Like doughnuts go with coffee

Fast, profitable results and W-I-T-H go together just as naturally as doughnuts with coffee! 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.

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
Go where there's GROWTH...

Light bulbs and
Lespedeza

A new industrial market is growing in "rural" Kentucky! One important crop is "Made in Kentucky" light bulbs. Light bulbs are manufactured in two big Westinghouse plants in Owensboro and Richmond. Sealed beam auto headlights come from G-E's pair of Lexington plants . . . and light bulbs and tubing from the new 6,000,000 dollar Corning glass plant in Danville. Photo flash bulbs are made at Sylvania's new $4,000,000 Winchester factory; and radio tubes at G-E's new facilities in Owensboro.

Yet Kentucky continues to be a major agricultural state. Lespedeza hay production, for example, jumped from 620,000 tons in 1940 to over one million tons in 1950 . . . one more indication of Kentucky's record growth in farm productivity.

Go where there's GROWTH...

GO WHAS!

Now in its 31st year, no other station—or group of stations—in this market can match the audience delivered by WHAS seven days a week; morning, afternoon and night.

(Benson and Benson)

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

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
WREC prestige doesn’t come out of thin air... Audience preference comes first to create listener-confidence in Memphis No. 1 Station. This “Magic Touch” in programming is the result of keeping in close touch with the people of this great and growing area. (That WREC has the highest Hooper rating of any Memphis station is the proof!) Keeping programming quality high and costs low works like magic for advertisers, too! WREC gives top coverage in this market of over $2,000,000,000 at 10.1% lower rates per thousand listeners than in 1946! Let WREC put a touch of SALES magic in your advertising program.
KRLD-TV THROWS
A BIG SALES LOOP
FOR ITS ADVERTISERS

Surveys of 733 Sales and Service Dealers throughout the Dallas-Fort Worth trade territory attest the proved superiority of KRLD-TV's picture and audio reception in the Southwest's largest television market area.

KRLD-TV offers a BIG BONUS of television viewers in surrounding points shown on map sketch who depend on KRLD-TV almost exclusively for television service.

Voluntary letters from many important smaller cities give positive proof of KRLD-TV's unchallenged leadership. Copies on request.

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President
The Branham Company, Exclusive Representative
CLOSED CIRCUIT

SENSITIVE to complaints about "top ten" and "top twenty" ratings selling radio short, A. C. Nielsen, head of company surveying ratings, is seriously considering dropping publication of such rating categories, it's learned authoritatively. Mr. Nielsen has contended he personally has opposed them, but that his clients insisted upon them. Vielous attack against ratings was made by Victor A. Sholis, WHAS Louisville, in keynote address three weeks ago before meeting of CBS Affiliates Committee.

DEMOCRATIC CONVENTION, determined to oust Republicans on all counts, expected to get strongly worded plank in platform striking blow for the press. Having already capitalized on GOP blunders on refusal of admission of radio and television to committee conclaves, Democrats are throwing everything wide open and hope to cap climax with a position against censorship in all its aspects.

IN FURTHER radio-TV integrations at NBC (early story page 28), Davidson Taylor, new general production executive of NBC-TV, reportedly slated to become director of public affairs for both radio and television, with William R. McAndrew, TV director of public affairs and currently heading NBC's combined radio-TV staff for political convention coverage, set for post of director of news and special events for both radio and TV. In sales, though it's felt these posts ultimately will be integrated, for present Walker is expected to remain as radio head along with George Frey as TV head, both under sales vice-president John K. Herbert.

NOW THAT FCC has kept its commitment by hammering out 18 new TV authorizations, first since September 1948 [B+T, July 14], there are feverish negotiations in many markets looking toward consolidation of interests and consequent uncontested grants under channel-by-channel procedure. Alternative would be long drawn-out hearings. Though FCC has said it won't give preference to merged applicants, it nevertheless did not say "no" but will consider such "marriages" on case-by-case basis. Look for many more of them.

HOW LONG will Paul Walker continue to serve as FCC Chairman? That question has arisen repeatedly since he assumed chairmanship, last general view being given that he would serve perhaps until this fall. As of last week, it was reported that while he had had number of invitations to speak (as chairman) in November, he has held them in abeyance because he didn't know what his situation would be then.

EDWIN PAULEY, Democratic Party bigwig and southwestern oilman, reported dictating for Hollywood radio station—either KMPC or KPI. In case of KMPC, offers have hovered around $800,000 up. Pauley is principal in Television California, TV applicant for San Francisco (Continued on page 6).

PETRILLO TO PROBE TV'S USE OF 'CANNED' MUSIC

AFM President James C. Petrillo Friday announced his intention of "taking a new, hard look at the unions' practice of employing live musicians with canned music." He declared, "We cannot stand idly by and see the new television industry go the way of radio." Unamplified announcement came as Mr. Petrillo wrote recording companies warning them that practice of making cut-rate recordings abroad with foreign non-AFM members, sometimes using AFM members with non-union men, violates their agreements with AFM to use only union members in recording. Similar Petrillo letter to booking agents pointed out that AFM members who record in conjunction with foreign musicians "place their membership in jeopardy."

RGW STRIKE SETTLEMENT EXPECTED

FINAL settlement in Radio Writers Guild strike against three networks in New York appeared imminent late Friday. RGW announced agreement had been reached with CBS and NBC and that it was trying to effect communication with ABC.

RGW said terms of settlement call for commercial fees on network sponsored programs and for $5-a-week differential for local commercial new service if writers has 52 weeks of commercial news writing experience. Settlement, RGW said, also includes 11/4% wage increase, retroactive to Oct. 1, 1951, and another of 3 1/2%, effective Oct. 1, 1952. Over-night differential of 10% also included, according to RGW. (Basic salary before strike was $130 per week for personnel with 2 years experience.)

Strike started July 2, involving 67 writers in news continuity and other departments. Negotiations for settlement resumed last Tuesday when RGW removed pickets from network sites.

CBS Rate Meeting Adjourns Until Thursday

TWO DAYS of network radio rate conferences between CBS Radio Affiliates' Committee and CBS officials adjourned late Friday afternoon with no conclusive decisions reached but with further sessions tentatively scheduled for Thursday.

Participants were silent on details, except to indicate that sessions remained in exploratory stage, with each side apparently "feeling out" other side. Top CBS official said he could report "neither progress nor lack of progress."

Inspired by affiliates' stand against feared network radio rate cuts by CBS, Thursday-Fri-day meetings were second set in which affiliates were faced with chairman George B. Storer, of Storer Broadcasting Co., have conferred with top CBS officials on incendiary rate question [B+T, July 14, 7].

Indications that NBC in its reintegration of radio networks meetings may also be considering joint rate for radio-TV (see story, page 23) were construed as additional pressure on CBS to solve its own rate problem quickly.

Last week's sessions were conducted Thursday, Friday morning, and Friday afternoon, with each side conducting lengthy conferences of its own Thursday night and between other sessions. CBS representatives included President Frank Stanton (part of time), Executive Vice President Joseph H. Ream (on Thursday), CBS Radio President Adrian Murphy, CBS Radio Administrative Vice President Kelly Smith, and CBS Station Relations Vice President Herbert V. Akerberg. Affiliates representatives: Mr. Storer; Victor A. Sholis, WHAS Louisville; John E. Petzer, WRZO Kalamazoo; John Patt, Goodwill Stations; I. R. Louisberry, WGR Buffalo, also who is chairman of Columbia Station Advisory Board and Kenyon Brown, KWTX Wichita Falls, Tex. (Thursday only). Absent members of affiliates committee: Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; William B. Quarton, WMT Cedar Rapids, and Hubert Taft, WKRC Cincinnati.

BUSINESS BRIEFLY

BAB-O RADIO SPOTS • Dancer-Fitzgerald-Sample, N. Y., understood to be lining up 52-week campaign of 15 one-minute radio spots per week in approximately 100 markets on behalf of Bab-O, whose advertising account it takes over officially on Aug. 1 [B+T, July 14]. Stations reportedly are being asked to give special discount, on grounds that regular rate cards do not provide for spot purchases of this volume.

GENERAL FOODS HOUR • General Foods Corp., to sponsor full hour each Thursday from 8 to 9 p.m. EDT, over NBC radio this fall with two programs, The Roy Rogers Show and Father Knows Best. Agency, Benton & Bowles, N. Y.

SOAP BOX DERBY • General Motors Corp. (Chevrolet Motor Div.) to sponsor finals of 15th annual soap box derby at Akron, Ohio, over MBS on Aug. 10 (4:30-4:45 p.m. EDT). Agency, Campbell-Ewald, Detroit.

CHANGING TIMES SPOTS • Kiplinger Washington Agency Inc., for its monthly magazine, Changing Times, will again use participating of Capitol Records for all spot programs, offering free copies of publication, beginning third week in August. Campaign initially will use three to six spots per week per market, length of contract and number of markets to be determined by response. Agency, Albert Frank-Guenther Law Inc., N. Y.

ABC CONVENTION LOSS

ABC was said Friday to estimate its financial loss on radio-TV coverage of Republican and Democratic conventions will approximate $500,000 by time final gavel sounds this week (early story, page 25).

for more at DEADLINE turn page

July 21, 1952 • Page 3
In this Issue—

A NEW concept of the relationship between radio and television is emerging. It may mean so great a reintegration of the two media that eventually they will be able to work together as one. Though its plans have not gone that far, NBC is unifying its radio and television operations and last week completed the top level reorganization to bring separate operations together again. Page 23.

HERE'S new light on a murky subject—the out-of-home radio audience. A new Kemper survey in Louisville shows how much listening goes on in automobiles and trucks. It amounts to a whopping 12% of all listening. Page 26.

NEW Vodieotown survey by Cunningham & Walsh shows some surprising things: Radio listening is increasing in established television homes, and so is televiewing. Page 23.

STILL adding up the high cost of covering the Republican convention, despite returns from coverage sponsorship (Page 24), radio and television broadcasters today start the second half of the big special event. Democrats hope to be more telegenic than the Republicans were. They've promised a convention tailored to TV. Page 25.

How long will it take new television franchises to become established? KPEL-TV Denver, granted a fortnight ago, was to begin limited power operation over weekend. For others among the first to be cleared by FCC it will be Christmas at earliest. Page 29.

MANUFACTURERS of TV sending and receiving equipment swear they can meet demands created as FCC opens up new VHF channels. The only real problem that may come up is a possible shortage of steel for towers, if the steel strike is prolonged. Page 30.

NEW television grants and applications began to come in yesterday. Page 24.

RADIO budget of Ralston-Purina's Chows division is eight times bigger now than it was 10 years ago. The reason: Radio reaches "more farm homes more frequently at a low cost per listener when farmers are in a receptive mood to selling." Page 39.

McFARLAND Bill becomes McFarland Law as President signs measure 24 hours before deadline. Page 28.

RADIO network gross billings last May were bigger than they were in April. TV network gross was down. Page 29.

OFFICIAL census figures on radio homes in Wyoming, latest state figures to be computed as the Census Bureau plugs away at its tabulating machines. Page 27.

Upcoming

July 23: BAB Sales Clinic, Milwaukee.
July 25: BAB Sales Clinic, Minneapolis.
July 28: BAB Sales Clinic, Denver.
(Other Upcoming, Page 38)
All It Took was an Appetite...

...To earn Jonah an unusual cruise.

But you just can’t keep a good man down, whether he be a Prophet or a radio personality!

The Omaha, Council Bluffs area has a “whale of an appetite” too, for the fare dished out by KOWH’s eight top radio personalities. Seeing’s believing, so get a load of the below Hooper share-of-audience averaged for October, 1951-May, 1952, 8 A.M.-6 P.M., Monday through Saturday!

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

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

Kowh Omaha

"America's Most Listened-to Independent Station"

General Manager, Todd Storz; Represented Nationally By The BOLLING CO.

July 21, 1952 • Page 7
Dutch Miller, from Cookstown up in the hills, was in town yesterday to collect his "library." He's teacher up there—in a one-room schoolhouse.

Several weeks ago Dutch wrote a letter to me—asking if I could possibly lay my hands on some books so his school could start a library.

Well, just about everybody pitched in. Slats Foster painted a sign, "Books for Cookstown"—and put it on Sandy Johnson’s truck. Then Sandy drove all over collecting. We wound up with 453 books—textbooks, workbooks, and plain good reading matter.

From where I sit, this was a fine demonstration of how people with different abilities can work together. It's too bad, though, there are still some among us who don't respect the other's right to have preferences for, say, political candidates or a choice of beverages. You may be a Democrat and like buttermilk, I may be a Republican and prefer a glass of beer—but in my "book," tolerance of these differences is what makes America great!
NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2¼" compared with the 1½" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

A new improved tape for this new improved reel!

"DRY LUBRICATING" process gives you a tape that practically eliminates sticking, squealing and cupping...a completely dependable tape that turns in a flawless performance in almost any condition of heat or humidity!

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

GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¾ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

See your distributor for a supply of 7" professional reels and new dry lubricated tape!

In 4 consecutive ARBI surveys of sales impact of radio versus newspaper advertising, it was proved that radio is necessary to cover the complete Rochester, N. Y. market.

Four Rochester radio stations participated* in each 2 or 3 day test. ARBI tests showed:

RADIO outpulled newspapers in 3 out of 4 tests in dollar value of purchases.
RADIO brought largest percent of shoppers who purchased merchandise in 3 out of 4 tests.
RADIO produced the largest percentage of store traffic in 3 out of 4 tests.
RADIO produced a large gain in business in all tests.
RADIO definitely proved it reaches an audience of its own—not duplicated by newspapers in the Rochester market.

Ask your nearest Hollingbery man for the details of this test; and also the complete factual story of WHAM's position as the No. 1 radio buy in the 16 county Rochester area.

* Stations participating in 4 Joint ARBI surveys in Rochester, N. Y., were WHAM, WARC, WNY, WYET

The STROMBERG-CARLSON Station
Rochester, N. Y.

Base NBC - 50,000 watts
Clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, National Representative

---

open mike

Names & Places

EDITOR:
I wonder if you would be good enough to forward me a list of towns in which television applications have been filed. If at all possible, I would appreciate receiving the names of the applicants also . . . .

Grace McMullan
Timebuyer
Gardner Advertising Co.
St. Louis

[EDITOR'S NOTE: BROADCASTING & TELECASTING has published lists of applications filed each week, with full details of each application. Miss McMullan and other readers may have a complete record of applications in the issues of B&T published since April 21.]

* * *

No More, No Less

EDITOR:
Congratulations to WWJ Detroit for its ad in today's BROADCASTING & TELECASTING [July 7] upholding sanctity of rate card. Its slogan "Nobody buys for less, nobody pays more" is worth repeating and repeating... It's heartening to know that WWJ voices a rate policy which guarantees the continued growth of every station which adopts it.

Thomas B. Tighe
Station Manager
WJLK Asbury Park, N. J.  

* * *

Ooops & ERPs

EDITOR:
... I should like to point out a slight mistake that was made in the listing on WIBC's television application in the BROADCASTING & TELECASTING issue of July 14. The condensation of our application as published showed "ERP 50 kw visual, 25 kw aural."

Actually the effective radiated power proposed in our application is 300 kw visual and 150 kw aural.

Since we estimate that this TV plant will cost a tremendous amount of money, we want to be sure of being credited with our full amount of power.

R. M. Fairbanks
Pres. & Gen. Mgr.
WIBC Indianapolis

* * *

Some Fund

EDITOR:
Thanks a million for . . . running the story on page 92 of the July 7 issue of BROADCASTING & TELECASTING regarding the WFDF fund-raising drive to send the Whaley Home youngsters to summer camp.

You'll probably be interested in knowing how the thing finally came out, particularly in view of the fact that the big Bing Crosby-Bob Hope Telethon did so poorly in having their pledges materialize into actual donations. We received pledges for $1,160 and we actually collected $1,154. So we did a little better than 100% . . .

Lester L. Lindow
General Manager
WFDF Flint, Mich.  

* * *

Civics Lesson

EDITOR:
A slight correction re: veto [page 91, B*T, July 14]. [President] Truman could not outright veto the McFarland Bill since Congress has adjourned and he cannot return the bill to the Senate. A pocket veto does not become effective 10 days after adjournment of Congress.

If the President does not sign the bill within 10 days after it was sent to him [July 5, here] it is pocket vetoed, Congress having adjourned in the meantime. The date of adjournment is immaterial as long as it is less than 10 days after the bill was sent to the White House. Sundays don't count. July 17 [was] the last day for signing.

John W. Willis
Washington, D. C.

[EDITOR'S NOTE: Thanks to Attorney Willis for straightening out our civics. As reported elsewhere in this issue, the President beat the deadline by one day.]

* * *

Suggestion Box

EDITOR:
I have just had a thought for the radio and television industries and would like [to hear] opinion on its merits.

1. I suggest the following terms be substituted for ["advertising"].

Advertising for radio and television.

What do you think?

Mark O'Brien
Promotion Manager
WLCS Baton Rouge, La.

[EDITOR'S NOTE: Do readers have an opinion?]

* * *

Applause

EDITOR:
... I think you are doing a most wonderful job in reporting on both radio and TV fronts, and sometimes I marvel at how you have kept up your swell book with all the things hopping in the industry.

Lincoln Delair
President
KXOA Sacramento, Calif.
all summer long

MILLIONS OF AMERICANS

will listen

Only to FM

insist on FM in your schedule and get complete radio coverage

This year FM listening is headed for new and greater popularity. The baseball season and political events have made America more radio-minded than ever. And when every word counts, millions have learned to count on FM.

Yes—millions have discovered how FM cuts through static and interference to give realistic reception even during summer storms. With the "summer static season" on its way, many will turn to FM programs exclusively.

All this is good news for you. It means your sales message will reach a larger audience—and reach it more effectively—when you include FM.

Special to Broadcasters:

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

ARTHUR W. WEIL, Jr., Hirshon-Garfield Inc., N. Y., elected a vice president.

J. ERWIN PERINE, account executive, Abbott Kimball Co., N. Y., elected vice president in charge of agency's home furnishings division.

LORENZO RICCIARDI, J. Walter Thompson Co. International, returns to Italy after six months in New York office.

GEORGE T. DURAM, account executive, C. E. Hooper & Co., named media director, Geyer, Newell & Ganger, N. Y.

FRED W. DODGE to creative staff at Fuller & Smith & Ross, Chicago.

PHILPS JOHNSON, creative director, Campbell-Mithun, Chicago, and ERNEST W. TURNER, executive art director in Minneapolis office, elected agency vice presidents.

ERNEST CAMP Jr., copy chief, Tucker Wayne & Co., to Acme Adv., Athens, Ga., as copy director.

JOHN M. WILLEM, Leo Burnett Co., Chicago, heads convention committee for fall meeting of Central Council, American Assn. of Adv. Agencies, scheduled for Oct. 9 and 10 at Chicago's Drake Hotel.

JORDON BARLOW, publicity account executive, BBDO, N. Y., to public relations staff, Foote, Cone & Belding International.

ROBERT STEFAN, writer-producer, KTLA (TV) Hollywood, to BBDO, that city, as TV producer. LARRY ALTEO, TV producer with New York office, transfers to Hollywood.


EILEEN HOWARD NOLAN, Grey Adv. and Robert W. Orr & Assoc., named fashion copy supervisor of Abbott Kimball Co., N. Y.
HERBERT F. GUENIN to Ruthrauff & Ryan, Chicago, as account executive. He is former advertising manager of new Home Instrument Dept., RCA Victor, Camden, N. J.

BILL TREADWELL, public relations director of the Tea Council, N.Y., to Leo Burnett Co., that city, as head of new public relations department, effective Oct. 1. Mr. Treadwell will handle publicity for International Harvester, Tea Council and radio-TV publicity for Kellogg Co.

TRUMAN C. WHITEMAN Jr., Kenyon & Eckhardt, N. Y., to Walker Representation Co., that city, as head of new public relations department, effective Oct. 1. Mr. Treadwell will handle publicity for International Harvester, Tea Council and radio-TV publicity for Kellogg Co.

MARCELLA MAYNARD, Huber Hoge & Sons, N. Y., to Rand Adv., Hollywood, as timebuyer.


TOM FRANDSEN, sales manager, KMPC Hollywood, to The Irwin Co., Beverly Hills, as vice president and member of board of directors.

CHARLES EATON, Compton Adv., N. Y., to Dancer-Fitzgerald-Sample, that city.

Dr. A. B. BLANKENSHIP, senior associate with Stewart Dougall & Assoc., N. Y., research organization, to Young & Rubicam, that city, as manager of research department.


JUDSON IRISH, Compton Adv., N. Y., to Hewitt, Ogilvy, Benson & Mather Inc., same city, as copy supervisor.

AVRAM M. SCHULZINGER to copy staff, Betteridge & Co., Detroit.

CHARLES LEE HUTCHINGS, copy chief, French & Preston, N. Y., to Creamer & Co., Hollywood, as creative director.

TED SERMAN, account executive and media director, Arnold & Co., Boston, inducted into Armed Forces.

PAUL NEBENZAHL, Cramer-Tobias-Meyer Inc., N. Y., appointed executive vice president of Lester Harrison Inc., N. Y., Mr. Nebenbahl will direct agency's retail sales promotion activities.

ALICE RYDELL, sales promotion manager, Wurstburg's, Grand Rapids, to Shivell-Hall Co., N. Y.

MARTIN SAVELA, copy staff, Young & Rubicam, N. Y., and formerly associated with Needham, Louis & Brorby, that city, to Stephen Goerl Assoc., N. Y.

SAM RIKLIN, account executive, Pitlik Adv., San Antonio, installed as president of city's Junior Chamber of Commerce and commander of American Legion Post 114.

IRVING KIPNES to Cohen & Miller, Washington, as account executive.
high man

Mister PLUS stands for the one network that dominates radio listening—by nearly 2 to 1—throughout “Non-TV America”... that 45-state market where 60,000,000 customers live and listen... where there are as many radio homes as there are TV homes in the entire U.S.... and where Mutual has 416 stations, more than the other three networks combined.
Actual Listening in Non-TV America
(Day and Night All Week Long)
This chart summarizes the findings of a 1,000,000-
interview study (by J. A. Ward, Inc., Feb-Mar, '52) in
161 markets in 40 states... distributed for accurate
sampling of the total U.S. area where TV cannot
be seen. Included, in proper proportion, are non-MBS
markets, MBS-only markets, and markets shared
by MBS with 1, 2, and 3 other network stations.
Full proof of Mutual dominance is available on request.

low man
Mister PLUS also stands for the one
network that traditionally offers the
lowest-cost route to sales success
in all radio. Today especially, Mutual
is so geared to the current advertising
economy that its clients can continue
to depend on the lowest-scaled
rate card in the business—and consistent
delivery of PLUS-values which no
other broadcasting network can match.

the mutual network of 560 affiliates

...the NUMBER ONE ROUTE TO NON-TV AMERICA...
AND THE LOWEST-COST ROUTE TO ALL AMERICA
WOOPS!!

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

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

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

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM
Represented by NBC Spot Sales

Page 16 • July 21, 1952

feature of the week

WOR-TV New York last Saturday began its "revolutionary programming concept," an all-night television show. The new variety show, as yet untitled, is telecast from midnight to 5 a.m. weekdays, and from 11:30 p.m. to 6 a.m. Saturdays. It is available to sponsors on a participating basis.

Fred Robbins, well-known record spinner, is host on the new program. Mr. Robbins will guide a variety show format, built on a framework of filmed presentations, recordings, celebrity appearances, news, weather reports and sports.

Directed by Hank Leeds, the show will consume 34 hours weekly. Harvey Marlowe, WOR-TV's program chief, added that while celebrities will be featured, arrangements have been made for an agent's and producer's corner which will provide a showcase for new talent.

Mr. Robbins is noted for his Columbia Record Shop, The Talent Shop, Songs for Sale, Cavalcade of Bands and Chrysler Bandstand.

DISCUSSING last-minute details of the all-night program are (seated l to r) Mr. Robbins and Glenn Taylor, vice president of General Teletone Inc., WOR-AM-FM-TV licensee; standing (l to r) are Bob Mayo, WOR-TV sales director, and Mr. Marlowe.

strictly business

NORMAN ALMONY

... upped sales for National Brewing

FOR nearly 20 years Norman S. Almony, manager of advertising and sales promotion, has been trying out, with notable success, various ways of stimulating the sales of National Brewing Co., Baltimore.

Apparently with something of the sort in mind, he left the relatively quiet campus of Bliss Electrical School, just beyond the Washington, D.C., boundary, to sell Coca-Cola. The highly competitive and soft-drink field served as a two-year proving ground for the young salesman as he learned tricks of the trade at Coca-Cola Bottling Co. of Baltimore.

Mr. Almony resigned his Coca-Cola connection Oct. 1, 1933, to take a job with National Brewing Co. His first assignment was to open a branch in the nation's capital. That accomplished, he served National Beer in the following capacities: Washington division manager; traveling sales manager throughout the East, opening new markets for National Premium Beer; superintendent of transportation, and manager of distributor sales.

Thoroughly grounded in the sales and distribution end of the beer business, he was a logical choice for advertising manager and was named to this position May 1946. Just two years later he was promoted to his present post as manager of advertising and sales promotion.

About the time Mr. Almony was shifted to advertising in the company, he began to take an interest in television. Baltimore was one of (Continued on page 20)
TV or Not TV--OL’ SOL CALLS The PLAY!
IT’S RADIO--With EASY LISTENING--That GETS
The HOT WEATHER AUDIENCE!--
AND DOWN TULSA WAY,
THAT MEANS KTUL!

KTUL is the "HAPPY MEDIUM" station that serves
ONLY the rich area of Northeastern OKLAHOMA—
where SUMMER RECREATION, ALONE, has become
a FORTY MILLION DOLLAR INDUSTRY!
BUYING POWER in the compact area covered by
KTUL is GREATER than anywhere else in WEALTHY
OKLAHOMA!
KTUL has MORE LOCAL PROGRAM SPONSORS
than ALL OTHER network radio stations in TULSA
combined.

- CBS Radio
IN NORTHEASTERN
OKLAHOMA
- AVERY-KNODEL, Inc.
National Representative

AFFILIATED with KFPW, FORT SMITH, Ark., and KOMA, OKLAHOMA CITY
Easy PICKINS
IN THE COTTON FIELD!

• Yes...“pickins” can be easy and profitable in New Orleans, if you select WDSU for the job. Recently, a large department store* tested their advertising of a cotton piece goods sale. In the test, they used an equal expenditure for radio spots on WDSU; and advertising in a competing medium.

• Advertising Research Bureau, Inc. conducted an impartial survey among customers who swarmed into the store. Results showed that 37.8% had heard the sales news on WDSU! Only 19.3% had seen the advertising in the other medium.

• In total dollars spent, WDSU’s radio customers accounted for 40% of the sales, while the other medium’s customers accounted for only 18.8% of the sales.

• Dollar for dollar, WDSU proved a far more profitable medium in both attracting customers and influencing them to buy. In whatever “field” your sales problem lies, WDSU can deliver effective and profitable results in the “Billion Dollar New Orleans Market”!

(normal and details on request)

*Write, Wire, or Phone Your JOHN BLAIR Man!

new business

SPOT

DRUGGISTS’ SUPPLY Corp., N. Y., planning special radio spot campaign on 250 stations in 105 markets first two weeks in Dec to promote Christmas gift buying in drug stores. Agency: Ruthrauff & Ryan, N. Y.

BRUNO-NEW YORK Inc., N. Y. (distributor of RCA Victor TV sets), purchased time on seven radio and three TV stations in N. Y. July 7-13 to introduce “Magic Monitor” TV line. Estimated $60,000 was allotted for campaign. Agency: Arnold Cohan Corp., N. Y.


LOOZ PRODUCTS, L. A. (dietary supplement), has added two quarter-hours of Stewart Craig, health commentator, to already scheduled five weekly broadcasts on 87 ABC radio stations, Tues., 10:15-10:30 p.m., Thurs., 3:15-3:30 p.m. PDT, for 13 weeks from July 1. Firm also sponsors Stewart Craig, five times weekly on 28 CBS Pacific radio stations on varied schedule. Agency: Dean Simmons Adv., L. A.


NETWORK

FLAKO PRODUCTS Corp., New Brunswick, N. J., sponsoring 10:25-10:30 a.m. portion of Galen Drake Show on CBS Radio, Sat., 10:16-10:30 a.m. EDT. Agency: H. B. LeQuatte Co., N. Y.

SINGER SEWING MACHINE Co., N. Y., to sponsor Four Star Playhouse film series on CBS-TV effective Sept. 25 alternate weeks for 26 weeks, Thurs., 8:30-9 p.m. Total expenditure expected to reach more than $3 million if options beyond 26 weeks are taken up. Agency: Young & Rubicam, N. Y.

SCHICK Inc. (electric shavers) and THOMAS LEEMING & Co., (Silk ‘n’ Satin hand lotion) signed to sponsor CBS-TV’s Jackie Gleason Show, which starts Sept. 25, Sat., 8-9 p.m. EDT. One sponsorship availability remains open. Schick sponsorship stars when series opens; Leeming’s starts Oct. 11. Agency for Schick is Kudner Agency, N. Y.; for Leeming, William Eitty Co., N. Y.

AGENCY APPOINTMENTS

KNAPP-MONARCH Co., St. Louis, names Olian Adv., same city, for its home appliance division. TV will be used for Liquidizer and Chefster items.

GRAHAM Co., N. Y., appoints Hilton & Riggio Inc., same city, for Redbow nuts and dried vegetables. Firm plans use of TV.

GREENE-HALDEMAN, L. A., Chrysler-Plymouth new car dealer, appoints Jordan Co., same city. RICHARD BRADLEY is account executive. Radio will be used.

CHICAGO WESTERN Corp., Chicago (Pinafone canned chicken), appoints Grant Adv., that city. Radio is being used.

BENDIX HOME APPLIANCES, South Bend, Ind., names Earle Ludgin Agency, Chicago. ERIK ISGRIG is account executive.

H. A. CHURCH Co., Chicago, distributor of Metallic X household mending cements, appoints Buchanan & Co., same city. Radio and TV will be used.

MRS. CHAPMAN’S HOME FOODS, L. A. (Woody’s Bar-B-Cue products), (Continued on page 20)
KRNT... FIRST
in morning audience!
KRNT is first in all 22 rated periods between 6:00 a.m. and 12 noon.

KRNT... FIRST
in afternoon audience!
In 24 rated periods between 12 noon and 6:00 p.m., KRNT scores 21 firsts (1 tie), 2 seconds and 1 third!

KRNT... FIRST
in evening audience!
KRNT scores 42 firsts (2 ties), 17 seconds and 4 thirds in 63 half-hour periods between 6:00 p.m. and 10:30 p.m.

KRNT... FIRST
morning — afternoon — evening!
In a total of 109 weekday-rated periods, KRNT has 85 firsts (3 ties)!

Big-Time All the Time!
• Biggest Hoopers Day and Night
• Big CBS and KRNT Stars
• Big-Time Promotion
• Big-Time Market

Represented by THE KATZ AGENCY... SOURCE: C. E. Hooper Des Moines Audience Index, April, 1952
MORE for your MONEY

...WGN is your bargain buy in the Middle West...delivering the greatest coverage and reaching the largest number of homes per week...260,100 more homes per week in the daytime and 302,750 more homes in the nighttime than the second station.*

...Get the most out of your advertising dollars...buy radio...and make WGN your basic buy in the Middle West.

*1949 BMB

NATIONAL SPOTS

WLW Signs $300,000

WLW Cincinnati officials said last week the station has signed new billings totaling more than $300,000 for national spot sales covering July, August and September.

Norman Cash, WLW general sales manager, said the amount, signed within 10 days, was a near record for the station. He said WLW can "deliver advertising messages at a lower cost per impression than any other media in one-tenth of America." He said clients were in the drug, appliance and food fields.
HAZLETON, PA. . . From 8:00 to 10:00 AM 57.4% of the audience; 2:00 to 4:00 PM 66.3%; 6:00 to 8:00 PM 69.3%; 8:00 to 10:30 PM 70.4%. Who listens to any other station in Hazleton, Pa.? Nobody!

ALLENTOWN, PA. . . In this prosperous industrial and farming area there are 6 stations, but consistently it is WHOL with its sound, solid and sales-wise management and staff that sells the goods.

BLOOMSBURG, PA. . . . Covering a prosperous manufacturing and farming area WHLM leads all daytime stations by a huge margin. This is the 5th year in succession for major league baseball.

BIDDEFORD-SACO, ME. . . . A "must-listen" to station in a prosperous manufacturing center and the leading resort area of this great station WIDE in name and wide in sales performance.

BRODCASTING • Telecasting

July 21, 1952 • Page 21
Adding new lustre to a long record of "firsts" in radio broadcasting is the "KVOO AREA DEVELOPMENT DEPARTMENT". Believing that our responsibilities extend into the future as well as the present, and that the needs and opportunities of the area we serve can be helped through better coordination of area efforts and interests, KVOO established this new, full time department May 15th.

Headed by Tom DeVore, formerly KVOO Program Director, the KVOO Area Development Department is now busily at work in cooperation with chambers of commerce, civic clubs, vacation and recreational groups, and other organizations whose prime interests are building a greater Southwest.

This is the kind of broadminded, unselfish service which has built Oklahoma's Greatest Station to its present enviable stature. It is the kind of service which makes advertising heard on this station have a great "plus value" for sponsors.

If you want to put your product advertising first in this market use the first station in the area... It's KVOO, of course, Oklahoma's Greatest Station!
ONE RATE FOR RADIO-TV SEEN POSSIBLE

NBC Reunification Completed at Top

By RUFUS CRATER

NBC's program of radio-TV reunification was completed at the top level last Friday with Joseph H. McConnell's announcement of new titles, duties, and departmental consolidations in the move to bring radio and television operations closer together.

On the heels of the appointments of Sylvester L. (Pat) Weaver Jr., as vice president in charge of both radio and TV networks and of Frank White as vice president and general manager of both BROADCASTING-Jr., President McConnell reported that effective today (Monday) the following additional changes will be made:

- Charles R. Denny, who has been executive vice president, becomes vice president with direct responsibility for NBC's owned-and-operated radio and TV stations, the company's public relations, and staff engineering activities, plus special assignments for the president.
- Edward D. Madden, who has been vice president in charge of television network operations and sales, becomes vice president and assistant to the president.
- John K. Herbert, heretofore vice president in charge of radio network sales, becomes vice president in charge of both radio and television sales, with George Frey, vice president and director of television network sales, reporting to him.
- Charles C. Barry, who has served as vice president in charge of radio network programs, becomes vice president in charge of both radio and television programs.
- Frederic W. Wile Jr., who has been vice president in charge of television network production, becomes vice president in charge of both radio and television production. His supervisory responsibilities will include radio-TV technical services and the functions heretofore handled by the television network operations department as part of Mr. Madden's responsibilities, plus the functions of the program services department, which is now a part of Integrated Services under Vice President William S. Heggen.
- Ruddick C. Lawrence, who has been manager of television sales development, moves into the newly-created post of director of promotion, planning and development, where he will coordinate the advertising, promotion, planning and research activities for both the radio and television networks.
- Charles J. Cresswell, who has been controller for the TV network, becomes controller for both radio and television networks.
- Henry Sjogren, who has been controller for the radio network, becomes controller for owned-and-operated stations.

While these far-reaching changes round out the realignment of NBC's top staff organization, further consolidations down the line are in progress and will continue until the unification process is complete.

There appeared no question that a substantial cutback in total personnel may be achieved, both through dismissals and non-filing of vacancies, but authorities would not speculate on how far this cutback might go.

The department changes were accompanied by revisions in the chain of command.

Messrs. Herbert (sales), Barry (programs), and Wile (production) will report to General Manager White, and, additionally, so will Harry Bannister, station relations vice president, Robert Sarnoff, recently named vice president in charge of the film division, and the heads of three major staff functions which serve radio and TV network operations directly. These are:

Sydney H. Eigens, vice president
(Continued on page 27)

Will Both Media Be Merged to One?

By SOL TAISHOFF

A WHOLLY new approach to the radio-TV problem is emerging and conceivably could result in the two media being sold at a single rate and with a single programming cost.

The idea—obviously one that will incubate for months—appears to have developed in several quarters at about the same time. It was stimulated by the resumption of granting of television stations, following the four-year freeze, and the essential operation of relative radio and television networks on a major-market, if not a nationwide, basis.

But it has gone far enough to evoke a joint presentation to a national advertiser from an independent radio station and a TV station, separately owned, of a simulcast, at a combination rate. The two stations would determine the distribution of the cost between themselves. And, moreover, it is learned that jointly owned radio-TV stations in several markets are exploring the prospect of simulcasts at a single rate for the two transmitters.

Network Pattern

Although now unrelated, the NBC project toward "reintegration" of its radio and TV operations could fit into the pattern—one on a network basis. The NBC project, a 180-degree reversal of the "unintegration" effected three years ago, restores unification to its radio and television networks. Top level executives are shifted from exclusive radio or TV duties to combined radio and TV functions.

NBC officials state that the "reintegration" project is one of prudent business management, where both networks can take full advantage of the resources and talent of each other. While, at this stage, there appears to be no action of joint selling, it is apparent that the fusion of the network operations would bring into focus a structure adaptable to that development.

When NBC introduced its separate
(Continued on page 88)

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CHICAGO'S COSTS

Will Again Jolt Networks

RADIO and television network authorities were preparing last week to plunge head first into another round of the GOP convention coverage which, counting their experience in the July 7-11 Republican convention, took on more highly ambitious proportions the longer they contemplated it.

By the time this week's Democratic convention has run its course, the financial loss the networks will have taken seemed sure to run into millions of dollars. But no one would venture a guess as to just how deep.

CBS Radio and television authorities thought their expenses for the two conventions might exceed by $2 million the approximately $3 million which Westinghouse stood to pay under their basic sponsorship agreement. But the CBS networks were more fortunate than the others in that the Westinghouse contract was "flexible," providing for the sponsor to pay unusually fortuitous margin beyond a certain point. Thus it was said CBS may recoup a considerable portion of its estimated $2 million coverage.

