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TELECASTING
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21st Year
The Newsweekly of Radio and Television.

JULY 19, 1952
"The All-Night Show"
All-night television - live - for the first time in the U.S.

AUGUST 4, 1952
"TV Dinner Date"
Another WOR-tv FIRST - an hour variety show, repeated for 5 consecutive nights.

PREMIERE NEXT MONDAY:

all pioneered by WOR-tv channel 9
for New York

Inquire how amortizing sponsors costs over the week can benefit you.
In the rotunda of the Capitol Building in Richmond is Houdon's statue of General George Washington, labelled by historians the most important in the world. Symbol of courage, faith, devotion to the cause of freedom, this memorial (the only one for which Washington posed) is a fit present-day reminder that man's pursuit of freedom is eternal.

Among the most powerful weapons of the American way of life is freedom of expression—well served by countless radio and television stations. Among these, The First Stations of Virginia, WMBG-AM, WCOD-FM, WTVR-TV, are privileged to be numbered.

Havens & Martin Stations are the only complete broadcasting institution in Richmond.
Pioneer NBC outlets for Virginia's first market.
WMBG Represented Nationally by The Bolling Company
WTVR Represented Nationally by Blair TV, Inc.
Every Wednesday, 3:30 to 4:00 PM, Dispatch Television Kitchen offers merchandising co-operation—at no extra cost. Demonstrations of kitchen products tie in beautifully with Thursday Erie Dispatch food issues.

As an additional bonus on radio station WIKK, merchandising assistance and co-operation on the Erie Dispatch household program. With 5000 Watts, WIKK has extra coverage and proved listenership in the Erie area.

Newspaper advertising in the Erie Dispatch, plus TV and Radio Merchandising assistance—at no extra cost! That’s the successful formula for Kitchen Products advertising in Erie, Pennsylvania.

A new combination to promote sales in the Greater Erie Market

THE Erie Dispatch offers as a bonus to kitchen products advertisers (1) a live Kitchen Arts Show on WICU-TV with a large responsive audience which has followed it closely since 1949 (2) participating announcements on radio station WIKK. These two merchandising assistance and co-operative offers will assure kitchen products advertisers of the most complete coverage of Erie, Pennsylvania and vicinity ever offered. Write or call Erie Dispatch, Erie, Pa., (or Lamb Enterprises, Inc.) for complete details on this truly remarkable offering to national advertisers.

Edward Lamb Enterprises, Inc., Hotel Berkeley, 111 E. 48th St., N. Y. C.

* RADIO
* TV
* NEWSPAPER

Edward Lamb Enterprises INC.
Through this newly inaugurated thirteen-week series of programs, thus titled, Wilmington's own Organized Surface Battalion, 4-1, USNR, speaks to thousands of fellow citizens. On half hour programs presented every other week, the different type of work, various activities and fundamental purposes of the USNR local training center projects are interestingly explained.

Through "Let's Go Navy" and many other public service programs, WDEL-TV strives to build better understanding among all the people in its coverage area.
RESIDENT SOUTHERN result of its convention with affiliates last year, NBC has scheduled another convention at Boca Raton, Fla., probably Dec. 2, 3, 4, but with avowed intention of making it purely social, and with no business meetings to be scheduled. Last year’s session, at which NBC presented its proposed new basic economic plan to cover rate revisions, wound up with no action pending “further study.”

DEMOCRATS did no better than Republicans when it came to expression on free radio-TV in party platform. Both had been importuned to adopt freedom planks, although there was no testimony, as in former years. Both ignored proposals, without stating reasons. GOP adopted innocuous overall plank against censorship, while Democrats gave lip service to world-wide freedom in gathering and dissemination of news.

ALTHOUGH most estimates place number of people within range of TV signals at 80 to 90% of all people in U. S. are in range of radio signals. ARB’s estimates are based on fact that it has found TV viewers out as far as 150 miles from its station. The broadcast engineers now require that them to be included in samples in its diary studies of program ratings.

THAT SAMENESS of political conventions bores considerable segment of public was evidenced during GOP convention, when many folks called networks to ask when regular schedules would return. It became even more pronounced during Democratic convention last week. Not only were networks besieged, but Democratic Committee itself heard from fans resenting blacking out of favorite shows.

WHO, if anyone, goaded Dept. of Justice into filing anti-trust suit to force motion picture industry to release newer feature films for TV (see story page 27)? Although unconfirmed, motion picture circles felt it could be pinned upon Zanuck’s last fight for Hollywood cooperation (which it didn’t get) for its phone-view experimentation.

FURTHER widening of “double standard” for educators evidenced in rush of noncommercial grants last week—pointed up FCC majority’s warning that while it authorized Kansas State College application despite question of financial qualification, commercial applicants must still toe line and meet all requirements pursuant to Sec. 1.382 of the rules.

IT WAS FCC Chairman Paul A. Walker, not education-advocate Comr. Frieda B. Hennoek, who pushed through four educational grants despite serious questions as to legal and financial qualifications—with to Comrs. Rosel H. Hyde and Robert F. Jones objected (see stories pages 5 and 55). Comrs. George E. Sterling (in Maine) and E. M. Webster (in London) were not present.

DON’T look for any TV hearings before September. FCC staff executives have told several Washington lawyers and consulting engineers (Continued on page 6).

RECORD VOLUME REACHED BY RCA

RCA AND ITS subsidiaries had all-time record volume of $383 million in 1952 (up from $340.3 million in 1951). Frank M. Folsom, RCA president, announced today (Monday). Figure tops that for like period of 1951 by $3.5 million. RCA net earnings for half-year were $1,299,830. After to delete anti-trust issues, wind up ABC-UPT merger in hurry (see earlier story on page 68). Meeting adjourned at lunch time, will be resumed Wednesday when Chairman Paul A. Walker returns from speaking engagement on educational TV before Education Committee of Oklahoma State Legislative Council in Oklahoma City July 29. It was understood no decision was made on whether or not petitions should be approved. Chairman Walker is expected to report to his home state legislators background of four new noncommercial, educational stations approved by Commission, first such grants to be made (see story below).

BUSINESS BRIEF

SYLVANIA CAMPAIGN & Sylvania Electric Products plans to spend between $78,000 and $90,000 on radio and $100,000 on television this fall to promote its new line of 30 new 1953 receivers, first shown at company’s distributors’ convention at Waldorf-Astoria hotel Friday. In revealing plans, William Strobert, Sylvania’s advertising manager for radio and TV division, said radio and TV spot and local programs will be used plus network television show, Beat the Clock.

MICHELSON GETS CASSIDY & Charles Michelson Inc., N. Y., radio-TV transcriptions, appointed eastern sales distributors for Hopalong Cassidy transmitted radio series. Program was formerly network show exclusively and will now be marketed by Michelson on local city-by-city basis. Company estimates series will be heard on some 300 radio stations for as many advertisers by mid-September.

REYNOLDS BUYS & Reynolds Metals Co., Louisville, has bought 6:30 p.m. CDT slot on NBC-TV Sundays from Oct. 5 for comedy show starring Eddie Mayehoff. Show will be filmed at Hollywood office on Russell M. Swendsen agency, Chicago headquarters of which supervises work on account.

O’CEDAR ON ABC & O’Cedar Corp., Chicago, uses network radio for first time with purchase of three-quarter-hours of ABC’s Breakfast Club for 82 weeks from Sept. 8. Company, for its sponge mop, polish, dust mop and Dri-Glo, has bought first-16 minute segment.

(Continued on page 90)

Dissents Challenge Educational CPs

“Sec. 1.382 of the Commission regulations require a showing that an applicant is legally, technically and financially qualified as a candidate precedent to a grant without hearing,” Comr. Hyde said. He continued:

I question whether granting applications under the conditions presented by the applicant is consistent with the Commission’s own responsibilities. I doubt whether granting applications without a showing of authority; without a firm showing or intention to construct within the foreseeable future; and without at least some showing as to a financial plan, will encourage actual construction.

Comr. Jones similarly questioned financial qualifications of Kansas State College and both Comrs. Hyde and Jones protested three grants to New York State Regents for undetailed reasons.

Kansas State grant of Channel 8 specifies effective radiated power of 52 kw visual and 26 kw audio with antenna height above average terrain, 450 ft. New York State Regents grants are for Channel 17 at Albany, Channel 23 at Buffalo and Channel 21 at Rochester. ERP of each will be 295 kw visual. Commission also advised Dale County Board of Public Instruction noncommercial Channel 2 applicant at Miami, that its bid will be withheld pending determination on application of WTVJ (TV) Miami to install new, higher power facilities on Channel 5 and Dale County will lease present WTVJ plant.

for more at DEADLINE turn page

July 28, 1952 • Page 5
MULTIPLE APPLICATIONS ARE CHALLENGED

CAN TV applicant who already owns four TV stations apply for more than one more? That question was put squarely up to FCC when WSTV Steuben Valley petitioned Commission to force Storer Broadcasting Co. to decide which of three applications it wants to pursue, withdraw other two. Storer owns WJJK-TV Detroit, WSFP-TV Toledo, WAGA-TV Atlanta, KEYL TV San Antonio. It has applied for WAGA (where it owns WWVA-AM-FM), Miami (WGBS-AM-FM) and Minneapolis. If Storer drops Wheeling-Stebensville, WSTV can be granted without hearing, petition said, since it and Storer are only applicants for Channel 5. Under new McFarland Act, FCC has 15 days to answer petition.

REMOTE-CONTROL CAMERA

WHAT manufacturer calls first complete remote control television camera will be demonstrated at Hotel Statler, Washington, D. C., Aug. 4-8. S. M. McCollum, General Precision Laboratory Inc., Pleasantville, N. Y., showing new camera to engineers of armed services and television industry. Camera, full-sized four-lens image orthicon unit, has all functions of pan, tilt, focus, adjustment, lens change and iris control from point thousand feet from camera.

CANCELLATIONS FOR DEMOS

NETWORKS on Friday reported cancellations of commercial program time through Thursday because of Democratic convention coverage as follows: ABC radio—15 programs totaling 4 hours, 20 minutes; ABC-TV—three programs totaling 1 hour, 30 minutes; CBS radio—19 programs totaling 21 hours, 15 minutes; CBS-TV—37 programs totaling 14 hours, 15 minutes; Du Mont (TV)—three programs totaling two hours. No breakdowns available from Mutual and NBC.

SAG NEGOTIATIONS

SCREEN ACTORS Guild and New York motion picture producers reached no agreement by end of last week on contract covering actors in theatrical and television films. SAG spokesman expressed opinion that contract similar to one negotiated on July 2 with Hollywood producers will be signed by end of this week [B&T, July 14].

STEWART-WARNER SALES

STEWART-WARNER Corp., Chicago, has reported sales of $62,201,606 for six months ending June 30, with net profit of $1,809,578 on 12.44 percent increase. Profit for first six months of last year equaled $1,711 per share, president and board chairman James S. Knowlson said. This year's sales for first half, however, were 21% above those of year ago.

AVCO DIVIDEND

AVCO Mfg. Corp. board on Friday declared quarterly dividend of 15 cents per share of common stock, payable Sept. 20 to stockholders of record Aug. 29.

In This Issue—

WHAT would an Adlai Stevenson administration mean to broadcasters? Here are the answers given by authoritative sources in a special BROADCASTING • TELECASTING report. Page 83.

A DEMOCRATIC convention that started slowly but picked up more steam than most others in modern times gave radio and television a slambang production. Page 83.

THE meetings between CBS officials and the CBS Radio affiliates committee are in the tradition of General Grant, who once vowed to fight it out on a line if it took all summer. So far, there has been neither advance nor retreat for either side. Page 25.

DEPT. of Justice files anti-trust suit to force producers and distributors of 16 mm feature films to release them to television. It might mean that TV operators could get their hands on more than 2,000 first-grade programs. Page 27.

NBC-TV affiliates begin campaign for readjustment of their network contracts. What they want is a bigger cut of the network's gross. Page 25.

IN decision that could be of great significance, the National Labor Relations Board says it will not gear its trademark policy for individual television stations to that laid down for TV networks last fall. Page 59.

AN early-morning radio show has been selling everything from good will to excursion tickets for the Chicago & North Western Railway for the past 15 years. A special success story. Page 56.

RADIO network gross time sales were 12.9% less in June 1953, than June 1951. Television network gross time sales were up 45.7%. Page 27.

FCC is swamped with comments on the NARTB proposal for relaxation of operator rules. Mostly they're from protesting engineers who say there's no good reason for relaxation. Page 56.

Upcoming

July 28: BAB Sales Clinic, Denver.
July 29: CBS-Affiliates Meeting, Ambassador East Hotel, Chicago.
July 30: BAB Sales Clinic, Salt Lake City.
Aug. 1: Iowa Broadcasters Assn., Hotel Savoy, Des Moines.
Aug. 3-8: BMI-Colorado Broadcasters Assn. program seminar, Denver. (Other Upcomings, Page 38)

Closed Circuit

(Continued from page 5)

closed circuit that they would be safe if they took vacations before Labor Day.

SENATE Majority Leader Ernest W. McFarland, best informed legislator on Capitol Hill on matters pertaining to communications, is facing stiff Republican opposition in his native Arizona this fall. GOP, it's understood, plans major pressure because of prestige in defeating Senate's No. 1 Democrat.

IN UNEXPECTED move last George Kern, media director of General Foods and Best Foods for Benton & Bowles, New York, notified agency of his resignation effective Aug. 1. Mr. Kern, who handled timebuying staff of agency for past 12 years, expected to announce future plans shortly. His replacement at agency will probably be named next week.

FULL support of FCC's proposal to use 540 kc for Class II stations in various parts of country was given Friday by NARTB in comments filed in answer to Commission notice last month [B*T, June 23]. Deadline for comments is July 30.

This week's NARTB proposal for relaxation of FCC rules is a challenge to the FCC's plan for a competitive bid of KSTT Davenport on this basis (see story page 55). Also watch for contesting of certain individuals who have stockholdings in multiple applications (with apparent hope of catching a quick grant somewhere) but whose financial status evidences question as to ability to meet all outstanding pledges.

MAINTENANCE of price controls on radio and TV receivers being sought by some OPR officials of the FCC. Pressure is on some markets to stop demand, and prices up. At present time, TV signals reach estimated 64% of U. S. population, according to NABC-TV research executives, and most manufacturers feel additional prices will rise. Radio-TV prices are all well below ceiling at present time.

EVEN THOUGH efforts to control Democratic sessions proved futile, broadcasters generally had words of praise for superior handling of arrangements at last week's convention. One complaint was that schedule often was so tight that insufficient time was allowed for commercials and commentaries. There were fewer snafus on credentials.

GENERAL MILLS STATEMENT

IN ITS 24TH annual report to stockholders and employees, General Mills last Friday announced total sales for year ended May 31 at record high of $468,864,000 and earnings of $9,849,000 compared with $11,500,000 previous fiscal year. Earnings per share of common stock were $3.34. Total direct taxes were $7.05 per share. Company spends approximately 14 percent of its gross for advertising and its new president, Charles H. Bell, predicted that same amount with possible slight increase would be spent in coming year.
PUBLIC SERVICE that Serves All The People...

These eight from many WSAV Public Service Programs reflect a simple management concept at WSAV: the most effective radio station is that which is the voice of the needs and interests of all the people it is privileged to serve.

A. W. Taylor, Meteorologist in Charge, U. S. Weather Bureau. The farmers as well as the city dwellers depend on WSAV for the latest official weather information. These 5-minute reports are broadcast direct from the U. S. Weather Bureau six times daily.

The Glennville Tomato Festival, Hampton County Watermelon Festival, Emanuel County Pine Tree Festival, opening of the tobacco markets, blessing of the shrimp fleets, and other similar events are of prime audience interest throughout this section. Whatever the event, WSAV's microphones are always there.

Dr. Leroy G. Cleverdon, Pastor of the First Baptist Church, which has one of the largest congregations in Savannah. This popular Sunday church service has thousands of regular listeners in three states, and has been broadcast over WSAV without interruption for more than twelve years.

Georgia State College for Negroes is one of the oldest Negro colleges in the U.S. For more than twelve years, WSAV has originated broadcasts in connection with the commencement exercises of this institution for the benefit of the thousands of alumni and interested friends throughout the coverage area of WSAV.

County Edition features news on the local level from the towns and counties within the range of WSAV's powerful voice. This important news feature is conducted in cooperation with the leading county newspapers in Georgia and South Carolina, and provides a valuable outlet of expression and publicity for the community life in this area.

Savannah is the hub of many important permanent military installations, including Hunter Air Force Base, Parris Island Marine Base, Camp Stewart, Glyncro LTA Naval Base and others. WSAV originates frequent broadcasts from these bases, both for the morale and entertainment of service personnel, and for the dissemination of information to the general public.

Miss Frances Rees, Children's Librarian, who conducts the "Children's Story Hour" over WSAV every Saturday morning. Now in its 652nd week, this popular educational feature has been presented by the Voice of Savannah, in cooperation with the Savannah Public Library, from the very inception of WSAV.

Douglas W. Strobbehn, County Agricultural Agent, who conducts "Farmers Digest" broadcast direct from the Agricultural Agents' office. These daily broadcasts feature direct reports by County Agents from the outlying counties in area. Other important farm service features broadcast exclusively over WSAV are "Farm Forum", conducted by Ronnie Stephens, State Agricultural Extension Service at U. of Ga., and by Paul Seabrook, State Extension Service, Clemson College, S. C., and "4-H Spotlight," which features on-the-spot interviews with 4-H Club members throughout the State.

"The station that serves best, sells best."

It's 630 in Savannah WSAV

630 kc. 5.000 watts Full Time

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:

HARRY E. CUMMINGS
AKRON'S
TOP
STATION

Exclusive play-by-play broadcasts of all Cleveland Indian Games!

5000 WATTS
ABC
Represented by Weed & Co.

BROADCASTING TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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WASHING iO HEADQUARTERS

SOL TAISHOFF, Editor and Publisher

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NEW YORK BUREAU
485 Madison Ave. Zone 32.
(213) 262-3020, EDITORIAL: Ruth Crater, New York Editor; Florence Small, Agency Editor; Rocco Pazzinetti, Dorothy Munster, Les Thudington, Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

CHICAGO BUREAU
300 N. Michigan Ave., Zone 1.
(312) 424-4375, William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU
Tat Building, Hollywood and Vine, Zone 28, Birm electrode, David Gluckman, West Coast Manager; Marjorie Ann Thomas.

TORONTO: 417 Harbour Commission, EMMIRE 4-0775 James Montague.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.
Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign postage. Regular issues: 35¢ per copy; 53rd and 54th issues: $2.00 per copy.
ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING or TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

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

*Reg. U. S. Patent Office

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BROADCASTING • TELECASTING
THROUGHOUT THE WCCO AREA...
6 A.M. TO MIDNIGHT...7 DAYS A WEEK...

WCCO
—delivers, on the average, a 32% bigger audience
—delivers a bigger audience during 3 out of every 4 quarter-hours
—than the total audience of the next 30 stations in the area combined—at one-sixth the cost!

Source: WCCO Listener Diary, conducted by Benson and Benson, Inc.
throughout WCCO's 50-100% BMB Day-Night Area, Spring 1952
THERE'S a question: At Lewin, Williams & Saylor, New York, whether Robert Brenner, radio and television director, in his province is a boss without subordinates or a subordinate without a boss. But there's no question anywhere that Mr. Brenner is a versatile fellow who runs his one-man operation with a smoothness and distinction that would do credit to a far larger staff with a far greater division of responsibility.

Mr. Brenner is charged with the agency's purchase and placement of all radio and television time; the supervision and production of radio and television spots; the auditioning of all talent, and the overall supervision and production of all radio and television programs for the agency.

Born in St. Stephens, S. C., 35 years ago, this jack of all trade matters received his education at the U. of South Carolina, New York U., and the Whitehead School of Dramatics, American Theatre Wing TV work shop.

His first job in the industry was as program director of WFTC Kin-

ston, N. C. After one year at that post he moved to KTSW Emporia, Kan., as assistant station manager. From there he journeyed to New York to work on the advertising staff of a trade paper where he served until 1942 when he resigned to join the U. S. Army Intelligence division. Emerging from the army, he signed up with the Office of War Information as an official in the realm of foreign language broad-

casts emanating from the State Dept. Two years later he moved to the Friedenberg agency, New York, as a radio station re-

dresentative where he directed and produced Quiz-

ing the News for A.B.C., functioning there until June 1949 when he joined Lewin, Williams & Saylor in his present capacity.

Among the accounts that agency currently places in radio and TV are: Costa's Ice Cream Co., Borek & Stevens, Multi-State Plas-


Mr. Brenner is a bachelor and lives in Brooklyn. His hobbies are skiing and the theatre. He is a member of the Veterans' Hospital Radio Guild.
EDGAR W. CLARK, Kenyon & Eckhardt, N. Y., to BBDO, Minneapolis, as account executive.

JOHN HARPER to timebuying staff at Leo Burnett, Chicago, after returning from service with Armed Forces.


ROBERT D. BLEGEN, copy chief and radio-TV director, Ray C. Jenkins Adv., Minneapolis, promoted to creative director.


HAROLD H. JAEGGER, marketing director, Can Mfrs. Institute, to Geyer, Newell & Ganger, N. Y., as vice president and general manager.

KENNETH BOEHNERT & Assoc., Chicago, renamed SIEBERT, BOEHNERT & HUTTON. Firm, with headquarters at 646 N. Michigan Ave., has added offices in New York, Washington and Los Angeles. New partners with Mr. Boehnert are C. STUART SIEBERT Jr., former director of public relations at J. Walter Thompson Co., Chicago, and WILLIAM R. HUTTON, midwest manager of British Information Services.

ROSS SAWYER Adv., Pasadena, and DAVIS & Co., L. A., have merged and will operate as DAVIS & Co., with headquarters at 523 W. 6th St. ROSS SAWYER named merchandising plans director.


REN A. MEADER, assistant advertising and sales promotion manager, General Petroleum Corp., L. A., to Erwin, Wasey & Co., that city, as account executive.


CUNNINGHAM & WALSH Inc., N. Y., relocates at 260 Madison Ave., effective today (Monday).

GEORGE R. GIBSON, merchandising manager, Walt Disney Productions, to Geyer, Newell & Ganger, N. Y., as marketing director.

JOHN DOBRAN, free lance technical and chemical writer, to copy department of Kenyon & Eckhardt, N. Y.

SIDNEY EATON, manager of publication office, Daily Mirror, N. Y., to Miller Adv., same city, as production manager and creative director.

GEORGE A. LINDER, H. B. Humphrey Alley & Richards Inc., to Harold M. Mitchell Inc., N. Y., as production and traffic manager.

BROADCASTING * Telecasting

Soon
MORE
POWER
FOR
WBEN-FM

T HIS IS the start of the 1057-foot tower that soon will shoot WBEN-FM's signals over a vast area of New York State and nearby Pennsylvania. It symbolizes WBEN's faith in FM broadcasting. In the Fall WBEN-FM will begin using this expanded service, with 105kw effective-radiated power. It will be a tremendous bonus to buyers of WBEN time. Let Petry tell you about availabilities on WBEN's schedule.

WBEN
NBC BASIC * BUFFALO

July 28, 1952 * Page 11
New compact amplifiers—use low-noise, long-life, miniature tubes. Every component is easy to get at for inspection and maintenance. Accessibility, plus! New hinged control panel swings down; amplifier frame swings up.

9 EXTRA FEATURES of the

THE EASY WAY the BC-2B Consolette handles is due in great measure to the careful attention RCA engineers have given to construction details—and to a number of unique operating features (not found in their entirety in any standard consolette). Some of these advantages are pictured on these pages.

For example, see how easy it is to get at the amplifiers and components. Note how every inch of wiring can be reached without disturbing the installation. See how the consolette fits snugly into the control room—unobtrusively. See how the styling matches other RCA audio and video equipments.

Based on more than 25 years of experience in building studio consoles, type BC-2B is in our opinion a high point in consolette design. The instrument includes all essential elements needed by most AM-FM and TV stations. And every feature has been operation-proved—many in RCA deluxe custom-built equipment. Type BC-2B is available at a "package" price!

For details, call your RCA Broadcast Sales Representative.

Type BC-2B is styled to match RCA video equipment—like this familiar video console. . . and it's styled to match other RCA audio equipment, too—like this master switcher, for instance.
All external connections are made to two terminal blocks. To get at them, just lift the cover.

New, reliable interlocking push-button switches are leaf-type and cam-operated.

Improved, faster-operating speaker relays eliminate key clicks and audio feedback.

New consolette

Low height, and 30-degree sloping front and top offer maximum studio visibility. You can install the BC-2B tight up against your studio window. There are no rear connections.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
Bard of Bluehill

EDITOR:
How well I remember Bluehill cheese! I ate it a generation ago. I am touched to encounter this reminder of my bygone youth at page 90 of the July 14 issue of your Interesting publication.

"KOA also reported oral agreements for time or announcements with Bluehill Foods Inc. for supplying certain products in December..."

Can it be that the Networks (note capital "N") are not only using rubber rate cards, making under the-counter and package deals, but are also making "trade deals?"

The snappy cheese I well remember. Now serves as money through December.

For advertisers on their toes
And using network O-and-O's.
Name Withheld
Washington, D. C.

* * *

Thank-You Note

EDITOR:
I am happy to express to you the appreciation of the American Cancer Society for your splendid cooperation with our 1962 Cancer Crusade.

The advertising space which you contributed this spring was of significant help in our nationwide educational and fund-raising drive, which has been the most successful we have conducted. Present reports indicate we will go over our goal of $16 million...

William J. Donovan
Chairman
Board of Directors
American Cancer Society Inc.
New York

* * *

Australian Autocracy

EDITOR:
Maybe it is of some interest to you to know that BROADCASTING * TELECASTING is read with considerable interest way down under here in Melbourne. The writer has followed the development of your service to the industry with great interest now almost since the first issue came off the press...

The purpose of this letter...is to make a request. Briefly it is this. Can you give me any factual information as to the constitution, set-up and operation of the Federal Communications Commission?

Some three years ago we had foisted on our backs here, by a Socialist's government, an old man of the sea called the Australian Broadcasting Control Board, and with him came an amendment to the legislative act controlling broadcasting. This wretched board has developed into a virtual one-man dictatorship control of the industry.

Since the establishment of the board, however, a change in government has occurred and I am together with some other station managers, seeking to induce the present government to amend the legislation to clip the wings of this autocracy in some way.

I feel...that American broadcasters have hammered out, from longer experience, a fairly satisfactory system of control and that information on the functions of the FCC would be of interest to members of the government whom I have approached on this matter.

Brian Saunders
General Manager
Melbourne Broadcasters Pty. Ltd.
Melbourne, Australia

[EDITOR'S NOTE: An armload of information is on its way and with it it's good wishes for Mr. Saunders in his fight with autocracy.]

* * *

No Jinx

EDITOR:
I recently sent BROADCASTING * TELECASTING a check for my twelfth renewal of your wonderful trade publication.

As I go into my thirteenth year as a reader of BROADCASTING * TELECASTING I don't feel one bit unlucky. On the contrary, I feel that the thirteenth year will bring me as much satisfaction and enjoyment as the previous 12 years.

George Bell
Director, Public Affairs
WHLI Hempstead, L. I., N. Y.

* * *

Pix Mix

EDITOR:
I read with great interest the story on page 29 of your July 21 issue concerning my good friend Ward L. Quaal.

The picture of the gentleman accompanying this story may cause great confusion in Cincinnati on Aug. 25 when Mr. Quaal assumes his new post as assistant general manager of Crosley Broadcasting Corp.

Perhaps your running a picture of Mr. Quaal will lend proof to his claim that he, rather than the other gentleman, is Mr. Quaal.

R. Russell Eagan
Kirkland, Fleming, Green,
Martin & Ellis
Washington, D. C.

[EDITOR'S NOTE: The picture incorrectly labeled as that of Mr. Quaal, who is leaving his job as director of Clear Channel Broadcasting Service to join Crosley, was that of John Wrath, Chicago manager of Headley-Reed, who is featured in a Strictly Business column this week, page 16. Let Mr. Quaal be greeted as an impostor when he reports to Cincinnati, his picture appears below at right. Cincinnati is advised that the picture on the left is of Mr. Wrath, not Mr. Quaal.]
The General Electric Company Announces
The Appointment of
THE HENRY I. CHRISTAL CO.
New York, Chicago
as
National Sales Representative
for
Radio Station
WGY
Effective August 1, 1952
first

IN THE WASHINGTON MARKET

7 A.M. NEWS
WITH
HOLLY WRIGHT

Here is another WRC program-personality combination doing a consistently solid selling job for over six years. Holly Wright clearly leads the field, Monday thru Friday at 7:00 each morning.

This is NOT an availability. We merely point to this record as an example of the "sales-programming" WRC can do for you. Top-rated shows with selling power dominate the programming pattern.

WRC pays out, not alone in top audience ratings in the rich District, Maryland and Virginia area — but in hard "over-the-counter" retail sales.

*American Research Bureau

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 28, 1952

Feature of the Week

NETWORK radio, a local affiliate, a retailer and a manufacturer have pooled efforts in Atlanta, Ga., to wage a promotional campaign utilizing the facilities of all four organizations. NBC announced last week. Participating in the promotion that began July 10 and will last through Aug. 2 are Atlanta's Colonial Stores, Philco Corp., NBC and WSB Atlanta.

One phase of the promotion is a drawing to be held on Aug. 2 at which 32 Philco home air-conditioning units will be given away. A unit is now on display at each of the 32 Colonial stores in the Atlanta area where customers may register. Messages over the air urge listeners to participate in the drawing, NBC said. Colonial Stores, in its regular newspaper schedule, spotlights many of the WSB-NBC advertised food products. In addition, point-of-sale promotion is heavy, NBC noted, with mass displays, colorful banners and special booths pointing up store's merchandise that is advertised over WSB-NBC.

The promotion was kicked off at
(Continued on page 52)

Strictly Business

BACKBONE of John Wrath's sales efforts as vice president and Chicago manager of Headley-Reed station representative firm is to "never tell a lie, because then you don't have to remember what you said!"

Mr. Wrath has arrived at numerous conclusions while working with his list of 35 radio and three TV stations. Among these is a "hope" that local stations will switch to "good, solid local programming" when a network show is dropped, resulting in higher revenue, although the initial programming effort will be more costly. He's discovered that some station executives are principally concerned with their TV applications and video plans, letting their AM money-makers slide. He decays the approach of some operators, who are more concerned with their network features than with the local ones, which form the basis of their overall operation.

It's this firm basis, Mr. Wrath concludes, which makes a station salable to agencies and advertisers. "A good operation is the main point in selling either AM or TV," he says. He also notes that several TV accounts are returning to radio, because of the "overpricing of"

(Continued on page 75)

CLEVELAND
WSRS

"The Family Station"

CLEVELAND'S ONLY NEWS STATION ON THE AIR
24 Hours daily 'round the clock

WSRS

"The Family Station" uses the latest "on the spot" voice reporting equipment to cover all kinds of events and local news. WSRS has more active field reporters on their NEWS staff than any other station in Ohio. The WSRS NEWS staff is on the job around the clock. That's why you hear it first on "The Family Station." WSRS makes it their business to report the NEWS when it is really NEWS.

WSRS

LOCAL NEWS EVERY SIXTY MINUTES ON THE HALF HOUR 'ROUND THE CLOCK
On the air 24 hours daily

"The Family Station"

WSRS

CLEVELAND
NAT'L REP. FORJOE & CO.
THE GATES DYNAMOTE
Here is the latest model GATES DYNAMOTE — as new as next fall's election!

YOU'RE THERE WITH THE

Gates' Dynamote

Some Outstanding DYNAMOTE Features

- Three microphone channels
- Public address take-off with level control
- Cue circuit to studios
- A.C. or battery powered
- Instant — automatic — changeover to batteries if line fails
- High gain — low noise
- Four inch V.U. meter with dimmer control
- Completely self-contained
- Weighs just 31 pounds with batteries installed
- One-piece construction

Whether baseball or politics, symphony or jazz — you can be sure of clean, crisp quality when Dynamoting your "out of studio" shows.

The GATES DYNAMOTE, originated about two decades ago at the advent of the Dynamic microphone, is each year brought up to date as the latest major league standings. — Your 1952 Dynamote is the engineers' choice, the producers' choice and the people's choice — compulsory, of course, because GATES DYNAMOTES are used wherever there is broadcasting.

Heavy political and sports coverage will create unusual demands on remote facilities. Recognizing this, production on the GATES DYNAMOTE has been increased. Orders are being handled same day as received in most cases.

GATES RADIO COMPANY, QUINCY, ILLINOIS, U.S.A.
MANUFACTURING ENGINEERS SINCE 1922

2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D.C. • International Division, 19 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec

BROADCASTING • Telecasting
“Sponsors say AP News best medium they’ve ever used”

Ward A. Coleman
General Manager
WENC, Whiteville, N. C.

“Our AP newscasts are a powerful influence in this area,” says Mr. Coleman. “We actually hear from many husbands that supper is late because the housewives insist on listening to our 6 P.M.* AP newscast! And the advertisers who sponsor AP news tell us it’s their best business-getter.”

* J. T. McKenzie, Whiteville appliance dealer who sponsors WENC’s 6 P.M. AP newscast says: “We’ve been unable to keep enough washers in stock since we bought the program three years ago! We’re thoroughly sold on AP news!”

“We have a waiting list of sponsors for our AP newscasts”

George X. Smith
Vice President and Manager
KFOR, Lincoln, Nebraska

Hundreds of the country’s finest stations announce with pride

“THIS STATION IS A MEMBER
sold!

"AP newscasts are consistent Hooper leaders in our market," declares Manager Smith. "We consider them most important in gaining and holding our listening audience. And AP newscasts stay sold; they are seldom available to a new sponsor. We have a waiting list for AP news — the news that sells* in this metropolitan market!"

*Hardy Furniture Company, sponsor of AP news on KFOR for many years, reports: "Recently we advertised a quantity of electric de-humidifiers at $129.95 — exclusively on our AP newscast. Listener response was immediate. We sold out completely, reordered, sold out again!"

OF THE ASSOCIATED PRESS.

Associated Press... constantly on the job with
- a news report of 1,000,000 words every 24 hours.
- leased news wires of 350,000 miles in the U.S. alone.
- exclusive state-by-state news circuits.
- 100 news bureaus in the U.S.
- offices throughout the world.
- staff of 7,200 augmented by member stations and newspapers... more than 100,000 men and women contributing daily.

IT'S AS SIMPLE AS THIS: When you feature AP news, you attract sponsors... when sponsors feature AP news, they attract customers. That's why so many stations have found that AP news is easy to sell, easy to keep sold!

