designed to provide the utmost in convenience of use, appearance on camera and economy of space on the set was seen for the first time last week on WBAL-TV Baltimore. Unit was constructed for In the Kitchen With Landia, show seen daily on WBAL. Reverse side of the bulkheads has been turned into storage space for props and products.

SCHEDULE EXTENDED
RELEASE on time change at Boston station "crowning blow" may ring for Boston's streets and pubs but no more for WHDH. Station has begun 24-hour-a-day operation with All Through the Night, show featuring light classical music from 1 to 6 a.m.

SPONSORS CONCERTS
COMMUNITY band made up of 75 local musicians will present a series of three concerts sponsored by WFIN Findlay, Ohio, to promote community good will "through service plus stimulation of interest in musical entertainment." Two staff members, Allen Dudley, program director, and Mike Guzzetti, disk jockey, play in the orchestra. Portions of each concert will be taped for rebroadcast at WFIN.

TV Promotes Movies
TOWN Theatre, Baltimore, has purchased times to run on WJZ in that city for showing of The Riddle of Robin Hood, according to Ken Carter, station's manager. Program was specially prepared by Walt Disney for TV to promote his latest release which opened in Baltimore last week. Intention is to use the televiewer by the TV "purchasers" that he will go to the theatre to see the actual production.

Radio's "Chain Letter"
SOMETHING new in radio program has been initiated on Canadian airwaves. Show, Telecasting, is similar in format to the "chain letter" idea. Announcers draw names from mail bags, and call the person whose name is listed. Listeners identify a "mystery voice" which is aired several times daily. Each person called supplies the name and phone number of the next contestant. First caller to call into a "radio station" whose copyright is owned by Rolly Ford, is CKNN Vancouver. Mr. Ford is a member of the station's staff.

Spotlight on Politics
NEW show featuring pick-ups from four to five different stations in all sections of the country, has been inaugurated at KXYZ Houston. Crossroads U. S. A. is station's answer to the public's demand for "more political information." Weekly half-hour programs present newscasters from all over the nation giving their observations on the political scene in respective state or city.

Week's Roundup
WEEKLY half-hour documentary titled This Week is being presented at studio WGBS. Show features five minutes each of sports news, women's news, music and farm information. Segments provide a summary of the highlights of the week with emphasis on local happenings.

Football Broadcasts
EXCLUSIVE 1954 radio broadcast rights to the U. of Miami's nine home games at Samples, Fla., have been given to WGBS that city. Rights include local broadcasting and such additional territory as consuming fan to find through other stations. None of the university's games will be telecast locally.

"WGH Digest"
FOUR-hour daily music and information show covering "all sorts of information in many, many fields," was begun June 30 at WGH Norfolk, Va. In addition to popular music and local and national news, it will feature "The Corny Theatre," dramatization of a joke submitted by a listener with a prize going each day to the winner who sends in the best joke.

Third Dimension Program
BINAURAL reception, the new third dimension in listening, will be available to WJZ Detroit listeners every Wednesday and Friday. City's Symphony of Concerts, sponsored by the Pfeiffer Brewing Co., will be broadcast simultaneously over station's separate AM and FM outlets. To receive binaural reception listener must tune in both AM and FM set at the same time and adjust volumes and tone controls on both sets at the same listening levels.

Free Commercial
OFFER of free commercials for all businesses under 10 years of age who operate lemonade stands is being made by Little Ernie, star of Story Time With Little Ernie heard daily on WGAY Silver Spring, Md. Commercials will be aired each day throughout the summer months.

WTOP News Luncheon
NEWS luncheon was held by WTOP-CBS Washington June 2 for Claude Mahoney, farm director, who recently returned from a month's trip to Europe under Mutual Security Agency auspices. Mr. Mahoney gathered materials for tape-recordings used on his daily Once Over Lightly on WTOP. The tour took him to Germany, Italy, France and other points, where he studied farm techniques and radio-TV progress of other broadcasters who made radio trips. Shep Olenik, WUTI; Larry Haeg, WCCO Minneapolis-St. Paul and C. W. Jackson, KCMO Kansas City, Mo.
Strictly Business
(Continued from page 18)

goaded him into becoming a successful film producer.
His family moved to Manhattan shortly after his birth in Far Rockaway, Long Island, on Jan. 20, 1921, and he attended De Witt Clinton High School, City College and the U. of Chicago. In 1940, while working as a button salesman, Mr. Turell took a course in 16mm films at City College and, he says, "was bitten by the bug." He joined the U. S. Army from 1942 to 1946, part of the time in the Southwest Pacific, Mr. Turell returned to New York. He set his sights on a film production job, and peddled a $100-a-week button salesman offer and finally wangled a spot in the film distribution section of Official Film Co.

Four months later in June 1946, I was a wiser man," Mr. Turell confides. "But I was still making 40 bucks a week. So I decided to take a flyer on my own." He turned to the market for a now dusty, Rhodes, a former Wall Street brokerage worker. Their initial effort was directed toward producing and distributing films for school and home use.

For several months Messrs. Turell and Rhodes operated out of their hats, as it were, without an office, getting up a list of names and no place to sell them." But early in 1947 they secured office space in an 18x8 room.

Regular Prodding

It was at this point that Mr. Turell's father started to apply his series of systematic "hoofots." The younger Turell likes to recall that his father would say: "You have an office, but no phone. You're not a businessman." When they got home, he would pointedly remark that the firm had no business. Then there was a call about how to break in, Bernard Turell would insist, "You're not a businessman until you're grossing $10,000 a month" and so on.

The elder Turell, who died a few years ago, would be proud of the presently-organized Sterling Films. It now has 27 employees and occupies a 16-room office suite.