NBC authorities were still thinking in terms of costs approximating $4 million for both conventions, which would run about $1.3 million over the networks' approximately $2.7 million contract with Philco [B+T, July 14].

ABC, which has a contract with Admiral for around $2 million, had not estimated its convention expenses last week. But Malik be DuMont, which is carrying CBS-TV coverage (plus special programs of its own) on four DuMont stations under sponsorship by Westinghouse, Mutual, whose coverage is being sold locally on a cooperative basis, placed its loss at about $20,000 for the GOP convention and expected this week's activities to run about the same.

Greater Losses Than Expected

The draw-out GOP convention resulted in hours of coverage far exceeding original expectations. No complete coverage was planned for this week, though all hands were hopeful the convention proceedings themselves would be much shorter. (See separate story.)

In addition to scores of regular and special programs devoted to the Democratic sessions—programs which all networks got underway last week and will continue to schedule before, between, and after sessions throughout this week—the convention pickups themselves will start at gavel time at midday and run to 8 p.m. or later, and again from gavel time in the evening and run to conclusion.

Looking back over the Republican convention, NBC-TV reported that its coverage had totaled 78 hours—of which 65 were sponsored by Philco. NBC radio reported 50 hours of GOP convention coverage.

CBS Radio's coverage totaled 47 1/2 hours and CBS-TV's 88, while ABC said its radio and television networks put in 70 hours each, counting regular programs which dealt with convention matters. Mutual's coverage was placed at more than 50 hours.

The heavy cost to the networks stemmed from (1) the necessity of cancelling regular sponsored programs which stood in the way of convention coverage, and (2) operating costs. In the case of regular programs which fell in convention time, some could be rescheduled and in some others the conflict was apparent from the outset so that some money could be "saved" by giving 30-day cancellation notice.

A rundown on commercial program cancellations or reschedulings during the GOP convention, as provided last week by ABC Radio, ABC-TV, CBS Radio, CBS-TV, DuMont, and Mutual (the NBC networks had not completed their report late in the week):

ABC Radio

Jack Bern (Prudential) was rescheduled 12:15-12:30 p.m. straight through live to all time zones on all convention days except July 11 when it was cancelled.

Bob Levy (General Mills) was rescheduled 12:15-12:30 p.m. straight through live to all time zones on all convention days except July 11 when it was cancelled.

Cal Toney (General Mills) on July 7 was cancelled in all areas except Mountain and Pacific where the program ran as normally scheduled; was cancelled in EDT and CDT on July 9 but scheduled in usual period in EST and CST was cancelled in all areas except Mountain and Pacific on July 10 and was cancelled in all zones July 11.

My True Story (Sterling) was cancelled in Mountain and Pacific zones on July 10 and but was rescheduled in those zones on July 9, 10 following convention coverage.

Whispering Streets (General Mills) was rescheduled on all convention days on Mountain and Pacific Coast stations (following My True Story) except July 7 when it was cancelled in those zones.

Frankie Fried (Union Oil) was cancelled on the network July 7, 11. It was rescheduled 4:55-5 p.m. on Mountain and Pacific stations on July 9, 10.

Joe Emerson Hymn Time (General Mills) was cancelled on the southeast regional network July 7 and on the network July 10.

Henry J. Taylor (General Motors) was carried in normal time 8-8:15 p.m. EDT July 7 to all time zones except MST and PDT, where it was cancelled.

John Daly (Gulf Oil) was rescheduled in all time zones July 7 and 8; was cancelled in all zones July 9; was cancelled in all zones July 10 except EDT where it was rescheduled 8-8:15 p.m. and CDT, 7-7:15 p.m.; was scheduled in normal live time, 10 p.m., EDT, in all zones on July 11.

It Happens Every Day (Toni) on July 8 was rescheduled in EDT and CDT at 3:30-3:35 p.m. and carried in normal period in other time zones. Nighttime program July 8 cancelled in all time zones except MST and PDT where it was carried in normally scheduled period; nighttime program July 11 was cancelled on the network.

Monitor Views The News (Christian Science Monitor) was cancelled on the (Continued on page 50)

Operation Yum-Yum

NBC EXPECTS to repeat its snack bar performance for its 300-man staff at Chicago's Amphitheatre during the Democratic national convention. While the GOP met, NBCers set this daily record in consumption: 500 sandwiches, 35 pies and "hundreds" of ice cream bars. The network paid for these items, while cola drinks, iced tea and cigarettes were donated.

IKE'S STAFF

Appointments Expected Soon

PERSONNEL setup to staff Gen. Dwight D. Eisenhower's campaign organization was taking form last week as the GOP Presidential nominee headed for brief vacation in Denver, Colo.

Among key appointments announced following the Republican National Convention was that of Sen. Morris (R-Del.), who was named special advisor to the general. Sen. Stetson is associated with his family in newspaper publishing and in radio ownership, with interests in KEAS Hastings, Neb., KMAN Manhattan, Kan., and KGGF Coffeyville, Kan.

Still pending was the appointment of a full-time manager to direct Mr. Eisenhower's campaign with responsibility for selecting an advertising agency to handle radio-TV-newspaper activity [B+T, July 14].

Arthur Summerfield, GOP national committee man from Michigan, who was appointed Republican National Committee chairman, conferred with the nominee July 11. He informed staff that no decision had been made on selection of a campaign manager—or indeed whether one would be named. It was held possible that Mr. Summerfield might direct his activities although Sen. Stetson and Sen. Frank Carlson (R-Kan.) will have a hand in them, too. Decision was expected after Mr. Summerfield reports to Washington this week.

Gen. Eisenhower announced July 18 that Sen. Henry Cabot Lodge (R-Mass.), who had directed his campaign prior to the convention, had resigned. He is seeking re-election to the Senate this fall.

There was no clear indication as to what advertising agency would handle Mr. Eisenhower's national media plans, although a few have been mentioned as likely prospects in some trade circles—Young & Rubicam, BBDO and others. In addition to an agency for national planning, others are in line for various GOP state committee contracts. Executives of both agencies had worked with Gen. Eisenhower during the campaign, with Sigurd Larson, Y&R president, directing strategy, aided by Ken R. Dyke, assistant to the president.
IT'S THE DEMOS' TURN

By JANE PINKERTON

DEMOCRATS plugged up holes in their elaborate convention plans last week, hearkened to the errors and fluffs of GOP convention preparations, and prepared to launch a week-long meeting packed with showmanship and visual effects to attract the nation's 70 million potential television viewers.

Although many Democratic convention procedures, gimmicks and techniques were completed months ago, others were added hastily in the past fortnight after officials scrutinized the Republican sessions in Chicago. Television seemed to be the focal point for most of the eagle-eyes.

Biggest alteration in favor of the video audience is placement of a camera on the convention floor some 60 feet directly in front of the speaker's platform overlooking head-on closeups which were not seen during the Republican convention. Cameras were spotted at the sides of the speaker along with television monitors beneath front control booth high above the floor.

Democratic planners believe the placement of a camera in front of the speaker also will have a better effect on the psychological effect of the speaker's platform, says a camera director who reportedly felt like outsiders looking in during the previous convention.

For similar reasons, officials turned their don't-do-use of the TelePrompter, the device which carries a speech in moving lines and is paced to the speaker's reading speed. Several times during GOP sessions the speaker had trouble with the device. Viewers also saw back-of-the-head shots including the full TelePrompter, while on one occasion had caught at the word "cheers," denoting a break for delegate applause. The speaker read the word "cheers."

Official Audience Welcome

The radio and television audience will be welcomed officially by the Democratic National Committee, a move not made by the GOP. In the convention opener today, at the International Amphitheatre, Chairman Frank McKinney is expected to pitch the welcome on the theme that the public is welcome because "this is your convention—and we are the party of the people." He will also thank cooperating broadcasters for their work.

Although the networks turned down a Democratic proposal that speeches be varied with use of visual effects, convention planners have added several to suit all purposes. Networks banned use of pictures, film clips, slides and the like during speeches on the basis that these were not an integral part of convention procedures. But as delegates did not see the added effects, the orchestra and performers, who were placed behind the delegates and at the opposite end of the hall from the speaker a fortnight ago, will be switched to a position behind and above the speaker's rostrum and therefore in front of the delegates.

To avoid superfluous and distracting movement behind the speaker, which video cameras picked up previously, officials will move members of the National Committee from the platform to rear boxes, and will seat newsmen who were behind the speaker elsewhere.

As the National Anthem is played, a fan-blown American flag will be spotlighted. Although sessions traditionally begin late, the committee has said proceedings will start a maximum of 15 minutes behind the starting time "regardless."

Unique innovation is that every network will be provided with a complete shooting script in advance of every session. Speakers and performers rehearsed Friday, Saturday and Sunday for time checks, on which the shooting scripts are based.

Entertainment Feature

Another new idea is to feature delegate entertainment, available of course to the networks, before each call to order. For 25 minutes before each session, Lou Breese and his orchestra and other performers will appear in a musical salute to some section of the country. The opener this morning will honor the Illinois host group, but details of the major salute this evening were not revealed. The final show will honor "all America." A five-minute leeway has been provided for delegate movement in the hall and the call to business.

Committee meetings of the Democrats, involving platform and credentials, were open to radio and TV newsmen when the platform hearing began Wednesday. Although a platform for TV cameras had been provided, none was reported to have been moved in until Thursday. Some meetings at the GOP convention banned cameras and microphones.

At his first news conference in Chicago Wednesday afternoon, Sen. Estes Kefauver (D-Tenn.) said he was "glad all the proceedings are open to the public, who can therefore see that decisions are properly arrived at."

Some 2,000 radio and TV credentials will be issued during the convention. Many of these were ready for distribution Friday to avoid repetition of the ticket hassle which crowded the Republican meeting until the day it closed.

Planning Group

Radio-TV plans for the Democrats have been formulated by a group of broadcasting professionals. They include Kenneth Fry, radio-television director for the Democratic National Committee; J. Leonard Reinseh, managing director of the Cox radio and television properties and consultant to the committee; Elmo Ellis, program director of WSB Atlanta, and Bob Swan, vice president in charge of radio and television for The Katz Agency, which is handling campaign advertising for the party. Industry men aiding Sen. Richard Russell (D-Ga.) in his campaign this week include Don Kelly, long-time Chicago radio publicity and program executive, and H. Ellis Saxton, head of the Milwaukee agency of the same name.

Democrats' rejection of the TelePrompter brought a "you'll-be-sorry" rejoinder from Howard H. Henkin, general manager of the firm. He said viewers would see speakers at an "extremely uncomplimentary angle" bending over their notes. Some Democratic officials reportedly felt the device had been over-publicized to the extent of destroying its effectiveness.

Chairman McKinney promised a convention tailored to television. There were varied comments on this.

Republican Gov. John S. Fine of Pennsylvania told a new conference that video will "sound the death knell" of the political nominating conventions of the future. He favored either a direct national primary or binding of convention delegates to the candidate receiving the greatest vote in his state.

Sen. William Harman (I-Dleva.) said that television will "revolutionize" techniques used in nominating conventions. He lauded TV for its "flexible newsroom" and "economy" in space and time. He favored the idea that television and radio networks sponsor all political conventions of the future as opposed to the "hassle" and "costly" of the national conventions. He said television networks are the major output in the political nominating conventions of the future.

To add to the "hassle," television networks are any barometer. With full house was expected in special hour-long telecast of Meet the Press yesterday (Sunday), as Martha Rosenthal and Lawrence Spivak prepared to greet five Democratic candidates for the Presidential nomination and some 700 delegates as an audience in Chicago's Studebaker Theatre. Candidates include Vice President Alben Barkley, who was to appear with Senators Robert S. Kerr (Okla.), Kefauver and Russell, and Mr. Harman. By Thursday, more than 700 Democratic delegates and politicians had requested seats at the NBC-TV theatre, which seats about 800.

Network critics said television is comprehensive for the Democrats as the Republican sessions. Some commentators and news analysts who had returned to their regular viewing of TV in New York and Washington are back in Chicago for this convention.

Washington members of the CBS

(Continued on page 59)
By DR. RAYMOND A. KEMPER
IN THE Louisville Trading Area:
- Eight in ten family-owned cars and trucks are radio-equipped; four in ten families are available to auto-radio.
- The average ‘auto-radio family’ includes 2.43 adults, 1.48 children.
- The average a-r family uses its car(s) for some 32.6 separate trips per week.
- Auto-radio tune-in averages some 12.5 minutes per separate trip; about seven tune-in hours per week for the average auto-radio family.
- Radio equipped (family-owned) cars average 1.7 riders per trip . . . 1.3 adults, 0.4 children.
- And, mark this well, none of this vast auto-radio audience can be measured, completely and accurately, by any of the ‘program rating’ methods now in use among broadcasters and timebuyers.

These conclusions, among others, have grown out of the data collected during a comprehensive research of the Louisville Trading Area. The study, conducted in March-April, 1952, by Raymond A. Kemper & Assoc. for WAVE Louisville, is the latest in a continuing series designed to help bring some semblance of scientific sanity to the ultra-crucial problem facing the broadcaster and the timebuyer, the problem of evaluating, validly and reliably, the impact and effectiveness of present-day radio as an advertising medium.

With increasing emphasis during the past few years, broadcasters have come to recognize the very real danger involved in an acceptance of ‘program ratings’ as circulation criteria. Because they tend to place broadcasters under a measurementstringency from which display-ad people and publishers are exempted, ratings have been systematically inequitable to the radio industry. The broadcaster, who must justify his circulation claims by proving ‘listenership’ to a particular ad, is unilaterally penalized by ratings if the competition is free to justify its circulation claims in terms of gross circulation of units, and not on the basis of actual ‘readership.’

Ratings Invalid?

But, another aspect of the dismally realistic picture has, in our opinion, received much too little critical analysis. Present-day rating methods, because of their inherent sampling limitations and precision of measurement limitations, are all essentially invalid. They cannot deliver what they purport to deliver, a relatively accurate estimate of the actual size of a program’s audience. And, ‘the ability of a measurement to do what it purports to do; to measure what it is designed to measure’ is exactly what the researcher means when he uses the term ‘scientific validity.’

We are currently preparing an objective critical analysis of the research limitations inherent in each of the rating methods in present use among broadcasters. And, since we plan to make this more complete critique available within the industry, we will not further labor the point in this discussion.

In our opinion, all rating methods in present use are invalid on one or more basic counts. And the prime limitations common to all of them is the non-inclusion of auto-listening and multiple set use in the computation. Further, on the basis of our own experiences in the Louisville area, we seriously doubt that auto-radio listening can be adequately measured by any rating procedure.

However, in this March study we tried a new approach. And we think that we may have come up with something promising. We have—for the first time that it has ever been done, as far as we now know—collected a store of valid and reliable information about the extent and characteristics of the great, unmeasured, Louisville auto-radio audience—the thousands of people who (because they are so busy driving their cars and listening to their car-radios) are not available, “at home and awake” when the rating interviewer telephones; nor, by the same token, available to view TV; nor to read newspapers!

Here, in brief summary, are some of the conclusions growing out of the data we now have in hand.


The 1,044 sample homes in the representative cross-section averaged some 20 tune-in hours (of in-the-home listening) in a typical week, for a combined total of approximately 21,000 hours. The 415 auto-radio families averaged 6.8 tune-in hours of car-radio listening per week, for a combined total of about 2,500 hours in a typical week. Auto-radio listening, then, constitutes about 12% of all listening that takes place during a typical week.

The intelligent broadcaster certainly will not long allow himself to be burdened with a circulation criterion which systematically ignores so sizable a segment of his audience. The auto audience has become too vast a kid to remain a “bonus baby”!

(2) Four in Ten Louisville Area Families Are Available to Auto-Radio.

Of the 1,044 families in the representative cross-section, some 40% (415 households) have one or more radio-equipped cars or trucks.
- 42.5% (of 456) TOWN families are available to auto-radio.
- 36.5% (of 456) TOWN families are available to auto-radio.
- 47.5% (of 158) FARM families are available to auto-radio.

And, some 83% of the family-owned cars and trucks are radio-equipped. The 466 auto-owning families in the cross-section have a combined total of 576 family-owned cars and trucks, for an average of 1.2 cars per auto-owning family. Of the 576 family-owned cars, 454 are radio-equipped, an average 0.435 radio-equipped family-owned cars, per market family.

When we project these statistics to the estimated ($15,000)}
the rural areas. The homes in the least rural areas, in other words, is the highest concentration of rural homes. The rural area figures are compiled by the U.S. Census Bureau. The 95.1% saturation rate is based on figures from the decennial census, compiled in April, 1950.

Radio set ownership in the state of Wyoming included 95.1% of all homes, according to the 1950 Housing Census figures compiled by the U.S. Census Bureau. The 95.1% saturation rate is based on figures from the decennial census, compiled in April, 1950.

The list of Wyoming cities was Sheridan, with a radio saturation of 98.3%. In Cheyenne, the largest city, 97.7% of homes were equipped.

Sheridan County had the highest rate in the state, 97.8%, followed by Laramie with 97.1% and Washakie with 96.8%.

Ownership of television sets was widespread, since Wyoming has no TV stations. The TV sets were compiled at a time when there were fewer than 5 million sets in the nation compared to more than three times that total at present. Highest TV rate in spring of 1950 was 1.3% in Niobrara County.

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housings, Series P-50, No. 45, for Wyoming, which will be available in about six weeks from the Superintendent of Documents, Washington, D.C., at 30c per copy.

Statistics on characteristics of the population in Wyoming are presented in a final report of the 1950 Census of Population, Series P-20, No. 50, available from the Superintendent of Documents at 50c a copy. Descriptions and maps of "urbanized areas" are presented in this report.

A standard metropolitan area is generally described as a county or group of contiguous counties with at least one city of 50,000 or more. In New England, it is defined on a town or city rather than county basis.

An urbanized area contains at least one city of 50,000 or more and includes surrounding, closely settled incorporated and unincorporated areas.

Shelton Sets Campaign

SHULTON INC, N.Y., manufacturers of cosmetics and toiletries, will use radio and television in its fall advertising campaign, with definite schedules to be announced later. Agency is Wesley Assoc., N.Y.

WYOMING 94.71 Density—Census

RADIO AND TELEVISION—1950 U.S. CENSUS OF HOUSING—WYOMING

<table>
<thead>
<tr>
<th>Area</th>
<th>Total population</th>
<th>Total households</th>
<th>With Radio</th>
<th>With TV</th>
<th>Number with Radio</th>
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<td>The State</td>
<td>290,559</td>
<td>84,185</td>
<td>82,755</td>
<td>78,675</td>
<td>95.1</td>
<td>75,126</td>
<td>82,575</td>
<td>96.0</td>
</tr>
<tr>
<td>Urban and rural nonfarm</td>
<td>233,825</td>
<td>69,498</td>
<td>68,340</td>
<td>65,195</td>
<td>96.5</td>
<td>63,565</td>
<td>70,435</td>
<td>98.7</td>
</tr>
<tr>
<td>Rural farm</td>
<td>144,618</td>
<td>40,041</td>
<td>39,860</td>
<td>37,170</td>
<td>92.6</td>
<td>36,410</td>
<td>38,910</td>
<td>98.7</td>
</tr>
<tr>
<td>Rural nonfarm</td>
<td>89,207</td>
<td>24,607</td>
<td>24,285</td>
<td>22,985</td>
<td>94.0</td>
<td>21,905</td>
<td>23,840</td>
<td>99.2</td>
</tr>
<tr>
<td>Rural farm</td>
<td>56,704</td>
<td>14,737</td>
<td>14,570</td>
<td>13,480</td>
<td>92.5</td>
<td>13,305</td>
<td>14,315</td>
<td>99.0</td>
</tr>
</tbody>
</table>

HOTEL and auditorium facilities for the 1953 NARTB convention in Los Angeles were arranged last week by Clair R. McCollough, WGAL Lancaster, Pa., chairman of the NARTB board's convention committee, and C. E. Arney Jr., secretary-treasurer.

Official starting date for convention meetings will be moved from the customary Monday Wednesday, with meetings closing late Friday, the NARTB representatives said during a Los Angeles inspection trip. This plan gives broadcasters a chance to take advantage of special airline family rates, available in the early part of the week.

Arrangements made last week are tentative, subject to approval by the full board convention committee.

Meetings will start April 29 at 10:30 a.m., with April 29 designated pre-convention day [SAT, June 30]. Headquarters will be maintained at the Biltmore Hotel but it had not been decided whether to hold main convention meetings in the Biltmore Theatre, as was the case at the 1948 Los Angeles convention, or at the Philharmonic Auditorium, across the street.

The annual Engineering Conference will be held simultaneously with the Management Conference, with sessions booked in Burdette Hall at the Philharmonic Bldg. The annual equipment show, one of nation's major industrial exhibitions, will be held in the Biltmore ballroom with additional space as needed.

Delegates will be housed in the Biltmore and the new Statler, now nearing completion. Other hotels will be utilized if necessary, according to Mr. Arney.

As in 1948, Southern California Broadcasters Assn. will handle entertainment for the convention. SCBA's board will constitute the entertainment committee and will set up plans within the next fortnight.

Calvin J. Smith, KFAC Los Angeles, speaking as SCBA president said special emphasis will be given entertainment for wives and families of delegates. Harry Mazlish, KFWB Hollywood, is expected to head the entertainment committee as he did in 1948.

NBC Reunion (Continued from page 29)

In announcing the top-level changes, President McConnell said creation of the new departments under centralized operating management is "a great forward step in strengthening our organization for maximum efficiency." He continued:

"As a result of these steps, we are further extending the coordination of radio and television. All of the principal operating functions of our two networks, as well as the staff activities which directly serve these operations, will be coordinated in a closely-knit group under unified top management control.

"Easier for Business"

"With this unified operation, it will be easier for us to conduct our expanding business, and easier for our clients and their agencies to do business with us. We are consolidating our resources so that we can better serve the public, our advertisers and our stations, and so that we can better develop our personnel and our opportunities at NBC."

In connection with Mr. Madden's new assignment, President McConnell said: "I am also happy to announce that Edward D. Marden will serve in the new organization as vice president and assistant to the president."

The changes were reported in two separate announcements, both released Friday. One covered the unified departments and their key officials; the other, the new assignments for Messrs. Denny and Madden.

July 21, 1952 • Page 27
LISTENING, VIEWING RISE

TWO prevalent theories about what home is upset in the fifth annual by Cunningham & Walsh, New York are made:

1.—Radio listening is increasing among families that have TV sets from one to five years.

2.—The longer a family has owned a TV set, the longer it spends looking at TV programs.

Videotown, test laboratory for Cunningham & Walsh's TV survey since it was started in 1945, was recently located at New Brunswick, N. J. Gerald W. Tasker, research director, chose the city because it is a normal marketing and manufacturing area, not primarily a suburb yet near enough to New York for good reception of most TV channels.

Videotown provides the factual story of what has happened in one week. The company's TV survey is indicating "what will probably happen in the rest of the country," according to the agency. The studies have not yet attempted to measure TV's effects in Saturday and Sunday activities.

Analyzing what has happened to radio listening in TV homes, the Videotown study stated radio listenership is down over a period during early evening and late evening hours, among families that bought TV sets in 1950 and early 1951. They were called on for the third time.

The Videotown study continues:

An upswing in radio listening is also noted in the group of families surveyed who have TV sets from one to five years. A 36% increase in the number of people listening to radio at some time during the evening is indicated, occurring mostly during early and late evening hours.

Daytime radio listening has not been affected materially. In families with TV set, radio listening during the day is down, but the decrease in early morning hours in TV homes was at a higher level than in the non-TV homes (this is not included in the above). This year it remained about the same despite an increase in TV viewing. During the morning hours it was noted that radio listening was coincidental with some other activity in 75% of the cases—usually housework. One of the problems facing TV is that of producing daytime programs as interesting as evening programs. Although TV viewing increased over last year in both morning and afternoon, it is still only about one-third of the average use of all television sets on week-end evenings is still increasing; average hours of viewing person is greater; older sets are used more than five years ago. The average viewing set now has more than new sets; and owners of older sets spend more time in happens when TV comes into the Videotown survey just completed York agency. These revelations front of their sets than do new owners.

"Among owners of older sets there is a slight decline since last year in the number of people who watch television at any one time; however, those who do watch spend half-hour longer per evening set now than they did a year ago. With Videotown surveysfiguring shows more sets tuned in for longer periods, the decline in the number of people viewing at any one time merely indicates a rotating audience. That is, the set is tuned in and members of the family come and go depending upon their interest in the program."

"One indication that a peak of television interest during evening hours may be near at hand is the fact that set usage and hours of viewing per person increase as the age of the set increases. Out of listening's seven hours available for viewing (5 p.m.-midnight), older sets are in use for a staggering average of five hours. TV owners seem to be staying up about a half-hour later than last year. It would seem almost impossible for set viewers to increase beyond this; thus averages will tends to level off or even fall as the television market becomes more saturated." This indicates that a peak in viewing has been reached is a slight falling off of viewing time among children.

The Videotown study analyses intensive research, has a bearing on the affairs and lives of set owners and sees a point of market saturation approaching in mature TV areas.

The effect of viewing TV has been on motion picture attendance and radio listening, it is stated. A panel of non-TV families interviewed in 1950 showed marked changes in habits during the year after buying TV sets. In that first year of TV, movie attendance dropped 77%, radio listening 88%, on the average weekday evening, with after dinner and evening entertainment down 87% and visiting down 74%.

This year, however, when these same families were contacted again, it was found that radio listening was up slightly, mostly in early and late evening hours, and visiting was up 27% over last year in the suburb, yet near the same level. It appears that the major effect on other activities is experienced during the first year of set ownership," the agency reported.

The study also states that TV viewing activities increase slightly or level off, but continue to account for less of the person's leisure time than before TV.

The study is a follow-up of an earlier one which was done in 1950. The study was conducted in a pool of 2,000 homes. The survey was conducted with the cooperation of the National Association of Broadcasters and the Creighton Research Co.

EFFCTS WEIGHTED AFTER TRUMAN SIGNATURE

With the signing of the McFarland Act (H.R. 658) by President Truman last week, the top question in the minds of Washington broadcasters at attention is: Will it stop the Commission? That is the question the Commissioners and staff have put some of the provisions of the bill into effective practice. The Commission has set a staff report which strenuously objected to the bill, and which recommended that the President not sign it.

In reporting Mr. Truman's signature, the Commission the next day announced that the provisions of the McFarland Bill superseded any last minute regulations which might be in conflict.

It also reported that revision of its rules and regulations would be issued "as soon as practicable." Upon the President's signature the bill became law. The effect of was covered by the courts, or those where "hearing" has been commenced. The point of view is that a hearing is concluded—or report the reasons why Congress.

Some attorneys think that the Commission will have to revoke its order designating the TV hearings, and proceed in line with the McFarland Act requirement that the Commission notify the applicants why grants cannot be made. This could lead to amendments, obviating for a hearing, it is thought.

On the other hand, some FCC lawyers believe that since the hearings were designated before the President signed the bill, they can be considered under the exception.

NARTB President Harold E. Fellows expressed gratification with the signing. He expressed the belief that the revised Act would ensure "more equitable treatment" for broadcasters on the part of the Commission and also that procedures would be simplified and grants expedited.

Amid other amendments to the Communications Act of 1934, the new measure: (a) permits the FCC to approve the President's signature of the bill, thereby giving it additional powers to make any changes it desires in the program. (b) prohibits broadcasters from charging more than ten cents an hour for the use of air time for speech by political candidates, and (c) provides each Commission with a legal and an engineer assistant.

(C) Broadcasting & Television
MAY NETWORK TIME SALES

REVERSING the general trend in network time sales, gross billings of the four nationwide radio networks in May showed a slight increase over the April gross. The TV networks’ combined gross time sales declined from April to May.

Radio networks totaled $13,996,128 in May, up 0.4% from the April total of $13,988,887; TV networks in May had gross billings of $14,701,827, down 2.1% from the $15,014,091 for April, according to the records of advertising expenditure on the broadcast networks kept by Publishers Information Bureau.

The PIB figures for May show few major changes from April. The same 10 advertisers appear as the top 10 radio network clients for May (Table I) as were included in the same list for April. The TV network top 10 for May (Table IV) includes names from the April list, with Kellogg and Gillette replacing General Mills and General Motors as ninth and tenth advertiser, respectively.

Leading advertisers in the various product-advertising groups also show little change during the month. Of the 26 classes of radio advertisers in May (Table II), 23 show the same top client as in April; one new class was added (Political, with U. S. Sen. William F. Knowland, new chairman of the radio network clients campaign committee as the leading buyer of radio network time) and two classes changed leaders—Horticulture, from Ferry Morse Seed Co. in April to Jackson & Perkins Co., and Confectionery & Soft Drinks, from William Wrigley Jr. Co. to Cola-Cola Co.

TV network class leaders (Table V) show 19 duplicates from April to May; one dropout (no political use of national TV networks in

(Continued on page 48)

TABLE II
Leading Radio Network Advertiser for Each Product Group During May 1952

<table>
<thead>
<tr>
<th>Class</th>
<th>Advertiser</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Advertising &amp; Farming</td>
<td>Allied-Chalmers Mfg. Co.</td>
<td>$38,815</td>
</tr>
<tr>
<td>Automobile &amp; Access.</td>
<td>General Motors Corp.</td>
<td>3,570</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Coors Mills Co.</td>
<td>61,287</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>Standard Oil Co. of Indiana</td>
<td>170,127</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Fleishmann’s Bldg.</td>
<td>157,186</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>Colgate-Palmolive Co.</td>
<td>60,927</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>American Tobacco Co.</td>
<td>248,493</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods Corp.</td>
<td>61,483</td>
</tr>
<tr>
<td>Hardware</td>
<td>General Electric Co.</td>
<td>101,377</td>
</tr>
<tr>
<td>Households Furnishings</td>
<td>Armstrong Cork Co.</td>
<td>3,430</td>
</tr>
<tr>
<td>Insurance</td>
<td>U. S. Steel Corp.</td>
<td>97,560</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Prudential Insurance Co. of America</td>
<td>132,423</td>
</tr>
</tbody>
</table>

TABLE III
Gross Radio Network Time Sales by Product for May and First Five Months 1951-1952

<table>
<thead>
<tr>
<th>Class</th>
<th>May, 1951</th>
<th>May, 1952</th>
<th>Percent Change</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>$306,393</td>
<td>$306,393</td>
<td>0.0%</td>
</tr>
<tr>
<td>Advertising &amp; Farming</td>
<td>$38,815</td>
<td>$38,815</td>
<td>0.0%</td>
</tr>
<tr>
<td>Automobile &amp; Access.</td>
<td>$3,570</td>
<td>$3,570</td>
<td>0.0%</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>$228,894</td>
<td>$228,894</td>
<td>0.0%</td>
</tr>
<tr>
<td>Building Materials, Equip. &amp; Fixtures</td>
<td>$170,127</td>
<td>$170,127</td>
<td>0.0%</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$65,795</td>
<td>$65,795</td>
<td>0.0%</td>
</tr>
<tr>
<td>Cosmetics</td>
<td>$97,560</td>
<td>$97,560</td>
<td>0.0%</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>$101,377</td>
<td>$101,377</td>
<td>0.0%</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>$248,493</td>
<td>$248,493</td>
<td>0.0%</td>
</tr>
<tr>
<td>Hardware</td>
<td>$3,430</td>
<td>$3,430</td>
<td>0.0%</td>
</tr>
<tr>
<td>Households Furnishings</td>
<td>$132,423</td>
<td>$132,423</td>
<td>0.0%</td>
</tr>
<tr>
<td>Insurance</td>
<td>$97,560</td>
<td>$97,560</td>
<td>0.0%</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>$132,423</td>
<td>$132,423</td>
<td>0.0%</td>
</tr>
</tbody>
</table>

QUAIL TO CROSLEY

WARD L. QUAIL, director of Clear Channel Broadcasting Service, has resigned to join Crosley Broadcasting Corp., Cincinnati, as assistant and general manager. Robert E. Dunville, Crosley president, announced that Mr. Quail will take his new post Aug. 25, succeeding Dwight Martin, assistant director of public relations, to become general manager of the Crosley television operation.

In his new role Mr. Quail will be active in the entire Crosley station organization, including WLW Cincinnati and WINN New York; WLT (TV) Cincinnati, WLWD (TV) Dayton, WLWC (TV) Columbus, WLWA (FM) Cincinnati, WLWB (FM) Dayton, WLWF (FM) Columbus, as well as wholesale subsidiaries.

He has been with CBS 5½ years, having succeeded Victor A. Shollas who became vice president of WHAS-AM-TV Louisville during his CBS regime. Mr. Quail has expanded its engineering and program service to member stations, including comprehensive coverage of the Republican convention in 1952.

In addition he has provided a large number of public service programs out of Washington and other cities. The CBS farm program service pool gives on-the-spot coverage of events affecting American agriculture here and abroad.

Mr. Quail has been active in the fight to maintain radio’s position as the greatest mass communications medium, predicting it will continue to grow in importance. He contends radio’s impact on rural and small-town America has never been greater.

Edwin W. Craig, WSM Nashville, CBBS chairman, said consideration will be given appointment of a successor in a few weeks. “Mr. Quail is one of the finest young men I have ever had the privilege of knowing, personally and businesswise,” Mr. Craig said.

“We shall miss him. He leaves us with our blessings and our eternal good wishes.” The CBBS Washington headquarters will be operated by Mr. Quail’s staff after he leaves. Legal affairs are handled by the Washington law office of Kirkland, Fleming, Green, Martin & Ellis.

Mr. Quail entered radio in 1936 as an announcer, while still a student at Ishpeming (Mich). High School, working on WDMJ Mar¬
EQUIPMENT BOOM

By BRUCE ROBERTSON

HAPPY that after three and a half years of freeze on new TV station applications the FCC has begun to relax its rules, manufacturers [B&T, July 14], the manufactur-
ers of video transmitting and receiving equipment last week were busily preparing to take full advantage of their new sales opportunities, a spot check of lead-
ing companies by Broadcasting • Telecasting revealed.

The transmitter manufacturers have been developing new products generally ready to deliver equipment to new VHF licensees with reasonable promptness, that is, within the next few months. UHF licensees will have to wait a little longer, but they, too, should have their new transmitters by late winter or early spring at the latest, with some indications that all VHF stations may be able to get on the air this fall.

The steel strike has not yet seriously delayed the delivery of TV broadcasting equipment, although some company spokesmen voiced fears that the strike might make transmitting antenna towers difficult to obtain. NAPA allocation has also been sufficient to meet the companies’ needs to date.

Sales of TV transmitters are beginning to hold dealers meetings in the areas soon to be opened up for reception of TV programs—and the sale of receivers—and to lay plans for promoting their sets in these new markets. Also being readied are devices for adding UHF reception to standard VHF sets with an almost complete agreement among set manufactur-
ers that these will be on the market well before any UHF sta-
tions begins operation.

A.T & T, whose coaxial cable and radio relay routes now permit live network programs to reach all present TV cities except Albuquerque, revealed last week that it has finished installing preliminary surveys of routes and facilities that might be used to extend the present in-
ter-city connections to the new TV station location. No definite plans for any such extensions have been made as yet, it was emphasized.

Status of the transmitter manufactur-
ers, as reported by execu-
tives of various companies last week, follows:

RCA can ship VHF transmitters on short order and will be sending them to licensees regularly from now on. As more than 300 transmitters are now in production and a few are expected to be ready for delivery early in the fall, with more in the winter.

DuMont Plans

DuMont transmitter plant was having a mass vacation last week and exact information was difficult to obtain as the representatives of DuMont executives, however, indi-
cated that orders for VHF transmitters already on hand would be delivered by the end of the year. The plant plans to be ready for shipment, however, before the end of 1955. UHF transmitters will be available starting early in January. It was learned that since those statements were made DuMont production on TV trans-
mitters has been speeded up and it is possible that earlier delivery dates might be met.

Gates Radio Co. sat out TV during the pre-freeze years, it is now poised to enter the field with two low-powered VHF trans-
mitters. Sales engineers in the field and distributors have been briefed on the equipment and are anxious to get going, ac-
cording to Gates’ officials.

Another development is a 20 kw VHF transmitter and a 5 kw and 20 UHF transmitter. They are expected to be available early in 1955.

Eventually, Gates will have a complete package of its own equip-
ment, including sync generators, camera chains, etc. At the present time it plans to sell the two VHF transmitters in the line and other companies’ associated.

Federal Communications Labs, has some VHF transmitters on hand and can fill new orders within four to six months, it was stated. UHF transmitters can be delivered in about six months.

TV transmitters will have to wait six to nine months before delivery of steel for towers, if they put in for a standard tower, according to A. H. Jackson, manager of the tower department of the Biaw-
 Knox Co.

If the grantee wants a tower fabricated to specifications, earliest he can hope for delivery is the second quarter of 1955, according to George F. Bateson, sales man-
ger, Steel Joist & Tower Divi-


Following TV Thaw

GEN. TIRE BUYS

Control of Crosley Motors

GENERAL Tire & Rubber Co. has bought controlling interest in Crosley Motors Inc. from Powel Crosley Jr., one-
time owner of WLW Cincinnati and the Crosley Manufacturing Co., (radio, TV, sets, refrigerators, or appliances).

The tire, which owns seven radio and three television stations and controls MBS, bought 317,077 shares of Crosley Motors’ total 569,254 in exchange for 756 shares of 3 1/2% second preferred stock of General Tire.

In 1945, Mr. Crosley sold 50-kw WLW and the manufacturing facili-
ties of the Crosley company to Aceo Manufacturing Co. for $22 million. He retained, however, the motor company.

General Tire & Rubber, which manufactures plastics and rockets and rocket propellants for the mili-
tary as well as tires and rubber accessories, most recently bought WOR-AM-FM-TV New York from the Macy interests for $3,850,000 plus a 10% interest in the new broadcasting and television facilities.