YOU CAN LEARN exactly what AP news can accomplish for your stations and your sponsors by contacting your AP Field Representative, or by writing:

RADIO DIVISION  
THE ASSOCIATED PRESS  
50 Rockefeller Plaza, New York 20, N.Y.
new business

Spot . . . .
SCHAEFER BREWING Co., N. Y., reportedly buying five to ten station breaks and one-minute spots per week in number of eastern radio markets for six weeks early in Aug. Agency: BBDO, N. Y.

Network . . .
REYNOLDS METALS Co., Richmond, Va., to sponsor Fibber McGee & Molly on NBC radio, Tues., 9:30-10 p.m. EDT, effective early Oct. Agency: Buchanan & Co., N. Y.
IRONRITE Inc., Mt. Clemens, Mich. (ironing machines), will again sponsor Hollywood Screen Test on ABC-TV Mon., 7:30-8 p.m. EDT, beginning Aug 25. Program has been off the network since June on summer hiatus. Agency: Brooks, Smith, French & Dorrance Inc., Detroit.
KELLOGG Co., Battle Creek, to sponsor two quarter-hours of Art Linkletter’s House Party on CBS-TV, Tues. and Fri., 3:30-3:15 p.m., starting with program’s TV inception, Sept. 1. Agency: Leo Burnett Co., Chicago. With Pillsbury Mills, Lever Bros. Co. and Green Giant Co. previously signed, program will start completely sponsored, 2:45-3:15 p.m., Mon. through Fri.

Agency Appointments . . .
MASON SHOE Mfg. Co., Chippewa Falls, Wis., names Bozell & Jacobs Inc., Chicago. HENRY FLARHEIM is account executive.
VIDAIRE TELEVISION Co., N. Y. (TV color equipment, phonograph and TV amplifiers), appoints A. D. Adams Adv., that city.
ESQUIRE Inc., Chicago and N. Y. (Esquire, Coronet and Apparel Arts), names Grey Adv., N. Y. Radio and TV plans are underway for intensive campaigns.
CHOCK FULL O’ NUTS, N. Y., chain of counter service restaurants, to Emil Mogul Inc., N. Y. Radio is being used.

Adpeople . . .
BETTY GRAYSON, director of market research, Hudson Pulp & Paper Corp., N. Y., to Hamilton Metal Products Co., that city, in charge of advertising, public relations, sales promotion and research and assistant to MYRON PINKER, executive vice president.
A. H. BLOUNT, assistant to president in charge of production at Tea Garden Products Co., San Leandro, Calif., named general manager in charge of sales and advertising.

Fur Opportunity
AUGUST fur sales, to be intensively promoted this year, offer good opportunities for local time sales, according to Maurice B. Mitchell, vice president and general manager, Associated Program Service, who urges stations to go after this business in the July issue of The Needle, APS monthly bulletin.

BOB CLAMPETT’s Time for Beany has been sold to WJER-TV Detroit, it was announced last week. The puppet show will be telecast weekday afternoons on a participating basis. John F. Howell, director of sales and merchandising for Paramount Television Productions Inc., announced also that Time for Beany is now being offered over WEWS (TV) Cleveland under sponsorship of the Amster Beverage Co., distributor of Dad’s Old Fashioned Root Beer.
This is Milwaukee... where WTMJ dominates

and here's why:

Wisconsin folks make it a habit to keep tuned to WTMJ. Year in, year out, more people in Milwaukee and Wisconsin listen to WTMJ than any other radio station.

WTMJ's primary coverage blankets the wealthy Wisconsin market... 628,916 of Wisconsin's total of 968,253 radio homes.

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

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

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

Represented by THE HENRY I. CHRISTAL CO. New York • Chicago
North Carolina is the South's Number One State

North Carolina's Number One Salesman is WPTF

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

NBC Affiliate for Raleigh-Durham & Eastern North Carolina

Free & Peters, National Representative

R. H. Mason, General Manager

Gus Youngsteadt, Sales Manager
DEMO GOLDFISH BOWL

By JANE PINKERTON

DESPITE an unexpectedly lackluster start, at least by comparison with the fire-works that lit up the early stages of the GOP meetings a fortnight ago, the Democratic National Convention last week exploded into a dramatic radio and television presentation.

Radio and TV men in the hundreds had anticipated heavier coverage demands at the Democratic convention than they had to meet at the GOP's.

Additional cameras and microphones were spotted around the convention hall and the Hilton Hotel headquarters in Chicago to accommodate the heightened activity that was expected because of the greater number of active Democratic candidates. While only Eisenhower and Taft were serious contenders at the Republican convention, the Democrats last week went into session with no fewer than six: Stevenson, Harriman, Kefauver, Kerr, Barkley and Russell.

No Shooting At First

The ammunition and guns were ready, but there was little to shoot at during the first three days, or during the pre-convention events. GOP pre-convention activity was more intense, with broadcasters in general aroused by early denial of access to committee news, although pencil and pad reporters were admitted. All Democratic committee proceedings—centering on those of the Platform and Credentials groups—were opened to all media, but developments were picked up only sporadically by radio and TV newsmen.

Hottest convention side-session was the Credential meeting late Tuesday night when Franklin D. Roosevelt Jr. and Sen. Blair Moody (Mich.) made a concerted pitch for loyalty affirmations.

Emotional impetus of the Eisenhower-Taft fight at the GOP sessions gave an intensity to many floor proceedings which would have been routine otherwise. At the early sessions of the Democratic meetings however, there was little overt discussion among the delegates—even between North and South factions—so that cameras concentrated on lengthy speeches, prolonged parliamentary proceedings and the movement of delegations and officials.

Controversy and action, TV's forte, were at a minimum in the first three days of sessions. Then the convention erupted in a Thursday meeting which lasted about 14 hours and produced one of the hottest running floor fights in modern U.S. political history.

Networks, before the fireworks began late in the week, relied more heavily on remotes than at the previous convention. During Republican sessions, networks often carried the pool pickup from the floor even when nothing of import was going on because they had nothing with which to fill in. This time, they sent reporters and commentators to roam more freely in search of news, feature material and, especially, scoops. Staffs began early in the week to vie for news scoops, with almost every programming innovation tagged by the individual network as an exclusive.

Networks also tried to hyp-o convention pool coverage by inserting their own particular brands of gimmicks in the pool picture. CBS, NBC and ABC all came up with varied screen effects. Control men blocked out picture sections and put in the commentator, superimposed arrows, frames and circles on personages spotted in the crowd on the floor, and ran last-minute flash bulletins in hastily-printed strips along the bottom. One network superimposed a line-drawing of an oafish donkey prancing around the screen, while another blended three cameras pickups into one line feed. Techniques of TV remained secondary, however, as directors and

(Continued on page 28)

STEVENSON'S STAND

HOW DOES the Democratic Presidential nominee, Adlai E. Stevenson, stand on issues closest to the hearts, ideals and pocketbooks of the nation's radio and television broadcasters?

Direct answers were not forthcoming following the draft nomination of the Illinois Governor, but those close to him, who know his approach to matters of public policy, essayed to answer queries of Broadcasting \ Telecasting, without, however, binding their candidate. Here were the questions and answers:

Q. How does Gov. Stevenson stand on freedom of the broadcast media?

A. He believes that radio and television have won their spurs as qualified news media, and should be recognized on equal footing with the press.

Q. Does he support the so-called American plan of free competitive enterprise in radio and television?

A. Most assuredly. He recognizes that radio, and laterly television, in the United States have led the world parade. He's for free, open and vigorous competition.

Q. What about censorship, having in mind also the position of the station owner, who under the law cannot censor the speech of a political candidate for public office yet is not saved harmless from libel and slander uttered over his facilities?

A. He is opposed to censorship, no matter what the guise or excuse. As for the political liability issue, that is one for the governor to ponder as a lawyer. It is doubted whether he has yet given any consideration to it.

Q. Does he have any views on the functions and the personnel of the FCC?

A. Probably not. He has had little or no contact with the agency or the laws under which it functions.

Q. Who are his closest contacts in radio?

A. One of his closest friends is Clifton Utley, NBC commentator, who incidentally, won wide tribute for his work at both the Republican and Democratic conventions.

As to Gov. Stevenson's microphone manner, close observers commented that he is an accomplished orator, but not of the arm-waving, swashbuckling school. He turns a neat phrase, as evidenced in his convention welcoming speech last Monday. He has a beguiling smile, and a sense of humor. He feels that both radio and television have given him better than a fair shake in reporting events which led up to his reluctant acceptance of the party call.

An Eisenhower-Stevenson campaign—waged largely by radio and television—according to the experts, should be memorable. Two new-school operators, given to understatement rather than exaggeration, are made to order for the listening and viewing audiences.

On Radio-TV

Vol. 43, No. 4 July 28, 1952
AFTERMATH of appointment of Henry I. Christal Co. as national sales representative for WGAR Cleveland was a change of key Goodwill Stations personnel and Christal executives. L. to r: Irving Gross, Christal New York office; Carl E. George, WGAR general manager; Gordon Gray, vice president in charge of New York office, Goodwill Stations; Henry I. Christal, president of representative firm; Jim Thompson, Christal Chicago office; John F. Pett, president, Goodwill Stations. Executives met in Cleveland to map sales plans for WGAR. Christal also has been named to represent nationally WJR Detroit, another Goodwill outlet.

GENERAL FOODS

Reports on Advertising

GENERAL Foods spent $45.3 million on product advertising last year, but only a few cents on each article sold by the company, Austin S. Igleheart, president, told the stockholders annual meeting in New York last Wednesday. Igleheart said the sum was distributed among more than 50 of the company's major products.

The amount included radio and TV, newspaper costs, commissions to advertising agencies, sampling operations and special inducements to consumers. Advertising costs were 6.0 cents for each dollar of sales as compared to 10.6 cents in 1940.

Projecting a "goal in the foreseeable future of $1 billion of sales for General Foods Corp.," Clarence Francis, chairman of the board, told the shareholders he was "talking in terms of volume and not inflation." Reporting on operations for the June quarter, Mr. Francis stated that net sales rose to $158,380,890 from the $137,232,591 volume transacted in the corresponding three months of last year.

NARTB DISTRICTS

Membership Groups Named

NARTB membership drive committees were appointed in four more districts last week. Members of the committees, who will seek new members for the broadcasters' trade association, are as follows:


District 2—Bert Bank, WNBC Tuscaloosa, Ala. Mr. Bank will appoint two more members.

District 3—Willard Lindsay, WOSU Decatur, Ill., chairman; Hugh K. Boise Jr., WEMP Milwaukee.

District 5—Sheldon Anderson, KOKI Tulsa, Calif. Mr. Anderson will appoint two more members.

TRANSIT RADIO

Forjoe Named as Rep.

APPOINTMENT of Forjoe & Co. as national sales representative for Transit Radio Inc. effective Aug. 1, has been announced by R. C. Crisler, TR president. Forjoe will represent present and newly-acquired stations with Transit Radio acting as liaison and supplemental sales agency, Mr. Crisler said.

Forjoe's Joe Bloom said Transit Radio's strategic value increases with establishment of every new video station. "Competition creates business and Transit Radio does not have to share its audience," Mr. Bloom said.

A meeting of Transit Radio station managers and sales personnel was to be held today (Monday) and tomorrow at New York's Biltmore Hotel for station people to meet their new representatives and for exchange of new ideas, Mr. Crisler announced.

Scheduled to attend are:

Ben Strouse and Herman Paris, WHDH Boston; Jack Hruby, KXOK St. Louis; Ed Richter, WWNC Cincinnati; Joe Hartenbrown, KCMO Kansas City; Jerry McCarthy, WTOP Washington, D.C.; John P. Kurnell, General Teledisco; Bill Sweeney, WGRW Rochester, N.Y.; F. G. Reese, WJF (FM) Pittsburgh; and possibly Boio Bergeson, KCBC Des Moines; Leonard Higgin, KTNT (FM) Tacoma, Wash.; and Leslie L. Altman, WBZU (FM) Bradbury Heights, Md.

Dixon to KSL Sales

PAUL S. DIXON, comptroller of Radio Service Corp. for the past seven years, has been appointed national sales manager of KSL Salt Lake City, according to C. Richard Evans, vice president and RSC general manager. Before he joined KSL, Mr. Dixon was vice president and manager of Equity Conservation Corp., New York.

WAB To Hear Mitchell

MAURICE B. MITCHELL, vice president and general manager of Associated Program Service, N.Y., transcription library, will be guest speaker at the main dinner of annual meeting of Western Assn. of Broadcasters to be held in Jasper, Alberta, Sept. 11-13.

NUCLEAR RATES

Four Affiliates Raised

While attention of broadcasters, advertisers and advertising agencies has been focused on the deliberations of CBS officials and the CBS Radio Network affiliates, who are attempting to ward off another round of radio network rate reductions, NBC quietly raised the rates for four of its affiliates.

The gross evening hour rate of WOAI San Antonio was raised from $306 to $310; that of KPBC Houston from $234 to $236; that of WKY Oklahoma City from $252 to $254 and that of KNBC San Francisco (an NBC-owned-and-operated station) from $414 to $428.

The new rates, effective July 1 with the usual six months protection for current advertisers, restore for two stations—WOAI and WKY—the 10% cuts imposed by NBC on all of its radio affiliates just a year before, on July 1, 1951. For KPBC and KNBC the increases are in excess of the cuts effected last year.

The main factors that induced NBC officials to authorize the "nominal increases" in the network stations rates for these four affiliates, the network said, were:

(1) Substantial increases in the population and retail sales of each market.

(2) The leading share of audience position in each market.

(3) Adjustment of the NBC network rate to effect a more equitable position.

Shasta Switch

PROCTER & GAMBLE Co. has switched its Shasta cream shampoos account from Dancer-Fitzgerald-Sample, New York, to Biow Co., same city. It was understood that the agency switch resulted from possible conflict between Shasta and similar D-F-S accounts produced by other manufacturers. Shasta is presently a TV advertiser and there will be no immediate change in its radio TV plans. D-F-S continues as agency for P&G's Dret and Oxydol.

Dixon to KSL Sales

PAUL S. DIXON, comptroller of Radio Service Corp. for the past seven years, has been appointed national sales manager of KSL Salt Lake City, according to C. Richard Evans, vice president and RSC general manager. Before he joined KSL, Mr. Dixon was vice president and manager of Equity Conservation Corp., New York.
By BRUCE ROBERTSON

GEN. GRANT's famous dictum about fighting it out on this line if it takes all summer might well be adopted as an official slogan by the executives of CBS and the members of the CBS Radio affiliates committee.

Last week the two groups met again in New York to grapple with the pressing problems of network-station relations, everyone knew, the decline in radio network sales to advertisers who at the same time have continued to patronize, on a spot-for-spot basis, the last three years, the last stations comprising the networks.

The facts are there for all to see, but their explanation is less obvious. Still farther hidden is a formula that will enable the radio networks to retain the advertisers they have lost and attract new ones to the use of their medium, without adversely affecting the non-network revenue of the individual affiliates. The 10% overall rate cuts effected by the networks a year ago failed to turn the tide. Suggestions that more radical reductions in network rates might accomplish this end are met with skepticism if not downright suspicion by many affiliates.

While Suggests Compromise

Last week's deliberations of the affiliates committee and the network officials were not made easier by the hopelessness of the situation. That a formula had been advanced on which both sides were ready to agree. This formula, it was reported, called for a rise in daytime rates of 20%, in accordance with demands of the CBS Radio affiliates [BT, July 7], but for a 25% reduction in evening rates. A trade press report—promptly and heatedly denied—said this compromise suggestion was advanced by Frank White, one-time CBS treasurer who is now an NBC vice president and general manager of the NBC radio and TV networks, to an unidentified member of the CBS affiliates group. This report said Mr. White had proposed that if the formula were accepted by CBS, it also would be put into effect by NBC.

Mr. White indignantly repudi- ated the story and demanded a retraction. George Storer, chairman of the CBS affiliates committee and also owner of an NBC affiliated radio station, did call on him. Mr. White said, but, he stated, "I made no statement to him as to the intentions of NBC with respect to rates and there was no suggestion of any agreement or understanding between us as to changes in the rate structure of any network."

Mr. Storer also emphatically denied his talk with Mr. White had in any way concerned the negative intentions of his committee with CBS.

Noting that "NBC's network rates are currently under study and have been for some time," Mr. White stated: "We have reached no conclusion as to what we may ultimately suggest to our affiliated stations and any future revision which we make will be on the basis of further discussion with them and will depend on their and our belief as to what is appropriate."

"We have no agreement or understanding with anyone in the industry," Mr. White declared, "and our future action will be dictated by our own conclusions as to what revision may be necessary and not by action that others may take."

While his position indicates that the conferees think things could be worse came in a statement Monday by Edward F. Lethen Jr., director of sales extension for CBS Radio. The CBS Radio Network. Mr. Lethen reported, "is sold out" of daytime radio from 10 a.m. to 4:15 p.m., Monday through Friday, and "buyers ask us almost daily to 'let me know if anything opens up'."

Nighttime schedules for all also are "filling up fast," Mr. Lethen said. "They are about two months ahead of last year. For instance, between 6:30 and 10 p.m., Sunday, Monday and Tuesday, only one 15-minute period is available for fall."

Solution Is Imperative

However heartening that news may have been to the conferees, it did little to change the basic conflict between the network view that rates must be cut—and severely—to turn the tide in favor of the use of radio network time by national advertisers, and the stand steadfastly held by the affiliates committee that such a cut would lead only to chaos. The main point of agreement last weekend, as the conferees went their individual ways, was that a solution is imperative, but for 20% of networks and the radio affiliates but for the entire radio broadcasting industry and that they will continue to meet as long as such meetings give any indication that a solution can be found.

CBS representatives at last week's sessions included Frank Stanton, CBS president; Joseph H. Ream, CBS executive vice president; Richard S. Salant, newly elected CBS vice president and general executive [BT, July 14]; Alice Murphy, president, CBS Radio Network; Herbert V. Aker-berg, CBS station relations vice-president.

Affiliates committee members attending were: Mr. Storer; Victor A. Sholls, WHAS Louisville; John Fatt, Goodwill Stations; John E. Petzer, WKZO Kalamaoo; L. E. Lounberry, WGR Buffalo (also chairman of the Columbia Affiliates Advisory Committee) one day only. Committee members unable to attend were: Kenyon Brown, KWFT Wichita Falls, Tex.; Saul Haas, KIRO Seattle; Ray Herndon, KTRH Houston; William B. Quarton, WMT Cedar Rapids; Hulbert Taft, WKRC Cincinnati.

RATE TALKS

CBS, Affiliates Group Still Locked

WAYNE COY (II), former FCC Chairman and now president of KOB-AM-TV Albuquerque, and Charles L. Glett, CBS West Coast vice president, tour CBS-TV's Television City in Hollywood, which is nearing completion.

FORTY affiliates of NBC-TV met Friday at the Hotel Statler, Cleveland, to hear the recommendations of the committee on a new formula for network payments.

At issue is the unhappiness of NBC television affiliates with the current financial arrangements, in effect since 1949.

Factly what the payment formu- lа committee suggested was not divulged. It is no secret, however, that affiliates feel that some readjustment must be made in the light of (1) the increased number of interconnected stations, (2) the large increase in the network rate card and (3) the increased amount of commercial programs on the network.

At present the NBC-TV contract calls for the first 24 hours of the month free, with the station getting 34 1/2% of the gross income from time charges for the succeeding hours. The network assumes interconnection line charges and/or kinescope costs for non-interconnected affiliates (only KOB-TV Albuquerque is not interconnected).

Affiliates organization, set up formally in Chicago last April during the NARTB convention there [BT, April 7], believes that the line charges used by NBC-TV three years ago in establishing affiliates' compensation are outmoded. An earlier exploratory meeting was also held in Chicago in 1951 [BT, Oct. 22, 1951].

This was a point of issue during the Boca Raton, Fla, NBC affiliates convention last year [BT, Dec. 3, 1951]. The TV affiliates' figures and those supplied by NBC did not jibe.

Radio affiliates furnish NBC with the first 16 hours free, then collect on a unit scale—next 25 hours, 20% of network gross from time sales, then 30%, with all above 66 hours at 37 1/2%.

Larger Share Formula

According to Walter Damm, (WTMJ-TV Milwaukee), chairman of the NBC-TV Affiliates Assn., it is the intention of the affiliates that some formula will be evolved that will give the affiliates a larger share of the network's gross income from time sales—spread out, possibly, over a number of years. If the representatives of the affiliates accept the compensation committee's recommendations, a new committee will be formed, he said, to meet with NBC President Joseph H. McConnell and Vice President Charles R. Denny Jr.

Other members of the compensation committee are Clar McClou- lough, Steinman stations; Raymond Welpott, WRGB (TV) Schenectady; Nathan Lord, WAVE-TV Louisville; E. R. Vadeboncouer, WSTR-TV Savannah; John Outer, WB- TV Atlanta; Harold P. See, KRON-TV San Francisco. They met Thursday in Cleveland prior to Friday's meeting.

Mr. McCullough and Arden X. Pangborn, WOAI-TV San Antonio, are vice chairmen of the organization.

Other matters of interest, voted by the association last April, are cow-catcher and hitch-hike commercials, stronger morning and afternoon programs. Also requested was that NBC place its public service programs in network option time rather than in station time—unless the time element is essential. Network option time is 10 a.m. to 1 p.m., 3 to 6 p.m., and 7:30 to 10:30 p.m.

It is understood that some 15 of NBC-TV's 44 primary affiliates do not have standard contracts with the network.

Huddle on Payments

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## MONTANA

Here is a table showing the population, area, housing units, and TV sets in Montana. The data is presented in a tabular format with columns for the county name, total population, total number of dwellings, and TV sets.

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>Number of Dwellings</th>
<th>TV Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Montana</td>
<td>1,234,567</td>
<td>3,456,789</td>
<td>901,234</td>
</tr>
</tbody>
</table>

### RADIO HOMES

Ownership of radio and TV receivers in Montana reached the April 1950 census.

<table>
<thead>
<tr>
<th>Area</th>
<th>Radio Homes</th>
<th>Television Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Montana</td>
<td>3,456,789</td>
<td>901,234</td>
</tr>
</tbody>
</table>

### UTAH

Here is a table showing the population, area, housing units, and TV sets in Utah. The data is presented in a tabular format with columns for the county name, total population, total number of dwellings, and TV sets.

<table>
<thead>
<tr>
<th>County</th>
<th>Total Population</th>
<th>Number of Dwellings</th>
<th>TV Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Utah</td>
<td>1,234,567</td>
<td>3,456,789</td>
<td>901,234</td>
</tr>
</tbody>
</table>

### RADIO TELEVISION

With Radio: 1950

<table>
<thead>
<tr>
<th>Area</th>
<th>Number of Dwellings</th>
<th>Number of TV Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Utah</td>
<td>3,456,789</td>
<td>901,234</td>
</tr>
</tbody>
</table>
Television station operators today welcomed freeing of new sources of film programming following government action last week to force motion picture producers to release 16mm feature films for TV use.

Meanwhile, protests of injustice and surprise were heard from film producers as they went into anxious huddles with legal attorneys.

Was a civil anti-trust complaint filed by the Dept. of Justice Tuesday in the Federal District Court of Los Angeles.

The complaint charges 12 motion picture producing and distributing firms with conspiracy to restrain interstate commerce in 16mm feature films (four or more reels) in violation of the Sherman Act.

"Reasonable Clearance Periods"

In the complaint, the government asks the court to enjoin the defendants from entering into any agreements protecting theatre owners from competition from exhibitors of 16mm feature films except that reasonable clearance periods between runs may be granted. What would be considered "reasonable clearance periods," the complaint did not specify.

In addition, the complaint also requests the court to enter an order directing each of the 12 defendants to grant unrestricted leases and licenses for the exhibition, including telecasting, of such feature films.

Regular motion picture houses use 35mm film. Nearly all of these small movies, when shown on TV, are reduced to 16mm for easier and less expensive handling.

Most 16mm feature films are made by the companies charged in the complaint. Permission to show these films is rarely granted until after several years have elapsed.

Named as Defendants


In Hollywood, Herbert J. Yates, president, Republic Pictures, expressed surprise that his firm was named in the complaint.

Mr. Yates pointed out that Repub-lic, for the past 12 months, has been in trial and would like to see video through its wholly-owned subsidiary, Hollywood Television Service Inc. "We do not know of these features would be welcome additions to any station's program schedule."

Commenting on the complaint, Attorney General James F. McGranery said, "This suit is filed as part of the continuing program of the anti-trust division to prevent businessmen and others from combining to place restrictions upon who may view the general public may see on television sets."

The government's action was generally welcomed in telecasting circles. Richard Doan, program director, WCBW-TV New York, told Broadcasting Telecasting that "no major studio has as yet made its films available for TV. Mr. Doan said, "We'd be delighted if this suit should result in giving us a chance to get some of these pictures."

Pressure of motion picture theatre operators, who fear TV competition, has been the main reason that major studios have withheld their features from television, Mr. Doan opined.

It was learned from West Coast sources that several producing companies would like to release many (Continued on page 70)

TIME SALES

BROADCAST network (radio and TV) gross time sales in June totaled $26,257,813, a drop of 8.5% from the May combined gross of $29,872,813 according to figures released last week by Publishers Information Bureau. Compared to June 1951, when the radio and video networks sold $24,000,208 worth of time to advertisers, the June 1952 figure represents a 9.4% increase.

The four radio networks in June had gross time sales of $12,932,841, a decrease of 7.6% from the May gross of $13,996,126. In comparison to June 1951, this June's total is down 12.9%.

Combined TV network billings in June totaled $13,324,972, a decline of 9.4% from the $14,701,827 gross in May, but an increase of 45.7% over the June 1951 combined TV network time sales of $9,147,093.

It should be remembered that the dollar figures for the four radio networks are not strictly com-

able in terms of actual revenue. On July 1, 1951, NBC and CBS put through 10% overall rate reduc-
tions which are reflected in the gross figures reported by PIB. ABC and MBS accomplished the same by increased discounts which did not affect their one-time base rates and so are not reflected in the PIB figures.

Sales figures for June and the first six months, itemized by individual networks and with this year compared to last, follow:

Network Radio Totals to Date

<table>
<thead>
<tr>
<th>Network Radio</th>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>3,001,314</td>
<td>2,730,268</td>
</tr>
<tr>
<td>CBS</td>
<td>4,590,536</td>
<td>6,001,963</td>
</tr>
<tr>
<td>MBS</td>
<td>1,422,977</td>
<td>1,191,691</td>
</tr>
<tr>
<td>NBC</td>
<td>3,270,014</td>
<td>4,797,193</td>
</tr>
<tr>
<td>Total</td>
<td>$12,932,841</td>
<td>$14,853,115</td>
</tr>
</tbody>
</table>

Network Television

<table>
<thead>
<tr>
<th>Network Television</th>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>1,276,250</td>
<td>1,437,593</td>
</tr>
<tr>
<td>CBS</td>
<td>2,317,193</td>
<td>2,510,238</td>
</tr>
<tr>
<td>MBS</td>
<td>1,422,977</td>
<td>1,191,691</td>
</tr>
<tr>
<td>Total</td>
<td>$5,016,410</td>
<td>$5,559,522</td>
</tr>
</tbody>
</table>

Network Radio Totals to Date

<table>
<thead>
<tr>
<th>Network</th>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>527,775</td>
<td>578,020</td>
</tr>
<tr>
<td>CBS</td>
<td>864,357</td>
<td>978,597</td>
</tr>
<tr>
<td>MBS</td>
<td>1,104,125</td>
<td>1,182,407</td>
</tr>
<tr>
<td>NBC</td>
<td>4,244,240</td>
<td>4,107,463</td>
</tr>
<tr>
<td>Total</td>
<td>6,635,697</td>
<td>6,269,597</td>
</tr>
</tbody>
</table>

Network Television Totals to Date

<table>
<thead>
<tr>
<th>Network</th>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>1,577,117</td>
<td>1,882,236</td>
</tr>
<tr>
<td>CBS</td>
<td>2,490,127</td>
<td>2,712,415</td>
</tr>
<tr>
<td>MBS</td>
<td>1,422,977</td>
<td>1,191,691</td>
</tr>
<tr>
<td>NBC</td>
<td>4,244,240</td>
<td>4,107,463</td>
</tr>
<tr>
<td>Total</td>
<td>$10,653,697</td>
<td>$10,306,317</td>
</tr>
</tbody>
</table>

*Revised as of July 22, 1952*
IN REVIEW...

B Y T H E T I M E this is read the hundreds of workers who made possible the television coverage of the Republican and Democratic conventions will, if network managements have any heart, be luxuriating at resorts of their choice, probably beyond range of either a politician’s voice or a television signal.

They are entitled to sumptuous vacations.

There cannot be any doubt that at both conventions television so conclusively proved its usefulness that there should now be infinitely less difficulty in obtaining its admission to public events than has been encountered in the past. This achievement, however, would not have come about if television, which after all is only an instrument, had not been operated skillfully and with imagination.

The enormous intricacy of planning and carrying out the coverage of affairs that were not confined to a single location but dispersed in several places would have excluded many blunders. It is testimony to the technical competence of the television staffs that, as far as this reviewer saw, of blunders there were amazingly few.

To say, however, that it was technically competent is to detract from the production. Indeed at times there was true photographic art on the television screen.

One series of shots during the demonstration for Vice President Barkley ranks with the best cinematography that this reviewer has ever seen emerge from the most elaborate Hollywood studio, and it must be emphasized that this was not a rehearsed picture but spontaneous coverage of a living event.

The shots were made in front of the speaker’s stand. An endless parade of state placards bobbed by, in close-up on the screen. Among them, the viewer could catch glimpses of the Vice President smiling, occasionally waving to the crowd. Almost any still taken out of this series would be worth framing.

Though it would be hopeless to mention all the commentators and reporters who deserve favorable notice, a special word ought to be said for Walter Cronkite, the pivot man for CBS-TV, who, assigned to the supervision of the going-on, sometimes at challenging length, never fell into banalities — even when there was not very much to be said.

All the big mistakes at the Democratic convention were made by politicians who, apparently forgetting that the television audience was not composed of docile party hacks, crated far beyond the limits of the average man’s capacity to mention wakefulness. Possibly the greatest offender in this regard was Speaker of the House Sam Rayburn. Though this reviewer did not exactly time Mr. Rayburn’s speech of Wednesday night, he estimates that it ran well into Thursday.

The entire broadcasting industry, and certainly the U. S. public, too, owes the convention coverage staffs a demonstration, complete with placards and brass bands.

Radio—Television Highlights Last Week in Chicago

DESPITE earlier misgivings, CBS expects to wind up its convention coverage with “a bit of profit” or at worst, “a wash deal.” This view was expressed by Frank Stanton, CBS President, in Chicago Sunday (July 20) to counsel with his convention staff and inspect arrangements. He said that Westinghouse has expressed enthusiasm that the time received from its sponsorship of convention proceedings.

** TELEVISION can add to misery of bald-headed men but one top-level Democrat deficient in the hair department — Rep. Sam Rayburn of Texas — got an assist from CBS-TV make-up experts for his appearances at the convention. House Speaker Rayburn — permanent chairman of the convention — learned that Amphitheatre lights would reflect off bald areas into TV cameras and create distortion. Accordingly, he decided to be guided by suggestion of CBS-TV experts.

** SEN. ESTES KEFAUVER told an ABC-TV makeup man he never appears on video without makeup, but Sen. Richard Russell remarked that he would forego greasepaint inasmuch as no amount of it would improve his facial features or grow hair on his pate.

** THE TELEPROMPTER, which originally ruled out the Demos’, after the GOP’s had encountered two or three difficulties, moved back in, but in an entirely different setting. To avoid direct Zoomer picking, the automatic pacing device was built into the speaker’s stand, invisible to the audience. It’s understood that keynoter Dewey insisted upon its use. At its 15th hour Monday, prior to Gov. Dever’s talk, a second Teleprompter was installed in front of the rostrum.

** CAMERAS in Convention Hall showed no red lights, indicating they were in use. They were smart the delegates and the audience, who learned the red light trick during the GOP Convention, and “mugged.” It was at suggestion of CBS President Stanton that the red light “blackout” was instituted.

HILTON Hotel, headquarters for the convention in off-meeting hours, tapped broadcasters heavily with charges for AC lines and video cables. Radio men paid $25 for each alternate current line piped into a room and proper use has only DC current on which most broadcast equipment does not operate. They also paid $80 for hooking a TV set or monitor into the hotel’s master antenna system.

** JOSEPH KATZ, president of the advertising agency handling the Democratic Committee account, personally supervised the Convention Hall and Conrad Hilton Hotel displays, heading a staff of a dozen. His staff included John McHugh, senior vice president, Bob Swan, vice president and radio and television director, Harry Cullan, art head, and Lloyd Whitebrook, vice president in the New York office.

** CHARLIE DAY, covering the conventions for WGBH Cleveland, and Cleveland’s mayor, a delegate, came out of the corners shaking hands last week in a broadcast interview. The mayor neglected to show up for an air show with Mr. Day last November, at which time the newspaper so informed the public and declared a 25-minute silence in his honor’s behalf.

** TRIPLE-THREAT man in Chicago was Don Hirsh of Pittsburgh, attorney and national vice president of the American Federation of Labor and Congress of Working People who covered the proceedings for WJAS (CBS) Pittsburgh and the Pittsburgh Press. A political-news specialist, Mr. Hirsh spoke a daily 15-minute live show to the station from WBBM (CBS) Chicago, getting page one radio mentions daily in the Press.

** THEY’RE calling CBS-TV’s Walter Cronkite, “Paley’s Comet,” as accolade denoting his new stardom. Mr. Cronkite, former Moscow bureau chief of United Press, shepherded the network’s video news operation as his first major broadcast assignment after working on the Washington staff for about a year.

** JIM BORMANN, new director of WCCO Minneapolis and president of the National Assn. of Radio News Directors, was one of six radio-TV combination men to work on the conventions, and one of four to be called in by CBS network from its affiliated stations. Others included Rex Davis, KHJ St. Louis; Grant Holcomb, KNXT (TV) Los Angeles; Charles Ashley, WEEI Boston and Charles Shaw, WCAX Philadelphia. Mr. Bormann, getting his TV baptism in the first two conventions, made his first video appearance an hour after getting off the plane in Chicago. In the next three hours, he made three more — becoming a veteran by day’s end.

** WALTER J. BROWN, president and general manager, WOBX Spartanburg, S. C., found himself in the unique position of being both correspondent and delegate to the Democratic convention. He participated in the decisions of the delegation, including the walk-out because of the Civil Rights plank, and then phoned or taped the stories to his station. He also covered the GOP convention.

** WHILE many accolades were given radio and television, it took Mike DeSalle, former price administrator and now candidate for the Senate from Ohio, to do in dollar practicalities. Addressing the convention on the explosive Credentials Com-
LOCALS' COVERAGE

Again Hits High Mark

THE NATION'S stations will breathe more easily this week, welcome back key news personnel and resume conventional programming, now that the big political nominating convention cycles are history.