The beginnings of television distribution started in 1948 when Mr. Turell and his associates saw the home-movie market expanding. By this time the firm had acquired a large source of film supply from such widely diverse places as Canada, New Zealand, India, U. S. colleges and a United Nations.

Sterling reports that it now distributes some 4,000 films to 108 of the 109 television stations.

At the start, the films were used to fill whatever TV-time on stations that had "to keep them on the air." Sterling can give a station a film of Spain's great bull-fighter, Manolete, as he is said to have done. One can imagine the growth of a new volcano and another on a battle between a shark and an octopus, to name a few. Sterling offers its films of all kinds and all lengths as TV series. It can take several sports films, edit them, insert an opening and a closing, give it a title, and as Mr. Turell says, with hard work "you've got yourself a series." One of the best known series is King's Crossroads (ABC-TV, Sunday, 8-9 p.m. EDT).

Sterling has now entered the field of original productions and has sold its first offering, Meet the Victim, a mystery show, to 15 markets in the past few weeks. Other projected originals are a History of Famous Buildings series and a United Nations series.

Mr. Turell lives with his wife, the former Renee Kraus of New York, in New Rochelle with their two children, Michael, 4, and Jane, 2. He belongs to the Colony Club in New Rochelle but confesses that he "doesn't quite feel comfortable in the country club atmosphere."

Bridge is the rapid-rising executive's favorite pastime but politics is his byromise. He is a registered Democrat, a member of the Americans for Democratic Action and will attend the Democratic Convention in Chicago this summer.

But as father Turell would say, these things don't make a man a politician. And young Turell is now taking steady aim for the future when he hopes to win election to a public office in New York or his home community of New Rochelle.

APPEAL FOR IKE

Club Denounces as Fraud UNAUTHORIZED political appeal on behalf of Gen. Dwight Eisenhower which reputedly came from the offices of the Chicago Federated Advertising Club was denounced by the club last week as a fraud. A bulletin signed by a person identified as Calhoun Norton was mailed to CFAC members, although not to sterling club advertisers. They join Eisenhower backers to welcome convention delegates to Chicago.

The letter, headed "Special CFAC Bulletin" asked volunteers to return a post card to Mr. Norton at what is believed to be only a mailing address. The Chicago and suburban telephone directories have no listing for the name. The letter was not printed on a CFAC letterhead, but the return address bore the CFAC letterhead.

Club President P. J. Morrison said Mr. Norton, "whoever he may be, has never at any time requested official permission to use the group's name. He's done something that would have flatly refused." Mr. Morrison, who referred the matter to the state's attorney's office, said the club "carefully maintained a policy of refusal to encourage participation in political activities by the exchange and this is its policy." The letter was sent to 13 offices. Mr. Putnam Sons, of New York, who handles many of the list, said that he had no knowledge of the letter.

GUEDEL BUILDING

Construction Underway


Production units for Mr. Linkletter's programs and NBC Radio-TV's Betty Lou and Your Life will be housed on the site, chosen for its proximity to CBS Television City, now being completed. Occupancy is planned for Nov. 1.


IT'S a small world in Paris these days, what with three ex-Cowles employees working side by side in the radio branch of the office of the U. S. Special Representative in Europe. Thomas McDonough was Chris Mack, on leave from WNAX Yankton, S. D., who joined Gene King and Frank McDonald, formerly with WOC in Chicago, at the Cowles office in Paris. "Communists aren't the only people to have cells," an office dispatch muses.

CBC SURPLUS

With Aid of Govt. Grant

WITH AID of a grant from the Canadian government of $6,250,000, the Canadian Broadcasting Corp., has announced a net operating surplus for the fiscal year ending March 31, 1952, of $3,322,000. In the annual report tabled in the House of Commons on June 26, A. D. Dunton, CBC chairman, stated that the surplus would be used to carry out "to the fullest extent" the recommendations of the Massey Royal Commission, which called for expansion of CBC services. The government's grant is the first of four annual grants recommended by the Massey Commission.

CBC revenues in addition to the $6,250,000 from the government, included $5,800,000 from annual listener and private broadcast transmitter license fees, and $2,450,000 from commercial broadcasting. Expenditures included $3,774,000 for programs, $2,193,000 for engineering, and $1,415,000 for station grants. Salaries totalled $677,000, performers' fee $383,000, and $369,000 was spent on preliminary TV operations.

RADIO PIONEERS CLUB has issued its 1951-52 membership roster, containing some 800 names, indicating the organization's growth since 1947, when the last previous roster was published, with 270 names.
AD WORKSHOP
Opens July 14 in L.A.

SPEAKERS for the Los Angeles Advertising Workshop for teachers, to be held at Fairfield High School, July 14-25, have been announced by John Kemp, vice president of the Advertisers Assn. of the West. The seminar, also offered at U. of Redlands during the two-week period, will feature the same speakers on subsequent days.

Speakers are: George Epling, president, Foote, Cone & Belding Inc.; Russell Z. Eiler, advertising manager, Sunkist Growers Inc.; Robert Coleenson, West Coast di- rector, Advertising Club of Los Angeles; John B. McDermid, advertising manager, the May Co.; Donn Tatum, director of television, ABC Western Div.; George Moskoske, manager of television development, KNXT (TV); Syd Gaynor, sales manager, KFWB; Myra Clark, continuity engineer, director, KPO; Rodney Coulson, director of publicity, KJH; and Mark Haas, vice president and program director, KMPF; J. Neil Reagan, vice president of McCann-Erickson Inc.

Sponsors are Los Angeles Ad- vertising Women (AD Club, Advertising Club of Los Angeles, and Advertising Assn. of the West) in cooperation with Los Angeles Board of Education.