Central Teleradio Inc. [B&T, Jan. 2], General Teleradio owns the Yankee and Don Lee stations as well. It recently set up a new programming and sales organization, General Telecasting System [B&T, June 30].

KITE POLL

75% Favor Eisenhower

A PUBLIC opinion poll taken by KITE-AM-FM San Antonio less than an hour after the Republican convention nominated Gen. Dwight D. Eisenhower revealed that a ma-


ority of those persons interviewed believe that the World War II hero will be occupying the White House next January.

KITE-AM-FM asked the same three ques-
tions of all interviewed: Was Ike the strongest Republican candi-
date? Who will be elected in No-
vember? Whom will the Democrats nominate?

Some 85% felt that the Republic-
ans had chosen their strongest candidate; 75% felt that Gen. Eis-


enhower would win the election; less than 10% felt that his sales op-


portunities were mixed, with the greatest ma-


jority (25%) of those who ventured a guess favoring Illinois Gov. Ad-


Iai Stevenson.

The public opinion poll was part of KITE’s continuing measurement of local citizens’ opinions on cur-


rent questions.
More Samples from the WHO Mailbag

Dear Mr. Shelley:

These few lines are just a "Thank You" note for the article concerning our son, Robert, which you received and so kindly sent on to us. I had thought of writing to you for this but didn't know whether you kept these articles on file or destroyed them after they were used. Bob is our only son and has been over in Korea since the beginning of the War.

And since I've never had any special reason for writing to WHO before I'm going to take this opportunity to tell you how much our family enjoys your station and it's the station most often listened to in our home. We can even tell when a strange announcer's voice is heard. We enjoy all your entertainment and what I wouldn't give to be able to play the piano like Bill Austin, sing like the "Chore Gang" and that guy, Gene Godt and his witticisms. I'll bet his wife could choke him sometimes. We even like the chuckles he provokes from the fellows in the studio. To make a long story short, we just enjoy all of WHO. Only one thing that we haven't heard for a long time that we enjoyed a great deal, Jack Ker- Begin's singing. The fact we heard of him he was in the office too.

My "Thank You" has gotten quite lengthy but I didn't want you to know how much we appreciated your thoughtfulness.

Mr. & Mrs. THOS. McCLELLAND
Madrid, Ia.

Dear Mr. Loyet:

This letter is to express the appreciation of the Iowa Milk Dealers Association and Association of Ice Cream Manufacturers of Iowa for the fine program conducted by Herb Plambeck on your Radio Station WHO.

We appreciate the fact that Mr. Plambeck evidently took a considerable amount of time to make a study of our industry which was so interesting and so capably explained during his broadcast Wednesday morning, May 17th.

Thanks again for the splendid cooperation your Radio Station has given the Iowa Industry.

JOHN H. BROCKWAY
Executive Secretary
Association of Ice Cream Manufacturers
Des Moines, Iowa

Dear Sirs:

This is to tell you how high we rate WHO above all other stations especially for News. We left our home at Greene, Ia. last June & have been in Miss., Montana, Wash., Ore., Calif., full length, then here in very south of Texas. We couldn't get you on the West Coast & surely were delighted to hear you here. We heard the basket ball broadcasts & scores on billboard often & were on the night our Marble Rock won over Allison to take tournament. Many Iowans here & all are anxious for the weather items at 10:15 P.M. often cold there & 9° here during day. This is a nice place. Very pretty country.

Mr. & Mrs. GALEN R. GATES
Val Verde Motel, Dornia, Texas

To WHO-all:

I am determined to write you a letter right now, and do you s'pose I can find any paper?

But I just wanted to greet each and every one of you and thank you for the joy you have given us this past year thru WHO!

Herb Plambeck, Gene Godt — oh what a kick I get out of your humorous episodes! We sure enjoyed the WHO kids' hour Saturday! Bud Hoyland & Lucia congrats on baby! Jack Shelly—Song fellows — We love you! In fact we love all of you down there.

From all of us
SIRIUS (11)
KARL (10)
PETER (9)
TOM (8)
MIRIAM (4)
KNUTE (11 mo.)
OLAF & BERNICE WATNE
Galt, Iowa

Dear Mr. Shelley:

I wish to express my appreciation for the emergency broadcast announced by your station today on the 12:30 News to locate me. My family had been trying since last night to reach me to inform me of the death of a member of my family.

A friend in Marshalltown heard the broadcast and told me on my arrival there this afternoon. Many thanks for your trouble and kindness.

Yours very truly,

L. R. Binder
Des Moines, Iowa

Gentlemen:

This is a note of appreciation in behalf of the thirty-eight churches in the Presbyterian of Des Moines for airing the Presbyterian News of our General Assembly meeting at Cincinnati, Ohio.

We wish to thank the sponsors of the Lowell Thomas program for relinquishing their time so that the more than 9800 members of our denomination in this presbytery might have the opportunity of hearing the highlights of the Assembly.

Sincerely yours,

HAROLD S. GILLEN
Stated Clerk
Presbyterian Church in the U.S.A.
Presbytery of Des Moines

A sophisticated, big-city advertising man, it may be difficult for you to realize what WHO means in Iowa Plus.

Day in and day out, our mailbags are jammed with personal letters of friendship and confidence — "stamp-of-approval" evidence, from your customers, that WHO is giving a unique radio service to the millions of people in Iowa Plus.
Television Grants and Applications July 11-17
(Indicates pre-week application re-filed.)

NEW STATION GRANTS

BRIDGEPORT, Conn.—Southern Connecticut and Long Island Television, Inc. (WABC), UHF Ch. 3, ERP 100 kw visual, 10.9 kw audio; antenna 770 ft. Estimated cost $323,500 (B7, June 25).

DENVER—Eugene P. O'Fallon, Inc. (KFEL), Ch. 2; ERP 56 kw visual, 23.5 kw audio; antenna 560 ft. Estimated cost $200,500 (B7, June 23).

DENVER—Empire Co., Ch. 9; ERP 240 kw visual, 129 kw audio; antenna 590 ft. Estimated cost $380,000 (B7, July 1).

WAVE-TV Louisville, Ky.—From Ch. 5 to Ch. 31 with 15 kw visual, 9.2 kw audio; antenna 250 ft. Estimated cost $115,500 (B7, June 24).

WOOD-TV Grand Rapids, Mich.—From Ch. 7 to Ch. 8, ERP 19.7 kw visual, 8.4 kw audio; antenna 150 ft. Estimated cost $289,000 (B7, June 16).

WHAM-TV Rochester, N. Y.—From Ch. 6 to Ch. 5, ERP 18.7 kw visual; antenna 180 ft. Estimated cost $300,000 (B7, June 18).

WCPD-TV Cleveland—From Ch. 7 to Ch. 3, ERP 1,570 kw visual; antenna 100 ft. Estimated cost $206,880 (B7, June 17).

WRC—The Television Corp. (KWJ), Ch. 5; ERP 240 kw visual, 129 kw audio; antenna 610 ft. Estimated cost $178,500 (B7, June 16).

WHE—Dayton, Ohio.—From Ch. 13 to Ch. 8, ERP 6.9 kw visual and 2.5 kw audio; antenna 100 ft. Estimated cost $610,000 (B7, June 16).

WDCT—Ch. 5 to Ch. 7, ERP 24 kw visual and 13 kw audio to 200 kw visual and 100 kw audio; antenna 700 ft. Estimated cost $1,134,000 (B7, May 28).

WJTV—Tampa Bay Area Telecasting Corp., Ch. 2, ERP 700 kw visual, 8 kw audio; antenna 900 ft. Estimated cost $325,000 (B7, June 12).

Youngstown, Ohio.—Trans-Am TV, Inc. (149), Ch. 6; ERP 8.7 kw visual; antenna 490 ft. Estimated cost $180,000 (B7, June 14).

Flint, Mich.—Trans-American Television, Inc. (150), Ch. 14; ERP 8.7 kw visual; antenna 490 ft. Estimated cost $180,000 (B7, June 14).

Youngstown, Ohio.—Vindicator Printing Co. (WFMJ), Ch. 17; ERP 17 kw visual, 8.8 kw audio; antenna 516 ft. Estimated cost $792,000 (B7, May 31).

Youngstown, Ohio.—WBRK, Ch. 12; ERP 300 kw visual; antenna 500 ft. Estimated cost $50,000 (B7, May 21).

York, Pa.—Hill Co., Ch. 19; ERP 75 kw visual, 5.5 kw audio; antenna 100 ft. Estimated cost $78,500 (B7, June 23).

York, Pa.—Susquehanna Best Co. (WYRA), Ch. 2; ERP 170 kw visual, 88 kw audio; antenna 530 ft. Estimated cost $236,000 (B7, June 23).

Austin, Texas.—Dallas Capital City Television Co., Ch. 18; ERP 216.5 kw visual, 105.4 kw audio; antenna 316 ft. Estimated cost $405,500. Sole owner is W. H. Smith, offi-cer, oil operator (B7, June 30).

Austin, Texas.—Texas Best Co. (WXAS), Ch. 19; ERP 175 kw visual, 88 kw audio; antenna 530 ft. Estimated cost $315,900 (B7, June 9).

Spokane, Wash.—KWQ Inc. (KQX), Ch. 6; ERP 100 kw visual, 50 kw audio; antenna 690 ft. Estimated cost $377,000 (B7, June 23).

Channel Change Grants

WBRG—TV Birmingham, Ala.—Granted change of Ch. 3 to Ch. 11; greater power (from 22 kw average to 24 kw average) and receiver average bandwidth from 14.5 kw visual and 12.5 kw audio to 10 kw visual and 10 kw audio; estimated cost $145,000 (B7, June 24).

WLTW (TV) Atlantic—From Ch. 8 to Ch. 11, ERP 25.8 kw visual to 316 kw visual; antenna 699 ft. Estimated cost $167,800 (B7, June 26).

NEW STATION GRANTS

BROADCASTING • Telecasting
Do you recognize these famous movie stars?

In New York and other fashion centers, they keep dummies made to the exact measurements of Hollywood stars.

When a star wants a new gown, she calls her shop—and it's measured right on her model!

Then it's only a matter of hours before the gown is in Hollywood. For these style centers ship their fashions the world's fastest way—via Air Express!

Getting new fashions first is important to Hollywood stars. But it's even more important to fashion buyers in stores all over the country... where a few days can mean the difference between profit and loss.

That's why stores (as well as stars) get their fashions Air Express!

Whether your business is fashions or factories, you can profit from regular use of Air Express. Here's why:

IT'S FASTEST—Air Express gets top priority of all commercial shipping services—gives the fastest, most complete door-to-door pickup and delivery service in all cities and principal towns at no extra cost.

IT'S DEPENDABLE—Air Express provides one-carrier responsibility all the way and gives a receipt upon delivery.

IT'S PROFITABLE—Air Express service costs less than you think, gives you many profit-making opportunities.

Call your local agent of Air Express Division, Railway Express Agency.

1952-OUR 25TH YEAR.
5000 Watts on 600 KC - announces the
THE O. L. TAYL
as exclusive national
EFFECTIVE

WP

WPDQ - Jacksonville

Delivers All of a GREAT MARKET:
(Daytime 0.5 MV Area)

Population * ......................... 555,400
Radio Homes ** ........................ 141,670
Retail Sales * ........................ $507,079,000
Effective Buying Income * ........... $632,776,000

*Copyr. 1952, Sales Management Surv. B.P.; further repro. not licensed.
**Consumer Mktgs. S.R.D.S.
- JACKSONVILLE, FLORIDA

appointment of
OR COMPANY
nal representatives
IMMEDIATELY

MOST POWERFUL Voice!

Cracker Jack Show - 5:30 to 9:00 AM--
Top Morning Personality

At Home with Anne Daly—1:35 to 2:30 P. M.
Jacksonville’s First Lady in Radio

Food Parade—Florida’s Greatest Merchandising Show
7-Point Merchandising Show

WPDQ FLORIDA
Both Media Into One?
(Continued from page 28)

radiation project, following the recommendations of Booz, Allen & Hamilton, management consultants, it was with the notion of "giving TV its head." Other networks and many stations engaged in both radio and TV followed suit. It soon resulted in sprawling organizations, with parallel units operating separately. Coordination became difficult and policy decisions came hand and only from the top.

In the return to integrated operation, the objective is to hammer out a more efficient organization at all levels - management, sales, programming and employee relations. It seeks to eliminate overlap, and at the same time gear operations so that radio and television can sell more effectively against competitive media - newspapers and magazines, for example - rather than against themselves. The seven top level changes at NBC effected by President Joseph H. McConnell obviously will be followed by reassignments in each of the newly created branches, heretofore staffed by exclusively radio or TV personnel.

Brig. Gen. David Sarnoff, chairman of the board of RCA, NBC's parent, before he left for Europe early this month, told Broadcasting & Telecasting that in his view, radio and television should not be combined. He supported the theory of integration and of single operations at the network and the owned-and-operated stations level.

The pioneer who has predicted many significant advances in the broadcast media for a generation, Gen. Sarnoff is convinced that the simulcast - virtually non-existent today - is due for resurgence. He believes that a single programming structure will eventuate and that programs will be sold to sponsors for both radio and television transmission.

Views Coincide

Some of Gen. Sarnoff's views coincide with those of others identified with network operations. This is founded on the theory that networks, to continue, must show a profit. Radio networks have not shown profits in the last few years. By integrated operation, the network structure as a whole, it is believed, would be profitable, at least for the foreseeable future. The owned-and-operated stations which have been profitable enough to support not only themselves but also the radio networks would, presumably, improve their earnings.

The potential alternative would be the operation of networks along the lines of press associations, wherein a fee is paid for each kind of service rendered. But that is viewed as on the far horizon.

In maturity, it is contended, the combined radio-TV sales approach could go far in settling the competitive radio-TV question and myriad problems of sales, programming, talent and overall overhead - all of which have been discussed in the rush toward "unintegration" of radio and TV operations.

And it is predicated upon the recent conviction that radio and television have been wrongly construed as predatory competitors. Rather, it is now believed they are complementary media. They function under the same laws; are licensed by the same government authority; cater to the same clientele through the same advertising agencies; use largely the same talent and personnel. Ultimately, it is conjectured, service may be provided from the same combination visual-audio to all-purpose receivers that will do everything but cook.

Ingredients For Stabilization

Those who contend this plan makes economic sense realize it surely would revolutionize the present order. They argue it has all of the ingredients for stabilization of both media, with both profiting from the critical errors of the past, notably in rate-making.

But they also recognize that while the plan may be invoked by individual combined AM-TV stations in individual markets at any time, it will be a longer haul for competitive networks. The combined facilities must first be available in a sufficient number of markets. Upwards of 600 applications for TV stations now pending in nearly 300 markets the affiliates for several competitive networks ultimately should be available.

Thus, it is calculated that the one-rate thesis is destined to evolve slowly - first on a city-by-city basis, and then at the network level. It depends on how swiftly the primary markets offer combination radio-TV service, competitively.

POMEROY'S SALE

Radio Tests' First Result

FIRST concrete result of the radio tests conducted by Pomeroy's of Pottsville (Pa.) and WPAM in that city [B&T, June 30, May 5] was announced last week by Ed K. Smith, general manager of WCMB LeMoine, Pa., across the Susquehanna River from Harrisburg.

Beginning July 19, Pomeroy's of Harrisburg went on a regular 15-spot-per-day schedule on WCMB. Both the station and the Harrisburg department store will use the same copy and techniques to sell the same kind of merchandise successfully promoted in the Pottsville tests.

This is the first move to apply the lessons learned in WPAM-Pomeroy's Pottsville experiments. It is the first time that the leading Harrisburg department store has bought a regular radio schedule. Up to now it used newspaper advertising almost exclusively.
Congratulations
KFEL-TV
DENVER

First post-freeze station on the air

RCA-EQUIPPED THROUGHOUT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Television Grants and Applications

(Continued from page 88)


Davenport, Col.—Knox LaRue, VHF Ch. 2 (54-80 mc). ERP 54 kw visual, 27 kw audio; antenna height above average terrain 92 ft., above ground 271 ft. Estimated construction cost $207,750, first year operating cost $300,000, revenue $460,000. Post Office address: 2307 W. Tulare, Visalia. Studio location to be determined. Transmitter location on Lookout Mtn., 1.9 mi. SW of Center of Golden. Geographic coordinates 12° 44' 21.1" N., 10° 29' 55.3" W. Transmitter engineer James R. Bird, San Francisco. Program engineer C. N. Lake. General manager and 15% owner of KNYO Fresno, 12% owner of KSTN Stockton, 3% owner of KONG Visalia and 2% owner of KMOR Orovile, Calif. (Note: This application received after grant of Ch. 2 to Eugene O'Tallch, KFEL, Den. See at Des Moines, Ia., July 14.)

NEW HAVEN, Conn.—The WAVY Best Corp. (WAVY), VHF Ch. 9 (746-748 mc), ERP 470 kw visual, 151.2 kw audio; antenna height above average terrain 908 ft., above ground 271 ft. Estimated construction cost $247,413, first year operating cost $197,321, revenue $460,000. Post Office address: Temple St. Studio location 132 Temple St., New Haven, Conn. 1st year operating cost $34,000. Post Office address: 997 W. Washington St. Principal engineer, Robert W. Terven, San Francisco. Program engineer, C. N. Lake. (Continued on page 79.

ABR Surveys GOP Meet

REPORT on TV audience coverage of the Republican National Convention and related programs in Chicago past fortnight will be issued by the American Research Bureau today (Monday) as the Democratic meet gets underway. In addition to ratings, study will show actual number of TV homes, viewers per set and sex ratio, according to ABR Director James Seller. Survey will cover nation by nation as urban and rural areas in both states and the other seven mid-west regions. Study will be based on ratings for the week of July 7-13 and also include any competing programs in listings, using the usual ABR user diary method.

HIGH listentship and teacher-student acceptance for in-school casts are claimed for KBOX Mo- dern, Calif., commercial outlet, in a current article appearing in the CTA Journal, official publication of the California Teachers' Assn. Reproduced is Mr. Witherspoon the feature spotlights the KBOX School Program Cited

SUCCESS STORY

KBOX School Program Cited

ABC radio's "Teenager Ernie Time," new weekly hour-and-a-half program, features the western singer plus recording artist guest stars whose latest records he will play. Show is packaged by Cliffie Stone Productions, Hollywood.

the cornerstone of every advertising campaign in New Haven and New England

represented by the Sales Agency

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Upcoming


July 10: BABS Sales Clinic, Milwaukee.

July 25: BABS Sales Clinic, Minneapolis.

July 26: BABS Sales Clinic, Denver.

July 30: BABS Sales Clinic, Salt Lake City.

Aug. 3-6: B-MI-Colorado Broadcasters Assn. program seminar, Denver, U. of Denver.

Aug. 4-7: Mid-South Audio Show, Pe- nach, Tenn.

Aug. 15: BABS Sales Clinic, Dallas.


Aug. 23: BABS Sales Clinic, Denver.


Aug. 27: BABS Sales Clinic, Miami.


Sept. 5: BABS Sales Clinic, Chicago.

Sept. 5-6: NARTB District 18, White House Hotel, Memphis, Tenn.

Sept. 8-9: NARTB District 18, Hotel Coronado, Coronado Beach, Calif.


Sept. 12: BABS Sales Clinic, Nashville.

Sept. 12-15: Advertising Federation of America Convention, Von Thief Hotel, Baltimore, Md.


Sept. 15: BABS Sales Clinic, Milwaukee.

Sept. 17: NARTB District 16, AIA Sales Clinic, Lake City, Minn.

Sept. 18-19: NARTB District 13, Hotel Lander, Deadwood, S.D.

Sept. 19: BABS Sales Clinic, Atlanta.

Sept. 20: IRE conference, Iowa section, Roosevelt Hotel, Cedar Rapids.


Sept. 22-25: National Electronic Dis- tribution Convention, Atlantic City, N. J.

Sept. 23-26: NARTB District 9, Hotel Shillington, Milwaukee.


Oct. 1-4: NARTB District 14, Hotel Carnival, Pines, N. C.

Oct. 7-8: NARTB District 5, Hotel Bilt- more, Atlanta.

Oct. 9-10: AAA Central Council fall regional convention, Drake Hotel, Chicago.

Oct. 9-10: NARTB District 6, Hotel Ponzio, Portland, Ore.


Oct. 16-17: NARTB District 2, West- chester Country Club, Rye, N. Y.

Oct. 18-20: NARTB District 8, Na- tional Assn. of Radio Farm Directors convention, Walton-Salem, N. C.

Oct. 20-21: NARTB District 1, Hotel Stater, Boston.
RALSTON-PURINA's Chows division radio budget has multiplied eight times in the past 10 years, a direct result of radio "reaching more farm homes throughout the country at a low cost per listener when farmers are in a receptive mood to selling." Volume of business on the livestock feed product has increased from $598,000 to $375 million in that time.

This sales claim for radio, by a client who has been sold on the medium for two decades, was made in Chicago Tuesday as Ralston-Purina, St. Louis, launched preliminary work on a three-month fall promotion campaign in which the 563 stations it buys will cooperate. The business-luncheon session with 84 midwestern executives has been duplicated in Seattle, San Francisco, Denver and Omaha since July 7 and will be repeated before July 26 in Fort Worth, Memphis, Nashville, Atlanta, Jackson, Charlotte and Pittsburgh.

G. M. Philpott, vice president and director of advertising for Ralston-Purina; Maury Malin, advertising manager for the Chows division, and E. H. Hamel, sales manager of the Corn Belt region, one of five Purina sales areas, outlined sales and merchandising objectives for radio stations in the campaign, first of its kind to be conducted by the company.

Stations, working with dealers, will seek to bring Chows to consumer attention at the local level. The leading station man and Purina salesman in each of 21 districts will earn an all-expense trip for two to the nation's novel football games New Year's Day.

Scheduled to start in September and continue through November, the campaign will center on demonstrations of live pigs and hens in dealer outlets. Hens will compete in egg-laying, while the pigs will be judged on how much weight they gain in a specified time period.

Ralston-Purina, which is not "asking for something for nothing," Mr. Philpott said, has suggested several merchandising ideas in a personalized kit for every participating station. Among the ideas are a studio party for dealers, a dealer postcard campaign, tape interviews with owners of the hens used in the store demonstrations, regular air reports on their egg production, tape interviews with Purina poultry customers, interviews with dealers showing the pigs — Mike and Ike — and reports on a windup store event show at the close of the campaign.

Confirmed that the farm audience is a stable one and will be for years to come, Mr. Philpott sees farm broadcasting as a solid "hedge" to television. Mr. Malin, ad manager of the feed division, agrees. "We are not ready to throw in the towel on radio." His objectives in conducting the promotion sessions to radio people throughout the country is to "show first why we are sold on radio" and then to point out "that radio itself works better when the station and Purina salesman team-up in the selling."

Radio time purchases designed to attract farm-audiences and potential buyers of livestock feed (more than 100 kinds) have risen from $173,000 in 1942 to $1,450,000 in 1952 — more than eight times in a decade, and more than the total budgets of all other media used. The media breakdown: Direct mail, $35,000; billboards, $47,000; small town newspapers, $150,000; minute movies, $68,000, and farm magazines, $500,000.

In that same 10 years, Ralston-Purina grew from 20 to 34 mills and from 1,055,000 tons of Chow production to 3,700,000.

Radio investments since 1942 have been: 1943, $218,000; 1944, $217,000; 1945, $665,000; 1946, $370,000; 1947, $540,000; 1948, $475,000; 1949, $665,000; 1950, $680,000; 1951, $1,175,000 and 1952, $1,450,000.

A continuous and steady user of radio, Ralston-Purina executives have learned that radio's best and most effective results come from following an equally continuous and steady pattern in the purchase and use of time.

The company, for its Chows, uses straight entertainment through Eddy Arnold in the South, farm service shows above the Mason-Dixon Line and blends both on the West Coast, Mr. Malin said. Citing the success of radio, he said one offer of a free picture on Grand Ole Opry, sponsored on NBC's southern leg, brought in 187,000 requests.

It cost the company about $20,000 to mail the pictures and analyzed results. (Continued on page 60)
Walston Sells Feeds by Radio
(Continued from page 89)
lyze the mail pull, taking a count on audience distribution. Walston-Purina learned what stations "should tell us, but don't," that the audience was predominantly rural and did use livestock feeds.

Need for accurate and continuing farm audience measurements, with farmers' listening habits and family composition, was cited by company and agency men at the meeting. Although final proof of the radio buying is in the selling of Purina Chows, the agency and client need facts in advance to lay plans and campaigns with less element of chance. These facts, they agreed, are not available, and should be furnished by the industry.

Mr. Malin said the greatest need is to have continuing reports, rather than sporadic and isolated surveys which are now occasionally submitted by a single station in a sales presentation.

TV is being tested with a noon-day show in Indianapolis, where all Walston researchers found that 47% of the farmers within viewing radius own television sets. They learned this after a road-by-road survey made in company cars, with drivers counting antennas. TV experimentation will expand into Oklahoma City shortly as the firm sponsors a weekly farm newsreel show.

A slide film presentation on the successful tie-in promotion efforts last year by WIOU Kokomo, Ind., which won first prize in a Walston competition, showed the value of simplicity, sincerity and consistency in promotion and merchandising efforts.

Too often, radio station merchandising is aimed at the wrong target, Purina men said. Local station promotion need not be complicated, elaborate or extensive to be effective, but it does need to be aimed accurately, timed well, comprehensive and punchy, they said.

Radio billing on Purina Chows is handled by Brown Bros. Agency, St. Louis. New to the agency is Paul Vissers, agriculture director at NBC Chicago who joins Brown Bros. next month as a regional account executive on Purina, handling the Grain Belt area and a portion of the Eastern area.

TWO MORE advertising agencies have been enfranchised by the Canadian Assn. of Broadcasters, bringing the total to 86 agencies. The additional agencies are James Elliot Russell Inc., New York, and W. A. Willis Adv. Agency, Toronto.

WE'RE NOT SMUG

. . . but we are pleased that so many new, as well as old, advertisers have found that advertising on KLRA pays off!

IN 1951—

Local Business Increased 14.5% (Failing to top our best year, but coming in a strong second.)

National Spot Increased 35.8% (Making it the best year in the station's history in this classification).

IN 1952—

Local Business Is Up 21.8% (First five months '52 over '51. These are folks who know us best).

National Spot Is Up 17.9% (And remember, please, that last year was our best year. We have our fingers crossed!)

THERE'S A REASON—

Strong CBS Radio programming, plus local shows that folks like to listen to, plus a strong Promotion Department that not only plugs KLRA shows and personalities, but has racked up an enviable record of successes in merchandising KLRA advertisers' products . . . all help to make KLRA "Arkansas's Listening Habit." The only Farm Service Director in the state, a full-time News Department, five top Disc Jockeys, and plenty of know-how all add to the plus-values you get when you buy KLRA!

For the Complete KLRA Story, Ask any O. L. Taylor Office

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

ZIV SHIFT

Gordon Moves to Hollywood

BOARD of directors of Frederic W. Ziv Co. announced yesterday (Sunday) that Herbert Gordon, Ziv vice president in charge of production, has moved his headquarters from New York to Hollywood.

The announcement came as civic leaders in New York intensified efforts to retain radio and TV production in the East in the face of a growing trend of operations shifting to Hollywood.

Mr. Gordon said he will be established in Hollywood in time to work on greatly expanded Ziv production schedules and increased budgets that will begin in the fall. He added that a staff will be retained in New York although the major part of Ziv's production will be in Hollywood.

Expanded Production Plans

"Our new radio and television programs are going to be more important than ever," Mr. Gordon said. "In addition to our new radio show, Freedom, U. S. A., we are also working on a new television show which will be announced soon. Our production schedule and budget for the coming year will be at least double that of last year. We are signing Hollywood's major stars for both radio and television and we are talking with writers and are buying important properties."

Mr. Gordon, a one-time successful band leader, entered the field of production as an executive with the William Morris Agency. Before joining Ziv, he served Decca Records as administrative head of the recording division. He is also vice president of Ziv subsidiaries, Ziv Television Programs Inc. and World Broadcasting System and is president of the Delaware Music Co.

Mr. Gordon and John L. Sinn, president of Ziv Television Programs, recently returned from a trip to Europe where they conferred with television and film executives and top talent in France and England.

BEAUTY CONTEST

WWDC Search Underway

FIRST elimination in WWDC Washington's "Miss Washington" beauty-talent search will be conducted at 7:30 p.m. today (Monday) at the Washington Hotel. A panel of 15 judges will be selected from some 150 local advertising and theatrical executives.

Winner of the contest finals on Aug. 18 will receive several awards and will represent the District of Columbia in "Miss America" finals in Atlantic City, Sept. 2-5. This is the 12th year WWDC has conducted the "Miss Washington" contest. Norman Reed, WWDC program director is in charge.
Radio-TV Talent Under Question

QUESTION of limiting certain radio-TV employe bargaining units only to those employees who appear "regularly or frequently" before microphones and cameras, without regard to their departmental functions, was projected in decisions handed down by the National Labor Relations Board last week.

Dissenting board members roundly attacked a departure in NLRB talent policy—with an apparent new criterion—as "fraught with serious practical consequences for the broadcasting industries."

The board last Thursday ordered elections covering employees at four East Coast radio stations and involving petitions filed by the American Federation of Radio Artists (AFRA).

Stations in Decisions

Stations involved in the NLRB actions are WIP Philadelphia (Pennsylvania Broadcasting Co.), WGH Newport News, Va. (Hampton Roads Broadcasting Corp.), and WNOR (Norfolk Broadcasting Corp.) and WTAR (Norfolk Radio Corp.), both Norfolk, Va.

At WIP, staff announcers, the sports director, women's director and so-called "feature artists" will choose between AFRA and the American Communications Assn. (independent), or neither union. AFRA seeks a unit limited to staff announcers, disc jockeys, specialists, news broadcasters and non-staff artists, but excluding all other employees... and supervisors.

AFRA also has emphasized the microphone criterion in its petition involving WTAR-AM-FM-TV, with the station holding the unit should be all-inclusive covering all programming employees, performers and non-performers on the air. Engineering employees are not an issue in this instance, being excluded by both WTAR and AFRA.

The unit will comprise all employees "who appear regularly or frequently before the microphone or camera, including but not limited to staff announcers, disc jockeys, specialists, news broadcasters and non-staff artists, but excluding all other employees... and supervisors."

It was in the WGH and WNOR cases that board members sharply disagreed.

NLRB reaffirmed earlier decisions [B-T, May 26, April 14] providing a unit for all announcers and others who appear before a microphone "regularly or frequently," but altered its ruling to exclude continuity employees as favored by AFRA. Again, members Herszog and Murdock dissented, voting to retain this unit comprising 26 such employees, who also may vote to be included with technical help if they choose.

It was in the WGH and WNOR cases that board members sharply disagreed.

Bigger Plans

Bigger Plans

FLINT—largest General Motors plant city in the country—has an effective buying income that is $1613.00 higher than the national average! And Flint's prosperity is still growing! More than 50% of GM plant expansion is now under way in Flint.Defense contracts for Flint factories now total nearly $3 billion dollars—assurance that Flint's earning and spending ability still moves upward!

Sell FLINT through its First Station—WFDF!
OLSON RUG HUGS RADIO

SPOT SUCCEEDS IN CARPET MARKET

OLSON RUG Co., 78-year-old Chicago firm, at the conclusion of its 15th spring spot campaign has discovered "it's STILL radio for results!"

It used this phrase in commending 52 station managers for their cooperation in the 2 to 16-week campaign, which cost "well into the six figures." Results of the spot schedules this spring compare with the success of similar drives 10 and 12 years ago, according to Bill Presba, president of Presba, Fellers & Presba, Chicago agency for Olson. He's convinced radio's strength endures.

Its strength and success, however, depend largely on station interest and cooperation, and on coordination and synthesis of work done by everyone involved in the campaign. In Mr. Presba's opinion, this cooperation among the client, agency, station and talent is the difference between radio's success and failure.

Although results were good in what are too-frequently considered poor radio markets, the agency will reveal only that the top 10 stations pulled more than 60,000 requests for a free rug catalog.

Catalog Offer Stress ed

Olson's mail order business is based on a single premise: A customer can get a high-quality rug at a lower price by "trading in" old woolen materials. The company, in its radio messages and in other media, offers a free color catalog which enables the rug prospect to make the desired selection and, in many cases, to save up to 50%. Olson pays freight on packages of old woolen items to its Chicago factory. The company owns more than 1,000 patents on processing used wool.

Spot radio's vigorous and profitable pitch for Olson rugs, which are not sold retail outside of Chicago, indirectly shows the potency of radio for consumer products sold over the counter. Half of radio's value, agency men believe, is lost because the product cannot be merchandised locally—yet radio still was a success. Olson's national business is exclusively mail order; the firm has no field men.

The agency, by comprehensive analysis of every campaign and by thorough pre-campaign planning, has been able to get maximum results with radio from a minimum expenditure. Money, however, is never limited on any one station. The key to the success of any mail order operation, says Vice President Mark Smith, is the volume of profitable increase. As long as a station produces a high volume of good inquiries, the money for time and talent is unlimited.

The company can predict with extreme accuracy, he says, the number of closures or sales which will result from a specific number of catalog requests. The most "responsible" stations and performers have a 10 to 12% better closure record, and in the long run closures are more important than inquiries. That is why leading local performers were chosen in many cities, and the agency concentrated on women's and major home service shows.

Personal contact was the most important single factor in the campaign. The agency sold the station and performer on Olson quality and value, and has found a high correlation between station interest and results. Stations which worked most closely with the agency in the search for a good response were the most effective in getting it.

Stations which get the most catalog inquiries at the best cost "believed in the power and sales ability of radio, themselves and their performers. Managers were as interested as the client in seeing how many qualified results they could get for the Olson catalog," Mr. Presba said.

Some stations had to be prodded—about 12% of the 52—which were described as marginal. Their volume of response was low, and the cost per inquiry high. The manager of one outlet, which had a $600 a week order, told Mr. Presba he couldn't remember what time the Olson show was on, and did not have time to bother about it. He lost the business.

Selected Radio List

The 52 stations were handpicked by timebuyer Edna Eldridge from a previously called list of 200. "We used to buy 15," she said, "but we can't find that many which can produce these days. Even a few of these 52 were risks."

"The stations which are swimming upstream will survive," one of the agency men said, "but those which are marking time and floating will drown." He believes many stations "are afraid of their own ability to get results, and doubt the pull of radio. A lot of them are going to have to learn how to work, and how to look out for the client's interests."

To gain the maximum efficiency and usefulness from the campaign, agency personnel met each morning to check daily mail response, re-work copy and change formats. Olson purchased only programs or local entertainers who had built a following and a reputation for believability and sincerity. Intimate commercials were integrated to take advantage of the performer's aptitude in chatting with the audience.

In nine cities, the popular CBS package, Housewives' Protective League, was aired. Mail-pull gimmicks were banned as the client seeks only legitimate requests from actual rug prospects.

Each commercial was written for the specific market, and included an indirect re-sell of mail order in general. Many stations, an agency executive said, have accepted fly-by-night mail order advertising with inferior and overpriced items, so that legitimate mail order has suffered.

Agency analysis "pretty well blunts the old theory that mail order is good only when business conditions are poor," it was noted. Presba, Fellers & Presba believes the "psychology of confusion" now prevalent is reflected in consumer buyers "pulling in their horns" and waiting for the crisis to pass.

The most ambitious and successful station managers met with sales and program directors and the performers to make suggestions and to implement agency recommendations. All changes in a station's mail pull were traced to the exact cause, because previous campaigns have proved the client can anticipate fluctuations with changes in station management and policies, as well as in weather, labor and business conditions.

Time was purchased at card rates, despite "many offers of PI deals." Olson used spots from 2 to 10 times weekly, five-minute shows from two to six times weekly, quarter-hour strips and participations. Interestingly enough, the top 10

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INCREASED sales through radio advertising is an old story to the Olson Rug Co., Chicago firm which has been doing business for 78 years. Of particular credit to radio is the fact that Olson's national business is exclusively mail order and that the firm relies largely on radio to stimulate mail orders. Incidentally, there's a tip to radio men contained in the Olson story: Radio men are advised to have more faith in the power and sales ability of radio, and to learn how to look out for client interests. The Olson firm and its agency, Presba, Fellers & Presba, will work closely with each station. And they want the same cooperation from each station executive.
cost-per-inquiry results came from eight stations in TV markets.

The top 10 CPI stations were in this order: WBBM Chicago, KMA Shenandoah, WOR New York, KIRO Seattle, KOAM Pittsburg, Kan., WNAX Yankton, S. D., WWVA Wheeling, KXXX Colby, Kan., KRMG Tulsa and WHO Des Moines.

TV city stations include WBBM WOR KIRO and KRMG. Four others receive a signal from a TV town nearby. KMA gets Omaha, while KOAM is halfway between Tulsa and Kansas City. WNAX is in range of Omaha, while WWVA is near Pittsburgh, Pa.

Olson has used television, but Mr. Presba believes, "Results are much too erratic at the present time. We've used it to get the feel of the medium, but so far it hasn't fallen into a measurable pattern of mail pull. At this point, it can't be classified or judged accurately."

However, TV has done some "sensational" selling for other agency clients.

Presba agency people are now completing several analyses of campaign results, which are compiled twice yearly—in the spring and fall. Seven breakdowns which the agency admits making (others are kept under wraps because of competition) include cost per inquiry, volume of response, type of program and personality used, ratings, degree of market penetration, impact of TV in the area and response to different copy approaches.

Mark Smith, who also is an account executive, says ratings correlated with results confirm his long-held suspicion that they alone are not a criterion, because results were good even on low-rated shows. Results are not conclusive as to the degree of penetration in each area, "but we do know we haven't even scratched the surface."