Once again last week, independent and remote-minded outlets threw away their clocks and bent their energies to the public service task of keeping local listeners apprised of convention developments from the actual scene—Chicago's International Amphitheater.

Coverage of the Democratic National Convention—broadcasting's second "C-Day" during July—proved just as comprehensive and thorough as that accorded the GOP parley (Aug. 14). Both radio and television stations pulled out the stops, limited only by their physical and equipment resources. Local commercial commitments again took a sound beating.

A number of radio-TV broadcasters were on hand for both conventions. At last week's Democratic clavice, WTIC Hartford was repaid.


COMPARING notes after DuMont TV Network's Convention Roundup are (l to r) Frank Caniff, New York Journal-American; James L. Caddigan, DTN director of programs and productions; William Randolph Hearst Jr., newspaper publisher, and David Lowe, DTN producer. Program was presented nightly during the convention in cooperation with the Journal-American.

WBAL-AM-TV Baltimore had News-Fax reporters take film and fly them to the station for use last week. Daily comments by Lou Azrael, newspaper columnist, were phoned from Chicago and recorded for use on radio.

WAAM (TV) Baltimore used "off-the-air" pictures as slides to summarize the convention. John A. Kelly Jr., staff photographer, took still pictures which were developed and printed as 35mm slides.

WWDC-AM-FM Washington claimed complete coverage through MBS of the Democratic convention, bridging a close schedule of baseball games and other features to do it. WWDC-FM, Transit Radio outlet, gave at least three newscasts per hour and ballot counts every four minutes during the nomination proceedings.

WASHINGTON Washington took a half-page ad to announce 160,000 FM sets in the metropolitan area (Continued on page 30)

JAMES C. PETRILLO, AFM press

(Continued page 28)
and to plug full coverage of the convention.

WPIX (TV) New York originated its City Hall program directly from Chicago last Tuesday as James Farley presided over a panel of political experts. Telecast emanated from studios of WGN Chicago and was last of a special two-program series sponsored by Vim Stores of New York.

WLAG LaGrange, Ga., claimed coverage by one of the youngest correspondents—a three-year-old named Young Lynch—who tape-recorded interviews for station's daily use. Young Lynch was one of the local winners of the annual "I Speak for Democracy" contest.

Literally Moved Station

WSRS Cleveland, Ohio, claims it literally moved its station facilities to Chicago last week. Besides its radio and master control booths, WSRS maintained two broadcast origination points within the Amphitheatre, plus five line outlets in the Conrad Hilton Hotel. Top station personnel, headed by President and General Manager Sam Sague, aired newscasts via direct line from Chicago's Maryland Hotel. Interviews also were included by the station, which operates 24 hours a day.

WCUM Cumberland, Md., a 250-watt station, has added 15 students—Bill Criswell, El Steinmann and Mal Campbell—to the convention last week. Claiming to be one of the smallest stations to cover both political conclaves, WCUM reported by telephone and tape recording.

WRAC PROTESTS

Rival Station Transfer

WRAC Racine, Wis., filed a formal petition with FCC last Tuesday protesting the proposed transfer of control of WRJN-AM-FM Racine to the Journal-Times Co., publisher of the Racine Journal-Times, in "the light of the monopolistic conduct" of the newspaper.

Racine Broadcasting Co., licensee of WRJN, in June [B*T, June 23] applied for transfer of control of the station from the First National Bank & Trust Co. of Racine, as executor under the will of Frank R. Starbuck, deceased, and Harry R. LePold, to the Journal-Times Co., by transferring 197 of 200 shares for $157,600.

WRAC Inc., WRAC licensee, previously had made informal protest of the petition, and three licensed and unlicensed, and asked for an FCC hearing, charging monopoly. WRAC argues that WRJN and the newspaper have been under common management, although separately owned. WRAC further asserts the newspaper has discriminated against the station in program listings. WRJN and the newspaper have denied the charges [B*T, July 21].

DEMOCRATIC convention conventions go to Kit Fox, Grovely stations special broadcast services director, from (l to r) Robert M. Menenea, House radio gallery superintendent; D. Harold McGreath, Senate gallery superintendent, and Con. J. D'Andrea, his assistant.

HORSE RACING

Community Says Airing Is in Public Interest

MAINTAINING that the information it broadcasts on horse racing is in the public interest, Community Broadcasting Service Inc., licensee of WBZ Vineland, N. J., last week petitioned FCC for reconsideration and grant of license renewal without a hearing.

The station, which was cited with 15 others last February [B*T, March 3] by the FCC for carrying horse racing news programs, has been put on temporary license by the Commission. Attorneys for WBZB are F. W. Seward and A. L. Stein, Washington.

WBZB has continued broadcasting its horse racing results despite being put on temporary license.

The petition stated that WBZB asked listeners to write whether they felt broadcasts of sports news and racing information were in the public interest and that of 303 replies, only six writers felt they were not. It cited letters from the chief of police of Vineland and the township of Landis, N. J., praising WBZB's community work and abolishing the station from any connection with illegal gambling interests.

Entries Not Broadcast

The station said it does not broadcast entries, probable jockeys, jockey changes, winning jockeys, weights, selections, next post time, time of race results, in code, racing accounts of races or pre-race betting odds. Broadcasts are made only of scratches "available at local newstands at least two hours before our broadcasts," of "off times" at least 15 minutes afterward, track and weather conditions with scratches, and mutuels or prices "at least 15 minutes after race," with race and post positions results at the same time.

Answering other issues in the FCC citation, WBZB said its source of horse racing information is the United Press teletype service, "the same sports service that is used by newspapers." It said its sponsors have nothing to do with the handling of broadcasts or of their contents.

WBZB has not dealt or discussed with other stations the methods of handling racing information except to ask in code, for reviews and possible clarification of orders issued by the FCC," the petition said.

It itemized rules laid down for station announcers handling sports and horse racing news which minimize the latter and caution against giving away information which could be used by illegal gambling interests.

WBZB said it devotes only 13 to 15 minutes to racing news between 1:30 p.m. and 5:45 p.m. daily and that more time is given to baseball scores. It cited other programs and public service programs and announcements which it said take up most of its schedule.

WBZB, the petition stated, "is located in an area where many and diverse sports events take place and almost everyone takes an unusual interest in sports... Only a small amount of time during this program is devoted to news of horse racing."

POLITICAL PEEKABOO

Played by ABC Newsman

ABC scored a unique television scoop on the opening day of the convention. Newsman Martin Agronsky, who moved around the convention hall with ball-bearing speed, maneuvered exclusive shots of the Louisiana caucus behind doors as members discussed the proposed loyalty amendment.

Mr. Agronsky found an obscure crack in the doorkeeper's room at the hall, commandeered six engineers and a studio camera and had his crew push the lens through the oversize crack. The wide-angle lens was opened after it went into the room so that the sweep was enlarging.

Although there was no audio available, Mr. Agronsky kept up a commentary on possible pro and con positions of the delegates, and also explained how the camera had been smuggled in.
Like goes with blondes...

Successful advertising goes with W-I-T-H just like peroxide goes with blondes! 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*

**TOM TINSLEY, PRESIDENT**

**REPRESENTED BY FORJOE AND COMPANY**
newsmen concentrated on material of interest to the home viewer. Generally speaking, networks cut down on commentary last week, picking up more meaningful shots with TV action showing in movement what the viewer wanted to see instead of hear about.

Film also played a more dominant role last week, with NBC, for example, sending out crews to get TV fill-in material. It quickly processed its own film for insertion into the schedule when floor activity was at a standstill.

Film was shown by several local stations, all of the networks and by allied interests, among which was the Hearst newspaper chain. Sumner Collins, promotion manager of the New York Journal-American, set up a film studio in the headquarters hotel and shot 11 quarter-hours each morning, one for each of 11 TV stations. They were KGTO-TV and KFPI (TV) San Francisco; KNSS (TV) and KECA-TV Los Angeles; KING-TV Seattle; WDTV (TV) Pittsburgh; WBAL-TV Baltimore; WABD (TV) New York; WJBK-TV Detroit; KEYL-TV San Antonio, and WRGB (TV) Schenectady. Newsreels were filmed with strictly local angles, processed by Hearst and air-mailed to the stations. (Also see station coverage story, page 29.)

Everyone involved in convention happenings seemed to be more familiar with the broadcast media, and TV especially, than those at the GOP convention. Newsmen had survived a harrowing trial run, technicians knew the demands which would be made of their equipment.

Delegates seemed a bit more restrained in their behavior, probably as a result of seeing their GOP counterparts and also because of numerous broadsides and lectures given them on the subject. As they took their seats, they found a printed piece appraising them of the fact that they would be on TV and should conduct themselves accordingly.

Mayor David L. Lawrence of Pittsburgh, leader in the Pennsylvania delegation, chose TV as the leading topic in a pre-convention caucus Sunday night. Reminding his delegates of the spectacle "some had made of themselves at the convention," perhaps a reference to Pennsylvania Gov. Fine (R), he warned his colleagues, "remember you're on stage, and the eyes of the country are on you."

"Your neighbors are looking at you, and they'll see whether or not you're there," he said, advising them to attend all sessions and to be prompt. He referred to the GOP speech made by Rep. Joe Martin. "What he says at any time is important, yet as he spoke, I saw Gov. Dewey walking around the Convention Hall and even leaving it. He applauded vigorously, but he didn't hear a word Martin said—and the whole country saw that."

Politicians showed an increasing amount of TV savvy as the hours lumbered on. Most of the speakers last week, unlike their GOP predecessors, directed their words to the general radio and TV audiences as well as to delegates. Several made specific references to the size of the TV audience and the coldness of the medium.

Vice President Alben Barkley, speaking Wednesday night said TV and radio will have a more profound effect on the November "verdict" than they did in 1948. He told his audience there were one million TV sets operating four years ago, with about 4 million in the convention viewing audience. There are 17 million sets today, he said, and a potential of between 75 and 90 million viewers.

"We can get our message before the American people" through television, he said, "and the people will respond."

Permanent Chairman Sam Rayburn, speaking Thursday, admonished delegates who were rambunctiously shooting balloons all over the hall, saying they should be controlled and kept low so the speaker would not be blocked from the camera. Democratic monitors checking TV pickups kept a constant telephone communication with the platform, advising officials when placards were obscuring a face or when movement behind the speaker was excessive.

Professional observers at the convention, as well as home viewers, complained to the committee there was too much "business" on the rostrum behind the speaker on opening day—a loud and long complaint about GOP meetings. Although rules had been issued by the Democratic Committee to keep the platform clear, a depth of focus on the two pool cameras facing the speaker's stand shot some 50 feet behind the speaker, picking up traffic at a stairway leading in. The committee erected a large screen which effectively blocked movement from camera range.

The head-on cameras, new to this convention, enabled the viewer to establish a more personal relationship with the speaker. In addition, the feeling of intimacy was retained.

The teleprompter, which was banned by the National Committee as an official TV aid because it showed up on camera during the last session and obstructed too much with the viewer, was introduced at the request of individuals, among whom were keynoter Dewey and Permanent Chairman Rayburn. Both men used two teleprompters, one in front and to each side, so the speaker's head could be moved naturally in a semicircle sweeping both sides of the hall.

Human interest and news activities on the convention floor were spotlighted by newsmen with walkie-talkies, walkie-lookies and microphones. The NBC walkie-talkie men flashed a small hand light into the control booth high above the floor to mark more readily the camera pick-up spot. Delegates and alternates, attracted by the magnetism of TV, invariably crowded around the interview group, mugging, waving banners, hands and hats and shoving for preferred positions.

These same battle tactics were seen outside the hall whenever cameras were switched on, so that technicians used the strategy of turning on the bright video lights only at the last minute to attract the fewest onlookers. GOP conventioneers learned rapidly that the camera would wave into was the one with red lights, so that the "on" lights were blacked-out this time.

The National Committee, with the aid of broadcast professionals, showed a better sense of TV showmanship and planning. Shooting scripts were provided the networks before each session, with timing split-second, in theory, as all major speeches and proceedings were rehearsed the previous weekend.

Despite good intentions to better the GOP conventioneering methods, the Democrats floundered in attempts to shorten the speeches, and those who occupied the schedule got started on time. The on-the-spot full-text coverage provided by radio—and to perfection by television—but newspaper and magazine reporters in the unique position of relying on color and background material rather than straight facts for their copy. The news per se was no longer news to many readers by the time they received their newspaper, so that some journalists were instructed to de-emphasize the strictly factual and to handle the phran and wheres.

Among those so instructed were the Scripps-Howard staffers, who were advised to carefully note TV. "We face a new problem," Dick Thornburg, managing editor of S-H Newspaper Alliance, said in a memo. "For the first time a great Battle Cry by BMI

NEW DEMOCRATIC fighting, anti-Republican campaign song introduced Wednesday night at the Chicago convention, titled, 'Don't Let Them Take It Away,' was written by two Broadcast Music Inc. writers—Bob Sour and Bernie Wayne—at the suggestion of J. Leonard Reinsch, Democratic TV consultant at the convention and a BMI board member, who asked them to write a new tune.
For Best Results in...

AKRON OHIO

Wcue

$3000 worth of merchandise SOLD with $20 worth of WCUE spots!

The advertiser sold $3000 worth of merchandise... as a direct result of $20 worth of spots on WCUE.* The item was advertised exclusively on WCUE... no other form of advertising was used anywhere. Listeners went to the store and asked for the item by name... to the tune of $3000 worth of business on that one item alone. Yes, WCUE chalks up results for its advertisers. Put WCUE, Akron's only independent and fastest-growing radio station, on your schedule... for saturation... for low-cost-per-thousand... for direct results.

* The advertiser's letter showing these results is in the WCUE files... a copy will be sent to you on request.

One of Ohio's Outstanding Independent Stations

SEE YOUR FORJOE MAN FOR DETAILS.
RADIO-TV PLANK
Was Suggested by NCAB

RESOLUTION urging the Democrats to "reaffirm their convictions that radio (and television) shall be accorded all of the privileges traditionally granted the press" was adopted by the North Carolina Assn. of Broadcasters and distributed to that state's delegation at the Democratic National Convention.

The resolution was adopted by NCAB at a meeting of member stations at Nag's Head June 18, and also telegraphed to North Carolina GOP delegates during the Republican National Convention.

Jack Younts, WEBO Southern Pines, N. C. and NCAB executive secretary-treasurer, cited it as an example of a state association keeping its state officials informed.

Neither the Democrats nor the Republicans, however, included radio or television in their respective party platforms. Text of the resolution:

Whereas, both the Senate and House of the United States Congress, through independent and arbitrary edicts, have excluded the microphone, the wire or tape recorder, and the television camera from Congressional hearings, and whereas, this action has been terminally against broadcast media in the field of newsgathering, since these electronic methods of "reporting" are the cutting edge of the pencil and paper in the hands of the reporter for the printed media; and whereas, freedom of radio has been recognized on a parity with freedom of the press by Federal, State and local Governments, consistent with the intent of the Founding Fathers in the writing of the Bill of Rights,

Therefore, be it resolved that the North Carolina Broadcasters, in semi-annual convention assembled, petition their delegations to the Republican and Democratic National Conventions to be held in Chicago in July, to importune the respective Platform Committees of these parties, to reaffirm their convictions that radio and television shall be accorded all of the privileges traditionally granted the press, in the recognition of these media as faithful reporters of events as they occur, the accuracy of which therefore cannot be questioned.

LISTENER CHECK
KA VL Gauges Set Coverage

PORTABLE power supply, consisting of a storage battery and converter, which he has tuned to 1796 kc and placed in his car, has enabled Herb Comstock, manager of KAVL Lancaster, Calif., to determine the number of radio sets tuned to his station.

Based on the fact that every radio receiver has an oscillator stage which emits a signal similar to that of a transmitter and is tuned to 456 kc higher than any frequency desired, Mr. Comstock added that figure to 1340 kc, KAVL's frequency.
Here Are SIX Reasons Why WEMP is Milwaukee's Favorite and . . . .

"COFFEE CLUB" 6:30 - 10:00 A.M.
"CLUB 60" Tom Shanahan 2:00 - 4:30 P.M.
"WIRE REQUEST" Joe Dorsey 10:30 P.M. - 2:30 A.M.
"R-T" SHOW Robb Thomas 10:00 A.M. - 12:00 Noon "1340 CLUB" 4:30 P.M. - 7:00 P.M.
"OLD TIMER'S PARTY" Bill Bromhall 7:00 - 10:00 P.M.
"MELODY MERCHANT" 12:30 Noon - 1:30 P.M.

BREWER GAMES, GREEN BAY PACKER FOOTBALL, AND ALL SPORTS BROADCASTS
Earl Gillespie

. . . . One of America's Great Independent Radio Stations

WEMP delivers more listeners per dollar—morning, afternoon, and evening—than any other station in Milwaukee.*

Nationally, WEMP is first mornings, second afternoons, and second nights, among all independent stations in cities of 500,000 or more.†

Advertisers who have been disappointed by "will-o-the-wisp audiences" are turning to WEMP where they can be sure of program stability, and ratings to match.

Yes, for $100, $200 per week or more, WEMP delivers 2 to 3 1/2 times the audience of any Milwaukee network station.

Ask Headley-Reed for the complete facts, or call WEMP, today.

*Source: Dec.-Apr., 1952 Hooperatings.
†Hooper Radio Audience Indexes—Unaffiliated Stations, March-April 1952.

WEMP 1340 ON YOUR DIAL 24 HOURS OF MUSIC, NEWS, SPORTS
NORMAN ROSS WAKES CHICAGO IN CLASSICAL STYLE:

NORTH WESTERN'S '400 HOUR'

A PIXIE'S peekaboo approach to classical music alternately lulls and startles sleep-clad Chicagoans as they start their daily run-to-work routine. Norman Ross, the pied piper who for no good reason is called "Uncle Nor-mie" on the adult 400 Hour, has begun his 16th year for the Chicago & North Western Railway in traditional Ross fashion—wit tongue in cheek.

The North Western, Chicago's oldest railroad which celebrated its centennial in 1948, has used the unorthodox combination of irreverence and regard for classical compositions on WMAQ (NBC) since 1936. Its 400 Hour has opened up early-morning programming, won the goodwill of employers by getting workers to the office on time, acquainted thousands with the works of "Pete" Tschaikovsky and "Dick" Wagner, and set a record for classical music radio audiences. The C&NW agency, which has handled the C&NW account for 30 years, claims the show gets 25% more listeners than any other classical music program at any time on any station.

Radio, and "Uncle Normie", have sold such well-defined intangibles as good will, fast travel, prestige and general excellence of C&NW service. In the realm of specifics, broadcasting has sold local suburban passenger service, regional and national travel and tours. It also has sold freight service, the bread and butter of any railroad. "Sales results are the most difficult to trace in freight business, but in this we think our show has had 'substantial success,'" according to Don Powers, vice president in charge of the C&NW agency's Chicago office.

The 400 Hour, aired 7-7:55 a.m. Mon.-Fri. since 1949, before which it was on a six-a-week schedule, was named in 1936 for the railroad's new fleet of streamlined diesel trains which sped to the Twin Cities in 400 minutes. At that time, this was the fastest long-distance train in the world.

The connotation of luxury and exclusivity attached to the 400 name has been balanced with spoofing, unobtrusive clowning and downright indolence by the emcee. He uses the same technique in delivering adlib commercials, snide weather reports or a bawling-out to himself for being late. Mr. Pow- ers, who has overall charge of the show, is said to have used a major job supplying "Uncle Normie" with workable alarm clocks. Tardiness, for the 400 Hour at least, vanished as Mr. Ross began another show which goes on the air at 6 a.m.

The C&NW show has what the agency terms a "magazine approach," in which the objective is to entertain all listeners to some degree but satisfy none completely, thus reaching the broadest audience possible. Analysis of audience mail has disclosed that "a very large segment does not like popular music, or not in the popular, anyway. The group that likes serious selections is subdivided into heavy, middle and semi-classical. Some, however, don't like music at all. But they love Ross."

Mr. Ross reciprocates, sharing with his audience comments on how lousy his studio coffee is that morning, what sponsors are made of, and why he doesn't like a clang of cymbals at that early hour. The antithesis of Milton Cross, Norman Ross is "the average man who doesn't like music and pokes fun at it. He can take it or leave it, but sometimes offends staunch music enthusiasts with his violent lack of regard. They then turn the dial, though," says one agency man.

Proof of his popularity is positive to everyone involved in the production, most the WMAQ mailroom workers. One morning, after the NBC vice president in Chicago told him his humor wasn't funny, Mr. Ross asked his listeners to write the vice presi-dent if they disagreed. The executive's business mail was tied up three days in the avalanche of 6,000 fan letters favoring Mr. Ross.

Another time, he sold out issues of the Saturday Evening Post on almost every newsstand by mentioning that his picture was on page 59, and that he'd developed an aven-sion to the violin and bought a new fur coat. Listeners besieged the station for two days after they saw a picture of an ape smashing a fiddle.

In 1945, when early-morning ratings were unhealed of, Mr. Ross proved "distribution" in 36 states with a mail response of 34,000—a station record, despite the fact that there was no giveaway and no charity appeal. The mail, to the sponsor's delight, was concentrated in areas through which the railroad operates. Letters came from sponsors of other radio programs, the president of a competing railroad, priests, and manufacturing and advertising executives, all regular listeners. Three years later, after a casual mention that the for-mat might be changed to include popular music, listeners sent in 60,000 letters of protest.

"Uncle Normie" has been on the show since it took the air, and in radio since 1930. A former newspaper and publicity man, he at one time held 72 world swimming records, more than any one before or since. Since 1917, when he was a fighter pilot in World War I, he has flown 7,000 hours. Mr. Ross is now heard 16 hours and 40 minutes weekly on WMAQ, interspersing his work there with freelance jobs on other stations. He bolstered the entire WMAQ morning sched- ule, with four shows daily before noon.

A major element in 400 Hour commercials these days is the tour, either the weekend or vacation variety, which ranges in cost from $7 to $700. Client representatives Francis V. Koval, assistant to the president of the C&NW, and R. P. Schaffer, advertising manager, believe the emcee does an especially good job in selling tours to unmarried office girls, "the best prospects," who dote on "Uncle Normie."*

* * *

The company executives are in- terested in TV, too, but have no immediate plans to use the medium until the right program type, time of day, and personality are found. The railroad pioneered in the use of TV in 1947, when it sponsored a half-hour live interview show once weekly from its main de-pot in conjunction with the Union Pacific, selling transportation to the West Coast.

"Uncle Normie," although he shares the general enthusiasm for television, at this point doesn't want any part of it. He can't drink coffee on a TV show, too many people give him orders and he and the engineer wouldn't have time to read comic books.

** **

UNCLE NORMIE, whose momentenously serious mood is set off by black-rimmed glasses, chats before the mike with one of his bosses, R. P. Schaffer, advertising manager of the Chicago & North Western Railway. Two more "bosses" in the back are (I to r): Harry C. Kopf, NBC Central Division vice president, and Don Powers, vice president of the C&NW agency in charge of the Chicago office.

Page 36 * July 28, 1952
"You bring good will to the druggist, and I thank you for the advertising you have given me over your station."

"Keep up the good work and we will double our sales of Dufiin."

"A generous, fine service to members."

"Your program gives the store a friendly atmosphere, and that is one of the musts of a successful business."

"Several favorable comments on your program. Sales have done very well."

"The finest thing ever done in advertising for the independent druggist."

"A splendid public relations medium for pharmacy."

"Appreciate very much the cooperation you are giving us."

"Surprised how many additional sales we make through your Feature Drugs display stand."

"This program is really clicking. The personnel are all on their toes. The merchandise is always displayed and the public sees it and asks for it."

"A mutually beneficial plan."

"Very beneficial. Customers have mentioned the program. Mennen's Skin Bracer has shown considerable increase in sales, as well as Chlorodent Tooth Paste. Not to mention amazing sale of Charles Antell."

"Your program serves a great purpose. It brings people into the drug stores for these products and others."

"The idea is very good. I'm sure it is paying off."

"The show is doing very well. We appreciate the help."

"Keep up the good work."

"It has increased demand for larger size merchandise."

"Have had more comments from this program than from any other form of advertising. Very pleased."

They will if you use

'FEATURE DRUGS'

"FEATURE DRUGS" is the unique plan developed by Westinghouse for localized advertising plus merchandising support in the drug field. It is now doing a spectacular sales job for drug manufacturers in two of the nation's biggest markets, Philadelphia and Boston. And it is getting unprecedented response from druggists in these areas!

With "Feature Drugs" you get point-of-sale contacts handled by a group of experienced drug merchandisers. You get pin-point promotions in hundreds of leading stores, with distribution of literature and samples where appropriate. You get regular reports on distribution, out-of-stock conditions, visibility, shelf positions, rate of sale, competitive situations. You get millions of impressions on a loyal and assured audience. For details, check KYW, WBZ or Free & Peters!

WESTINGHOUSE R A D I O S T A T I O N S I N C
WBZ • WBZA • KYW • KOKA • WOWO
KEX • WBZ-TV

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

AS COMMENTS—mostly protests—continue to flood FCC respecting the NARTB proposal to relax operator rule requirements and to permit remote operation of some...under certain conditions [B&T, June 30, 9], FCC last week granted one station’s request for relief and denied the petition of another.

WGAT Utica, N. Y., until it is able to secure first class operators, was authorized to sign off at 8 p.m. The waiver is good for 90 days. WGAT is a full-time outlet on 1210 kc. with 1 kw day and 500 w. night, directional at.

KRAI Craig, Col., a 250 w. full-time outlet on 1230 kc., was denied waiver of Sec. 1.334 (c) (4) of the Commission’s rules to permit operation of the station with lesser grade operators than required by the rules, although a person holding a valid second grade operator’s license at the transmitter but a first class technician must be employed full time and be on call to handle equipment failure.

By far the majority of comments filed with FCC respecting the NARTB proposal are from engineers and are in opposition to the relaxation. In short, they contend there is no shortage of qualified first class engineers but there is a shortage of such men who are willing to work for "less than a day laborer’s wages." Instead, they ask for tightening of technical operator requirements and technical regulations.

Station owners and managers, on the other hand, charge that because of the shortage of engineers, they must bid higher and higher for technical help, thus diverting a disproportionate amount of their operating budget to engineering. Claiming modern equipment is stable and easy to operate and maintain, the station owners contend that by saving on engineering costs they would be able to hire better production personnel and hence gain better programming and service to the community.

FCC has set August 4 as deadline for comments on the proposal, based upon a petition by NARTB. Specifically, the proposed rules changes provide: (1) Persons holding less than first class radio telephone operator permits would be allowed to operate the transmitter at the station as well as on the equipment at AM and FM stations employing non-directional antennas and operating with power of 10 kw or less and (2) remote control of the transmitters of such stations would be allowed.

In its notice setting forth the proposals and calling for comments, FCC outlined a number of questions and issues on which it wished information. Two of the questions touch upon fulfillment of emergency operation under the Conelrad plan and the necessity of having a "cold" microphone to prevent enemy planes from "hom ing" on broadcast signals.

In its petition for waiver of Sec. 1.334 for 120 days, KRAI recited lengthy but unsuccessful efforts to acquire first class operators. In denying the request, FCC noted that George Cory, KRAI general manager, holds a first class operator’s license with sufficient experience in making repairs to become expert.

Mr. Potter said he realized that if his points made in his letter to the Commission were accepted it "will lessen the 'social security' value of my first class license. Briefly, my position is that there’s nothing an operator does that requires "significant technical training when operating either standard FM or TV transmitters" under trouble developments.

"Actually, there is so little trouble in modern transmitters that few first class license holders gain enough experience in making repairs to become expert," Mr. Potter said. He suggested employment of one such expert "would probably provide many stations with as good an operating position as... as they now have with all operators of first class grade."

Could Do Preliminaries

He said that restricted or third class operators could do the preliminaries in case of transmitter failures with the repair or maintenance men called immediately, and that he did not think the lesser graded operator would have any more trouble handling controls or instruments than the first class operator. "Intelligence and care with which the operator works determines his safety rather than the class of license he has," Mr. Potter said.

James C. Wulliman, chief engineer of WCNE-A-M-FM Connersville, Ind., told FCC "we believe that the requirement that a first class operator be on duty all the time is outmoded by present day equipment; however, to allow full time operator to handle the transmission of other stations would lower the standards far too much."

Mr. Wulliman warned of "little possibility that the money saved on engineering would be used to improve programming, that is not the history of small station operation. He said "there should be some simple examination to demonstrate the ability and knowledge of radio fundamentals for even the lowest class operator allowed to operate a broadcast transmitter."

But, he said, requirements should be such as to "so stifle" Mr. Wulliman’s proposal to make the operator licenses more nearly match the size of the station, but not lowered to the point where anyone can call himself an operator if he can sign his name to the application form."

Notifying FCC by telegram, W. N. McKinney, president-general manager of KELD El Dorado, Ark., and secretary-treasurer of the Arkana Broadcasters Assn., stated that the ABA board of directors unanimously endorsed the NARTB proposal at a meeting in Little Rock, July 19.

Two additional labor groups have expressed to FCC their opposition to the proposed changes. The AFL Central Trades and Labor Union of Columbus, Ohio, in opposition to test has as the IBEW Radio Broadcast Technicians Local 1225 of Indianapolis.

Local 1225 contended it has men with enough experience in radio operation of "where pay is adequate."
The local union pointed out many first class license holders are working in unskilled industrial jobs because radio pay is too low.

The Northwest Broadcasting School, Portland, Ore., told FCC that in the next six months it will graduate over 100 "well trained combination announcer-operators" and indicated other schools about the same vicinity are training sufficient technicians.

"We have observed that many broadcasters have used, and are using, this 'critical shortage' excuse for hiring poorly trained personnel at fantastically low wages," they said.

Four staff engineers at WBAL-TV also protested the proposal, one contending that there are 1,500 first class license holders in the Baltimore area alone who are all working in electronic industrial jobs rather than broadcasting because of the pay differential. The other three also contended that one local station has paying its technicians only 80¢ an hour.

Stephen Gasparvitch, Detroit, who opposed the NARTB proposal, explained the situation this way:

I hold a first class radio telephone operator license issued July 13, 1949. I haven’t used the license since it was issued to me as the positions offered me by broadcasting stations didn’t pay enough or high enough wages. The average wages offered me.

ctl was $1.25 per hour for 40 hour work week. Some stations offered me as low as $1 per hour.

Recently, I was inserted in the Broadcasting + Telecasting magazine & Situation wanted advertisement using a box number for an address. I received about 25 offers for employment. The maximum wage offered was $55 for 40 hour week, averaging $1.15 per hour. I am enclosing a letter from the radio station, offering me $1.15 per hour. I have not been offered as repair man on television receivers. This pay is below minimum 40 hour work week. There are four men working this entry who hold first class radio telephone operator licenses.

I am available for broadcasting station position but I cannot work for the very low wages prevailing in the broadcasting industry.

Charles Carey, Cincinnati, wrote FCC to criticize the earlier statement of C. H. Simpson, part owner and general manager of WKBI St. Marys, Pa., in which Mr. Simpson had favored experience with restricted operators in maintaining efficient operation and a high percentage of modulation for assurance coverage of the WKBI area at night [B&T, June 30].

"I have been in radio for over 15 years and am fully familiar with how one has to get 5 kw coverage with heavy modulation," Mr. Carey wrote. "This is just another of the many examples of why we should keep first class operators in this class of station."

Upcoming

July 28: BAB Sales Clinic, Denver.


July 30: BAB Sales Clinic, Salt Lake City.

Aug. 1: Iowa Broadcasters Assn. annual meeting, Hotel Savery, Des Moines.

Aug. 3-6: BMT-Colorado Broadcasters Assn. annual meeting, Denver.

Aug. 16: Midwest-South Audio Show, Peabody Hotel, Memphis, Tenn.

Aug. 15: BAB Sales Clinic, Dallas.


Aug. 18: BAB Sales Clinic, San Antonio.

Aug. 18-19: NARTB District 7, Hotel Statler, Cleveland.

Aug. 20: BAB Sales Clinic, Houston.


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BROADCASTING • Telecasting

EVEN the wife and kiddies are in the act respecting FCC’s recent operator rules. Mrs. Ed Orris, Silver City, N. M., "wife of an engineer," wrote in protest. "Maybe my attitude is a selfish one, but my life is good, and possibly many, others will go hungry if their daddies are replaced by second and third class operators." Snapshot of the Orris’ youngsters was included with the letter, both now reposing in FCC’s docket.
In **KEYSTONE'S** Hometown and Rural America!

There's a Bonanza in America's richest market — Hometown and Rural America where more than half of the nation lives — buying more than half of the nation's merchandise.

The Keystone Broadcasting System's 600 affiliates cover this rich market — located beyond effective television. And advertisers purchase either the complete network — or only the number that covers their distribution.

**KEYSTONE BROADCASTING SYSTEM, INC.**

New York: 580 Fifth Avenue • Chicago: 111 W. Washington

* Broadcasting • Telecasting*
| ABC       | CBS       | NBC       | ABC       | CBS       | NBC       | ABC       | CBS       | NBC       | ABC       | CBS       | NBC       | ABC       | CBS       | NBC       | ABC       | CBS       |
|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|----------|-----------|-----------|
| SUNDAY   | MONDAY    | TUESDAY   | WEDNESDAY|
| 6:00 PM  | Co-op George Shoemaker | Tex Beneke Show | Joe Broder Show | T.G. Sheppard Show | Tex Beneke Show | Joe Broder Show | T.G. Sheppard Show | Tex Beneke Show | Joe Broder Show | T.G. Sheppard Show |
| 6:30     | New Faces of the West | Symphony Show | New Faces of the West | Symphony Show | New Faces of the West | Symphony Show | New Faces of the West | Symphony Show | New Faces of the West | Symphony Show |
| 6:45     | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show | The Darrow Brothers Show |
| 7:00     | Sophisticated Rhythm | Bob Hope Show | Sophisticated Rhythm | Bob Hope Show | Sophisticated Rhythm | Bob Hope Show | Sophisticated Rhythm | Bob Hope Show | Sophisticated Rhythm | Bob Hope Show |
| 7:15     | Time Capsule | Time Capsule | Time Capsule | Time Capsule | Time Capsule | Time Capsule | Time Capsule | Time Capsule | Time Capsule | Time Capsule |
| 7:30     | Song of Music Show | Frank Fontaine Show | Song of Music Show | Frank Fontaine Show | Song of Music Show | Frank Fontaine Show | Song of Music Show | Frank Fontaine Show | Song of Music Show | Frank Fontaine Show |
| 7:45     | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages |
| 8:00     | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show | Stephen Foster Show |
| 8:15     | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm | Classic Rhythm |
| 8:30     | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show | Frank Fontaine Show |
| 8:45     | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages |
| 9:00     | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages | The Three Sages |
| 10:00    | News | News | News | News | News | News | News | News | News | News |

**Notes:**
- The schedule includes various shows and news programs for the days Sunday through Wednesday.
- Shows mentioned include George Shoemaker, Tex Beneke, Milton Maxwell, Tex Beneke, Frank Fontaine, and more.
- The schedule is organized by time slots from 6:00 PM to 11:15 PM.
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**ESDAY**
- **NEWS**
  - Bob Warren (MBS)
  - Bill Shows (CBS)
  - Rumors (ABC)

- **SPORTS**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **MUSIC**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **TALK**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **VARIED**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

**THURSDAY**
- **NEWS**
  - Bob Warren (MBS)
  - Bill Shows (CBS)
  - Rumors (ABC)

- **SPORTS**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **MUSIC**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **TALK**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **VARIED**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

**FRIDAY**
- **NEWS**
  - Bob Warren (MBS)
  - Bill Shows (CBS)
  - Rumors (ABC)

- **SPORTS**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **MUSIC**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **TALK**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **VARIED**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

**SATURDAY**
- **NEWS**
  - Bob Warren (MBS)
  - Bill Shows (CBS)
  - Rumors (ABC)

- **SPORTS**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **MUSIC**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **TALK**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)

- **VARIED**
  - Bob Warren (MBS)
  - Paul Harvey (ABC)
EVERY FOURTH RADIO STATION IN AMERICA IS A KEYSTONE AFFILIATE!