STUDENT GRANTS

SDBA Helps Radio Study

FOUR STUDENTS have been awarded radio engineering scholarships by the U. of South Dakota at Vermillion, two of them getting grants from the South Dakota Broadcasters Assn.

Winners, and their scholarships, include Harlan Peterson, Hereford, $100 from SDRA; Jason Zastrow, Columbus, $100 SDRA scholarship; Madison, $100, South Dakota Health Organization, and Gary Altman, Plankinton, $50, Radio Guild. Members of the scholarship committee of the broadcasters’ group include George Rohn, KSDO Sioux Falls; Ray R. Eppel, KOLO-AM Sioux Falls; Max Staley, KJY Huron, and Henry Schmitt, publisher of the Aberdeen American News. Radio Guild is a university group comprised of students interested in radio and the school station, KUSD.

Coverage Analysis

ANALYSIS of radio-TV production at the national political conventions, of speaking styles and of broadcast reporting is being con- ducted by the School of Speech at Northwestern U. and some 40 grad- uate students. All radio and TV network broadcasts are being moni- tored during both Republican and Democratic conclaves, with results analyzed after data is compiled.

Extra copies of this 196-page printed report available at $3.00 each.

This complete, easy-to-read vol- ume shows the entire city-by- city breakdowns for all 2,053 proposed stations in 1951 com- munities.

For extra work copies, tear coupon below. Supply is limited so order your copies now.

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MAGNACORD

IN A SENSE OF ENGINEERS!

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Only Magnacord offers all the flexi-

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PORTABLE—LIGHTWEIGHT in a case.

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Optional availability by com-

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SOUTHFIELD, MICH. 4, Ill.

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ADDITIONS TO THE DIRECTORY

WOMEN'S WORKSHOP-Continued

FCC actions

JUNE 27 THROUGH JULY 2

ant-antenna cond-conditional

day-DAY N-light NIGHT

md-modulation

vis-unlimited hours

SPECIAL POSITION OFFERED

For any position in your field.

Commercial Radio Monitoring Company

PRICING FREQUENCY MEASUREMENTS

Engineer on duty all night every night.

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Kansas City, Mo.

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YOUR FIRM'S NAME IN THIS "VACANCY" SECTION

COMMERCIAL RADIO MONITORING COMPANY

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SECRETARY-TREASURER—R. L. MILLER

COMMERCIAL RADIO MONITORING COMPANY

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

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YOUR FIRM'S NAME IN THIS "VACANCY" SECTION

SPECIAL POSITION OFFERED

For any position in your field.
CONSULTING RADIO & TELEVISION ENGINEERS

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National Press Building
1339 Wisconsin Ave., N. W.
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Laboratories Great Notch, N. J.
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John A. Moffet, Associate
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4212 S. Buckner Blvd. 4742 W. Buffalo
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Formerly Colton & Foss Inc.
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Republic 3883
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John Crutz
319 Bond Bldg., Republic 2151
Washington, D. C.
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AR 4-6721
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Arlington, Texas

Robert M. Silliman
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Republic 6646
Washington 7, D. C.

Lynne C. Smeby
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EX. 8073
Washington 5, D. C.

George P. Adair
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television
Electronics Communications
1010 Eye St., N. W., Wash. 6, D. C.
Executive 3658—Executive 3651
(Nights—holidays, Lockwood 5-1819)
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Walter F. Kean
AM-TV Broadcast Allocation, FCC & Field Engineering
1 Riverside Road—Riverside 7-2153
Riverside, III.
(A Chicago suburb)

William E. Benns, Jr.
Consulting Radio Engineer
3790 Kanawha St., N. W., Wash., D. C.
Phone Ordway 8071
Box 2466 Birmingham, Ala.
Phone 6-2926
Member AFCCE

Robert L. Hammett
Consulting Radio Engineer
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Sutter 1-7545

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Kansas City, Missouri

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Member AFCCE

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1449 Church Street, N. W. December 1231
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Member AFCCE

Bradford Associates
Consulting Radio Engineers
5010 Sunset Blvd.
Hollywood, Calif.
Member AFCCE

Bernard Associates
Consulting Radio Engineers
5010 Sunset Blvd.
Hollywood, Calif.
Member AFCCE

Vandivere, Cohen & Wein
Consulting Electronic Engineers
612 Evans Blvd.
NA. 2998
1420 New York Ave., N. W.
Washington 5, D. C.

J. C. Bird
Consulting Radio Engineer
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Granted mod. CP for extension of com-
pletion date to 1-1-53.
WRCM New Orleans—Granted mod.
CP for extension of completion date to
9-18-52.
License for CP
WW20-TV Kalamazoo, Mich.—Granted li-
cense to cover CP for TV and des-
ignation of trans. location.
Cancellation of License
WSE Asheville, N. C.—Granted con-
sent to cancellation of license for alter-
native main trans.
Change DA
WAYS Charlotte, N. C.—Granted li-
cense covering changes in DA.
Change ERP
KSD-TV St. Louis—Granted CP to
(Continued on page 83)

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Situations Wanted (Cont’d)

Announcer—Engineer. Single, veteran, some news and disc jockey experience. NBC pilot project. Will work any time (age 26) can build future on sincere desire to learn. Have air experience. Available July First with first phone. Box 549P, BROADCASTING TELECASTING.

Situations Wanted (Cont’d)

Announcer—Engineer. Single, veteran, some news and disc jockey experience. NBC pilot project. Will work any time (age 26) can build future on sincere desire to learn. Have air experience. Available July First with first phone. Box 549P, BROADCASTING TELECASTING.

Help Wanted

Salesmen

Mountain area network affiliate in a sales management "preferred" area with experience. Must be commercial manager and assum- ing all radio station responsibilities. Established organization desires to add sales force to Texas market. Average dollars are set at or near Texas market. Box 483P, BROADCASTING TELECASTING.