Although the agency cannot speculate about the future, Mr. Presba believes "this kind of operation today is very successful, and very economical. Current daytime rates are not out of line, although there may have to be a downward compensation in the future.

**NOW!**

Notre Dame Football Broadcasts

**LOW PACKAGE PRICE**

- All Line Costs
- All Broadcast Privilege Fees
- Play-by-Play Report by Joe Boland—Nationally Famous Football Announcer

**IRISH FOOTBALL NETWORK**

 Operated by WSBT, The South Bend Tribune Station

**TOP GAMES! ** **TOP ANNOUNCER! ** **TOP RATING! **

WRITE, WIRE, PHONE!

Only with Irish Football Network can you be the ONE station in your city to carry every game on the great 1952 Notre Dame Schedule. Avoid disappointment. Make your reservation with Joe Boland.

IRISH FOOTBALL NETWORK

1/4 WSBT, South Bend 26, Indiana

**AVIATION TALKS**

Begin in D. C. Aug. 7

COMMUNICATIONS and other problems touching indirectly on the broadcast industry may be taken up in speeches and panel sessions during the Aviation Education Leadership Institute in Washington Aug. 7-15.

The institute is held under auspices of the Civil Aeronautics Administration, Dept. of Commerce, and co-sponsorship of the Air Transport Assn. and Aircraft Industries Assn. Leaders in education and civic life from 15 major municipal centers of aviation activity are expected to attend.

In addition to communications, there will be discussions of civil air regulations of the Civil Aeronautics Board and safety regulations of CAA—perhaps touching on rules as they affect radio-TV station towers. Sessions will be held in the Commerce Dept. Bidg. Auditorium, Washington.

PAUSING during golf tournament are (left to right) Richard S. Bean, media director, Pedlar & Ryon; George H. Frey, NBC vice president in charge of Television Network Sales who was host of the third annual tournament of the "National Assn. of Reluctant Advertising Titans and Eager Sportsmen" as he names it; Donald Severn, radio and TV station relations, The Blaw Co.; Pete Finney, Harry B. Cohen Adv. and William A. Chalmers, vice president and radio-TV director, Grey Adv. Agency. Mr. Frey held the advertising executives tournament June 13 at the Boltsrol course in Springfield, N. J.
COMEDY CONTEST
Announced by Gagwriters
NATIONAL Assn. of Gagwriters, New York City, is establishing a staff of comedy consultants to aid in the development of a comedian or a comedienne. Collaborating in the project, described as an experiment, is the SRT-TV school which is offering a one-year scholarship for each of the most promising boy and girl comics.

Laughs Unlimited, member of the Humor Societies of America, will provide professional comedy scripts for all applicants who take the talent-test in competition for the scholarships.

JOSEPH P. KING, agricultural manager, Birds-Eye Div., General Foods, has been named agricultural consultant of Grocery Mfrs. of America to work with farm organizations, radio farm directors, and similar groups for better cooperation between farmers and food manufacturers.

COAST FOOTBALL
Tide Water Sets Radio-TV
ARRANGEMENTS for network and independent radio and filmed TV coverage of Pacific Coast Conference football games this fall have been completed by Tide Water Associated Oil Co., Harold R. Deal, advertising and sales promotion manager, has announced.

Schedule of conference and other college games will be aired regionally over NBC and MBS, plus "a number of prominent independent radio stations." Games will be broadcast in seven western states starting Sept. 19. Night contests also are scheduled.

Tide Water will cooperate with Sportvision, Inc., representative and TV producer for the FCC, to bring viewers a 13-week series of delayed telecasts in San Francisco, Los Angeles and Seattle. Films will consist of 30-minute presentations of games played by PCC teams and their intersectional opponents. Time and schedule of stations will be announced later, Mr. Deal said.

'Opie' Scores Again
WSM Nashville's Grand Ole Opry was featured in the June 4 issue of Pathfinder magazine. It was the second time within the past eight months that Pathfinder so honored the show. The newsweekly devoted its entire radio section to the Grand Ole Opry Nov. 28. In addition to WSM, other stations mentioned in this latest article include KFXM San Bernardino; WJJD Chicago; KRLD Dallas; WBT Charlotte, and WVOK Birmingham.

KALTEINBORN FUND
Scholarship Bids Open
APPLICATIONS are now being accepted for the annual H. V. Kaltenborn radio scholarship at the U. of Wisconsin, the university's radio committee has announced. Scholarship is authorized under a $15,000 trust fund set up by the veteran network commentator to train students in broadcasting, particularly news presentation.

Selection is made on the basis of special aptitudes and interest in the field, financial need and other factors. Students of junior or higher standing are eligible. Inquiries and applications should be addressed to Prof. H. L. Ewbank, radio committee chairman, U. of Wisconsin, Madison. Applicants must furnish a transcript of credits, letter of application and two or three letters of recommendation.

LIBEL STORY
Moran Cites 'Record'
SHADES of the Horan amendment:
A New York editor was told that he had been attacked by a Republican Senator. When the editor reportedly asked the station for a recording of the Senator's speech, he was told that he could have it if he signed a statement pledging he would take no action against the station if the Senator's remarks were actionable under the libel laws.

That is one of the stories told by Bernard Yudain, managing editor of Greenwich (Conn.) Time in his June 28 editorial column, and reprinted in the July 4 Congressional Record by Rep. Albert P. Moran (R-Conn.).

It is part of a campaign being waged by Greenwich Time and Rep. Moran to require broadcast stations to maintain a permanent record of all material aired. Its genesis was alleged defamatory comments made by New York disc jockey Barry Gray about Mr. Yudain some months ago.

Mr. Yudain declared then that he was unable to determine what Mr. Gray had said since the station (WMC) kept no recording of Mr. Gray's nighttime program. An appeal to the FCC brought no satisfaction, according to Mr. Yudain.

According to Rep. Moran's office, that complaint, as well as others which have come to his attention, have been forwarded to the Harris subcommittee investigating radio and TV programs [B*T, June 30].

The Horan amendment would have exempted radio and TV stations from damages for libel uttered by political candidates or their spokespersons on the air. Sec. 315 of the Communications Act forbids stations to censor political candidates. The amendment was deleted by Senate-House conferees when they ironed out differences in the two versions of the McFarrand Bill [B*T, July 7] now law.
THE SONG RENT THE IOWA AIR just 30 years ago this month—and the station which became WMT disk-jockeyed its way into the primitive ether. Studio, transmitter and antenna were located in a private home. Rugs and furniture came from Smulekoff's, draperies from Killian's. Both firms are WMT advertisers today.

THE CONTRAPTION IN THE CORNER was our 20-watt transmitter described in an early release as "a mighty transmitter with two switch panels, the power control panel containing four meters for the proper regulation of power and the second, the transmitter panel. Generators were remotely controlled."

MODERN EQUIPMENT TODAY delivers WMT's 5,000 watt signal on Iowa's best frequency for receptivity—600 kc—via a directional antenna system employing one 300' and two 412' towers. Modern programming—exclusive regional farm news and data, AP, UP & INS services, CBS network programs—delivers 338,480 families who listen weekly to advertisers with posies, shoessies, or etc., to sell.

DEAN LANDFEAR'S PROGRAM, the Voice of Iowa—on the air since the early Thirties—utilizes one of the modern studios in the Paramount Building. Over 100,000 Iowans have been heard on the show since WMT pioneered interview-and-participation shows.

1922-1952

CEDAR RAPIDS

Represented nationally by the Katz Agency
**DuMONT OBJECTS**

TO PARAMOUNT CASE SPEEDUP

OBJECTION to the speeding up of Paramount case, which involves the merger of ABC and United Paramount Theatres Inc., was voiced last week in a reply to the petitions of the other parties for deletion of the anti-trust issue and a final decision by the Commission [B 47, July 14].

Petitions by ABC, CBS, Paramount Pictures Corp. and United Paramount Theatres Inc. two weeks ago asked that the six-months hearing be concluded and that the FCC issue a final decision without waiting for the examiner's initial decision. The action was taken at the urging of the Commission itself and was based on its concern with further delay in the merger case.

Still awaited is the comment and conclusion of the FCC's Broadcast Bureau. It is believed that they will be filed early this week and that the Commission will consider the matter before the week is out. DuMont does not object to the deletion of the anti-trust issue, its petition declared, but does oppose failure to consider the effect of the merger on network competition.

It asked the Commission to schedule oral arguments on the petitions and then to require proposed findings, permit the examiner to issue an initial decision, permit exceptions to the initial decision to be filed before a final decision of regular FCC procedures in the Paramount case, which involves the merger of ABC and United Paramount Theatres Inc., was voiced last week in a reply to the petitions of the other parties for deletion of the anti-trust issue and a final decision by the Commission [B 47, July 14].

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**BRIDGEPORT FETE**

**WICC TIES IN WITH PARADE**

FOURTH of July parade which climaxed the five-day annual Bridgeport (Conn.) Barnum Festival was held in a springboard for ingenious promotion by WICC Bridgeport.

Wallie Dunlap and Bob Crane, WICC personalities, described the 1970s solemn entered in the parade during a 3½-hour broadcast sponsored by a local contracting firm. WICC itself had a three-part entry in the parade. The theme of the WICC entry was: "Yesterday, Today and Tomorrow." At the head of the unit was Heather Merryman, daughter of WICC President Philip Merryman. Miss Merryman, dressed in mid-Victorian costume and riding in an early model automobile, characterized "Yesterday." The auto bore the inscription: "In Barnum's Day, No Radio." Other segments of the WICC entry bore an inscription for "Today" of "Wherever You Go, There and for Tomorrow": "The Greatest Show in Radio—WICC."

Among other WICC personnel who took part in the promotion were Jay Hoffer, sales promotion director; Dick Chalmers, Stan Edwards and Dave Kennedy, sales representatives all dressed as clowns, and Dave Bond, WICC station manager. WICC said it expected to be able to telecast the festivities next year.

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**NEW HADACOL HEAD**

Goldsmith Elected Pres.

APPOINTMENT of Harry Goldsmith of Stamford, Conn., as president of Le Blanc Corp., makers of Hadacol, was viewed by creditors of the firm last week as a happy sign and a forward step toward recouping some of the $4 million they have tied up in Le Blanc.

Goldsmith, for some years president of Grove 4-Way cold tablets, is said to be an able promoter with a long string of successful business achievements. Though the new management is said to have little money to spend on promotion at this time, a spot radio campaign on behalf of Hadacol reportedly is under consideration.

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**BROADCASTING ● Telecasting**

For an all-Maine Market, MeBS Radio is Cheaper

Let's look at coverage and costs:

Eight Maine daily newspapers offer aggregate circulation of 245,456.

- MeBS—three stations—offers more than 260,000 radio homes.
  (Plus multiple-set homes and car radios.)

A quarter page, for example, in eight Maine dailies costs about $675 (flat rate). Some space in Maine's two largest papers (one a morning-evening combination) costs more than $250.

Consider now these MeBS quarter hour features:

**MeBS Radio System**

<table>
<thead>
<tr>
<th>WCWH</th>
<th>WRDO</th>
<th>WLBZ</th>
</tr>
</thead>
<tbody>
<tr>
<td>Portland</td>
<td>Augusta</td>
<td>Bangor</td>
</tr>
</tbody>
</table>

Represented by:

Weed & Company, Bertha Bannan

Nationally, New England

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**CIVIL SERVICE**

Court Upholds Hiring Method

U. S. COURT of Appeals has affirmed a lower court's decision nullifying civil service regulations which could have changed the method of employing FCC hearing examiners. Two of the three Court of Appeals judges who heard the case (No. 11421) brought by the Federal Trial Examiners Conference against the Civil Service Commission last week voted to affirm the March opinion of Chief Judge Bolitha I. Laws of the U. S. District Court. Judge David L. Bazelon dissented.

Under the Administrative Procedures Act, the Civil Service Commission issued regulations concerning the employment, compensation, tenure and work of hearing examiners—by establishing the principle of multi-grade examiners. This would have meant that within the same agency there would be several grades of examiners, handling different grades of cases. Another significant regulation would have permitted agencies forced to reduce staffs to also cut the number of examiners.

U. S. Court of Appeals decision upholding the reversal of the Civil Service Commission's regulations permits the FCC to maintain its current practice of single-grade examiners, each handling the same type of cases, in rotation.

President of the Federal Trial Examiners Conference is J. D. Bond, an FCC hearing examiner.
His title varies. In big agencies he is a full-time media man and may be an officer of the company. In small agencies he is usually a “part-time” media man and may be the owner.

Sometimes “he” is a woman...doing a man-sized job!

He finds the best vehicles to carry the messages of the seller to the most buyers, at reasonable cost.

Within a given budget he selects the most appropriate of 1,049 magazines and farm publications, 2,247 newspapers, 2,885 radio and TV stations, 2,140 business publications, and 511 transportation advertising facilities.

He works with thousands of individual facts—sifting, sorting, analyzing, assembling, presenting, defending. Though his job is mainly to buy media, he also has to sell media...to others in his agency; to the client.

He's busy. Before 9, from 9 to 5, and after 5, week-ends, he needs reliable, up-to-date information on markets and media.

To the users of SRDS, Service-Ads like these are not “promotion” in the ordinary sense. They are part of a familiar “buying tool”. So, to the publishers or station managers they are Service-Selling tools that help buyers buy.
Time Sales Up
(Continued from page 22)

May and four changes—Ford replacing General Motors as leading Automotive client; Kenwil Corp. succeeding Johns-Manville as Building Materials top advertiser; Florista Telegraph Delivery Assn. becoming top Horticulture advertiser in place of Jackson & Perkins; Speidel Corp. taking the Jewelry advertising lead away from Longines-Wittnauer Watch Co.

Radio network billings analyzed by group totals (Table III) show Foods, Toiletries, Drugs, Soaps and Tobaccos the five top groups in that order. In April the same five classes of radio network advertising were also the leaders, but that month Drugs ranked second and Toiletries third. For the five-month period, January-May, the top five classes, in descending order were Food, Toiletries, Drugs, Tobaccos and Soaps.

Analysis of TV network billings by advertising categories (Table VI) shows Foods first, followed by Tobaccos, Toiletries and Automotive advertising, the order remaining unchanged for both April and May and also for the January-May period. Chief difference from the radio network list is that in TV Automotive advertising replaces Drug advertising as one of the top five classes.

* * *

Clubs 1:000

Completely outclasses its field—No. 1 show of its kind!

Melody Ballroom

Top-rated disc jockey show in Baltimore!

Nelson Baker Show

1st in its time period!

Every Woman's Hour

Top-rated 30-minute woman's show!

Shoppin' Fun

Top locally produced show in its period!

Morning in Maryland

Misses being tops for 3-hour period by a fraction!

Buy where the top shows are—buy on . . .

"Jan.-Feb. 1952

JUNE CHRISTMAS

Celebrated By WNOR

WITH the thermometer reading 103 degrees, WNOR Norfolk, Va., celebrated "Christmas in June," and succeeded in:

Raising $1,500 in cash gifts for the Girls Camp Fund, enough to send 40 underprivileged girls to summer camp for two weeks;

Melting 10 pounds from the 225-pound block of WNOR disc jockey Ted Harding, who donated a Santa Claus costume (complete with beard) and manned a microphone for 16 consecutive hours;

Satisfying Earl Harper, WNOR general manager, who thought "it's a shame to have to wait a whole year to enjoy all the nice Christmas music again."

It was all Mr. Harper's idea but he hadn't exactly counted on that 103 degree temperature which wilted collars throughout the Tide-water Virginia region. Nevertheless, all hands agreed that Mr. Harding made an excellent—even jolly—Santa.

Mr. Harding weighed in at 225 before taking the microphone at 6:10 a.m. Some 16 hours later, he tipped the scales at only 215. The Christmas spirit of giving was contagious: Three restaurants sent Mr. Harding complete meals, "so that Santa wouldn't have to go hungry."

TABLE V

Leading TV Network Advertiser for Each Product Group During May 1952

<table>
<thead>
<tr>
<th>Class</th>
<th>Gross Time Purchases</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp;</td>
<td>$192,634</td>
<td>$97,140</td>
</tr>
<tr>
<td>Accessories</td>
<td>Ford Motor Co.</td>
<td></td>
</tr>
<tr>
<td>Automotive, Auto.</td>
<td>$191,000</td>
<td></td>
</tr>
<tr>
<td>Supplies &amp; Equip.</td>
<td>Kenwil Corp.</td>
<td></td>
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<tr>
<td>Bear, Wine &amp; Liquor</td>
<td>Anheuser-Busch</td>
<td></td>
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<tr>
<td>Building Materials,</td>
<td></td>
<td></td>
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<tr>
<td>Equip. &amp; Fixtures</td>
<td></td>
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<tr>
<td>Confectionery &amp;</td>
<td></td>
<td></td>
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<tr>
<td>Soft Drinks</td>
<td></td>
<td></td>
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<tr>
<td>Consumer Services</td>
<td></td>
<td></td>
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<tr>
<td>Foods &amp; Food Products</td>
<td></td>
<td></td>
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<tr>
<td>Drugs &amp; Remedies</td>
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<tr>
<td>Gasoline, Lubricants</td>
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<tr>
<td>&amp; Other Fuels</td>
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<tr>
<td>Horticulture</td>
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<tr>
<td>Household Equip. &amp;</td>
<td>$10,465</td>
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<tr>
<td>Supplies</td>
<td>Armstrong Cork Co.</td>
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<tr>
<td>Household Furnishings</td>
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<tr>
<td>Jewelry, Optical</td>
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<tr>
<td>Goods &amp; Cameras</td>
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<tr>
<td>Office Equipment,</td>
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<tr>
<td>Stationary &amp; Writing</td>
<td></td>
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<tr>
<td>Supplies</td>
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<tr>
<td>Publishing &amp; Media</td>
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<td></td>
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<tr>
<td>Radio, TV Sets, Phono,</td>
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<tr>
<td>Musical Inst. &amp;</td>
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<tr>
<td>Access.</td>
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<tr>
<td>Retail Stores &amp;</td>
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<tr>
<td>Direct Mail</td>
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<tr>
<td>Advertising, Direct</td>
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<tr>
<td>Radio, TV Sets,</td>
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<td>Musical Instruments</td>
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<tr>
<td>&amp; Accessories</td>
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<td>Tobacco</td>
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<td>Soaps, Cleansers &amp;</td>
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<td>Polishes</td>
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<tr>
<td>Tallow &amp; Tallow</td>
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<tr>
<td>Goods</td>
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<tr>
<td>Miscellaneous</td>
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</tbody>
</table>

TABLE VI

Gross TV Network Time Sales by Product Groups for May and First Five Months, 1952-1951

<table>
<thead>
<tr>
<th>Class</th>
<th>Gross Time Purchases</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp;</td>
<td>$326,695</td>
<td>$315,280</td>
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<tr>
<td>Accessories</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Automotive, Auto. Equip.</td>
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<tr>
<td>&amp; Supplies</td>
<td>$756,833</td>
<td>$521,380</td>
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<tr>
<td>Bear, Wine &amp; Liquor</td>
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<tr>
<td>Building Materials, Equip.</td>
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<tr>
<td>&amp; Fixtures</td>
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<tr>
<td>Confectionery &amp; Soft Drinks</td>
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<td>Consumer Services</td>
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<tr>
<td>Other Fuels</td>
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<tr>
<td>Hortonics</td>
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<td></td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>$222,335</td>
<td>$1,541,477</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$320,050</td>
<td>$3,908,130</td>
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<tr>
<td>Industrial Materials</td>
<td>$300,050</td>
<td>$1,082,390</td>
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<tr>
<td>Insurance</td>
<td>$246,243</td>
<td>$1,541,477</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp;</td>
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<tr>
<td>Cameras</td>
<td></td>
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<tr>
<td>Office Equipment, Stationary</td>
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<tr>
<td>&amp; Writing Supplies</td>
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<tr>
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<tr>
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RECRUITING

New Contract Pends

PAID recruiting program of the U. S. Army and Air Force took a
fresh turn last week with the revelation that a new contract will b.
negotiated within the next two months.

As a result, the recruiting services of the two branches have opened
competition to over 90 "nationally
recognized agencies with an annual
domestic billing of $5 million or
more." At stake is a $1 million
media contract covering a nine-
month period from Oct. 1 to June
30, 1953.

The current contract is being
handled by Grant Advertising
Inc., with offices in Chicago and Wash-
ington. It is being extended be-
 tween last June 30, end of the '52
fiscal year, to Oct. 1 at which time
current interim allocation cam-
paigns will be completed.

In announcing the opening of com-
petition—a briefing session will
be held July 30 in Washington for
interested agencies, and applicants
must submit information by Aug.
15—the Secretaries of the Army
and Air Force said the new con-
tract would provide for renewal
"subject to satisfactory perform-
ance and further appropriation of
funds."

The Defense Dept.'s recruiting
services (Military Personnel Pro-
curement Division) have received
a $1 million outlay for fiscal '53.
Authorities said allocations as
among all media will not be deter-
mixed until the agency actually is
chosen by a special Army-Air Force
board to be named by the service
Secretaries. It was understood,
however, that radio-TV would de-
rive an appropriate share of paid
advertising funds, perhaps between
40% and 50% (B*T, July 7).

It was not immediately known
whether Grant would compete
again for the contract, which it has
held since Jan. 1, 1950. Opening of
competition to interested agencies
is a routine procedure each year
and implies no dissatisfaction with
the current pact-holder, it was
emphasized.

Grant is now handling an In-
terim advertising allocations pro-
gram in its third phase since early
spring. A program providing for
radio-TV spot coverage and print-
ed space has been twice renewed
and will end in September. A num-
er of 50 kw stations have been
used to spur Air Cadet, WAC and
other enlistments in key areas.

FILM RENTALS

Petrillo Backs Royalties

ROYALTY method of reimbursing
American Federation of Musicians
in TV film rentals must be main-
tained by the union, in the opinion
of President James C. Petrillo. His
views on the union's principle were
made at the AFM's June meeting
as reported in the official journal,
International Musician.

The 5% royalty on rentals has
brought $185,000 into the second
Music Performance Trust Fund, he
said, opposing a proposal by mem-
bers of Local 47, Los Angeles, to
substitute a fixed fee.

"You can't build these things
overnight," Mr. Petrillo is quoted
as telling the convention. "We are
trying to create something that we
can pass along to the next genera-
tion. We may not have the best
formula, but it happens that our
plan is being followed widely not
only in this country but in Europe
as well.

"Television is motion pictures
over again, but so far, we know
little about where it is going. We
must keep the royalty principle.
What we are battling for is a prin-
ciple that will help all musicians,
not just our."

The union's journal contains the
following comments on music's role
in broadcasting:

"As to the place of music in
radio, President Petrillo pointed
out how some networks are in
position to hire former members
of the FCC at fancy salaries, and
that this very fact impairs the
effectiveness of the regulatory
body in the eyes of the interests
of live music on the air and over
TV. There was, he said, a glaring
case that had just occurred.

"After repeated invitations to

BROADCASTING • Telecasting

July 21, 1952 • Page 49
Chicago's Cost Will Jolt
(Continued from page 84)

network July 8.

Lone Ranger (General Mills) was
cancelled July 9 in EST, CST, MST
and PDT time zones and on the net-
work July 11.

Lone Ranger (American Bakers)
was cancelled on the network July 9.
Top Guy (American Chicle) was
cancelled in MST July 9 and on net-
work July 11.

Silver Eagle (General Mills) was
in EST, CST, MST, and PDT on
July 10.

Amateur Hour (Lorillard) was can-
celled on network July 10.

This is Your FBI (Equitable) on
July 11 was rescheduled 9:30-10 p.m.
EDT and was cancelled in normal
time in EST, CST, MST and PDT zones.

Break the Bank (Bristol-Meyers &
Toni) was cancelled on EST, CST,
MST and PDT stations July 7, 8 and
9; was carried on network July 10 and
cancelled on network July 11.

ABC TELEVISION

Ellory Queen (Bayuk Cigars) was
cancelled on network July 9, 9-9:30
p.m. EDT.

Chance of a Lifetime (Old Gold)
was cancelled on the network July 16,
8:30-9 p.m. EDT.

Space Cadet (Kellogg) was
cancelled on the network July 11,
7:30-8 p.m. EDT.

Tales of Tomorrow (Masland
Chrysler) was cancelled on the net-
work July 11, 9-9:30 p.m. EDT.

Pump Room (Helene Curtis Inc.)
was cancelled on the network July 8
and 10, 1-1:30 p.m. EDT.

Life Begins at 80 (Serutan) was
cancelled on the network July 9, 9-
9:30 p.m. EDT.

Captain Video (Post Cereals Div.,
General Foods) was cancelled on the
network July 11, 7-7:30 p.m. EDT.

Recipe For Hollywood (Dairyman's
League) was cancelled on WABD
(TV) New York July 10, 1:30-2 p.m.
EDT.

CBS RADIO

Romance of Helen Trent (Whitehall
Pharmaceutical) was cancelled on network
on all convention days but Thursday
when network helped usual time,
12:30-12:45 p.m. EDT.

Our Gal Sunday (Whitehall)
was cancelled on the network on all con-
vention days except July 10 when car-
ried usual time, 12:45-1 p.m. EDT.

Big Sister (Procter & Gamble) was
cancelled on the network on all con-
vention days, 1-1:15 p.m. EDT.

Ma Perkins (P&G) was cancelled
on the network on all convention
days, 1:15-1:30 p.m. EDT.

Tales of the Dazzle (P&G) was can-
celled on the network on all conven-
tion days, 1:30-1:45 p.m. EDT.

Guiding Light (P&G) was cancelled
on the network on all convention days,
1:45-2 p.m. EDT.

Second Mrs. Burton (General Foods)
was cancelled on the network on all con-
vention days, 2:15-3:30 p.m. EDT.

Perry Mason (P&G) was cancelled
on the network on all convention days,
2:15-3:30 p.m. EDT.

Brighter Day (P&G) was cancelled
on the network on all convention days,
2:45-3 p.m. EDT.

Hilltop House (Miles Labs) was can-
celled on the network on all conven-
tion days except July 11 when it was
cancelled at usual time, 8:30-9 p.m. EDT.

Garry Moore (participating) was
cancelled on July 6, 10 and 11 but was
carried on the network on other con-
vention days at usual time, 1:30-2:15 p.m.
EDT.

Guiding Light (P&G) was cancelled
on the network on all convention days,
2:30-3:45 p.m. EDT.

Arthur Godfrey & Friends (Liggett
& Myers) was cancelled on the net-
work July 9, 8-9 p.m. EDT.

Arthur Murray Show (General Foods)
was cancelled on network

D A V E G E T S B O O N
Berle Gets 'Boom'

COVERAGE of the record-breaking
Atlantic crossing of the ocean
liner United States proved a boon
to Dave Driscoll, director of
WOR-AM-TV New York, but something
of a bust for comedian Milton
Berle.

Mr. Driscoll made the trip aboard
the liner with portable equipment
and recorded the words and impres-
sions of the many notables on the
ship. On July 12 from 11:15 to 11:30
p.m. he enabled WOR to broadcast an
on-the-spot report of the liner's
“gala,” a celebration corresponding
to a captain's party but restricted
to championship ocean runs.

But Mr. Driscoll came up with
his prize feat on the ship's return
run. By radio-telephone he called
his New York office and arranged
for the purchase of a special 40-
foot pennant to be presented to the
United States. Last Tuesday, when
the liner docked in New York, he
presented the pennant to the ship's
commander on behalf of the press,
radio, television and newspapers.

Milton Berle, who was a pas-
senger on the return trip, was lit-
erally hooted off the air by a horn
on his own network. The comedian
was being interviewed Monday by
reporters from NBC-TV's Today,
but each time he attempted to make
a comment, the shrill horn of the
liner virtually drowned him out.
Engineers finally cut off the circuit
to protect the equipment and lis-
teners' ears.
WRJN RACINE
Answers 'Monopoly' Charge

DENYING charges of monopolistic designs in seeking transfer of control of WRJN-AM-FM Racine, Wis., to the Journal-Times Co. in the city, the station, through its attorneys, filed answer to the FCC last Tuesday, asking that its request for transfer be approved.

WRAC Inc., licensee of WRAC Racine, the city's only other radio outlet, had filed opposition to the transfer through attorneys on July 4, 1952, on grounds that WRJN, licensed to Racine Broadcasting Corp., and the Racine Journal-Times, newspaper published by the proposed transferees, have been "under common management... although the ownership interests in the two corporations are quite different."

Answering WRAC charges that the newspaper refused to carry the WRAC log except as an advertisement, so labeled, WRJN attorneys replied that the newspaper had offered to remove the word "advertisement" from the WRAC log, but that WRAC had insisted it remain. The latter was accused of seeking a "free ride" in the newspaper columns.

To WRAC charges that J. C. Penney Co. in a newspaper-radio campaign bought time only on WRJN and in the city's only daily newspaper and that billing for both were handled by the Journal-Times, WRJN counsel answered that the combined billing was done "as an accommodation to and at the request of, the J. C. Penney Co.—and for no other reason."

WRJN counsel added that WRAC had brought up no newer charges than were contained in WRAC's "complaining letter," dated July 21, 1950, and July 24, 1950," and that the FCC had granted WRJN its renewal of license Jan. 30, 1952, without a hearing.

Krüger & Jorgensen, Washington, is counsel for WRAC Inc., and Kirkland, Fleming, Green, Martin & Ellis, Washington, attorneys for WRJN.

Judge Miller's Talk

KEYNOTE address of the Seventh Annual National Conference on Citizenship, to be held Sept. 17-19 at the Hotel Statler, Washington, will be delivered by Judge Justin Miller, NARTB board chairman and general counsel. Judge Miller will address the Sept. 17 night session on the subject, "The Constitution and the Citizen."

Some 1,200 delegates will attend the conference. The opening occurs on the newly established Citizenship Day created by the 82d Congress to commemorate the signing of the Constitution Sept. 17, 1787.

GKPC Brantford, Ont., has joined the Bureau of Broadcast Measurement, Toronto, as the 183rd Canadian member station.

MOBILITY STUDY

Census Releases Figures

AMERICAN citizens are becoming more mobile year by year, according to a sample survey conducted under direction of Roy V. Peel, Director of the Census. Of 148 million persons over one year old in April 1951, 31 million had moved to a different house within a year.

Another third of a million persons had come in from outside continental United States in the one-year period.

The bureau found that 21 million of the 31 million who had moved in the year had remained within the county, the other 10 million migrating to another county. Percentagewise, the bureau study showed that 21% of the total population over a year old had moved compared to 19% in similar surveys conducted in 1950 and 1940.

BROADCASTING • Telecasting

The COMPLETE DEPENDABILITY of Ampex is resulting in many a radio broadcasting station with real dollar savings! Such savings result from greatly reduced maintenance, elimination of mechanical breakdowns, and negligible out-of-service periods. Ask for an Ampex demonstration in your studio...

KIMA CBS YAKIMA
[WASHINGTON] OPERATES 4 dependable AMPLEX RECORDERs

AMPEX Magnetic Tape Recorders

AMPEX ELECTRIC CORPORATION
Redwood City • California
MORE AND MORE SPONSORS ARE BUYING

WORLD STARS
The greatest names in show business...big, dramatic stars who are big box office nationally...are now available to local sponsors in an amazing quantity of top-quality shows!

WORLD ARTISTS
From hillbilly to Metropolitan Opera stars...America's leading vocalists and musicians are ready to provide stations with listening pleasure that's a pleasure to sell!

WORLD SPECIAL CAMPAIGNS
Attention-getting, sales-making...World's unequalled library of clever, catchy songs and special selling campaigns are designed for all types of sponsors...all types of occasions!

WORLD SCRIPTS
Every week...sparkling, new continuity is sent to stations to keep programs fresh for the listening audience...the buying audience!

WORLD ADVERTISING AIDS—Colorful, sponsor-selling broadsides...complete, audience-building promotional portfolios...and exciting, sales-clinching audition discs are provided by World to help stations sell!
MORE AND MORE STATIONS ARE SELLING WORLD!

“In these days, when a sound economy is more important than ever, WORLD sets the pace by meeting stations’ needs in a hard-headed business manner. WORLD is tops in commercial libraries!”

WKOP, Binghamton, N. Y.
Wally Buman,
Program Director

“We’ve found that WORLD, plus production on the local level, spells SALES!”

KMOD, Modesto, California
Gene D’Accardo,
Program Director

“WORLD makes a world of difference in programming and sales... this is no idle statement. On the contrary, it falls far short of appraising the improvement that has resulted since subscribing to WORLD!”

WBBC, Flint, Michigan
W. Eldon Garner,
General Manager

“WORLD keeps us well ahead of the other stations in this area. We are really going strong with WORLD down here and are looking forward to more of your production masterpieces!”

KEYS, Corpus Christi, Texas
Ben F. Blackmon, Jr.,
Program Director

WRITE, WIRE OR PHONE WORLD TODAY
FOR BIGGER, BETTER AND MORE PROFITABLE
PROGRAMMING TOMORROW!
The McFarland Law

LAST WEDNESDAY the McFarland Bill became the McFarland Law. President Truman signed the measure to overhaul the FCC's way of doing business, just 24 hours before it would have expired by pocket veto. He signed it in his sick room at Walter Reed Hospital.

This melodramatically sad overture, however, is even more fitting. The bill had been fought every inch of the way by FCC lawyers. It had been sabotaged at every juncture, even to the extent of going to a special session of the Department of Justice to oppose it at the White House, when the FCC wouldn't go along.

The McFarland Bill represents the first change in the substantive provisions of the organic radio law since its enactment in 1927. Senator McFarland, majority leader, had battled for six years to have it passed. This year he was successful in getting House approval, but the hard word of the bill came with the legislation. It is the result of many compromises. But it can be lived with, not only by the licensees, but by the public. It isn't a broadcasters' bill, but it does give the broadcaster a better shake before the Commission. It doesn't solve the broadcasters' dilemma on political libel in this feverish election year, but it does give him a head start on remedial legislation at the next Congress, in an off-election year.

We're pleased with this happy ending. Sen. McFarland fought a valiant, magnificent battle. He followed through tenaciously, when many another legislator, without the trying duties of the majority leader, would have figured it wasn't worth the candle. We hope he never loses the genuine interest in communications he has evidenced over these past six arduous years.

Radio's Short Count

THE KEMPER study of auto radio listening, reported elsewhere in this issue, is another illustration of how radio has habituallyshort-changed itself by underrating its audience all through its history.

Perhaps if television had not come along, radio broadcasters would never have realized just how serious was their failure to measure the full dimensions of their medium. They might have gone right along underestimating their own importance and, consequently, undercharging for their product.

What is worse, they might have gone along making their principal sales effort in competition with one another ("My Nielsen, or Hooper or Pulse is bigger than his") rather than with rival media. It is probable that had radio sold against newspapers, magazines and other competitive media all these years, instead of selling against itself, the total radio advertising volume today would be enormously bigger.

What is needed now is a dramatic reorientation of radio sales attitudes. Advertisers are matching radio against other kinds of advertising, even if they haven't got adequate research with which to do a sensible job of comparison. It's time radio matched itself against its rivals too, and armed itself with the sort of information it needs to make honest and complete comparisons.

The research that Dr. Kemper has done in Louisville is along the lines that radio can find most useful. He and his sponsor, WAVE Louisville, are to be commended for doing something about a subject concerning which there has been much talk but too little action.

George Spencer Turner

YOU walk into the office of George Spencer Turner, chief of the FCC's Field Engineering & Monitoring Bureau, and you walk into a room redolent of a bygone era in radio broadcasting—when wireless was new and mainly a matter of ship communications.

On a platform desk inside Mr. Turner's door there is a four-foot scale model of the "Black Marias" which the radio service of the old Dept. of Commerce & Labor used as mobile monitors.

On a shelf above his bookcase, Mr. Turner has replicas of early transmitter tubes and miniatures of early direction finders. On the wall of the office is a portrait of Mr. Turner's predecessor—W. D. Terrell, the first chief of the Radio Div. of the Commerce Dept. He doesn't exactly wear a handlebar mustache, but his high stiff collars connote a World War I age.

The man who puts in his working day amid such mementos has a right to be proud of him. He was a radio amateur in 1912—at the age of 12. He taught wireless code and procedures to World War I sailors, was the radio engineer for the McCready Radio Co.'s 9XAB in Kansas City after that, worked as a student engineer for the Southwestern Bell Telephone Co., and finally joined the Radio Div. of the Commerce Dept. in 1924.

Native of Independence, Mo.—he went to the same high school as did President Truman and was taught by some of the same teachers—Mr. Turner as a youth was captured by the new marvel, wireless.

It has been his vocation and avocation ever since.

Mr. Turner rose high in amateur ranks, was Midwest Division manager of the American Radio Relay League in 1922. Among the calls he's had was W4OCP—when he was inspector in charge of the Atlanta FCC field office. Right now he's W3AP.

An advertisement for a civil service examination for radio inspector and a desire to get married combined to bring Mr. Turner into radio work as a vocation.

The year was 1923. The girl was Mary Ann Huro of Kansas City.

At that time, the young Turner was working for the Bell Co. in Sedalia, Mo. He wanted to get a license to be wed, but he knew his colleagues would rib him unmercifully when they heard the news.

So, when he saw the advertisement for the civil service examination to be given in War-
(Continued on page 68)
AGAIN THIS YEAR,

New England Women
buy more of the foods — advertised on WBZ

TAKE CHEESE, for example... and take the word of Alice M. Liddell, director of media for Ingalls-Miniter Company, the agency for McCadam Cheeses.

Writes Miss Liddell: “The WBZ Home Forum represents the only radio advertising being used currently to promote the sale of McCadam Cheeses; and we are sure that your large and loyal audience has been one of the prime factors in making this a banner year. We have been amazed and delighted at the large and continuing demand for your Home Forum Bulletins.”

For any type of food product, Mildred Carlson’s “WBZ Home Forum” can do a tremendous selling job in all six New England States. For availabilities, check WBZ or Free & Peters.