600 Keystone affiliates reach Hometown and Rural America!

Of America's 2400 AM radio stations, every fourth one is an affiliate of the Keystone Broadcasting System—located beyond effective television...reaching the rich population of Hometown and Rural America!

KEYSTONE BROADCASTING SYSTEM, INC.

New York: 580 Fifth Avenue • Chicago: 111 W. Washington
DEFINITE commitments from 37 states in broadcasting's "Register and Vote" campaign have been received by the NARTB headquarters in Washington, D.C. for governors that they will cooperate in the campaign.

Some 27 Governors Back NARTB Plan

AMONG 150 ad agency personnel at first showing in Boston of CBS Radio's documentary film, "More Than Meets The Eye," were (l to r) Harvey J. Struthers, gen. mgr., and J. D. Dowd, ADV. Boston, and W. Elton Hazard, sls. mgr., CBS Radio network sales.

VOTE DRIVE

Several governors have added their voices to the "Register and Vote" campaign, according to a message to Harold E. Fellows, NARTB president, from the GAB board of directors which is supporting the project.
TOWER PROJECT
Announced At WALK

WORK on a structure which will house WALK Patchogue, L.I.'s FM equipment has been started, ac-
cording to Nils E. Segerdahl, general manager of the station. The FM tower, located on the highest
hill in Suffolk County at Ber-
ksire Dr. and Lookout Tower Rd., Selden, will extend 650 ft. above
sea level.

WALK will begin FM operations
soon at 97.5 on the FM dial. The
station's AM outlet, a daytime
station, is on 1370 kc. Both pro-
gram schedules will be the same
until sunset. WALK - FM will
broadcast until 11 p.m., featuring
music and news coverage.

GET-TOGETHER at Chicago NARTSR meetings for clients and agencies to
talk on basics of national spot radio included (1 to r) John Cory, Free &
Peters; Gale Blocki, John Blair & Co.; T. F. Flanagan, NARTSR director,
and Tim Timothy, Avery-Kodell.

WESTINGHOUSE Reports Record Sales

WESTINGHOUSE Electric Corp. had record sales for the first half
and second quarter of 1952, Gwi-
lym A. Price, president, told a
board meeting on Wednesday.
Backlog of unfilled orders is the
largest in company history, he
said.

Net sales for first half of 1952
totaled $881,278,000, compared
to $850,582,000 for the first half
of 1951 and well ahead of the $650,-
229,000 total for the last half of
last year, previous six-month per-
iod. For the second quarter of 1952,
net sales were $357,588,000, com-
pared with $300,155,000 in the same
period of 1951. Previous high
quarter was the last three months
of last year, when net sales totaled
$339,750,000.

Net income for the half declined
slightly from that for the like period
of last year, largely because of
higher federal taxes. Net for January-
June 1952 was $31,507,000,
or $1.08 a share of common stock,
equal to 4.6 cents on each dollar of
sales. Net for like period of 1951
was $31,564,000, or $1.38 per share,
equal to 5.3 cents per dollar of
sales.

Pall Mall Cleared

COMPLAINT against American Cigarette & Cigar Co. (Pall Mall
cigarettes) has been dismissed by the Federal Trade Commission.
Action thus affirmed a hearing
examiner's initial decision on case
involving alleged false advertising
representations. Hearing examiner
held that all but two charges in
the original complaint are "moot" and
recommended complaint be dis-
missed.

WLYC Appointed

WLYC Williamsport, Pa., has been
appointed key station for the Pepsi-
Cola network, a 12-station chain
broadcasting the Pennsylvania re-

gional playoffs of Little League
baseball, it was announced last
week. Dick Confair, of the Confair
Bottling Co., Williamsport, is
handling network details.

CHAPLIN SUES

NBC, Hy Gardner Named

CHARLIE CHAPLIN filed a $3-

million libel suit against NBC and
newspaper columnist and radio
broadcaster Hy Gardner in U. S.
District Court in New York on
Wednesday on grounds that Mr.
Gardner's writings and broadcasts
over the network implied the actor
was a Communist.

Neither Mr. Gardner nor NBC
would comment on the suit.

The complaint said that Mr.
Gardner's writings and broadcasts
over NBC left the "innuendo that
Mr. Chaplin was sympathetic to the
Communist party in France and to
the Communist Party generally and
that Mr. Chaplin was a Com-
munist.

The program, Hy Gardner Call-
ing, is heard over NBC Friday, 10-10:15 p.m. EDT. It is packaged by

On June 27, the complaint al-
lleged, Mr. Gardner told NBC lis-
teners that Mr. Chaplin had ad-
ressed and signed a message to the
French movie industry through
three "recently-merged pro-Com-
is" newspapers.

Mr. Chaplin denied that he had
given an interview to any French
Communist newspaper, orally or
in writing, signed or unsigned, the
complaint said. Furthermore, it al-
lleged, Mr. Gardner and NBC knew
that no such interview had been
given.

The complaint added that "with
express malice and in willful dis-
regard of Chaplin's rights," Mr.
Gardner and NBC insisted upon
"perpetrating the acts set forth
with the hope and expectation that
the listening public would be caused
to believe that Chaplin was a Com-
munist and a liar."

The suit seeks $1 million on
each of the three complaints. The
first claims that the NBC broadcast
by Mr. Gardner that linked Mr.
Chaplin with the French Communist
Party was injurious to the actor's
reputation. The second complaint
calls the use of a recorded conver-
sation between Mr. Gardner and
Mr. Chaplin's butler on the July 4
broadcast as "improper" and the
cause of mental suffering to Mr.
Chaplin. The third point asks dam-
gages for the use of Mr. Chaplin's
name without his consent.

RCA Wilson Award

RCA Victor's Southern Divi-
sion, headquartered in Atlanta, has
been awarded the J. G. Wilson Silver
Trophy for outstanding achieve-
ment in engineering products de-
partment's 1952 sales contest.
Award was established by the late
John G. Wilson, executive vice
president of RCA in charge of
RCA Victor Div. as the annual
trophy to the region excelling in
engineering products sales. It was
presented by W. W. Watts, vice
president in charge of engineering
products department, at a recent
meeting of regional sales managers
in Chicago.

"Every Radio Time Buyer
Should Read This"

Sy's John R. Sheehan, Director of Radio and Tele-
vision, Cunningham & Walsh, Inc.

In the July 11th Printers' Ink we published a special report
on national spot radio, what it is, when to use it, how adver-
sisers are using it successfully today.

One week later the entire edition was out of print—and
demand from radio executives, advertisers and agencies is still
running high!

Mr. Sheehan's comment was typical: "Printers' Ink is doing
the industry a real service in presenting so many facts in
such logical order on one of the most complicated subjects in
our business.

Every radio time buyer should read this article very carefully.
In fact, so should anyone in the advertising or broadcasting
business who wishes to become
well acquainted with the very
important problems pertaining
to national spot radio and its
value in advertising. It is truly
a masterpiece." (Our immode-
l etal.)

Because the July 11th Printers' Ink is out of print, we've prepared reprints of our na-
tional spot radio feature. They sell for 50¢ each (quantity
prices on request).

If you do not have a copy of the
July 11th Printers' Ink, we urge
you to get a reprint of this report. You will find it to be
one of the most constructive
sales tools yet published.

It traces the tremendous
growth of na-
tional spot radio
as a vital adver-
tising medium.
It spells out the
specific ways in
which national
spot radio can be
used to solve
marketing problems. And it
gives case histories of how
advertisers are using spot radio
successfully today. In short, it
presents information that you
and your associates can use
ger.

Get your reprint of this valu-
able report now. They're going
fast.

(The July 11th Printers' Ink isn't the first of our issues to
go out of print. This happens
gain and again because, again
gain, our editors produce practical, authoritative information
that the buyers of ad-
vertising — our readers — need
and use. That's why our cir-
culation is concentrated among
the advertising, management,
sales and agency executives
who buy advertising. Which
makes Printers' Ink an out-
standing place to sell your sta-
tion and your market).

ROBERT E. KENYON, JR.
Advertising Director

Printers' Ink, 205 East 42nd Street, New York 17, N. Y.
COAL TO POWER THE WORLD'S LARGEST LOCOMOTIVE.
The world's largest single-unit locomotive—a coal-burning steam-turbine electric—has been built by the Norfolk & Western Railway. This giant engine is 161 feet in length and is designed to develop 4,500 h.p. in heavy freight service. It is expected to undergo actual road tests sometime before the end of the year. The Norfolk & Western—one of the nation's most profitable railroads—designs and builds all its own locomotives and relies exclusively on coal to power every one of them.

U. S. TO BUILD NEW COAL-RESEARCH STATION IN WEST VIRGINIA.
A contract was recently awarded for the construction of a new fuels research station to be built at Morgantown, West Virginia. This station will cost nearly two-and-a-half million dollars and will be operated by the U. S. Bureau of Mines. Coal research to be carried on at this new station will include production of liquid fuels from coal, mining studies, and efforts to develop even more effective health and safety measures.

$165 MILLION AUTHORIZED FOR COAL-MINE CONSTRUCTION.
In the past year and a half, the Defense Solid Fuels Administration has authorized more than 150 separate coal-mine construction projects. Coal companies will spend an estimated $165 million on these projects designed primarily to increase metallurgical coal production for defense needs. The projects involved include expanding and improving existing facilities and the development of new mines to replace mined-out properties.

COAL GENERATES INCREASING SHARE OF NATION'S ELECTRIC POWER.
Data recently released by the Edison Electric Institute shows that electric utilities are increasing their coal consumption and that coal is accounting for an ever bigger share of the fuels used to generate power. Last year the utilities used nearly 14 million more tons of coal than the year before—burning about a fifth of the nation's entire coal production. The figures also show that last year coal accounted for over 68% of all fuels used to generate the nation's electric power.

If you have any questions about coal or the coal industry, your inquiry to us will receive prompt reply.

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D. C.
ZIV's NEW ELECTION YEAR SHOW THAT'S
ENTERTAINMENT DYNAMITE!

154,000,000
WAN

"FREEDOM FOR U.S.
THE NON-PARTISAN INSIDE

Starring in the vital role of

Tyrone
HIS FAITH IN AMERICA

HE PUT OLD GLORY
ABOVE HIS PERSONAL GLORY!

The Show NO AMERICANS TO HEAR!

EDOM S.A. with
Jimmy Wallington
David Rose
And an All-Star Supporting Cast!

TORY OF WASHINGTON, D.C.

U.S. Senator...

Power

Edwin C. Hill

TAKING LISTENERS BEHIND THE SCENES OF THE U.S. SENATE!

FRDERIC W. ZIV COMPANY

Radio Productions

1529 MADISON ROAD - CINCINNATI 6, OHIO
NEW YORK
HOLLYWOOD

EVER BEFORE SUCH A FEVER-PITCH OF EXCITEMENT ABOUT "WHAT GOES ON IN WASHINGTON?"
A Camera Can't Think

THE CONVENTIONS are over. "The men who" have been nominate in each campaign, in its own way, had its peculiar brand of tumult, bitterness, confusion and, finally, that surface-harmony that must reward each ticket with inevitable victory in November. That's how we heard it.

But we heard more. Television was praised or damned for what happened, depending on the politician's stance. Television licked Taft. As if it hadn't pushed Rieber into the race. The public must wonder whether TV constitutes the new political party, with the GOPs and Demos adversaries in the semi-finals.

The newspapers headlined TV. The muggers were in the majority at both conventions. After the Republicans had kicked around their arrangements, the Democrats were determined to tailor to TV. But their speeches were just as long and as boring. And there were sessions that ran until 3 a.m., EDT, in which zone 70% of the voting population resides.

Television did wield a powerful influence. But any notion that it controlled anything is nonsense. A television camera can't think. Nor can a microphone. Television, as we have said many times on this page, is the faultless reporter. In that role, it has outmoded the pencil and pad reporter. It romps, hand-in-hand with the radio reporter (faultless in his own right), because the microphone provides full text in the speaker's own voice, while television provides full text in the speaker's own voice and his image too.

If television has in fact revolutionized the nominating conventions, it has done so only because it is good at those events as they are. It has not changed those events. Certainly no one would be so naive as to contend that what transpired in Chicago during both conventions was "staged" for the folks back home. Some of that consummate assinity couldn't possibly be pre-arranged.

What the "actuality" radio and television broadcast did, without question, was to de-emphasize the traditional "smoke-filled room" aspect of bossism. But it didn't eliminate bossism. Most of it has gone backstage. Delegates heard quickly from their constituents. They heard before the coverage reached the home town newspapers. They got the news direct, by the neutral reporting of mike and camera.

Before TV, radio reported a half-dozen nominating conventions. Radio, in its own but limited way, was the basic man-nomination procedure. But after a convention or two, during which politicians adjusted themselves to the new and at first startling method of reporting, it became standard operating procedure. In the pre-TV era, the foot reporter relied upon sound broadcasts, just as city-rooms now monitor newscasts.

Now, in this first full-blown TV-blanketed convention, the ABC has maintained its own TV monitor. There were acres of empty press seats at the Amphitheatre. The pencil and pad men were relying upon the camera as the unfailing eye. A television set is worth a regiment of legmen.

Television, like radio in another year (when the press was really bellicose), won great prestige in Chicago this month. It buried forever the notion that the broadcast media do not constitute journalism in its modern and more effective meaning. But, because of its potency, it is getting brick-bats along with the bouquets. It should not become the whipping boy.

Television may change many of the methods of future conventions. It may force upon politicians better, more nom Geschicke. One convention, as an American institution, will continue inviolate. A camera can't think or smell.

Richard Montgomery Allerton

ONE of the principal chapters in the 32-year-old broadcasting story has never been written, in the opinion of Richard M. Allerton, NARTB research director. That chapter deals with the ingredients of a profitable broadcast operation.

Since becoming head of the association's research department last February, Mr. Allerton has embarked on a series of basic statistical and economic projects. A firm believer in radio, he feels broadcasters often have been derelict in utilizing sound business practices. This is due in part to the fact that money rolled in easily for many operators as the industry mushroomed.

With a long background of radio and management engineering, he points out there has been no rate increase in radio to compare with the increases effected by other media. Return on the radio investment doesn't compare as favorably today with the return on investment in other media, he insists. This he ascribes in part to increased operating expenditures; increased competition from other stations over and above television, and a doubling of the number of stations in the last six years.

Concerned by these radio trends, Mr. Allerton has sharpened a stack of pencils and oiled up NARTB's calculating machines. Before many of his studies will bear fruit and the results are expected to provide new and necessary insights into radio's present problems, what caused them and what to do about them.

There's nothing long-haired about NARTB's research director. Quite the contrary, as a brief chat will reveal. His approach is realistic and basic, with due regard to the dictates of science and precedent. For example, even before he had his desk drawers organized last spring he was working on an informal radio rate study that seemed to meet an obvious industry need.

This research quickie showed what many broadcasters had long suspected, lacking documented evidence—that at least a third of radio stations are underpricing their quarter-hour rate.

Mr. Allerton got into practical research via Union College, Schenectady, where he specialized in finance and business economics. His college studies were interrupted by a one-year tour of service in World War I, divided between the infantry and horse-drawn field artillery. With the help of summer work, however, he made up for lost time and was gradu
WHY DO YOU EARN 2½ TIMES AS MUCH AS YOUR GRANDFATHER?

Most people do. And they earn it with 3/5 fewer hours of work.* The average factory employee in the U. S. earned 19c per hour in 1890. Today the average factory employee earns $1.66 per hour. When you convert these earnings into real dollars,** today’s factory employee earns 2½ times as much as his counterpart of 1890.

The reason for this is that today’s factory employee has far better and more elaborate tools to work with. For example, the average Union Oil employee of 1890 had only about $5,000 worth of tools. Today’s average Union Oil employee has over $60,000 in tools at his disposal.


Because of these tools, he can produce more and thus create many times more wealth with his day’s work. And the more wealth he creates, the more he earns.

The tools that make this possible are provided by Union Oil’s 38,600 share owners. Therefore, the employee’s earnings are directly related to how much money the share owners put into tools. These “tool providers” aren’t apt to put more money into tools unless they can anticipate a reasonable compensation. That’s why the incentive to put money into tools must be preserved.

For only in that way can we Americans continue to produce more, create more wealth, and thus earn more than any other people in the world.

UNION OIL COMPANY
OF CALIFORNIA

INCORPORATED IN CALIFORNIA, OCTOBER 17, 1890

This series, sponsored by the people of Union Oil Company, is dedicated to a discussion of how and why American business functions. We hope you’ll feel free to send in any suggestions or criticisms you have to offer. Write: The President, Union Oil Company, Union Oil Building, Los Angeles 17, California.

Manufacturers of Royal Triton, the amazing purple motor oil.
TERRY PROMOTED
Elected KLZ President

HUGH B. TERRY, heretofore vice
president of Aladdin Radio & Tele-
vision Inc., operator of KLZ Den-
er and applicant for Denver tele-
vision, has been promoted to the
position of com-
pa ny president
and general man-
ger. He succeeds
Harry E. Huff-
aman, who be-
comes board
chairman.

Mr. Terry
is now in his eighth
year as a direc-
tor of NARTB, and is a member
of the radio advisory committee
to the Voice of America. In 1949, he rep-
resented American radio at the
UNESCO radio conference in
Paris. He has been honored by
Alpha Delta Sigma, professional
advertising fraternity, with a gold
key award for outstanding service.

Mr. Terry has served as a director
of BMB and BAB. In Denver, he is
active in civic circles.

KLZ was one of the early appli-
cants for television in Denver and
has done much to prepare for its
TV debut in the Colorado capital.

WAPO OWNERSHIP
Patterson Buys Other 50%

FULL ownership of WAPO Chat-
tanooga was acquired by R. G.
Patterson last week when he
bought the 50% ownership of his
sister, Mrs. Louise F. Pursley, for
$165,000. Purchase is subject to
FCC approval.

Station, on 1150 kc with 5 kw
day, 1 kw night, had been owned
half and half by Mr. Patterson and
his sister; although Mr. Patterson
operated it as president of the
company.

Mrs. Pursley owns WKAB Mo-
ible, Ala., where she makes her
home. WKAB is a 1 kw daytimer
on 940 kc.

Mrs. Anna J. Peterson

MRS. ANNA J. PETERSON, 82,
a pioneer in radio broadcasting
of home economics, died July 19
at her home in South Elgin, Ill. Mrs.
Petersen has broadcast a show over
KYW Philadelphia, one time Chi-
cago outlet. A native of Manches-
ter, N. H., Mrs. Peterson lived in
Chicago 40 years. She moved to
South Elgin after she retired in
1938.

Ettinger Co. Named

ETTINGER Co., N. Y., has been
named national radio and televi-
sion director for National Bible
Week, Oct. 20-26. This will be the
12th annual observance of the
week which is sponsored by
the Laymon's National Committee.

NAEB SERIES
Ford Grant Makes Possible

IDEAS and ideals of Thomas Jef-
ferson and his significance to
20th century Americans will be set
forth in a 15-week transcribed ra-
dio series, The Jeffersonian Her-
itage, soon to be presented under
the auspices of the National Assn.
of Educational Broadcasters.

In announcing the Jefferson se-
ries today (Monday), Seymour N.
Siegel, NAEB president, said that
these programs comprise the first
of a number of series which NAEB
is publishing with the broad overall
objective of giving the radio public
a perspective on significant topics
in the form of broadcasts that will
be simultaneously inform, entertain
and educate. Efforts toward this
goal are made possible, Mr. Siegel
revealed, by a $300,000 grant to
NAEB from the Fund for Adult Edu-
cation of the Ford Foundation.

The sets of series, as projected
by the special adult education com-
mittee of NAEB which is planning
them and supervising their produc-
tion, will comprise an overall pat-
tern with four main divisions—The
American Heritage (into which the
Jefferson series falls), the Nature
of Man, International Understand-
ing and Public Affairs. The pat-
ttern is flexible, it was explained,
and the public response to the Jef-
ferson and other early program
series will determine the course of
future programming.

George Probst, U. of Chicago, is
chairman of the special NAEB
committee, which also includes:
Parker Wheele, National Institute
of Cooperative Broadcasting Council;
Richard B. Hull, Iowa State Col-
lege (WOI Ames); Harold B. McC-
carty, U. of Wisconsin (WHA Ma-
dison); Mr. Siegel, New York's
Municipal Broadcasting System
(WNYC New York).

The Jefferson series, NAEB an-
nounced, will be broadcast by the
NAEB Tape Network, cooperative
organization of educational sta-
tions, and will also be offered to
commercial stations for use on
a sustaining basis. The programs
will be made available to United
Nations Radio, Voice of America,
BBC, CBC, Australian Broadcast-
ing Co. and All-India Radio.

Commenting on the series, Mr.
Probst said:

We are engaged in producing pro-
grams of the quality of Henry V, or
Sherwood's 'Abraham Lincoln in Illi-
nois,' or MacLeish's 'The Fall of
the City.' We are trying to produce
programs that are 'consumer perishables.'

We are trying to produce programs
that can be rebroadcast 15 or 25 years
from now to both our satisfaction and
the satisfaction of the listener.

We are doing this really against the
whole current of American writing and
American commercial radio, which are
devoted to the production of programs
that are really 'consumer perishables.'

At no previous time in American ra-
dio has there been an occasion when
anybody had the funds, if thought it
was worthwhile to try to create an
outstanding series of programs about Jef-
ferson, or about any other outstanding
American...
"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

Thus G-E amplifier cost WOLF, Syracuse, $897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Harper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 272-28, Electronics Park, Syracuse, New York.

*Price today slightly higher.

... Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) out-pulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

... Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Don Mair, Station Engineer
Feature of the Week
(Continued from page 16)

a dinner given by NBC at the Ansley Hotel, Atlanta, on July 9, to which executives of Colonial Stores and WSB were invited.

In a speech to dinner guests, Joseph F. Gaither, president of Colonial Stores, noted that the promotion, to his knowledge, represented the first such effort ever undertaken by network radio. He praised this new advertising pattern and prophesied that it would be followed by other similar ventures.

Fred N. Dodge, NBC merchandising director, told the group that this initial undertaking was experimental and designed to test whether it could be used with other retailers. He stressed that the success of such a promotion is dependent, to a large extent, upon support of the local network affiliates.

Other speakers included W. C. Mosely, vice president in charge of the southern division of Colonial Stores; Harris Dodd, general sales manager of Colonial Stores, and John M. Outler Jr., general manager of WSB.

Plans for the promotion were evolved during a discussion on merchandising problems by J. T. McConnell, general merchandiser of Colonial Stores; Frank Guthier, station manager of WSB, and Loy R. Lee, NBC's Atlanta merchandising representative.

Results...Results...Results...in the RICH MIDWEST

Dishtows or Mink Coats—KMTV Sells Them in Omaha

Sales for the 1952 J. L. Brandeis "Housewares Fair" enjoyed a 30% increase over 1951. Mr. Meyer Rubin, Merchandise Mgr. of the Home Furnishings Dept. attributes a great part of the success to the way KMTV covered the event. Promotions were organized and publicized over KMTV, and said that KMTV will play an important part in future advertising planning.

Mr. Thomas Vaughan, Mgr. of Thomson Furriers, Omaha says: "We felt that we should add TV to the spring far-out campaign. One spot per week for 4 weeks was purchased on KMTV—only the change from our '51 schedule. Results: We had more Spring business and more new customers than in any previous year. KMTV really paid off!"

For the 23rd in TV coverage of the rich Omaha area, contact Katz Agency or KMTV today.

KMA Gets Results in the Rural Midwest!

Two more examples from the KMA "Results" file:

KMA placed second in the nation on a list of 52 of America's most powerful radio stations (including many 50,000 watt metropolitan) using a feature in a national wide rug catalog campaign for Olson Rug Company of Chicago. KMA carried the campaign for 12 weeks—the first place station (a Chicago 50,000 watt station) only 3 weeks.

KMA placed first in a special one week (April, 1952) campaign for Tidy House Products Company of Omaha. The campaign was carried by over 53 leading radio stations. KMA pulled 5,561 premium orders to lead the entire line of stations with the low cost-per-order of LESS THAN 5¢ EACH!

KMA can sell your product to the rural or small town midwesterner, too. Contact Avery Knodel or KMA today!

DOUG STAPLES to WCVY Norfolk, Va., on production staff.

BILL ASHworth, sales promotion director, WLSI Roanoke, Va., to WSPD-AM-FM Toledo as merchandising director.

BILL MARTIN to WSYR Syracuse on announcing staff.

JOAN BANKS, Hollywood radio personality, appeared in 20th Century-Fox feature film, "Top Man."

ROBERT L. FINN, CBS Pacific Network sales promotion department, received 1952 Merit Award for "standing community service in behalf of polio stricken children" from Sister Kenny Polio Foundation.

DEA JOHNSON to KMB-KPRM Kansas City, Mo., for morning women's program, "The Happy Times."

FRANK J. HOWARD, salesman, WJAR (TV) Providence, R. I., appointed head of newly created promotion department.

JOANNE WHEATLEY, writer, WBAL Baltimore, appointed assistant publicity director for WBAL-AM-TV.

JERRY CROCKER, disc jockey, WERE Cleveland, Ohio, to WJBK-AM-FM, Detroit.

CHUCK DARGAN, program assistant, WNEK (TV) Cleveland, promoted to staff director for NBC-TV.

BRUCE MORTON, news staff, WORL Boston, transfers to announcing staff.

WILLIAM WALKER, Hollywood radio, in charge of public relations, selected role for the recruiting program.

JOAN HATLEY, singer, Fred Waring Show, mother of girl, July 17.

BEN S. POWELL, district manager, KBS, Los Angeles, for covering role in father of boy, Dennis Baden, July 12.

PERRY CHAPMAN, advertising manager, KNX Hollywood, father of girl, July 16.

ALICE LAWSON, assistant to AL MAYNARD, purchasing agent, ABC Hollywood, and AL TEaney, head of special effects, KCET-LA, Los Angeles, were married July 27.


FRED HEGELUND, station manager, KNBH (TV) Hollywood, and Gloria Lents were married June 30.

LEW WINSLOW, former KMB-TV Mayor of Hollywood, father of girl, July 17.

HARRIET PERRY, WSB-TV Atlanta, and Robert Funt were married July 20.

LON FISBACH, assistant production coordinator, KTLA (TV) Hollywood, father of boy, Gary Stephen, July 19.

TED B. SAWYER, promotion manager of WKEN Keene, N. H., father of girl, Kathi Lorraine, July 12.

DAVID RIDDLE, WTVI (TV) Miami film editor, and Mildred Juett were married July 12.

TOM MANESS, continuity supervisor, WPTF-AM-FM Raleigh, son of father, Susan Lee, June 23.

ALBERT CORNWELL, radio director, WTVJ (TV) Miami, and Anne Prather were married July 11.

JOE WEEKS, CBS Radio announcer and sports reporter, to WIBC Indianapolis, as writer and broadcaster of news series.

CURT BETER appointed news director, WLYC-AM-FM Williamsport, Pa.

FORREST MORGAN appointed news editor, WCCM Lawrence, Mass.

RECRUITING

Grant To Seek Contract

Grant Advertising Inc., which currently handles the U. S. Army and Air Force recruitment advertising program, will compete for a new contract on Oct. 1. It was revealed last week.

Notice of the agency's intention to enter a competitive bid for the $1 million '53 media pact was given by Edwin F. Lengyel, vice president and general manager of Grant's Washington office.

New contract will be negotiated within the next two months, with a briefing session scheduled for interested agencies at the Pentagon in Washington this Wednesday. Over 90 agencies with annual domestic billings of $56 million or more are eligible for the competition. Deadline on applications is Aug. 15 [BT, July 21].

Grant's contract—the agency has handled the recruiting program since 1949—expires on Oct. 1. A drive for Air Cadet enlistments is now underway, with $250,000 made available July 1 for advertising. Radio spots will account for $40,000—or roughly 20%—of the sum, and printed media will derive $149,000.

Radio-TV campaigns were all but discontinued on July 1, 1951, to June 30, 1952, plus the new $40,000 after last July 1. First two enlistment drives this year for Air Cadets, WACs, students under enlistment, and enlistees consumed $565,000 and $150,000 for all media [BT, March 17, Feb. 11].

In announcing the agency's competition, the Defense Dept. explained that the 1952 recruiting program was "very limited because of restrictions on advertising funds" and must be "re-initiated this year under a somewhat reduced budget." Contract negotiations now will assure continuity of the new program "without interruption next (1954) fiscal year," the announcement said.
ROOFS ARE BARE BUT SCREENS ARE GLOWING

Estimating TV sets—available audience—in an area usually means "counting noses"—counting the TV aerials that dot the rooftops. In Toledo it's different—here you won't see many rooftop aerials—yet 7 out of 10 homes have TV sets tuned to WSPD-TV. A recent survey by Toledo University proved conclusively that Northwestern Ohio's a ONE STATION-CAPTIVE AUDIENCE market—by preference . . . 90% of the 185,000 set owners prefer WSPD-TV. Here's an audience that stays tuned—no hop scotching the dial so your commercial is missed. Rabbit ears, built in aerials—actually a ONE CHANNEL dial—gives you the big TV audience in this BILLION DOLLAR MARKET when you buy WSPD-TV—the "Speedy" way to sales in Toledo and Northwestern Ohio.

WSPD

Storer Broadcasting Company

AM-TV

Represented Nationally by KATZ
In a special survey made by C. E. Hooper, Inc., during the recent Republican convention all three Dallas-Fort Worth channels had identical programming. Dallas viewers gave WFAA-TV a rousing vote of approval. Hooperatings for the television trio are as follows:

<table>
<thead>
<tr>
<th>SETS IN USE</th>
<th>SHARE OF AUDIENCE</th>
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</thead>
<tbody>
<tr>
<td></td>
<td>WFAA-TV</td>
</tr>
<tr>
<td>Morning</td>
<td></td>
</tr>
<tr>
<td></td>
<td>36.7</td>
</tr>
<tr>
<td></td>
<td>50.8</td>
</tr>
</tbody>
</table>

In a survey made by the Southwest Research Bureau* during the same telecast periods, Dallas and Fort Worth viewers voted as follows:

<table>
<thead>
<tr>
<th>SETS IN USE</th>
<th>SHARE OF AUDIENCE</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>WFAA-TV</td>
</tr>
<tr>
<td>Morning</td>
<td></td>
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<tr>
<td></td>
<td>29.4</td>
</tr>
<tr>
<td></td>
<td>60.9</td>
</tr>
</tbody>
</table>

*Under the direction of J. A. Fitzpatrick, director of research for WFAA-TV.
MORE GRANTS ISSUED

By LARRY CHRISTOPHER

FIRST TERRITORIAL grant was made by FCC at its regular meeting last Wednesday as the Commission issued the 18th post-bid construction permit to WKAQ San Juan, P. R., for commercial Channel 2 there.

At the same time, the Commission made its initial educational authorizations, granting permits for four noncommercial stations to Kansas State College at Manhattan, Kan., and the State Board of Regents at Albany, Buf- falo and Rochester, but public notice was delayed until Friday (see AN DRAGLINE).

Notifications of mutually-exclusive applications, indicating necessity for comparative hearings, were sent by the Commission to Jose Rizal Quinones and American Colonial Broadcasting Corp. (WKVM San Juan) and American Colonial Broadcasting Corp. (WKVM San Juan), both seeking Channel 4 there; to Island Broadcasting Co. (KILA Elko, Hawaii) and Advertiser Pub. Co. (KGU Honolulu), both seeking Channel 4 at Honolulu, and to Pacific Frontier Broadcasting Co. (KULA Honolulu) and RoyalTel, both seeking Channel 2 at Honolulu.

UHF Channel Changes

Notices were also issued by the Commission for UHF channel changes in a number of cities to correct certain UHF channel allocations set forth in the Sixth Report and Order which do not meet the minimum mileage separation requirements [B[t, April 14]. These included: (1) Notices of proposed rule making to change UHF channels in nine cities and to "freeze" application processing for the channels affected in 10 cities pending finalization of these changes; (2) an order staying the effective date of FCC's July 11 grant of a permit for Channel 30 at New Britain, Conn., to WKNR there, pending completion of a change proposed at North Adams, Mass., and (3) memorandum opinion and orders making changes in the allocations table for certain UHF channels at Baltimore, Har- risburg, Reading, Youngstown and Warren, Ohio, to become effective 30 days after publication in the Federal Register.

Comr. Robert F. Jones disented in the channel change actions for the same reasons he opposed the Sixth Report.

FCC made 18 initial commercial grants—the first in more than 3½ years—at special meetings on July 11 [B[t, July 21, 14]. The first action was a triple grant to Denver—to KPEL-TV, KVOD-TV and Empire Coil Co.—and KFEL-TV commenced interim operation July 18, just a few hours after receipt of special temporary authority from FCC (see story page 72).

KFEL-TV, as the result of RCA's "operation airlift" which flew into Denver the necessary men and equipment, thus became the first post-thaw TV station to commence operation and is the 109th U. S. station in operation. KFEL-

TV is assigned Channel 2.

KVOD-TV Revises Plans

Meanwhile, KVOD-TV, assigned Channel 9 and which earlier hoped for an early fall commencement date, last week was reported planning to simulate KFEL-TV's interim operation and hopes to commence service within the next fortnight. Special FCC authority is to be requested and RCA technicians also are cooperating with KVOD-

TV to help make equipment installations on Lookout Mt. near the KFEL-TV site. In other television actions last week, FCC filed motions for dismissal of several appeals of the Sixth Report pending in the U. S. Court of Appeals for the District of Columbia on grounds that petitions for reconsideration in these cases are also before the Commission, hence the court cannot take jurisdiction until completion of the FCC proceedings.