Announcer with well-rounded experi- ence in AM-FM disc jockey, newscast, and news director. Will provide complete information and disc. Box 483P, BROADCASTING TELECASTING.

Wanted: Staff announcer who can also open newscast. Please send all information, including salary requirements to KFBB, Great Falls, Montana.

First class engineer, Control board and all associated work. WKN, Columbia, Tennessee.

Immediate opening experienced first class engineer-announcer. Must be able to work 40-hour time and a half over- time. Box 254P, BROADCASTING TELECASTING.

First phone salesman. The Perfect Application.

Engineer-Announcer for 250 watt Mutual station in Statesboro, Georgia. General Manager-Ad record, familiar with responsible, good salary, job open August 1st. Want man who would like to settle in town, not a drifter. Write full particulars to R.H. Thompson, WWNS, Statesboro, Georgia.

Production-Programming, others

Experienced radio bookkeeper needed to handle personnel, super- vision and bookwork. Local experience of importance. Box 484P, BROADCASTING TELECASTING.

Manager

Manager-chief engineer wants contact with persons building or buying station. Can buy interest in stations. Broadcasting experience of 26 years. Refer to Box 509P, BROADCASTING TELECASTING.

Seeking step-up to general manager- ship in small commercial station. Phases of successful radio, program and business experience. Local business background. Box 526P, BROADCASTING TELECASTING.


Salesmen

Regional station in upstate New York with application filed with FCC needs experienced engineer-announcer who can operate board and tables, $70.00 a week. WVOP, Tappan, New York.

Regional station in upstate New York with application filed with FCC needs experienced engineer-announcer who can operate board and tables, $70.00 a week. WVOP, Tappan, New York.

Network affiliation, 1 kw, to employ five first phone engineers to announce AM engineering. Send resume with qualifications if interested. Live in ideal small community, must have first class license, minimum one year experience in Illinois. Write full details Box 393P, BROADCASTING TELECASTING.

Engineer, Salesman, 10 years experience radio sales and production experience. Will answer all good round sports. New friend West Coast West Coast. Box 490P, Broadcasting TELECASTING.

Salesman with 5 years experience, good contacts, contacts good con- tact. Proven record. Will relocate. Box 490P, BROADCASTING TELECASTING.

Chief engineer wanted by South Carolina 1000 watt daytime station. Must be able to do everything. Good salary. Box 255P, BROADCASTING TELECASTING.

Combination man—Good working con- dition. Volunteers AM-FM, excellent base.


First class engineer-announcer to fill vacancy. Must be experienced and capable. Can also use announcer-copwriter.


Engineer: Starting salary $100 per week WIRL, Enterprise, Alabama.

Two permanent engineering positions available. Starting salary $25 per hour 40 hour week. Excellent base.

Two permanent engineering positions available. Starting salary $25 per hour 40 hour week. Excellent base.

Announcer—Engineer. Local firm looking for experienced all around engineer-announcer. Good salary. Box 509P, BROADCASTING TELECASTING.

Sports announcers needed, and salesmen an affiliate. Box 814P, BROADCASTING TELECASTING.

Production-Programming, others

Situations Wanted

Manager

Managership of downtown Miami station. Must have experience. Good salary. Box 516P, BROADCASTING TELECASTING.

Assistant manager-Announcer: Excellent opportunity for advancement. Send resume and pay- ment. Box 516P, BROADCASTING TELECASTING.

Manager with 2 years experience. By July 1st. Would consider woman. Good salary. Box 516P, BROADCASTING TELECASTING.

Sports announcer, 1 year on air, 3 years selling. Family, veteran, 26. Has edited news, done fill-ins. Good salary. Box 516P, BROADCASTING TELECASTING.

COACHING TELECASTING.

Sports announcer available 5 years experience. Must have good voice. Desires down East and Carolina football. Walled minimum salary. Box 600P, BROADCASTING TELECASTING.

DJ and special events man. Has all good contact.现 Five spots, any time. Box 601P, BROADCASTING TELECASTING.

Experienced reporter-engineer. Will relocate. 5 years experience. Love newspaper work. Box 602P, BROADCASTING TELECASTING.


Korean Veteran, 3 years experience. Desire position in good steady community. Will relocate. Box 509P, BROADCASTING TELECASTING.

Engineer, excellent newcomer, four years experience largest market. Seek good situation immediately. Box 609P, BROADCASTING TELECASTING.

Engineer, experienced salesman, can relocate. Available August. Box 609P, BROADCASTING TELECASTING.

Announcer: DJ and special events man. Has all good contact. Box 599P, BROADCASTING TELECASTING.

Chief Engineer, Commercial Manager. Experienced construction and mainte- nance engineer, success in radio and real estate business. Must have good contacts. Can furnish best of references. Box 610P, BROADCASTING TELECASTING.

Announcers

Announcer—Engineer. Seventy-five year old retiree. Upper Midwest. Box 485P, BROADCASTING TELECASTING.

Announcer with superior voice. Inter- esting job, station is in fast growing Texas market. Box 486P, BROADCASTING TELECASTING.

Announcer. Excellent announcer-engineer. Seventy-five year old retiree. Upper Midwest. Box 486P, BROADCASTING TELECASTING.

Good announcer with first ticket. $50 to start—plus bonus. No un- restricted, protected character. Must have car. Augus D. Pflug, WAYN, Evansville, Indiana.

Announcer

Experienced announcer-engineer. Seventy-five year old retiree. Upper Midwest. Box 485P, BROADCASTING TELECASTING.

Two announcers needed, no ticket necessary. One now, one September 1st. Must be experienced. Hit parade type, like hillbilly. Will try's best. Send details of experience, background, picture and tape to Box 592P, BROADCASTING TELECASTING.