Westinghouse Radio Stations Inc
 KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV
 National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

RADIO — AMERICA’S GREAT ADVERTISING MEDIUM
BAB GETS KIMBLE
Directs National Promotion

R. DAVID KIMBLE, advertising and sales promotion manager, WBMM Chicago, was appointed director of national promotion for Broadcast Advertising Bureau last week. BAB President William B. Ryan announced. Mr. Kimble will join BAB's New York office on July 28.

Mr. Kimble, who will report to BAB Vice President Kevin B. Sweeney, will be responsible for developing presentations and direct mail to promote radio directly to national advertisers and agencies. He will supervise the creation of sales tools for stations in their selling of regional and national accounts.

Before his two-year stint with WBMM, CBS-owned outlet, Mr. Kimble was assistant advertising and promotion manager of WMAQ, WNBQ (TV) (NBC) Chicago from 1946 to 1960.

After graduation from Knox College, Galesburg, Ill., in 1942, Mr. Kimble studied at the U. of Chicago. He served three years in the U. S. Army, two years of which were spent in the Pacific. He belongs to the Chicago Federated Advertising Club and Lions International.

ADRIAN MURPHY
Elected to ARF Board

CBS RADIO President Adrian Murphy has been elected to the Advertising Research Foundation's tripartite board of directors, it was announced last week.

His election, along with that of E. A. Schirmer, executive vice president of Crowell-Collier Publishing Co., leaves only one media directorship vacant on the foundation's board and spokesmen said this is expected to be filled by election in the near future. The advertiser and agency directorships already have been filled.

Messrs. Murphy and Schirmer were elected to serve until the next annual meeting of ARF.

One of the principal pending projects of the foundation is a study of the controversial radio-TV rating situation. BAB has pledged $15,000 as radio's share of the estimated $25,000 needed for this study, and the rest is being sought from the television division of NARTB. Dr. E. L. Deckinger, research director of Biow Co., is chairman of the ARF committee which will make the study.

Gordon C. Pentz and Bill Boyce, KWBE Beatrice, Neb., promoted to general manager and assistant sales manager, respectively.

Jim Bellamy, formerly with WLW and WSAI Cincinnati, to WPTR Albany, N. Y., as general manager.

Howard W. Maschmeier, program director at latter station, promoted to assistant to general manager.


Gill, Keeffe & Perna Inc., N. Y., appointed national representative for Mr. Maschmeier KOLT Scottsbluff, Neb. Mr. Bellamy

Ted Swift, Frederic W. Ziv Co., to WBJ Boston, on sales staff.

Jim Rohrs, sales staff, Harrington, Righter & Parsons, Chicago, station representative firm, to George W. Clark Inc., same city.


Marvin Briggs, commercial manager, KGFJ Hollywood, to KNAK Salt Lake City in similar capacity.

Edward V. Cheviot, general advertising manager, San Antonio Light Co., to WOAI-AM-TV San Antonio as commercial manager in charge of TV sales. He succeeds Jerry Lee who has resigned.

Fred Bauman, sales staff, WAAF Chicago, to Crosley Broadcasting Corp.'s Chicago sales staff.

John Crandell, account executive, WCBS New York, to sales staff, WOR same city, in similar capacity.

George B. Weiss, former regional representative of Sponsor magazine, to O. L. Taylor Co., station representative firm, Chicago.

Adam J. Young Jr., N. Y., appointed national representative for XEEL (TV) Matamoros, Mex.

Don Lawrie, CJKL Kirkland Lake, Ont., named manager of CHEX Peterborough, Ont., replacing Ross Baer, now advertising manager of Outboard Marine & Manufacturin Co. of Canada Ltd, Peterborough.

Doug Scanlan, commercial manager, CJKL succeeds Mr. Lawrie as manager, with Jack Weathwerwax, commercial manager, CFCH North Bay to same post at CJKL.

PERSONALS . . .


Alan C. TindaI, president, WSPR Springfield, Mass., named to 1962 committee on Public Relations of annual United Fund campaign in Greater Springfield. . . . C. L. (Chet) Thomas, general manager, KXOK St. Louis, appointed to committee of St. Louis Chamber of Commerce to work on organization's Educational Bureau.
560 KC

REVISION of the wording of the U. S. Court of Appeals' decision requiring KFDM Beaumont, Texas, and KWTO Springfield, Mo. [AT DEADLINE, June 30], was asked by the FCC last week.

In a petition to the Court, the FCC asked that the decision be amended to limit its application to the question of whether or not the Commission should accept offers of alternative proposals without prior notice and not, as the decision now reads, that the FCC must accept all evidence of alternative proposals.

The Court of Appeals remanded the case (No. 10888) to the FCC to determine: would interfering the antenna design proposed by KFDM and to compare the amount of interference between what was estimated and what actually occurred.

The FCC in June 1947 granted KFDM authority to boost its power from 1 kw to 5 kw. Just before that grant, KWTO applied for a power increase from 5 kw local to 1 kw. This involved interference to KFDM's new service area. The FCC revised the KFDM grant to condition it on acceptance of interference from KFDM.

He will increased power, after a hearing, KFDM appealed to the courts.

The Commission's request for revision was moved to condition that alternative proposals be considered in hearing cases would open a Pandora's box. The FCC said.

To require the applicant to show that no other proposal exists or has been advanced, which will better serve the public interest, may in many cases place an intolerable burden upon applicants as well as affirmative existing stations almost unlimited opportunities for improvement, and increasing the cost of applying for new or improved facilities. It must be borne in mind that the possibilities for alternative proposals are almost unlimited. Once it is determined if such factors as cost and stability are ignored, the question of a possible antenna systems which at least in theory would obviate the principal interference problems which are responsible for a hearing. Nor would alternative proposals appear to be limited by any notice on others which systems; it could be argued that the interference could be minimized by moving the proposed antenna site, the antenna height, station power relationship, or even by utilizing a different frequency.

The Commission also said it feared that if it was required to consider alternative proposals an indefinite number of parties might become involved. Although an application might be denied because there was a "better" proposal, even though it was otherwise in the public interest to be granted.

Existing stations can find remedies even if they are not permitted to introduce alternatives, the Commission emphasized. They are free to petition the FCC to order the successful applicant to modify his grant.

BLACKLISTING

ACLU Files New Brief

AMERICAN Civil Liberties Union last Wednesday charged that blacklisting practices are "prevalent in the radio and television industries" and requested the FCC to hold public hearings on its complaint.

The newest charge was contained in an ACLU brief supporting its petition a fortnight ago asking the Commission to reopen an earlier order involving license renewals of three networks and a station.

In its brief last week, the organization claimed that performers are blacklisted on the basis of alleged political beliefs and associations and the publication, "Red Channels." as "the chief source of the complaint.

Contending that employment practices of licensed stations come within the Commission's jurisdiction, ACLU claimed that its report on chain broadcasting and its 1946 ill-fated "Blue Book" to support its position.

Last week rejected the ACLU complaint but did not rule on its request for a probe. ACLU claimed that the FCC renewed the licenses of ABC, WCBS-TV (CBS), WGEN-TV (NBC), and W6X (TV) New York before it had an opportunity to file a brief discussing network replies to its original complaint. DuMont TV Network and KOWL Santa Monica, Calif., also were cited in the charge.

VALUE of amateur or "harm" radio stations as an antidote for homelessness of overseas aviation trainees now studying in the U. S. is reported by the United States Administration, U. S. Dept. of Commerce. Stations are used to permit trainees to keep in touch with their home, with CAA employing setting arrangements and working out schedules.
TED BARASH, promotion manager of Ideal Pub., Co., N. Y., named radio sales development writer for ABC.

RUTH DENNIS BRUMMER, head of publicity for Marshall Plan radio programs in Paris, to WOL, Washington, as assistant program director.

ROBERT STEINLE, Broadcast Advertising Bureau, N. Y., to sales presentation staff, CBS Radio advertising and sales promotion department.

JIM ROBINSON, WSTR Sturgis, Mich., to KWBE Beatrice, Neb., on announcing staff. LARRY PRIBYL promoted to office manager and program director at KWBE.

NANCY CAMERON, sales department, KNXT (TV) Hollywood, promoted to sales service coordinator.

PAUL E. X. BROWN to WDER Atlanta, Ga., as sports editor.

MAL KLEIN, director of film promotion, KLAC-TV Hollywood, promoted to night program operations manager. He succeeds CHARLES R. OTTO Jr., who transfers to KTVV (TV) as city director of production. MATTIE TIPPLE, assistant to Mr. Klein, named director of film programming.

NORMA JEAN CASPER to WIRE Indianapolis as music librarian, succeeding RAY POTTS, resigned.

GEORGE BURKE, assistant to ROBERT GUGGENHEIM Jr., film operation manager, KNBH (TV) Hollywood, promoted to position following Mr. Guggenheim’s resignation.

DOUG HADLEY to WANE Fort Wayne Ind., for Off the Record With the Haddleys, disc show. Mrs. Haddley is also continuity chief.

PETER POTTER, star of KNXT (TV) Hollywood Peter Potter’s Party and KLAC disc m.c., assigned role in Paramount Pictures feature film, “The Star Are Singing.”

HOWARD ROSS, talent coordinator, NBC-TV Colgate Comedy Hour, adds similar duties on NBC-TV All Star Revue.

RICHARD CRENNA, who portrays Walter Denton on CBS Radio-TV Our Miss Brooks, signed for two feature films per year by Universal-International.

JOE SABIA, WHOB Gardner, Mass., to announcing staff, WKNE Keene, N. H., on WLOH.

BILLY WALL, to announcing staff, WWDW Washington.

SHIRLEY BARBOUR, women’s editor, KVDO Tulsa, Okla., named Miss Texas and Miss America of 1948 in contest which terminated July 7.


GERRY HERBERT, WJBK-TV Detroit, to announcing staff, CKEY Toronto.

DON WOLFORD, program director, WJER Dover, Ohio, to announcing staff, WKEN Youngstown.

JOY PICKERING to traffic department, WDRC Hartford, Conn.

MARGOT CARIN, TV actress-writer, assigned role in Independent Artists feature film, “Never Wave at a WAC.”

JOAN KOLBERG to WNaN Yakankto — Sioux City, S. D., as sales promotion and public information staff.

JOE SALABA and BOB MACDONALD, CGX Yorkton, Sask., to announcing staff, CKCK Regina.

WYN SPEECE, star of Your Neighbor Lady, WNAX Yankton-Sioux City, S. D., mother of boy, July 6.

MARTIN REESE, Hollywood radio-TV writer, father of boy, Peter Steven, July 10.

H. TAYLOR VADEN, supervisor of publicity, merchandising and promotion, WPTF Raleigh, N. C., and Judith Anne Sanford were married June 14.

News...


BOB COOK, WAKR Akron, Ohio, and SID DAVIS, WJEH Gallopolis, Ohio, to WKEN Youngstown, as news reporters.

vote campaign

WHAM TEAM Sparks Vote Campaign

TEAM-UP of WHAM-AM-TV Rochester with the Freedoms Foundation of Valley Forge, Pa., and 12 Boy Scout regional councils in an intensive, 90-hour get-out-the-vote drive in a 26-county western New York area, has been announced.

William Fay, vice president of the Stromberg-Carlson Co., licensee of WHAM, made the announcement during a broadcast observing the station’s 30th anniversary.

“Today, 90 percent of our listeners in the area are not enough,” Mr. Fay said. “We feel we should campaign actively and vigorously to get out the vote... and this requires more than spot announcements and campaigns, however effective,” he said.

Under the plan, Boy Scouts will make house-to-house calls throughout the area, with their activities being backed by special programming on the two stations, which also will coordinate and act as a news center for the effort.

WHIR Choral Group

WJR DETROIT has recorded the choral group featured on its program Make Way for Youth for use by the State Dept. of Youth’s Voice of America, the station has announced.

The department requested the recording in a letter to Don Large, WJR choral director, stressing the importance of youth programs in the “battle for men’s minds.” Show has been fed to the CBS Radio Network since 1947, and tape was sent to the State Dept. last Monday.
Radio and Television news and public affairs staffs left for Chicago last Thursday.

Addition of more “vital and informal” convention sessions, such as state caucuses, will be stressed by ABC and CBS Radio, TV, and News, to Paul White, managing editor at the convention for the network.

He plans to cut TV cameras during stand-still events, such as a lengthy floor poll of state delegations, and switch to spot news events off the floor, in other areas of the hall or at the Conrad Hilton Hotel in Chicago.

In general, ABC will tighten the reporting operation after the shake-down during the GOP proceedings.

In addition to the regular battery of WBAL Radio-TV news, hand-picked “student” newsmen, professionals from colleges enrolled in a political reporting course at Northwestern U., Evanston, Ill., are working as ABC legmen covering state delegations during both conventions.

State coverage also is being supplied to West Virginia radio stations by the Democratic Education Committee. Editor of WCHS Charleston, W. Va. Reports from Chicago to WCHS are fed to a network comprising WCOM Parkersburg, WBLC Welch, WKOY Bluefield, WEIR Weirton, and WVOW Logan.

WBAL and WBAL-TV Baltimore are expected to follow the pattern set during the GOP meet and use films, tape and telephone recordings to round out coverage. Stations reported diligently on activities of the Maryland delegation during the Republican sessions, utilizing a three-way reporting system. Carl Skytte, WBAL staff writer, taped stories and interviews and mailed them with cartoons for radio-TV use.

Staffs Congratulated

Congratulations last week were given the networks’ political conventions’ staffs as they “rested” from coverage of the GOP convention and prepared for the Democratic convention opening. The presidents of CBS and NBC sent commendatory messages to their respective men, and similar notes of praise were said to be in preparation by top officials of other networks.

NBC President Joseph H. McConnell said:

“I am very proud of the tremendous job which NBC did at the GOP convention and would like to say that I know that our coverage of the Democratic convention . . . will be just as outstanding.

“It was fascinating and exciting to watch the new medium of TV and radio take on vigor and strength and win for itself the stature and acceptance it is entitled to.”

Because of the way TV and radio brought this convention to the public, all Americans have a better understanding of our political structure, and of their personal responsibilities as a part of it. I think this is as fine a thing as we could do for our country.

NBC also reported that congratulations were “pouring in” from affiliates throughout the country.

CBS President Frank Stanton sent to Sig Mickelson, CBS-TV director of news and public affairs, a telegram extending to him and the entire staff “my compliments and warm congratulations for a terrific job under trying circumstances.” He said:

“Everyone is enthusiastic in his praise for the job that CBS Television news and public affairs has done throughout the Republican convention and the comparative audience ratings show that the public generally feels the same way because your coverage is consistently out in front of the competition.”
RADIO STATIONS! Issue Your Own

TRADING STAMPS

Redeemable for Premiums
Every Woman Will Want!

- New "Magi-Kash Plan" gives you exclusive arrangement for your own radio advertisers, tied into national premium setup with catalogs containing your own call letters on the cover!
- Entire plan created by advertising men and aimed toward adding many merchants to your books NOT NOW USING RADIO.

Get the details, without cost or obligation, naturally

OBTAIN YOUR EXCLUSIVE FRANCHISE AT ABSOLUTELY NO COST TO YOUR STATION

The requirements are simple. Worth finding out about! Write, wire or telephone:

Broadcast Merchandisers, Inc.
6000 Sunset Boulevard
Hollywood 28, California

William Reid, Secretary • Jack Berger, Treasurer


Frank W. Taylor appointed sales representative for Crown Controls Co., New Bremen, Ohio (TV antenna rotators). Mr. Taylor will handle New York City with exception of metropolitan New York area.

Research Co. of America relocates to 570 Fifth Ave., N. Y. Telephone is Plaza 7-1868.

Equipment . . .

Zenith Radio Corp., Chicago, announces production of portable radio with service from one set of batteries with 90 full volts of "B" power assuring sensitivity, tone control and adequate speaker power for outdoor use.

Instrument Div., Allen B. DuMont Labs., Clifton, N. J., announces manufacture of Type 305-A wide-band, high-gain, cathode-ray oscillograph equipped with circuits for precise quantitative measurement of both time and amplitude.

Newcomb Audio Products Co., Hollywood, announces availability of Classic 25 amplifier with remote control unit. Distortion is reduced to New York State with exception of frequency. Frequency response extends from below 10 to over 100,000 cycles.

Southwestern Industrial Electronics Co., Houston, Texas, announces production of new low frequency oscillators designed as source of signal power in range of .01 to 100 cps. Terminated metal instrument features use of resistors and condensers for frequency determination which offers short and long term frequency stability.


Sylvania Electric Products Inc., N. Y., announces development of new electronic tube for operation on beacon radiation from single antenna. Designated Type 6214, tube will permit manufacture of more compact and less costly beacon radar equipment.

Technical Appliance Corp., Sherburne, N. Y., announces production of new line of test equipment with which make possible reception of two channels with single antenna. Two-channel Yaga is designated by this company engineer, a William Bloom and Ray D. Dennis. Both men will take a two-year course at Harvard Graduate School of Business Administration and will continue to receive full company benefits during the two-year period.
BROADCAST coverage of the Republican national convention received unprecedentedly favorable and voluminous comment in the press. ATelecast- ing review of newspapers throughout the country showed last week.

Perhaps the most significant analysis was made by Alistair Cooke, U. S. correspondent for the Manchester (England) Guardian, in a dispatch also published in the Baltimore Sun. Wrote Mr. Cooke: "An honest reporter can only admit that the incomparable mobility of the television camera has beaten him to an impotent standstill.

"A dozen years from now it is doubtful if reporters will ever be assigned places in the convention auditorium. The good reporter will revert to what Lord Bryce correctly assumed to be his first duty at a nominating convention: To hang around the candidates' headquarters and keep his ears alert for the shifting allegiance of the delegates.

"Last night many veteran reporters reached a showdown in the increasingly familiar struggle between their conscience and their intelligence. Their conscience tells them to go to the stadium and sit obediently in their allotted seats. Their intelligence began to suggest as long ago as 1948, and now is overwhelmingly persuasive, that if they want to see how the delegations, the floor leaders and the galleries respond to the words and rulings coming from the rostrum they had better settle by a television set."

Other excerpts from the press included:

J. R. Wiggins, managing editor,

**LOST DACHSHUND**

Radio Joins Search

WHEN the pet dachshund of Charles H. Crutchfield became lost, he was found through efforts of two radio stations and a newspaper.

The dachshund, registered as Eric von Popelring of Mecklenburg but known as "Poop," disappeared at Folly Beach, S. C. The dog had been taken there by the housekeeper of Mr. Crutchfield, who is executive vice president and general manager of WBT-AM-FM, WBTV (TV) Charlotte, N. C. When notified of "Poop's" disappearance Mr. Crutchfield immediately followed "condition red" procedure.

He telephoned John Rivers, president, WCSC-AM-FM Charleston, S. C., and enlisted his aid. WCSC aired announcements and display ads were taken in the Charleston News & Leader. The frantic search produced quick results. "Poop" had been making his home with a family in nearby Barnwell, S. C., and was soon returned.

**CHATTING** of the Gettysburg farm of Republican Presidential Candidate Dwight D. Eisenhower (c), are Harry S. Sylk (l), vice president of WPEN Philadelphia, and his brother, William H. Sylk (r), WPEN president. The Sylk brothers own the station and the Sun Ray Drug Co. William Sylk was a delegate to the Republican national convention in Chicago and Harry Sylk served as a sergeant-at-arms.

"This Republican convention will be remembered as the first convention of a new era in American politics. While it was run by the delegates, sitting there on the convention floor, badges on their coats and credentials in their hands, it was not wholly run by them."

"The TV camera is a one way communication medium as yet. But the watchers at millions of TV screens could almost be seen and heard on the floor of the convention, so strong was the sense of their presence that pervaded the great amphitheatre."

"What ever good or evil results . . . the goldfish bowl and not the smoke-filled room hereafter will be the proper symbol of American political conventions."--Editorial in the Charlotte (N. C.) News.

"In five action-packed days millions of observing Americans received an enthralling short course in government . . . [Television] listened and looked in on history and true life, and did a job."--Editorial in the Louisville Courier-Journal:

"Thanks to the accident of television, a mild but determined little lawyer from Puerto Rico awoke Thursday to find himself the hero of an audience of millions. His fame is probably transient. But that it came at all illustrates the revolution in reporting brought about by the television camera."

"Of the thousands who milled around in the early hours of Thursday morning when Senator Romany made his stand, not more than a hundred can have been close enough to see what actually happened."

"But millions of screen watchers were able to tell about it all. . . ."--Editorial in the New York Times:

"Television, when it is constant, catches many actors on the political stage in moments of forgetfulness. Nobody can be self-conscious all the time. Television may underline insincerity; it may catch an individual laughing at the wrong joke or yawning at some other person’s eloquence; it may reveal some pretentious tub-thumper as the comic or tedious figure he actually is."


"The fascination of the spectacle lies in the way it shows the democratic political processes actually at work. . . ."

"The windows of the smoke-filled rooms are gradually being opened. The people are insisting on their right to see what is going on at first hand, and their demand is being accepted. In years to come, television may bring about even greater changes in floor procedures and activities, for already it is almost as if the cameras are being reversed and the delegates are observing the intent faces of those who while still on the outside are now enabled to look in."--B. M. McKeilway, editor, writing in the Washington Evening Star.

". . . The impact of the printed word, in situations of the sort, can never approach that of the picture and the living voices of those who form it on the television screen."

**GOOD NEWS** Sends 2,000 Sweaters to the Cleaners

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored "Good News" on WOC since February, 1950 . . . five 5-minutes weekly with Mary Louise Marshall handling woman-slianted commentary.

Firm’s only media advertising, "Good News," has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions . . . e.g.: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

BUT "GOOD NEWS" TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks and there were 2000 freshly cleaned in the Quint-Cities. Take your cue from Yerbury-Dana . . . buy at their local "cash register level" and you’ll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

**WOC**

Basic NBC Affiliate
5000 W. — 1420 KC

Col. B. J. Palmer, President
Ernest C. Sanders, Manager

Davenport, Iowa

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Our Respects to
(Continued from page 54)

Boyd, Forrest, is sports dir.; Pres. Earl P. Muntz, gen. mgr., put $2,100 a year as a radio inspector with the FCC), and was remitted by filters and shielding. Mr. Turner has been most active in the promotion of local TV (Television Interference) committees to combat this transmitting quirk of TV receivers. The committees are formed voluntarily and are composed of lawmen, servicemen and FCC field men.

The problems these committees handle involve mostly such minor irritations as complaints of interference.

A routine check was made by FE&M’s monitoring service just last week on a complaint by Mackay Radio that interference was ruining reception of its Honolulu to San Francisco circuit. Through triangulation fixes on the offending signal, it was traced to a British Army station in Acrea, Gold Coast, Africa.

Eight Years in Chicago
Mr. Turner’s eight years in Chicago coincided with the development of commercial broadcasting. He had a hand in checking the transmitters of such early broadcasters as the Atlass brothers when WBBM was in its home on Sheridan St. When the director of radio of Kansas State College at Manhattan put KSAN on the air, Mr. Turner was the radio inspector who gave Sam Pickard (later Federal Radio Commission Commissioner) his okay.

When Westhouse put KYW on the air in Pittsburgh, Mr. Turner checked the transmitter for his good friend, the late Walter Evans who was then the station’s chief engineer. When Zenith Radio Co.’s WJAZ jumped its frequency in 1926, starting a lawsuit that went to the Supreme Court, and was instrumental in the passage of the Radio Act of 1927, it was Mr. Turner who collected the information.

When WTBS in Miami complained that WFLA’s directional antenna in Clearwater, Fla. (the first such in broadcasting) was interfering with the Milwaukee Jour-
Radio—'A 30-YR.-OLD, FULL MUSCLED GIANT'

An Owensboro Dept. Store Recounts Its Air Success

"Radio is not on trial at our department store. We buy radio because we know it is good and have confidence that it will produce the results that we desire.

That statement effectively sums up the opinion of David Reynolds, general manager of the S. W. Anderson Co. of Owensboro, Ky. The firm is the largest department store in the western portion of the Blue Grass state.

"We have been doing radio advertising on both Owensboro stations for a good many years," Mr. Reynolds continued. "We know radio is a 30-year-old, full-muscled advertising giant—that packs a powerful selling punch."

The store began the use of radio some 6 or 7 years ago when WVJS went on the air. When WVJS opened in the Owensboro market in 1947 the firm became a regular client and has continued to increase its budget since that time.

Executives are pleased with results. "We had special needs that had to be met," Mr. Reynolds explained. "Such things as numerous personal selling opportunities for the city complying to us that they were often a day later in receiving their newspapers than those in town...that they did not receive an equal opportunity at our specials and bargain events when only newspaper was used because the bargains had been picked over before the news of the event reached them.

"As our store served a region, we had to get this news to all our customers as quickly as possible and we knew that radio is an invited guest in more than 90 per cent of the homes in this area. We also knew that certain merchandise needs detailed description. We knew from much past experience that the average person will not take the time to read a lot of fine print in a newspaper ad. On the radio, regardless of the amount of descriptive material that we use, every line is a headline. They will listen to details on the radio."

"We also knew," the department store head continued, "that the persuasive and friendly warmth of the human voice can have great impact on the mind of the listener and prospective customer. For instance, when you go to church the minister does not meet you at the door and hand you a copy of his sermon. He talks to you. When John Rutledge, commercial manager of WVJS, came to me with an idea I felt would neatly and compactly answer so many of my advertising problems, I welcomed it."

The idea that Mr. Rutledge sold was the use of a daily, Mon.-Sat. 8-8:30 a.m. program built around a personal shopper at the Anderson Co. The shopper is played on the radio by Mary Sachs, a member of the WVJS staff. At the store another young lady, a member of the store staff, uses the pseudonym Mary Sax in doing personal shoppers for customers. Listeners to the program, of course, do not realize that the Mary on the radio and the one at the store are different people.

In her radio show, Miss Sachs takes a purely feminine approach to descriptions of the Anderson Co. merchandise. Current specials and values are described in her own words. Daily visits to the store keep her familiar with every store activity. She even goes along on buying trips, telling her listeners about the new merchandise as it appears in the Anderson Co.

Miss Sachs is assisted on the program by WVJS announcer Earl Fisher. He gives a one-minute summary of world news and comments on local happenings. Conversation between the two on the show is not keyed to humor but rather on a friendly and informative basis. Reference to the time and weather are made. Four top recordings are played each day.

Believes in Radio

The Anderson Co. believes in the use of radio for special promotions as well as through the Showcase. They continue to use considerable time on WOMI, and when concentrating on one campaign or a shopping special, buy additional spots on both stations.

Arnold W. Lenz

ARNOLD W. LENZ, 64, general manager of the Pontiac Div., General Motors Corp., and his wife were killed July 13 in an automobile accident near Lapeer, Mich.

Mr. Lenz, a vice president of GM, had worked for the company 34 years. He was chairman and president of the board of regents of the General Motors Institute at Flint, Mich., and a former vice president of the Society of Automotive Engineers.
Key public information and training programs, including radio-activity testing and closed circuit theatre TV, are certain to be adversely affected by the 90% money slash for the Federal Civil Defense Administration.

The Chief Executive said Congress' action "repeats the great error of the last two years by postponing once again" certain vital civil defense projects. He also chided it for paring budgets for defense and the Economic Stabilization Agency, which coordinates national wage-price policy.

FCDA Administrator Millard F. Caldwell Jr. also criticized Hill members for ignoring "repeated warnings" on adequate civil defense measures. He added: "Illogically, the House slashed funds for a public education program [through FCDA's Office of Public Affairs] by 75% while urging Civil Defense to train and educate the people in self-protection."

**TRUMAN DEPLORSES Shortage of CD Funds**

PRESIDENT Truman last Tuesday signed an omnibus funding bill (HR 8570) for defense emergency agencies and at the same time scored Congress for inflicting severe cuts in the federal civil defense program.

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**PRICE DECONTROL**

**OPS Mulls Radio-TV Sets**

A MOVE to decontrol price ceilings on radio-TV sets and other consumer goods in gaining momentum at the Office of Price Stabilization, it was revealed last week.

Radio and television receivers and related equipment have been under OPS regulations (CPR 7) since ceilings were first imposed, but the question has been largely academic in the set industry. Many items have been selling at sub-ceiling levels.

Earlier, it was authoritatively learned that OPS had temporarily abandoned its policy of tailoring regulations for the radio-TV industry. The feeling among OPS authorities and many manufacturers has been that tailored ceilings, under study for the past six months, would serve no useful purpose in the industry at this time. They will be drawn up, however, and held on a standby basis.

As part of this study, the agency has been surveying set-makers on a wealth of data, including prices, warranties, cabinet designs and other aspects. Most of the replies received have been received as of last week.

While there has been strong sentiment in some OPS quarters for retention of controls over civilian hard goods, Congressional axing of the target money has forced a sharp cutback in personnel. More than half of the agency's 12,000 employees will be dismissed by September, with a re-organization of news and public information sections and a merging of some functions.

It was not immediately known whether decontrol would be pressed in all retail consumer goods at once or merely on certain categories on a piecemeal basis.

**'Piano' Europe Tour**

AT THE invitation of the U. S. Army, ABC radio's weekly co-op program "Piano Playhouse" will tour Army installations in Europe for seven weeks this summer. The eight members of the Playhouse company were flown to England July 11, and will continue their tour of Army posts by point-to-point flights in a special plane providing space for two pianos in addition to personnel. Piano Playhouse will be heard as usual on ABC radio throughout the tour (Sunday, 12:30-1 p.m. EDT).

**NBC Salutes WTMJ**

NBC will salute one of its affiliated stations, WTMJ Milwaukee, on its 25th anniversary Friday, July 25, in a special program (NBC, 8 p.m., EDT), that will include singer Hildegard, Jack Carson, Dennis Morgan, pianist Liberace and the comedy team of Cliff Arquette and Dave Willock.

**EMERY QUITS FCC**

JOINS JCTE AS CONSULTANT

WALTER B. EMERY has joined the Joint Committee for Educational Television as a special consultant thereby concluding nine years of service with the FCC.

At FCC, Mr. Emery served as attorney, examiner, Chief of the Renewals & Revocations Branch in the Law Dept., and more recently as legal assistant to FCC Chairman Paul A. Walker. Announcement of Mr. Emery's acceptance of the JCTE appointment, which became effective July 15, was made by Edgar Fuller, JCTE chairman, in Washington last week.

Mr. Fuller explained that Mr. Emery will attend regional and state-wide educational meetings, providing general assistance to educational groups interested in filing applications for non-commercial educational stations.

Mr. Emery, 44, was born in Howe, Okla. An educator himself, he taught speech and radio at the U. of Oklahoma, the U. of Wisconsin and Ohio State U. He was director of the U. of Oklahoma radio station from 1932 to 1935, and in 1946 the university presented him with the Distinguished Service Award in Radio.

During the summers of 1936 and 1937, Mr. Emery served as attorney in a special telephone investigation for the FCC.
COPYRIGHT LAW
Bryson Change Explained

THE BRYSON BILL (HR 3880), which is due to become law after receiv-
ing the signature of President Truman, creates an exclusive right in copyrighted properties of a literary non-dramatic nature which extends to them the protection formerly limited to musical and dra-
matic material. It brings within the scope of the copyright law the public performance for profit of a non-dramatic literary work and the making of recordings of such a work.

That means that if radio or TV station licensees broadcast or tele-
cast readings of poems, stories, articles or other similar material they are in danger of being sued for copyright infringement.

It is noteworthy that the House version of the bill limited the bill's coverage to performing and recording rights in non-dramatic works to those made "for profit." Amendment made by the Senate changed that wording to read "for pecuniary profit." This was done, according to the House conference report, "to ensure that the quotation of a por-
tion of a copyrighted poem or liter-
ary work or speech for which no monetary compensation was re-
ceived would not be deemed an infringement. This result appeared desirable to the House and was intended to be included in the bill passed by the House by means of the words 'for profit.'

Since the idea of "public performance for profit" has been in the Copyright Law since 1909 and, states the House report, "the courts have construed the phrase to mean a material, tangible, com-
mercial profit," the congres-
sors agreed to eliminate the word "pecuniary" as apt to cast doubt on the "public performance for profit" clause of the law.

But, the House report states, this was done "with the under-
standing that the word 'profit' as used in the Bill refers only to a pecuniary remuneration."

Although in the past some courts have held that sustaining programs are "public performances for profit" under the intent of the Copy-
right Law, attorneys close to the industry last week pointed out that since conference reports are usual-
ly considered along with the bill to determine its meaning, it might be that sustaining programs would be exempted from the provisions of the Bryson Bill.

Attorneys also pointed out that the Bryson Bill does not make re-
cordings of literary works subject to the two-cent-per-pressing com-
pulsory license clause of the Copy-
right Law which applies to musical works. This provision continues,
however, to apply to musical re-
cordings, including poems set to music. This creates, it was noted, a situation whereby the copyright owner of a song may collect only two cents royalties from each re-
cording of it, but he may collect any fee he can get for the right to record the poem without music.

Incidentally in the last days be-
fore Congress adjourned, a House Judicary subcommittee had re-
port favorably to the full com-
mittee a bill (HR 5473) which would have placed juke boxes under the Copyright Law.

In its report, the subcommittee ap-
proved an amendment to the Copy-
right Law which would pro-
vide that reproduction of musical compositions by coin-operated machines would be considered "a public performance for profit," whether or not admission is charged. The amendment would also provide for royalty payments to the copyright owner.

A minority report held that the solu-
tion recommended by the ma-
Jority was not the correct one, since it provided no protection for the "small businessman owning one machine."

Glenn Promotes Wilcox

WARD M. WILCOX has been
named vice president of Glenn Adv.
Inc. to head the Dallas office of the
firm which also has offices in Fort Worth and Los Angeles, Ray K. Glenn, president, has announced. Mr. Wilcox, with 16 years in south-
western advertising, has been with
the agency since 1936.

LAST LAUGH
IS KTFI Promotion Claim

FLORENCE M. GARNER, man-
ger, KTFI Twin Falls, Ida., built
part of her station's convention coverage promotion on copy pre-
bpared by the Bureau of Advertis-
ing the American Newspaper Publishers Ass'n, to promote news-
planners!

The ANPA copy said, "News-
papers are first with the most
news...the most people...the most advertisers!" KTFI based a series of spot announcements on the newspaper premise, inserting the word "radio" where the word "newspapers" appeared in the printed media promotion.

Said Mrs. Gardner, "the Bureau of Advertising really fur-
nished some beautiful radio copy."

More Magazine Ads

MAGAZINE advertising hit an all-
time high for the first six months of 1952. Total was $278,051,760, up 10.8% over the $251,789,367 gross for
the first half of 1951, accord-
ring to Magazines Advertising
Bureau, which noted pages of adver-
tising in magazines had increased 3.7%. Sunday supplement adver-
tising, MAB reported, was down
8.2% for the six-month period in comparison to a year ago, both in dollars and pages.

AUTO SURVEY

KXXL Cites New Figures

OVER 75% of all automobiles in the St. Louis market are radio-
equipped, with an average sets-in-
use figure of 33.1 during daytime hours, according to early figures compiled by Edward G. Doody & Co., independent media research firm.

The study was undertaken at the request of KXXL St. Louis, inde-
pendent outlet specializing in "block programming." Statistics from the report, to be completed soon, will be used by KXXL this fall as part of its selling campaign designed to give timebuyers a more accurate picture of this bonus audience, ac-

ording to Lee Ware, KXXL sta-
tion director.

KXXL said this is the second such automobile survey in the coun-
try to be handled by an outside organization. The Doody firm con-
ducted a survey for Transit Radio Inc. during early stages of the dispute in Washington.

Detroit Ad Club

HIL F. BEST, general chairman of the Detroit Adcraft Club, has in-
vited all radio people who are in
that area Aug. 26 to be guests of the club. Occasion is the Ad-
craftfest, to be held at the Tam O'Shanter Golf Club. Event is one of the largest in midwest advertising circles each year, Mr. Best said.
FLANAGAN TELLS
National Spot Basics

BASICS of national spot radio, the theme of the presentation of the National Assn. of Radio & Television Station Representatives, were outlined by Thomas F. Flanagan, the group's managing director, before 180 Chicago agency and client representatives last week.

Mr. Flanagan spoke Wednesday before 100 agency persons and Thursday before 30 national advertisers at luncheons given by the Chicago council of NARTSR.

Introduced by Gale Blocki, chairman of the Chicago council and vice president of John Blair & Co., Mr. Flanagan outlined the consistent growth and flexibility of national spot radio, its cost and program contrasts with network and its favorable comparison with newspapers.

Discussing measurement, he cited a need for research on listening habits of children and teenagers, on automobile owners and of people in public places, such as garages, barber shops and railway stations. He noted that 23.5 million cars are equipped with radio, and also quoted RTMA radio sets.

He noted that 415 auto-radio families in the cross-section have a combined total of 977 adults (435 men, 542 women) and 345 adult children and younger. (See Table I, this page.)

(4) The Average Auto-Radio Family Uses Its Car(s) for Some 35.2 Separate Trips Per Week.

We were able to bring out some of the more thought-provoking and interesting aspects of the data with the following question series, asked of respondents in auto-radio households.

In terms of what happened YESTERDAY, how many times was the family auto(s) used for separate and different purposes?

In the case of each of these trips, about how long (in hours and minutes) did the particular trip take?

About HOW LONG (in hours and minutes) was the car-radio in use during the particular trip?

How many people, men, women and children (10-14, 15-18) were riding in the car during that trip?

The sampling schedule was arranged to insure that equal representation was given each of the days of the week. In the case of any individual respondent, of course, "yesterday" referred to a single specific day.

When we analyzed the results, we found that approximately 52% of the time a radio-equipped car is in use, the auto-radio is tuned-in.

The overall averages, for radio-equipped cars, were:

- Total (including parking) per trip 57.4 minutes
- Auto-radio tune-in time per trip 12.6 minutes
- Average number of riders per trip 1.71 riders
- Adult 0.81
- Adult women 0.52
- Chil. (6-9 yrs.) 0.14
- Chil. (10-14 yrs.) 0.10
- Chil. (15-18 yrs.) 0.09

A more specific day-by-day breakdown of the data is presented in Table II (this page).