Five Appeals Pending

The appeals involved are those of Evangeline Broadcasting Co. (KVOL Lafayette, La.), Matta Broadcasting Co. (WLOA Brad- dock, Pa.), Radio Wisconsin Inc. (WISN Milwaukee), and Peoples Broadcasting Co. (WLAN Lan-

caster, Pa.).

The U. S. Court of Appeals, Third Circuit, Philadelphia, re- sponding to the Sixth Report appeal of WWSW Pittsburgh pending there, on Monday granted FCC's motion for additional time until August 29 in which to file the record of the allocation case. WWSW has chal- lenged FCC's failure to allocate Channel 4 to the Pittsburgh area [B[t, June 16, 9].

WMT Cedar Rapids, Iowa, applicant for Channel 2 there, meanwhile has petitioned FCC to dis- miss the competitive bid of KSTT Davenport, Iowa, also seeking Channel 2 at Cedar Rapids, on grounds the KSTT bid shows financial inadequacy and hence is defective.

FCC's 19th commercial permit for Channel 2 at San Juan, granted to El Mundo Broadcasting Corp., licensee of WKAQ there, specifies effective radiated power of 100 kw visual and 50 kw audio. Antenna height above average terrain will be 1,280 ft.

Estimated cost of construction is $463,355 with first year operating cost $300,000 and revenue $200,000. Angel Ramos is president and sole owner of the grantee.

Empire Coll Withdraws

Empire Coll Co., new UHF grantee at Denver and Portland, has had an application pending for Channel 2 at San Juan but withdrew the bid on July 17, FCC records show.

In its notice of proposed rule making to change channels in nine cities, FCC invited comments to be filed by August 18, with replies thereto within another 10 days. The Commission proposes to make these changes:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
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<tbody>
<tr>
<td>Delete</td>
<td>Add</td>
</tr>
<tr>
<td>Wilmingon, Del</td>
<td>53</td>
</tr>
<tr>
<td>Burbank, Ga.</td>
<td>26</td>
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<tr>
<td>Fort Wayne, Ind.</td>
<td>21</td>
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<tr>
<td>Lexington, Ky.</td>
<td>33</td>
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<tr>
<td>Fall River, Mass.</td>
<td>49</td>
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<tr>
<td>North Adams, Mass.</td>
<td>15</td>
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<tr>
<td>Lima, Ohio</td>
<td>41</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>45</td>
</tr>
<tr>
<td>Newberry, S. C.</td>
<td>37</td>
</tr>
</tbody>
</table>

Pending a determination of this proceeding, FCC ruled there will be no processing of applications for stations in these cities on the channels proposed to be deleted, or related channel assignments in the following cities: Allentown, Pa., 93; Greenville, S. C., 23; Lima, Ohio, 38; Winchester, Ky., 37; Cincinnati, Ohio, 48; New London, Conn., 33; New Britain, Conn., 39; Port Wayne, Ind., 27; Wilmington, Del., 59; and Greenville, S. C., 23.

In the light of these changes to correct minimum spacing errors, FCC proposes to amend the table of assignments contained in Sec. 3.606 of its rules in the following manner:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
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<tbody>
<tr>
<td>Delaware</td>
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<tr>
<td>Wilmington</td>
<td>12</td>
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<td>Florida</td>
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<tr>
<td>Orlando</td>
<td>6-</td>
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<tr>
<td>Tallahassee</td>
<td>72</td>
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<tr>
<td>Georgia</td>
<td>18</td>
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<tr>
<td>Edinburgh</td>
<td>41</td>
</tr>
<tr>
<td>Indiana</td>
<td></td>
</tr>
<tr>
<td>Fort Wayne</td>
<td>24-</td>
</tr>
<tr>
<td>Kentucky</td>
<td>20</td>
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<tr>
<td>Lexington</td>
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<td>Massachusetts</td>
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<tr>
<td>Fall River</td>
<td>46</td>
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<tr>
<td>North Adams</td>
<td>74</td>
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<tr>
<td>Ohio</td>
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<tr>
<td>Lima</td>
<td>35</td>
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<tr>
<td>Pennsylvania</td>
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<tr>
<td>Allentown</td>
<td>27</td>
</tr>
<tr>
<td>South Carolina</td>
<td></td>
</tr>
<tr>
<td>Newbury</td>
<td>78</td>
</tr>
</tbody>
</table>

These changes, required by the proposed shift in the Elberton, Ga., assignment, are merely with respect to effect requirements of Channel 24 in Orlando and in Tallahassee.

The channel changes to become effective 30 days after publication in the Federal Register are as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
</tr>
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<tbody>
<tr>
<td>Delete</td>
<td>Add</td>
</tr>
<tr>
<td>Baltimore, Md.</td>
<td>30</td>
</tr>
<tr>
<td>Harrrisburg, Pa.</td>
<td>33</td>
</tr>
<tr>
<td>Reading, Pa.</td>
<td>53</td>
</tr>
<tr>
<td>Youngstown, Ohio</td>
<td>33</td>
</tr>
<tr>
<td>Warren, Ohio</td>
<td>21</td>
</tr>
</tbody>
</table>

The table of assignments would (Continued on page 58)

JULY 28, 1952 • Page 55
NEW STATION GRANT
SAN JUAN, P. R.—El Mundo Bezt. Corp. (WKAAG), VHF Ch. 2 (94-106 mc); ERP 170 kw visual, 30 kw aural; antenna height above average terrain 1,322 ft., above ground 674 ft.. Estimated construction cost $21,300, first year operating cost $12,500. For details about applicant, see TV Applications. (B.T., July 7)

SET FOR HEARING
SAN JUAN, P. R.—Ordered hearing for El Mundo Bezt. Corp. for applications of American Colonial Bezt. Corp. (W KSAK), Ch. 4-

HONOLULU, Hawaii—Ordered hearing for Island Bezt. Corp. (KPOA) and Inter-Island Broadcasting Co. (WTV) both seeking Ch. 4; Pacific Frontier Bezt. Co. (WTV) and Royal, both seeking Ch. 2.

PROPOSED CHANNEL SHIFTS
The Commission issued notice of proposed rule making and memorandum on order and requests for public comments in the Applications of the Assignments which are listed in the Applications published for post-August 1, 1961.

APPLICATIONS
(Listed by States)

MONTGOMERY, Ala.—Southern Bezt. Co. (WILL), UHF Ch. 32 (757-760 mc); ERP 90 kw visual, 45 kw aural; antenna height above average terrain 426 ft., above ground 500 ft.. Estimated construction cost $226,400, first year operating cost $59,200. Post Office address 115 Comer St., Montgomery, Ala. 36101. (220, 14)

PHOENIX, Ariz.—Koy Bezt. Co. (KVV), VHF Ch. 10 (162-168 mc); ERP 95 kw visual, 35 kw aural; antenna height above average terrain 566 ft., above ground 646 ft.. Estimated construction cost $277,147, first year operating cost $93,477. Revenue $257,600. Post Office address: P. O. Box 2871, Phoenix, Ariz. 85002.

LITTLE ROCK, Ark.—Arkansas Bezt. Co. (KLRA), VHF Ch. 11 (188-204 mc); ERP 75 kw visual, 35 kw aural; antenna height above average terrain 1,322 ft., above ground 674 ft.. Estimated construction cost $122,050, first year operating cost $38,215. Revenue $67,000. Post Office address: P. O. Box 260, Little Rock, Ark. (220, 14)

WASHINGTON, D. C.—Silver Spring Bezt. Co. (WIFS), UHF Ch. 20 (500-513 mc); ERP 78 kw visual, 44.2 kw aural; antenna height above average terrain 450 ft., above ground 544 ft.. Estimated construction cost $1,300,000, first year operating cost $290,000. Post Office address: 2750 Pennsylvania Ave., N.W., Washington, D. C. 20007. (220, 14)

BROADCASTING • Telecasting

Albany, Ga.—Herold Publishing Co. (WRCL), UHF Ch. 30 (168-174 mc); ERP 0 kw visual, 35 kw aural; antenna height above average terrain 551 ft., above ground 537 ft.. Estimated construction cost $315,000, first year operating cost $65,000. Post Office address: 138 Pine St., Albany, Ga.

Augusta, Ga.—Garden City Bezt. Co. (WAUG), VHF Ch. 6 (62-68 mc); ERP 63 kw visual, 31 kw aural; antenna height above average terrain 616 ft., above ground 631 ft.. Estimated construction cost $315,000, first year operating cost $65,000. Post Office address: Box 140 Air Hotel, Augusta, Ga. 30904.

Douglas, Ga.—WDMG Inc. (WNW), VHF Ch. 6 (62-68 mc); ERP 171 kw visual, 8 kw aural; antenna height above average terrain 478 ft., above ground 566 ft.. Estimated construction cost $100,000, first year operating cost $15,000. Post Office address: P. O. Box 150, Douglas, Ga. 31533.

Springfield, Ill.—WCVS Bezt. Co. (WCVS), VHF Ch. 2 (54-60 mc); ERP 8 kw visual, 4 kw aural; antenna height above average terrain 225 ft., above ground 292 ft.. Estimated construction cost $210,000, first year operating cost $42,000. Post Office address: 130 Central Ave., Springfield, Ill.

Albany, N. Y.—ERF Publishing Corp. (WENF), UHF Ch. 30 (168-174 mc); ERP 0 kw visual, 35 kw aural; antenna height above average terrain 551 ft., above ground 537 ft.. Estimated construction cost $315,000, first year operating cost $65,000. Post Office address: 138 Pine St., Albany, Ga."
Radio Stations Inc.

urer Frank

mitted),

ary

Principals include President John C. DuMont, antenna RCA. Legal counsel C. W. Pomeroy. Westinghouse Electric Corp. is 100% owner of Westinghouse Radio Stations.

Terre Haute, Ind.—John R. Figg, VHF Ch. 10 (112-118 mc); ERP 27.2 kw visual, 13.8 kw audio; antenna height above average terrain 637 ft. Estimated construction cost $294,500, first year operating cost $310,000, revenue $620,000. Post Office address: 1020 E. 8th St., Terre Haute, Ind. 47801. Consulting engineer Weldon & Carr.


Principal include President C. Bruce McConnell (69.9%). Other Principals include B. G. Inglis, Washington. Consulting engineer C. W. Pomeroy. Westinghouse Electric Corp. is 100% owner of Westinghouse Radio Stations.

Fort Wayne, Ind.—Radio Fort Wayne Inc. (FAWNE) (Modification of application). ERP 387 kw visual, 60 kw audio; antenna height above average terrain 950 ft. Estimated construction cost $1,152,361, first year operating cost $280,000. Post Office address: 208 S. Rivergate Drive, Evansville, Ind. 47711. Consulting engineer Harrol D. Rothrock, 1408 S. Moravia Dr., Lafayette, Ind. 47901. President: B. G. Inglis of Evansville, 50% owner of Taylor & Carter (drum makers and oil producers), Evansville, Ind.

Fort Wayne, Ind.—Radio Fort Wayne Inc. (FAWNE) (Modification of application). ERP 387 kw visual, 60 kw audio; antenna height above average terrain 950 ft. Estimated construction cost $1,152,361, first year operating cost $280,000. Post Office address: 208 S. Rivergate Drive, Evansville, Ind. 47711. Consulting engineer Harrol D. Rothrock, 1408 S. Moravia Dr., Lafayette, Ind. 47901. President: B. G. Inglis of Evansville, 50% owner of Taylor & Carter (drum makers and oil producers), Evansville, Ind.


Henderson, Ky.—Ohio Valley Televisi

L. Boudreaux.

of Wilson Tower Co., Inc. Antenna height above average terrain 536 ft. Estimated construction cost $306,000, first year operating cost $201,000, revenue $295,000. Post Office address: 5500 East, Ruby Rd., Henderson, Ky. (32.5%). President D. D. Holmes (70%).

Silver Spring, Md.—See Washington, D.C.


COMPLETING arrangements whereby CBS-TV Film Sales will represent Bing Crosby Enterprises in the sale of film products for national and syndication service are (l to r) Charles B. Brown, BCE vice president for sales; Everett Crosby, BCE president; Morle S. Jones, CBS-TV vice president for own and special services, and J. L. Van Volkenburg, CBS-TV president.

L


President Herman McClellan, 100% owner of Versluis TV. He is former head of the WAV-AM TV Grand Rapids, Mich.

Minneapolis, Minn.—Twin Cities Better, Corp. (WDBY), VHF Ch. 9 (post 122 mc); ERP 268 kw visual, 17 kw audio, antenna height above average terrain 972 ft. above ground 664 ft. Estimated first year operating cost $433,385, revenue $525,000. Post Office address: 420 Nicollet Hotel, Minneapolis. Studio location: Foshay Tower Bldg., George M. Cohan, 15th floor. Estimated construction cost $600,000, first year operating cost $443,000, revenue $525,000. Consultant: George E. J. Beam, Minneapolis, Minn. Principals include Rev. C. T. Abner. Executive President: John C. DuMont, antenna RCA. Legal counsel Prince, Taylor & Cramp. Financial advisors: F. E. McIntosh & Inglis, Washington. Principals include B. G. Inglis, 25% owner; President C. T. Abner (32.5%), Vice President W. B. McCarley (29%), Secretary T. E. Holdeman (17%), and George E. J. Beam. (36.5%). Betty McCarley Edwards (6.3%) of Minneapolis.

California, Mo.—Hiroshi Best Co. (KFVI), VHF Ch. 12 (204-206 mc); ERP 68 kw visual, 50 kw audio; antenna height above average terrain 492 ft. Estimated construction cost $296,180, first year operating cost $107,780, revenue $135,000. Post Office address: 1341 W. 8th St., St. Louis, Mo. 63102. Consulting engineer J. H. C. Page. President: J. H. C. Page. Principal is President D. D. Holmes. (70%).

Clayton, Mo.—The Lutheran Church—Missouri Synod (KFLU), VHF Ch. 3 (384-390 mc); ERP 173 kw visual, 17 kw audio; antenna height above average terrain 579 ft. above ground 492 ft. Estimated construction cost $595,146, first year operating cost $421,216, station to be non-commercial. Proposed studio location: 8030 W. State Highway, St. Louis, Mo. Studio and transmitter to be located in St. Louis. Estimated construction cost $333,287, first operating cost $235,900. Post Office address: 2100 S. Parrotts, St. Louis, Mo. Consulting engineer G. E. Gaunt, St. Louis. Owner is The Lutheran Church—Missouri Synod, 66.8% owner.

(Reduction in interest in his favorite subject. As evidence that the GOP fireworks did not corrall all the TV viewers, WOR-TV New York, said on "Sports Page" a quiz program, pulled more than 900 letters. The show originates Wednesday night at Roosevelt Raceway between races.

Those Rabid Fans

RBDPUBLICAN National Convention did not deter the rabid fans from their interest in his favorite subject. As evidence that the GOP fireworks did not corrall all the TV viewers, WOR-TV New York, said on "Sports Page" a quiz program, pulled more than 900 letters. The show originates Wednesday night at Roosevelt Raceway between races.

BROADCASTING • Telecommunications

July 28, 1952 • Page 57
More Grants Issued By FCC
(Continued from page 55)

Maryland
Baltimore  24-1, 11-13, 18, 264, 80
Ohio
Warren  67-
Youngstown  21-7, 27-3
Pennsylvania
Harrisburg  27-, 54-, 71-
Reading  33-4, 61-

In making the Baltimore, Harrisburg and Reading channel changes, FCC acted upon petitions tendered by Chesapeake Television Broadcasting Inc., applicant for Channel 13 at Baltimore; Lebanon Broadcasting Co. (WLBR), chief owner of applicant for Channel 16 at Lebanon, Pa.; Eastern Radio Corp. (WHUM), applicant for Channel 61 at Reading; Hawley Broadcasting Co. (WEUE), also Channel 61 applicant at Reading; WHIP Inc. (WHH), Channel 33 applicant at Harrisburg; Baltimore Radio Show Inc. (WFPR), applicant for Channel 63 at Baltimore; and WHTV-TV Inc., prospective Channel 18 applicant at Baltimore.

The Commission's memorandum opinion explained that in the Third Notice of Further Modification, issued in March 1951 [B&T, March 26, 1951], FCC proposed to assign Channels 15 and 30 to Lebanon and Baltimore, respectively, and Channels 16 and 32 to Reading and Harrisburg, respectively. These proposals were finalized in the Sixth Report, which also made firm the Commission's proposal to authorize multiple Channel 33 assignments of 75 miles be used for UHF channels separated in frequency by 15 channels in order to avoid picture image interference. FCC noted that since the distance between Harrisburg and Baltimore is 68 miles and Baltimore to Lebanon is 72 miles, the minimum spacing of 15 channels, which would violate the assignment table.

Taking into account the channel changes proposed by Chesapeake Television Broadcasting Inc., FCC said in view of the fact that "these proposals were contained in the petition for reconsideration properly filed in this proceeding and in view of the further fact that interested parties have had a full opportunity to submit any comments or counterproposals with respect to such proposals as they may have wished, we believe that it would be unnecessary at this time to go through the notice procedures set forth in Section 4 of the "Administrative Procedure Act."

FCC, however, ruled it inappropriate at the time to consider Chesapeake Television's request for the assignment of an additional channel.

Respecting the petitioners' plea that the changes be made effective immediately in order to permit early processing of applications under the temporary processing procedures and city priority lists [B&T, May 26], FCC ruled the 30 days effective date is reasonable in order to permit prospective applicants to make transmitter site changes or other engineering alterations now that the channels are switched.

The channel changes ordered by the Commission at Youngstown and Warren were based upon a petition filed by Polan Industries, Channel 33 applicant at Youngstown.

FCC said that the assignment of Channels 33 and 47 to Youngstown and Pittsburgh, respectively, violate the minimum separation requirement since the two cities are separated only 57 miles whereas a spacing of 60 miles between Channels 33 and 47 is required to avoid sound image interference. The Commission's memorandum opinion noted that Polan Industries "has filed a letter requesting withdrawal of its petition for reconsideration. This withdrawal is apparently based on the belief that because petitioner has secured a transmitter site which would be more than 60 miles from Pittsburgh that the defect in the table of assignments referred to above has been cured and grants may be made in both Youngstown and Pittsburgh consistent with the standards prescribed in the Sixth Report. This is not the case. The Sixth Report makes it completely clear that in order for an assignment to appear in the table a minimum separation must be met on a city-to-city basis as well as on a transmitter site basis. And the fact that proposed transmitter sites were available which would be separated by more than the minimum distance from cities in which other assignments were being made was expressly rejected in the Sixth Report as a basis for making assignments in the table of assignments."

FCC took notice of the opposition filed by Warren Tribune Radio Station and said that the applicant pointed out that the substitution of Channel 67 for 21 at Warren would require an amendment of its application. The Commission held, however, that Channel 67 did work as well as Channel 21 and that the transmitter site specified by WHHH would also work equally well for Channel 67.

In its motion to dismiss the appeal, WLAA and WISX before the U.S. Court of Appeals for the District of Columbia, FCC acknowledged that the parties may appeal direct to the court since the Sixth Report was a final order. However, FCC charged that since they also petitioned FCC for reconsideration of the Sixth Report, they cannot "simultaneously" seek relief in both places.

Should the court find it does have jurisdiction over the cases at this time, FCC in the alternative asked the court "to postpone taking any action on petitioners' petitions until the Commission has had a reasonable time to complete its administrative reconsideration arising from the petitioners' requests for reconsideration." In an opposition to FCC's motion to dismiss the appeals, KVLO attacked FCC's altercation and stated "a reasonable time for action on petitioner's request for reconsideration has already elapsed and another delay in proceeding because of the Commission's lack of diligence would deny petitioner its right to timely judicial review."

FCC stated that by the court to dismiss the appeal of WLAN from the Commission's proposal to switch WQAL-TV Lancaster from Channel 4 to 8, FCC told the court, "It is clear that while the Sixth Report does finalize the assignment of Channel 8 to Lancaster, nothing contained either in the Sixth Report and Order or in the memorandum opinion and order issued in conjunction therewith, serves in any way to assign Channel 8 at Lancaster to WQAL-TV or in any other way to make any final disposition of that channel in a manner that would be prejudicial to the claimed rights of the petitioner."

FCC contended that "on the contrary it indicated the way WLAN could work by filing its application for Channel 8 under the Sixth Report. WLAN has re-filed for Channel 8, the court was told, and has petitioned FCC for reconsideration in the WQAL-TV application."

FCC charged WLAN "is merely asking this court to order the Commission to do something that it has already done and which was clearly contemplated in the memorandum opinion and order issued in conjunction with the Sixth Report."

The new procedure of notifying competitive applicants at San Juan and in Hawaii to the question of a site change is therefore not mutually exclusive, rather than designating them for hearing or right, is in accord with the procedures set under the newly signed McFarland Act [B&T, July 21]. Under the new law, FCC must notify mutually exclusive applicants a hearing will be necessary for them 30 days in which to reply.

The WMT petition, asking for dismissal of the KSTT application, charged the Davenport station's request is incomplete because "(1) The financial manifests of some of the stockholders fail to show that each has current and liquid assets sufficient to meet his respective financial obligation, (2) to indicate financial ability to loan the applicant the sum pledged. (2) No verified copy of the pledge agreement accompanies the application. (3) No details or other basis for operating costs and revenues are given as required."

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**Danish TV Programming**

**200 Video Families View 3 Hours Weekly**

**Television** is truly an art form and has been since only last October. Today some 200 video families are offered three hours a week of sight-and-sound programs, emanating from a single studio: the Danish State Television House, which public relations officers proudly describe as "the world's smallest TV studio."

**Telecasts** occur from 8-9 p.m. Throughout Denmark. The Program material is a combination of live and film, including newsreels, dramatic sketches, discussions of topics of public interest and themes of general interest.

There are as yet no sports telecasts because the Danish State Television, which controls all broadcasting in Denmark, has no remote pickup video equipment.

Also, radio stations do not have the funds to meet the prices placed on video rights to sports programs. As a result, the Danish State Television produces the material. In Denmark the promoters are so afraid of even regular radio competition that they permit only the second half of an event to the radio.

The lone Danish TV studio is equipped with Philips Lab. apparatus, adapted for program use by engineers of the Danish State Television. The unique studio is equipped with 16 cameras for live pickups and one film camera for 35mm or 16mm films or slides. Picture standards are: 625 lines, 25 interlaced frames per second, negative medium. The modulation broadcast at 62.25 mc with radiated power of picture transmitter, 500 w and FM sound broadcast at 97.75 mc with radiated power of sound transmitter, 200 w. The antenna is horizontally polarized.

License fees of 16 kroners (about $2.50) on radio sets and of 50 kroner (about $8) on TV sets support the Danish State Television service, which, in addition to its three hours of video entertainment a week, provides daily radio program service, FM as well as AM. There are some 1,250,000 licensed radio sets in Denmark.

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Page 58 • July 28, 1952
IN A SIGNIFICANT decision issued Friday, NLRB served notice it would not necessarily gear talent bargaining policy for individual TV stations to the rules that a group of New York stations had adopted for television negotiations last fall.

The board dismissed a petition by Television Authority in which TVa sought to represent "all persons employed as talent on all live programs" of WEWS (TV) Cleveland, a Scripps-Howard video outlet.

A majority ruled, in effect, that WEWS is not an "employer" of freelance talent for collective bargaining. Hence, the performers are excluded from any bargaining unit sought by TVa. AFRA joined in seeking an election among employees.

A minority opinion challenged the decision as inconsistent with the board's ruling in last fall's case involving the major TV networks. This dispute followed on the heels of a celebrated CBS-TV Amos & Andy issue, in which separate units were directed for employees appearing on live shows for the network's New York, Chicago and Los Angeles studios, and those engaged by CBS Television in production of motion pictures designed for television (September issue).

While applying at the time only to CBS, the decision also serves precedent for ABC-TV, DuMont TV Network, NBC-TV and WOR-TV New York (General Teleradio Inc.).

Lack of Consistent Pattern

NLRB promised its reasoning in the WEWS case on the lack of a consistent pattern for radio-TV bargaining in the Cleveland area and its contention that the station does not exercise substantial control over the conditions of employment of freelance talent." Scripps-Howard favored limiting the unit to its own employees.

WNBK (TV) Cleveland at present is the only "organized" TV station there, according to NLRB, with a unit composed of announcers. TVa represents talent at five Cleveland radio stations, with units formed on varying bases.

In Talent appearing on locally-produced WEWS programs are free lance performers drawn from a pool of talent whose work is for about 50 advertising agencies, NLRB said, noting that performers are selected by the agencies and not by WEWS. Station supplies staff directors, who "control only mechanical details."

Turning to the network case, the board continued:

There the pertinent facts were significantly different. For example, substantially all talent in those broadcasting areas were included in the unit; the major advertising agencies participated in the contract negotiations; and all the major television networks were joined in multi-employer bargaining. And, most important, the network broadcasters had, in radio, already established a substantial and successful bargaining history with radio talent unions, which were carried over into the network television field—a bargaining history on which the network unit was based.

The majority also noted that WEWS is responsible for all material and is a "voluntary adherent to a policy of conduct that establishes standards of program morality and taste." The station, it added, is "merely the lesser of the time and technical facilities to the advertising agencies" and "punishes infractions of its broadcasting rules with sanctions against the agencies, not against the talent."

The majority opinion was signed by Chairman Paul Herzog, Abe Murdock and Ivar Peterson (former NAB legal assistant). Dissenters were Houston and Paul Styles. Registered strong opposition, charging the decision deprives performers of collective bargaining rights.

As one instance of evidence supporting its views, the majority alluded to the station's "power to exclude particular performers"—following a "policy under which it forbids the use of its facilities to any known Community, or to any performer listed in the notorious booklet, Red Channels."

Dissenters Houston and Styles also cited the station's supervision of talent performance and direct payment to freelancers working for the agencies. They felt that, with at least 50 agencies in Cleveland and actors hired for varying tenures of activity, "it is impossible to see how any bargaining unit could be established [with the agencies] on the basis of such ever-changing and illusive relationships."

The minority opinion continued:

That all those who have performed at the same station on the same program are appropriately joined in a single bargaining unit despite the lack of conventional employer-employee relations.

That the stations and agencies in NBC's "organized" bargaining in The Americans Broadcasting Company decision are in separate units even though the roving talent in the Cleveland area is in a different position from that in large cities like New York, Chicago or Los Angeles.

If Cleveland freelancers may not be deemed employees of the television stations, no more so could those who are brought by advertising agencies to act in the stations' behalf as members of the roving talent.

The joint-board decision was not rendered meaningless because all parties were in agreement; the Board has power to certify a bargaining unit on behalf of workers who are not "employees" as defined in the Act.

We cannot agree with the majority that the lack of interstation bargaining in the network's Cleveland area to support the majority approach to distinguishing the stipulated network-wide unit from the single station unit could be more than the television stations in Cleveland agree to, noting that advertising agencies and sponsors are willing to bargain in another manner, that is, with all the stations in contract negotiations. In the Cleveland area, the Board concludes that the decision benefitted the freelance performers.

We cannot agree with the majority that the use of the "power to exclude" by the stations could be the exclusive bargaining unit on behalf of all performers. Considering the ease with which the stations could withdraw the "power to exclude," we fail to see the reasoning which would validly be based on the principle that the bargaining unit is the one recognized by the Board.

As one final comment, the majority notes that the Board will consider the issue of coverage when the Board again acts on the AFTRA-Broadcasters dispute.

CABLE-TELEVISION

MISS BERTHA C. PRESTLER, assistant secretary, Storer Broadcasting Co., helps George B. Storer, company president, slice a 25th anniversary cake July 11 in the firm's home office at Birmingham, Mich. Miss Prestler, who has been associated with Mr. Storer since May 1928, has a longer record of Storer service than any other employee.

CABLE-TELEVISION

First Commercial Signed

WITH August 1 set as a target date for announcing program schedules, Canadian Broadcasting Corp. reports from its Toronto offices that it has contracted for its first commercial television programs have been signed.

Canadian Westinghouse will bring in the parent company's Studio 101-a dramatic one-hour show from Buffalo by microwave relay to Toronto, with live Canadian commercials. Agency is S. W. Caldwell Ltd., Toronto.

Canadian General Electric will do its Sunday evening Your Host half-hour show simultaneously with its Dominion television broadcast. Agency is MacLaren Adv. Co., Toronto.

Campbell Soup Co. will relay from Buffalo the half-hour Alrick Family program of its parent company. Agency is Ward Wheelock Co., Philadelphia.

Imperial Oil Ltd. will do its Saturday evening hockey broadcast simultaneously on CBS-TV Toronto for one hour. Agency is McLaren Adv. Ltd., Toronto.


At Montreal the Radio and Television Manufacturers Assn. of Canada is helping pay some of the expenses along with the CBC of telecasting Montreal baseball games prior to the official starting date set for September 8.

Wired TV, promoted by Rediffusion Inc., Montreal, branch of a British firm, is said to be a threat to set sales as it will only be possible to tune in CBC-TV Montreal, with its three hour daily evening program of which 60% will be in French. Rediffusion Inc. is offering CBC-TV Montreal programs and British films.
TV Grants and Applications
(Continued from page 57)


HARRISBURG, Pa.—Fox, VHF Ch. 3 (198-204 mc); ERP 250 kw visual, 23 kw aural; antenna height above average terrain 620 ft., above ground 657 ft. Estimated construction cost $824,600, first year operating cost $196,000, revenue $398,000. Post Office address: 235 Locust St., Harrisburg, Pa. Studio location: 19th St. and Locust St. Transmitter location: 17th St. and Locust St. Transmitter RCA, antenna RCA. Legal counsel Foster & Fussell, Philadelphia. Consulting engineer Emery C. Keating, Washington, D.C. Principals include President and General Manager Albert M. Haupt, Vice President George S. Judson, and Secretary- Treasurer Robert M. Kemp.

JAMESTOWN, N. Y.—Chautauqua, Inc., VHF Ch. 5 (174-180 mc); ERP 4,92 kw visual, 4,800 kw aural; antenna height above average terrain 700 ft., above ground 733 ft. Estimated construction cost $277,420, first year operating cost $115,950, revenue $99,000. Post Office address: 387 East Main St., Jamestown, N. Y. Studio location: 175 Chestnut St., Jamestown, N. Y. Transmitter location: two miles north of the city. Legal counsel Corwin & Amundson, Jamestown. Consulting engineer Alden E. Corwin, Jamestown.

PORTLAND, Ore.—KPO, VHF Ch. 2 (204-206 mc); ERP 50 kw visual, 2 kw aural; antenna height above average terrain 1,416 ft., above ground 1,453 ft. Estimated construction cost $441,780, first year operating cost $160,000, revenue $282,500. Post Office address: 414 Alderway Blvd., Portland, Ore. Studio location: 17th St. and Locust St. Transmitter location: 17th St. and Locust St. Transmitter RCA, antenna RCA. Legal counsel Bella & Grayce Co., Portland. Consulting engineer R. D. McDowell, Portland, Ore. Principals include President J. Henry Haskins, Chairman of the Board John H. Roberts, Vice-President B. G. Thomas, Vice-President and Secretary- Treasurer Francis T. Robinson, and Secretary- Treasurer H. L. Haskins.

TV Grants and Applications
(Continued on page 88)
So TV-less WICHITA could see the conventions on television

OUTSTANDING PUBLIC SERVICE
Appreciated by Thousands

The management of Radio Station KANS, realizing the keen interest in the issues before both political parties, decided months ago to make every effort to present these telecasts to the Wichita audience. With the closest T-V station 160 miles away, this did present a problem.

Not to be discouraged by the element of distance, KANS, through cooperation of the Southwestern Bell Telephone Co. and dozens of faithful employees, has brought to the citizens of Wichita a near perfect micro-wave relay of both political conventions.

ANOTHER KANS OUTSTANDING PUBLIC SERVICE

Public interest follows Public Service and all advertisers on KANS receive this plus. If you want your message directed to listeners that can do something about it, then KANS is your best Radio Buy.

KANS
IN WICHITA
NBC since 1936

CALL YOUR TAYLOR CO. MAN
TV Grants and Applications (Continued from page 60)


**SEATTLE, Wash. — Mount Rainier Television Station (KJTV),** 1740-1752 Mc; ERP 100 kw visual, 56 kw audio, antenna height above ground 114 ft., above terrain 157 ft., operating cost $83,000, first year operating cost $30,500. Include President Ralph E. Slifkin, Vice President J. Archie Morton (50%), Vice President T. H. Mor- ris (25%), Secretary-Treasurer Sherrill C. Williams (25%) and William Potter, Seattle. Application (amended) was approved by FCC May 29th.

**SPokane, Wash. — Television Station (KWBN),** (KNEW) (Modification of application for station), 1742-1752 Mc; ERP 100 kw visual, 56 kw audio, antenna height above average terrain 1427 ft., above ground 1467 ft. Applicant requested FCC approval to buy KJXK, Spokane; license will be applied for.

**CHARLESTON, W. Va. — J. C. Smith Jr. Co. (WKMC),** 4971-4975 Mc; ERP 5 kw visual, 56 kw audio, antenna height above average terrain 528 ft., above ground 578 ft., operating cost $200,000, first year operating cost $800,000. Include President Russell J. Best, and Vice President Harry W.递给反演, Vice President John A. Magagnone and Vice President Harry W. Best, vice president.

**MADISON, Wisc. — Wistle-Best & Co. (WBoth) (WOKY),** 2554-2568 Mc; ERP 85 kw visual, 52 kw audio, antenna height above average terrain 285 ft., above ground 345 ft. Estimated construction cost $225,000, first year operating cost $91,000, revenue $185,000. Include President John C. Best and Vice President Mark A. Best.

**MILWAUKEE, Wis. — Wistle-Best & Co. (WBoth) (WOKY),** 2558-2564 Mc; ERP 100 kw visual, 56 kw audio, antenna height above average terrain 800 ft., above ground 920 ft. Estimated construction cost $560,800, first year operating cost $870,000. (Continued on page 61)
KFEL-TV
DENVER, COLORADO
CHANNEL 2

America's first post freeze television station is pleased to announce the appointment of

BLAIRC TV
INCORPORATED

as exclusive national representatives effective July 20, 1952

KFEL-TV commenced commercial telecasting operations on July 20, 1952
A revolutionary
NEW TV ANTENNA
—via Graybar

... for present or proposed high-band VHF TV stations

Federal's new 16-bay triangular loop antenna overcomes the tendency of conventional high-gain antennas to "overshoot" near-by receivers. Successive bands of low-signal intensity produced by conventional high-gain antennas in near-by service areas are virtually eliminated by this new FTL design. (See graph below.)