两大需求者需要，没有执照，不必要。一个现在，一个九月一日。必须有经验。要像山乡歌手，会尝试。将尝试以最佳。送详细情报，背景，相片和胶卷至592P广播电视台。
Wanted to Buy (Cont'd)

Wanted, used FM equipment in good shape. Send information to Radio Mfg. Co., P. O. Box 996, Reimsdale, N. C.

Used equipment: Frequency monitor, modulation monitor, limiting amplifier, pickup, JA-3020, model cox in line. WMAM, Marinette, Wisconsin.

Miscellaneous

FCC first-phase in 8 weeks. Both residence and correspondence courses available. Grandham Radio License School, 8065 Hollywood Blvd., Holly-
wood, Calif.

Help Wanted

Salem

LIVEWIRE TIME SALESMAN

If you are a young lively time salesman, how would you like to take up with a progressive organization now owning two highly successful AM stations with opportunities pending for another AM plus TV? We are interested in an aggressive man who is a real salesman and wants to get ahead. Call or wire at once. Box 556P, Broadcasting - Telecast-
ing.

University professor, 30, with proven experience, desires educational opportunity in long-range educational pro-
gramming. Box 567P, Broadcasting - Telecasting.

Television

Production-Programming, others

Young man with 18 months excellent TV production training, seeks actual experience anywhere. Box 559P, Broadcasting - Telecast-
ing.

For Sale

Stations

Southwest: 500 watt unlimited. $8,000 monthly potential. No competition. $12,000. Box 550P, Broadcasting - Telecasting.


Western stations, independents, affili-
ites. Price $5,000 to $25,000. Jack E. Stoll & Associates, 4598 Mel-
rose Ave., Los Angeles 29, Calif.

Equipment, etc.

deco 255 heavy duty self-supporting tower: 3000 feet ground wire: 22 sec-
ions 1/4 transmission line: one 1 kw tuning unit: RCA B77 1 transmitter. Box 507P, Broadcasting - Telecasting.

Collins 1 kw transmitter. Excellent condition. Now operating 18 hours a day. $1200. Box 509P, Broadcasting - Telecasting.

Stainless 800 foot tower. $1200 prepaid. Excellent condition, two years use. WPFW, Passaic, N. J.

Used radio towers, two-200 foot gored radio towers fully equipped with guy lines and lights in accordance with A.A. regula-

Wanted to Buy

Stations

Manager and chief engineer want to buy 250 watt or 1000 watt station, preferably in Excellent condition. Box 509P, Broadcasting - Telecasting.

Equipment, etc.


Used 23-26 sections 1 1/4 .515 ohm coax, 4-20 elbows, gas stop, dehydrator, and expansion hangers. WCNY, Centralia, Illinois.
WFDF BENEFIT
Finances Children's Camp

WFDF Benefit show presented by WFDF Flint, Mich., made possible a summer camping trip for 27 underprivileged Flint children with listeners calling in to pledge $1,100, oversubscribing the goal of $900.

The WFDF show, originally scheduled for an hour and a half, grew into three and a half hours when it was aired June 29, with appeals by leaders of Flint social service organizations and Mayor Paul Lovergrobe. The children live at the Whaley Home for children from broken families.

WFDF Chief Announcer Bud Haggart, assisted by staff announcers, emceed the show, and a six-piece orchestra was provided by the Flint Federation of Musicians. Mr. Haggart's and Lee Driscoll's singing was featured. Idea for the benefit came from the Flint Civitan Club, which in previous years had financed the camping trips, but which this year found financial help necessary.

UN Position Open

POSITION for a "telecommunication engineering professor" to serve with the UN Technical Assistance Administration is now available, according to the Secretary General of the International Telecommunication Union. ITU has asked the State Dept.'s Telecommunications Policy Staff for assistance in obtaining suitable candidates. Applicants should list, not only technical knowledge but also administration and operations experience. Assignment is for one year to advise India on formation of a training course in the Dept. of Telecommunication Engineering in Madras. Qualifications: A top-ranking professor with long experience in a U.S. university. Applicants should file curriculums and references with Telecommunications Policy Staff, Dept. of State, Washington 25, D.C.

WFDF Benefit

Net profit of Standard Radio Ltd., Toronto, owners of CFRB Toronto, for fiscal year ending March 31, 1969, amounted to $85,085, compared with $87,909 in previous year.

Carolina Network Station
$55,000.00

The only station in an attractive smaller Carolina market. A combined installation makes a possible a very economical operation and opportunity for sizable profits. This is an ideal property for two active partners. Financing arranged.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY
RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D.C.
CHICAGO
SAN FRANCISCO
James W. Blackburn
Washington Bldg.
Sterling 451-2
Ray V. Hamilton
Tribune Tower
Dexter 2-1102
Lester M. Smith
215 Montgomery St.
Exbrook 2-0472

I WANT TO BUY A RADIO STATION

Already own and operate one station and now I'm looking for another. Would consider any part of the country except New England and deep south. Metropolitan area population between 250,000 and 1,000,000 preferred. Most interested in low frequency daytime operation that has not reached its full potential. Others might be considered. Prepared to pay all cash. Your reply will be treated with utmost confidence. I am not a broker, and am not looking for a station that has been "shopped around." If station is what I am looking for I am prepared to close sale immediately.

Box 627P, BROADCASTING • TELECASTING

New Business
(Continued from page 80)


H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cement, appoints Buchanan & Co., that city.


TWISTO CONTAINER Corp., L. A. (toothpaste-dispensing toothbrush), appoints W. B. Geissinger & Co., that city. Radio-TV will be used.

A. E. STALEY Mfg. Co., Decatur, Ill., appoints Fuller & Smith & Ross, Chicago, for soybean division.

RPM MFG. Co., Lamar, Mo. (rotary power lawn mower), appoints Charles Blum Adv., Phila.

JERCLAYDON Inc., N. Y. (Glamorene carpet cleaner), appoints J. Walter Thompson Co., same city.


CONNECTICUT GENERAL LIFE INSURANCE Co., Hartford, Conn., appoints Cunningham & Walsh, N. Y.

LEE TIRE & RUBBER Co. of New York Inc., Conshohocken, Pa., appoints Gray & Rogers, Phila.

GLOBAL MARKETING SERVICE, Oakland, Calif., appoints Ad Fried Adv., that city. Radio-TV schedule will be announced later.

THRIVO Co., Phila. (dog food), names Gray & Rogers, that city.

Adpeople • • •

J. C. (LARRY) DOYLE named sales and advertising manager of Ford Motor Co., Detroit.

E. GRAYSON WEYMOUTH Jr., Kudner agency, N. Y., to Colgate-Palmolive-Peet Co. advertising staff to work with RALPH ROBERTSON, assistant advertising manager in charge of media for Colgate.

WILLIAM KALAN, vice president in charge of client relations, Scherwin Research Foundation, N. Y., to Toni Co., Chicago, as manager of plans and creative activities. He and JACK R. GREEN, Toni's media staff, appointed associate advertising managers.


ROLAND P. S. CAMPBELL, product manager in charge of sales and advertising, Post Cereal Div., General Foods Corp., to Andrew Jergens Co., Cincinnati, as vice president in charge of advertising.

H. CHANDLER HOLMES, production manager of advertising and public relations department, Monsanto Chemical Co., St. Louis, named advertising manager.

Employment Agency

Employment Agency

STATIONS
Although we are slow in meeting the heavy demand for combination men it is more and more possible for us to meet your needs in such fields as—Management, Sales, Production, Announcing, and Straight Engineering.

COMBINATION ANNNOUNCER-ENGINEERS:
Seeking to relocate? Write to us for Application Forms. Many choice openings in your field. Our fee—ONLY one week's salary. NO OTHER CHARGES.

Broadcast Management Services Co.

17 East 48th Street, New York 17, New York
PL 5-2127
E. C. Laddell, Licensee
FCC Actions (Continued from page 88)

decline ERP 15 kw vis. to 15 kw vis., change type of ant.

Change Transmitter Location WMOU, Berlin, N. J., to change trans. location and to make changes in ant. Granted.

WBHP Huntville, Ala.-Granted CP to change trans. location, studio location and type trans.

Extension of Completion Date KNNR, North Platte, Neb.-Granted petition for extension of completion date to 8-15-52.

July 2 Decisions...

NEW GRANTS, TRANSFERS, CHANGES, APPLICATIONS

BOX SCORE

On Air Lсужed CPs Apple. To Pending Hearing

| AM Stations | 2,353 | 2,332 | 88 | 328 | 211 |
| PM Stations | 638 | 572 | 10 | 11 | 8 |
| TV Stations | 108 | 97 | 11 | 590 | 7 |

(Assay see Actions of the FCC, page 88)

Docket Actions...

INITIAL DECISION

KCOG Cincinnati, Ohio--Centerville, Ohio. Hearing Examiner J. D. Bond issued initial decision looking towards denial of application to increase power from 100 w to 250 w on 1490 kc, fulltime. Decision July 2.

Brownwood, Tex.-Lyman Brown Enterprises. Hearing Examiner Elizabeth C. Smith issued initial decision looking towards grant of application for 1940 kw with 250 w fulltime, engineering conditions. Decision July 1.

Non-Docket Actions...

AM GRANTS

Chanute, Kan.-Cecil W. Roberts. Granted 1600 kc, 1 kw daytime. Estimated construction cost $11,425, first year operating cost $32,000, revenue $65,000. Mr. Roberts also is licensee of KRRF Farmington, Mo., KNNV Nevada, and KBDA Cuba, Mo.

DEEM F. RAHALL

Killed in Air Collision

DEEM F. RAHALL, 35, of Charleston, W. Va., well known broadcaster, was among five persons killed when two planes collided over the Stinson airport, 600 yards from the airport. The plane in which Mr. Rahall was riding crashed into shallow backwashers of the Kanawha River.

Among broadcasting posts held by Mr. Rahall were those of vice president of WKAP Inc. (WKAP), Allentown, Pa.; vice president of Rahall Brothers, Beckley, W. Va.; vice president of Northeast Broadcasting Co. (WNAR), Norristown, Pa., and secretary of Charleston TV Inc.

Surviving are his wife, Mrs. Gloria Rahall, two children, Deem F. Jr., 3, and Gayson, 5; his parents and three brothers.

WOAU SUED

Wolff asks $200,000

CIVIL SUIT asking $200,000 damages from WOAO Inc. (WTNJ) Trenton, N. J., along with three of its principals, was filed in Superior Court of New Jersey, Mercer County, by Franklyn J. Wolff, former vice president and treasurer. The principals named in the suit were Erleing C. Olsen, described in the suit as attorney for the other two, Charles E. and Julie V. Loew.

Mr. Wolff charges the defendants "conspired" to remove him from his job as well as to destroy his character and reputation as well as prevent him from getting other radio employment or a pension grant. He was named manager of WTNJ in 1937, Mr. Wolff states. WTNJ has been involved in reversion proceedings under an order issued Dec. 20, 1950.

RBCCASTING - Telecasting

How much will a one minute spot campaign in the Southwest cost? The 1952 Broadcasting Marketbook has the answer.

TV Bids Pass 500 Mark

(Continued from page 61)

38, $600,000-599,999; 20, $600,000-
699,999; 8, $700,000-799,999; 9, 
$800,000-899,999; 3, $900,000-
999; 8, $1 million and over.

There were four more applications
last week for stations costing more than $1 million to construct. These include WHB Kansas City, to spend $1,472,540 for its proposed
Channel 9 station; WPRO Providence, 
$1,012,991; Channel 12; WGBS Miami, 
$1,253,672, Channel 10; and WWVA Wheeling, W. Va., $1,232,312, Channel 9.

FCC already has granted an ex-
isting station a change of facility
pursuant to provisions of the Sixth Report, WXEL (TV) Cleveland, from Channel 9 to Channel 8 (B+T, June 30). Others are un-
derstood to be forthcoming since these requests are top priority under the temporary processing procedure.

The Commission earlier also
denied the request of Westinghouse
Radio Stations Inc. for modification of the temporary processing pro-
cedure to employ a “television serv-
ience factor” of population divided by
the number of television service.
FCC has explained it will handle on a
case-by-case basis those applica-
tions for a television station jointly
proposed by separate, competitive
AM stations in the same area. FCC
denied the petition of KBFI Wich-
ahta for declaratory ruling on this
policy.

The Commission, in a letter to
WDEC Hartford, similarly clar-
ed its rule on main studio loca-
tion, explaining Sec. 3.613 of its rules means within the city limits, not the metropolitan district.

FCC last week, in reply to Con-
sulting Engineer A. Earl Cullum,
Dallas, Tex., clarified the proper
method for determining effective
radiated power.

This is with reference to your letter of May 16, 1952, in which you questioned whether a station may, under Sec. 3.613, FCC in determining effective radiated power consider the RF field of the horizontal pattern as giving the effective radiated power, or whether some other criterion should be used.

You referred to the fact you had observed over two possible antennas for television use, both of which were designed to have a nomi-
nal circular azimuthal radiation pat-
ttern but one of which is circular with

radio stations will continue to be
operated as separate entities.

“As we understand the basic
question presented here,” FCC said
in its opinion, “it is whether grant
of an application for authority to
construct and operate such stations
would prohibited because the appli-
cant consists of the officers, direc-
tors or stockholders of two AM sta-
tions operating in the principal
community to be served by the television station.”

The question arises (1) because of those provisions of our ‘multiple ownership rules’ lim-
iting the extent to which AM sta-
tions with overlapping service may operate on the same frequency, and (2) because of the policy which we have followed with re-
spect to common ownership, man-
agement, or other interests in AM
stations in the same community even though such interests would not amount to control of two sta-
tions in the same community.”

The order continued to explain that the FCC also permitted to
the foregoing requirements we have, as a general policy, required that there be a com-
plete divestiture of management,
ownership and other inter-
corporation interests in each class in the same community or serving substantially the same area.

“In our view,” FCC concluded, “the questions posed in the KFPB Inc. petition can only be answered in the light of the circumstances presented by a specific application. Accordingly, no determination can be made with respect to these questions at this time.”

In reply to Westinghouse Radio Stations’ proposal to modify the temporary processing procedure on the basis of using a "television service factor" of population di-
vided by available services, FCC pointed out that incorrect use was made of a table of the pro-
cedules of allocation set forth in the Third Notice and the final Sixth Report.

“It is important to point out,” FCC said, “that the said documents it was clearly indicated that said priorities were proposed as a basis for promulgating a table of assignments. At no time was it intended that these priorities be con-
sidered as the basis for a processing procedure.”

FCC’s letter to Westinghouse
continued:

The Commission believes that the public interest, convenience, and nec-
esity would, in the long run, be better served by adherence to the cer-
cedural priorities established in its temporary processing procedure than through the adoption of a for-
gotten formula not only for the purposes here set forth.

The application of your for-
mula to the proposed transmission of UHF in Groups (B) to (D) will apparently remove the small stations in the cities in the Group (B) cate-
cory, and the Commission believes that the elimination of such small stations would be undesirable. As we stated in the Notice of Proposed Rule Making, UHF in Groups (B) and (C) will help on the basis of the public interest, need and public convenience and interest, a
major important to the development of the service provided for in the able of assignments.”

REASON WHY

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 25 years. And it’s why they buy WIBW-advertised goods.
president and director, WIXP-AM, Sheboygan, Wisconsin; principal engineer, Rice Engineering Co., Cambridge, Massachusetts; consultant engineer, Buhl Broadcasting Co., Juneau, Alaska; president, KLO and KLO-AM, Ogden, Utah.

CARLSTROM, W. Va.—Capitol Television, Inc., 150 Second St., Wheeling, W. Va; 382-6666; ERPI 18.6 kHz, visual; antenna height above average terrain 745 ft., above ground 751 ft.; estimated construction cost $41,403, first year operating cost $19,055; estimated annual revenue $156,000; Post Office address: Security Blvd., Charleston, W. Va. This station is to be determined. 

CARLTON, W. Va.—Stewart K. Lohnes, Jr., 339 Park St., Beckley, W. Va; 706-2135; ERPI 174.7850 MHz, visual; antenna height above average terrain 360 ft., above ground 323 ft.; estimated construction cost $18,900, first year operating cost $13,122, revenue $125,000; Post Office address: Marion, W. Va. Constructed for KLCI, Inc.

CARLTON, W. Va.—Chemical Clinic, Inc., 13 W. Liberty St., Huntington, W. Va; 706-2113; ERPI 174.8825 MHz, visual; antenna height above average terrain 610 ft., above ground 537 ft.; estimated construction cost $54,321, first year operating cost $25,250, revenue $156,000; Post Office address: 111 Virginia St., Huntington, W. Va. This station is to be determined. 

CARR, J. Jr., Washington, D. C.—Consulting engineer, 2700 P St., N.W., Washington, D. C.; 383-7933; ERPI 141.76 MHz, visual; antenna height above average terrain 108 ft., above ground 45 ft.; estimated construction cost $46,455, first year operating cost $20,311, revenue estimated at $90,000; Post Office address: 1115 26th St., N.W., Washington, D. C.; 383-7933. This station is to be determined. 

CASSET, W. I.—Legal counsel, W. D. Scharf, New Orleans, La.; 383-1213; ERPI 115.52 MHz, visual; antenna height above average terrain 406 ft., above ground 100 ft.; estimated construction cost $146,535, first year operating cost $69,873, estimated annual revenue $358,000; Post Office address: 1115 Canal St., New Orleans, La. This station is to be determined. 

CASTLE, W. I.—Secretary-Treasurer, E. J. Beemster, Columbus, Ohio; 383-7933; ERPI 141.76 MHz, visual; antenna height above average terrain 340 ft., above ground 93 ft.; estimated construction cost $79,140, first year operating cost $30,640, revenue $112,313; Post Office address: 1115 26th St., N.W., Washington, D. C.; 383-7933. This station is to be determined. 

CATHURST, W. Va.—Vice Chairman of Board of Directors, 308 MAIN STREET, HUNTINGTON, W. VA.; 383-7933; ERPI 141.76 MHz, visual; antenna height above average terrain 406 ft., above ground 100 ft.; estimated construction cost $146,535, first year operating cost $69,873, estimated annual revenue $358,000; Post Office address: 1115 Canal St., New Orleans, La. This station is to be determined. 

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P E O P L E . . .

WILLIAM WREN, J. Walter Thompson Co., N.Y., to media staff, Dancer-Fitzgerald-Sample, that city, as buyer.

JAMES ROGER WOLLENBERG has been appointed by FCC to be Assistant General Counsel in Charge of Litigation [CLOSED CIRCUIT, June 30]. Mr. Wollenberg leaves Dept. of Justice where he has been Assistant Chief of the Appeals Section, Anti-Trust Div.

MEL ALLEN, sports announcer, signed by Washington Redskins pro football team to broadcast and telecast 1952 games, succeeding Harry Wiener. Jim Gibbons continues to handle color for Redskins.

PERCY L. SCHOENEN, executive vice president and secretary of Olympic Radio & Televison Inc., set manufacturer, Long Island City, has been elected president succeeding Adolphe A. Julier, now board chairman.

ALFRED G. DIGIOVANNI, account research manager of marketing research department of Sullivan, Stauffer, Colwell & Bayles, New York, joins CBS Television Spots Sales as assistant research manager, effective immediately.

P A R A M O U N T H E A R I N G

THURSDAY session of Paramount hearing; at Federal Communications Commission, Washington, D.C., a group of 14 attorneys with United Paramount Theatres, headed by Paul Porter, ex-FCC chairman and now Paramount counsel, continue their protracted cross-examination of Arthur Levey, president of Skytron Electronic & Television Corp. Decade ago Mr. Levey, then heading American operations for Scophony Ltd., British firm holding various TV patents including that to dark tube (Scikon tube) brand, was carrying on what Mr. Porter described as "a case that puts competition in business in this country in its proper perspective." I am merely undertaking to show here the grandiose schemes that are attempted to show through the Commission's case, what the reality of the situation was at the time, the fact that they were small and minor items.

... there had been diligent efforts by Mr. Levey and Mr. Sapir, then representing Scophony Ltd. in U. S. J. to interest others [in investing in Scophony] who were themselves in desperate condition... Mr. Levey states that there is some regard for the reasonability of the part of Paramount and GPE to continue to pour money into this development and to bring it up to a level of an international, world-wide kind of enterprise.

Mr. Porter said that ex-FCC Commissioner Esposito would be subsumed to appen at the hearing.

\begin{itemize}
    \item TWIN OAKS, N.Y. — Walter Thompson Co., N.Y., to media staff, Dancer-Fitzgerald-Sample, that city, as buyer.
    \item JAMES ROGER WOLLENBERG has been appointed by FCC to be Assistant General Counsel in Charge of Litigation [CLOSED CIRCUIT, June 30]. Mr. Wollenberg leaves Dept. of Justice where he has been Assistant Chief of the Appeals Section, Anti-Trust Div.
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\end{itemize}
Who is he? He's the American Farmer, the current American capitalist. He's the real owner of his own business—and farming is big business today.

He makes a lot, he saves a lot, he spends a lot. He's your best prospective customer.

One-tenth of all these prosperous prospects for your product live in WLW-Land—One-tenth of America. The best way to reach them is by Radio...and the most effective and economical radio in this area is WLW.

The full story of "Your Best Customer"—all the facts and figures—is on film. Ask to see it.
You, too, can still catch the "BANDWAGON" on KYW!

Even if this is the second week of July, you still have time to get your grocery product on the KYW "Summer Bandwagon"... the plan that brings bonus merchandising for advertisers in more than 3,000 better stores and supermarkets throughout the Philadelphia metropolitan area.

This hot-weather promotion and merchandising plan is boosting sales right now for some 22 KYW advertisers. It assures effective and plentiful retail cooperation, both in-store and via the stores' own advertising. The "Bandwagon" promotion will continue through the middle of September... and it is offered without charge to grocery product advertisers who buy time on KYW, in accordance with this plan, for a period of four weeks or more.

Here's an economical, sure-fire hypo for summer sales in this important market. Reach for your telephone now to call KYW (LOCust 4-3700) or any Free & Peters office.

KYW

PHILADELPHIA

50,000 WATTS

NBC AFFILIATE

WESTINGHOUSE RADIO STATIONS Inc

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

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