When we analyzed the results in terms of City/Town/Farm distributions, we found a number of rather interesting differences:

- Average time (in minutes), per trip, spent listening to auto-radio.
- City Town Farm

<table>
<thead>
<tr>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
</tr>
</thead>
<tbody>
<tr>
<td>5.0 min.</td>
<td>4.4 min.</td>
<td>6.5 min.</td>
</tr>
<tr>
<td>5.1 min.</td>
<td>4.2 min.</td>
<td>6.1 min.</td>
</tr>
<tr>
<td>5.2 min.</td>
<td>4.1 min.</td>
<td>6.2 min.</td>
</tr>
<tr>
<td>5.2 min.</td>
<td>4.1 min.</td>
<td>6.3 min.</td>
</tr>
</tbody>
</table>

By and large, Farm families tend to make fewer trips than do City or Town families, but tend to do quite a bit more listening to car-radio during the course of these trips.

Average number of separate trips, per day, made by members of auto-radio households.

- City Town Farm

<table>
<thead>
<tr>
<th>Weekdays</th>
<th>Saturdays</th>
<th>Sundays</th>
</tr>
</thead>
<tbody>
<tr>
<td>3.1 trips.</td>
<td>3.7 trips.</td>
<td>3.5 trips.</td>
</tr>
<tr>
<td>3.1 trips.</td>
<td>4.5 trips.</td>
<td>5.1 trips.</td>
</tr>
<tr>
<td>3.2 trips.</td>
<td>3.5 trips.</td>
<td>2.5 trips.</td>
</tr>
</tbody>
</table>

During the course of the 7-day week.

- 3.8 trips. | 2.7 trips. | 2.5 trips.

When these statistics are projected to the Louisville Trading Area population (315,000 households) represented by the cross-section, we can make this estimate:

During a typical 7-day week cycle in March, approximately 187,000 family-owned, radio-equipped, cars and trucks made about 4,117,750 separate trips.

Approximately, 5,17,800 adults ride, for a combined total of about 864,700 auto-radio tune-in hours. Or, put another way, about 1,180,000 adult man-hours of auto-radio listening take place in this market in a typical week.

The situation of our radio listening and multiple set use resolves itself into this question: Are radio stations going to limit their philanthropy to courtesy announcements, or are they going to dispose of one-ninth of their total audience via invalid and inadequate rating and measurement methods?

TABLE I
PER-FAMILY AVERAGES

<table>
<thead>
<tr>
<th>Families with radio-equipped auto(s) (rural)</th>
<th>Families with cars but without auto(s)</th>
<th>Families without radio(s)</th>
<th>Average number of riders per trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>Men</td>
<td>1.07</td>
<td>1.09</td>
<td>1.00</td>
</tr>
<tr>
<td>Women</td>
<td>1.34</td>
<td>1.03</td>
<td>1.39</td>
</tr>
<tr>
<td>Children (5-9 years)</td>
<td>0.64</td>
<td>0.60</td>
<td>0.44</td>
</tr>
<tr>
<td>Children (5-9 years)</td>
<td>0.50</td>
<td>0.43</td>
<td>0.38</td>
</tr>
<tr>
<td>Children (10-14 years)</td>
<td>0.33</td>
<td>0.39</td>
<td>0.25</td>
</tr>
<tr>
<td>Children (15-18 years)</td>
<td>0.22</td>
<td>0.24</td>
<td>0.10</td>
</tr>
</tbody>
</table>

Average number of rides per person per trip

<table>
<thead>
<tr>
<th>Men</th>
<th>Women</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>0.76</td>
<td>0.64</td>
<td>0.70</td>
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<td>0.92</td>
<td>0.70</td>
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<td>0.93</td>
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<tr>
<td>0.75</td>
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<tr>
<td>0.75</td>
<td>0.60</td>
<td>0.70</td>
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</table>

TABLE II
PER-FAMILY AVERAGES

<table>
<thead>
<tr>
<th>Number of Average</th>
<th>Average number of riders per person per trip</th>
</tr>
</thead>
<tbody>
<tr>
<td>&quot;yesterday&quot;</td>
<td></td>
</tr>
<tr>
<td>&quot;today&quot;</td>
<td></td>
</tr>
<tr>
<td>&quot;yesterday&quot;</td>
<td></td>
</tr>
</tbody>
</table>

What's the deadline for the Broadcasting Marketbook?

July 23 for proofs; otherwise, August 1.

CBS Signs Drake

SIGNING of Galen Drake to a long-term contract was announced last week by J. Kelly Smith, administrative vice president, CBS Radio. Agreement gives CBS first call on Mr. Drake's services on both local and network radio and encompasses any television activities in the future.

The Missing Link

(Continued from page 26)

Circle' Readers

100% Own Radio, 27% TV

PROOF that radio is everywhere was found by Family Circle magazine in the results of a survey reported last week.

Asked about their radio-TV ownership as part of a survey on eating habits and brand preferences, the 494 Family readers who responded to the questionnaire indicated that 27% owned both radio and television sets while an additional 73% "own just radio," making radio a total of 100%.

By comparison, the number who said they had read Family Circle for one or more of five preceding months ranged from 71% to 79%.

The survey, one of a continuing series by Family Circle was initiated last November with questionnaires sent to 2,000 readers of the magazine.

CBS Signs Drake

SIGNING of Galen Drake to a long-term contract was announced last week by J. Kelly Smith, administrative vice president, CBS Radio. Agreement gives CBS first call on Mr. Drake's services on both local and network radio and encompasses any television activities in the future.
In our 7th year

IN THIS ISSUE

Post-Thaw Operations Being Rushed
Page 69

Latest Set Count By Markets
Page 80

Report on TV Film Sales, Production
Page 88

It's another pace-setting innovation, right on the heels of "Broadway TV Theatre."

Saturday, July 19, all-night, live television had its world premiere in the world's richest market...
continuing six nights every week.

With fully a third of all New York families—2,225,000 people—regularly listening to radio between 12 and 6 a.m....think what this pioneer television project will deliver. A new low in mass-sales costs, that's what!

FOR THE FIRST TIME IN THE U.S.!
KTLA CHANNEL 5
THE BEST ADVERTISING BUY IN LOS ANGELES

Third Consecutive Year
Ina Ray HUTTON
All Girl Show

This solidly established, high rated, local-live program is now available for participating sponsorship in twenty minute segments. Commercial time per segment includes two minutes plus opening and closing billboards.

TUESDAY — 9:00 TO 10:00 P.M.

MAY, 1952
Hooper .... 15.1
ARB ......... 15.0
Videodex .... 21.2

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
Eastern Offices • 1501 Broadway, New York 36 • BRYant 9-8700
PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

KTLA Studios • 5451 Marathon St., Los Angeles 38 • Hollywood 9-6363
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PAUL H. RAYMER COMPANY • NATIONAL REPRESENTATIVE

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN

Page 68 • July 21, 1952

BROADCASTING • Telecasting
By LARRY CHRISTOPHER

HOW SOON will the 18 newly-granted television stations be on the air? KFEL-TV Denver — thanks to RCA's "operation airlift" and FCC approval Friday of interim operation — was expected to put a test pattern on the air over the weekend and today is expected to commence program operation by carrying the dedicatory ceremonies of the Democratic National Convention in Chicago, Sen. Edward M. Johnson (D-Dol.), chairman of the Senate Interstate and Foreign Commerce Committee which regulates communications matters, is to participate.

The Commission, in special meeting Friday afternoon, authorized KFEL-TV to "operate commercially but not for profit for a period of 60 days" on Channel 2, using a 500 kw transmitter and standard composite antenna.

But the majority of new grantees (see TV Roundup, page 32), most facing UHF equipment delivery bottlenecks, are predicting it will be Christmas or New Year's before they can get into operation, though holding out that they can get a signal out in time for election coverage.

Among early hopefuls are KVOD-TV Denver; Empire Cable Co., at Denver and Portland, Ore.; KXLY-TV Spokane, Wash.; WSBA-TV York, Pa.; and Trans-American Television Corp., Flint, Mich.

Of note is that fact all of the grantees are eager to get under way and putting forth every effort to begin operation as soon as possible. Several emphasized that of first importance is a quality signal rather than speed of initial operation. They feared the greatest harm that might occur to UHF would be to put forth too weak a signal at first which UHF would be judged unfavorably.

Meanwhile, FCC's staff pressed further processing last week on applications for additional top priority cities in Groups A-2 and B-1, plus the territories and some non-commercial educational bids not subject to city priority, with a view toward Commission action this Wednesday or Thursday.

The pace of processing and Commission action can be expected to continue through the summer, according to FCC sources, but no one will estimate how many grants this could mean.

The Commission's television staff has been bolstered with additional engineers, attorneys and accountants from other divisions. Several new attorneys are to be acquired.

FCC last week announced it has granted seven more existing stations' requests to change frequency (see page 32) in accord with the final allocation plan of the Sixth Report and Order which specified that 30 stations must change channels (B+T, April 14). A total of 14 channel changes has been approved so far.

Two experimental station authorizations were made by FCC last week. WSM-TV Nashville was granted a permit for a "booster" station on its own Channel 4 but to be located at Lawrenceburg, Tenn., with power of 5 kw visual and 2.5 kw audio. Antenna height may not exceed 100 ft. The booster may re-transmit WSM-TV's signal only until midnight and 7 a.m.

Sylvania Permit

Sylvania Electric Products Inc., Emporium, Pa., was given a permit to test a UHF "satellite" station on Channel 92 to re-transmit the signal of WJAC-TV Johnstown, Pa., or other stations subject to certain time and engineering conditions.

Sylvania said at the same time removed certain conditions in the license of Sylvania's experimental TV outlet KG2XDU with respect to operator requirements and to permit transmission on UHF Channel 22 of the programs of WJAC-TV and such other stations as may be available.

Visual call sign identification also was waived.

Protest of FCC's failure to grant an uncontested application in Allentown, Pa., was filed with the Commission last week by B. Bryan Musselman and associates, applicant for Channel 39 there. Allentown is No. 6 on priority list B-1.

Asking for immediate grant of its bid, the Musselman group pointed out the Commission on July 11 went through the first 13 cities in Group B-1, dismissing the competitive bid of Queen City Television Co. for Channel 39 at Allentown as defective. While applications in all other cities were either granted, set for hearing or dismissed, no action was taken on the Musselman bid even though it was in proper order, the petition contended. Queen City Television relented for Channel 39 last Monday.

Philo Corp., in behalf of WPTZ (TV) Philadelphia, last week asked FCC to designate for hearing the new TV bid of WIP Philadelphia for Channel 29 there because the proposed TV tower of WIP would be located within 350 ft. of the WPTZ tower and adversely deflect the signal of the existing station.

Philo also seeks modification of Sec. 3.686 of the Commission rules to preclude the construction of new antennas near existing towers when service would be deteriorated.

New applications continued to arrive at the Commission during the week, pushing the total of new and amended requests since April 14 to more than 600. Grand total of new station construction expenditures, for 811 applicants reporting, now stands at nearly $297 million. This is a per-station average of $371,000.

Estimated operating costs for the first year for 603 stations reporting now total $172.5 million, or a per-station average of $286,000, and total estimated revenue for 576 stations reporting is $178.4 million, a per-station average of $310,000.

KFEL's effort to be the first on the air in Denver and the first post-thaw TV grantee to commence operation was disclosed last week by Frank L. Bishop, assistant general manager. Using equipment on loan from RCA, for initial operation, KFEL-TV proposes five distinct stages of construction to complete the Channel 2 facility.

Full effective radiated power authorized is 56 kw visual and 28.6 kw audio with antenna height above average terrain of 780 ft.

By the end of the week, working on the tower, the KFEL-TV was ready to put a test pattern on the air immediately upon receipt of the STA from FCC. A 600-w transmitter, loaned by RCA, has been installed at the KFEL-TV transmitter site on Lookout Mt., 2200 ft. above downtown Denver. Using a 25-ft composite dipole antenna, the station will be able to direct ERP of 1.68 kw visual toward Denver.

In two or three weeks, Mr. Bishop related, KFEL-TV will use a 500 kw transmitter and an RCA three-section superturnstile antenna mounted on a couple of FM pylons. ERP will remain the same, but be omnidirectional, Everett Dillard, consulting engineer for KFEL-TV explained.

Next, addition of a 2 kw RCA amplifier, Mr. Bishop reported, will boost ERP to about 6 kw. This stage (three) should be ready to commence operation by late August, he estimated.

Stage four (possibly September or October) will be the addition of KFEL-TV's permanent six-section superturnstile antenna on a 100-ft. tower. ERP will then increase to about 11.3 kw.

The final stage, with operation expected to commence about the first of the year, will be completion of the installation of the RCA 10 kw transmitter, the regular unit ordered by KFEL-TV. The station's transmitter building was completed on Lookout Mt. site last fall. The KFEL-TV studios have been used for closed circuit workshop operation at 846 Lincoln St., Denver, since March.

Commission grants station for VHF Channel 9 at Denver and under common ownership with KVOD there, expects to commence interim operation sometime this fall, according to W. T. C. Ekrem, KVOD sales manager and co-chief engineer.

The station was authorized effective radiated power of 240 kw (Continued on page 70)
Post-Thaw Operation Preparations

(Continued from page 69)

visual and 120 kw aural with antenna height above average terrain of 780 ft. The station plans to borrow a low-power transmitter from RCA until its regular full power unit can be added. The transmitter building will be constructed in about 35 days at the site on Lookout Mt., 2,500 ft. above downtown Denver, Mr. Ekrem stated, and the tower will be erected in about eight weeks. Interim operation from the transmitter is scheduled initially, until the regular full power unit is completed. No estimate on the studios has been made. Network affiliation with ABC is contemplated, Mr. Ekrem said. Both the Portland, Ore., and Denver UHF stations granted to Empire Coil Co. are slated to be in operation by Christmas, with hopes for completion of the studios and the elections, according to President Herbert Mayer. Another possible kick-off date is December 17, anniversary of Empire Coil's incorporation.

The Denver grant is for Channel 26 with effective radiated power of 105 kw visual and 56 kw aural. Antenna height above average terrain is 1,040 ft. The Portland grant is for Channel 27 with effective radiated power of 91 kw visual and 46 kw aural. Antenna height above average terrain is 1,300 ft.

Both WXEL personnel are to be trained at WXEL and certain WXEL personnel may be used as nucleus for each of the new operations, it was indicated.

Both the outlets will cost nearly $350,000, FCC informed.

KKLY-TV Spoke n, Wash., owned by Craig Crane and Crane & Crane Co., is being built 50% by KKLY there, expects to be on the air with full power before Christmas, according to E. B. Crane, 46.6% owner and president of KKLY.

If it is possible, however, KKLY-TV may undertake interim operation with lower power to present election coverage in early November, he indicated.

KKLY-TV was granted VHF Channel 4 with effective radiated power of 100 kw visual and 55 kw aural. Antenna height above average terrain is 840 ft.

Equipment Problem

Mr. Crane indicated the biggest problem is obtaining the transmitter and certain other equipment. He said a 5-kw transmitter could be obtained in 60 days "but does not what we planned for, since a higher power unit is needed to obtain 100-kw ERP.

The transmitter and tower site at 41st and Regal Sts., ready at this time, is on the 660-ft. level. The 715-ft. tower should be erected before November. It will take about 60 days to construct the new transmitter building.

Television studios will be in KKLY's present building, 315 West Sprague St.

KKLY-TV expects to be a CBS affiliate. KKLY is a CBS outlet. Complete staff separate from KKLY will be used to operate the TV station, although key personnel are being shifted from the radio operation. KKLY-TV manager is to be the KKLY chief engineer and commercial manager of KKLY. Lyle Butters, KKLY merchandising manager, is to be commercial manager of the TV station, while Gene Roth, member of the radio station's program staff, is to be program director of KKLY-TV.

Robert L. Warrington, KKLY staff engineer, is to be technical director of KKLY-TV and George Jaap, KKLY production man, is to be public relations and promotion manager of the TV outlet.

KHQ Inc., licensee of KHQ Spokane, Wash., VHF Channel 6 grantee, doesn't expect to be on the air until January, according to Richard O. Dunning, president and general manager of the Spokane Daily Chronicle outlet. No interim operation is planned. KHQ-TV was authorized effective radiated power of 100 kw visual and 55 kw aural with antenna height above average terrain of 840 ft.

Mr. Dunning said the GE transmitter and RCA studio equipment are expected to be delivered in December or January, but the "major problem" will be to add additional top guys to the KHQ's present tower to accommodate the GE five-bay antenna. The guys will be employed for four or five months according to present delivery estimates, Mr. Dunning explained, but tower work cannot be done after November 1 because of weather.

New joint AM and TV station and transmitter building is proposed, he explained, but it will take some 80 days to get plans on paper and authorize construction. If concrete is poured before November, he indicated, the remaining building can continue through the winter.

Tight integration of AM and TV staff is planned at first, Mr. Dunning reported, with addition of a few operation and engineering people. AM staff is to be separate from the start, however.

First of the year is the estimated commencement date for the new UHF station. KXLY, granted a 45-station authorization at Bridgeport, Conn., to Southern Connecticut and Long Island Television Co., owned 69% by WICC Bridgeport. The station is granted effective radiated power of 81 kw visual and 46 kw aural with antenna height above average terrain.

According to Philip Mermaym, president of both WICC and the grantee, the firm has had preliminary plans to get on the air in the early January time but "we feel it is a mistake to use less than authorized power." Picture quality is the chief factor, he indicated, but noted "we could get a 1 kw UHF transmitter in a hurry."

Mr. Mermaym said there is no estimate on equipment delivery date at this time but he is not worried respecting the TV tower. "We can get the tower soon," he said.

The WICC general manager said the TV firm hopes to be in operation by March with transmitter-studio building at the TV transmitter site but special FCC approval will be needed respecting the studio location since it is not being used by the FM station.

The site is on Booth Hill, north of the city.

Manning Slater, WICC sales manager, will hold the same post on the new station, while Wallace Dunlap, WICC program director, will hold that post in TV. Selection of a TV chief engineer is not settled.

First of the year is also expected commencement date for new station authorized on UHF Channel 30 at New Britain, Conn., to New Britain Broadcasting Co., licensee of WKBH there. Effective radiated power granted is 180 kw with 90 kw aural and antenna height above average terrain of 920 ft.

According to Peter Kenney, WKBH's general manager, it was hoped earlier to have the station on the air by Christmas but after checking RCA last week, the date may be later, depending on how soon RCA can deliver a VHF transmitter. This unit, driver for the eventual full power transmitter, with a high gain antenna will be provided an interim operation of about 20 kw ERP, Mr. Kenney said. Full power is a year away, he estimated.

Construction on the transmitter site northeast of the city is already under way with completion of transmitter building estimated in October. Tower delivery is expected in 60 to 90 days.

Commission for TV are to be named next month, Mr. Kenney reported, with the remaining staff assigned about the time WKBH-TV's tower is scheduled to be erected. WKBH executives will also func.

(Continued on page 101)

TV SETS DROP

From U. S. 1951 Shipments

SET manufacturers shipped 1,799,977 television receivers to dealers in the first five months of 1952, compared to 2,310,646 shipped in the same 1951 period, according to Radio-Television Mfrs. Assn. May shipments were estimated at 235,461 units compared to 287,004 in April.

Estimated shipments to dealers by states for the first five months follow:

ARIZONA 15,658
ARKANSAS 5,986
CALIFORNIA 309,350
COLORADO 10,996
CONNECTICUT 36,861
DISTRICT OF COLUMBIA 101,710
FLORIDA 41,089
GEORGIA 37,777
IDaho 1,904
INDIANA 71,530
Iowa 12,536
KANSAS 15,690
LOUISIANA 17,191
MASSACHUSETTS 26,200
MARYLAND 35,648
MICHIGAN 74,699
MINNESOTA 55,842
MISSOURI 50,002
MONTANA 17,631
NEBRASKA 6,6
NEW HAMPSHIRE 1,836
NEW JERSEY 71,859
NEW MEXICO 2,579
NEW YORK 184,262
NORTH CAROLINA 38,184
OHIO 145,467
OKLAHOMA 14,402
OREGON 118
PENNSYLVANIA 129,000
RHODE ISLAND 12,536
SOUTH CAROLINA 9,074
SOUTH DAKOTA 117
TENNESSEE 180
TEXAS 73,466
UTAH 2,596
VERMONT 13
VIRGINIA 22,962
WASHINGTON 29,842
WEST VIRGINIA 16,809
WISCONSIN 38,243
WYOMING 65

Page 70 • July 21, 1952 BROADCASTING • Telecasting
### Democratic National Convention Billboard

**Follow the Democratic National Convention as Carried on Channel 2**

- **Time and Place:** International Amphitheater in Chicago starting July 21, 10:30 P.M.
- **Nomination:** The states and territories vote in alphabetical order. During the first roll each delegation nominates a candidate, then proceeds with a second or second after the first nomination.
- **Balloting:** In the following, the names of each delegation announce the votes of the delegates from their state. You'll find the total number from each state and territory listed in the area to the right.
- **Delegates:** There are 1,230 votes in all. If the Democratic National Convention fails to nominate a candidate for the national ticket, the convention will continue until a candidate receives 616 votes.

---

**Complete WMAR-TV Schedule for Convention**

Below is the complete schedule for the entire week on WMAR-TV. Convention coverage is in broadcast only. Additional features and last-minute developments will be announced in round-up and special programs during all Sunpapers Television News Programs.

**WMAR-TV Channel 2**

*Your Convention Channel*

---

### Ballot Sheet

<table>
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<tr>
<th>1ST BALLOT</th>
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<td>D.C. 6</td>
<td>HAWAII 6</td>
<td>P.R. &amp; V.I. 8</td>
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<td><strong>TOTAL 1230</strong></td>
<td><strong>616 VOTES NEEDED TO NOMINATE</strong></td>
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</tr>
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</table>

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**Save This Page**

- **Time:** July 21, 1952
- **Page:** 71

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**See It on Channel 2**

**Sunpapers Television * Baltimore, MD.**
Television Grants and Applications
(Continued from page 38)

JR. president of WOCA Pensacola, WMTC Osaka and WDLF Panama City, Fla.

ORLANDO, Fla.—W ORZ Inc. (WORZ), VHF Ch. 9 (188-182 mc); ERP 8.9 kw visual, 5.7 kw audio; antenna height above average terrain 316 ft.; estimated construction cost $156,465, first year operating cost $112,000, revenue $123,000.

Post Office address: 119 N. Orange Ave., Orlando, Fla., 32801.

Geographic coordinates: 28° 30' 57" N. Lat., 81° 34' 51" W. Long. 

President, Vice President, Secretary-Treasurer Jack M. Huggins (25%).

Jr. president of WCOC Pensacola, WMTC Osaka and WDLF Panama City, Fla.

PINPOINT YOUR PERSISTENT SALESMA n:

WINO (WINO), VHF Ch. 2 (606-609 mc); ERP 6.2 kw visual, 3.1 kw audio; antenna height above average terrain 265 ft., above ground 378 ft., estimated construction cost $120,000, first year operating cost $50,000, revenue $60,000. Post Office address: 101 N. Orange Ave., Orlando, Fla., 32801.

Geographic coordinates: 28° 30' 57" N. Lat., 81° 34' 51" W. Long. 

President Joseph L. Murrell (26%).

WJAR-TV in Providence

Selling Prosperous Southern New England with

UNDULATED COVERAGE in 220,000 HOMES!

WJAR-TV

Providence

Represented Nationally by Weed Television

in New England — Bertha Bannon

Page 72 • July 21, 1952

BROADCASTING • Telecasting
TO FLASH BACK

to the candidate's early life...

to do this realistically and at low cost

...USE FILM

Complete information concerning film selection and processing available...also details concerning special Eastman technical services, equipment, and materials.

Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y.

East Coast Division, 343 Madison Avenue, New York 17, N. Y.

Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois.

West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Nothing like it in the industry!

- Simplifies your audio operation. When used in 2-channel operation, this G-E console lets you audition, preview, and cue without tying up the program monitor channel. Extra mixer and switching permits separate control of grouped inputs. Key switches are of the telephone type. There are no push buttons anywhere!

All wiring is in a 10-inch space. Single drop-down front panel permits mounting console flush with wall or window. Standard components in a minimum number of types keep the design simple. Note the mask supplied for single or double VU meter use.
ALL PLUG-IN AUDIO CONSOLE!

Buy only the amplifiers you need—Add more later as station requirements grow.

In one instrument, G.E.'s new console wraps up virtually every program audio facility you'll need for AM, FM or TV. Nine mixers and up to seven input pre-amplifiers provide all necessary combinations for handling line, film, transcription or remote shows.

In local or network operations, the console is equally versatile. To the basic unit, simply add a second VU meter (mask is supplied), program amplifier and power supply for dual channel output. Special care in design, construction and test of this console has reduced hiss, hum, clicks and microphonics to the point where they are no problem.

Change amplifier in less than one minute! Even during a station break, operator can make replacement. This advantage is another General Electric first!

All specs in this Bulletin
The G-E broadcast specialist at your office near you will outline the full story on this new product. Meanwhile, write us for Bulletin X54-144A. General Electric Company, Electronics Park, Syracuse, N. Y.

FIRST ALL-PURPOSE CONSOLE FOR AM-FM-TV

- Ready-made plug-in mounting facilities. Amplifier receptacles and external connections are just a few inches behind the front panel—quickly accessible for maintenance. Plug provided for warming light relays.
- Wiring cost greatly reduced. When you get the console it is ready to go on the air. All internal plugs and cables are pre-wired and assembled in the console at the factory. On delivery, the unit can be quickly plugged into previously wired desk connections, and you're ready for operation.
- Plastic marking strips are transparent. Insert paper strip markings as desired between plastic and panel.
- Aluminum write-in strips over each mixer can be inscribed with pencil or crayon and then erased. Permits you to write "piano", "trumpet", "announcer", etc. over appropriate mixers and to change markings for each show. Console finish is of pleasing two-tone blue.
- Color coded control knobs match the key switches. Two blue mixer knobs are associated with blue turntable/projector selector keys, red mixer knob matches 4 remote red key switches, white mixer knob matches white network key.
- Automatic throw-over relay wired for use with emergency power supply.

You can put your confidence in—GENERAL ELECTRIC

All amplifiers easily and quickly plugged in. Only 2 types used: pre-amps and program/monitor. Bottom tier provides plug-in connections for incoming wiring.
WAVE-TV

First in KENTUCKY!

Every day of the week, 10.9% more homes tune to WAVE-TV than to Louisville's second station!

According to scientific survey made by Dr. Ray mond A. Kempner, Head of the Psychological Services Center, University of Louisville, in WAVE-TV area, March, 1952)

Television Grants and Applications

(Continued from page 7)
92½¢ per set... in the bank for Cerebral Palsy!

For Cerebral Palsy

UNITED CEREBRAL PALSY
50 west 57 st., n.y, n.y. JUdson 6-3450

Mr. Hugh A. L. Half, President
Southland Industries, Inc.
Station WOAI - TV
1001 Navarro Street
San Antonio, Texas

Dear Mr. Half,

Having just returned to the office, I hasten to write you, to thank you again for the splendid cooperation of yourself, your station facilities, and its entire staff, in connection with the UCP Telethon, over station WOAI - TV. The tremendous success of this event is now a matter of history, and constitutes a record breaking Cerebral Palsy Telethon, measured in dollars and cents per capita. The final total of verified pledges and unpledged contributions actually received, will exceed $70,000, representing more than 97 cents per TV set.

The largest single donation in San Antonio was $1,000.00. Over 90% of the $75,000 came from the many thousands of small donors who saw the show and responded.

Our point is... folks around here react to what they see on WOAI-TV.
Television Grants and Applications (Continued from page 76)

HUFFALO, N. Y.—Buffalo Courier Express Inc. (WEBB), UHF Ch. 7 (745.00-746.00 mhz.), kwh, antenna height above average terrain 345 ft., estimated construction cost $138,000, first year operating cost $40,000, revenue $75,000, net revenue $70,000. Post Office address: 785 Main St., Buffalo. Aire of operation: to be determined. Transmitter location: on Zimmermann St., 1/2 mi. of Ellicott St., Buffalo. Consulting engineer McIntosh & Stroop. Principals include Pres. William J. Conners (64 years), 2010 South Park Blvd., Buffalo, city manager; Vice President, John J. Finn. Legal counsel George P. Adair, Law Offices of George P. Adair, Rochester.


CHARLOTTE, N.C.—Inter-City Ad Co. of Charlotte, N.C., Inc. (WAYS), VHF Ch. 11 (174.00-175.00 mhz.), kW, antenna height above average terrain 150 ft., estimated construction cost $100,000, first year operating cost $30,000, revenue $100,000. Post Office address: 120 E. 4th St., Charlotte, N.C. 28201. Transmitter location: 1 block, 2nd St., Charlotte, N.C. Consulting engineer J. F. Tyler. Legal counsel R. T. Douglass & Associates. Principals include Pres. John W. Beatty, Charlotte, and Secretary Harold H. Thomas (25%).

GREENSBORO, N.C.—Inter-City Advertising Co. of Greensboro, N.C., Inc. (WGIM), UHF Ch. 28 (598.00-599.00 mhz.), kW, antenna height above average terrain 150 ft., estimated construction cost $100,000, first year operating cost $30,000, revenue $100,000. Post Office address: 315 S. Greene St., Greensboro, N.C. 27401. Transmitter location: 4.5 mi. west of center of Greensboro, near Willard, 1/2 mi. south of downtown. Consulting engineer George P. Adair. Legal counsel B. G. Kitchin & Associates. Principals include Pres. John W. Beatty, Charlotte, and Secretary Harold H. Thomas (25%).

MASSILTON, Ohio—Midwest TV Co. UHF Ch. 32 (318.00-319.00 mhz.), kW, antenna height above average terrain 420 ft., estimated construction cost $270,000, first year operating cost $100,000. 1311 W. Chestnut Ave., Massillon, Ohio 44646. Transmitter location: Massillon, Ohio. Consulting engineer George P. Adair. Legal counsel B. G. Kitchin & Associates. Principals include Pres. John W. Beatty, Charlotte, and Secretary Harold H. Thomas (25%).

HARRISBURG, Pa. — Harrisburg Broadcasting Co., Inc. UHF Ch. 7 (700.00-701.00 mhz.), kW, antenna height above average terrain 741 ft., estimated construction cost $332,545, first year operating cost $100,000. Post Office address: P. O. Box 272, Erie, Pa. Transmitter location: 1 block, 3rd St., Location: 1800 West 7th St., Transmitter location: 7th St., Transmitter location: 812 Cottage St., 3rd St., State College. Consulting engineer George P. Adair. Legal counsel B. G. Kitchin & Associates. Principals include Pres. John W. Beatty, Charlotte, and Secretary Harold H. Thomas (25%).
Television's Finest
PORTABLE CAMERA MOUNT
for Complete Mobility

HOUSTON-FEARLESS
ALL-METAL TRIPOD

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ¾ and full length.

HOUSTON-FEARLESS
FRICITION HEAD

Provides smooth, easy panning and tilting of TV cameras. Fans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

HOUSTON-FEARLESS TRIPOD DOLLY

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

Write for information on specially-built equipment for your specific needs.

The
HOUSTON
FEARLESS
Corporation

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
O

F ALL advertisers spending $28,000,000 or more in network radio, network television and magazines during 1951, the average expenditure per advertiser was $1,003,078 for network radio, $618,137 for network TV and $298,185 for magazines.

These figures are taken from a report on "Television as an Advertising Medium" prepared by Magazine Storage, Inc., for the information of its member publishers and their advertising and promotion executives. Report notes that network TV, like network radio, is getting a major share of its revenue for a few kinds of businesses and from a few large advertisers.

In the second six months of last year, MAB reports, five classes of advertising—foods, toiletries, tobaccos, household soaps and cleaners, and automobile—accounted for 66.9% of all TV network billings, comparable to the advertising of foods, drugs, toilet goods, cigarettes, soaps and cleansers, gas and oil, confectionery, that makes up about 76% of network radio’s revenue. The top five magazine categories—foods, apparel, automotive, toiletries, household equipment—compiled only 42.6% of magazine billings.

"In 1951," the report states, "only ten advertisers accounted for 51.3% of all network television billings. (Network radio, however, had an even heavier concentration: 41.6% with ten advertisers.) On the other hand, the top 10 magazine advertisers accounted for only 12.3% of magazine billings. In short, many more advertisers use magazines than either network radio or network television and the volume of their advertising in magazines is much smaller."

Advertisers using these three media and their 1951 average expenditure for each are shown in the following MAB table:

NUMBER OF NATIONAL ADVERTISERS INVESTING $25,000 OR MORE IN THREE MEDIA

<table>
<thead>
<tr>
<th>Magazine</th>
<th>Radio</th>
<th>TV</th>
</tr>
</thead>
<tbody>
<tr>
<td>Newspapers</td>
<td>687</td>
<td>1,747</td>
</tr>
</tbody>
</table>

In terms of network TV, the "television as an advertising medium" figure was $258,183.

Looking ahead, MAB predicts that magazine gross advertising income will rise from $511 million in 1951 to $560 million this year, with network radio time sales consequently declining from $175 million to $155 million and network TV time sales zooming from $128 million to $200 million, passing the radio network volume for the first time.

Advertiser TV Spending Is Charted

(Report 225)

‘Lucy’ Leads Nielsen Report For Early June

THE CBS-TV program, I Love Lucy, maintained its lead in Nielsen ratings for the top 10 television shows during the two weeks ending June 21. Moreover, it apparently established the Monday-night-viewing habit with televiewers so firmly that its summer replacement captured a place among the top. The listings were:

NUMBER OF TV HOUSES REACHED*

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1-6</td>
<td>I Love Lucy (CBS)</td>
<td>5,150</td>
</tr>
<tr>
<td>7</td>
<td>Pabst Blue Ribbon Bouts (CBS)</td>
<td>5,570</td>
</tr>
<tr>
<td>8</td>
<td>My Little Margie (CBS)</td>
<td>5,468</td>
</tr>
<tr>
<td>9</td>
<td>Red Skelton (NBC)</td>
<td>5,297</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends (Lipton &amp; Myers Tab (CBS)</td>
<td>5,490</td>
</tr>
<tr>
<td>11</td>
<td>Gigante Cavalcade (CBS)</td>
<td>5,480</td>
</tr>
<tr>
<td>12</td>
<td>Dropset (NBC)</td>
<td>5,346</td>
</tr>
<tr>
<td>13</td>
<td>Texaco Star Theatre (NBC)</td>
<td>5,304</td>
</tr>
<tr>
<td>14</td>
<td>Arthur Godfrey &amp; Friends (Pillsbury Mills, Inc. (CBS)</td>
<td>5,300</td>
</tr>
</tbody>
</table>

* The Nielsen "number of houses reached" provides a reliable estimate of the audience actually delivered by each program’s average telecast. It is based on an all-electronic measurement of the performance of a virtually fixed cross-section sample of all TV homes.

(Continued on page 100)

Weekly Television Summary—July 21, 1952—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>16,500</td>
</tr>
<tr>
<td>Ames</td>
<td>WOI-TV</td>
<td>91,207</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WSB-TV, WBLY-TV, WTVL</td>
<td>134,794</td>
</tr>
<tr>
<td>Baltimore</td>
<td>WJZ-TV, WJAC-TV, WJUR-TV, WRAT-TV, WTOP-TV, WTNH-TV, WRGB-TV</td>
<td>341,153</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WFTV</td>
<td>72,752</td>
</tr>
<tr>
<td>Boston</td>
<td>WHDH, WBZ-TV, WAEZ-TV, W4BZ-TV, WBBR-TV, WMBR-TV</td>
<td>964,185</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WKBW, WKBV</td>
<td>227,945</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WBTB</td>
<td>229,760</td>
</tr>
<tr>
<td>Chicago</td>
<td>WBBM, WBBY-TV, WGNF-TV, WTNQ-TV, WBBN-TV, WCCT-TV, WCFL-TV, WJMK-TV, WGN-TV, WBBF-TV</td>
<td>356,795</td>
</tr>
<tr>
<td>Cinncinati</td>
<td>WOIO, WOHI, WSKB</td>
<td>468,530</td>
</tr>
<tr>
<td>Columbus</td>
<td>WSNF-TV, WLWT, WTVN</td>
<td>257,595</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WFAA-TV, WABP-TV</td>
<td>176,631</td>
</tr>
<tr>
<td>Denver</td>
<td>WOC-TV</td>
<td>110,700</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV, WJLB-TV, WVTI-TV, WXYZ-TV</td>
<td>750,000</td>
</tr>
<tr>
<td>Erie</td>
<td>WJWE</td>
<td>165,100</td>
</tr>
<tr>
<td>Ft. Worth</td>
<td>WFAA</td>
<td>170,641</td>
</tr>
<tr>
<td>Galveston</td>
<td>WHAP-TV, KRLD-TV, W4A-LA</td>
<td>353,470</td>
</tr>
<tr>
<td>Grand Rapids</td>
<td>WOOD-TV</td>
<td>257,081</td>
</tr>
<tr>
<td>Greensboro</td>
<td>WMYL-TV</td>
<td>116,439</td>
</tr>
<tr>
<td>Honolulu</td>
<td>KHON, KAPI</td>
<td>162,900</td>
</tr>
<tr>
<td>Huntington</td>
<td>WSAZ-TV</td>
<td>95,437</td>
</tr>
<tr>
<td>Charleston</td>
<td>WSPA</td>
<td>68,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WFIL</td>
<td>159,000</td>
</tr>
<tr>
<td>Jacksonvile</td>
<td>WKJX</td>
<td>134,500</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>213,560</td>
</tr>
<tr>
<td>Lancaster</td>
<td>WGAL-TV</td>
<td>184,733</td>
</tr>
<tr>
<td>Long Island</td>
<td>WLIU</td>
<td>108,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>KACE-TV, KLTV, KLAS-TV, KNBH</td>
<td>1,172,568</td>
</tr>
<tr>
<td>Louisville</td>
<td>WAVE-TV, WNMC-TV</td>
<td>176,120</td>
</tr>
</tbody>
</table>

Quod Cities Include Denverport, Maline, Rock Isl., E. Moline

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<thead>
<tr>
<th>City</th>
<th>Outlets On Air</th>
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</tr>
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<tbody>
<tr>
<td>Dayton</td>
<td>WNOH-TV, W1WD</td>
<td>245,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WSB-TV, WJBZ-TV, WXYZ-TV</td>
<td>750,000</td>
</tr>
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Total Markets on Air 64* Station on Air 104*
Based on an extensive field survey by American Research Bureau, WBTV's July 1, estimate of sets-in-area is up 49% over the June estimate. Penetration for the 36 North and South Carolina counties surveyed by ARB is 35.5%. The new figure of 227,271 sets served by WBTV places Charlotte first among all southern television markets.