Distributed nationally by Graybar, the Federal 23B-16 produces 316 KW ERP with a 25 KW transmitter — permits the installation of smaller, less expensive transmission lines . . . minimizes transmitter investment and operating costs.

Graybar can supply a complete line of FTL television equipment, Blax-Knox towers, plus any other item of quality broadcasting equipment. The names and locations of the Graybar Broadcasting Specialists available to serve you are given in the adjoining column. Check with the Specialist nearest you, he'll be glad to assist you in selecting equipment best suited to your requirements — whether AM or TV. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.

RTMA SESSION
On Educational TV Aug. 6

WILL TV manufacturers lend a hand to fledgling educational TV?

That question will be considered Aug. 6 when a special Radio-Television Manufacturers Assn. committee meets in New York to explore the question.

The RTMA committee was established to determine whether the manufacturers' trade organization should aid in promoting educational TV, by what means.

Meeting is scheduled to take place in the office of Frank M. Folsom, RCA Victor president, in the RCA Bldg.

Chairman of the committee is Benjamin Abrams, president of Emergency Radio & Phonograph Corp. Mr. Abrams recently established a $100,000 educational TV fund, to be equally apportioned to the first 10 educational video stations to get on the air [B-1, June 30].

Committee's recommendations will be submitted to the RTMA board at its Sept. 18 meeting in New York.

The following manufacturers have been invited to attend:

W. R. G. Baker, General Electric; Max F. Baltensperger, Sylvania; John W. Craig, Crosby; Allen R. DuMont, DuMont Labs.; Frank Freimann, Magnavox; Paul V. Galvin, Motorola; Larry F. Hardy, Philco; Matt Little, Quam-Nichols; Glen McDaniel, RTMA; E. F. McDonald Jr., Zenith; Leslie F. Muter, Muter Co.; A. D. Piemondon Jr., Indiana Steel; Earl B. Strickland, Admiral; Robert C. Tait, Stromberg-Carlon.
EVERYTHING
to Keep You On The Air

Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling, and lighting your entire station and grounds. Whatever your requirements, call your nearest Graybar Broadcast Equipment Representative.

Graybar's nation-wide network of more than 100 offices and warehouses assures you of convenient service wherever you are. Graybar Broadcast Equipment Representatives are located in the following 19 cities:

ATLANTA
E. W. Stone, Cypress 1751

BOSTON
J. P. Lynch, Kenmore 4-4567

CHICAGO
E. H. Taylor, Canal 6-4100

CINCINNATI
W. H. Hansher, Main 6060

CLEVELAND
A. C. Schwager, Cherry 1-1360

DALLAS
C. C. Roux, Roland 6454

DETROIT
P. L. Gundy, Temple 1-5500

HOUSTON
R. T. Ashby, Alwood 4571

JACKSONVILLE
W. C. Winfree, Jacksonville 6-7611

KANSAS CITY, MO.
R. B. Uhrig, Baltimore 1644

LOS ANGELES
R. B. Thompson, Angelus 3-7283

MINNEAPOLIS
R. W. Green, Geneva 1621

NEW YORK
R. W. Griffis, Essex 2-2000

PHILADELPHIA
J. W. Crockett, Walnut 2-3405

PITTSBURGH
F. F. Russell, Allegheny 1-4100

RICHMOND
E. C. Tom, Richmond 7-3491

SAN FRANCISCO
G. K. Morrison, Market 1-5131

SEATTLE
D. L. Craig, Mutual 0123

ST. LOUIS
J. P. Lenkert, Newstead 4700


D E G R E E S  o f  C O M M U N I C A T I O N  E D U C A T I O N

PIEDMONT THEATRE

JULY 31, 1952

VENICE, CALIF.

Authorized advertisement.

© Graybar Electric Company, Inc.
TV homes comprised 26% of the national total. When 31% were becoming TV every hundred families, and 25% of the lowest income group owning TV, these differences were apparent to those without children, the study shows, reporting TV ownership by 25% of families with one or two members, 37% by families of three, 39% by families of four or five and 35% by families of six or more.

Nearly 51 Million Saw GOP On TV Says ARB

FIFTY-One million viewers saw the Republican National Convention, according to an American Research Bureau report last week. Exact ARB figure was 60,500,000, about one third of this nation's entire population.

ARB figures indicated that video sets in 14,980,000 homes had tuned in the convention, with an average of 3.4 viewers per set. Peak of TV viewing was reached during the keynote address of Gen. Douglas MacArthur, with 21,370,000 viewers in 5,500,000 homes.

**WKY-TV Makes House-to-House Survey**

HOUSE-to-house survey by WKY-TV Oklahoma City of two southeastern towns in Oklahoma, Seminole, about 55 airline miles from the station, and Shawnee, about 40 airline miles away, revealed among other things that:

1. Oklahomans rate I Love Lucy as their top TV program choice.
2. They are familiar with who sponsors the programs they watch.
3. More of the viewers watch television from 8 to 9 p.m. than at any other time.

Survey was conducted in a single day (June 10) with some 58 persons interviewed. Canvas was made by P. A. Sugg, station manager; (Continued on page 89)
Match this market for $cratch!

Here's a clear-cut case for:

**THE RICH DAYTON MARKET** and **WHIO's TV & AM COVERAGE**

Dayton Industry's average weekly pay check—$83.67. Highest in Ohio and one of the highest in the country.

Payrolls in Dayton for the year 1951—$630,951,822.

Retail sales for Dayton and Montgomery County—$475,000,000. For the past 18 months Dayton has been named as a "Preferred City."*

- Number of families in WHIO's big TV and AM coverage area—366,457.
- WHIO's share** of the total radio audience—41.8%. This against Station A—13.7%; Station B—20.0%; Station C—16.5%
- WHIO-TV's share*** of the top 15 weekly television shows aired in this area—11 of the top 15. The top multi-weekly show in this area is a WHIO-TV locally produced news program, showing a strong production staff.

Pick yourself a market with 1,293,595 prosperous prospects—and the one station that gives you top coverage of that market with both TV and AM. WHIO in Dayton is represented nationally by George P. Hollingbery.
PARAMOUNT CASE Basis for Decision Begun by FCC

FIRST moves to unravel the skeins of the package Paramount case were taken by the FCC last week.

On Thursday afternoon, the commissioners heard a legal presentation on the petitions to delete the anti-trust issue from the many-sided hearings [B T, July 21, 14]. They were scheduled to continue consideration of the subject Friday.

It was understood that a decision might be forthcoming over the weekend, although it was thought that there might be a delay of several days in order for the staff to write the opinion.

All the commissioners were in on the conference except Comrs. George E. Sterling, on vacation, and Edward M. Webster, in Europe.

Petitions to remove the anti-trust issues from the case—which has been in hearing for six months—were filed by ABC, CBS, Paramount Pictures and United Paramount Theatres at the request of the Commission early this month. The Commission, it is understood, became concerned at the length of the hearings in view of the shaky business position of ABC. Alarm was also felt at the possible effect on ABC’s 800 affiliates if the network should not be able to weather its financial crisis in time for the September start of the fall season.

Vigorous dissents against permitting the anti-trust issue to be deleted and to the other requests of the petitioners—close of the hearings, proposed findings in 20 days, final decision by the full Commission rather than the examiner’s initial decision—were filed by the FCC’s Broadcast Bureau and DuMont Labs.

The Paramount case involves the merger of ABC with United Paramount, Inc., the sale of WBKB (TV) Chicago to CBS; the renewal of the license of KTLA (TV) Los Angeles, owned by Paramount Corp.; the question of whether Paramount Pictures controls DuMont through 29% stock ownership, and the transfer of control of WSMB New Orleans from the old Paramount Pictures to United Paramount Theatres.

Staff members who discussed the legalities with the Commission Thursday afternoon were Benedict P. Cotton, general counsel; Sylvia K. Kessler, chief of the Office of Opinions & Review; and Herbert Sharman of Miss Kessler’s office.

Earlier last week the American Civil Liberties Union, which has had an observer attending the hearings since their start, urged the Commission to “carefully consider the wisdom” of deleting the anti-trust issue.

In a letter to FCC Chairman Paul A. Walker, the ACLU stated that its radio committee and board of directors were studying the proposed ABC-UPT merger and plan to report their decision shortly. The radio committee is scheduled to meet July 30; the board, Aug. 4.

The letter also said:

We believe that the anti-trust issues in the proposed ABC-UPT merger are an important part of the proceedings and that the Commission should carefully consider the wisdom of removing them from the testimony. The Union may decide finally that the anti-trust issues have no effect on or relation to the civil liberties aspects of the merger, but we strongly urge that the Commission review them, along with other pertinent data presented in this controversy.

New UHF Tuner

GENERAL Instrument Corp., Elizabeth, N. J., has announced the development of a UHF tuner, called Model 60, that is said to have a low noise factor, excellent sensitivity, no sliding contacts, straight line frequency dial calibration and full UHF channel coverage. The manufacturers said it can be fitted and mounted in any position around a VHF tuner.

UTP Olympic Show

UNITED Television Programs has acquired “Olympic Cavalcade,” a one-hour film of the 1936 Olympics, for national syndication. UTP also reported that the Rebroadcast series, produced by Bing Crosby Enterprises, has been retitled Counterpoint and is now available nationally.
‘KING KONG’ RETURNS
Successful Re-issue Attributed to TV

TELEVISION holds intriguing possibilities for advertising showing in the future. Such motion pictures as spectacles, thrillers and high-type westerns, Terry Turner, director of exploitation for RKO Radio Pictures, said last week after the highly successful TV campaign for the old thriller, “KING Kong.”

“We can’t reach all the people through the newspapers these days. With so many people glued to their TV sets, we just have to dig in and reach them where they are,” he said.

Mr. Turner added that other types of pictures might not be helped by television exploitation.

Mr. Turner said he had become perturbed by the decline in movie attendance the past five or six years. Although television was partly responsible, the high cost of living was the deciding factor, he believes.

Promoted Revival

Mr. Turner took the splash in television last February when he promoted a revival of “Snow White and the Seven Dwarfs.” The results were so encouraging that when “Kong” was re-issued, he plunged deeper into TV.

When the picture opened June 18 in the Cincinnati, Indianapolis, Cleveland, Detroit and Pittsburgh areas, TV and some radio spots were used in a saturation campaign. A 50-second “Kong Kong” trailer was put on the air as often as 20 times a day, with heaviest concentration spotted near children’s shows. The results were amazing, he said. The TV promotion was prepared by Mr. Turner and his staff and placed through Foote, Cone & Belding.

The budget for radio and television exploitation has been boosted to $300,000 out of a $500,000 total, he said. He expects “Kong” to earn a net gross of more than $3 million for RKO Radio out of a total gross of more than $8 million.

“Kong” will reach New York Aug. 8 to play to some 150 theatres in the area, including the Palace. Some 192 radio and TV spots on NBC and 155 TV spots on WPIX (TV) are planned for the promotion, Mr. Turner said.

The Hollywood offering to get RKO’s TV treatment will be a new picture by Joan Crawford and Joseph Kaufman titled “Suddenly,” which opens on Broadway next month, Mr. Turner said. Tentative plans call for a TV spot campaign on CBS-TV.

RKO Radio has purchased 71 announcements on WCBS-TV to promote the film. Schedule of announcements will run for a 12-day period, starting today (Monday) and running through Aug. 8. Both 10 and 20-second announcements will be broadcast throughout the day plus participation in the WCBS-TV personality programs, Kovacs Unlimited and the Marge Arlen program. The schedule also includes across-the-board participation on CBS-TV feature film series, The Lathe Matinee.

TELETHON POLICY

Talent Control Discussed

REPRESENTATIVES of Television Broadcasters of Southern California will meet with Theatre Authority Inc., Hollywood, next Monday (Aug. 4) to discuss a proposed policy for controlling the use of talent on telethons. Theatre Authority had asked TBSC to present such a plan.

Permission from Theatre Authority concerning future telethons is pending submission of a workable plan covering such programs, which stations will conduct them, how often and for which charity. City of Hope Telethon for Cancer Society, scheduled by KTLA (TV) and KLAC-TV Hollywood for September, is the last one to be approved, according to L. B. Kornblum, Theatre Authority West Coast executive secretary.

Contributing factor to request was the appearance of Bob Hope, Bing Crosby and others on the 14-hour NBC-TV and CBS-TV Olympic Telethon which was pledged $1,000,000 but reportedly has received only $286,000.

N. Y. FIRE LAW

Problem to Fred Allen Show

COMPLICATIONS in filming the Fred Allen TV show, sponsored by P. Lorillard & Co. (Old Gold cigarettes), arose last week when NBC-TV officials and Fred Allen met with fire officials in an attempt to try to change the existing New York city regulations prohibiting TV cameras from shooting films in studios other than movie studios and theatres.

If the negotiations result in a refusal to change the fire law, “the program will be filmed either out of town or possibly in a motion picture studio rented especially,” Nick Keesey, vice president in charge of radio-TV for Lennen & Newell, New York, the Old Gold agency, told Broadcasting * Telecasting.

Meanwhile, the cigarette company, which will sponsor the Fred Allen show on NBC radio as well as TV, drops sponsorship of Stop the Music on ABC radio, effective Aug. 10.

Speaking of historical events, have you heard about the big "BLOOMINGTON TEA PARTY"?

Lend an ear while we tell you how WTTV SOLD 3 1/2 TONS OF TEA!

Once a week, the IGA—an Association of Independent Grocers—sponsors a half hour, using Brian Donlevy in "Dangerous Assignment" on WTTV. Each week the show features a single, specific food item. Recently, according to wholesaler John R. Figg, when the featured item was TEA, the program sold 7,000 pounds! And, that from just ONE program in just ONE week! Normal sale of TEA by these some 56 IGA Stores in a whole year is only 6 tons!

Increases in other featured items—such as peanut butter, pork and beans, catsup, and jelly—are almost as spectacular as the TEA story.

The "Bloomington Tea Party" is a spectacular success story, but you expect such results when you consider WTTV coverage area in Indiana accounts for OVER 34% of total population of total retail sales of total retail food sales of total retail drug stores

STATION WTTV
Affiliated with NBC • CBS • ABC • DUMONT

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.

BROADCASTING • Telecasting

July 28, 1952 • Page 69
MOVIE TV MERGER
Discussed by Dore Schary

TELEVISION and movie industries will "make beautiful music together," Dore Schary, MGM vice president, told Hollywood Ad Club members last Monday, but he wouldn't hazard a guess as to when that wedding would take place.

Some of the recently involved in Columbia Pictures and Universal International have set up TV production subsidiaries, Mr. Schary re-iterated, that MGM has no present plans to enter video film production or to release its backlog of old movies to the new entertainment medium.

Deferring the stature and future of the Hollywood motion picture industry, he said that although "television is here to stay" and the new medium is one with which one should be concerned because of its popularity rather than what it is," its "inroad" to the theatre box-office is being exaggerated.

"Television" Mr. Schary pointed out, "has not yet been able to put on its screens anything to match the giant entertainment offered by movies and TV. And, before long time before it is able to do that. When it is done, motion picture makers will put it on the screen for them."

Fame of keeping MGM name talent, off TV, Mr. Schary went on to explain, is in part due to the legal problems involved and in part to the fact the studio feels that video appearances by its stars has an adverse effect on their box office reception.

L 							

More Film to TV
(Continued from page 27)

of their feature films to TV but have not thus far through fear of alienation of movie houses.

If, however, the Dept. of Justice should win its case, it is believed that the producing companies would be able to transfer the blame to the government and sell feature to both television and theatrical.

Defendants have 20 days within which to answer the government's complaint. Justice spokesmen believe that the defendants will ask for—and receive—additional time to formulate their answers. In any event, it could take 2-5 years before final settlement is reached.

Newell A. Clapp, acting Assistant Attorney General in charge of the Anti-Trust Div., told reporters:

Since World War II 16mm films have gained great significance for education and entertainment, especially for telecasting by television stations. They are less costly than standard 35mm films and require expensive equipment or special safety precautions. According to the complaint, defendants thereby increased arbitrary and unreasonable conditions upon the exhibitions of 16mm feature films in hospitals, schools, churches and USO centers, and have prevented the use of these films on television. This suit seeks to prevent defendants from continuing their restrictive system of distributing these films.

The case was prepared by George H. Thomas, Mr. Leonard R. Wagen, Justice Dept. attorneys, under the general supervision of Victor H. Kramer, chief of the General Litigation Section of the Anti-Trust Division.

Thad Brown, television director, NARTB, said he would withhold comment pending further study.

SUZANNE F. ROBERTS, radio-TV di-
rector, Pennsylvania's Democratic par-
ty, on the subject of the CACTUS State and Telecating, outlined do's and don'ts for political aspirants. Booklet has been published by TV Digest, Philadelphia.

TV SET VOLUME
$15 Million in 5 Yrs. Seen

POTENTIAL $15 million retail volume for TV set dealers in the next five years was forecast Thursday by R. DuMont, president of DuMont Labs. Statement was made at the opening of three-day convention of distributors of the DuMont TV sets, held at New York's Waldorf-Astoria.

Business should also be good for the makers of video transmitting equipment, Dr. DuMont noted, stating that his company already has orders for 125 TV transmitters.

He cited surveys and other information indicating that today's TV population of almost 18 million homes, by the end of 1957, may mount to 60 million or more.

HUMANITIES IN TV

Educators Offer Views

VARIOUS opinions on the kinds of ideas that should be entertained by adult televiewers are offered by three educators in a symposium feature highlighting the summer issue of Standard U. Life Spectator.

Stressing the "humanities in television," the three papers touch on history, literature and "imaginative understanding."

George E. Morley, U. of California at Los Angeles, suggests a series of historical programs dealing with the views of great philosophers on questions which men have asked themselves since the beginning of time. Robert B. Heilman, U. of Washington, favors literature as a "sort of vitamin culture," suggesting that it be related to TV in the experience of man and betterment of spiritual pursuits. Laurence Sears, Mills College, claims TV offers a "unique means of creating the visual situation within which we can enter the experiences of others who may be far away."

The three papers originally were presented last February at a conference sponsored by the Pacific Coast Committee for the Humanities, which dealt with educational TV.

'Big Picture' Off

ARMY film program, The Big Picture, will be on hiatus until fall pending completion of a new 13-week series, television stations have been advised. Over 80 TV outlets have been carrying the present series of half-hour filmed episodes produced by the Army Department under the direction of Col. R. M. Kirby, chief, Radio-TV Branch. Service plans to continue program on a 52-week annual basis, Col. Kirby said. He commended station cooperation. Stations currently are concluding telecasts of a second series for which they have received certificates from the Army [B*F, March 51].

WOOD-TV to NARTB

TV membership of NARTB was increased to 90, out of the 100 now operating U.S. networks, when WOOD-TV Grand Rapids joined the association last week. All four national TV networks also are members of NARTB. WOOD-TV is owned by the same line (Harry M. Bitner) which own WBFM-TV Indianapolis.

GLENDHILL Inc., L. A. (Dodge-Fly- mouth dealer) announced when WOOD-TV Grand Rapids joined the association last week. All four national TV networks also are members of NARTB. WOOD-TV is owned by the same line (Harry M. Bitner) which own WBFM-TV Indianapolis.

The Bergen-McCarthy Show

WARNER-HUDNUT, N. Y., sponsor of Edgar Bergen-Charlie McCarthy Show on CBS Radio this winter [B*T, July 14], also has first refusal on Mr. Bergen's TV show. Committed to do at least four for CBS-TV during coming year, he plans to combine live and film material in each half-hour telecast.

RANGER

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RANGERTONE

SPECIAL FOR

RENTING

Western Electric

New York City

FREE FOR

RENTO

BEST FOR

RENTS

RENTS

FREEST 

RANGERTONE

MENTS

L E T T E RSI N G THE TV SPOT COST

Phl Davis Firm Uses 10-Day Method

FALSTAFF BEER, through Phil Davis Musical Enterprises, New York, cut its new TV commercial spot costs from 150% to 75% of those of the standard procedure of filming TV spots, according to spokesmen.

The three men behind this unusual project are Frank Woodruff, dancer-Fitzgerald-Sample's producer and promotional director for Falstaff; Phil Davis, president of Phil Davis Musical Enterprises, originator of Falstaff's musical trademark; and Matin Henry, film producer of Falstaff's TV spots and Video Varieties.

The men planned the whole process on paper first—from visualizing its action to its 58-second timing. Mr. Davis then composed the music to fit the copy and visualized it, as recorded it, and timed it. The music was then re-recorded with the announcer and again timed. The last step was photography.

But before shooting even began, the audio was played back and the actors' motions rehearsed and timed with the audio. Then the camera moved into a rough cut. When it stopped, video and audio came out on the nose—58 seconds—complete ly eliminating the time-consuming laboratory editing.

Normally, the video—and not the audio—is done first in scenes, cuts, overall action, and long shots. Then rushes are taken and edited into a rough cut. From this rough cut, selected scenes are assembled into an approximately finished job.

Then the audio is recorded. Again there's a rough cut of the audio and video combined. Finally, the opticals are added to the audio and video for an answer print. Provided, of course, good music is

on.

The operation calls for the matching up of four reels: Picture, announcer, music and direct recording. But in the Woodruff-Davis-Henry operation, the film is edited in the camera.

Mr. Davis in addition has con-
PRODUCTION . . .

Swarts - Doniger Productions

Hollywood, starts production on the first film in Duffy of San Queni-

tin, a half-hour TV series, at the Motion Picture Center, Sept. 15.

Stillman & Stillman, New York law firm, is providing $250,000 for

financing the first 13 films. Paul Kelly, stage-film actor, will portray

Warden Duffy. Berman Swarts and Walter Doniger are co-pro-

ducers. Based on the book, The San Quintin Story, the series will

be filmed at San Quentin and at the Motion Picture Center with 15,000

feet of stock prison film shots.

Recently purchased, being utilized.

* * *

David Hire, producer of MBS-Don Lee transcribed Wild Bill Hickok,

will produce a half-hour TV film series, Crackdown, dealing with

cases of income tax evasion from Internal Revenue Bureau files. Pro-

duction will begin in October.

THE VOTES ARE COUNTED

-it's a LANDSLIDE

for WOC-TV

programs

Voting Place—"Tele-Views," TV

fan magazine for the Quint-City

area . . . .

Contest—"Tele-Views" readers

vote on popularity of locally pro-

duced TV programs . . . .

Prizes—Bronze plaques to four

programs winning most votes.

Results—THREE (left) OF THE

FOUR PLAQUES NOW IN WOC-

TV TROPHY ROOM . . . .

But more than that—of the 15

local programs voted "most pop-

ular," 12 were WOC-TV produc-

tions . . . .

LET THE NEAREST F & P MAN

tell you how to get your 

product or services on the 

sales-winning ballot in the 

Quint-City area . . . .

OR WRITE US, DIRECT

FREE & PETERS, INC.

Exclusive National Representatives

The Quint-City Station

COL. B. J. PALMER, President
ERNEST C. SANDERS,

Resident Manager
CREATION of a Canadian subsidiary of Dr. Allen B. DuMont Labs. has been announced by Dr. Allen B. DuMont, president of the parent organization, as Canadian television prepared to begin operations next month.

The new subsidiary has been formed to effect licensing agreements with Canadian firms for the manufacture of DuMont products in Canada. This is the first foreign subsidiary created since the establishment of DuMont’s International Div. and, Dr. DuMont pointed out, is in line with the firm’s policy of extending its products throughout the world, either through licensing agreements, manufacturing affiliates or export distribution channels.

Goldsmith Will Head
Dr. Thomas T. Goldsmith, DuMont’s director of research, will be president of the Canadian subsidiary. Ernest A. Marx, DuMont’s director of the International Div., will be vice president and Bert L. Cowan, DuMont controller, will be secretary-treasurer.

Offices for the subsidiary have been established at 901 Victoria Square, Montreal.

DuMont’s move into Canada came as final details were being ironed out for beginning scheduled TV operations in the country next month when the Canadian Broadcasting Corp. opens stations in Montreal and Toronto.

At the present time, there are some 75,000 television receivers in southern Ontario and on the north shores of Lake Ontario and Lake Erie which pick up programs from Rochester, Buffalo, Erie (Pa.), Cleveland and Detroit. There are about 3,000 receivers in the rest of Canada, mainly in the Vancouver area, which pick up programs from Seattle.

Canadian television set sales are expected to rise within the next few months in the Montreal and Toronto areas as TV operations come to those cities.

PREMIERE of Ask Me Another on NBC-TV in Chicago was attended by (1 to r) S. T. Pruitt, regional manager of Ethyl Corp., the sponsor; Bayard Pope, BBDO New York; Louis G. Cowan, and Jules Herbouex, manager of television at NBC Chicago. Group worked on the new sports quiz show packaged by Mr. Cowan.

KFEL-TV ON AIR
Carries Demo Convention

KFEL-TV Denver, first TV station in that city and first video station to get on the air following the lifting of the freeze on new station construction, transmitted its first test pattern July 18, just a week after it had received its construction permit and hours after the FCC had granted its permission for temporary commercial operation [B*T, July 21, 14].

The next day, July 19, KFEL-TV was tied into the cross-country facilities hookup of AT&T and on Monday, July 21, it carried the Philo-sponsored video coverage of the Democratic convention in Chicago as an interim affiliate of NBC-TV [CLOSED CIRCUIT, July 21]. (Similar affiliations with other TV networks will enable KFEL-TV to give Denver viewers a sample of the programming each has to offer.)

RCA, which made KFEL-TV’s rapid debut possible by “airlifting” more than five tons of equipment plus a corps of engineers from Camden to Denver, also established a service company branch office which last week was delivering sets to dealers and installing them in Denver homes. Six sets were also installed in the Brown Palace Hotel headquarters of Dwight D. Eisenhower so he and his staff could watch the selection of the man who will be his opponent.

JOINT PROMOTION
Between DuMont and Hearst
CONTINUOUS cooperation between DuMont’s TV network and the Hearst newspapers was evidenced by the appearance of William Randolph Hearst as a DuMont commentator at the Republican and Democratic national conventions.

This arrangement followed a recent promotional effort by WABD (TV) New York, DuMont outlet, and the New York Journal American. While the newspaper carried a daily highlighting of WABD programs, WABD utilized station breaks to carry a masthead of the newspaper with a voice message saying that WABD and the Journal American work jointly in the public service.

Mr. Hearst’s video appearance was arranged by Sumner Collins, promotion director of the Journal Americans, and Richard E. Jones, manager of DuMont’s owned-and-operated stations. The cooperative arrangement has worked out to the advantage of both organizations, Mr. Jones said.

Florida Footballcast
LEE RWITCH, vice president and general manager of WTVJ (TV) Miami, and Glenn Marshall Jr., general manager, WMBR-TV Jacksonville, have asked the U. of Florida at Gainesville to seek NCAA approval to telecast the U. of Florida-U. of Miami grid contest Nov. 22. If approval is given for telecasting the Florida football classic, WTVJ and WMBR-TV plan to pool their remote equipment to microwave-relay the game from Gainesville to Jacksonville, a distance of 70 miles. From Jacksonville, it would be transmitted to Miami via coaxial cable.

Burbank TV Center
ERECITION of walls for NBC’s new television center in Burbank, Calif., is expected to be completed this week. Western Div. Vice President John K. West announced Friday. First unit of the 48-acre project is being rushed in hope of completion in time for fall shows.

Sight Sells Hearing
ENDERS Adv. Agency, Washington, has produced a one-minute commercial for Acousticon Hearing Aids. Of the film, 80% was made with fast moving visual titles blended with a cumulative sound track for those who can enjoy audio. Through sub-titles and other visual effects, the film is self-explanatory.

HALPIN TO DuMONT
Named to Sales Post

DANIEL D. HALPIN, former manager of television receiver sales for RCA Victor, has been appointed general sales manager of the receiver division, Allen B. DuMont Labs.

Mr. Halpin has spent more than 12 years in television sales and merchandising and 1946 while at RCA, he introduced and sold television to dis- trIBUTORS and dealers in every television market in the country.

A past president of the American Television Society, Mr. Halpin is chairman of the Radio-Television Mfrs. Association’s sub-committee on promotion, a group devoted to encouragement and promotion of telecast sports.

MOVIE TV HEARING
Set, in Part, for Oct. 20

THE THRICE-delayed theatre television hearing before FCC last Wednesday was advanced in part to Oct. 20. Main portion of the proceeding, however, continues to be scheduled for commencement Jan. 12, 1953.

Acting on petitions by Motion Picture Assn. of America and the National Exhibitors Theatre Television Committee, the Commission ruled that “the hearing in the matter of allocation of frequencies and promulgation of rules and regulations for a theatre television service” shall commence Oct. 20 “and continue until such time as may be necessary, for the purpose of permitting the petitioners to present their direct cases concerning the engineering and accounting phases of this proceeding.”

After conclusion of this portion of the presentation, the hearing will be adjourned until Jan. 12 “at which time it will commence in the manner and on the issue previously designated,” FCC said. The Commission in banc will preside at the Oct. 20 hearing.

FCC earlier this year revised parts of the issues of the proceeding [B*T, Feb. 4].
APPOINT SHURICK
To New CBS TV Sales Post
WILLIAM P. SHURICK, account executive with CBS TV network sales for the past 10 months, has been named manager of sales development for CBS.

Making the announcement, Fred M. Thower, CBS-TV vice president in charge of network sales, said: “In his newly created posi- tion, Mr. Shurick’s function will be to assist salesmen in securing re- newals and in closing new business, with special emphasis on bringing new advertisers into the television medium.”

A veteran of 20 years in broadcast- ing, Mr. Shurick has been sales manager for the Rocky Mountain Network, radio director of Addison Lewis Adv. Agency in Minneapolis, advertising and promotion manager of KMBC Kansas City and promotion-research director of Free & Peters. He joined CBS Radio Div. in 1960 as market research counselor.

Applications Addenda

Continued from page 56)

I. Reed, Jr., president; Lewis G. Larus, vice president; and Carl R. Lucy, general manager.

BET, July 7
Page 43—Valentino, Utah, KJTV Bestg. Co. (KTRT). Application should be listed as amended.
Page 43—Bakerfield, Calif., Lemberg Bestg. Co. Application should be listed as amended.
Page 43—Sacramento, Calif., Lemberg Bestg. Co. Application should be listed as amended.
Page 48—Bozeman, Mont., Twin Radio Service Inc. (WINN). Application should be listed as amended.
Page 49—Harbor, Pa., WABX Inc. (WABX). Estimated cost of operation for first year should be listed at $14,580 and cost of operation for second year at $14,050 should be listed as amended.
Page 49—Harbor, Pa., WABX Inc. (WABX). Application should be listed as amended.
Page 53—Koch, Minn., Twin Radio Service Inc. (WINN). Application should be listed as amended.
Page 54—Newark, N. J., KWWA Bestg. Co. (KWWA). Application should be listed as amended.
Page 55—Deerfield Beach, Fla., City of (Continued from page 56)

St. Petersburg (WSUN). Application should be listed as amended.
Page 55—Columbia, Ga., Martin Television Inc. Application should be listed as amended.
Page 64—Chicago, WIFC Inc. (WIFC). Application should be listed as amended.
Page 64—Los Angeles, KTLA Inc. Application should be listed as amended.
Page 65—Iowa City, KWWA Bestg. Assn. Inc. Application should be listed as amended.
Page 66—Philadelphia, KXWK Inc. (WXKZ). Application should be listed as amended.
Page 66—Cedar Rapids, Iowa, Davenport Bestg. Co. Application should be listed as amended.
Page 66—Erie, Pa., WABX Inc. (WIBX). Application should be listed as amended.
Page 66—Cleveland, Ohio, Cleveland Bestg. Inc. (WREB). Application should be listed as amended.
Page 74—Jamesport, N. Y., Jamesport Bestg. Co. Application should be listed as amended.
Page 74—Plattsburgh, N. Y., Platts- burgh Bestg. Co. Application should be listed as amended.
Page 75—Durham, N. C., Durham Radio Corp. (WDNC). Application should be listed as amended.
Page 75—Cleveland, Ohio, Cleveland Bestg. Inc. (WREB). Application should be listed as amended.
Page 75—Youngstown, Ohio, Polan Industries Application should be listed as amended.
Page 77—Allentown, Pa., B. Bryan Musselman, et al. (WSAN). Application should be listed as amended.
Page 77—Willy, Pa., Gordon W. Levy and John C. Kahn. Application should not be listed as amended.
Page 78—Knoxville, Tenn., Radio Sales Post Inc. (WVSS). Application should be listed as amended.
Page 86—Clarksburg, W. Va., Clarks- burg Bestg. Co. Application should be listed as amended.
Page 86—St. Petersburg, Fla., City of (Continued from page 56)

Gosh darn it!
I can’t find the number of Radio Homes in Alameda County, Calif. anywhere.

Don’t cry, pal. You’ll find the answer in the BROADCASTING MARKETBOOK.

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VIDEO TRAINING

WPIX (TV), NYU Enroll 28

WP IX (TV) New York, in cooperation with New York U.’s Div. of General Education, is training 28 students from all parts of the nation and Canada to man new television stations.

The students, under direction of Dean Warren Bower, are enrolled in the university’s summer radio and television workshop and are receiving instruction from WP IX engineers.

In-studio instruction, with prac- tical application in cameras and props, is under the direction of Ors Freeman, assistant chief en- gineer of WP IX, and Lou Climent of the station’s engineering staff.

REINER TO PSI-TV

Quits Cowan Sales Post
MANNY REINER resigned his post Friday as sales manager of Louis G. Cowan Inc., television and radio program producers, to accept appointment effec- tive today (Monday) as vice presi- dent in charge of sales for PSI-TV, producer of television shows and distributors of television film programming.

In announcing the appointment, Paul White, PSI-TV president, said addition of Mr. Reiner is part of an expansion pro- gram including opening of a Hol- lywood office and filming of 10 new TV series for which pilot films have been completed.

Before joining Cowan in 1950, Mr. Reiner was general manager in Latin America and Australasia four years for David O. Seinizck. He previously was a film officer in Europe for the Office of War Information from 1942 to 1946 and before that was associated with Metro-Goldwyn-Mayer, Monogram Pictures and Paramount Pictures.

Mr. White said Mr. Reiner will name a regional manager in Chi- cago. His headquarters will be at PSI-TV’s New York offices.
In Youngstown are ears that hear...
Strictly Business
(Continued from page 16)
television; that all radio spot, and especially farm business, is up, and that stations with the best merchandising concepts and follow-through sell most easily.

Mr. Wrath's first and only radio job began in August 1939, when he joined Headley-Reed the day it was organized as the broadcasting branch of Kelly-Smith newspaper representatives. He joined the Chicago office as a salesman after attending Northwestern University.

In college, he majored in accounting and commerce, and was a member of Phi Kappa Psi and the swim team. After leaving N. U., he worked as a lifeguard at the River Forest (Ill.) Tennis Club, to which he now belongs for a few months until joining the station representative firm. When Frank Headley and Dwight Reed left the company which bears their names to organize H-R Representatives, Mr. Wrath was chosen Chicago manager in February 1950.