For summary of survey, call or wire WBTV or CBS TV Spot Sales.
Television Grants and Applications

(Continued from page 78)

Duluth, Minn. Principals include President Miller C. Robertson (25%), W. A. Porter Jr. (25%), Vice President James R. Sisson (15%), and Ralph I. Richardson (20%) and Secretary Treasurer W. E. Pratt (30%).

June 23, 1953. FCC granted assignment of license of KEPO from Rowley-
Brown Broadcasting Co. to KEPO, Inc. (No assignment has not yet been consum-
mate).

1. LUFKIN, Tex.—Lafkin Amusement Co., VHF Ch. 4 (187-78 mc); ERP 100 kw visual, 50 kw auditory; antenna height 1,083 ft. above ground; 900 kw, first year operating cost $50,000, revenue $90,000. Post Office address: K. T. Siny. Studio location: 2001 Texas St. Transmitter location: Old Beaumont-Orange Hwy, 2 mi. NE of Vidor, Tex. Geographic coordinates: 29° 54' 40" N. Lat., 94° 31' 56" W. Long. Transmitter G.E. antenna GE. Legal counsel Maurice R. Barnes, Washington. Consulting engi-

2. Lubbock, Tex.—Lindsey Telecasting Co., VHF Ch. 5 (76-82 mc); ERP 150 kw visual, 50 kw auditory; antenna height 1,088 ft. above ground; 950 kw, estimated construction cost $45,000, first year operating cost $35,000, revenue $40,000. Post Office address: Lindsey Theatre, Lubbock, Tex. Studio location: Adams Blvd. Transmitter location: 2.5 mi. South of Orange, Tex. Geographic coordinates: 30° 02' 13" N. Lat., 94° 35' 55" W. Long. Transmitter and antenna RCA. Legal counsel Linda, Young, & Janaskey, Washington. Consulting engineer A. D. Ring & Co., Washington. Principals include Equal Partnership D. Carruth, trustee; Wichita Falls, Tex., attorney; and George F. Smith, college student.

3. WEELACO, Tex.—Rio Grande Tele-

WYNN PROMOTED

Is WABD (TV) Sales Mgr.

LAWRENCE L. WYNN has been named new sales manager of WABD (TV) New York, key outlet of the Du-
Mont TV Network, Richard E. Jordan, general manager, announced Wed-
nesday.

Mr. Wynn, who joined the station's local sales department in June 1950 as an account executive, has been

Washington Watches

Washington Kid Shows

Watch Washington

Among all cities of over 50,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales, and from second to first in retail sales (SM Survey of Buying Power) . . . and you know how much the kids can influence these purchases.

Represented by NBC Spot Sales

Washington Watches

"LITTLE PLAYHOUSE"

12:30-7:00 p.m.

Monday through Friday

With an average daily rating of R.J. (ARB, June, 1952), "Little Playhouse" is the highest-rated daytime show in the country.

"Little Playhouse" is distributed daily to four television stations, outranking even network programs. This half-hour show is a bright spot for children, and distributed by Katherine Johnson, available for spot participation at $65.

"LITTLE PLAYHOUSE"

12:30-7:00 p.m.

Monday through Friday

With an average daily rating of R.J. (ARB, June, 1952), "Little Playhouse" is the highest-rated daytime show in the country.

"Little Playhouse" is distributed daily to four television stations, outranking even network programs. This half-hour show is a bright spot for children, and distributed by Katherine Johnson, available for spot participation at $65.

"LITTLE PLAYHOUSE"

12:30-7:00 p.m.

Monday through Friday

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"LITTLE PLAYHOUSE"

12:30-7:00 p.m.

Monday through Friday

With an average daily rating of R.J. (ARB, June, 1952), "Little Playhouse" is the highest-rated daytime show in the country.

"Little Playhouse" is distributed daily to four television stations, outranking even network programs. This half-hour show is a bright spot for children, and distributed by Katherine Johnson, available for spot participation at $65.
Great when the going is rough!

The Model F Prime Recording Optical System and Galvanometer: A complete light modulating unit for recording sound photographically upon standard film, requires no special servicing or spare parts (other than recording lamp).

The Maurer 16mm., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 22 5/8" dissolving shutter, automatic fade control, view-finder, amplitude and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one bineum handtruck, power cable and a lightweight carrying case.

The 16mm. Sound-on-Film Recording System combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

For details on this and other exclusive Maurer features, write

J. A. Maurer, Inc.
37-01 31st Street, Long Island City 1, New York 1107 South Robertson Blvd., Los Angeles 35, California

Elk-Combs African Expedition, Inc. chooses the Maurer 16mm.

Knowing that his equipment would take a terrific beating from heat, humidity, and the roughest kind of terrain, Lt. Kenneth M. Elk of the U. S. Army Signal Corps chose the Maurer 16mm. as the camera best qualified to document the Elk-Combs African Expedition. The Maurer 16mm. offers you the utmost in accuracy—in quality—in simplicity of operation. Quite naturally, it is first choice in the professional field.

Maurer
means finer motion pictures!
WHEN TELEVISION

FOURSOME at NARTSR's Spot TV Clinic luncheon July 1 at New York included (l to r): John P. Denninger, Blair TV Inc.; William Smith, advertising manager, Thomas J. Lipton Inc., guest; John Wade, Avery-Knodel Inc., and Robert D. C. Meeker, Robert Meeker Assoc. Inc.

ANTI-FILM BILL

SHOWING of films written by Communists or Communist-front supporters in educational institutions or government agencies would be banned, according to a bill (S 3491) introduced by Sen. Joe McCarthy (R-Wis.) July 5 just before Congress adjourned.

The bill must be reintroduced in the next session of Congress, as the legislation died with the close of the session.

The bill would require the Secretary of Commerce to license all films for showing to educational institutions or government agencies. If the script is found to have been written by a Communist or Communist supporter, the Secretary of Commerce is directed to refuse a license. A license would be permitted, however, if the script-writer can prove he has repudiated his Communist principles.

British-French TV

IN A joint arrangement with their individual radio forces, Great Britain and France July 8 presented a series of 17 week-long international telecasts simultaneously by Britons and French viewers. Series ended last Monday. First program showed Paris night life. Microwave was used. Problem of converting from the French 619-line system to Britain's 405-line was solved with use of converter developed by BBC engineers. Arrangements were handled by BBC and Radio-diffusion et Television Francaises.

New RCA Sets

TWENTY-FOUR new TV set models, with picture tube sizes ranging from 17 to 21 inches, have been introduced by RCA and unveiled by its distributors. New models offer a wide variety of prices, sizes, finishes and styling, with prices starting from $199.95 for a table model (the Shelley) to $795 for a three-way combination radio-TV-phonograph (the Sunderland), to be available during the last quarter of 1952. All RCA TV prices include federal excise tax and warranty.

WHEN TELEVISION

BORDER DISPUTE

XELD-TV Asks Joint Control

PLACING of all border stations under joint jurisdiction of the U. S. and Mexican governments has been urged by Edward O'Farrell, owner of XELD-TV Matamoros, Mexico.

Mr. O'Farrell discussed his proposal with Mexican communications authorities after XELD-TV was refused permission by a Texas station to re-telecast coverage of the Chicago political conventions.

"It will be welcomed by viewers of both our countries if stations serving them, from either side of the Rio Grande, are jointly controlled," said Mr. O'Farrell. "This will assure viewers living on the border the same home entertainment, with the same limitations and restrictions, as exists in inland cities," he added.

The Texas station withheld its assent, Mr. O'Farrell asserted, on the basis that XELD-TV's coverage overlapped that of the Texas station.

Mr. O'Farrell asserted that after receiving permission from a particular network, Layman Cameron, XELD-TV manager, installed additional technical equipment and a very high receiving antenna to pick up live shows from the Texas station, and re-telecast. Test of the antenna proved the shows could be re-telecast effectively, Mr. O'Farrell added. A provision of the network's permission hinged on assent by the Texas station, it was explained.

The Texas station would have been liable to questioning by FCC had the agreement been consummated between Mexico and the U. S. for joint control of the border stations.

"This is a clear reason," declared Mr. O'Farrell, "why joint licensing and supervision should be employed."

The Mexican radio and TV magnate added that for good neighbor reasons, as well as sound operating procedures, XELD-TV adheres to the rules of the Secretaria de Comunicaciones de Mexico, the FCC and NARTB.

Transfilm Labor Vote

NRBB ordered July 10 an election among employees of Transfilm Inc., New York, producer of motion picture films for TV commercials. Employees will vote on a collective bargaining agent, choosing from NABET, IATSE, and International Photographers in each of two categories. NABET, the petitioner, seeks a unit of all production, outdoor, and non-broadcast employees. Transfilm claims that such a unit would combine personnel of various skills and is inappropriate. Transfilm rents the Fox Studios in New York.

WHEN TELEVISION SYRACUSE

A MEREDITH TV STATION

Page 84 • July 21, 1952

BROADCASTING • Teletasking
RATNER NAMED
Heads New Theatre TV Unit

VICTOR M. RATNER has been appointed director of Theatre Tele-Sessions, a new division of Theatre Network Television, by Nathan L. Halpern, president of TNT, announced last Wednesday.

Mr. Halpern said that TNT has established Theatre Tele-Sessions to develop national use of closed circuit television in the business and government worlds and for other organizations.

The organization of Theatre Tele-Sessions follows TNT exploration of the closed circuit use of theatre television, Mr. Halpern pointed out. He explained that TNT had pioneered the first closed circuit use of theatre TV in the morning hours three years ago and last year helped organize the first theatre TV use by the Federal Civil Defense Administration.

The commission made its development of all programming aspects of theatre television as the only company exclusively devoted to production and distribution of theatre television programs.

Mr. Ratner, a former CBS executive, was vice president in charge of promotion and public relations for Macy's, New York, from 1949 to 1952, and in this post, he developed the "picture of the month" tie-in of motion pictures and merchandising in the retail trade.

From 1947 to 1949, Mr. Ratner was vice president in charge of advertising and promotion at CBS, and earlier was vice president of the Lord & Thomas Adv. Agency. In addition to his present position, Mr. Ratner will continue in promotion and public relations activities at the company bearing his own name.

AFM CONSIDERS
5% Formula Substitute

WITH producers agitating for a change and Los Angeles musicians backing them, American Federation of Musicians is considering a so-called royalty formula that would replace the union's present 5% royalty formula. Should the policy be established, consensus is that AFM would follow it with other modifications and changes to induce the major TV film production, thus creating more employment for musicians.

The trust fund format plus repayment demands by other unions and guilds is credited with causing Republic Pictures and RKO Radio Pictures to forego TV production plans for the time being (Radio, July 14).

Firm in demands the established formula be adhered to, James C. Petrol, AFM president, repeatedly has brushed aside suggested changes; however, with the union's international convention in Santa Barbara last month, while upholding the trust fund setup, he expressed willingness to consider "something better" that will be "to the benefit of all locals."

THREE Chicago movie houses took in an estimated $28,000 July 2 when some 12,000 customers paid to see the Maxim-Robinson bout on a theatre TV network. Belaban & Katz, owner of the theatres, reported sellout audiences at each movie house.

BROADCASTER'S SONG

(To the tune of "A Guy Is a Guy")

By H. Gifford Irion

I filed my application like a good man should They threw it into hearing like I knew they would— 'Cause a Rule is a Rule, wherever it may be So listen and I'll tell you what the Standards did to me.

I put on my case like a good man should They tore it all to pieces like I knew they would— 'Cause a Rule is a Rule, wherever it may be,

So listen and I'll tell you what the Standards did to me.

I interfered with four or five I failed to cover the town And when I left the hearing room My pants were hanging down.

The Commission made a grant like I knew they would— So a Rule can be a Rule, wherever it may be But there's lots of ways to beat 'em in the FCC.

*EDITOR'S NOTE: Mr. Irion is an attorney in the Broadcast Bureau of the FCC. This verse, however, was not conveyed to BROADCASTING by its author but by a high official of the FCC, who declined to be procured rights for publication purposes.

RACKMIL TO HEAD
Universal Pictures Co.

ELECTION of Milton R. Rackmil as president of Universal Pictures Co. to succeed N. J. Blumberg, chosen chairman of the board, was announced last Wednesday. Mr. Rackmil, president of Decca Records, had been elected to the Universal board July 8 at the company's annual stockholders meeting.

One of the founders of Decca in 1934, he has been president since 1949 and will continue in this post. Within the past year he negotiated purchases giving Decca 42% of Universal's common stock and a controlling interest. One was the purchase last month of some 134,375 shares of common stock from the General Cinema Finance Corp.

Why is every major network timing the Presidential Conventions with SELF WINDING CLOCKS?

Yes, all the major radio and television networks (and most independents) covering the Republican and Democratic Conventions in Chicago for nation-wide audiences are relying on Self Winding Clocks for the timing and synchronized performance 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
ATFP-SDG PACT

New Benefits Authorized
ALLIANCE of TV Film Producers and Screen Directors' Guild of America agreed last Wednesday on a new collective bargaining contract effective today (Monday), after six months of negotiations.

Free lance directors will get $550 weekly minimum, an increase of $130, on one-half hour TV film per week; they reportedly had asked $600. First assistant directors will get $325 and second assistant directors $185.

For the first time directors will get extra payment for subsequent showings of TV films—a flat $275 upon fourth showing of each film in a given area, and for all subsequent runs. The contract runs to April 4, 1965, but must be ratified by SDG membership. For films of less than 30 minutes and other clauses agreement is not yet worked out, but both groups say they agree.

Meanwhile, Alliance's negotiations with Screen Writers Guild are said to be stymied because ATFP refuses to yield to SWG demands for sliding scale minimums and that residual rights principles be contained. SWG has refused to accept an ATFP counterproposal for additional payments for re-runs.

'TV CLASSROOM'
U. OF Omaha Airs Courses

U. OF OMAHA's first venture into television has been proclaimed a success.

Twenty-seven homemakers from KMTV (TV) Omaha's area took final examinations in the first six-week course offered on the university's TV Classroom. In all, 110 students enrolled.

Classroom subject matter, for this initial effort, was an introductory humanities course. It was offered from 10:45-11 a.m., five days weekly.

A second effort, a course in "Political Parties and Elections," was scheduled for June-July. In August, student viewers will see "The World of Living Things."

Enrollment fees ranged from $1 to $15. The $15 enrollees took a final examination at the university and those who passed earned two college credits.

Galuisha Promoted

MERL L. GALUSHA, former supervisor of farm broadcasting for WGY and WRGB (TV) Schenectady, has been appointed supervisor of production for WRGB; R. W. Welpott, manager of stations' operations for the General Electric Co.'s broadcasting department, announced last Wednesday Mr. Galusha will head TV programming.


KPHO-AM-TV Phoenix. Pren.-Gen. Mgr. John C. Mullins (l) shows camera to Jack Borch, ABC singing star, during Mr. Borch's stopover on behalf of Child Safety Week. Star was seen and heard on KPHO-AM-TV. The former carries his ABC radio show.

LINKING Bell Telephone Miami-Jacksonville coaxial cable to WTVJ (TV) Miami are (l to r) Lee Ruwisch, v.p. & gen. mgr., WTVJ (TV); Thomas W. Samuels, Bell installer, and Ray O'Connell, NBC station relations rep. The service was scheduled to begin July 1.


Here is a situation that called for initiative and foresight—as well as unique design-engineering.

WHBF owns a downtown site on which they will erect a five-story building when material allocations permit. In the meantime, their TV license would be in disuse without proper antenna support. The problem was put up to Blaw-Knox... the solution is shown above—a permanent "tax-paying" base around which WHBF will eventually erect its new quarters.

BLAW-KNOX DIVISION OF BLAW-KNOX COMPANY
2038 Farmers Bank Building, Pittsburgh, Pa.
Broadcasting

New Telenews Clients

NINE more television stations, three of which are new clients, have contracted for the increased daily film feature of "J.N.S. The Future." New clients are WCAU-TV Philadelphia, WOW-TV Omaha and KEYL (TV) San Antonio. Canadian Broadcasting Corp. also has completed arrangements for the weekly newswreel service for its new TV station in Montreal.

Sales

Van Camp Sea Food Co., Inc. Terminal Island, Calif., (Chin-A Radio Audizioni Italia), the non-commercial Italian TV network, for the telecasting of 26 half-hour films in Wild Bill Hickok TV series. The deal was consummated by William F. Brody and Irving B. Fogel, president of Tempo Record Co., Hollywood representative for RAI. First stations in the group, expected to be located at Milan and Terrino, starting operations in January 1958.


Distribution

S. M. F. Productions Inc., headquarted at Eagle-Lion Studios, Hollywood, has acquired the distribution rights to Pan-American Showtime, TV series filmed in Mexico's Churubusco Studios. The series, directed from scripts written and produced by Arnold Phillips. As well as directing the first few films is Edward Simmel. The firm's president, recently associated with Gloria Swanson Show TV series as distributors, has sold its remaining interest to Miss Swanson.

Simmel-Meserey TV Productions Inc., Beverly Hills, subsidiary of Simmel-Meserey Co., will film The Professor, an ABC-TV package, at Churubusco Studios, Mexico City. Starring Joseph Schildkraut, the half-hour scripts are being written by Arnold Phillips. Producing as well as directing the first few films is Edward Simmel. The firm's parent company, recently associated with Gloria Swanson Show TV film series as distributors, has sold its remaining interest to Miss Swanson.

Herman Swartz and Walter Doniger, producing Dauffy of San Quentin TV film series at General Service Studios, Hollywood, have concluded negotiations with Jaffe Agency, Beverly Hills, to handle sale and distribution of the half-hour film package.

Morton Television Productions, Chicago, has set up its own sales and distribution organization to handle the firm's TV film and recorded radio package, This Is The Story.

Production

Jack Douglas Productions, located at 1631 Vista Del Mar, Hollywood, is packaging two quarter-hour live TV football programs for fall release.

Monday Quarterbacks will feature Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device is being perfected whereby viewers may call in questions.

Call The Coach, starring Sept. 13, spotlights Coaches Jess Hill (USC) and Henry (Red) Sanders (UCLA) analyzing whichever of their home games was played during the afternoon.

Tele-Vox Co., Mexico City, headquarted at Churubusco Studios, plans Sept. 29th production on Judge Beam, half-hour TV series based on the true story of the judge who conducted court in his Red Lily Bar during the 1890's in Pecos, Tex. Chill Wills, the voice of "Francis, the Mule" in Universal-International feature films, will enact the title role. Maurice Duke and Alberto Lopez are co-producers.

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Stanley Bergerman, Hollywood talent agent, will produce Paris After Dark, half-hour TV film series, in and around Paris starting in mid-September. Casting will be done abroad for the programs which will depict the gamut of European life while geared to the American market.

Steve Sekely, motion picture producer-director, most of whose experience has been in Europe, will direct.

Fulerton-Morrison Productions, headquartered at 5746 Sunset Blvd., Hollywood, has completed 13 quarter-hour shows in Art As You Like It, TV film series. The art appreciation programs, filmed in color, feature world-famous paintings and stories behind them, narrated by Flovia Drazy. Producer is Talmage (Remi) Morrison with James Fulerton serving as executive-adviser-director-production manager. A total of 52 films is planned.

Saint Pictures Inc., temporarily headquartered at Hal Roach Studios, Culver City, has been formed with Leslie Charteris and Gayle Gitterman as partners. Production will begin within two months on The Saint, a half-hour TV film series based on Mr. Charteris' literary creation of the same name. He will adapt scripts and direct with Mr. Gitterman, associate producer on Hal Roach Productions' Dramatic Hour TV film series, producing Showtime with the same formula, and concluded with David Niven to portray the title role.

Cathedral Films, North Hollywood, Calif., will dramatize the life of Jesus in a color feature film, Day of Triumph. Production starts in September. Upon its completion and following theatrical distribution, the film will be offered in its entirety to TV for Christmas, Holy Week and Easter telecasts and then made available in episodes for regular TV programming. Dr. James K. Friedrich will produce the story and script by Arthur Hornbeck.

National Cotton Council, New York, in cooperation with the Asso. of American Soap & Glycerine Producers, same city, is planning production of a TV film on the simple procedure involved in laundering sheets. The production schedule and release date of the film—to be released non-commercially as a public service—will be announced at a later date.

Telepix Corp., Anchorage, has announced TV commercial productions for the following organizations:


(Continued on page 91)
PEARSON SHOW

WSAZ-TV Cuts Off Air

AT LEAST until after the November general elections, Drew Pearson, newspaper columnist and radio-TV commentator, will not be seen by viewers in the WSAZ-TV Huntington, W. Va., area. Decision to withdraw the time availability in that market was made by station officials after Mr. Pearson's telecast July 13.

The step was taken, according to L. H. Rogers, general manager of WSAZ, "in the public interest based upon Pearson's snide attack upon Gen. Eisenhower on religious grounds." In a message sent to Robert Kintner, president of ABC, Mr. Rogers stated, "where editorials are aired without station's prior consent we demand at least a full identification of opinions as such. Pearson consistently ignores this practice."

The decision applies only to television on grounds that in a single station market there is no choice but to watch the program. The Pearson show will be carried on WSAZ because "the audience has the right to switch off to other stations."

ABC, contending that no controversy can be settled by arbitrarily cutting a program off the air, said that as a matter of policy it "permits its commentators freedom of expression which it believes essential to freedom of the air."

The statement continued:

"ABC does not censor its newscasters, analysts, or commentators because it feels that censorship in itself is evidence of bias which it has no desire or legal right to exercise."

"ABC does review program content for good taste, avoidance of obscene, indecent or profane language, avoidance of defamation, and for competent news authority."

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EDUCATIONAL TV

McGrath Supports at Geneva

PROGRESS of educational television in the United States was discussed last week by Earl J. McGrath, U. S. Commissioner of Education and advocate of that medium, in a report to world education leaders in Geneva, Switzerland.

Comr. McGrath reported on "Television as an Aid to Education" during the 15th International Conference on Public Education held under auspices of UNESCO. He told delegates that "educational leaders generally are agreed that television holds a vast potential for implementing teaching and for bringing a rich variety of new content-materials into the classroom."

Educational TV reservations by the FCC last April also were explained.

Comr. McGrath is chairman of the U. S. delegation to the Geneva conference, which is jointly sponsored by the International Bureau of Education.

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Real Coverage

WHEN videowaves are reflected to the TV receiver by a cloud formation, you get a freak reception — the kind that enabled WLWT (TV) Cincinnati's Church by the Side of the Road to be heard clearly in Cuba. The listener — Ramon A. Sanchez — reported he heard perfectly "the music and voices."

The 1,700-mile span from Cincinnati to Matanza, Cuba, is some 1,630 miles greater than normal reception distance from a 500-ft. antenna, according to WLWT. Station claims reception from as far distant as Laredo, Tex., despite dwindling of signal over 50 miles from transmitter.

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ATTENTION of top State Dept. and Congressional leaders was riv-
ested last Thursday on a ship—
the U. S. Coast Guard Courier,
which left Hoboken, N. J. Destina-
tion: The Mediterranean. Mission:
To carry the U. S. Campaign of
Truthto radio to Iron Curtain
countries.

The transmitter-equipped vessel
will anchor at a “friendly port”
and start relaying Voice of Amer-
can programs to those countries.
If Soviet authorities refuse to
allow it to land, it will seek
another port of operation. The
Courier completed a successful
shakedown cruise in South America
two months ago [B+T, May 26].
Ship is equipped with one 150 kw
medium wave and two 35 kw short-
wave transmitters.

Congress has withheld funds for
additional projects until it is as-
sured that the seagoing radio
relay station is worth the money
to build it. And State Dept.
authorities are certain that this form
of shortwave broadcasting is a vital
link with the Russian people.

The U. S. will accent the very
shortwave radio broadcasting—
in the continuing cold war of
propaganda as well as the
broadcasting of American action last week sus-
pending publication of the Russian-
language publication Amerika
in the Soviet Union.

Wilson Compton, Interna-
tional Information Administrator,
served notice on the Soviet that the
U. S. will “do everything we can
to make the Voice of America more
effective in reaching the Russian
people.” Radio is the only Ameri-
can link with the Russian citizenry,
department officials frankly ac-
knowledged.

Foy D. Kohler, chief of the In-
ternational Broadcasting Services
(VOA), said the U. S. will seek to
blast through the Iron Curtain by
various means. Among the tech-
niques he cited were better engi-
neering methods, over a dozen new
transmitters in strategic locations
and general electronic improve-
ments. The U. S. Coast Guard
Courier, a floating radio relay
station, also will be placed in action.

The role of shortwave radio
transmission was re-emphasized in
statements by Dr. Compton and
Mr. Kohler after the U. S. ordered
Russia to suspend its propaganda
publications in America. The ac-
tion was taken in retaliation for
Soviet curbing of the magazine
Amerika at distribution and sales
levels.

Dr. Compton said signal power
to the USSR would be stepped up
through a “powerful” new trans-
mitter being built in Munich,
and a new production program
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RUPPETER SALES

Radio-TV Brings 'Comeback'

ROLE of radio and television in helping to effect the successful "comeback" in sales by the Jacob Ruppert Brewery was described by Herman A. Katz, vice president and director of sales, recently. He spoke at a luncheon meeting of the Sales Executive Club of New York last Tuesday.

In tracing Ruppeter's history since the brewery was founded in 1867, Mr. Katz noted that sales volume had declined before 1951. One of the problems facing the company, when it decided to launch Knickerbocker, he said, was media selection.

"Since our advertising budget was not as large as competitors," he continued, "it was agreed that rather than attempt to saturate through all media, our policy would be to dominate as much as we could with the media we did use." Radio was chosen as it was a big companion for motion campaign March 1, 1951.

"Using most of New York's radio stations, we launched a saturation campaign of spot announce- ments," Mr. Katz said. "We used jingles, but hard selling, reason- why copy. This campaign of spots, plus news programs, pulled us off the ground—but fast." On television, Mr. Katz added, Ruppert used Broadway Open House to sell Knickerbocker. He noted that although Dagmar could not be described as "less filling" (as he is with sales points) she "did sell beer.

The Knickerbocker introductory campaign has been highly successful, Mr. Katz declared. He noted that the 1951 sales and advertis- ing programs gave the year a $480,000 profit against a $1,610,000 loss in 1950.

Allan Adams, president, Adams Cos.

In an address to the Echo Club in Washington, Mr. Adams mentioned as part of the increased sales figures—amounting to some $1,000,000—"the biggest things done in the promotion of the Negro audience.

Mr. Katz noted that the "comeback" has been a "big companion" for the Negro audience. Among the things he mentioned were the use of Negro radio stations and Negro newspapers to advertise the products.

The "Voice" Summary

WEAKLY report summarizing content of Voice of America broad- casts overseas has been inaugu- rated by the Dept. of State as a means of keeping the U. S. public informed on the international in- formation program. The report, The Voice of America This Week, was developed at the request of the Radio Advisory Board of the U. S. Advisory Committee on In- formation. It contains excerpts and digests of VOA scripts dealing with major themes each week.

EDGAR BERGEN, CBS Radio star, headlined the annual Aquanautal Show sponsored by WCCO Minneapolis in that city July 12.

N.Y. NEGRO AUDIENCE

Largest Claimed by WLIB

WLIB New York claimed last week that it has the largest Negro audience in the metropolitan New York area. General Manager Harry Novik said this claim is based upon a recent Pulse survey measuring the radio listening of Negro families in the New York area between the hours of 7 a.m. and 12 noon Monday through Friday.

The Pulse report indicated that WLIB led in Negro listenership between the hours of 7 a.m. and 10 a.m. and had a large proportion of the 11 a.m.-12 noon audience, WLIB pointed out. WLIB broadcast 57 hours of Negro programming each week, which is said to be the most time allotted for such programming in the New York area. One program, featuring Walter White, executive director of the National Assn. for the Advancement of Colored People, is being syndicated nationally by WLIB and heard regularly on WIP Philadelphia, KFWB Hollywood, WWDC Washington, KWK St. Louis, WJ Detroit, WBMS Boston and WCPF Chicago.

STOREY VAN CAMP, through Gal- ins & Holden, Carlock, McLinton & Smith, N. Y., and Goebel, through Brooke, Smith, French & Drennan, New York, for Phil Davis Musical Enterprises Inc., N. Y., for musical trademark to be used in radio TV campaigns.

Mr. Robert Gibbons
Cleveland Brownie Fan
Lang, Fisher & Stashower
Chambers, Dake

Dave Bob:
While our news editor is out in Chi. this wk. for the Democratic convention, our sports guys are busy with th' Chicago White Sox in the Class AA American Assn. Our city's up and coming is in big company. His name is R. G. "Sonny" Law, a 14-year-old pitcher. We've heard him pitch at the State Fair and others like that. On course, we're always on the lookout for a good young player. Law has a fine fast ball, he's got more speed than any other station in th' state, he keeps me busy when I'm here. Mr. Corlings, football news, come in handy these summer days.

WCHS
Charleston, W. Va.

July 21, 1952  Page 91
MUSICAL MEDICINE
MUSICAL cure-alls provide a theme for a new show added to the schedule of WPAZ Pottstown, Pa. Dr. Rhythm and Nurse Melody, broadcast each Saturday afternoon stars David Platt and Laura Gearhart. "Dr. Rhythm" prescribes the musical medicine of every case "Nurse Melody" gets over the telephone.

RADIO-MAGAZINE TIE-IN
POSTERS advertising WIP Philadelphia's musical medicine every week by Radio-Magazine is being issued among the national political conventions are being issued each week by U. S. News and World Report in a joint promotion sponsored by the station and the magazine. Station in turn plugs the magazine's coverage of the political meetings.

DRUGGISTS USE RADIO
THIRD part of merchandising campaign being used by Philadelphia Assn. of Retail Druggists, began July 15 on the Super Daws Show on WFIL Philadelphia. In addition to point-of-sale and direct mail promotion, a daily phone call with cash prizes for correct answers has become a regular feature of Mr. Daws' program. Person called is selected from entry blanks obtainable at any of the 1,100 PARD stores in the area.

PUBLIC SERVICE SERIES
NINE-week series of Light Opera Previews is being aired this summer by KQV Pittsburgh. Programs, broadcast each Sunday, feature music and stars from the Civic Light Opera productions at Pitt Stadium. Fidelity Trust Co. of Pittsburgh is sponsoring the series as a public service to increase interest in the Civic Light Opera.

RADIO PLUGS PERSONALITY
TWO week "teaser" campaign combining radio spots and newspaper ads was used to introduce Bill Jackson, new early morning man on WPTF Raleigh, N. C., to radio listeners. The announcer transcribed his own spot announcements which were aired by the station. Ads announced that "BJ is coming." WPTF claims the campaign aroused great interest and built a ready-made audience for Mr. Jackson's show.

MOVIE PROMOTION
MOVIE trailers are being utilized by WTOP-TV Washington to promote "the greatest stars of radio and television" who are featured on the station. Trailers are shown for a two-week period six times daily in two of the downtown theaters. Names of stars which appear on WTOP were listed in the promotion.

JULY 4TH DOCUMENTARY
EFFORT to hold down traffic deaths in Ohio over July 4th weekend was made when WGAR Cleveland presented a special documentary entitled Unwanted First, detailing for the state audience in color for the first time in the nation per capita on highway deaths over the Decoration Day holiday. Broadcast was aired on the eve of July 4th. Station states the Cleveland Press editorial page lauded the program and its attempt to shock Ohioans into a sane Fourth of July.

KEX CONTEST
CONTEST which asked listeners to write "Why we should give blood to the blood bank" was recently conducted on KEX Portland, Ore. on Oregon Farm Hour show and drew response from 18 counties in Oregon and Washington, according to a station report. A Westinghouse alarm clock radio was presented to the winner, Mrs. T. H. Schutte, who resides in Ashland, Ore.

WOR-TV DINNER PROGRAM
PRE-THEATRE dinner program designed as a lead-in to Broadway TV Theatre will be introduced by WOR-TV New York on Aug. 28. WOR-TV Dinner Date will be seen daily from 6:30-7:30 p.m. and will feature newcomer John Wingate as host with news and Broadway chat, a 20-piece orchestra and a talent search in which the same contestants will appear nightly for a week with the winner appearing on WOR-TV the following week to promote the program.

DODGERS ON WLEU
BASEBALL fans in Erie, Pa., have been given a chance to hear games played by the Brooklyn Dodgers on WLEU Erie. Station has been carrying Pittsburgh games for the current season but Dodger broadcasts represent the first time another National League team has been heard in the city. To promote the event, station used large window display cards featuring names, numbers and pictures of players.

‘SURVIVAL’ TELECASTS
NEW program titled Operation Survival, designed to acquaint viewers with ways to survive any surprise air attack is being telecast weekly on WMAR-TV Balti-omore. Each Saturday, the show features interviews, lectures and demonstrations with particular stress on atomic warfare. Telecasts are conducted by William J. Muth, former aide de camp to the chief chemical officer, U. S. Army.

HEALTH SERIES
SERIES of weekly health features on TV has been arranged by WOR-TV New York in cooperation with the city's health department. Quarter hour presentation will be seen each Friday by Dr. E. R. Krumbiegel, Commissioner of Health, and members of his staff appearing on all programs. Visual material will be used for each topic covered during the series.
in the public interest . . .

WWNC Asheville staffs re-mained on the job through-out a 20-hour search for a 22-month-old son of a local physician. The boy had stayed from his home into nearby mountainous ter-rain. WWNC reported progress of the search through on-the-scene taped recordings. When the boy fin-ally was found, dirty and scratched from the underbrush, but otherwise unharmed, WWNC was the first to announce his safe return.

WWRL Aids Blind
WWRL Woodside, L L, has design-ated today (Monday) as “Associa-ted Blind Day” with a station break and scheduled program, from 7 a.m. to 1 a.m., sign-off time, will be used to broadcast appeals in be-half of Associated Blind, national philanthropic organization to assist sightless persons. Work-therapy program and social services con-ducted by the charity will be dis-cussed by Dr. Irving Grillo, blind president of Associated Blind, on a special program during the day. Appeals will be translated for use on the multicou-ner programs carried by the station.

KXOK Obtains Hay
CHARLES STOOKEY, KXOK St. Louis’ farm director, was instrumen-tal in obtaining badly-needed hay for Missouri, St. Francis Coun-ty farmers. Weeks of dry, but weather had burned out hay in southeastern Missouri. County Agent W. S. Romberg, of St. Francis County, asked Mr. Stookey for help. Mr. Stookey aired the request on his program, Town and Country. Immediately following the broad-cast, a Bunker Hill, Ill., farmer phoned to offer extra hay. St. Francis County farmers were quick to accept.

Olympic Drive
TEAMING with its newspaper af-filiate, the Idaho State Journal, KJRL Pocatello, Ida. helped raise $1,000 to send the state college boxing coach, Milton (Dubby) Holt, to the Olympic games in Helsinki. Newspaper provided advance pro-motion on the station’s Marathon of sports figures working as disc-jokeyes for pledges. Program was billed as an all-night vigil, start-ing at 10 p.m., but ended at 2 a.m. when pledges hit the $1,000 goal. Campaign originated with Vince Anselmo, Journal sportscaster and KJRL sportscaster. Dick Wright, KJRL, production manager, and Bob Pauls, Journal city editor and newscaster, produced the show.

TV Producer Honored
BOB JONES, producer, WMAR-TV Baltimore, has been honored by the National Rehabilitation Assn. Citation accompanying the award reads “For meritorious service to the disabled through the produc-tion and disbursement of television programs dedicated to the courageous people who have come back and have made their successful adjustment in life by overcoming physical handicaps.”

Safety Message
WPEP Taunton, Mass., conducted a special traffic safety campaign over the July 4th weekend. Among other special efforts, station ob-tained permission of national and local sponsors to use their regular commercial time for a safety mes-sage. This resulted in a total of 356 spot safety messages over the four-day weekend. WPEP gave credit to Jane Lawrence, WPEP copywriter.

KXIC Aids Search
KXIC Iowa City, Iowa, interrupted its July 7 coverage of the GOP convention to appeal for volun-teers to help the search for a missing four-year-old boy. The child had wandered from his parents’ home on a bank of the Iowa River. KXIC reporters Bob Shafter and Ken Conas raised 100 volunteers through three appeals.

Mercy Mission
WHEN News Director George Thehringer of WBRL Columbus, Ga., relayed on his newscast a plea from a young lady who was trying to replace plints of blood given to her ailing father, listeners pledged 50 pints before the pro-gram was over, according to the station.

Wheels Roll
STAMP project was launched by Virginia Patterson, WHIO-TV Dayton, Ohio, personality to pro-vide an Autocote for a young man unable to walk all his life. Mrs. Patterson appealed 18 months ago on her show for Ohio tax stamps which, when collected for charitable purposes, are redeemed by the state for every $5 worth. Contributions enabled Mrs. Patterson to turn over $100 to Earl Wright of Fairborn, Ohio, who purchased the Autocote. Her stamp fund now totals $1,000 in cash—or about $33,335 in stamps—to be used for handicapped individuals.