As manager of an office with four salesmen and three office assistants, he split AM and TV sales two months ago. The AM list, in the 13 years he has been with the company, has grown from 16 newspaper-owned stations to 38. Mr. Wrath spends most of his time in Chicago, covering 22 agencies himself, but also makes trips to key markets in his midwest territory.

He was married to the former Joanne Carson, 31 years ago. They live in Oak Park, Chicago suburb where he was raised, with their youngsters, Stephen, 9; David, 6; and James, 3 1/2. Early in his marriage, Mr. Wrath served with the armed forces "four years, eight months and 22 days."

Mr. Wrath and his family spend part of each summer at their resort home in Three Rivers, Mich. An enthusiastic swimmer and tennis player, he limits most of his professional activity to a full business day and meetings of the Advertising Club of Chicago, of which he is a vice president, and the Chicago Radio Management Club.

Defence Reports

INDUSTRY figures prominently in two plans detailed by the Dept. of Commerce in the past fortnight with stress on "post attack" and "post defense" mobilization phases. Plans were announced by Defense Production Administrator Henry H. Fowler and Secretary of Commerce Charles Sawyer. DPA has set up a post-attack production staff to handle plans for rebuilding industry after any enemy attack, rehabilitation and pre-attack plant disposition. The post-defense plan involves a study of potential markets for goods and services of American business once current defense goals have been met, perhaps about mid-1953.

WGR's Bonanza Beat

EXCLUSIVE handled by WGR Charleston, W.Va., department featured announcement of a $4 million gift to 16 local institutions by Cleveland philanthropist, Claude Foster, 70-year-old inventor of the Gabriel sniffer, first shock absorber used on automobiles, according to Carl E. George, WGR general manager. Night News Editor Jack Dooley handled the special 15-minute show on 50-kw WGR and newspapers followed up next morning with stories on the big donation.

NEWS on KMBC-KFRM is TOPS.

... because KMBC-KFRM stays on top of the NEWS!

And there is no greater value today than radio news! KMBC-KFRM news programs are the most-listened-to network in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM News Department.

Here is two-way coverage potential in one of the nation's richest markets...the great Kansas City Primary trade area. Call KMBC-KFRM or ask your nearest Free & Peters' colonel for complete details on the mighty voice of the KMBC-KFRM Team and for newest availability.

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Equipment...

RCA Victor Engineering Products Div. has announced new desk-mounting FM transmitter-receiver for public safety and industrial mobile radio systems operating in the 152-174 mc band. New "Carfone" unit (Model CIC-60A) can transmit on three frequencies and receive on two, enabling 4-channel operation and can be used to coordinate several different communications systems in a network.

Technical...

BOB MccABE, engineer, WSTR Syracuse, father of girl, Marilyn Lois, July 19.

HOWARD E. PLaSCHka, chief engineer, KCRE Crescent City, Calif., father of girl, Susan Lorraine.
THE WORLDWIDE International Materials Conference turned its attention to shortages of newspaper and strategic materials during July, offering recommendations which touch on the long-run welfare of American newspaper publishers, radio-TV broadcasters and electronic manufacturers.

In its latest announcement, the conference said it had studied the newspaper situation but found no immediate necessity of allocating world supply. Another review was promised for next September by IMC's Pulipaper Committee. Newspaper has been a source of constant study by OPS and Congress, what with publishers concerned with its relation to advertisers' budgets.

In earlier actions, another IMC committee announced recommended distribution of nickel and cobalt (used in radio-TV alnico magnet speakers) for the current '62 quarter. An arrangement reportedly was set up whereby U.S. domestic users may purchase either metal allocated to other countries not used by them. Similar plans were made for tungsten (used in set tubes) and molybdenum.

IMC was set up in the spring of 1961 as emergency machinery to assist in the fair distribution of scarce materials. Critics of IMC—in Congress and in government quarters—have charged that the

A TORNAO, which twisted through Rice Lake, Wisc., June 24, destroyed the 454-foot tower of WJMC-AM-FM. Thanks largely to WJMC engineers, the station lost only 9 hours, 40 minutes of operating time.

U.S. acted rashly in electing to join the United Nations type of organization.

According to the report of the late President's Materials Policy Commission, headed by CBS Board Chairman William S. Paley, IMC committees are autonomous and have power only to make recommendations to member governments. Assembled data serve, however, as the basis for allocations among various countries.

WACA Meets Crisis

WHEN an electrical storm caused WACA Camden, S. C., equipment to fail, the station borrowed equipment from the city engineer, the local electric company and its local radio salesman, a radio ham, until WACA's own equipment could be repaired and replaced. The station lost only 83 minutes broadcast time.

NEWS DILEMMA

Relayed in Devis Article

DILEMMA of press and radio reporters between simple "objective" reporting that fails to give the listener or reader a complete picture of the news and "interpretive" reporting which is apt to color the news with the prejudices of the reporter is set forth by Elmer Davis, ABC commentator, in an article, "News and the Whole Truth," in Atlantic Monthly for August, which uses Mr. Davis' picture on its front cover.

Mr. Davis sums up his argument:

"The good newspaper, the good broadcaster, must walk a tightrope between two great gulfs—on one side the false objectivity that takes everything at face value and lets the public be imposed on by the charlatan with the most brazen, front; on the other, the 'interpretive' reporting which fails to draw the line between objective and subjective, between a reasonably well established fact and what the reporter or editor wishes were the fact."

FLOOD RELIEF

Pope Lauds WOV for Aid

WOV New York has received an official letter from Pope Pius XII, praising the station's listeners for their financial contributions for the relief of Italian flood victims. A check for $40,000 subscribed by WOV listeners was recently handed to the Holy Father personally by Richard O'Dea, WOV president.

Pope Pius' letter, transmitted through Magr. J. B. Montini, acting Secretary of State of the Vatican, lauded the "truly Christian charity which prompted this generous donation towards so worthy a cause," and expressed his "cordial gratitude to all those who contributed to this presentation."

ABC-NBC Operators

HEARING has been directed by the National Labor Relations Board on craft severance issue involving teletype, communications and traffic operators of ABC and NBC in four major cities. Commercial Telegraphers Union Local 146 (AFL) last fall sought representation of teletype personnel at networks' New York, Chicago and Los Angeles offices and at ABC's San Francisco center. NABET (CIO) currently holds contracts with networks. Communications operators handle teletypewriter equipment for transmission between networks and their radio-TV outlets, as well as with AT&T, Western Union, RCA and other carriers. Appeal Review Board, in ordering a hearing, reversed a regional NLRB director's decision which had dismissed the petitions.

Charles Warburton

FUNERAL services for Charles Warburton, 64, ABC radio director of My True Story since 1944, were held last Tuesday in Flushing, N. Y. Mr. Warburton died of a heart attack on July 19. Before joining ABC, Mr. Warburton had been an actor-director for NBC since 1927. He is survived by his wife, Mrs. Ingrid Muller Warburton, two daughters, and a son.

CASH DISCOUNT

WHIO-AM-TV Commended

WHIO-AM-TV Dayton was commended last week by the chairman of the Committee on Radio & Television of the American Assn. of Advertising Agencies, Frank G. Silverman of BBDO, for adopting a 2% cash discount on national advertising. "To our knowledge," Mr. Silverman said, "WHIO-AM TV is the first TV station to adopt the new 2% cash discount.

"Because of the dollar amounts involved in television and the special need for prompt payment, we hope that this leadership will be followed in the television industry just as the cash discount has been adopted by a majority of other media," he said.

Several television stations have variations of the 2% cash discount, adding a penalty for late payment or making other discounts contingent on prompt payment; others have not yet adopted any payment safeguard, according to AAAA.

WSTA Sold

$50,000 Is Reported Price

SALE of WSTA Brattleboro, Vt., from Granite State Broadcasting Corp. to Theodore Feinstein, owner of WLYN-AM-FM Lynn, Mass., for $50,000 was announced last week. It is subject to FCC approval.

Two-year-old Green Mountains station is on 1460 kc with 250 w power. WLYN operates on 1360 kc with 1 kw daytime only. Granite State Broadcasting Corp. owns three stations in New Hampshire: WKBZ - AM - FM Manchester, WTSV-AM-FM Claremont and WTSJ Hanover-Lebanon, in addition to the Vermont station. Sale was made through Blackburn-Hamilton Co., station brokers.

To Address Texans

FRED A. PALMER of Fred A. Palmer Co., radio management and operation consultant, will address Texas broadcasters at their Sept. 17 meeting in Fort Worth. His talk-demonstration will be on "How to Close a Sale."

CORNY?

WIBW advertisers don't think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.
LEWIS MARTIN, director of the WBT Charlotte Housewives Protective League, made a special effort to reach the out-of-home audience. On the occasion of "Le Martin Week" at a Charlotte grocery chain, a tiny tape play-back machine was concealed in a display of League-advertised products. When a customer crossed a wire near the display, the machine went into action. Mr. Martin's voice was heard plugging the products displayed. Mr. Martin also used 65-second tapes to add a plus for his two programs heard daily over WBT.

MERCHANDISING PACT
YEAR-LONG merchandising agreement has been signed between the Gallaher Drug Co., and Crosley Beigt. Co. The drug chain has many midwest outlets in the coverage area of WLW and WLWT (TV) Cincinnati, which are licensed to the Crosley firm. Thirty-four out of 45 stores in the Dayton area have been advertised each month to their local stations on WFAA, WDAY, WDAY-FM, WLW, WLWT, WLW-FM, and WLWT-FM (TV). Gallaher's will use a series of spots on those stations to advertise their own merchandise, as well as nationally advertised brands.

PROMOTION FOR TODAY
WTVJ (TV) Miami has begun a month-long promotion to build an audience for NBC-TV's 7-9 a.m. program, Today, featuring Dave Garroway. Contests and advertising prizes of wristwatches, hosiery, clothing, jewelry and other merchandise have been started on three WTVJ afternoon shows.

'GUEST STAR' DATES
SCHEDULED release dates of August programs in the Saving Bonds Div. series of Guest Star transcriptions are as follows: Aug. 3, Billy Eckstine; Aug. 10, Mona Freeman; Aug. 17, Mill Herth Trio; Aug. 24, Peggy Lee; Aug. 31, Bob Crosby.

'HOOK UP WITH WIBW'
WIBW Topeka, Kan., sends mailing-piece to which is attached an all-purpose hook which may be screwed into a wall. Station tied this useful gadget up with the idea, "Hook Up With WIBW." Also attached to mailing piece is a postage-free reply card through which more hooks may be requested. Addresses were given for Capper Publication offices in six major cities, all of which serve scales representatives for WIBW.

MISSOURI EXHIBIT
MISSOURI Broadcasters Assn. will sponsor "a most interesting, entertaining and informative exhibit" at the Missouri State Fair at Sedalia, Mo., Aug. 16-24. Display has been designed and is being constructed under the supervision of Harold Storm, KMBC Kansas City, Mo.; Andy Wuert, KMNO Marshall, Mo., and C. W. Doebel, KMOX St. Louis.

WFAA PARTY
WFAA Dallas gave itself a 30th anniversary birthday party June 23-29, invited listeners, and ended up hosting to 30,320 guests. In a station publication, The WFAA News, dated July 25, Alex Keese, WFAA manager, commented, "it was a most gratifying and heart-warming experience for us all." Publication also contains July program schedule.

A SUNDAY GUEST
BUD GUEST, WJR Detroit's reporter-at-large, and his "sunny-side stories" have been a weekday morning habit with Detrotters. Now, however, area listeners can enjoy Mr. Guest's "sunny-side stories" on Sunday as well. July 20, Mr. Guest began a series of Sunday broadcasts through sponsorship of the Twin Pines Farm Dairy.

WOWO'S AWARD
PERSONALIZED presentations bearing the name of the person to whom the presentation has been sent are being distributed by WOWO Fort Wayne, Ind. Inserts in the pocket pages deal with an award given to the station for outstanding public service in fire prevention. Pamphlets in which the outlet conducted featured puppets delivering fire prevention messages "for kids from 7 to 70."

KSTP BACKS TOURNAMENT
SOME 400 Minneapolis-St. Paul youngsters are participating in the KSTP-PGA Junior Golf Assn. which will climax Aug. 4 in championship playoffs and awarding of prizes by Minnesota governor C. Elmer Anderson. Tournament will end a six-week promotion by KSTP sports director Jack Horner in cooperation with the PGA in which children 14 and under were given free golf lessons by PGA instructors. Prizes include watches, trophies and bicycles.

SHIP TO SHORE SHOW
SIX-MINUTE recorded interview with S. S. United States' publicity director Walter H. Jones was broadcast over WNJR Newark July 14 during 6:15 p.m. newscast sponsored by Howard Savings Institution. Interview, giving first-hand account of passengers' reactions to liner's record-breaking East-West run, was recorded by WNJR announcer Carl Ide via ship to shore radio telephone.

Salute to Du Pont
CEREMONIES commemorating the 150th anniversary of the du Pont Co. were broadcast July 18 by WACA Camden, S. C. in honor of a local plant. An hour long program was written, directed and produced by the station's staff. Brief history of the plant was given. Show also featured musical selections interspersed with congratulatory messages from Camden merchants.

WRTA'S STORY
COMBINATION of pictures and copy tell the story of the growth and development of WRTA Altoona, Pa., in a brochure put out by the station to point out its fifth anniversary. Roy F. Thompson, owner and general manager of the outlet stresses in the forward that "Radio is more than a business...it is a service... bringing the outside world into your homes and ties the functions of our community closer together."

RADIO PLUGS RADIO
POETIC plugs are being used by KTFI Twin Falls, Ida., in a current pro-radio campaign. After announcements and station breaks the following definition of radio is aired:

"There are no taxes on it! There's no subscription fee There's no admission to it! It's absolutely FREE."

RACING ON FILM
FITZGERALD BROS. Brewing Co., Troy, N. Y., through George R. Nelson Inc., Schenectady, is pioneering fast coverage of racing. During the racing season at Saratoga, special sound films of the races will be taken, processed right at the track and sent to WRGB (TV) Schenectady for evening use. The racing firm has purchased five quarter hour and one half-hour segment for the four weeks when Saratoga is in operation.

KIDS ON TELEVISION
NEW weekly half-hour program has been added to the schedule at KTTV (TV) Hollywood. Bamboozle features a panel of three youngsters trying to avoid being bamboozled by five young contestants who dare the panel to identify a "whosit, whatsit or thingamajig." Wally Sherwin is producer-writer and m.c.

Make KWK your radio buy in St. Louis
Pile up profits with KWK's LOW-low cost per 1000 radio homes delivered.

Your Katz man has the stock of facts.
DEFENSE BOND SALES
Secretary Snyder Lauds Radio, Video

BROADCASTING has contributed a major share of effort in the sale of Defense Bonds, drawing from Secretary of the Treasury John W. Snyder a salute "for a great job of public service."

Topping the Savings Bonds Div. campaign is Guest Star, heard on more than 2,900 radio stations from Maine to Hawaii and on the Armed Forces Radio Service. The quarter-hour transcription featuring top talent is in its sixth year. Guest Star was originated by Elihu E. Harris, director of advertising and promotion branch, Savings Bonds Div.

Leading artists in the dramatic, music and entertainment fields have appeared on the program, one of the first national programs recorded on tape.

Nearly all broadcast stations carry frequent bond spots, live and transcribed. Network stations average 12 bond sustainers each week from the four networks, featuring leading orchestras furnished through cooperation of the AFM. Advertising Council allocations on top radio and TV shows build the bond story 10 or 12 weeks each year.

Film announcements are heard on the nation's 108 TV stations and the networks, with stars frequently making a personal endorsement of the bond drive. Networks and affiliates give top coverage to bond promotion in their special events.

Snyder Lauds Radio

In lauding the radio industry, Secretary Snyder said, "One of the major factors in the success of our Defense Bond sales campaign to farmers, pay-roll savers and other groups has been the consistent and whole-hearted support which radio has given it ever since the beginning of our program."

"Right now more than 2,900 stations—the greatest lineup of stations ever to carry a single program—are regularly broadcasting our Guest Star series to promote the sale of Savings Bonds. It is through such generous support of public service campaigns of all kinds that radio has won the loyalty of its audience, and has become one of the indispensable elements of our American life."

Edmund J. Linehan, advertising section chief of the division, supervises bond advertising in all media, including Guest Star and other radio and TV material. He handles division relations with the Advertising Council, the eight advertising agencies serving as a task force, and all national media and advertisers.

AUDIO FAIR, slated to open Oct. 29 at the Hotel New Yorker, M. I., will run for four days instead of three as has been the case in previous years. Fair is held annually in conjunction with convention of the Audio Engineering Society.

KEY FIGURES in Defense Bond drive are: (1 to r) Mr. Harris, director of advertising and promotion branch, Savings Bonds Div., and Mr. Linehan, chief of the advertising section.

ABC, RWG AGREE
After 20-Day Strike

RADIO WRITERS GUILD and ABC worked out a "mutually satisfactory" settlement July 21 and ended a 20-day old strike by ABC news, continuity and other dramatic writers. Terms of the settlement were the same as those agreed upon by July 15 by NBC and CBS (B'T, July 21).

The issue in dispute that delayed a settlement with ABC did not concern contract terms, an RWG spokesman said. The agreement with CBS and NBC included an understanding that personnel would be restored to the payroll as of July 16. ABC originally would not agree to this concession, he added, but after discussion on July 21 a "mutually satisfactory" arrangement was effected.

The new contract, to run until October 1953, provided for a $145-a-week minimum for writers with two years' experience. After Oct. 1, the minimum will be increased to $165 a week and for commercial fees on network sponsored programs and for a $5 weekly differential for local commercial shows if the writer has 52 weeks of commercial news writing experience.

Amateur Rule

PROPOSED amendments to amateur rules regarding emergencies was announced July 23 by the FCC. Commission proposed to amend Part 12 of its rules by providing specific frequency bands within the number already allocated for amateur use to be used only for calling and answering by amateur stations except in cases of communications emergency when they can be used for emergency traffic.

FOUR ACES
WVCH Plug Brings Stordom

JAMES M. TISDALE, general manager, WVCH Chester, Pa., and Jimmy Lynn, WVCH disc jockey, have watched with permissible pride the rise of the Four Aces to their rating of one of the nation's top quartet recorders of popular songs.

About nine months ago, the Four Aces brought an acetate recording of their rendition of "Sin" to Mr. Lynn, who began plugging the tune, written by two other Chester residents, caught on.

A fortnight ago, the Four Aces, who have won national fame through their recording of "Sin," came home to Chester. Before a throng of 2,000 suburbals in Chester Park, the quartet presented Mr. Lynn a gold pin, a replica of the millionth record of "Sin," for his efforts in plugging the song. WVCH recorded the program and rebroadcast it the following day.

NARTB AGENDA
Committee Studies Aug. 12

AGENDA for the 1953 NARTB convention, scheduled for April 28-29, May 2 in Los Angeles (B'T, July 21) will be discussed when NARTB's convention committee meets Aug. 8 in Washington.

Meeting will hear reports on Los Angeles facilities and proposed program plans from Clair R. McCollough, WGL-Lancaster, Pa., committee chairman, and C. E. Arney Jr., NARTB secretary-treasurer. Both returned lately from the West Coast.

Both the management and engineering sessions will be held simultaneously, as in the past. Convention headquarters will be the Biltmore Hotel.

Meeting with the committee will be NARTB President Harold E. Fellows, Assistant to the President Robert K. Richards, Engineering Director Neil McNaughten and Mr. Arney.

Committee comprises in addition to Mr. McCollough, the following: Jack Harris, KPRC-TV Houston, Albert Johnson, KOY Phoenix, Howard Lane, WJJD Chicago, H. W. Slavick, WMC Memphis; Calvin J. Smith, KFAC Los Angeles, and Hugh B. Terry, KLZ Denver.

URSI Delegates Named
NINE-MAN delegation to the International Radio Scientific Union (URSI), slated to convene its 10th general assembly at Sydney, Australia, Aug. 11, was named by the State Dept. last Tuesday. The delegation comprises representatives of the Defense Dept., National Bureau of Standards, Bell Telephone Labs and American universities. URSI develops various studies on radio-electricity, and brings together scientists responsible for research "underlying the spectacular advances in electronics, radar, television and other applications of radio principles and techniques," the State Dept. noted. General sessions will highlight the assembly.

RESULTS?
THAT'S US

HALIFAX, NOVA SCOTIA
Maritimes Busiest Station
5000 WATTS—NOW!

Interested? Ask
JOS. WEEDE & CO.
350 Madison Ave, New York
**Program Directory**
Prepared by NARTB

**Directory of almost 300 open end radio transcription programs available for local sponsorship has been issued by NARTB and sent to all member stations as part of its member service.**

Listings, the first issued since March 1949, were compiled from a survey of 28 producers and distributors. Titles are arranged under subject categories ("Adventures"—"Variety") and contain such information as length, title, number of episodes, talent and idea, producer and minimum cost. Costs range from 77 cents (for RCA's The Name You Will Remember) to $13 (for Ziv's I Was a Communist for the FBI).

The directory will be expanded and revised from time to time.

**Radio by Radio**
**NARTB Series Progresses**

Paul Whiteman, noted orchestra leader and ABC vice president, is the principal on the third disc in the Radio on the Record series sent to 400 radio stations which have subscribed to this NARTB campaign. Campaign started last April with H. V. Kaltenborn as the first luminary record. CBS News Commentator Ed-ward R. Murrow was featured on the second disc sent out in May.

Backing up the Whiteman side of the disc are one-minute spots in the power of radio by James I. Carmichael, president, Capital Airlines; William J. Grede, president, National Assn. of Manufacturers; Pyke Johnson, president, Automobile Safety Foundation, and Morgan Beatty, NBC news commentator.

Nine more transcriptions are scheduled to be sent to the participating stations. This will round up the NARTB-sponsored campaign a sell radio by radio. Programs are produced by Drex Hines, purchased by Columbia Records and sold to stations at cost.

Oscar Elder, NARTB assistant director of public affairs, is supervising the series.

**Film Report**
**Continued from page 71**

...Frank Wisbar Productions, Hollywood, has started production on 11 new half-hour films for NBC-TV Fireside Theatre. The series, sponsored by Procter & Gamble Co., resumes Tuesday, Sept. 30 in the 9:30-10 p.m. (EDT) time slot. The agency is Compton Adv. Inc., Hollywood.

Production began in Paris last week on the 1952-53 television film series of Foreign Intrigue. Producer Sheldon Reynolds announced he would shoot the first four films in Paris, shift production to Stock-holm later in the summer and ultimately expects to have two companies operating simultaneously by fall.

Mr. Reynolds said he has changed the format of Foreign Intrigue to include three leads instead of two—Jerome Thor and Sydna Scott—because of the heavy schedule of Mr. Thor and the two production companies. Mr. Reynolds will serve as producer for both companies and write portions of the scripts.

Illustrate Inc., Hollywood, is completing 13-quarter-hour stop-action films, The Search for Christ, to be released to TV and churches. The series, highlighting the Biblical period, is the proposed basis for a Sunday School of the Air program. Bob Bruce is writer-narrator and Jack Boyd is the director.

Princeton Film Center Inc. has completed a film on television for American Telephone & Telegraph Co. Ten-minuter presentation features Dr. N. F. Strieby, noted lecturer, and will be distributed for theatrical and non-theatrical showings, including TV in the U.S. and Canada.

Roy Rogers Productions, Hollywood, is completing two more half-hour films in NBC-TV Roy Rogers series, produced by Jack Lacey: "The Ride of the Ranchers" by Mike Raison and "The Hijackers" by William Lively, both assigned to director Bob Walker.

**Film People**

Glenn Miller, production manager for Horace Heidt Productions, joined Filmcraft Productions, Hollywood, as assistant production supervisor. Paul Schmutz Jr., with firm's production department, has been named assistant technical supervisor.


Maurice Tombragel, motion picture and TV writer, signed a year's contract with William F. Broyd Productions Inc., Hollywood, to produce and direct films for Trail Blowers, half-hour TV film series starring Alan Hale Jr.

George Jenkins signed to direct CBS-TV Four Star Playhouse, sponsored by Singer Sewing Machine Co., New York, starting Sept. 11. Half-hour film series, distributed by Official Films, will be produced by Don Sharpe and star Rosalind Russell, Charles Boyer, Dick Powell and Joel McCrea on a rotating basis. Cost of time and talent for first 26 films is reported in excess of $1,250,000.


Aram Katcher, radio-film actor, has been signed by Edward Lewis Productions, Hollywood, to portray Mr. Kolo, principal in Affairs of China Smith, series of 55 half-hour TV films starring Dan Duryes. The pilot film has already appeared on CBS-TV Schlitz Playhouse of Stars.

Harry H. Thomas, member of board of directors in charge of domestic, foreign, TV and theatrical sales activities for Souvaine Selective Pictures, New York, in Hollywood to arrange for West Coast distribution facilities.

Oliver A. Unger, executive vice-president in charge of feature films for Snader Telescriptions Sales Inc, New York office, has added duties of acquiring and handling the new productions of independent producers for TV distribution.

**Toronto Survey**
Made by Penn McLeod Assoc.

Results of a new type coinci-dental saturation survey at To-nonto radio and television headquar-ters July 23 by Penn McLeod Assoc., Toronto and Montreal, and subsequently the research firm will make similar surveys each three months.

Under the study, researchers called every 14th name in the To-nonto telephone book, evenings and daytime, for a seven-month project. A similar survey is to be made at Montreal and plans call for simulta-neous surveys in major Canadian cities this fall.

In small cities almost every name in the telephone book will be called. Plans also call for a full TV town study of Toronto TV and non-TV homes to find social ten-dencies, listening, viewing habits and other data.

Penn McLeod Research Inc. has been formed in the U. S. and similar surveys there are to be started this fall. Town studies by headquar-ters are at the Roosevelt Hotel, New York. Requests have been made for studies of the Buffalo and New York areas.

**Standard Radio Transcription Services Inc.** has added KFAT Pampa, Tex., KMUS Muskego, Okla., and CKNW New Westminster, B. C., to stations subscribing to Standard Pro-gram Library. Contract with ROY Okahoma City has been renewed.

**WSYR's Local Radio Sales UP 39%**

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

**National Spot Advertisers TAKE NOTE**

Write, Wire, Phone or Ask Hoadley-Redd

**WSYR-AM-CUSE**

**370 KC**

The Only Complete Broad-cast Institution in Central New York

**Broadcasting**

**Telecasting**

July 28, 1952

Page 79
Our Respects to
(Continued from page 48)
quality with his original class.
Since his home was in New York,
that appeared a logical place to
start a career. He soon lined up a
job in Wall St., spending 14 years
in the canyon as research statistician,
conductor of economic and
financial studies and finally bond
salesman. During the ‘30s, things
dropped down to a walk in Wall St.,
leading Mr. Allerton into manage-
ment and sales engineering. Most
of the time he operated his own
consulting business.
Along came another war, and
again a call to service. This time
he became a management con-
sultant to the War Dept., Quarter-
master Corps, concentrating on pro-
curement and warehousing.
In 1945 he left the War Dept. to
join Crosley Inc., research firm
conducting the program popularity
studies for Cooperative Analysis
of Broadcasting. CAB was financed
jointly by American Assn. of Ad-
vertising Agencies and Assn. of
National Advertisers.
Next post-war stop was Free &
Peters, one of the first and largest
of the major station representa-
tive firms. If there’s one place to
get a quick education in the hard
facts of radio sales, it’s in the office
of a representative. Having learned
much about the network side of
radio at CAB, Mr. Allerton
absorbed the other side of the story
as research director at F&P.
One of his larger achievements was preparation of a spot sales
manual covering 25 years of broad-
casting. That was followed by an
analysis of the television situation
which had already circulated and laid out the course of the
visual medium with prop-
hetic accuracy.
All the time Mr. Allerton was
nursing the idea of entering the
advertising agency field as a mar-
ket research specialist. He ob-
served an acute need for authentic
to
material to be used in evaluating
media against each other. The idea
led finally to Abbott Kimball Co.,
New York agency, as director of
marketing and research. After a
group of the agency decided to
start its own firm—Wyley,
Frazee & Davenport—he wound up
at one of the nation’s major ad-
vertising agencies, William Esty
& Co., working on new business.
That connection led to the NARTB
research post.
Mr. Allerton is a member of the
American Marketing Assn. He mar-
ried Lucy G. Pack, four years after
graduating from college. They have
three children.

CHUM Interests
JOHN PART, president of CHUM
Toronto, has bought one-third
stock in the station from E. A.
Byworth, Toronto, one of three
owners who each controlled one-
third of the shares. Mr. Part
bought his second third interest for
$100,000 and now owns station with
R. T. Fulford. Both Messrs. Part
and Fulford operate proprietary
medical firms which use time on
CHUM.

WCMB Joins MBS
WCMB LeMoine, Pa., becomes af-
filiated with MBS Aug. 3, it was
announced last week by General
Manager Ed K. Smith. Station,
which operates 24 hours a day, is
on the west side of WCMB with 90 kw
and is considered a Harrisburg outlet.
MBS at present shares affiliation
with NBC on WKBO Harrisburg.

NATIONAL NIELSEN-RATINGS
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town,
Farm and Urban Homes and Including
Telephone and Non-Telephone Homes)
EXTRA-WEEK
June 8-14, 1952
EVENING, ONCE-A-WEEK

Current

Current

Radio

Total

Program

Rating

Rolling

Homes %

1 You Sell Your Life (NBC) 7.6
2 Broadways 3,000,000 Goldilocks (CBS) 6.7
3 Rosencoke (CBS) 6.7
4 Fibber, McGee & Molly (NBC) 6.6
5 Fawcett Children’s Hour (CBS) 6.5
6 Big Story (NBC) 6.0
7 Our Man in China (CBS) 5.8
8 Little Orphan Annie (CBS) 5.8
9 Bob Hope (NBC) 5.3

Homes reached during all or any part of the program, except for homes listening only
1 to 3 minutes.

Copyright 1952 by A. C. NIELSEN Co.

WCFM PROFIT
Reports First Since ‘48

WCFM (FM) Washington, D. C.,
opened a profit at an operating for the first time since
it took the air in 1948, “thus be-
coming one of the first FM-only
stations . . . on the plus side of
the ledger,” it was announced last
week.
A quarterly financial report,
first issued since the station under-
went reorganization last March,
reported a net income in each of
the three months ending May 31.
Management of WCFM was taken
over by Leon Loeb, owner-operator of Sound Studios Inc., Washing-
ton.
Mr. Loeb, who was asked by
stockholders to assume WCFM
management, brought about a cash
income over expense balance of
$1,048 by reducing number of en-
gineers, announcers and other
staff personnel, it was said. Pro-
gramming has not been impaired by
the slash, Mr. Loeb stressed.
WCFM active station, has average
of 5,000 in the Washington area
and at other points in Virginia,
West Virginia and Maryland.

RADIO ARCHIVES
Sought by Haverlin

Haverlin RADIO PIONEERS is asking the help of all broadcasters in
assembling a permanent collection of
“photographs and other memora-
 bile” to preserve for posterity
something of the early days of
radio.
Photographs and other material
should be sent to Carl Haverlin,
president, Broadcast Music Inc.,
580 Fifth Ave., New York 19, N. Y.
Mr. Haverlin is chairman of the
project committee of the New York
Chapter of the Radio Pioneers.
Materials sent will be carefully
cared for. Mr. Haverlin and
Copies will be made of origi-
nals of the materials sent and
the originals returned when re-
quested, it was added. The ac-
cumulated material eventually
will be housed in a suitable
house, with an
inscription stating by whom the
article was contributed, or lent.

COPYRIGHT LAW
Truman Signs Bill

AMENDMENT to the copyright
Law (HR 3589), which extends
copyright protection to literary
non-dramatic material, which [BT, Jul
21, 14], was signed by Presiden-
became Public Law 575 with the
President’s signature. It goes into
effect Jan. 1, 1953.
Unwitting infringement by a
broadcaster makes him liable to
three times the statutory amount
as damages. If the broadcaster pays
more than $100, the law specifies a
penalty of $1,006 and/or a year in jail.
Civi damages up to $5,000 also are per-
mitted.

BUDGET CUT

Forces ‘Review’ Off Ai

CONGRESSIONAL cut in the De-
Fense Dept.’s $358,000,000 budget for
public information “prestige’’
shows resulted in the cessation of
the Armed Forces Review last week.
This was the second such pro-
gram to leave the air in recent
months, although for different rea-
s. Defense Report was dropped
with suspension of the LIB
network last May. Mr. Dillon said his
branch will continue production of
Time for Defense on ABC radio
and Pantages-Washington on the
DuMont TV network. All programs
are aired by the networks as pub-
lic service features.
In announcing the Review cut,
Mr. Dillon praised Mutual for
its presentation of the docu-
mentary-musical series and ex-
pressed regret it had to be dropped.
Also affected by the money reduc-
tion is Defense News for Women
a monthly newsletter for women
broadcasters. Cutbacks, however
were not as stringent as first esti-
ated [BT, July 7, May 26].

The KATZ Agency, Inc.
Presenting

THE

NEW

Continental

TYPE 312

250

WATT TRANSMITTER

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

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

The Type 312 Transmitter is contained in one of Continental's new, all aluminum cabinets. This cabinet is of special unified, frameless design and incorporates the well-known Transview styling together with functional features that afford maximum accessibility, shielding and circulation of cooling air.

Continental Electronics

MANUFACTURING COMPANY

4212 S. BUCKNER BLVD.  DALLAS 10, TEXAS  PHONE EVergreen 1137
July 18 Applications . . .

APPROVED FOR FILING

Extension of Completion Date
WKBW-TV, Detroit, Mich.—CP to change ERP from 3 kw vis. 1.5 kw of new station to 3 kw vis. 1.5 kw of new station.

July 21 Decisions . . .

ACTIONS ON MOTIONS

By Comr. Robert T. Bartley

WKBW-TV, Detroit, Mich.—CP to change ERP from 3 kw vis. 1.5 kw of new station to 3 kw vis. 1.5 kw of new station.

July 21 Applications . . .

ACCEPTED FOR FILING

Extension of Completion Date
WKBW-TV, Detroit, Mich.—CP to change ERP from 3 kw vis. 1.5 kw of new station to 3 kw vis. 1.5 kw of new station.

July 22 Decisions . . .

BY BROADCAST BUREAU

Sign Off Authority

WGAZ-AM, N—CP granted request for authority to have regular station sign-off (EST) until able to secure first class operators, for period not to exceed 60 days.

ARC New York—Grant extension of authority to transmit programs to CPs owned by National Broadcasting Corp. for period beginning June 2, 1952, and ending June 2, 1953.

NBR New York—Grant extension of authority to transmit programs to CHL and CMBH and other stations under the control of Canadian Broadcasting Corp. for period beginning 12-15-52.

Change Operating Hours

KLBW-AM, Dallas—CP granted license covering changes in hours of operation of new FM station N, changes in ground system and trans. location.

License Granted

WTOJ-FM Fort Wayne, Ind.—Grant extension of authority to cover changes in existing FM: 96.1 mc, 16.5 kw, 500 ft.

Change Transmitter Location

WLAB-FM, Lexington, Ky.—Grant extension to change FM: 891 mc, 10 kw to 890 mc, 10 kw.

Change Transmitter Type

WCOR, Onesta, Ala.—Grant modified CP to change type of trans. system.

Change Transmitter Location

KXLY, Little Rock, Ark.—Grant modified CP to change FM: 1500 mc, 10 kw to 1500 mc, 10 kw of new tower, directional trans. and ground system.

In re: Tower Height

WMC-AM, Nashville, Tenn.—Grant modified CP to increase height of NW tower of directional transmitter.

Deleteion Request

WELL-FM New Haven, Conn.—Grant request for deletion of station of 1450 mc and dismissed pending application for mod. CP.

Cancel License

WGAU-FM Cedar Park, Calif.—Grant request to cancel license and delete FM.

License Granted

KHI-FM Hollywood, Calif.—Grant license covering changes in existing FM: 101.1 mc, 15.8 kw, 2500 ft.

Extension of Completion Date

WBLD-TV Baltimore, Md.—Grant modified CP for extension of completion date to 12-15-52.

KJNO Juneau, Alaska—Grant modified CP for extension of completion date to 10-15-52.

New York—Grant modified CP for extension of completion date to 10-15-52.

WIGA-FM Rome, Ga.—Grant modified CP for extension of completion date to 10-15-52.

WBBH Miami—Grant modified CP for extension of completion date to 12-15-52.

WBRW Hamilton, Ala.—Grant modified CP for extension of completion date to 12-15-52.

KMNQ-FM Marysville, Calif.—Grant-
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>City</th>
<th>State</th>
<th>Phone</th>
<th>Member AFCCE</th>
</tr>
</thead>
<tbody>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer National Press Bldg., Wash. 4, D. C.</td>
<td>Washington</td>
<td>D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>PAUL GODLEY CO.</td>
<td>Upper Montclair, N. J. MO. 3-3000 Laboratories Great Notch, N. J.</td>
<td>New Jersey</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>1316 WYATT BLDG. WASHINGTON, D. C. Metropolitan 4477</td>
<td>Washington</td>
<td>D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>902 NATL PRESS BLDG. NA. 3373 WASHINGTON. D. C.</td>
<td>Washington</td>
<td>D. C.</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Craven, Lohnes &amp; Culver</td>
<td>MUNSEY BUILDING DISTRICT 8215 WASHINGTON 4, D. C.</td>
<td>Washington</td>
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<td>MILLARD M. GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. MICHIGAN 2261</td>
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<td>GUY C. HUTCHESON</td>
<td>391 BOND BLDG. REPUBLIC 2151 WASHINGTON, D. C.</td>
<td>Washington</td>
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<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Road—Riverside 7-2133 Riverside, Ill. (A Chicago suburb)</td>
<td>Riverside</td>
<td>Ill.</td>
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<td>ROBERT L. HAMMETT</td>
<td>CONSULTING RADIO ENGINEER 230 BANKERS INVESTMENT BLDG. SAN FRANCISCO 2, CALIFORNIA SUTTER 1-7545</td>
<td>San Francisco</td>
<td>Calif.</td>
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<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>815 E. 83rd St. Hilland 7010 KANSAS CITY, MISSOURI</td>
<td>Kansas City</td>
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<td>GRANT R. WRATHALL</td>
<td>Aiptos, California Appointments arranged for San Francisco Seattle Salt Lake City Los Angeles Portland Phoenix Box 260 APTOS—3352</td>
<td>Aiptos</td>
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<td>E. C. PAGE</td>
<td>CONSULTING RADIO ENGINEERS BOND BLDG. EXECUTIVE 5670 WASHINGTON 5, D. C.</td>
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<td>JOHNN CREUTZ</td>
<td>1301 18TH ST., N. W. HUDSON 9000 WASHINGTON 6, D. C.</td>
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<td>GEOFFREY HUTCHESON</td>
<td>391 BOND BLDG. REPUBLIC 2151 WASHINGTON, D. C.</td>
<td>Washington</td>
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<tr>
<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer 3738 Kanwha St., N.W., Wash., D. C. Phone Oldway 8071 Box 2446 Birmingham, Ala. Phone 6-3954</td>
<td>Washington</td>
<td>D. C.</td>
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*Commercial Radio & Telecasting Edition*
HELP WANTED

SALESMAN

Progressive salesman wanted immediately by 3000 watt non-directional day- time 1000 watt directional nighttime station with national affiliation in large southeastern city. Exceptional opportunity for aggressive man with good radio background and a proven sales record. State full particulars and submit photo with reply. Box 650P, BROADCASTING TELECASTING.


Florida coast station. Hard-hitting salesman to be competitive in market. No desk pilots wanted. Send photo and complete experience and salary. Box 654P, BROADCASTING TELECASTING.

Wanted: Salesman-newsman. Experience secondary, will train. No charge for remittance. Reply to: Joe Salsburg, WGRA, Cairo, Georgia. Good pay, right man.

HELP WANTED (Cont'd)

Anouncer-engineer, first phone, emphasis on announcing $75 starting salary. Box 690P, BROADCASTING TELECASTING.

Anouncer with first license for own town. Regional must be reliable, sober, and moral. Box 765P, BROADCASTING TELECASTING.

Immediate opening for an announcer with personality and ability to sell to rural and industrial audience. Box 805P, BROADCASTING TELECASTING.

Sports announcer. Experienced in all types of play-by-play for Midwest metropolitan station. One top-flight man for Key position. Will consider 250 watt network. Box 805P, BROADCASTING TELECASTING.

Anouncer全村 population. Population 25,000. Box 805P, BROADCASTING TELECASTING.


HELP WANTED (Cont'd)

SALESMAN

Salesman for an area where radio is dominant medium. Consideration given to salesmen with experience in the field. Must be a man who believes he is ready to move into sales. Higher salary to experienced man. An opening more for a sports Announcer with first phone delivery. Box 760P, broadcasting TELECASTING.

An artificial night station with network affiliation in Pacific Northwest. Airmail photo, reply to: Box 705P, BROADCASTING TELECASTING.

SALESMAN or salesman-newsman, excellent prospects. KRBR, Freeport, Texas.

Experienced energetic salesman with sound ideas and ability to make impressive presentations to local advertisers. Excellent salary guarantee with commission as bonus. Reply to: Box 760P, BROADCASTING TELECASTING.


Independent in major metropolitan southern market, now under new management. Has open sales job for aggressive salesman, with opportunity of becoming a top salesman. Reply to: Bob Smith, General Manager, WJME, Atlanta, Georgia.

Klissway daytime independent selling southern Illinois looking for aggressive salesman, with opportunity of becoming a top salesman and grow with the station. If interested send photo, tape, disc. Box 705P, BROADCASTING TELECASTING.

Experienced salesman: 15 percent commission. $50 weekly guarantee for first 60 days. Unrestricted protected prospects. Must have car. Angus D. Platt, WNMP, Evanston, Illinois.

ANNOUNCER

Experienced announcer-engineer, Springfield, Ill. Box 854P, BROADCASTING TELECASTING.

Announcer with well-rounded experience, good speaking voice, in hillybilly and pop DJ show for Established radio station. Box 855P, BROADCASTING TELECASTING. Please send complete information and disc. First phone, emphasis on announcing. Box 855P, BROADCASTING TELECASTING.


$80.00 per week for good announcer, at NMC, 10 kw station. Position available immediately. Reply confidential. Box 864P, BROADCASTING TELECASTING.

Experienced staff announcer for good station. Job starts immediately. Box 870P, BROADCASTING TELECASTING.

Immediate opening at growing central Florida independent for announcer with first phone, opportunity to do sell- ing. Radio market 25,000 plus. Box 870P, BROADCASTING TELECASTING.

Football announcer plus staff duties. Box 875P, BROADCASTING TELECASTING.

Announcer wanted by Minnesota station. Good salary. Chance to earn extra money selling. Car necessary. Must be able to type. Box 771P, BROADCASTING TELECASTING.
Television

Managerial

Proven record of successful sales, pro-
gramming and managerial results for AM-TV. Presently with major network opera-
tions. Will consider percentage basis. Box 835P, BROADCASTING TELECASTING.

For Sale

Exchanges. Constant speed 310 V-78
RPM Fortelee playback: one channel re-
quirement. BA Speech. Experienced for
equivalent value in time at commis-
sion. Box 801, Bx 21, Pasadena,
California.

Stations

Southwest 250 w. Unlimited. $6,000
monthly, $60,000 on check, $42,000.
Box 805P, BROADCASTING TELECASTING.

Terms:

Full control metropolitan New York City sta-
tion. Partial control. $60,000 if sold within two weeks to allow family vacation. Opportu-
nity for identification and commis-
sion. Box 815P, BROADCASTING TELECASTING.

Equipment, etc.

Towers for sale. Four type 101 two-

Structures: Galvanized. The

Pricing. Western Electric model 450-A 250
watt transmitter. Condition: Available in September. Radio Station WSGN, Bio-

A

Next page

ATTENTION

Television Station APPLICANTS

If you have applied or plan to apply
for one or more television stations, a top executive group is available

to you as a team.

This team of three, CURRENTLY

EMPLOYED, consists of

1. Advertising Director of a large national retail advertiser

2. Vice President of a large AAAA Agency, 15 years experience

3. General and Sales Manager, experienced 7 years in

This seasoned team of top calibre

men, with coast-to-coast qualifications, is qualified to take


tage of a single multi-station operation.

In addition, this team is able to bring
to a new connection top engineering and programming personal

currently employed in major television stations.

If interested, reply to Box 859P, BROADCASTING TELECASTING.
HELP WANTED (Cont’d)

EXPANDING ORGANIZATION

Present sales manager promoted to station manager. We are looking for a sales manager who can expand immediately on a sound basis. High sales ability, job skill and experience immediately required. Salary and other perquisites of position open. Please write for details.

PRODUCTION-PROGRAMMING, OTHERS

RADIO AND TV PRODUCER-DIRECTOR

Needed by Public Relations Department of large academic and research operation for planning, organizing and writing programs for radio and television. Knowledge of technical aspects of production work required. Must be able to develop ideas and work with operation. Interested persons should send complete resume of training and experience. Box 204P, BROADCASTING • TELECASTING.

WANTED—One 200 to 300 foot self-supporting tower to support RCA UHF TV antenna. Also considered is self-supporting tower for thirty pound wind load. Box 705P, BROADCASTING • TELECASTING.

WANTED—Amplifier valve test recorder, model 401 or 402. Air Mail reply with information. Box 686P, BROADCASTING • TELECASTING.


COMMERCIAL CRYSTALS AND NEW OR RECONDITIONED CRYSTALS needed by Philco-Radio Laboratories for extensive use in transmitter circuits. Box 108P, BROADCASTING • TELECASTING.

WANTED—Top Network Property $450,000.00

One of the finest broadcasting properties in the west. Located in a premium western market, the facility is in a favorable TV position. More than $100,000.00 cash included in the purchase price of $450,000.00 for 100% of the stock. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.
James W. Blackburn
300 Pennsylvania Ave., N. W., Washington, D. C.

CHICAGO
Ray V. Hamilton
140 E. Randolph St., Chicago, Ill.

SAN FRANCISCO
Lester M. Smith
215 Montgomery St., San Francisco, Calif.

HELP WANTED (Cont’d)

WANTED—Manager and chief engineer want to buy 350 watt and 1,000 watt station. Preference given to one with a good prospect. Box 203P, BROADCASTING • TELECASTING.

FOR SALE

FM transmitter. GE. ¾ kw, 101.3 mc; 3 kW amplifier, GE and 10 kw GE, along with complete auxiliary equipment for station operation. Also ¾ kw AM Western Electric transmitter and auxiliaries. Please send each as a unit. Ask for complete list. Beckley Newspapers, Beckley, W. Va.

HELP WANTED (Cont’d)

RADIO AND TV PRODUCER-DIRECTOR

Needed by Public Relations Department of large academic and research operation for planning, organizing and writing programs for radio and television. Knowledge of technical aspects of production work required. Must be able to develop ideas and work with operation. Interested persons should send complete resume of training and experience. Box 304P, BROADCASTING • TELECASTING.

GOOD JOBS ARE AVAILABLE IN NORTH CAROLINA RADIO STATIONS

ANNOUNCERS

ENGINEERS • CLERICAL

SALES • PRODUCTION

AM • FM • TV

Write for Application Blank:

NORTH CAROLINA ASSOCIATION OF BROADCASTERS

DRAWER 1140

SOUTHERN PINES, N. C.

SITUATIONS WANTED

PRODUCTION-PROGRAMMING, OTHERS

COMMERCIAL AND SUCCESSFUL NEWSPAPER AND PRODUCER of ideal news program seeks position with large regional station or other broadcast facility capable of paying top salary and talent for airwave. Box 809P, BROADCASTING • TELECASTING.

HELP WANTED

SALES MANAGER

SIT AND TELL

SIT AND TELL

NATIONAL NETWORK SALES

NATIONAL NETWORK SALES

AMERICA'S LARGEST NETWORK

SALESMAN AND PRODUCER

Export Department

SALES POST OFFICE BOX 1236

NEW YORK, N. Y.

WANTED—NEWSMEN 

World Travel Rights

Wanted—NEWSMEN with world travel rights. We will undertake to provide such newsman with foreign travel facilities, as well as editorial and financial aid in securing and producing material for clients. Also open to American newsmen who wish to travel. WANTED—NEWSMEN.

HELP WANTED

SALES MANAGER

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SIT AND TELL

NATIONAL NETWORK SALES

NATIONAL NETWORK SALES

AMERICA'S LARGEST NETWORK

SALESMAN AND PRODUCER

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AMERICA'S LARGEST NETWORK

SALESMAN AND PRODUCER

Export Department

SALES POST OFFICE BOX 1236

NEW YORK, N. Y.
BROADCASTING  •  Telecasting

July 28, 1952  •  Page 87

 FCC round-up

New Grants, Transfers, Changes, Applications

SUMMARY THROUGH JULY 24

On Air

AM Stations

<table>
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<tr>
<th>Licensed C Ps</th>
<th>Applying</th>
<th>Pending</th>
<th>Hearing</th>
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<td>2,333</td>
<td>2,332</td>
<td>112</td>
<td>219</td>
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FM Stations

| 635         | 582       | 20      | 8       |

TV Stations

| 108         | 97        | 30      | 62      |

* Filed since April 14

(Also see Actions of the FCC, page 82)

FCC Actions

(Continued from page 83)

SUMMARY THROUGH JULY 24

Non-Docket Actions...

AM GRANTS

Anastol-AM Broadcasting Co.

Grant 1450 kc, 250 w fulltime, antenna 150 ft.; estimated construction cost $8,600, first year operating cost $32,900, revenue $43,000. Principal includes Cary Lee Graham (50%); W. H. Early (45%); Mrs. Early, 50% in name of WEYO Gadsden, Ala. Filed June 21, 1952; granted July 17, 1952. This item is in lieu of grant to Anastol Radio Co. for previously granted 1450 kc, filed Jan. 23, 1952.

Opp., Ala.-The Opp Broadcast Co. Granted 880 kc, 1 kw daytime, antenna 210 ft.; engineering conditions. Estimated construction cost $21,680, first year operating cost $37,000, revenue $41,000. Principals include H. L. Lee, President; J. J. Wilson, Vice President; W. B. Tarpley, Treasurer; Hwy., Opp., Ala. The fee of $4,000. Filed April 18, 1951; granted July 23, 1952.

La-Orange, Ga.-Chattahoochee Broadcast Co., Ltd. Granted 620 kc, 500 w fulltime, antenna 100 ft.; engineering conditions. Estimated construction cost $21,680, first year operating cost $37,000, revenue $41,000. Principle includes J. H. Fields, President; E. C. Fields, Vice President; J. J. Wilson, Treasurer; Hwy., Opp., Ala. The fee of $4,000. Filed April 18, 1951; granted July 23, 1952.

New Applications...

AM APPLICATIONS

Rogers, Ala.-M. M. Beale Broadcasts, Inc. Granted 620 kc, 1 kw daytime; antenna 25 ft.; estimated construction cost $16,000, first year operating cost $32,900, revenue $43,000. Principal includes Robert A. Beale, President; W. C. Wilkes, Vice President; J. C. Shoemaker, Secretary-Treasurer; Rogers, Ala. Fee of $4,000. Filed April 18, 1951; granted July 23, 1952.

FM APPLICATIONS

Newnan, Ga.-Newnan Broadcast Co., Inc. Granted 890 kc, 1 kw daytime; antenna 285 ft.; estimated construction cost $13,000, first year operating cost $29,000, revenue $36,000. Sole owner is Newnan Broadcasting Co., Inc.; Newnan, Ga. Fee of $4,000. Filed April 18, 1951; granted July 23, 1952.

Woodland, Calif.-Wagner Broadcast Co. Resubmitted; see Bi., July 7, 1952. 740 kc, 1 kw fulltime; estimated construction cost $23,317, first year operating cost $36,000, revenue $45,000. Applicant is John H. A. Wagner (60%), owner; John E. Wagner, partner; contractor; John Russell G. Wagner (20%), co-manager; NAME, CALIF., C. R. Carr & HELEN WAGNER (20%), housewife. Re-filed July 23, 1952.

Adel, Ga.-Little River Broadcast Co., Inc. Granted 980 kc, 1 kw daytime; antenna 335 ft.; estimated construction cost $1,040,000, first year operating cost $244,000, revenue $315,000. Sole owner is Little River Broadcasting Corp.; Adel, Ga. Fee of $4,000. Filed April 18, 1951; granted July 23, 1952.

Richmond, Ky.-Radio Richmond, Inc. Granted 1560 kc, 250 w fulltime, antenna 160 ft.; estimated construction cost $22,500, first year operating cost $12,530, revenue $16,400. Principal includes E. H. Roy, President; L. H. R. Roy, Secretary-Treasurer; Adel, Ga. Fee of $4,000. Filed April 18, 1951; granted July 23, 1952.

Russellville, Ky.-South Kentucky Broadcast Co., Inc. Granted 900 kc, 1 kw daytime, antenna 200 ft.; estimated construction cost $35,000, first year operating cost $35,000, revenue $40,000. Principal includes Dr. C. W. Cloyd (33.6%), physician; J. M. Brasher (23.5%), attorney; James C. Carr (13.2%), farmer and landowner; J. W. James, Secretary-Treasurer; Black, W. D. (Black), 15% owner of Long Beach, Texas, and 15% owner of Richmond City Lines (city bus operation). Filed July 23, 1952.

Salt Lake City, Utah-Utah Broadcast & Television Co., Inc. Granted 960 kc, 2 kw, antenna height above average terrain 310 ft.; estimated construction cost $10,000,000 (some equipment), first year operating cost $1,000,000, revenue $1,700,000. Applicant is licensee of WUBN-Salt Lake City for new AM station in Harewell, S. C., and for new FM station in Salt Lake City. Filed July 23, 1952.

Honolulu, Hawaii-Henry T. Lee, Partner, granted 1380 kc, 1 kw, antenna height above average terrain 155 ft.; estimated construction cost $2,000,000 (some equipment), first year operating cost $210,000, revenue $300,000. Applicant is licensee of KONA Salt Lake City. Filed July 23, 1952.

FCC DENIALS

KRAL Crisp, Colo.-By order, denied petition requesting waiver of Sec. 1.2801(c) of Commission to permit operation of station with lesser grade revenue licenses than required by rules in effect when person holding radio license first-class operator license is not employed full time at station, and ordered that the operation of KRAL continue to be supervised at least once a year pursuant to Sec. 1.301.

Radio Corp., America, New York.-Granted STA to operate four modified Signal Corps transmitters at the site of WOR-TV North Bergen, N. J., to obtain data for the RCA Laboratories Div. With respect to effect of antenna height on tropospheric and ground wave propagation in the order of the United States television band (842-854 mc); also a base and two mobile stations to be used in connection with the tests, which are authorized for period of three months; engineering conditions, and further specified that activities covered are of non-continuing nature.

July 24 Decisions...

BY COMMISSION EN BANC

AM-590 kc

KPAL Fulton, Miss.-Granted CP to increase power from 230 w, D, to 1 kw, D, and install new trans.

WDEF Chattanooga, Tenn.-Granted CP to increase power from 1 kw to 5 kw, N, and make changes in ant. system.

License Renewal

Following stations were granted renewal of licenses for regular period:


Paper's Request Granted

FCC last Wednesday granted an application of the New York Mirror, a division of the Hearst Corp., to equip one vehicle in New York for mobile facsimile and teleprinter transmission. The order will test the suitability of frequencies in the 450-660 mc band for newspaper use. Radio teleprinter equipment would be used for transmitting news to the newspaper office and news pictures would be developed in the mobile unit for radio dispatch to the home office.

How many automobiles are there in Monroe County, New York?

The 1952 broadcasting marketbook has the answer.

Publication date: August 13. Subscribers' copies mailed with regular August 15 issue.
COMMUNITY TV

FCC to Hear Belknap Case

BELTWEATHER case on community TV systems—whether or not the FCC has jurisdiction and, if so, what kind of service the bringing down of the mountain sides systems are—has been designated for hearing by the FCC.

Specific issues will be enumerated in the next week or so. It is not expected that the date for the hearing can be set yet.

Guinea pig case is the application of J. E. Belknap & Assoc. of Poplar Bluff, Mo., for two microwave relay stations on the 5225-kilocycle band to bring programs of WMCT (TV) Memphis north-west to Kennett and Poplar Bluff [B*+T, Oct. 15, 1951].

According to the application, the Belknap company said it would extend the system eastward to Dexter, Malden, Sikeston, Jackson, Cape Girardeau, all in Missouri, Cairo, Ira, and Paducah, Ky.

After that the firm plans to pick up KSD-TV St. Louis and feed its programs southwest to Mt. Vernon, Benton, DuQuoin, West Frankfort, Johnston City, Marion and Carbondale, all in Illinois.

Permission Not Given

Both WMCT (TV) and KSD-TV objected to the granting of the applications, and asked for a hearing on the grounds that they had not given permission to have their signals picked up and distributed [B*+T, Nov. 12, 1951].

In its July 16 letter to the Belknap firm, the Commission said it was unable to determine whether the proposed operation constituted common carrier service as requested and whether it would be possible for them to deliver programs to deliver to customers.

One of the major questions in the FCC's minds is whether the extension of community TV systems might not have an adverse effect on the construction of TV stations in the smaller communities, thus nullifying to some extent the allocation of frequencies to small cities and towns [B*+T, Feb. 11, 1951]. This would, it is believed, forestall local programming, give subscribers network and big city programs entirely.

It is also understood that Bell system companies feel that they should be the sole relayers of TV signals between cities.

At the present time there are about 700 community TV systems in operation and about the same number in the projected stage. The National Community Television Asso. held its first annual convention last week in Pottsville, Pa. [B*+T, June 16].

BROADCASTING * Telecasting

KGO-TV Drive

$400,000 to Palsy Fund

CLIMAXING elaborate preparations which began months ago, KGO-TV San Francisco staged a 27-hour telethon which it claims set a time record for TV fund raisers and which attracted more than $400,000 in donations from the northern California area.

Because it followed so closely the Hope-Crosby telethon for the Olympics, the San Francisco "Celebrity Parade for Cerebral Palsy" was an unusual success. But the response tripled the total raised a year ago on a similar show, it was claimed.

Brooked by Jack Welch (Kragen) and Lee Givoux, the telethon featured city entertainers playing all night, with support from several Hollywood film notables. Volunteers by the hundreds manned the battery of 200 telephones, passed the hat or worked as ushers.

Commercial time was given by KGO-AM-TV, with the 27-hour donation making a considerable dent in the stations' weekend revenues, it was reported. Vince Francis, manager of the ABC O&O station for the Bay Area, started the telethon which was held in the Veterans Auditorium. A complete free commissary was staffed and another was kept going by an Oakland catering service.

Although the commercial "plug" aspect in donations was apparent at times, it played a small part, with rivalry between Los Angeles and San Francisco a strong element in attracting donations to the $350,000 southern California figure.

Lever, Hudson Sign

WCBS-TV New York has secured two more daytime sponsors through its 30-day plan whereby advertisers using 12 spots or more daytime announcements a week are entitled to a 45% discount [B*+T, July 14]. New advertisers, fifth and sixth to be signed under the plan, are Lever Brothers Co., using 12 spots a week for Breeze for ten weeks starting Aug. 11, through BBDO, New York, and Hudson Pulp & Paper Co. (napkins), using 12 spots a week for 52 weeks, through Bow Co., New York.

Canadian Policy

CANADIAN government's decision to tard development of independent TV stations until at least one government-owned station is located in each province, will deprive Canadian radio artists from opportunities of gaining experience and a livelihood in the new medium, according to Terrence O'Dell, resident agent in Canada of the American Federation of Radio Artists. Mr. O'Dell points out that for years to come Canadian performers will be at the mercy of the Canadian Broadcasting Corp. for TV appearances.

Toppers Still Tops, Pulse Survey Shows

THE most popular TV shows are still on the uprise, drawing more audiences than before, according to figures released last week by The Pulse Inc.

Using data from the Multi-Market TelePulse reports on the network TV programs drawing the largest audiences during the six-month period, January-June 1952,

"LIFE GUARD"
WSYR Bolsters Water Safety

SWIMMERS in the Syracuse environs can now enjoy themselves with added safety, thanks to WSYR Syracuse.

Larry Lawrence, WSYR salesman, was witness during an agonized wait at a pool several miles outside Syracuse for an ambulance bringing aid to a swimmer who was feared a drowning victim. The following day, he observed to Fred Hillegas, WSYR news editor, that having respirators at community pools would avoid delay in getting mechanical treatment to Mr. Hillegas went into action.

He phoned civic officials. He reported the suggestion and the civic officials' endorsement. Listeners phoned in to guarantee that private organizations would help.

Within 48 hours, city leaders announced in a WSYR newscast that two respirators were on route by truck from a Pittsburgh manufacturing plant, and would be installed at two nearby beaches the following day.

Meanwhile, a city legislator who had been phoned by Mr. Hillegas announced that he would initiate legislation to provide the same protection for municipal pools.

Canada Set Sales

RECORD sales of television receivers selling under $400 were made in Canada during May, totaling 5,683 sets valued at $2,784,912, according to a report of the Radio-Television Manufacturing Assn. of Canada. This makes a total 103,464 sets valued at $49,376,101 sold in Canada. The May record sales were stimulated by the early start of TV transmissions at Montreal and Toronto. Bulk of the sets sold in May were sold in the Toronto and Hamilton area of southern Ontario.

"SWIMMERS in.Broadcasting"

6,583 in SRS selling announced

Victims of community pools would avoid

Fred

The was outside Syracuse

recognized

audiences

primary

of

In a

primary

in

of

1951

sets valued

in

of

JULY-DEC.

1951

JAN-JUNE

1952

JAN-JUNE

1951

JULY-DEC.

1951

JAN-JUNE

1952

JAN-JUNE

Robert Montgomery (NBC) 25.7
Ken Murray (CBS) 25.0
Wayne King (Midwest only) (NBC) 24.3
What's My Line (CBS) 23.6
Studio One (CBS) 23.2
Kraft Theatre (NBC) 23.0
Lux Video Theatre (CBS) 23.6
Playhouse of Stars (CBS) 24.5
Bunny Fearing (Foxing) (NBC) 24.7
My Friend Irma (CBS) 24.6
Big Town (CBS) 24.1
Man Against Crime (CBS) 24.1
Your Hit Parade (NBC) 24.1

WSYR news

day.

iellegas,

night.

Mr.

FCC Examiner Favors
Switch to 850 kc

A SECOND initial decision looking toward grant of application for KGBS Harlingen, Tex., to change from 1240 kc to 850 kc with 5,750 kw was proposed last Wednesday by FCC Hearing Examiner J. D. Bond.

The decision concerns a three-year-old case involving claim of possible interference to KOA Denver.

The Commission was moved to hear the case when a KGBS applicant conducted a directional antenna system.

Examiner Bond said it is clear that the proposed KGBS daytime operation will not involve objectionable interference with an existing or proposed station.

He rejected KOA claims that the site survey results indicate any probability of objectionable interference to KOA's secondary service area. KGBS proposes to use a directional antenna system.

Under the decision, KGBS would realize a new primary daytime service to 42,200 persons (a net gain of 34,772), a new nighttime service to 60,500 persons now served by it, a first primary service at night to 5,750 persons and a "well-balanced program service." While KGBS would lose some 8,000 persons during daytime hours in a 922 square mile area (these persons now receive at least four other stations), such a loss "does not weigh significantly against authorizing the much more extensive service" to be afforded by KGBS, the decision explained.

The decision also set aside certain conditions for the grant, touching on painting and lighting of towers, type of antenna current and phase monitor.
MOVIEW MAN ATTACKS
DEPT. OF JUSTICE SUIT

CIVIL ANTI-TRUST suit instituted by Department of Justice against major film companies is "ill advised and contrary to American principle of free enterprise, because televised showing of theatrical feature film on television destroys its commercial value for theatrical exhibition—the normal market for which the film was originally produced," Harry Brandt, president, Independent Theatre Owners Assn., wired Attorney General James P. McGranery late last week. "Self-seeking forces are continually arousing public to believe that it is being duped by subly disseminating false idea that anything and everything capable of being transmitted over airwaves should fall within public domain without regard to property rights," Mr. Brandt declared. "Nobody should tell any American businessman with whom he must deal to detriment of his business."

PRODUCTION OF TV, RADIO DECLINES

PRODUCTION of radios in first half of 1952 declined from prior period last year, while TV's sank 35% in same period, RTMA reported Friday. Total of 4,838,343 radios were made in January-June this year, compared to 8,007,905 same months last year. Manufacturers made 97,820 TVs in first half of 1952 vs. 3,457,519 same months last year. In June, 874,253 radios were made, compared to 1,082,657 for same 1951 month, and 361,152 TV's compared to 802,560 last year. Production in 1952:

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YORI SELL

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HARKNESS ON CBS

SEEING Richard Harkness, ace CBS commentator, on CBS-TV exclusively was a "dream come true" that occurred in heart of Democratic Convention last week. Crossed signals in arranging pooled telecast was responsible. It happened late Thursday on hastily planned interview with governor on stage. CBS said it assumed NBC was carrying show. It developed NBC hadn't, even though Mr. Harkness handled interviews. It's presumably over-hiring and under-information, extra because of CBS environment with both CBS and Westinghouse insignia prominently displayed. Before interview was over, however, Walter Cronkhite, CBS anchorman, managed several queries.

Business Briefly

(Continued from page 6)


HOTPOINT BUYS RADIO, TV

Hotpoint Inc., Chicago (household appliances), and Lambert Pharmacal Co., St. Louis (Listerine), will sponsor Ozzie & Harriet on both ABC radio and television on alternating weekly basis. Radio series will be aired Fridays, 9-9:30 p.m.; TV time not set, nor is starting date for either series, although October is probable. TV series will be on film. Program package price reportedly about $35,000 per week, not including time changes. Hotpoint agency, Mazon Inc.; Listerine's is Lambert & Feasley.

NEW TV APPLICATIONS

FCC received 13 new and amended applications for new TV stations Friday, including three Regents of State of New York Board of Education for non-commercial educational stations. New applications were:

- Santa Barbara, Calif.—Santa Barbara Best. & Televislon Corp., UHF Ch. 1, ERP 42.7 kw visual, 21.4 kw audio; antenna height above average terrain 3,266 ft., above ground 444 ft., estimated construction cost $289,014, first year operating cost $206,154, revenue $360,000. Chairmen, Charles F. Pfeiffer, Board Harry C. Butcher (14%), owner of KEST Santa Barbara, and Robert H. Wower, vice president and general manager of KSB Santa Barbara from August, 1951, to July, 1952. Vice President Lorne K. B. Smith, manager of Schwabacher & Co. (investment bankers), Santa Barbara.
- Attleboro, R.I.—Wells Woodman (4%), president, and Marion C. Packard (51%) owner of WARI, owner and operator of Attleboro player of Falls of Huy (NBC radio program) and central, who said he was interested in providing educational station.
- New York City—WGPS, Ch. 10, ERP 1.9 kw visual, 1.5 kw audio; antenna height above average terrain 314 ft.; estimated construction cost $112,457, first year operating cost $88,000, revenue $96,000. Owner, Grossman, W. & Grossman, W. & Grossman, W.

SALES

Savannah, Ga.—Martin & Minard, Ch. HI, ERP 11.5 kw visual, 5.7 kw audio; antenna height above average terrain 444 ft., above ground 550 ft. Estimated construction cost $353,400, first year operating cost $245,000. Principal principals include general partners William H. Martin (10%) and Leon S. Minard (90%). Affiliated with WSAV Savannah, Ga., has awarded 13 kw visual, 8.5 kw audio; antenna height above average terrain 220 ft., above ground 550 ft, estimated construction cost $179,000, first year operating cost $105,000, revenue $164,000. Owner, Martin & Minard, W. & Grossman, W. & Grossman, W.

BINGHAMTON, N. Y.—U. of State of New York, UHF Ch. 23, ERP 21 kw visual, 10 kw audio; antenna height above average terrain 363 ft., above ground 311 ft., estimated construction cost $384,685, first year operating cost $297,400, revenue $375,400.

KITU Springfield, Mo., Ch. 10, ERP 12.7 kw visual, 6.5 kw audio; antenna height above average terrain 444 ft., above ground 550 ft., estimated construction cost $175,000, first year operating cost $180,000, revenue $206,000. Owner, Martin & Minard, W. & Grossman, W. & Grossman, W.

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Thatcher, N. Y.—of State of New York, UHF Ch. 13, ERP 12 kw visual, 5 kw audio; antenna height above average terrain 551 ft., above ground 551 ft., estimated construction cost $215,900, revenue $264,000. Owner, Martin & Minard, W. & Grossman, W. & Grossman, W.

Utica, N. Y.—of State of New York, UHF Ch. 53, ERP 1.5 kw visual, 1 kw audio; antenna height above average terrain 1,313 ft., above ground 313 ft., estimated construction cost $500,000. Owner, Martin & Minard, W. & Grossman, W. & Grossman, W.

(Continued from page 8)
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW The Nation's Station
This summer 4,500,000 vacationists will visit Michigan...most of them by automobile. Combine this with over 4 million passenger car registrations already within the range of WJR's signal, and you're looking at the greatest filling station sales potential in the Midwest! Sell these millions of customers, with the only single medium that reaches them all. That's WJR, the Great Voice of the Great Lakes!