’Sports for Democracy’
BILL ARTHURS, head of the 1952 “Sports for Democracy” drive in Ohio and news director of WRFD Worthington, has closed a state-wide campaign highlighted by a donation of more than 45,000 seed packages from rural Ohioans to people of the Philippines. The seeds are to be shipped to the Com-mitees for Free Asia in San Fran-cisco for distribution in the Philip-pines. Mr. Arthurs received a con-gratulatory note from Mrs. Frank-lin D. Roosevelt.

WCBS-TV Contributions
TIME worth $338,092 at current rates was contributed by WCBS-AM New York to civic and profit organizations during the first quarter of 1952. Clarence Worden, director of public service and educa-tional programs, has reported. He said the total was almost 100% higher than that for the same period last year, and esti-mated that on a 12-month basis it would represent approximately a million dollars worth of time. During the first three months, a breakdown showed, the station gave educational, governmental and charitable organizations 171 station breaks, 117 participations, 14 features and 35 full programs.

Coroner Speaking
WKAP-AM-FM Allenton, Pa., strengthened its safety campaign over the July 4th weekend by transcribing a message from the county coroner, who told listeners, “Have a good time but stay alive. I don’t want you to have to investigate your death.”

WTBC Prize Donation
WTBC Tuscaloosa, Ala., sent $145 to a needy neighbor of the person who actually won the cash award through a quiz program. For Leeda Jewelers, a local firm, WTBC conducts a telephone quiz show. When the station phoned a woman who was able to answer the riddle correctly, the winner directed the station to send the award to a neighbor who has been suffering from an incurable disease. Bert Bank, WTBC partner - manager, commented, “This is an outstanding gesture on the part of the winner and it makes one appreciate more how wonderful it is to live in America where people are con-siderate of their fellowmen.”

WLWT (TV) To Rescue
WHEN polio felled 7-year-old Linda Lee Parsley and marred her birthday celebration, two fe-male eneaces at WLWT (TV) Cin-cinnati came to her rescue. Little Linda had tickets to the station’s Morning Matinee and appeared more concerned at missing the program than her illness itself. When word reached emcee Judy Perkins, she promptly dispatched the show’s traditional birthday cake to General Hospital. Miss Perkins and Ruth Lyons also joined in a birthday greeting dur-ing the program.

KECA-TV Telethon
TELETHON to garner donations to the Cerebral Palsy Fund, held May 27-28 on KECA-TV Los Angeles, has resulted in receipt up to last week of $285,000. This brings total to $40,000 over the $285,000 that was originally pledged, according to Don B. Tam, association president and director of television for ABC Western Div.
'Appreciation Picnic'
PERSONNEL of 11 Detroit radio and television stations were to be guests yesterday (Sunday) at an "Appreciation picnic" sponsored by the Navy Recruiting Station in cooperation with the Naval Air Station at Great Lakes.

WVOP Change
INITIAL decision looking toward the grant of the application of the Vidalia Bestg. Co. to change facilities of WVOP Vidalia, Ga., from 1450 kc with 250 w unlimited to 970 kc, 1 kw daytime only, has been issued by FCC Hearing Examiner Elizabeth C. Smith.

FCC actions

JULY 10 THROUGH JULY 18

July 10 Decisions . . .

COMMISSION EN BANC
Set for Hearing
Azalea Bestg. Co., Mobile, Ala.—Designated for hearing application for new AM station on 1340 kc, 250 w unlimited.

WFTW Ft. Walton, Fla.—Upon petition of WDHN, Bradenton, Fla., designated for hearing application of WFTW Inc. for new AM station on 1400 kc, 250 w unlimited.

AM—920 kc
WNYD Orangeburg, S. C.—Granted CP to change frequency from 1275 kc to 920 kc 1 kw-D.

CP-construction permit
D-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
synch.-synchronous amplifier
STA-special temporary authorization
CG-conditional grant
SMA-special service authorization

Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

July 10 Applications . . .

ACCEPTED FOR FILING

AM—1070 kc
WBHS Huntsville, Ala.—Mod. CP, as mod., which authorized change frequency, power increase and DA-DN, to increase D power from 1 kw to 3 kw.

License for CP
WFSI (FM) Lakeland, Fla.—License for CP, as mod., which authorized change frequency, power increase and DA-DN, to increase D power from 1 kw to 3 kw.

License for CP
WROL Knoxville, Tenn.—Renewal of license.

LICENSES

TENDERED FOR FILING

AM—570 kc
WFAG Fagray Spring, N. C.—CP to change frequency from 1460 kc to 570 kc, and decrease power from 1 kw to 500 w unlimited.

July 14 Applications . . .

ACCEPTED FOR FILING

Change Antenna System
WBAM Montgomery, Ala.—Mod. CP which authorized new AM to make changes in ant. system.

July 15 Applications . . .

ACCEPTED FOR FILING

Change Transmitter Location
WLBN New York—CP to change trans. location, ant. and ground system.

July 16 Applications . . .

ACCEPTED FOR FILING

Renewal of License

WBEX-AM Vidalia, Ga.—CP to move main studio from 2nd fl. to 1st fl. of new building.

License Renewal
WBEX Chillicothe, Ohio—Requests renewal of license.

TENDERED FOR FILING

Change Transmitter Location
WLBN New York—CP to change trans. location, ant. and ground system.

July 19 Decisions . . .

TOWER SITES

AM • FM • TV
Complete Installations
TOWER SALES & ERECTING CO.
1610 N. E. Columbus Blvd.
Portland 11, Oregon

SERVICE DIRECTORY

Custom-Built Equipment
U. S. RECORDING CO.
1121 Vermont Ave., Wash. D. C.
Sterling 3626

COMMERCIAL RADIO MONITORING COMPANY
PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 3502

P. O. Box 7037
Kansas City, Mo.

VACANCY

YOUR FIRM'S NAME in this "vacancy" section of the Classified section is a surefire way to bring in new business. An advertisement for space is a valuable sales tool to owners and managers, chief engineers and technicians. An advertisement is a must for AM, FM, Television and facsimile facilities.
INTERNATIONAL BLDG., 1319 Washington D. C. P.O. BOX 7073, JACKSON 5302, KANSAS CITY, MO.

Craven, Lohneis & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE *

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE *

William L. Foss, Inc.
Formerly Colton & Foss Inc.
927 15th St., N. W. REPUBLIC 3883
WASHINGTON, D. C.

Lynne C. Smeby
"Registered Professional Engineer"
1311 G St., N. W. EX. 8073
WASHINGTON 5, D. C.

Robert L. Hammet Consulting Radio Engineer
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

Bernard Associates
CONSULTING RADIO ENGINEERS
501 Sunset Blvd.
Hollywood, Calif. Normalcy 2-6715

Jansky & Bailey
Executive Offices, National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414 Member AFCCE *

James C. Mcnary
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE *

A. D. Ring & Co.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE *

There is no substitute for experience
GILLET & BERQUIST
992 N.ATL. PRESS BLDG. NA. 3773
WASHINGTON, D. C.
Member AFCCE *

Russell P. May
John A. Maffet, Associate
1422 F St., N. W. Kellogg Bldg.
Washington, D. C. REPUBLIC 3984
Member AFCCE *

Kear & Kennedy
1302 18th St., N. W. Hudson 9000
WASHINGTON 6, D. C.
Member AFCCE *

Guy C. Hutcheson
P. O. Box 32 AR 4-8721
1100 W. Abroad
ARLINGTON, TEXAS

Robert M. Silliman
1011 New Hampshire Ave., N. W.
Republic 6446
Washington 7, D. C.

William E. Benns, Jr.
Consulting Radio Engineer
3738 Konawahe St., N. W., Wash., D. C.
Phone Oldway 8071
Box 2468 Birmingham, Ala.
Phone 6-2304 Member AFCCE *

Weldon & Carr
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4212 S. Buckner Blvd. 4742 W. Rushfan
Member AFCCE *

A. Earl Cullum, Jr.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE *

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoenix
Box 260 APOTOS-3352
Member AFCCE *

Raymond M. Wilmotte
1469 Church Street, N. W. Deatur 1231
Washington 5, D. C.
Member AFCCE *

Walter J. Stiles
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
Attwater 4292
Washington, D. C. Republic 6160

James R. Bird
Consulting Radio Engineer
Fairfax Hotel, K.Y.
33 Elm Ave.
San Francisco 8, Cali.
Mill Valley, Calif.
2-Duques 1-238 DUnlop 2-6717
Member AFCCE *

July 21, 1952  Page 95
Help Wanted

Managerial

Need a working partner with management and sales experience. Will need $12,000-20,000, preferably within first fifty metropolitan districts. Independent service. Box 894P, BROADCASTING • TELECASTING.

Owner's successful small station, southern California, seeks experienced local sales manager with proven aggressiveness for downtown Los Angeles station. Write giving references and capabilities. Box 894P, BROADCASTING • TELECASTING.

Help Wanted

Salem

CBS station in highly competitive southeastern state will add one salesman to its growing staff. Must be on commission basis with adequate drive. Write in confidence giving references. Box 894P, BROADCASTING • TELECASTING.

Salem

Radio salesman wanted immediately by 5000 watt daytime independent station in southeastern city. Exceptional opportunity for successful salesman with good radio background and a proven sales record. Box 894P, BROADCASTING • TELECASTING.

Network affiliate seeking commercial manager. Further opportunity will be extended to the right qualified candidate. Consistently "preferred" rated station in Miami Florida. Submit photo, references, in letter. Box 894P, BROADCASTING • TELECASTING.

Washington, D. C. area independent has immediate opening for experienced salesman. Weekly guarantee against 15% commission. Write giving references and experience. Box 894P, BROADCASTING • TELECASTING.

Time salesman for radio station in Pennsylvania. Station well established and has complete history of yourself and sales experience. Box 894P, BROADCASTING • TELECASTING.

Radio salesman for Texas station. Salary plus commission. Good market, progressive station. Must have a good level of experience and ability. Box 894P, BROADCASTING • TELECASTING.

Florida coast station. Hard-working salesman wanted immediately. No desk pilots wanted. Send photo, list of established accounts. Box 894P, BROADCASTING • TELECASTING.

Salesman or salesman-announcer, excellent market, good prospects. KBRZ, Freeport, Texas.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to advertisers. Excellent salary guarantee with commission arrangement. Opportunities for advancement. KCMD AM-FM (TV application) in St. Joseph, Missouri.

Independent in major metropolitan southern market, now under new management, has opening for experienced salesman, with opportunity of becoming commissioner at present salary. Excellent potential for man who wants to work and be responsible. Must have sold in a challenging opportunity. Contact Manager, WREB, West Palm Beach, Florida.

Excellent opportunity in local sales for aggressive experienced salesman, WRFD, Worpthington, Ohio.

Help Wanted

WANTED: EXPERIENCE MANAGER

Texas regional wants announcer under 28 with several years experience small TV, major city. Must be capable of handling any type of advertising. Applications from Texas only. Box 894P, BROADCASTING • TELECASTING.

Football announcer plus staff duties. Texas. Tell all Box 894P, BROADCASTING • TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn more money. Must be able to type. Box 894P, BROADCASTING • TELECASTING.

Announcer-engineer, first phone, experienced. For aggressive man with good engineering ability. Contact Box 894P, BROADCASTING • TELECASTING.

Announcer-engineer, city station, minimum $75 starting pay. With Pa. independent Box 894P, BROADCASTING • TELECASTING.

Announcer-engineer with first license for small town region. Must be reliable, 24 hours a day, live, listen. Box 894P, BROADCASTING • TELECASTING.

Announcer-engineer. Start $75.00 per week. KEBK, Freeport, Texas.

Announcer-engineer, top newswriter. Must be able to gather, then write realistic news for Texas station. Salary plus commission needed. Box 894P, BROADCASTING • TELECASTING.

We want an announcer-engineer with at least two years experience for 5000 watt network station in market of half million population. Must have TV experience. Send a picture with your application. Box 894P, BROADCASTING • TELECASTING.

Announcer-repairman. First phone. Safari, Box 894P, BROADCASTING • TELECASTING.

Announcer-engineer, city station, minimum $75 starting pay. With Pa. independent Box 894P, BROADCASTING • TELECASTING.

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Announcer-engineer, top newswriter. Must be able to gather, then write realistic news for Texas station. Salary plus commission needed. Box 894P, BROADCASTING • TELECASTING.
**Situation Wanted**

**Manager**

Experienced controller available for Interview August, 13 years station experience. Commercial, sales, management, ownership. Married, family exceptionally dependable. Desire small medium size station with full facilities. Box 777P, CASTING TELECASTING.

**Announcers**

Announcer, single. Draft exempt. Some experience on N.Y. stations. Strong on news, capable DJ. Commercial material that sells. Disc available, Box 690P, BROADCASTING TELECASTING.


Personality disc jockey. Hard worker, conscientious. Early morning, late night program background, Special events, audience participation shows, etc., where good programming can make it. Disc available immediately as DJ personality. Box 779P, BROADCASTING TELECASTING.

Sports announcer, 8 years radio, presently business manager class "B" team. Minimum box, Box 785P, BROADCASTING TELECASTING.

Seek immediate, permanent staff position, symphony to sports. Extremely well-read, war, peace, vacation. Box 787P, BROADCASTING TELECASTING.

Disc jockey with first class license, with extensive metropolitan and indie AM and TV experience. Available immediately as DJ personality. Box 692P, BROADCASTING TELECASTING.

Excellent TV potential for station with immediate opening for immediate radio position. Personable, versatile, rare personality, art background, two years radio experience. Box 785P, BROADCASTING TELECASTING.

Topflight announcer, family man, seeking permanent position with AM or TV station in mid-west. Box 785P, BROADCASTING TELECASTING.

Wanted, an announcing job in a station where good programming is as important as making money. Pres- ting. Experience, box 760P, BROADCASTING TELECASTING.

Announcer, 12 years experience. News, commercial, DJ, sports, interviews. Experienced PD, copywriter, promoter, 4 years college. Familiar, 6 years old. Four years at present position, Aud- ing, etc. Box 788P, BROADCASTING TELECASTING.

Topflight announcer. 1½ years radio, college man, single, 28. Prefer permanent job. Box 787P, BROADCASTING TELECASTING.

Let's share the profits of big sports or great small market opportunities with sports-minded stations. Prefer to handle basketball, hockey, boxing and baseball. Box 789P, BROADCASTING TELECASTING.

Available: Good broadcast man. Many years successful experience commercial and manager independent and network. Very strong on sales. Just completed almost general management of local AM midwest operation. Experienced as announcer through sales, M.A. Degree, excellent references. Now college instructor. Box 785P, BROADCASTING TELECASTING.

Successful engineer with many years experience all phases radio, desires managerial position. All replies strictly confidential. Box 794P, BROADCASTING TELECASTING.

Available: Good broadcast man. Many years successful experience commercial and manager independent and network. Very strong on sales. Just completed almost general management of local AM midwest operation. Experienced as announcer through sales, M.A. Degree, excellent references. Now college instructor. Box 785P, BROADCASTING TELECASTING.
Television

WANTED
Pitchman for all night shift. Required to maintain and sell mail order charter that will stand full investigation and will be given TV experience and send picture and record to Berron Howard, Radio Station WRVA, RICHMOND, VIRGINIA

Help Wanted (Cont'd)

Situations Wanted

COMMERCIAL MANAGER
Do you believe sales result from hard work? don't. Record as radio-TV sales manager NAC, metropolitan station. Four years experience in radio. Four years experience in sales. Will operate. Must be willing to travel. Write Box 2492P, BROADCASTING TELECASTING.

WANTED
Experienced man to handle film operations of leading TV station starting about September 1. Will be responsible for production of commercials and program films as well as supervision of film program department. Box 275P, BROADCASTING TELECASTING.

For Sale (Cont'd)

Help Wanted

TV coordinator: Looking for right man to set up and operate your new TV station. Must have previous background in radio-TV operation, planning, programming and management. Reliable, diligent worker, married, age 25-35, with spouse. Presently employed by major network station. Box 783P, BROADCASTING TELECASTING.

Equipment, etc.

Wanted—Used equipment for 1 kw installation. State age, condition, and minimum price. Box 783P, BROADCASTING TELECASTING.

Wanted—One 200 to 300 foot self-supporting tower to support RCA UHF TV antenna and 3" coax line. Designed for thirty pound wind load. Box 782P, BROADCASTING TELECASTING.

Wanted—Conductive insulator position in television and/or radio station in northwest or northeast states. References. Box 781P, BROADCASTING TELECASTING.

For Sale

Stations

Regional independent station located in northeast important city within five hours of Chicago. Liberal listeners. Box 788P, BROADCASTING TELECASTING.

Western station, independent 250 w. No taxes. $40,000.00 E. F. G. (good operator). Box 789P, BROADCASTING TELECASTING.

Western stations, Independents, affiliates. Priced from $10,000 to $76,000. Jack Blackburn, 621A W. Madison St., Lewisville, Ill.

Equipment, etc.


Miscellaneous


Help Wanted

SUCCESSFUL TIME SALESMAN
Are you a man with ambition? If so, look for a small market, lacking for a station to locate which can be your. Play as a successful time salesman to write a young station (25-30), capable of handling managerial responsibility. Must have at least 3 years experience. Paid $500,000 a year, you haven’t had at least 3 years experience, or grossing $100,000 a year. Tell all first letter, Box 764P, BROADCASTING TELECASTING.

For Sale

Transmitter, new Raytheon 250 watt AM with spare tubes and crystal. Can be tuned to any frequency. Packed for export, original crating. Available immediately, Box 815P, BROADCASTING TELECASTING.

Special discounts on nationally advertised men’s clothing, photographic equipment, watches and radios to men major market station wanting to sell mail order charter that will stand full investigation and will be given TV experience and send picture and record to Berron Howard, Radio Station WRVA, RICHMOND, VIRGINIA.

for metropolitan station. Four years experience in radio. Four years experience in sales. Will operate. Must be willing to travel. Write Box 2492P, BROADCASTING TELECASTING.

Help Wanted

COMMERCIAL MANAGER
Do you believe sales result from hard work? don't. Record as radio-TV sales manager NAC, metropolitan station. Four years experience in radio. Four years experience in sales. Will operate. Must be willing to travel. Write Box 2492P, BROADCASTING TELECASTING.

WANTED
Experienced man to handle film operations of leading TV station starting about September 1. Will be responsible for production of commercials and program films as well as supervision of film program department. Box 275P, BROADCASTING TELECASTING.

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FCC roundup

New Grants, Transfers, Changes, Applications

<table>
<thead>
<tr>
<th>AM Stations</th>
<th>On Air</th>
<th>Licensed CPs</th>
<th>Ary. In Eng. Hearing</th>
<th>Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM -1360 kc</td>
<td>KVIM New Iberia, La. - Granted CP to change frequency from 1370 kc to 1360 kc.</td>
<td>AM -1428 kc</td>
<td>WLNA Peekskill, N.Y. - Granted CP to increase power from 500 kw to 1 kw.</td>
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</tbody>
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Box Score

SUMMARY THROUGH JULY 17

| AM Stations | 2,353 | 582 | 16 | 8 |
| FM Stations | 635 | 107 | 9 | 7 |
| TV Stations | 108 | 7 | 11 | 50* |

*Filed since April 14.

(See Also views of the FCC, page 6)
Teletatus
(Continued from page 80)

| PERCENT OF TV HOMES Reached IN PROGRAM STATION AREAS* |
|---------------------------------|-----------|
| Homes Program %                 |           |
| Total                             | 67.3      |
| 1. Love Lucy (CBS)                | 41.2      |
| 2. Peyton Place (CBS)             | 40.4      |
| 3. I Love Lucy (CBS)              | 34.7      |
| 4. The Big Valley (CBS)           | 25.4      |
| 5. Andy Griffith Show (CBS)       | 23.5      |
| 6. Gilligan's Island (CBS)         | 21.3      |
| 7. Leave It to Beaver (CBS)        | 21.4      |
| 8. The Munsters (CBS)             | 20.3      |
| 9. The Andy Griffith Program (CBS)| 18.9      |
| 10. Petticoat Junction (CBS)      | 15.3      |

---

**The Nielsen “percent of homes reached” gives a relative measurement ofthe audience obtained by each program in the particular station areas where it was telecast—all TV homes in those station areas able to view the telecast being taken as 100%.

Copyright 1952 by A. C. Nielsen Co.

Convention Coverage Has Trendex Rating of 41

TELEVISION network coverage for the first evening session of the Republican national convention—July 7, 9:30-11 p.m., a pooled operation by ABC-TV, CBS-TV, DuMont and NBC-TV—attained a Trendex rating of 41, the rating company reported last week.

Among regular sponsored programs, Trendex listed the top 10 for the week of July 1-7 as follows:

1. Lost in Space
2. The Andy Griffith Program
3. Petticoat Junction
4. Leave It to Beaver
5. The Munsters
6. The Big Valley
7. Gilligan's Island
8. Peyton Place
9. I Love Lucy
10. Andy Griffith

---

‘Lucy’ Tops Six Cities in June ‘Hooperade’

THE JUNE “Hooperade” of TV programs, released last week by C. E. Cooper Inc., shows that, for the first time since the “Hooperade” was started in January, a single program placed first in all six cities measured.

The program: I Love Lucy, a CBS-TV series now on summer hiatus.

Only one other program to place in the “Hooperade’s” first 15 in all six cities was the Red Skelton Show on CBS, and only while Geraldine’s Tales of the Classy Outdoor Variety Show on CBS-TV was in the first 15 in five of the six cities.

In all, 35 programs showed up in the first 15 in one or more of the six cities.

The cities, said to serve 46.8% of the nation’s TV sets, are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

How many automobiles are there in Franklin County, Ohio?

The 1952 Broadcasting Marketbook has the answer.

Publication date: August 13.

Subscribers’ copies mailed with regular August 16 issue.

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FCC Roundup
(Continued from page 99)

**FCC**

**Fox Score**

<table>
<thead>
<tr>
<th><strong>AM</strong></th>
<th><strong>PM</strong></th>
</tr>
</thead>
<tbody>
<tr>
<td>FJ</td>
<td>FJ</td>
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</table>

**Status of broadcast station authorizations at the FCC:**

**As of May 31**

**As of June 30**

**AM FM TV**

<table>
<thead>
<tr>
<th><strong>AM</strong></th>
<th><strong>PM</strong></th>
<th><strong>TV</strong></th>
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**Bob Hope** will receive the first Al Jolson Award and Citation by the Veterans of Foreign Wars at the 53rd annual national convention.

Los Angeles on Aug. 4.

---

**MAY-JUNE FCC BOXSCORE**

**Total authorized**

2,418 2,418 2,418

**Total on the air**

2,353 2,353 2,353

**Construction permits**

90 90 90

**Applications pending**

0 0 0

**Total applications in hearing**

211 8 7

**Requests to change existing facilities**

208 16 214

**Deletion of construction permits**

0 0 0

---

**Koin Portland, Ore.**—Assignment of license from Kalamazoo, Mich., to G. H. Andrus, Kalamazoo, Mich., for a commercial station at MEXA. Filed July 1.

**Kobe, Japan**—Assignment of license from Paul O. T. Muller, New York City, to M. H. O. Muller, Lowestoft, England, for a commercial station at MEXA. Filed July 1.

**KBI**—Assignment of license from G. H. Andrus, Kalamazoo, Mich., to W. D. Barlow, Port Angeles, Wash., for a commercial station at MEXA. Filed July 1.

**KBB**—Assignment of license from W. D. Barlow, Port Angeles, Wash., to C. E. Cooper Inc., New York City, for a commercial station at MEXA.

**KFW**—Assignment of license from C. E. Cooper Inc., New York City, to Paul M. Lambert, Los Angeles, Calif., for a commercial station at MEXA. Filed July 1.

**KCN**—Assignment of license from W. D. Barlow, Port Angeles, Wash., to W. D. Barlow, Port Angeles, Wash., for a commercial station at MEXA. Filed July 1.
tion in TV, it was indicated. Mr. Kenney will be station manager of WKBW-TV.

Springfield Television Broadcasting Co., granted for UHF Channel 21 at Springfield, Mass., hopes to be on the air by the end of the year and doubts it can do so any sooner because of delays in getting equipment and tower, according to President Roger L. Putnam, head of the Economic Stabilization Administration.

The firm, in which WSPR Springfield is minority stockholder, is expected to radiate power of 115 kw visual and 58 kw aural with antenna height above average terrain of 980 ft. Mr. Putnam termed the equipment situation "tight" and said delivery estimates range up to a year and a quarter for a 10-kw transmitter. He indicated an initial FM operation is under consideration.

The ESA chief said his firm has been offered the shared use of the FM tower and transmitter building of WHYN Holyoke, also a UHF grantee, and this is being discussed.

The present studio facilities of WSPR may be used at the outset for TV, Mr. Putnam reported. Similarly, key WSPR executives would also handle the same positions in TV, aided by other WSPR staff members and additional personnel needed for the TV outlet.

Another UHF grantee, The Hampden-Hampshire Corp., licensee of WHYN Holyoke, Mass., hopes to be on the air by the end of this year but notes difficulty in obtaining UHF equipment. WHYN was granted Channel 55 with effective radiated power of 65 kw visual and 35 kw aural with antenna height above average terrain of 990 ft.

Charles DeRose, vice president and general manager of WHYN, hopes WHYN-TV can be on the air in about six months, but this depends upon equipment delivery. The station will start with a 1 kw transmitter at first, delivering 20 kw ERP.

Tower and transmitter building, those of WHYN-AM at 1,200-ft. Mt. Tom, already are established, he noted.

E. Anthony & Sons, licensee of WNBH New Bedford, Mass., and grantee for UHF Channel 28 there, does not have an estimated commencement date. Basil Brewer, president, is on vacation following the Republican Convention. He was a delegate from Massachusetts.

Post-Thaw Operation Preparations
(Continued from page 70)

WNBH-TV has been authorized effective radiated power of 200 kw visual and 100 kw aural with antenna height above average terrain of 690 ft. The TV outlet will employ a transmitter site different from that of WNBH but the same studio facilities are expected to be used. No plans are set on staff and network affiliation at this time, it was reported.

WKBW Broadcasting Corp., licensee of WKBW Youngstown, Ohio, which received a permit for UHF Channel 17, finds equipment is "the main problem" and doubts it will be on the air this year. WKBW-TV was granted effective radiated power of 200 kw visual, 100 kw aural, with antenna height above average terrain of 510 ft. W. P. Williamson Jr., general manager, reported some manufacture of UHF transmitter this fall, a 5-kw unit by spring and a 10-kw transmitter by the fall of 1953.

WKBW has joint facilities already constructed for radio and TV, Mr. William-son said, pointing out WKBW-TV will use the FM tower which was designed to include TV when it was constructed.

Since WKBW is a CBS affiliate, the TV outlet is expected to carry the same network.

Highest UHF Channel
Vindicator Printing Co., licensee of WFMY Youngstown, Ohio, and grantee for UHF Channel 73 there, predicts it will take about a year to get its new TV outlet on the air. It is the highest UHF channel granted thus far by FCC.

Frank A. Dieringer, WFMY chief engineer, pointed out a new joint WFMY transmitter plant and 1,000-ft. TV tower must be constructed. Estimated delivery date from RCA for a 10-kw UHF transmitter, he said, ranges from April 19 through the midsummer and transmitter, 1 kw, and antenna external is estimated to be on the air this fall.

WFMY-TV expects to sign a network affiliation with NBC, WFMY is both an NBC and ABC outlet.

Susquehanna Broadcasting Co., licensee for UHF Channel 43 at York, Pa., and licensee of WSBA there, is planning November commencement date of interim operation, according to Walter Rothe nes, WSBA general manager. "We're going to press this thing," he said.

WSBA-TV has been authorized effective radiated power of 170 kw visual and 86 kw aural with antenna height above average terrain of 530 ft.

Since the WSBA-FM transmitter building and tower are in operation and were designed to include TV, the advent of WSBA-TV will be aided in that direction, Mr. Roth enes pointed out. "Early" equipment delivery from RCA is expected although a fixed date is not known, he said.

Network affiliation is not finalized, he said, but talks have been held with ABC, of which WSBA is an affiliate.

The Helm Coal Co., licensee of WNOW York, Pa., and grantee for UHF Channel 49 there, hopes to be on the air by the first of the year depending on equipment delivery, according to Lowell Williams, WNOW general manager. "It is possible to be on this fall, but not likely," he said.

Mr. Williams stated transmitting equipment has been ordered but no delivery date is known at this time. WNOW-TV will use the existing tower of the AM station and also use the present WNOW studios "if practical." Later a new building will be constructed, he indicated.

Fleet Permit
Trans-American TV Corp., which received a permit for UHF Channel 28 in Flint, Mich., hopes to get on the air this fall, but the exact date is undetermined. The company, in anticipation of the 1954 model FCC license, is planning to begin operation by Christmas, according to R. F. DeRose, vice president.

KTBC-TV personnel will be built around the present radio staff, Mr. Kellam said. KTBC executives will maintain the same positions in TV, including Richard (Cactus) Pryor, program director; Ben Herne, chief engineer, and Paul Bolton, news director.

Charles Henry Coffield, trading as Capital City Television Co., Austin, Tex., said he plans to begin operation on UHF Channel 18 "as soon as possible," and estimate a date because of equipment uncertainties. "It will be impossible to be on the air by Christmas," he said.

Mr. Coffield's new Austin station was granted effective radiated power of 210 kw visual and 105 kw aural with antenna height above average terrain of 320 ft. According to present plans, the tower is to be erected atop the Capital National Bank Bldg., with studio and transmitter facilities provided at the same location.

Mr. Coffield has to receive a copy of his construction permit from FCC before engineering plans can proceed. Mr. Coffield could give no estimate on expected delivery dates for the transmitter, tower and associated equipment. He thought the steel strike may delay obtaining the tower.

Mr. Coffield reported he has made no plans respecting staff or network affiliation at this date. He said the telephone company indicated it would be a year before network service could be extended to Austin.
BROADCAST BUREAU ATTACKS PARAMOUNT PETITION

IN biting attack on petition of Paramount parting from FCC on antitrust issue from case [B*T, July 14], FCC’s Broadcast Bureau suggested that Commission act administratively to change its antitrust policy for “any and all applicants.” Opposition to petitions of ABC, CBS, Paramount Pictures Corp. and United Paramount Theatres Inc. was filed late Friday.

Commission must resolve, said Broadcast Bureau Attorney Joseph M. Ketter, Fred W. Froman and Max D. Fagin, (1) that antitrust activities of any and all applicants are immaterial to their qualifications as licensees; (2) that antitrust policy report of last year be set aside; (3) that Congressional intent that anti-trust violations should be considered by FCC in judging applicants’ qualifications will be disregarded, and (4) that Mester Bros. case no longer reflects Commission policy.

Broadcast Bureau also pointed out that even if antitrust issues are deleted, Commission still must determine conflicts in testimony among witnesses. It declared that requires that Commission propose amended filed within 20 days and that it issue final decision before Sept. 1—by-passing hearing examiner—is in error that Commission will not be able to make decision so fast.

Bulk of Broadcast Bureau’s 35 page document is legal justification for consideration of applicant’s past antitrust history in judging qualifications.

As to DuMont, Broadcast Bureau suggested that Commission might grant that company’s request for severance from package case, which involves merger of ABC and UPT, as well as renewal of license of Paramount Pictures Corp.’s KTLA Los Angeles, among others. DuMont also had objected to grant of petitions for deletion of antitrust issue, etc. (see earlier story, page 48).

NARTB ASKS DELAY ON REMOTE DELETIONS

DELAY of 24 months in deletion of nine remote pickup frequencies in 2000-5500 kc band asked in comment filed with FCC by NARTB. Association asks time to permit amortization or conversion of equipment. It also asks retention of three channels above 1600 kc and widening of channels in 26 mc band for remote service. FCC recently suggested several new bands for remote service. NARTB proposed rules be amended to permit broadcasters to apply for special temporary grants to use other suitable frequencies for particular pickups.

NBC also filed petition, noting Atlantic City deletes only two of nine channels and stating new frequencies in 25 mc area don’t work as well for some purposes. If deletions must go through, NBC asks that broadcast be given two years to modify or amortize equipment or that other frequencies be provided on share basis when new channels are “unsuitable or unavailable for transmission.”

KRON-TV JOINS NARTB

KRON-TV San Francisco last week joined NARTB, becoming 89th TV outlet in association rolls.

Page 102 • July 21, 1952

PEOPLE...

ROBERT B. BRYAN appointed to New York sales staff of George P. Hollingsbery Co., station representative.

RUPERT LUCAS, former national director of television programming for CBS, named general executive of Barry & Enright Productions, N. Y.

JAMES MILLERICK has joined copy staff of Hicks & Greist Inc., N. Y. He was formerly with Barlow Adv. and also member of Connecticut state legislature.

DR. HENRY W. FREDERICKS, foreign department manager for Buchen Co., Chicago, named western vice president of Assn. of International Advertising Agencies.

JAMES S. AYERS, former general manager of WAKE Greenville, S. C., named southeastern representative of O. L. Taylor Co., station representation firm, effective immediately.

CARROLL H. MARTS, Midwest sales manager of MBS, Inc., of Midwest operations, with VIRGIL REITER, MBS Midwest sales executive, moving into Mr. Martz’ spot.

BILL YONAN leaves ABC Chicago, where he is network radio salesman, in mid-August to join NBC Chicago as manager of network radio sales promotion.

NEW TV APPLICATIONS

FCC Friday received 13 new and amended applications for TV outlets and two requests from existing stations for change in their facilities.

Fresno, Calif.—John Poole Besty, Co., UHF Ch. 53, ERP 281 kw visual, antenna height above average terrain 816, antenna ERP 297 kw, 141 antenna cost $215,000, first year operating cost $169,000, revenue $210,000. Application and certification filed May 23, 1952; applicant is partnership of individuals, including Fred H. Lloyd, Frank A. Pettit and Talwin J. Mead.

San Francisco—M. R. Kennedy, Co., UHF Ch. 21, ERP 317 kw visual, antenna height above average terrain 879, antenna ERP 1,731 kw visual, antenna height above mean sea level 1,902, antenna cost $84,000, first year operating cost $150,000, revenue $200,000. Application and certification filed May 1, 1952; applicant is corporation formed by M. R. Kennedy.

WAVN—Miami Beach, Fla., Ch. 5, ERP 100 kw, antenna 291 ft., cost $150,000, construction cost $288,000, operating cost $125,000, station value $60,000, name George A. Alpert, Miami Beach, Fla.

WWDG—Minneapolis, Minn., Ch. 9, ERP 288 kw, antenna 514 ft., cost $150,000, antenna height above average terrain 514, antenna ERP 215,000 kw, operating cost $187,000, first year operating cost $169,000, revenue $210,000. Application and certification filed May 1, 1952; applicant is corporation formed by Dr. Charles E. M. Ruprecht.

WZON—Henderson, Ky., ERP Ch. 50, ERP 25 kw, antenna 330 ft., cost $15,000, operating cost $15,000, first year operating cost $15,000, station value $25,000, name O. E. Ray, Henderson, Ky.

WTHH—Warren, Ohio, UHF Ch. 21, ERP 86 kw, antenna 312 ft., cost $48,000, operating cost $24,000, antenna height above average terrain 500, antenna ERP 2,113 kw, station value $19,000, first year operating cost $21,000, station value $19,000, name O. L. Taylor Adv. Co., Warren, Ohio.

WROC—Rochester, N. Y., ERP Ch. 13, ERP 1,731 kw visual, antenna height above average terrain 741, antenna ERP 3,173 kw visual, antenna height above mean sea level 1,879, antenna cost $215,000, construction cost $275,000, operating cost $130,000, antenna cost $235,000, first year operating cost $170,000, revenue $230,000. Application and certification filed May 1, 1952; applicant is corporation formed by Dr. Charles E. M. Ruprecht.

WJZ—Baltimore, Md., ERP Ch. 10, ERP 25 kw, antenna 330 ft., cost $15,000, construction cost $15,000, operating cost $15,000, antenna height above average terrain 500, antenna ERP 2,113 kw, station value $19,000, first year operating cost $21,000, station value $19,000, name O. L. Taylor Adv. Co., Warren, Ohio.

WABC—New York, Ch. 7, ERP 249 kw, antenna 391 ft., construction cost $255,000, first year operating cost $150,000, antenna height above average terrain 500, antenna ERP 2,151 kw, antenna height above mean sea level 1,879, antenna cost $245,000, construction cost $301,000, operating cost $187,000, antenna cost $215,000, first year operating cost $150,000, name O. L. Taylor Adv. Co., Warren, Ohio.

WAKS—Kalamazoo, Mich., ERP 249 kw, antenna 259 ft., construction cost $191,000, operating cost $130,000, antenna height above average terrain 500, antenna ERP 2,113 kw, antenna height above mean sea level 1,879, antenna cost $155,000, construction cost $191,000, operating cost $130,000, antenna cost $191,000, first year operating cost $130,000, name O. L. Taylor Adv. Co., Warren, Ohio.

WOC-TV—Davenport, Iowa, ERP Ch. 10, ERP 100 kw, antenna 500 ft., cost $150,000, antenna height above average terrain 500, antenna ERP 2,151 kw, antenna height above mean sea level 1,879, antenna cost $150,000, construction cost $150,000, operating cost $130,000, station value $19,000, name O. L. Taylor Adv. Co., Warren, Ohio.

BROADCASTING • Telecasting
They're shouting!

It's the great $50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

And you'll shout, too...

When you see what Operation Sunburst can do for those crawling summer sales, Operation Sunburst low cost packages include a smashing barrage of promotion and merchandising that's sure to pay off! Remember . . . it's not the heat, it's the timidity. Call your WLW-Television sales office today!
weed & company

RADIO STATION REPRESENTATIVES

NEW YORK
BOSTON
CHICAGO

DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD