NOW...

you too can profit by amortizing TV costs in N. Y.

Last week, WOR-tv opened another of its unique amortization opportunities for TV clients... another Warren Wade repeat-performance program presented live, five nights a week:

“TV DINNER DATE”

More than 1,668,000 New Yorkers (and suburbanites) now “attend” WOR-tv's “Broadway TV Theatre” in a typical week. This vast audience can now enjoy a full “night out”—starting with dinner entertainment before the theatre... 6:30-7:30 p.m., Monday through Friday:

“TV DINNER DATE”

And now advertisers can enjoy new advantages of amortized TV costs on New York's pioneering station.

WOR-tv channel 9 for New York
WLS OPERATION GROCER best merchandising plan in its field

... INCREASED CREAMETTES SALES 10% first eleven weeks

So says C. F. Meyer, Chicago District Manager for the Creamette Company. This is quite an accomplishment, particularly in view of the fact that six years continuous participation on FEATURE FOODS... the business-building WLS program that influences the buying habits of millions of housewives... already had more people buying Creamettes, and more stores selling Creamettes, than any other packaged macaroni in the Chicago area.

Mr. Meyer's letter speaks for itself. "I am happy to report that Creamettes and Creamette brand Ready Cut Spaghetti have enjoyed an increase of 10% in sales during our participation in the first eleven week cycle of WLS's OPERATION GROCER in the Chicago market. This increase is in comparison with a like period last year. I should like to add that this merchandising plan is the best in its field here in Chicago. Thank you for your merchandising support and cooperation."

OPERATION GROCER embodies all the essentials for success... radio advertising, newspaper advertising, point of purchase displays and display material... complete in one result-getting package, at very nominal cost. Better see your John Blair man... or contact us... and get in on the hottest advertising-merchandising plan in the Chicago grocery field today.
WSAZ-TV, Huntington, West Virginia, with the acquisition of the FIRST high-powered Transmitter-Amplifier produced, has become the world's MOST POWERFUL commercial television station — serving a 67-County Market Area of over 2,000,000 people with 84,000 watts radiated power on Channel 3.

For full details on rates and availabilities to stake out your claim in this rich new market, wire, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency.

Serving...
WEST VIRGINIA ~ OHIO and KENTUCKY

SET YOUR SIGHTS ON CHANNEL 3 WSAZ-TV

Every Tuesday evening at 7:15, a panel of five juvenile baseball experts takes over on WDEL-TV. The result—a lively, provocative quarter-hour show on which local baseball celebrities are interviewed and the fine points of baseball are discussed.

Started as a feature of the station's regular sports program, "The Batboys" were an overnight sensation and quickly earned a show of their own. The five boys, whose ages range from 10 to 13 years, are given a specific topic for discussion each week and a guest appears for an interview. Comments and questions are highly original, highly entertaining and delivered with all the authority of true experts.

"The Batboys" exemplifies the breadth and versatility of WDEL-TV's local programming plan—dedicated to serve, inform and entertain all age groups in its large viewing audience.
NBC HAS half-dozen prospects for sponsorship of NCAA football schedule [B+T, August 4]. NCAA has retained right to approve sponsor and presumably some of its members look askance upon cigarette and beer, but not to degree of present TV either. Some or all prospects being considered best bets to pick up tab, which will run $2,633,050 gross.

WHILE NCAA schedule of 11 games is regarded as firm, some question has arisen concerning Thanksgiving Day contest between Pennsylvania and Cornell. Pennsylvania, consistently recalcitrant on tele-facts, reportedly has raised possibility of anti-trust issue in view of pending litigation involving National Professional Football League, but is expected to fall in line. Messrs. which will be prepared device against possible raiding.

HALF-DOZEN advertisers are expected to order time on NBC-TV for sponsorship of new program, Parade of Champions, featuring foreign champions in boxing matches in New York studio at 11 p.m. Saturday nights. Contract contingent on weekly broadcast of states. Program to be co-produced by NBC and Masterson-Reddy & Nelson, N. Y. Tentative starting date: Oct. 4. Each advertiser will sponsor bouts in one or more markets.

IS FCC getting itself into box on temporary processing procedure to "expedite" new TV stations to get on air in six weeks. Report of Group A-2 (no service) and Group B (one or more services) will bring action on latter group down to multiple-station cities long before many non-TV cities throughout country even get near hope for action. Even Comrs. Robert Bartley and Frieda B. Henock question practicality of system, particularly as hearing guide (see story and status of city priority list, page 67).

STILL UP for grab is paid presidency of Radio Television Mrs. Assn., which will be vacated Oct. 1 by Glen R. McDaniel, who returns to New York to re-enter law practice. Committee of three former ex-presidents hasn't decided on successor for $50,000 Washington-headquartered post. Mr. McDaniel may be retained as special legal counsel, and headquarters operations will continue under direction of General Manager James D. Sequist.

FURTHER CONSOLIDATION at NBC

CONSOLIDATION of NBC's radio and TV network departments for advertising, promotion, research and planning—part of NBC's re-integration of radio and TV operations (also see story, page 29) being announced today (Monday) by Rudder C. Lawrence, director of promotion, planning and development.

Jacob A. Evans, formerly manager of radio advertising and promotion, was appointed director of advertising and promotion for both networks; Hugh M. Beville Jr., formerly director of economic studies, named director of research and planning; and Robert W. McFadyen, formerly manager of television sales planning and research, named director of development. Messrs. Evans, Beville, and McFadyen will report to Mr. Lawrence.

Reporting to Advertising and Promotion Director Evans: James Nelson, manager of TV advertising and promotion, who was named advertising manager; John G. Fuller, formerly supervisor of television program sales development, now sales promotion manager; Fred Velt, formerly TV art director, now manager of art, promotion and graphics; and Gerald Pat Steele and Frank McMahon, named advertising and copy coordinators.

Reporting to Advertising Manager Nelson: Clyde Clemen, supervisor of radio audience promotion; John F. Hurlbut, supervisor of TV audience promotion, and Richard Blake, supervisor of on-air promotion.

Reporting to Sales Promotion Manager Fuller: John Porter, supervisor of TV sales promotion; Robert Hitchens, supervisor of radio sales promotion; Edward Vane, appointed supervisor of program promotion, and Enid Beaufre, sales librarian. Messrs. Porter and Hitchens will supervise staff of sales presentation writers.

Reporting to Art, Production and Graphics Manager Veit: Walter Van Bellen, art director; Edward Antonioli, named production supervisor; and Philip Hirsch, appointed graphics supervisor.

Reporting to Research and Planning Director Beville: Thomas Coffin, formerly supervisor of program research, who was named manager of research and to whom Jack Landis, supervisor of program research, and Ruth Lytle, statistical analyst, will report; James Cornell, formerly manager of radio research, who was named manager of audience measurement and to whom Richard Paige, appointed supervisor of ratings, Kenneth Greene, supervisor of circulation, and Miriam Hoffmeir, supervisor of program analysis, will report (organization under Mr. Paige consists of Robert Drahems, assistant supervisor of ratings; Raymond Eichman, TV ratings analyst, and Billie Huber, radio ratings analyst); Barry Rumpel, formerly plans specialist, who was named manager of plans and will supervise work of Mildred Schmidt, planning assistant, and Ethel Cardi, statistician; Allen Cooper, formerly rate specialist, who was appointed manager of markets and will supervise work of Whitney Rhodes, media analyst, and Pierre Marquis, market analyst.

Reporting to Development Director McFadyen: Lewis Marcy, formerly supervisor of TV sales planning, now project manager.
In this Issue—

ADVANCE sales for fall on the four radio networks are 15% lower than they were a year ago at this time. This fact stuns CBS Radio affiliates in the face as they meet this week in Chicago to discuss the network’s rate announcements. Page 57.

B•T PUBLISHES a tabulation of the FCC’s city priority list, showing who stands where. It’s the up-to-the-minute and complete status report on processing. Page 57.

A major survey of radio sales effectiveness by NBC shows that listeners buy more of the products advertised on radio than on-air listeners do. In some cases buying by listeners in television homes exceeds that in non-TV homes. NBC sums it up by saying that radio sells goods as well now as it did before TV—and at the lowest cost of any medium. Page 58.

A VIRTUALLY UNKNOWN country judge is giving the incumbent a hot time in the campaign for run-off elections for governor in Arkansas. It’s all because the judge resorted to marital use of radio. Page 59.

PROGRESSIVE Party is putting the heat on networks and stations to get equal time with Republicans and Democrats. Progressives threaten wholesale filing of complaints with FCC if broadcasters don’t come around to their terms. Page 58.

A LANSING, Mich., furniture store today is three times as big as it was a year ago, and the only advertising medium it uses is radio. Page 59.

HERE’S the rundown on radio and television network gross sales in the first half of 1952. Page 28.

RADIO is the “last best hope” of carrying on the government’s “campaign of truth” to overseas. Page 43.

TWO major political parties ask a question that more seasoned broadcast sponsors, especially those using TV, have been lately asking: Where’s the money coming from to finance their huge air advertising campaigns? Page 58.


FCC grants UHF station in Mobile, Ala., and VHF in Honolulu. Page 57.

Upcoming

Aug. 13: NABRT’s “Register and Vote” Campaign begins.
Aug. 15: BAB Soles Clinic, Dallas.
Aug. 15-16 West Virginia Broadcasters Assn., Grayhuler Hotel, White Sulphur Springs, W. Va. (Other Upcoming, page 38)
The KTUL-KFPW Trade Areas

- **POPULATION**
  - KTUL: 892,400
  - KFPW: 199,700

- **RETAIL SALES**
  - KTUL: $687,420,000
  - KFPW: $131,334,000

- **NET EFFECTIVE BUYING INCOME**
  - KTUL: $943,653,000
  - KFPW: $150,072,000

- **ONE OPERATION**
- **ONE NETWORK—CBS**
- **ONE REPRESENTATIVE**
  (Avery-Knodel, Inc.)

AFFILIATED WITH KOMA, OKLAHOMA CITY
Tell your story over WBIG, where there are more listeners with more dollars to spend!

During 1951 and the first quarter of 1952 more radio sets were shipped into North Carolina than any other southern state.* In 1951 WBIG's 16-county market showed a 33,179 set increase.*

Greensboro, WBIG's home city, is the second in the nation with retail sales per household of $6,959.**

Sources:
* RTMA
** SRDA Consumer Markets 1951-1952

Represented by Hollingbery

5000 Watts

CBS Affiliate
What law sends pork prices up in summer ... down again in winter?

The well known law of supply and demand. With pork, it works like this:

More than half the pigs are born in spring—also according to law, the law of nature. They spend a good six months growing to pork-chop size.

As a result, fewer pigs are ready for market during the summer months. And meat packers have to pay higher prices in order to get enough pork to fill customers' orders.

Then, along about the time the first leaves fall, all these pigs begin to come to market. And the same thing happens as with any other perishable commodity (strawberries, eggs or oranges) when there is suddenly a lot more than there was.

The price just naturally goes down!

The chart above shows how the cycle goes. Less pork—higher prices through the summer followed by more pork, lower prices during the winter.

Remember, summertime is the time when a big new meat crop is "growing up" on America's farms and ranches.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD
...USE
Spot Radio

REPRESENTED NATIONALLY BY
EDWARD PETRY & CO., INC.
WHEN IS A DOT A STOPPER?

That round black dot is called a period—sometimes known as a full-stop. It is perhaps the commonest of a host of visual devices with a single purpose: to convert a sequence of printed words into an intelligible message.

When you talk to someone, you don’t need visual devices. The warmth, emphasis, cadence of your voice carries your message with a clarity and conviction no printed page can match. That’s just one reason for radio’s extra selling power.

And it’s so easy to convert the inert print of your advertising into vivid, living spot radio commercials. Your customers are ready to listen—over any or all of these great stations.

---

SPOT RADIO LIST

| WSX | Atlanta | NBC |
| WMB | Baltimore | NBC |
| WBE | Buffalo | NBC |
| WFAA | Dallas | NBC |
| KAR | Fort Worth | ABC |
| KPM | Fresno | ABC |
| KPBC | Houston | NBC |
| KFOR | Lincoln | ABC |
| KARL | Little Rock | NBC |
| KFI | Los Angeles | NBC |
| KSTP | Minneapolis | NBC |
| WSM | Nashville | NBC |
| WSMB | New Orleans | ABC |
| WTAR | Norfolk | NBC |
| KOIL | Omaha | ABC |
| WIP | Philadelphia | MBS |
| KPHO | Phoenix | ABC |
| KGW | Portland, Ore. | NBC |
| WRNL | Richmond | ABC |
| WOAI | San Antonio | NBC |
| KOMO | Seattle | NBC |
| KTBS | Shreveport | NBC |
| KGA | Spokane | ABC |
| WMAS | Springfield | CBS |
| KVOO | Tulsa | NBC |
| KFH | Wichita | CBS |

*Also represented as key stations of the TEXAS QUALITY NETWORK

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488 MADISON AVE.  CHICAGO - LOS ANGELES
NEW YORK CITY 22  DETROIT - ST. LOUIS - DALLAS
MU 8-0200  SAN FRANCISCO
JOSEPH P. HARDIE, vice president in charge of sales, Bristol-Myers Co., N.Y., to Sullivan, Stauffer, Colwell & Bayles, N.Y., as vice president and account executive.

JOHN SCOTT (SCOTTY) KECK, radio-television director of Henri, Hurst & McDonald, Chicago, elected a vice president.

ROBERT B. SELBY, vice president and manager, Walter McCrory Inc., San Francisco, has purchased agency's interests in that city. Office will continue under name ROBERT B. SELBY & Assoc.

A. E. BOTENFIELD elected a vice president of Waldie & Beigge, Chicago.

IN A PERIOD when politics clamor for attention over the airways, Ken Fleming, chief timebuyer at Leo Burnett Co., Chicago, occupies a preferred position by reason of natural talents and special training.

He started leaning politics the easy way—from the top down—majoring in political science at Indiana U. There he came into intimate contact with the forces that make politicians tick, during his tenure on the staff of the university's Institute of Politics, which was then under the direction of Dr. Roy V. Peal, now head of the U.S. Census Bureau.

This was real pioneering in research, a scientific effort to build patterns in the field of politics analogous to those used in marketing. As Mr. Fleming puts it: "We were analyzing voting trends and using about the same basics as those employed in the study of marketing trends. We had in mind selling a politician or a political concept in the same way that Mr. Heinz sells a can of beans."

Perhaps without fully realizing it, young Mr. Fleming was setting accurate guide posts for his business career by becoming firmly grounded in the methods and principles of research.

Having acquired the research techniques and rubbed noses with the proletariat in some fancy offshoots of the academic grind, Ken Fleming decided it was time to line up the practical side of his life's work. He landed his first industry job as salesman in the Chicago office of George P. Hollinger Co., station representative, which he joined in February 1950.

His next move placed him in the offices of Leo Burnett Co., where he heads a staff of six timebuyers. In that capacity, he supervises for the agency's clients. Pluses in his favor, according to one of the agency executives, is his "youth, ability to think clearly and well-rounded development."

He is a member of a fast-moving outfit, fortified with knowledge of techniques, immediate awareness of what is currently going on in broadcasting, and ability to make the fine coordinations needed to best serve the clients' interests. The success of these methods is shown in the impressive growth of the agency's broadcast business, and the stature of its clients.

Mr. Fleming's wife is the former Jane Sibley of Peru, Ind. With their daughters, Cathy, 2½ and Sherry, 3 months, they live in suburban Oak Park, from which they make regular treks (business permitting) to Lake Cicott, Ind., a resort town where Mr. Fleming was born and his parents still live.

He attended school there and in Logansport, Ind., before enrolling at Indiana U., where he became a member of Delta Upsilon fraternity. His college work was interrupted by two calls to the colors, first as an enlisted man in the Army Signal Corps, and later on a reserve recall.
R. C. PEITSCHER, vice president in charge of the Chicago office for MacDonald-Cook, South Bend, Ind., elected vice president in charge of marketing and research at Fulton, Morrissey & Co., Chicago.


E. ESTY STOWELL, CHARLES POOLER and WALTER CRAIG, vice presidents, Benton & Bowles Inc., N. Y. elected to board of directors.

W. P. BOOTH elected a vice president of Sullivan, Stanfill, Colwell & Bayles, N. Y.

DAVE E. LARSEN, merchandising executive, Bon Marche Department Store, Seattle, to Walter McCreery Inc., Beverly Hills, as account executive and director of new business department.

STORRS HAYNES, Dancer-Fitzgerald-Sample, N. Y., and BROOKS ELMS, Blow Co., same city, to McCann-Erickson, N. Y., as account supervisors in radio-television department.

JIM BISHOP, president of Bishop & Assoc., L. A., named member of Municipal Traffic Commission by Mayor Fletcher Bowron.

CARLTON W. HART, advertising manager of Procter & Gamble Co. of Canada Ltd., Toronto, to plans-merchandising staff, N. W. Ayer & Son, Phila. PETER GODFREY added to copy staff. CARL SCHMIDT Jr. returns to copy department after 16 months on active duty with Air Force. DANIEL S. TOMLINSON returns to media staff after service with Air Force. RALPH N. THAYER to agency's New York branch in radio-TV research bureau.

JOHN J. QUINN, production manager, Peldar & Ryan, N. Y., to Anderson & Cairns, same city, as head of production department.


JACK KIRWAN, sales staff, WHAS-TV Louisville, to Bruce B. Brewer & Co., Kansas City, as radio-TV director.

HARRY WALSTRUM, program director, KECA Los Angeles, to Charles Ross Adv., Hollywood, as vice-president.

ARTHUR A. PELTZ, Co-ordinated Adv., N. Y., appointed director of radio and television.

KENT RODENBERGER, Vaughan & Spencer, Chicago, to Hicks & Greist Inc., N. Y., as account executive assistant.

H. P. KELLEY elected president of Russell T. Kelley Ltd., Hamilton, Ont., succeeding his father who died recently. H. E. DENNISON elected executive vice-president. Directors are R. C. GORDON, T. H. DEAR, H. G. SCAIFE, J. E. BRITTAIN, and MRS. N. M. ROBERTS.

DR. J. ROBERT MILLER, professor of marketing and advertising at Texas A & M, to Gardner Adv., St. Louis, as director of research.

GEORGE KERN, media director of Benton & Bowles, N. Y., has resigned [CLOSED CIRCUIT, July 28]. He will announce future plans shortly.

MAHOOL Adv., Baltimore Md., relocates at 914 N. Charles St., effective Sept. 1.


FRANK-GOLD AGENCY, L. A., has been formed to handle advertising and public relations at 1139 S. Beverly Dr. DON FRANK, advertising-publicity director, United Jewish Welfare Fund, L. A., and MIKE GOLD, account executive, The Mayers Co., that city, are partners. Telephone is Clevel 4-4941.
Years WWL Has Been Selling Soap to More Southerners Than Any Other Advertising Medium!

Look what your advertising dollar buys on WWL:

Coverage unsurpassed in the deep South—intensive coverage over 4 states. More coverage than any other medium South can offer—in an area rich with new industry, and still unquestionably radio dominated.

The lion’s share of Southern listeners—built up over a period of 25 years through excellent programing, featuring nationally known CBS stars and outstanding personalities of the South. Verified by highest ratings.

A liberal bonus of advertising extras—store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, personal calls on jobbers and distributors. No other station South gives advertisers such all-out support.

LET WWL, the South's Greatest Salesman, SELL THE SOUTH FOR YOU!

WWL
NEW ORLEANS
50,000 WATTS  CBS RADIO AFFILIATE  CLEAR CHANNEL
A DEPARTMENT OF LOYOLA UNIVERSITY
REPRESENTED NATIONALLY BY THE KATZ AGENCY
"WIBC has made a notable contribution to all Hoosiers in the field of public instruction"

- WIBC's outstanding coverage of educational activities, its marked emphasis on forum discussions of events vital to the people of Indiana, plus its leading news, religious and farm service coverage, have won the praise of many prominent Hoosiers like Mr. Young.

Thousands of letters every week testify that this high level of public service programming has also helped build the state's largest following of loyal and regular listeners.

WIBC, Inc.—30 West Washington Street • Indianapolis 6, Indiana

JOHN BLAIR & CO., National Representatives

new business

Spot • • •

KELLOGG Co., Battle Creek, Mich., for full line of cereals, will spot the half-hour weekly feature Superman in 16 markets during Sept. and Oct. Additional cities will be added in Nov. and Dec. Schedule calls for entry into Chicago, Milwaukee and St. Louis Sept. 15; Binghamton, Buffalo, Rochester and Schenectady, Syracuse and Utica, Sept. 29; Minneapolis, Ames, Davenport, Rock Island and Omaha Oct. 13; Kansas City, Oklahoma City and Tulsa, Oct. 20. Client is accepting availabilities now and seeks premium Class A time periods. Agency: Leo Burnett, Chicago.


Network • • •


BENDIX HOME APPLIANCES, Div. of Avco Mfg. Corp., South Bend, Ind., renews alternate weekly sponsorship of The Name's the Same for 62 weeks starting Sept. 10 on ABC-TV, Wed., 7:30-8 p.m. EDT. Agency: Tatham-Laird Inc., Chicago.

B. F. GOODRICH Co. signs for alternate-week sponsorship of George Burns and Gracie Allen Show on CBS-TV, Thurs., 8-9:30 p.m. EDT, effective Oct. 16. Goodrich will alternate with Carnation Co., which currently presents program every other week. Agency for Goodrich: BBDO, N. Y.

W. A. SHEAFFER PEN Co., Fort Madison, Iowa, has bought three half-hours on NBC-TV's Your Show of Shows. Time periods are 9 to 9:30 p.m. CT on Oct 4, Nov. 1 and Dec. 15, covering full video network. Agency: Russel M. Seeds, Chicago.


KELLOGG Co., Battle Creek, dropping Space Cadet, ABC-TV, Mon.-Wed.-Frl., 6:30-48 p.m. EDT, and is buying first half-hour of Super Circus, Sun., 5-6 p.m. EDT. Starting date of Super Circus sponsorship not definitely set, but expected to be about mid-September. Mars Inc. sponsors 5:30-6 p.m. portion of show. Kellogg agency: Leo Burnett Co., Chicago.

Agency Appointments • • •

CREAM WIPT PRODUCTS Inc., Phila. (salad dressing), appoints Weightman Inc., that city.

LOS ANGELES NUT HOUSE (Tom Sawyer potato chips, peanut butter), appoints Davis & Co. that city.


PECK & PECK, women's retail clothing chain, appoints C. J. LaRoche & Co., N. Y.

IMPERIAL KNIFE ASSOCIATED Co., N. Y., appoints Wilson, Haight & Welch, N. Y. Account executive is CHARLES B. H. PARKER.


CAMPBELL SOUP Co. Ltd., New Toronto, appoints Dancer-Fitzgerald-(Continued on page 47)
HARVARD KICKS OFF
SEPT. 27 OVER WBZ

This 9 game, play-by-play package
is the best football buy of 1952!
Available for single or dual sponsorship.
Telephone now for details!

In New England, Harvard football broadcasts are required
listening... and here's the package that gives you everything
required to turn these millions of football fans into customers!

The plan includes radio time on WBZ-WBZA (approximately
2½ hours each Saturday featuring the team that won Boston's
top Pulse rating last season) . . plus 15 minutes of color before
each game . . plus a complete array of promotional aids: newspaper ads, window streamers, spot announcements, airplane
tow banners, dealer letters and football schedules.

As we go to press, the package is still available. It is sure to
be sold, and soon, to a single sponsor or to two noncompeting
sponsors. It is sure to produce results, for it will reach WBZ's
vast area, populated by more than 7 million people. Better get
the full story now from WBZ or from any Free & Peters office!
feature of the week

Over $31/2 million payroll dollars are expected to begin pouring into Tacoma, Wash., next year as the result of an intensive four-month radio campaign conducted by two KTAC Tacoma newsmen.

The campaign was the initial public service venture of KTAC's morning commentary program, For Your Information, launched last March by Murray Morgan and Jim Faber.

Messrs. Morgan and Faber, KTAC's editorial editors, combine talents on For Your Information, and in addition have their own five-a-week news strips, Tacoma Beat and Tacoma Report, both devoted to local news.

The news veterans decided to tackle a project which for two decades had met with failure after failure. They decided to try establishing a modern fishing boat terminal in Tacoma's harbor to replace the rundown and overcrowded boat haven.

Such a project had been urged for 20 years by the city's Chamber of Commerce and other organizations.

Several times weekly for four months, the pair wove facts and figures about the project into their news programs. In all, 47 programs were used.

They took a tape recorder on fishing boats and interviewed fishermen on deplorable conditions of the old boat haven. The fire chief was taken on a tour of the dock with the immediate result that new fire protection facilities were installed.

On one occasion, the newsmen hustled Tacoma's mayor off to Seattle where they had arranged to have Seattle's Port Head conduct a tour of that city's boat haven which reportedly is bringing in $75 million a year to Seattle.

The campaign caught on slowly. Undaunted, Messrs. Morgan and Faber kept digging for facts and figures. They looked into the port's finances and found that there was ample cash, and that the new facility could be operated at no cost to the city.

Finally, they obtained a breakdown on how much the city's present fishing fleet brought in—$1,750,000 for 45 boats. Their survey showed that at least twice as much as this amount could be gained if enlarged facilities were provided.

This last set of statistics was the clincher. One by one, other groups got behind the project. Tacoma's mayor appointed a committee to work on the project; the Chamber of Commerce revived its committee.

Last week their faithful industriousness bore fruit: The Port Commission announced that it would start work within 90 days on a $200,000 boat haven—one which would almost triple present facilities and bring a yearly payroll estimated at $31/2 million.

All this, despite the fact that Tacoma's only newspaper has been on strike from April 12!

 Strictly Business

Sy Weintraub, 20-year-old vice president and sales manager of Motion Pictures for Television Inc., has not completely wiped away the Stardust from his eyes though his career has lifted him from humble beginnings in New York's Lower East Side to a plush Madison Ave. office and a swank Central Park South apartment.

"I've been so busy the past five years," Mr. Weintraub recounted, "that I often can't believe it's true. And I still get a thrill out of clinching a deal that may amount to just a few thousand dollars."

Five years ago Mr. Weintraub accepted his first job in the television field as a salesman with Film Highlights. In 1949, together with Joseph Harris; Mr. Harris' (Continued on page 90)

Mr. WEINTRAUB . . . selling is his forte

Ludlam's Lodge

Do you want to know whether you can take a dog into Canada on a hunting trip? Or the cost of a hunting license in Ohio? Or how to cook blowfish? Or do you want to know how to sell more fishing tackle and hunting equipment, or beer, or potato chips, or soft drinks?

If you have a product which appeals to the outdoorsman, young or old, man or woman, "Ludlam's Lodge" can answer these questions.

In the 5-5:30 p.m. Saturday spot on WRC for over a year, "Ludlam's Lodge" is now available to national advertisers. Kennedy Ludlam solves problems in the field of outdoor sports for all his listeners. He's also the man who can solve your selling problems in the Washington market—so why not call your nearest NBC Spot Sales office now for details?

In the Nation's Capital Your Best Buy Is

FIRST in WASHINGTON

WRC

980 KC • 93.9 on FM
Represented by NBC Spot Sales

Get the facts now on this great SOUTHWESTERN MARKET

Here are 571,000 people with 160,200 radio homes and an effective buying income of over $420 million—Industrial, farm, oil, resort, manufacturing, lumber, military ordinance—a big market you should reach!

One Order One Clearance One Billing
(Sold Singly or in Groups)

For details write to:

FRANK O. MYERS, Gen. Mgr.
THE ARKTEX STATIONS
Gazette Bldg., Texarkana, Ark.-Tex.
To sell Razor Blades to inland Californians (and western Nevadans)

Razor blades or refrigerators, the way to sell in inland California and western Nevada is... on the BEELINE! It's the five-station radio combination that gives you...

THE MOST LISTENERS More than any competitive combination of local stations... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3-billion-dollar market — inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative

KFBK
Sacramento (ABC) 50,000 watts 1250 kc.

KOH
Reno (NBC) 5000 watts, day; 1000 watts, night 630 kc.

KERN
Bakersfield (CBS) 1000 watts 1410 kc.

KWG
Stockton (ABC) 250 watts 1230 kc.

KMJ
Fresno (NBC) 5000 watts 590 kc.

A million people listen to the Beeline every day

August 11, 1952 • Page 19
Fancy Fringes

EDITOR:
I appreciated your note in Closed Circuit [July 28] relative to Jim Seller's [of American Research Bureau] finding TV sets all over the place. Our current tabulations are revealing the same sort of thing and I think it is probably well that the industry realize the extent to which this sort of thing is happening.

The other day, for instance, I was checking a South Dakota lot 200 miles northwest of Omaha and was amazed to see both Omaha TV stations listed on a fairly frequent basis. A note on the bottom of the lot, however, stated "our antenna is 85 feet high—on top of the silo".

Another thing: we run into frequently in these fringe areas is that the respondent will list two or three TV stations for the same channel and then state something like: "I wish that some time I could see the end of a show." Apparently these people turn in a channel and then just take whatever happens to come through—even when, half-way during the show, the picture will change to another program and another network.

Apparently this sort of thing has been going on for a longer time and to a wider extent than previous guesses have assumed. I am glad that Jim Seller has had the confidence in his data that would enable him to take these occurrences seriously and incorporate them into his findings.

Kenneth H. Baker
President
Standard Audit & Measurement Service Inc.

In Unity, Weakness?

EDITOR:
I read with interest your article entitled, "Both Media Into One," in the July 21 issue of your publication. I have a very high regard for the judgment and ability of the people in RCA and NBC. I'm sure that, before the change was made back to an integrated operation, these men with their background and experience studied the matter with great care.

However, I too have studied the matter for a number of years... I have a deep feeling that this move will hurt radio. I hope it doesn't. I am rather cold to any close working between program departments and sales departments as well as station relations in the operation of two networks—radio and TV.

I feel that network and station operation should be completely separated and each should go out and fight for audience, clients and stations.

I might add that once there was a Red and a Blue network. Many people felt that they should not be operated by the same group. Finally a separation was agreed upon and history records that both networks moved forward in service and strength and financial stability after each was put on its own.

[EDITOR'S NOTE: Mr. Kobak, new president of Advertising Research Foundation, is chairman of the executive committee of Broadcast Advertising Bureau, and business consultant, in addition to being president of WTWA, was executive vice president of the Blue network both before and after it was sold by NBC.]

Princeton Fumbled

EDITOR:
...In your July 28 issue you kindly referred to the picture we just completed for the American Telephone & Telegraph Co. and unfortunately our release was in error. The film, featuring Dr. Strieby, is not on television but rather on the subjects of coaxial cable and micro-wave installations.

Jack S. Barlass
Executive Vice President
Princeton Film Center
New York

Line of March

EDITOR:
...Broadcasting Telecasting continues to lead the ever-growing parade of trade publications in the radio and television fields. It's the one I read most carefully.

Gerald L. Seaman
Radio-TV Director
Hart's Gittines Adv.
Milwaukee

Hart's Desire

EDITOR:
Radio and TV did a great job with the recent convention coverage, but their press departments fell flat on their antennas with their service to radio-TV editors, literally starved for news.

It may come as a shock to those press departments that we have dailies, not weeklies, not weeklies, west of the Hudson.

Had they realized that, we're (Continued on page 84)
An ingenious method of oil recovery, in which actual water transfusions are used to put new life into worn-out wells, will add extra millions of barrels to the nation's record oil supplies this year.

By pumping water deep underground into oil-bearing formations which have lost their natural pressure, oilmen now coax more oil out of the ground than nature alone would yield. This "water flooding" method is typical of the many special conservation devices developed by oil scientists of scores of companies in their efforts to squeeze every last barrel of oil from existing fields.

In their vigorous struggle to outproduce their rivals U.S. oil companies use the latest scientific developments to set new production records year after year. Equally important, they have constantly improved the oil products America uses. For instance, 2 gallons of the high quality gasoline you buy today do the work that 3 gallons did in 1925. Yet today's gasoline is priced about the same as 25 years ago—only taxes are higher.

In peace or war, you benefit from the competition among America's privately-managed oil companies with the finest oil products at the world's lowest prices.
Like mustard goes with hot dogs

More-listeners-per-dollar and W-I-T-H go together just like mustard goes with hot dogs! It’s a natural combination!

Baltimore retailers know all about this. That’s why W-I-T-H carries the advertising of twice as many of them as any station in town!

These more-listeners-per-dollar that W-I-T-H delivers mean low cost results!
That’s what you want from radio, isn’t it?

Let W-I-T-H produce for you too—at low, LOW cost! Your Forjoe man will give you the whole story.

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
FALL SLUMP CONFRONTS CBS RATE MEETING

Will Rates Be Cut? Decision in Chicago

TOMORROW (Tuesday) will be the day of decision for the CBS Radio network affiliates, whose deliberations will be spurred and perhaps influenced by an 18% lag in fall business signed by the network now in comparison with that on the books at this time last year.

Meeting at Chicago's Conrad Hilton Hotel, top executives of the CBS Radio outlets will receive a report from the committee they appointed early last month to meet with CBS officials in an attempt to find a satisfactory solution to the perplexing problem of radio network rates [B&T, July 7].

Guiding principle of that committee was the resolution, unanimously adopted by the 149 affiliate station executives attending the July meeting, urging CBS not only to "abandon and reject" any plans for further reductions in its radio network rates, but to rescind the rate cuts made a year ago, restoring evening rates to their former level and, in addition, increase day-time rates by not less than 20%.

Storer Report

It is anticipated the committee chairman, George Storer, Storer Broadcasting Co., will report the weekly meetings of his group with the CBS management have failed to convince the network officials of the soundness of the stations' position or alter their decision that the only way to attract more advertisers to CBS Radio is by offering better bargains. Mr. Storer, furthermore, is expected to tell the CBS affiliates that the network intends to pass along to them a share of the cost involved in continuing network service with a reduced scale of revenue.

The committee's labors have not been entirely in vain, however. In place of an overall slash of network rates by 50% or more which reportedly had been contemplated, the CBS management is now understood to be thinking in terms of a 25% decrease, and for nighttime only, with the change directly attributable to the determined stand of the affiliates.

Another accomplishment of the committee's efforts is said to be the willingness of CBS to explore the feasibility of making the reduction in terms of increased discounts, rather than as another direct cut in card rates. Still to be worked out in complete detail, this discount plan would involve a number of factors such as dollar volume, frequency of broadcast, and number of stations used.

CBS also is said to be giving serious attention to the petition of the affiliates for a boost in daytime rates. With its daytime hours — 10 a.m. to 4:15 p.m.— entirely sold out [B&T, July 28], the situation here is quite different than that which obtains in the evening hours when TV competition is strongest. Although CBS has made no definite commitment on this point it is believed if the affiliates will agree to accept the network's decision to reduce nighttime costs to its advertisers, the network will go along with the stations in the matter of a daytime increase.

The CBS Radio affiliates, then, are confronted with the adamant position of the network that a reduction in nighttime charges, to be borne equally by the network and the affiliate stations, is essential to continuing the present quality of network service. If they agree to that, they are promised the reduction will be effected in a way that will not reduce base rates and so will not subject them to pressure for similar reductions in their spot and local rates. Also, they are given hope of an increase in network daytime charges which might enable them to raise their daytime spot and local rates accordingly.

When they met in July, the affiliates misused no words in denouncing rate cutting as a means of stimulating sales. Their resolution and the arguments of their committee since that time have failed to change the network's determination that rates must be reduced. They must now either accept the CBS stand, tempted by the considerable concessions their committee has been able to secure, or — barring the unlikely miracle of a new plan, as yet unborn, that would win approval of both sides — give up their CBS affiliations and go it alone as independents.

That the station managers appreciate the seriousness of the decision with which they are faced is attested to by the fact that as of Wednesday evening, nearly a week in advance of the Chicago meeting, 130 of the 165 CBS Radio affiliates who receive payment from the network for carrying its commercial programs had notified the committee of their intention to be represented. With the bonus stations, who also were invited, CBS has some 200 radio affiliates.

CBS, on its part, is understood (Continued on page 24)

Advance Sales Lag; Off 16% from 1951

CERTAINLY, the decision as to CBS Radio rates must be made shortly, if it is to have any effect on the network's fall business. A check of major advertisers in New York last week showed at least seven companies who are contemplating the use of network radio and TV during the coming fall-winter months but who have not arrived at definite decisions. It is a logical presumption that a desire on the part of these advertisers to learn what kind of a deal CBS will offer — and how the other networks will meet the CBS proposals — is at least a partial explanation for their delay in placing definite orders.

Orders Needed

And orders are what the radio network needs. As of last week the four national networks reported a total of 157 hours and 25 minutes of business on their books for fall, a drop of 16.4% from the 188 hours and 12 minutes of fall business reported in August 1951. CBS, with 59 hours and 35 minutes reported sold this year in comparison to 72 hours and 46 minutes sold at this time last year, shows a drop of 18.0%. NBC, with 47 hours this year against 59 hours a year ago, is down 20.7%. ABC is off 37.4% in advance fall sales, reporting 29 hours and five minutes this August against 46 hours and 25 minutes booked last year at this time. Mutual, with 21 hours and 45 minutes of fall business signed up to date, is 8.0% ahead of the 20 hours and seven minutes sold at this time a year ago.

Among the companies which have delayed decisions on their network plans for fall is Manhattan Soap Co. which, through Scheideler, Beck & Werner, New York, is contemplating both radio and television and most likely will underwrite a network show shortly.

Gulf Oil Co., which currently sponsors "Wigwam Spay" on NBC radio and We, the People on NBC-TV, is reconsidering both programs but will remain in network radio and TV. The programs, however, (Continued on page 24)
Advance Sales Lag for Networks
(Continued from page 28)
may not be the same. Although there, again, the decision is still up in the air, it is known that Gulf will not make negotiations with Life magazine on the We, the People program after the present cycle runs out. Young & Rubicam, New York, is the agency.

Vick Chemical Co., through Morse International, New York, currently is looking for a commentator to place in a five-minute news program on Mutual, scheduled to start late in September, Sundays, 4:55-5 p.m. This marks the first time Vick has bought a national network show in about four years. The firm will continue, however, with its tremendous spot radio coverage.

Bristol-Myers, New York, through Young & Rubicam, that the company is considering retaining as its radio TV plans. Under consideration is one plan which will start in September: Sponsorship of regional shows, following the pattern set by such as the Ford, and as adopted by Bur- den Co. The network show would be in addition to the regional plan and will be decided upon by Aug. 25.

General Foods, for its Birds Eye and Jell-O, also is considering a radio network show for possibly day-time with a top comedian, but nothing definite yet has been formulated.

Lever Brothers Co. and Libby, McNeil & Libby are two other major advertisers known to be con- templating radio network shows.

Wildroot Co., Buffalo, extending its campaign through the week, has signed for a five-minute news program across the board on Mutual (Mon. through Fri., 7:55-8 p.m.), and additionally is picking up half sponsorship of Mutual’s 20 Question Show on weekends and up to half of the show’s current half sponsorship of The Shadow, also on MBS (Sun., 5-5:30 p.m.). Wildroot agency is BBDO, New York.

While the total of network hours booked to date by CBS is below total at this date a year ago, this does not mean necessarily a diminution in dollar volume, which depends on the number of stations used by the advertiser, and the amount of network time. Such data are not yet available for fall but the Publishers Information Bu- reau reports for the first six months of this year [57, p. 28 and story, page 28, this issue] show the CBS Radio network gross time sales to have fallen 24.4% below the level for the same period of 1951. For the same period NBC’s radio network showed a decline of 19.4% in gross billings. These are comparable figures and directly reflect results of the network’s efforts in the strengthening of the rates established by both CBS and NBC in July 1951.

Not comparable are the 11.6% increase in ABC’s gross time sales and the 15.5% increase for MBS for the first half of this year com- pared with the first half of last. These networks did not change their base rates but effected their price reductions to advertisers through added discounts, the tech- nique proposed for adoption by CBS this year.

Merge Sales Forces

TWO major companies with non- competitive products, Daggett & Ram- sdell, Newark (cosmetics, and Zonite Products Corp. (feminine hygiene and toothpaste products), have merged their sales forces. The combined sales force will sell products of both companies. Erwin, when the New York, is agency for both accounts. Daggett & Rasm- dell is a spot radio advertiser.

AUTHOR meets news service executive in executing a copy of his latest book, Faith Is a Weapon. Author is Tom Morgan (c), foreign affairs expert and special events chief for WOW New York, who presents book to his former colleague, Seymour Berkson (t), general manager of International News Service. Ralph N. Neil, WOW executive vice president, is the broadcaster. Messrs. Morgan and Berkson had.covered Europe as newsmen 15 years ago.

Mr. Morgan gathered material for book while abroad on year-long as- signment with WOW offices in Italy.

Will Rates Be Cut?
(Continued from page 25)
to have told the committee that while it has no intention of sum- marily dropping affiliates who re- fuse to accept whatever rate ad- justments it may make, neither will it hold such adjustments in abeyance in an effort to secure 100% compliance from its radio affiliates.

Based on its experience with the recent change in the CBS Radio affiliation contract which gave the network the right to change the stations’ network rates at will and without previous consultation with individual stations. CBS is hopeful the great majority of its affiliates will agree to bow to its judgment on rates. That contract revision, said to be necessary to enable CBS to “meet competition” in the event of a sudden rate cut by another network, was accepted by all but a very few of the network, major affiliates. Holdouts were reported by both radio officials, including WJR Detroit, WGR Cleveland, WHAS Louisville and KIRO Seattle.

All four of those stations are represented on the affiliates committee which has been negotiating with the CBS management. They are: John F. Patt, WGR and WJR; Victor A. Sholis, WHAS, and Saul Haas, KIRO. Other committee mem- bers are: Chairman Storer, William B. Quarton, WMT Cedar Rapids; John E. Petzer, WKZO Kalamazoo; Hubert Taft WKRC Cincinnati; Kenyon Brown, KFWT Wichita Falls, Tex.; Ray Herndon, KTRH Houston, and I. R. Louns- berry, WGR Buffalo, who also is affiliate member of the Colubria Affiliates Advisory Board.

Tomorrow’s affiliate meeting will begin at 10 a.m. with a closed ses- sion at which the Storer committee will deliver its report. CBS Presi- dent Frank Stanton, together with Adrian Murphy, president of the CBS Radio Network; Herbert V. Akerberg, CBS Radio station relation- ship president, and Richard Salant, CBS vice president and general executive, who have repre- sented the network in negotiations with the affiliates’ committee, all will be consulted with the station group if called upon.

Taylor to Motorola

EDWARD R. TAYLOR has been elected a vice president of Motorola Inc., Chicago, with charge of sales and merchandising programs. He recently resigned as vice president in charge of markets for Hotpoint Inc., same city.

Where Do We Go From Here? . . .

IN CHICAGO tomorrow (Tuesday) a momentous decision will be made. Will the CBS Radio affiliates (or a substantial majority of them) accede to a CBS Radio proposal which will have virtually cost the network an additional $500,000, and still further the cost of network time to the advertiser, thus drastically reducing the affiliates’ “take” from the network?

The lines appear to be clearly drawn after fertilized egg of nearly 160-man affiliate committee with CBS officials. The committee isn’t unanimous. Nonetheless, a report will be made and the resultant action, according to the committee’s own statement “will influence greatly the (affiliates) further radio operations.”

That is statement. From what we are able to glean the result will seriously influence the status of all affiliates of all networks. It will influence the status of the independents too. It will change the overall economic structure of the medium. It will mean cut-backs in station personnel and programming.

For months we’ve said that the orthodox method of network operation is past. Both sides agree that changes are necessary. The affiliates, however they may vote under dead- line pressure, generally feel that the networks will end up in the long run, with the networks controlling the rates, the cost, and the nature of the “affiliation.”

Sooner or later, we contend, the networks will have to come to grips with the question of rates. For the moment, the CBS proposal is that the rates at which the networks sell their radio time to individual stations be lowered by 10%, with the networks thus retaining the status quo on nighttime rates, and increase daytime rates. The networks say this is sheer folly—and economic suicide.

It is clear that all of the CBS stations are not showing their hands now. There is being talked up the creation of a “quality network” of stations, to sell time cooperatively. This group—said to number more than 50—is ex- ploring the prospect that if CBS invokes a cut, the stations will drop out of their rate card, NBC will follow suit. NBC officials have candidly stated they are awaiting CBS’s move, having withheld their own revised rate structure last year. Would there be NBC recruits in basic markets for such a “quality net- work” venture?

Such cooperative network plans have been proposed—but never adopted—some time in the course of every major network-affiliate crisis in the past dozen years. The proponents of the independent network project understandably are loath to get out in front. They contend, however, that the important thing is to have a broad foundation of support for their plan. They point out that while network business hasn’t been sold—even at the 10-15% discount invoked last year—national spot and local business is substantially up. They cite the network transition to as their owned-and-operated stations, which are stressing national spot and local, and are trending more and more toward the independent-station programming format.

What the final outcome of the course, depends upon the outcome of the sessions in Chicago tomorrow. Plans reportedly are made for a meeting call—if the Chicago events indi- cate that course—not necessarily confined to affiliates of CBS.

Thus, more than one decision is destined to be reached in Chicago tomorrow. It’s the first one that really counts.
RADIO SALES

Effectiveness Measured by NBC

IN WHAT was termed "the first attempt to measure radio's sales effectiveness in 12 years," NBC last Thursday released results of a survey showing that people who listened to commercial programs bought from 11 to 111% more of the advertised products than did non-listeners.

The figures were cited as evidence that radio not only sells goods but does so just as effectively as in pre-television days, and at the lowest cost of any advertising medium. In some cases radio's effectiveness was shown to be greater in TV homes than in those without TV.

The study was conducted in Davenport, Iowa (a TV belt and Fort Wayne, Ind. (non-TV market) and the total area covered was described as "remarkably similar" in TV penetration—45% to that forecast for the entire nation by next Jan. 1.

Out of the field work, which involved the asking of a total of 1,234,000 questions in personal interviews in more than 100,000 homes in the two cities, came findings which NBC called radio's "E.S.P." defined as the ratio of (1) Purchases of radio-advertised products by listeners to the program, to (2) Purchases of these products by non-listeners.

Groups Carefully Matched

In the case of each program studied, NBC researchers said, listeners and non-listeners were divided into two groups which were matched carefully so as to be nearly equal as possible in size of group and in age, sex, income, education, family, magazine and newspaper reading habits and TV ownership.

The "E.S.P.'s" of six NBC programs were reported as shown in the "Relative Difference" column of the table below, with the Relative Difference representing the percentage by which listeners, product-purchases exceeded those of non-listeners.

<table>
<thead>
<tr>
<th>Program</th>
<th>Relative Difference</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>Radio listeners</td>
</tr>
<tr>
<td>KOK - TV</td>
<td>111%</td>
</tr>
<tr>
<td>KYW - TV</td>
<td>61%</td>
</tr>
<tr>
<td>KOA - TV</td>
<td>5.0%</td>
</tr>
<tr>
<td>KOY - TV</td>
<td>5.3%</td>
</tr>
<tr>
<td>KFEL - TV</td>
<td>5.0</td>
</tr>
<tr>
<td>KOEL - TV</td>
<td>4.7%</td>
</tr>
<tr>
<td>KOGL - TV</td>
<td>15.6%</td>
</tr>
</tbody>
</table>

NBC authorities cited tests in connection with the Mary Lee Taylor Show as showing the difference between sales of the sponsored brand (Pet Milk) and sales of a competing brand (Carnation, which, though nationally advertised, was not using network radio in the markets being studied). Results were described as follows:

"Among non-listeners to this program (Mary Lee Taylor) sales of Pet and Carnation were approximately the same. 16% to 17% higher in those listeners who did not listen to the program. Pet program are nearly equal in their buying of the two brands."

"However, 21.7% of the listeners bought Pet, for a relative difference of plus 30%; while only 13.1% of these same listeners bought Carnation for a relative difference of minus 23%. Pet went up. Carnation went down. Among non-listeners Pet was 2% behind Carnation among listeners, Pet is 66% ahead."

The study not only revealed that the number of purchasers is greater among listeners than non-listeners, but also that, in some cases, radio program's "E.S.P." was higher in TV homes than in non-TV home—"further proof of the elder broadcast medium's strength in today's competitive market."

In the case of the Tums program, for example, it was said that the "E. S. P." among TV-owning families reached 123%, compared to the 111% of TV and homes. In the case of Firestone Tire & Rubber Co.'s DALLAS 4.1

Radio Share Could Be More - Cuff

Listening to commercials on radio has proved successful in Denver, the lead of national Nielsen Co. for 1952 shows.

Mr. H. Cuff, radio and TV commentator for the Allied Stores Corp., told more than 100 broadcasters at the Pottsville experiment, that radio has a wider share of the "relative influence" which is to say, the approval obtained, besides Mr. Reinsch and Mr. Cuff, the following speakers:

Murray Arnold, WIP Philadelphia; Sheldon Peterson, KLZ Denver; Wayne Sanders, KCNA Twinon, Aria; Gene Ackerley, KCKW Alliance, Neb.; George W. Barron, KMCO Kansas City; Walter B. Barron, BMI; H. C. U. ward, KFMY Fort Morgan, Colo.; KVOZ Colorado Springs, Colo.; KFEL Denver; Jack Williams, KOY Denver, Frank Bishop and Brad Roberts, KFEL-TV Denver.

Greeting the broadcasters at a luncheon on Monday were Daniel Felt, who added administrative functions to the U. of Denver, and Thomas Campbell, acting mayor of Denver and manager of parks.

Arrangements for the activities of wives and children guests were handled by Russell Porter, director of the U. of Denver's radio department; Mr. Haverlin, and Al Meyer, president of the Colorado Broadcasters Assn.

Radio Share

Cuff said. Carl Haverlin, president of BMI, read excerpts from a letter by Russell A. Brown, vice president in charge of sales for the company, reporting that the company is "strongly urging our stores to seriously contemplate the radio for a wider and more intensive use of radio as an advertising medium."

Seminar First in U.S.

The seminar was arranged by BMI through the cooperation of the Colorado Broadcasters Assn. and attracted broadcasters from 92 stations and Canada. It was said to be the first of its kind ever held in the U. S."

In a talk on Monday, J. Leonard Reinsch, television consultant to the Democratic National Committee and managing director of WSB and WSB-TV Atlanta and other Cox stations, declared that radio is "a lot healthier than we think. It has been a recent survey comparing 1941 and 1951 "tune in" and total audience for several programs on WSB Atlanta."

"Their total circulation for those programs is higher today than it was in 1941," Mr. Reinsch asserted, "despite the additional competition of six new radio stations and three television stations."

The BMI seminar "faculty" was drawn from nine states and included, besides Mr. Reinsch and Mr. Cuff, the following speakers:

Murray Arnold, WIP Philadelphia; Sheldon Peterson, KLZ Denver; Wayne Sanders, KCNA Twinon, Aria; Gene Ackerley, KCKW Alliance, Neb.; George W. Barron, KMCO Kansas City; Walter B. Barron, BMI; H. C. U. ward, KFMY Fort Morgan, Colo.; KVOZ Colorado Springs, Colo.; KFEL Denver; Jack Williams, KOY Denver, Frank Bishop and Brad Roberts, KFEL-TV Denver.

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(Continued on page 89)

BROADCASTING • Telecasting

NATIONAL Nielsen-Ratings TOP Radio Programs
(Total U.S. Area, including Small-Town, Farm and Urban areas under Telephone and Non-Telephone Homes)

EXTRA WEEK, EVENING, ONCE-A-WEEK

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>City</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>You Bet Your Life (NBC)</td>
<td>5.5</td>
<td></td>
</tr>
<tr>
<td>2</td>
<td>All in the Family (CBS)</td>
<td>5.4</td>
<td></td>
</tr>
<tr>
<td>3</td>
<td>Leave It to the Girls (CBS)</td>
<td>5.2</td>
<td></td>
</tr>
<tr>
<td>4</td>
<td>Mпублиsher (CBS)</td>
<td>5.1</td>
<td></td>
</tr>
<tr>
<td>5</td>
<td>Fordham Hour</td>
<td>5.0</td>
<td></td>
</tr>
<tr>
<td>6</td>
<td>Broadway Show</td>
<td>4.7</td>
<td></td>
</tr>
<tr>
<td>7</td>
<td>Big Story (NBC)</td>
<td>4.7</td>
<td></td>
</tr>
<tr>
<td>8</td>
<td>Night Train</td>
<td>4.6</td>
<td></td>
</tr>
<tr>
<td>9</td>
<td>Mr. and Mrs. North (CBS)</td>
<td>4.5</td>
<td></td>
</tr>
</tbody>
</table>

Homes reached during or any part of the week except for homes listening only 1 to 5 minutes.

Copyright 1952 by A. C. Nielsen Co.

Voice of Firestone radio program, which was reported to have an "E.S.P." of 11% for all homes, it was also found that:

"Gain in favorable attitude runs highest in TV homes of the sample where it reaches 16%. (The matching group received no great care to eliminate any influence from the TV version of this program.)

"Researchers also queried for attitudes toward a closely competing brand. Although Firestone's lead over this competition was only 5% among non-listeners, it jumped to 16% among Voice of Firestone listeners as radio-created advantage of 3- to-1."

The survey also inquired into the amounts of time which people spend with various media. The average person, it was found, spends 4 hours 21 minutes a day with the four major ones, but with radio getting by far the most attention even though TV penetration was 45%.

Radio—124 minutes daily.

Television—83 minutes daily.

Newspapers—38 minutes daily.

Magazines—16 minutes daily.

Reports of the survey were shown Thursday to radio and advertising trade newsmen at a con-
CBS NET RISES
Reaches $2.8 Million In First Half of '52

NET INCOME of CBS Inc. and its domestic subsidiaries for the first half of 1952 (after provision for federal income taxes) totaled $5,851,415 as compared to $2,471,317 for the same period of 1951, a consolidated income statement showed last week.

Gross income for the first 26 weeks of this year was placed at $80,715,895 after deduction of discounts, commissions and returns, while the comparable figure for the first half of last year was $55,129,306. Net income before federal taxes was $7,151,415 this year against $5,546,017 last. It was pointed out the 1952 figures include the operations of Hytron Radio & Electronics Co. and CBS-Columbia Inc., manufacturing properties acquired by CBS June 15, 1951.

The CBS board (also see story page 53) meanwhile last week declared a dividend of 40 cents per share on its Class A and Class B stock, payable Sept. 26 to stockholders of record at the close of business Aug. 22. The CBS statement follows:

COLUMBIA BROADCASTING SYSTEM INC.
AND DOMESTIC SUBSIDIARIES
Consolidated Income Statement

<table>
<thead>
<tr>
<th></th>
<th>Six Months Ending</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>June 28, 1952</td>
<td>June 30, 1951</td>
<td></td>
</tr>
<tr>
<td>Gross income</td>
<td>$105,994,498</td>
<td>$77,836,366</td>
<td></td>
</tr>
<tr>
<td>Less: Discounts</td>
<td>24,870,603</td>
<td>22,706,760</td>
<td></td>
</tr>
<tr>
<td></td>
<td>$81,123,895</td>
<td>$55,129,306</td>
<td></td>
</tr>
<tr>
<td>Deduct:</td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Operating expenses</td>
<td>$35,036,906</td>
<td>$24,948,890</td>
<td></td>
</tr>
<tr>
<td>Selling, general and administrative expenses</td>
<td>14,268,093</td>
<td>11,944,386</td>
<td></td>
</tr>
<tr>
<td>Provision for depreciation and amortization of leasehold improvements</td>
<td>1,217,383</td>
<td>875,598</td>
<td></td>
</tr>
<tr>
<td></td>
<td>50,522,382</td>
<td>45,631,874</td>
<td></td>
</tr>
<tr>
<td>Misc. income, less misc. deductions</td>
<td>$ 7,075,514</td>
<td>$ 6,506,323</td>
<td></td>
</tr>
<tr>
<td></td>
<td>79,901</td>
<td>85,785</td>
<td></td>
</tr>
<tr>
<td>Income before federal taxes on income</td>
<td>$ 7,151,415</td>
<td>$ 6,346,317</td>
<td></td>
</tr>
<tr>
<td>Provision for federal taxes on income tax</td>
<td>4,270,000</td>
<td>3,845,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>2,881,415</td>
<td>2,501,317</td>
<td></td>
</tr>
<tr>
<td>Excess profits tax</td>
<td>30,000</td>
<td>30,000</td>
<td></td>
</tr>
<tr>
<td></td>
<td>3,875,000</td>
<td>3,875,000</td>
<td></td>
</tr>
<tr>
<td>Net income for period</td>
<td>$ 2,881,415</td>
<td>$ 2,501,317</td>
<td></td>
</tr>
<tr>
<td>Earnings per share (Note 3)</td>
<td>$1.22</td>
<td>$1.44</td>
<td></td>
</tr>
</tbody>
</table>

Notes:
1. The 1952 figures include the operations of the Hytron group (Hytron Radio & Electronics Co. and CBS-Columbia Inc.) which was acquired June 15, 1951.
2. The provision for federal taxes on income for the first six months of 1951 as originally reported was calculated in accordance with the 1950 Revenue Act which was in effect at that time; this provision has been adjusted in this report to reflect the changes resulting from the subsequent enactment of the 1951 Revenue Act which was applicable to the full year 1951.
3. The 1952 per share earnings are calculated upon the 3,327,896 shares outstanding as of June 28, 1952 and the 1951 per share earnings upon the 1,717,383 shares outstanding as of June 30, 1951.
4. The 1952 results are subject to year end adjustments and to audit by Lybrand, Ross Bros. & Montgomery.

AUGUST 6, 1952

SEATTLE MERGER

Unites Northwest Agencies

SEATTLE office of Ruthrauff & Ryan merged with Strang & Prosser Adv. on Aug. 6, according to a joint statement by F. G. Mullins, vice president and manager of R&R's Seattle branch, and Joseph Maguire, senior partner of Strang & Prosser.

The entire executive and creative staff of both organizations will be retained, with R&B's offices in Northern Life Tower Bldg., Seattle, undergoing expansion to make room for the enlarged staff. Facilities will be made available to clients by both the national agency and the newly-merged local agency which has served the Pacific Northwest for 40 years.

CBS-Columbia Budget

CBS-COLUMBIA Inc. CBS' television receiver manufacturing subsidiary, will back its 1953 line of TV receivers with a $1 million advertising budget to include radio and TV spot campaigns, according to Gerald Light, director of advertising and public relations for the firm. Ted Bates & Co., New York, is the agency.

FIC Cites 847 Ads

TOTAL of 847 radio and periodical advertisements were listed by the Federal Trade Commission during June as possibly false or misleading, with 452 referred to the Bureau of Antitrust Depreciative Fractions, 206 to the Bureau of Industry Co-operation, and 189 to the General Counsel's Office.

AGENCY REBUFFED

Ware Squelches P. I. Bid

Although interested in mail order business?

William E. Ware, president of KSTL St. Louis, has just turned down a nursery account offered by a West Coast agency. His rejection was based on an unpleasant experience with a similar account which was placed through the same agency.

Here is Mr. Ware's reply to the agency:

"We have your letter of . . . . before us, asking for availabilities. . . . A few minutes of investigation in our files reveals a similar letter of June 8, 1951, requesting time for . . . . We furnished the treasurer received similar reservations of stock as such reservations were received from your office, ran the programs as directed, all of which resulted in two obnoxious situations.

"First, the station was never paid for its time. Second, the people who sent in their money never received the product. Those who sent in checks found them endorsed by your company, cashed, and still no merchandise.

"The situation got so bad that had to deliver the merchandise to hundreds of people for which they received no money. Apparently their dissatisfaction was conveyed to you, witness the fact you are no longer handling their account.

"We are here to take care of legitimate business, and when you clean up your past mess and are prepared to pay in advance for your time and guarantee delivery of merchandise, we will at that time be glad to quote you further availabilities."

MORE LOCAL RADIO

Foreseen by WBS

STATIONS this fall will aim for increased local business to offset losses from national sources in the opinion of World Broadcasting System, which last Wednesday reported its renewal and new subscriber business was not experiencing a drop-off this summer.

These points were made in a report by Robert W. Friedrich, general manager, who noted that the past four months have been the best in the company's history with an upsurge in new clients and a large list of renewals.

Mr. Friedrich stressed that 1% of new sales in recent months were to network-affiliated stations which apparently plan to meet local advertiser budgets with low-cost library-produced shows.

The report noted that increasing emphasis on local level sales this fall was further indicated by the fact that 41 new World subscribers are also using another library service, news and other local origination and network co-op offerings.

Schlitz Account

JOS. SCHLITZ Brewing Co., Milwaukee, which four months ago had named Lennen & Mitchell (soon to be Lennen & Newell), N. Y., to handle its radio and television advertising, announced last week the agency also will handle its newspaper, magazine, trade paper and outdoor advertising, effective in October. Thus, the agency will handle the entire account, said to be about $6 million. Philip W. Lennen, board chairman of the agency, will be the account administrator.

Page 26 • August 11, 1952
Nobody figured this country judge had even an outside chance in the preferential primary for governor. But he took to the air in an amazing campaign that included one broadcast lasting a solid 24½ hours. The result was...

UPSET IN ARKANSAS WON BY ‘TALKATHON’

By OLIVER R. SMITH*

RADIO'S POTENCY as a medium for political campaigning is being given a dramatic demonstration in the South. On the strength of the newly-developed radio ‘Talkathon’ a little-known country judge staged a startling upset in the Democratic preferential primary for the governorship of Arkansas.

With the same weapon he is making a strong bid to defeat Gov. Sid McMath in the runoff election Aug. 12.

This would presumably win him the governor's chair. In Arkansas the Democratic nomination is tantamount to election.

The ‘Talkathon’ is a trademarked question-and-answer radio show of a type largely unexploited until now by the politicians. It's a kind of audience-participation quiz show in which the people ask, instead of answer, the questions. The candidate for office is supposed to answer the questions, and if his answers please or impress enough of the people he presumably will get the prize he seeks.

The only previous application of the political Talkathon, in its now trade-marked format, was in Florida’s Democratic primary for governor six months ago. There it was used with carrying a complete newcomer through the preferential primary and to within 5% of the runoff ballot total polled by the incumbent. A somewhat similar technique, though on a smaller scale, was used by Gov. Thomas E. Dewey, of New York, in successfully seeking reelection in 1950. His every question answering was done on both radio and television.

The surprise showing of the country judge in the Arkansas race was a political miracle in which a novice with only a shoestring campaign fund whipped a combination of veteran politicians. The striking element is his method. He takes his story to the people by radio. And that's where the new Talkathon comes in.

Eight weeks ago, when he announced his candidacy for nomination as governor, Francis Cherry was known by few people outside of northeast Arkansas where he had served two terms as district judge. Opposing him for the nomination were four well-known and experienced candidates: the incumbent who had been in office four years, the state's attorney general, a former attorney general, and a congressman. With that kind of competition few observers believed Judge Cherry could run ahead of last place, and virtually none believed he could reach the runoff as one of the two highest in the preferential balloting on July 29.

Flimsy Funds

Against his opponents' well-gearred and well-financed organizations candidate Cherry had little more than a toothpick for a lance. His campaign funds consisted chiefly of $8,000 of his own money augmented by gifts from some personal friends. His rivals, by contrast, had bulging war-chests whose contents were demonstrated by a large volume of campaign advertising.

Taking cognizance of these facts, the state's largest newspaper termed the 43-year-old judge as "naive" in politics. Newsmen who covered his activities would say privately: "He's a sincere and honest man; it's too bad he hasn't the slightest chance of getting anywhere."

These impressions were confirmed by results of an opinion poll conducted by a usually-accurate market research agency. It showed that after four weeks of the campaign Judge Cherry stood far back in last place.

Then midway in the campaign the soft-spoken jurist unlumbered the new secret weapon of politics. He and his campaign manager, Leffel Gentry, signed agreements with Houck & Co., Miami advertising and public relations agency, for use of the radio campaign formula it was offering as Talkathon.

As manager for the Arkansas operation the firm sent Reggie Leffel a Ph.D., a former journalist with experience in radio and television broadcasting in South America. Leffel brought his experience in South America to Arkansas.

Broadcasting • Telecasting

8 p.m. Wednesday

Freshly groomed, Judge Cherry starts his marathon performance.

Hours later, answering question phoned by listener, he has loosened tie.

8:30 p.m. Thursday

Judge Cherry glances at piece of chicken, as 24½ hour "Talkathon" ends.

(Continued on page 44)
Leading Radio Network Advertiser in Each Product Class During June 1952

<table>
<thead>
<tr>
<th>Class</th>
<th>Advertiser</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers, Mfg. Co.</td>
<td>$2,052</td>
</tr>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>Cannon Mills Co.</td>
<td>797,048</td>
</tr>
<tr>
<td>Automotive, Auto. &amp; Equipment</td>
<td>General Motors</td>
<td>75,543</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Falstaff Brewing Corp.</td>
<td>83,255</td>
</tr>
<tr>
<td>Building Materials &amp; Equipment</td>
<td>Lakeside &amp; Peoples.</td>
<td>62,618</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>William Wiley Jr. Co.</td>
<td>129,920</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>Electric Co.'s Advertising</td>
<td>78,859</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Mills Labs, Inc.</td>
<td>568,349</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>General Foods</td>
<td>6,029,373</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Standard Oil Co. of Indiana</td>
<td>97,575</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Philco Corp.</td>
<td>131,728</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Sunbeam Corp.</td>
<td>78,525</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>E. I. du Pont de Nemours</td>
<td>58,998</td>
</tr>
</tbody>
</table>

Gross Radio Network Time Sales by Product Groups for June and First Half of 1952 Compared to Same Period 1951

<table>
<thead>
<tr>
<th>Product Group</th>
<th>June 1952</th>
<th>June 1951</th>
<th>June 1952</th>
<th>June 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel &amp; Footwear</td>
<td>$48,602</td>
<td>$35,175</td>
<td>$48,602</td>
<td>$35,175</td>
</tr>
<tr>
<td>Automotive, Auto. &amp; Equip.</td>
<td>$14,622</td>
<td>$16,775</td>
<td>$14,622</td>
<td>$16,775</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>$344,625</td>
<td>$298,360</td>
<td>$344,625</td>
<td>$298,360</td>
</tr>
<tr>
<td>Building Materials &amp; Equip.</td>
<td>$148,286</td>
<td>$135,068</td>
<td>$148,286</td>
<td>$135,068</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>$372,184</td>
<td>$366,003</td>
<td>$372,184</td>
<td>$366,003</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>$212,381</td>
<td>$243,349</td>
<td>$212,381</td>
<td>$243,349</td>
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<tr>
<td>Drugs &amp; Remedies</td>
<td>$1,670,660</td>
<td>$1,562,890</td>
<td>$1,670,660</td>
<td>$1,562,890</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>$2,350,969</td>
<td>$2,222,537</td>
<td>$2,350,969</td>
<td>$2,222,537</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>$452,592</td>
<td>$484,142</td>
<td>$452,592</td>
<td>$484,142</td>
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<tr>
<td>Household Equip. &amp; Supplies</td>
<td>$330,992</td>
<td>$250,000</td>
<td>$330,992</td>
<td>$250,000</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>$331,724</td>
<td>$252,000</td>
<td>$331,724</td>
<td>$252,000</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>$28,109</td>
<td>$30,000</td>
<td>$28,109</td>
<td>$30,000</td>
</tr>
<tr>
<td>Jewelry &amp; Optical Goods &amp; Cameras</td>
<td>$45,390</td>
<td>$38,990</td>
<td>$45,390</td>
<td>$38,990</td>
</tr>
</tbody>
</table>

Leading TV Network Advertiser for Each Product Group During June 1952

<table>
<thead>
<tr>
<th>Class</th>
<th>Advertiser</th>
<th>Gross Time Purchases</th>
</tr>
</thead>
<tbody>
<tr>
<td>Appareil, Footwear &amp; Access.</td>
<td>Colgate-Palmolive Co.</td>
<td>$3,575,652</td>
</tr>
<tr>
<td>Automotive, Auto. &amp; Equip.</td>
<td>Miles Laboratories</td>
<td>$3,650,582</td>
</tr>
<tr>
<td>Beer, Wine &amp; Liquor</td>
<td>Speidel Corp.</td>
<td>$1,521,286</td>
</tr>
<tr>
<td>Building Materials &amp; Equip.</td>
<td>Armstrong Cork Co.</td>
<td>$47,860</td>
</tr>
<tr>
<td>Confectionery &amp; Soft Drinks</td>
<td>Reynolds Tobacco Co.</td>
<td>$52,730</td>
</tr>
<tr>
<td>Consumer Services</td>
<td>W. B. Reynolds Tobacco Co.</td>
<td>$52,730</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Hill Bros.</td>
<td>$14,950,690</td>
</tr>
<tr>
<td>Food &amp; Food Products</td>
<td>RCA</td>
<td>$29,680,000</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Reynolds Tobacco Co.</td>
<td>$6,470,950</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>Rubber Tire &amp; Rubber</td>
<td>$10,017,220</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Blue Ribbon</td>
<td>$2,414,220</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>Coors Distributing Co.</td>
<td>$1,563,300</td>
</tr>
<tr>
<td>Jewelry, Optical Goods &amp; Cameras</td>
<td>Special Corp.</td>
<td>4,616,200</td>
</tr>
</tbody>
</table>

Top Ten TV Network Advertisers for June 1952

1. Procter & Gamble Co. .............. $1,375,029
2. Lever Bros. Co. ................... 1,037,441
3. Miles Labs ........................ 868,349
4. General Foods Corp. .............. 539,078
5. Sterling & Myers Tobacco Co. .... 537,007
6. General Mills ....................... 499,419
7. Colgate-Palmolive-Peet Co. ....... 364,939
8. Philip Morris Co. .................. 382,572
9. American Tobacco Products Co. ... 355,606
10. Liggett & Myers Tobacco Co. ...... 314,499

PROCTOR & GAMBLE CO., in the first half of 1952, purchased $15,446,889 worth of time, at gross rates, on the national radio and television networks, according to a BROADCASTING • TELECASTING compilation of network advertising data reported by Publishers Information Bureau.

General Foods Corp., runneup to P & G, according to expenditures for radio and TV network time during the January-to-June 1952 period, spent $7,912,806, at gross rates, for broadcast network time in that six-month span.

Lever Bros. Co. ranked third, with purchases of $6,283,781, worth of broadcast network time, Colgate-Palmolive-Peet Co. was fourth, with $5,881,444, and R. J. Reynolds Tobacco Co. fifth, with $5,462,256.

Next five largest users of the radio and TV networks, in descending order, for the six-month period, were:


TV network top time buyers in the January-to-June period were:

Procter & Gamble Co. $9,069,250; General Foods Corp., $4,327,154; Colgate-Palmolive-Peet Co., $3,693,229; R. J. Reynolds Tobacco Co., $3,676,425; American Tobacco Co., $2,766,870; Lever Bros. Co., $2,675,890; Liggett & Myers Tobacco Co., $2,031,577; General Motors (Continued on page 38)
By J. FRANK BEATTY

ANNUAL NARTB district meetings begin Aug. 18 at Cleveland when District 7 (Ky., Ohio) broadcasters and telecasters assemble at the Hotel Statler in that city. Robert T. Mason, WMEN Marion, Ohio, is District 7 director.

The Cleveland opener starts a schedule of 17 regional sessions that will wind up Oct. 21 at District 1 (New Orleans).

Second meeting next week is that of District 8 (Ind., Mich.), to be held Aug. 21-22 at the Grand Hotel, Mackinac Island, Mich. Mason will take part by TV. His city, Mich., is District 8 director.

Through the next three months the meeting schedule will roughly follow a Monday-Tuesday and Thursday-Friday pattern with a Labor Day interruption.

Harold E. Fellows, NARTB president, will make his second tour around the district circuit since assuming the presidency in June 1951. He will lead a headquarters crew that will include Richard P. Doherty, employe-employer relations director, and William F. Stubbe, station relations director.

Other staff officers will be spotted at meetings throughout the schedule. Robert K. Richards, assistant to the president, and W. W. Hardy, government relations director, will divide the government affairs assignment. Mr. Richards is expected to take the first three meetings—Cleveland, Mackinac Island, and then the District 11 (Minn., N. D., S. D.) meeting Aug. 25-26 at the Hotel Duluth, in Duluth. Mr. Richards will pick up the assignment for the West Coast and Southwestern swing.

Board Members to Attend

For the first time, a member of the NARTB TV board will attend each meeting. William Fay, WHAM-AM-TV Rochester, N. Y., will be at the Cleveland opener. He will take part by TV in a conference panel, a feature picked up from the annual convention held last spring in Chicago. This panel was one of the highlights of the Chicago convention, withural broadcasters keenly interested in the problems facing TV stations and how the video outlets go about solving them.

The TV workshop sessions will be flanked by similar panels dealing with programming and news, though the meeting agenda varies among the 17 districts on a non-competing basis with plans of district directors.

A new feature this year will be a packet of practical broadcast material which will be given all members who attend the meetings.

The material includes a presentation showing a day in the life of local news; revised data on cost of constructing a TV station, based on current prices and latest technical developments; manual on political broadcasters; government relations handbook covering important terminology, glossary of terms and the story of how a bill passes Congress; program idea booklet for FM stations; collection of data showing the dimensions of the radio and TV industries, including latest figures on number of receivers, listeners, radio homes, etc.; new bulletins analyzing cost factors in station operations, in NARTB services and publications; reprint of key know-how sessions at the spring industry convention, and copies of several speeches delivered by President Fellows.

Director Mason will open the Cleveland convention at 9:30 next Monday. After opening remarks by Fellows, the panel will take major address on industry problems and association activities. A news clinic scheduled at 11:15 a.m. will be moderated by Ken D. Given, WABC New York. A speaker whose name has not been announced will address the Monday luncheon. Mr. Doherty will conduct a management session from 2-4 p.m., dealing with operating problems in a period of inflationary prices. He will present new figures covering operating costs at all types of stations, by geographic areas and regions. An extensive job of compiling these statistics is nearing completion.

A program clinic will be held at 4 p.m., with F. E. Luckey, WHOP Hopkinton, Ky., as moderator. As in the news clinic the panel will be staffed by station managers and floor discussion will be a feature.

State legislative reports will be given at 5 p.m. by John W. Betts, WFTM Maysville, Ky., for Kentucky, and Robert C. Fehlman, WHBQ Canton, for Ohio. A cocktail party, with Cleveland agency offices as guests, will wind up the Monday schedule.

Business Meeting for Opener

A business session will open the Twin Cities convention, including report of the resolutions committee. Taking part in the TV panel that follows will be Mr. Stubblefield, president; Mr. Rich, director; his assistant, Howard H. Bell, and Edward H. Bronson, NARTB director of TV code affairs. The TV session is directed by President Fellows as one of the top district meeting features. Included in the panel will be Allen L. Haid, WSPD-TV Toledo, and John Hanrathan, WEWS (TV) Cleveland.

Mr. Fellows’ Tuesday luncheon subject will be, “Can It Get It for You?”

The main feature of the afternoon meeting will be a report on association membership activities by Mr. Stubblefield, with discussion.

At the District 8 meeting Thursday-Friday of next week the agenda will follow roughly the same pattern, with addition of a regional meeting on the opening night.

Kenneth L. Carter, WAAM (TV) Baltimore, will represent the NARTB TV Board at the Mackinac Island meeting, leading the TV convention session on the second morning.

An initiation at Mackinac Island will be a luncheon on the second day at which wives will be present. President Fellows is slated to talk on a co-ed topic—how to live with husbands without killing him. Winding up the District 8 meeting will be a business discussion, including resolutions.

The program of NARTB associate member representatives will make the district meeting circuit, including transcription program, library, TV film and other service and equipment companies.

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NARTB MEETINGS
Open Aug. 18 at Cleveland

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NBC CHANGES

FURTHER changes in executive personnel duties, continuing the reorganization of NBC's radio- TV operations, were consummated by the network last week.

It also was learned that Edward D. Madden, NBC vice president and assistant to the president, will have been given the additional responsibility of directing NBC public relations following the resignation of William J. Brook, effective Oct. 1, as public relations vice president.

Earlier NBC announced another realignment involving the network's production and spot sales functions. It follows a pattern set by NBC the past two months, with merging of radio-TV station relations and the most recent development [B&T, July 21].

A key appointment in NBC's sales structure was that of William L. Davidson, named national sales manager of NBC's Radio Spot Sales Dept. Appointment of Mr. Davidson, formerly with Free & Peters, station representative firm, was announced by Thomas B. McFadden, director of national spot sales. He succeeds Bob Leder, recently named general sales manager of WNBC New York.

The network also issued its reintegration program at the production department level, selecting top executives for its new Film Division and setting up reporting procedure for a unified radio-TV production department. Mr. Brooks resigned to open his own public relations office in New York and said NBC is one of three clients he already has lined up.

Mr. Madden, vice president in charge of NBC's TV sales and operations before he was named assistant to the president in the reorganization of NBC radio and TV operations a few weeks ago [B&T, July 21], will handle public relations in addition to his assignment as assistant to President Donald B. Doherty.

The public relations function relates not only to the public but also relations with NBC employees, clients, the FCC and government committees, talent, and owned-and-operated stations, and also include public relations acceptable. Press Dept. Reassigned

NBC's Press Dept. under Vice President Sydney H. Eiges, which formerly was a part of the public relations department, was reassigned to report directly to Frank White, NBC vice president and general manager of the radio and television networks, when the radio-TV reorganization was initiated. Mr. White was appointed to these posts last June [B&T, June 12].

Mr. Stubblefield joined NBC Feb. 1, 1949, supervising television sales, film syndication, advertising, promotion and research. He planned, organized and administered the company's national expansion in these fields. Later in 1950 he was elected a vice president and assumed additional responsibility for NBC operations—studios, theatres, staging services and technical operations.

Mr. Brooks has been with NBC since 1942, starting as director of network publicity and rising to vice president in 1946. He was named vice president in charge of public relations when that post was created by Mr. Doherty.

Before joining NBC, he was an executive with Associated Press for 14 years. He also had been associated, in 1941-42, with Forbea Magazine, first as managing editor and later as executive editor.

The reorganization program for the film division and production department involves a number of positions.

Leonard H. Hole, formerly TV network production manager, was named NBC director of production under Frederic W. Wile Jr., vice president in charge of radio and TV production.

In the film division headed by Vice President Robert W. Sarnoff, John B. Cron was named manager of research, film sales and Stanford M. Osgood was appointed manager of television film production. Both will report to Mr. Sarnoff. Mr. Cron has been manager of NBC's film syndication.

(Continued on page 9)

Brooks Resigns; More Unification

BROADCASTING • Telecasting

August 11, 1952 • Page 29
Coats is Well Suited with Radio

Tony Coats and Dick Eedy were busily working on that one-story store out on Highway 16, when WILS’ Monte Meyer drove by. He stopped. They chatted. And out of the conversation, they agreed on a spot saturation campaign for the store opening. That was two winters ago. A comparison of the store’s record since with WILS’ contract folder on Coats tells the story, an ever increasing use of radio time and a corresponding expansion of the store’s sales.

Tony Coats and Dick Eedy

Radio Sales Effectiveness Studied

(Continued from page 25)

COATS IS WELL SUITING WITH RADIO

BEFORE the microphone for Coats is WILS’ Dave Froh.

Radio Sales Effectiveness Studied

(Continued from page 25)

Radio Sales Effectiveness Studied

(Continued from page 25)

Radio Sales Effectiveness Studied

(Continued from page 25)

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Leonard's Lament

Leonard Ross, a student at Don Martin's radio school in Hollywood, is progressing nicely in his engineering studies. Three weeks ago he obtained his Novice radio operator's license at the FCC's Los Angeles office. Last week he passed the third-class commercial test. He expects soon to qualify for a first-class license which on the record will qualify him for a man-sized job at a station despite his technical accomplishments, however, he may have to look around awhile.

Leonard is 7.

LICENSE RULES

FCC Simplifies on Renewals

TEXT of FCC order seeking renewal license procedures where renewals are involved—permitting licenses to be renewed, even though new license is not issued—was issued April 4 (B&T, Aug. 4) was issued last week. Procedure provides that temporary extensions are not necessary any longer, provided an application for renewal is filed on time. New Section 1.384 of the Commission's Rules and Regulations reads as follows:

(a) Where an application pending before the Commission at the time of expiration of license any proper and timely application for renewal of such license with respect to any activity of a continuing nature, in accordance with the provisions of Section 9 (b) of the Administrative Procedure Act, such license shall continue in effect without further action by the Commission until the time as the Commission shall make a final determination with respect to the renewal application. No operation by any licensee under this section shall be construed as a finding that the Commission will serve public interest, convenience, and necessity by renewing such license in any way affect or limit the action of the Commission with respect to any pending application or proceeding. A copy of the application for renewal shall be filed with the Commission on the date of expiration of the license. Application shall be treated as a continuance of the license in force, and in the event the license is issued to the applicant, the Commission shall permit the operation authorized by the application to continue without suspension or delay.

(b) Where there is pending before the Commission at the time of expiration of any proper and timely application for renewal or extension of such license the Commission may grant a temporary extension of such license to the extent of any expiration of such license. No such temporary extension shall be construed as a finding by the Commission that the operation of any radio station not otherwise required to file under the 1934 Act, the person or entity to which a temporary extension shall be granted may operate without any further action by the Commission. To the extent of any expiration of such license, all licenses have been subsumed by the licensee or, in services other than broadcast and common carrier, a statement certifying that the license has mailed or filed a renewal application, specifying the date of mailing or filing.

U.S. CGIR GROUP

Plans Pre-Geneva Study

PROBLEMS of setting up improved worldwide standards of sound reproduction on disc and tape will be considered Thursday by U. S. group as to Group No. 10 of the International Radio Consultative Committee (CCIR). The international study group convenes Aug. 25 in Geneva.

Neal McNaughten, chairman of both the U. S. and the international groups, will preside at the Thursday meeting, to be held at NABR Washington headquarters. High-frequency broadcast problems are included in work of the study group, in line with assignments made at Geneva a year ago. The recording questions will be taken up Wednesday at a meeting of Committee 2-57 of the American Standards Assn., also at NABR headquarters.

RADIO RAID

Harried Harry Pens Plea

Radio is a powerful advertising medium—too powerful, sometimes—Hotel Bader, Spring Valley, N. Y., has discovered.

Located "in the heart of the Ramapa Mountains," Hotel Bader has been using broadcast time on WLJB New York with unexpected success, as described by Harry Bader, hotel manager, in this letter to Abe Lyman of WLJB:

The results obtained from our advertising on your program have been so fantastic we are unable to believe it.

For the month of July we were turning away people every day. For the month of August we can take no more reservations.

Under the circumstances we wish to cancel our August broodcasts. Every time you make an appearance we get calls for reservations and have to tell the people that we cannot take them. They get angry at both me and you for advertising when we have no more accommodations.

I assure you that I will make it up to you next year and I hope many years after that.

KTXC-KFST CASE

Walker Favors Renewal, CP

INITIAL decision favoring renewal of KTXC Big Spring, Tex., and setting aside revocation of a construction permit for KFST, St. Paul, Minn., was issued last week by FCC.

The case involved questions of partnership agreements (ownership and control) and new methods of financing which the licensee of both stations failed to bring promptly to the Commission. As a result, FCC in March 1951 set the renewal application of KTXC for hearing and revoked the CP for KFST. The revocation was upheld and the two applications were consolidated for hearing before Chairman Paul A. Walker.

KTXC is licensed to Big State Broadcasting Corp., on 1400 kHz with 100 w fulltime. KFST is assigned 880 kc, 250 w day. Principals in both stations are V. T. and E. W. Walker. By order, Judge Clyde E. Thomas, Leonard R. Lyon, the original licensee of KTXC, no longer has any interest in the two stations.

'Serious Questions' Raised

Chairman Walker held that the licencsee failed fully and fairly in failing to disclose a number of partnership agreements to the Commission. Specifically, he noted that for several months prior to FCC's initial decision on the assignment application, Mr. Lyon was not in complete control of construction and operation, though he was the licensee. Chairman Walker said "serious questions" had been raised as to the licensee's qualifications by failure to amend its application. But he continued:

In view of the comparatively short time such new ownership have controlled the subject stations and the high regard in which they seem to be held in the community, as well as the need for bringing the case to the bench, Big Spring and Ft. Stockton, Tex., as shown by the record, we have resolved doubts in this case favorably to the licensee, and, in the public interest, have determined to give the licensee an additional chance to make the stations succeed.

KFST, which is not yet on the air, is authorized to Ft. Stockton Broadcasting Co.

Lewishon Cancellation

NBC cancelled a special radio broadcast of the Rodgers and Hammerstein concert at Lewishon Stadium in New York Aug. 2 after the American Federal of Radio Artists (AFRA) threatened not to work because of its minimum fee for choral singers scheduled on the program. An AFRA spokesman said the union employed a waiver occasionally in the case of highly-paid singers appearing for charity or governmental agencies but pointed out this incident involved choral singers whose livelihood was at stake.

August 11, 1952 • Page 31
Want to go places in Los Angeles? Radio is your ticket to saturation coverage of this decentralized city. Because 99% of all homes in metropolitan Los Angeles are radio homes.

Only radio (with nearly four times the set-ownership of TV) carries your sales message throughout the multiple suburbs of fast-growing Los Angeles, the nation’s largest city in land area and third largest in sales.

And of all stations, KNX has remained far out front during the first half of 1952, winning 42.7% more quarter-hour firsts than all other Los Angeles radio stations combined. And at night, when TV viewing is at its highest, KNX delivers more families than the average television station... at less than half the cost!

You’re bound for better-than-ever sales in Southern California when you use KNX. Call us or CBS Radio Spot Sales and we’ll start you on your way today.

SOURCES: Sales Management, June 1952 • SRDS, June 1952 • Radio and TV Pulse of Los Angeles, Jan.-June 1952 • BMB, 1949

CBS Owned • 50,000 watts • Represented by CBS Radio Spot Sales
THE MOST LISTENED-TO STATION IN LOS ANGELES

*Class A one-minute breaks
just one percent less than everybody!
CAMPAIGN COSTS

PRE-ELECTION planning moved further afield last week as the two major political parties took a cold calculated look at the high cost of campaigning.

What the future was not precisely encouraging. With the conventions out of the way and the campaigns actually underway, the two parties are confronted with the economics of voting for radio and television time.

But even so, they could be assured by the networks and stations that broadcasters would not wax rich on political time purchased between now and then.

The networks sustained cumulative losses ranging between $3 and $5 million for coverage of the two nominating conventions, it will be recalled.

Actually, the major radio-TV networks will continue to spot some non-political or non-partisan speeches as free public service broadcasts. The frankly political campaigns won't actually get underway until after Labor Day.

But top leaders of both parties, notably the Democratic Presidential nominee, Adlai Stevenson, have made no secret of the fact that they are "appalled" by the high cost of campaigning, including use of television.

The $3 million limit on campaign expenditures is regarded not alone as unrealistic by today's HCL standards but also as academic. Each party will actually spend in excess of that sum in radio-TV when contracts for time purchases by state and other local factions are taken into consideration. The Hatch Act applies specifically to the national committees, and does not cover these state committees or independent groups.

Local Time Included

Actually, the sum expended should reach its highest level for a Presidential election year. Senatorial, Congressional and gubernatorial candidates are planning to spend locally, exclusive of the network time committed for the Presidential and Vice Presidential slates.

The latter will almost surely run close to $2 million. The networks, the GOP and Democratic National Committees. Both committees have lined up segments of radio-TV time.

With an eye on TV's high cost for live programs, including cable charges and time, plus any pre-exemptions that may be necessary, party officials are realizing anew that "radio is the people's medium." Specially prepared films and transcriptions are planned by both parties at the national level, as well as state and local committees working through their respective campaign committees on Capitol Hill and party organizations in their constituent areas.

The agencies—Joseph Katz Co. for the Democrats and Kudner for the GOP—are looking into availability. Radio's basic economy is only one factor. The medium also lends itself to statewide or other selective network hookups, enabling the candidate to tailor the final schedule to his local political needs.

The conventional wisdom is that the networks will not move back to the "every candidate on every network, every day" schedule prevalent during the 1956 campaign. The networks are gear for the large, nationwide races.

Radio has been cited as a good central point by the Democratic and Republican National Committees.

There is still conjecture as to how much time either national committee will contract with the major TV network (neither has released a schedule) and how often the General and Governor will appear on television. The TV roles of the Democrats' Vice President nominee (Sen. John Sparkman of Alabama) and Republican (Richard Nixon, Calif.) are undetermined.

Many TV Appearances

Neither Gen. Eisenhower nor Gov. Stevenson has appeared frequently before the cameras, although the GOP candidate is admitted more widely known to the American people. Gov. Stevenson is being induced to schedule as many major TV appearances as possible in light of the fact that he has not made himself available to the voting public outside of Illinois.

That decision will primarily be his. Sen. Blair Moody (D-Mich.), a top administration leader and himself a staunch media supporter and ex-newspaperman, reported last Thursday that he would candidly opposed such appearances. He suggested to the Governor that he appear with Gen. Eisenhower on television to discuss campaign issues this fall in a series of one-hour debates. He quoted the Governor as "interested" but said he did not react "definitely."

Gov. Stevenson was queried at his Springfield, Ill., news conference Monday about his campaign plans in a question by Scotty Reston of the New York Times. The Governor said, "I have been appalled by what I have learned in the last few days about the cost of the use of television, and, for that matter, the cost of national campaigns, with which I was not entirely familiar."

"I am frank to say without any embarrassment or self-consciousness that I think the Democratic national ticket is going to be at a disadvantage in this campaign with respect to total funds available.

"I am hopeful that the Democratic National Committee can raise sufficient funds to take advantage of that medium, and all other means of communication, adequately."

"I am fearful that we will by no means be able to match the Republican campaign dollar for dollar," he asserted.

Shortly after his nomination in Chicago, the Governor was asked to what extent he planned to use TV in his campaign. His answer: "To the extent that we can pay for it."

Another Monday question came from Don Whitehead of the AP, who asked him if he had any cost estimates regarding the campaign. The Governor answered, "I think the best [estimate] I can make now is that you do not run these campaign on a basis of estimated cost. You run them to the full extent of all the money you get, and the illuminating feature is the funds commanded by the candidates.

The Scophony National Broadcasting Station, in cooperation with the American Heritage Foundation and Advertising Council, is conducting a Register-and-Vote Campaign and has named state broadcast committees for local promotion.

President Truman said more than 29 million adult Americans were not even registered to vote as of last January and recalls that only 51% of eligible voters went to the polls in 1948. He showed how 78% to 90% of voters cast ballots in foreign countries.

"The privilege of voting is one of the most treasured rights on earth, as those who live in totalitarian countries can testify, but we cannot have a big vote in this country without a big registration," the President said.

Harold E. Fellows, NARTB president, wired Mr. Truman Thursday that American broadcasters and the Administration launched their campaign. State broadcasters, associations throughout the nation "are joining enthusiastically in the campaign," Mr. Fellows wired the President.

"As in other undertakings of such scope and importance," Mr. Fellows added, "you will find the nation's great radio and TV media lending enthusiastic and generous support."

Heading the national campaign committee is John Patt, WGAR Cleveland station manager; Larry D. Guralnick, KTFY, Roanoke, Va.; Roger W. Clipp, WFIL Philadelphia; Frank Fogerty, WOW-TV Omaha; Kenneth D. Given, WLJF Baltimore; W. D. Ferguson, WJCL Augusta; W. W. Mooney, WTIC Hartford, Conn., and Joseph Wilkins, KFBB Great Falls, Mont.

Parties Eye Time Outlays

TRUMAN ASKS
Radio-TV to Urge Voting

If the FCC answers the examiner's queries affirmatively, then the case will be picked up where it left off when the hearings were halted in mid-July (B'Y, July 14).

The case involves the merger of ABC and United Paramount Theatres Inc., the sale of WBKB (TV) Chicago to CBS and the renewal of the license of Paramount Pictures' KTLA (TV) Los Angeles among other issues.

In conferences Aug. 5 and 6 with attorneys, Mr. Renick ruled:

(1) The question of the credibility of witnesses, involved in testimony regarding anti-trust cases subsequent to the cut-off date of Aug. 7, 1948.

(2) The hearings should be moved to make room for testimony on the anti-trust cases subsequent to the cut-off date of Aug. 7, 1948.

(3) The hearings to be held open to take testimony on the anti-trust cases subsequent to the cut-off date of Aug. 7, 1948.

Meanwhile, Mr. Renick also scheduled an order of the combination case for Aug. 12.

If the Commission answers his questions in the negative the session will be devoted solely to tying up loose ends in preparation for a decision.

FUTURE of the Paramount case—whether it truly will be expedited or not—went back into the hands of the FCC last week when FCC Hearing Examiner Leo Renick asked the second item of the Commission's order two weeks ago [At Deadline, Aug. 4].

Mr. Renick asked the Commission to rule on whether (1) the late commencement should be held on, and (2) the hearings should be held open to take testimony on the anti-trust cases subsequent to the cut-off date of Aug. 7, 1948.

The Examiner also proposed that the hearing on the anti-trust cases be held a week earlier.

If the Commission answers the examiner's queries affirmatively, then the case will be picked up where it left off when the hearings were halted in mid-July (B'Y, July 14).

The case involves the merger of ABC and United Paramount Theatres Inc., the sale of WBKB (TV) Chicago to CBS and the renewal of the license of Paramount Pictures' KTLA (TV) Los Angeles among other issues.

In conferences Aug. 5 and 6 with attorneys, Mr. Renick ruled:

(1) The question of the credibility of witnesses, involved in testimony regarding anti-trust cases subsequent to the cut-off date of Aug. 7, 1948, was nullified by the Commission's order two weeks ago.

(2) Although the Commission ordered new licensees in its order two weeks ago, the deletion of anti-trust cases prior to three years ago applied equally to those parties who technically were only permittees or grantees.

The examiner also called for proposed findings within 30 days on the question of whether Paramount Pictures controls Alan B. DuMont Labs. by virtue of 92% ownership of DuMont stock.

The Commission's order—which denied pleas for a quick end to the case—also announced a policy regarding consideration of anti-trust violations in license renewal cases. These were limited to events occurring not later than three years from the date of applications.

Exempted from the time limitation were anti-trust actions involving broadcasting communications.

The Scophony details revolve (Continued on page 40)

Paramount Case

FCC Asked to Clarify
NEW G-E DEVICE STEALS SHOW FOR CBS-TV

Startling Split-Screen Technique at Political Conventions Achieved With G-E Electronic Wipe Montage

Wedging an image of the booth commentator onto the same screen with panoramic convention shots was hailed as the technical hit of both conventions at Chicago.

Developed and manufactured by General Electric, the electronic wipe enables a TV supervisor to show two different scenes on one screen at the same time. Electronic control permits the operator to vary the size and accurately position either picture shown by simple hand manipulation.

Best for live commercials

The device can be used in conjunction with a slide projector to get a variety of superimposed patterns—heart or diamond shapes, for example. Possibilities for special effects with live commercials are unlimited. This G-E unit is the only commercial amplifier that makes possible for television all the pictorial effects previously available only to motion picture producers.

In quantity production

At Electronics Park, G-E television headquarters, new units are now in quantity production. Early orders from broadcasters are being filled directly from stock.

Special Tube Application
Behind Wedge-Wipe Effect

Taking full advantage of the characteristics of the standard 6BN6 tube, W. L. Hurford, General Electric engineer, designed his special effects circuits to utilize the electronic keying capabilities of the tube. The result is a versatile amplifier that performs many functions with little more equipment than was previously needed to deliver only a horizontal wipe.

Literature available

Station managers and engineers may obtain, at no charge, an explanatory article reprint plus Bulletin X54-124 on this TV montage amplifier and control panel by contacting their nearest General Electric television representative or writing directly to General Electric Company, Section 888-11, Electronics Park, Syracuse, New York.

What They Say About New Device

Sample quotes:

NEWSPAPER: "... technical trick of the week was CBS-TV's insert in the lower right-hand corner of the screen which put both commentators and the floor scene on the screen at once..."

DAILY NEWS: "Several of the best touches of the TV coverage (included) the super-imposing of CBS-TV newsmen Walter Cronkite's picture in the lower right-hand corner of the larger picture..."

Radio-Television Daily: "Trade talking about the montage effects obtained by the pool TV producers at convention hall..."

"...a most interesting technical development, the split-screen presentation is achieved by electronic rather than optical means..."

Now Available From Stock

... Costs Less Than $2000

Through G-E offices in all principal cities, the electronic wipe montage, complete with control panel, may be obtained on an immediate delivery basis. Price of the unit is $1880 complete. Call your General Electric television representative for immediate shipment from stock.
Paramount Case
(Continued from page 44)
around the implications for FCC witnesses that Paramount Pictures attempted to stymie the development of the Skatron system of TV. From 1941 to 1945, Paramount Pictures owned 25% of Scophony Corp. of America. General Equipment Corp. owned another 25% and the British parent company the remaining 50%. The combine was dissolved in 1946 by a consent decree following a government antitrust complaint.

When the present hearings were halted, cross-examination of Arthur Levey, president of Skatron Corp. (successor to Scophony), was about to begin.

The question at issue is whether the Scophony situation should be considered exempt from the three-year limitation on antitrust matters.

Paramount Counsel Paul A. Porter, former FCC chairman, advised that it will take five to seven weeks to complete cross-examination and present rebuttal testimony on the Scophony aspect, Mr. Resnick told the Commission.

Although the present antitrust case against Paramount Pictures (and, by association, United Paramount Theatres) already is in the record, FCC Counsel Frederick W. Ford apparently wants to develop them through testimony of witnesses.

To do so would require a month for preparation of the much anticipated "several months" to put the details into the record, it is understood.

Violations Since 1948

FCC's legal team was working on the theory that by highlighting past antitrust difficulties of Paramount Pictures it could prove that such violations were habitual.

Now that the Commission has eliminated consideration of such activities as post-1945 in order to avoid a repeat of a three-year-old, the FCC lawyers feel it bores them to introduce testimony regarding violations since 1945.

Among the 58 cases in which Paramount Pictures has been involved between 1920 and 1951, some 234 were filed after September 1945.

In addition, there are such recent cases as the government's suit against (a) twelve motion picture producers and distributors for withholding 16mm feature pictures from TV and other non-theatrical exhibitors [B*7, Aug. 4, July 28]; (b) Madison Square Garden and the Internationa] Exhibitors Bureau for withholding the sale of radio and TV rights [B*7, Mar. 24] and (c) National Screen Service Corp. for monopoly in production and distribution of trailer advertising film products [B*7, May 12]. Also referred to was the Milgrim v. Loew's Inc., et al, for withholding motion picture rentals to drive-in theatres.

The 16mm case does not involve Paramount. However, Theatre Owners of America is named as co-conspirator. UPI director Robert W. Wilby is a member of the TOA executive committee.

Leonard Goldenson, president of UPI, is co-chairman of the TOA finance committee and Robert A. O'Brien, UPT secretary-treasurer, is chairman of the TOA theatre-TV committee.

Defendant Madison Square Garden contains on its 16-man board three members of Paramount Pictures - Stan Hart, Edward Weil and John Hertz.

Paramount Pictures is named as one of the defendants in the National Screen Service Corp. case.

Paramount Pictures also was named in the Milgrim case.

ACCENT is on a milestone—the 25th anniversary of a man with a station

—as congratulations go out to Harold L. (Hal) Hadden, film projection

in New York. Above, tokens of appreciation was given

by J. R. Peppel (third from left), vice president in charge of engineering for WOR-AM-TV and MBS, and Charles Singer (pointing), assistant chief

engineer, 30 and 25-year radio veterans themselves. Taking part in cere

monies, which included luncheon presentation of gold watch and pin, were

these staff members (I to r): Newland Smith, George Riley, Mr. Peppel, John Ruddley, Mr. Hadden, James O'Connor, Mr. Singer and Eric Harud.

WBS Negotiations

WORLD Broadcasting System announced last week that it has signed Jack Shaindlin, film musical director, to conduct a series of especially-arranged transcriptions for the company. In another announce- ment, Herbert Gordon World vice president in charge of production, said the company has completed arrangements with colleges and universities throughout the country to record their official songs for World's program service.

VOICE CONTEST

SCHEDULE of community and national events marking the sixth annual Voice of Democracy Contest has been sent to schools and organizations taking part in the competition, one of the nation's major scholastic features. Over a million senior high school students wrote and voiced essays last year.

The schedule announced by Robert K. Richards, NARTB assistant to the president and chairman of the national contest committee, opens with first meetings of community committees Aug. 15. These will be followed the next day by announcement of contest plans through radio, TV and newspapers.

The U. S. Office of Education, which endorses the competition, is directing the mailing of official announcements to school officials and students.

Oscar Elder, assistant director of the NARTB public affairs department in charge of contest operations, said NARTB will send five five-minute model transcribed speeches voiced by eminent Americans. These are designed for broadcast by stations during the week of Nov. 5-16, National Radio & Television Week, as a guide to those taking part in the competition. Students will be encouraged to listen to the speeches as a class assignment during the week.

Actual scripts are to be prepared by students during the Nov. 17-21 period, with stations providing assistance. In-school and community eliminations will be held Nov. 24-28. Dec. 6 is deadline for delivery of community winner's transcriptions to state judging headquarters. State and territorial winners' transcriptions will be mailed to the hands of the national contest committee by Jan. 1. Four co-equal national winners will be announced Feb. 1. Winners will be guests of the cooperating contest sponsors Feb. 13-22 and will visit Washington and colonial Williamsburg, Va. Scholarship checks and radio-TV prizes will be awarded Feb. 18 in Washington.

Joint sponsors of the contest with NARTB are Radio-Television Mfrs. Assn., which supplies manufacturer-dealer cooperation, and U. S. Junior Chamber of Commerce, whose national and local units handle staging of elimination contests.

DEE ENGELBACH, for past two seas

sons producer-director of NBC Radio's This Big Show, is scheduled to produce a 10-hour all-star radio program for benefit of Community Chest's Red Feather campaign. Line-up of perform- ers and broadcast date and time of show will be announced later.

WU RACING WIRE

FCC's Litvin Hits Tariff

TARIFF regulation proposed by Western Union for the purpose of curbing illegal transmission of racing information to "unjust, unreasonable and discriminatory," FCC Hearing Examiner Fannye Litvin ruled in an initial decision handed down last Thursday.

The telegraph company offered the new tariff to restrict users of its racing wire to radio-TV stations, press associations and other qualified users. Examiner Litvin recommended that the Commission order WU to rescind the provision because it "abridges the right of free speech and free press of legitimate users" under the Fifth Amendment.

FCC has been studying race broadcasts with respect to possible use in illegal gambling. It has been interested in the legality with which race results are aired and the amount of detail given. The Commission last spring cited 16 radio-TV stations in violation of racing wire programs and set their licenses for hearing [B*7, May 26, March 23].

Examiner Litvin claimed that the proposed regulation will not prevent the wire from being illegally used. As a case in point, she said:

"It arbitrarily ... withholding leased facility service for the transmission of ... race news from wired music services which may furnish programs of music with spot racing news for entertainment purposes, although permitting its service to be used by radio stations which likewise furnish illegal musical programs with spot racing news which may be received in public places.

"It was held that the proposed tariff thus sets up an arbitrary standard under which radios not deemed within the eligible classes selected by WU would be refused service even though it might serve legitimate entertainment purposes. Persons now eligible, Examiner Litvin found, would thus be adjudged ineligible under the new regulations."

Publications and newspapers with second-class mailing privileges would be included as eligible lessees, along with broadcast stations and press associations.

WALSH APPOINTED

To "Crusade" Post

APPOINTMENT of Richard B. Walsh as executive vice chairman of the "Crusade for Freedom" was announced Friday by Henry Ford II, new chairman of the organization.

Mr. Walsh resigned from the U. S. State Dept. to accept the position at the latter's head office. He is a former New Haven, Conn, newspaperman, who also has served as director of public relations for Connecticut and as assistant vice president of the US Steel Co.

In his new post, Mr. Walsh will be a key figure in the "Crusade's" 1952 campaign to raise $4 million between Nov. 11 and Dec. 15.
Recognized Radio And TV Appraisals

Blackburn-Hamilton Company has appraised hundreds of radio stations and a large number of TV properties. These appraisals have been made for a variety of purposes such as sales, tax problems, settlement of estates, insurance, financing, etc. In many cases a Blackburn-Hamilton Company appraisal has formed the basis for important testimony in court cases, tax hearings, etc., and other official proceedings.

Our complete in-the-field appraisal compiles and analyzes the data pertaining to the nine key appraisal factors listed in the adjoining column. This information is then compared with many other similar properties to arrive at a fair appraised price—the price at which we could sell the property at today's market.

You may or may not be interested in selling your radio or TV property, but in the face of changing conditions, the appraised value of your station is valuable information for insurance, tax, estate and other personal reasons.

All work is done on a completely confidential basis. Extensive experience and a national organization enable us to make complete and recognized appraisals in minimum time. Contact our nearest office for the cost and available time.

NARTB DISTRICT MEETINGS

A Blackburn-Hamilton Company representative will be present at each of the 17 NARTB District meetings this fall. Whether your interest is TV financing, an appraisal, buying or selling, be sure to contact us for a confidential discussion. Check the time and location most convenient for you from the following schedule and contact the nearest Blackburn-Hamilton Company office to set a get-together time.

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• Negotiations  • Appraisals  • Financing

BLACKBURN-HAMILTON COMPANY

Radio Station and Newspaper Brokers

WASHINGTON, D. C.
James W. Blackburn
Washington Building
Sterling 4341

CHICAGO
Ray V. Hamilton
Tribune Tower
Delaware 7-2755

SAN FRANCISCO
Lester M. Smith
235 Montgomery Street
Exbrook 2-5672

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Steel Priorities

Temporary crackdown on steel allocations this fall for new major community TV projects clouded building-minded broadcasters last "...pension goals." Category III includes all others, with criteria of hardship and unemployment.

It will be recalled that NBC obtained materials earlier this year for Burbank, Calif., studies on grounds it would suffer hardship in competition with other TV networks if refused and because of unemployment in the Hollywood area.

NPA stated the system was only an interim measure and that steel would become plentiful enough in time to discard these priorities. Additionally, officials pointed out that raising of self-authorization limits on copper and aluminum would give applicants a freer hand in remodeling, alteration and other construction plans.

Broadcasters now may order 4,000 pounds of aluminum and 5,000 pounds of copper, plus the usual 25 tons of steel, from contractors allowing applicants to authorize the material for start of new construction.

These are the prospects facing radio-TV broadcasters:

- Applications for new construction not yet approved and, "to the degree necessary" to meet defense needs, "shall be deferred until after Dec. 31, 1952.

Applications which received steel for the first three quarters (to Oct. 1) will be allowed to carry their fourth-quarter requirements "within the limits of materials available."

Applications for steel quotas previously approved for the fourth quarter may be deferred until early next year—again depending on necessity.

There was no immediate indication as to what or how many broadcasters would be affected by the deferment policy after Oct. 1. NPA has not released its allocations list for the final quarter. But prospective station owners and grantees probably would find themselves at a temporary impasse on steel for remodeling or erecting new studios or buildings.

Two community TV firms—Lycoming TV Co., Williamsport, Pa., and Vermont TV Inc., Barre, Vt.—face a battle for fourth-quarter quotas for steel to use in their proposed TV master antenna systems. Vermont's had been approved and Lycoming was pending, according to NPA data.

In announcing its new policy, NPA stated the effect of the steel strike impels it to reject now any allotments for carbon, alloy or stainless steel needed on projects in the last quarter. Critics of the important industrial expansion projects must receive top priority, it explained.

Category I is that marked "necessary for defense," including "critically or highly important" projects. Category II covers "industrial new starts to meet existing...

Building Delay Faces Radio-TV

Upcoming

Aug. 12: NARTB's convention committee meets, NARTB Hqrs., Washington, D.C.

Aug. 12: CBS Radio Affiliates meeting, Continental Hotel, Cleveland.

Aug. 15: NARTB's "Register and Vote" campaign begins.

Aug. 16-17: Western Broadcasters Convention, Hotel White Sulphur Springs, W. Va.


Aug. 18-21: BAB Sales Clinic, San Antonio.

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

Aug. 19-21: BAB Sales Clinic, Houston.


Aug. 25-26: NARTB District 11, Hotel Duluth, Duluth, Minn.

Aug. 27: BAB Sales Clinic, Winston-Salem.

Aug. 28: Hotel Mark Hopkins, San Francisco.

Sept. 4-5: NARTB District 15, Hotel McHopkins, San Francisco.

Sept. 5: BAB Sales Clinic, Chicago.

Sept. 6-7: NARTB District 13, Hotel Oglethorpe, Savannah.

Sept. 8-9: NARTB District 16, Hotel Del Coronado, Coronado Beach, Calif.

Sept. 10-11: NARTB District 19, Hyatt House, Atlanta.

Sept. 11-12: NARTB Annual Assn. of Broadcasters annual meeting, Hyatt House, Atlanta.

Discount Plan

Offered by KCBS

Discount of 50% on "concentrated schedules" of station break and service announcements—24 or more within a two-day period—is being offered advertisers by CBS-owned KCBS San Francisco.

Designed to attract local retailers primarily, but available also to regional and national advertisers, the plan is contained in Supplement A to KCBS' Rate Card No. 2, Vice President and General Manager Albert F. Null, Jr., explained it as follows in letters to advertisers and agencies:

Details of Plan

"The plan is simple. It involves the use of 24 or more station break and/or service announcements within a two-day period. The advertiser may choose the day, the time of day he desires, i.e., evening (Class A), daytime (Class B), early-morning and late-night (Class C). Any one, or combinations of these day-partions, may be ordered. KCBS will then select the specific announcement times within each class ordered, choosing from all available time slots which he wishes to carry.

"There are no further requirements. The 50% discount is earned immediately and is not dependent on any other use of KCBS' facilities.

Network officials said KCBS is the only CBS-owned radio station offering this or any similar plan.
DESIGNED FOR THE
Engineer

GATES BC-250GY is a big, roomy 250 watt broadcast transmitter that satisfies every engineer’s requirements for component accessibility—easy servicing. In this “walk-in” transmitter any part can be reached in seconds!

This freedom from cramping means extra dependability, too, because bigger parts—rated conservatively—are used. Air circulation is free, with no pockets or areas of stagnant air.

The popularity of GATES’ roomy, easy-to-service construction is apparent in the fact that, since World War II, more United States broadcasters have bought GATES Transmitters than any other make.

GATES BC-250GY TRANSMITTER
Stands 78” high, 40” wide and 33” deep. Beautifully finished in hand-rubbed satin gray. Employs time proven 810 tubes in final power amplifier and Class B modulator. Eleven tubes and six tube types in entire transmitter. Operates from 230 volts single phase 1.6KW power consumption at 100% modulation. All transformers fully cased. Single or dual sets of tubes and crystals optional. Availability prompt.

CONELRAD
Broadcasters of all powers, participating in Conelrad, will be interested in the modest cost of the BC-250GY Transmitter—in many instances less costly than alterations of existing equipment to meet Conelrad requirements.

GATES GY-48 Broadcasting’s only complete 250 watt radio transmitting plant, ready to connect to antenna and studios. Consists of transmitter, all monitors, limiting amplifier, switching panel, monitor speaker, joiner strip with call letter plate and all interconnecting cables. Ready to operate 120 minutes after unpacking.

GATES RADIO COMPANY • QUINCY, ILLINOIS, U.S.A.
manuf acturing engineers
2700 Polk Avenue, Houston, Texas • Warner Building, Washington, D.C. • International Division, 13 E. 40th St., New York City
Cana dian Marconi Company, Montreal, Quebec

BROADCASTING • Telecasting
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Campbell Costs Eyed by Parties

(Continued from page 31)

available rather than any budget in advance."

The Illinois Governor reportedly had planned to ask Gen. Eisen- hower to agree on a ceiling for campaign expenditures. Whether he did was not known. But some observers felt this to be impracti-

cal in view of contributions by di-

verse groups. Gov. Stevenson said

at the time he understood the legal limitation to be $3 million on the Democratic National Commit-
tee.

The Governor's expressed fear

that the Democrats "will by no means be able to match the Repub-
lican campaign dollar for dollar"-don'ts drew snickers in some

GOP quarters where a comparable claim—and perhaps with better reason—has been made. The Re-
publicans point to expenditures by labor and other groups in support of

the administration party.

Moreover, the Democratic Na-
tional Committee was able to draw at a Radio-Chest fund on which considerable progress already has been reported. The GOP had set up no such fund, according to latest reports.

It has always been difficult to

obtain any figures on appropri-
ations of local political groups in selected localities. Anything han-

dling these accounts will service campaigns of local candidates through groups cooperating with the national committees and their agencies.

With respect to local time pur-

chases, a number of agencies have been identified with political or-

KWJJ'S 'Abe Snake'

Mocks Party Conventions

FERTILE imagination of a KWJJ Plymouth disc jockey resulted in the writing of a song, a parade in downtown Portland and the burlesqueing of the 1952 Presi-
dential nominating conventions.

The disc jockey, Bob McAnulty, had had fun using the name "Abe Snake" for years and when a representative for Capitol Records heard it he suggested a song be written and recorded. The song was written under the name of "Abe Snake for President," with Stan Freberg playing the part of "Abe Snake." The larcenous but lovable "Snake" was described as the only Presidential candidate who favored "more money for the rich," and who boasted the only currency containing chlorophyll.

KWJJ passed out 5,000 "I Like Snake" buttons and a parade was held in Portland to promote sales. At the parade "Abe Snake" kissed girls, handed out emblems and was "caught stealing towels and silver from his campaign headquarters at the Congress Hotel." He posed as "the President of the extremely liberal" party or the "best politician money can buy."

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ARDEN - In N. Y. Defense Project

RADIO and newspapers in cities and counties in the U. S. and Can-
ada along the vital Niagara fron-
tier have entered into an interna-
tional defense agreement, Lt. Gen. C. R. Huebner, New York State director of civil defense, announced Thursday.

Owners of radio stations and newspapers in Lockport, Niagara Falls, North Tonawanda, N. Y., and Niagara Falls, Ontario, have signed a "contract" to last until Dec. 31, 1964, or the end of the emergency. This ties their com-
plete plans and staffs to become working parts of the civil defense organization in Niagara Falls, N. Y., in time of attack, Gen. Huebner declared.

The radio stations include:

WHLD-AM-FM Niagara Falls, WUSKR-AM Lockport, and
WJLL Niagara Falls. No Canadian radio station in the area is in-
cluded in the operation at this time.

Gen. Huebner said that in an emergency, the stations and newspapers will function as units to disseminate news and vital statis-
tics and to control center and other installations for swift distri-
bution to the general public, both in and outside of the stricken areas. During emergency periods radio and newspaper personnel will be made active civil defense workers, Gen. Huebner added.

Testing of various phases of the agreement is being conducted during the Niagara Falls international test exercises Aug. 22-23.

EASTERN division sales offices of the

Radio Television News are in new quarters at International Bidg., 630 Fifth Ave., N. Y. Office handles sales for WLW and WLWT (Cincinnati).
WFAA and WBAP divide time on two channels, 570 kc., regional with a three tower directional antenna array, and 820 kc., clear with an omnidirectional single antenna. With four Truscon Guyed Towers, each 643 feet high and situated equidistant from Dallas and Fort Worth, a great metropolitan and rural market is reached.

The tallest towers in the United States are of Truscon guyed tower design and manufacture. Truscon possesses many years of engineering knowledge and experience in the steel AM-FM-TV-MICROWAVE tower field. Truscon facilities for the complete design and production of steel towers are modern and efficient.

Your phone call or letter to any convenient Truscon district office, or to our home office in Youngstown, will bring you prompt, capable engineering assistance on your tower problems. Call or write today.

TRUSCON® STEEL COMPANY
1074 ALBERT STREET • YOUNGSTOWN 1, OHIO
Subsidiary of Republic Steel Corporation

TRUSCON
a name you can build on

Broadcasting • Telecasting

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RADIO HOMES
Canada Has 94% Saturation

Canadian homes have 94% radio homes, as of Jan. 1, 1952, according to the 1952 survey of the Bureau of Broadcast Measurement, Toronto, which will release figures for all member stations later this month. This is an increase of 16% over 1941.

The greatest percentage is in Quebec province, where 95% of homes have one or more radio receivers. Ontario has 95% radio homes, the western provinces, 94%, the Atlantic Coast provinces, 91% and Newfoundland, 80%.

The total number of radio homes by the BBM survey is 3,454,000, compared to 2,900,712 in 1941. Greatest number of radio homes in Ontario province, 1,220,000 radio homes, 1,285,000 households. Quebec province follows with 819,000 radio homes of 905,000 households.

Other provinces, with household totals in brackets follow: Newfoundland 14,000; Prince Edward Island 22,000 (22,000); Nova Scotia 182,000 (182,000); New Brunswick 100,000 (100,000); Ontario 1,220,000 (1,285,000); Manitoba 198,000 (211,000); Saskatwewan 525,000 (525,000); Alberta 232,000 (267,000); and British Columbia 249,000 (273,000).

These figures are slightly higher than those of the Dominion Bureau of Statistics, Ottawa, taken during the Canada census of 1951, in June 1951, when every fifth home was polled for radio ownership data.

Hyde to Vacation

FCC Comm. Rosel H. Hyde starts his vacation Aug. 15 and plans about 30 other members of his family in honoring his 80-year-old father at his home in Downey, Calif. He will also participate in the Aug. 28 panel on "What the End of the TV Freeze Means to the West," with A. Earl Cullum Jr., consulting engineer; Fred W. Albertson, Dow, Lohnes & Albertson, Washington, attorneys; J. W. Kingsbury, AT&T; H. L. Hoffman, president, Hoffman Radio Corp., and Otto Brandt, general manager, KING-TV Seattle.

CANADA BILLINGS
Agencies at $18.5 Million

RADIO billings through Canadian advertising agencies increased from $11,389,220 in 1950 to $18,500,883 in 1951, according to a report by the Dominion Bureau of Statistics.

The total advertising billings by Canadian agencies increased for radio from 16.1% to 17.3%, greatest percentage increase of any medium listed by the government's statistical service. Total billings for all media through agencies increased from $55,566,600 in 1950 to $107,401,752, in 1951.

The report shows that there were 83 Canadian advertising agencies reporting in 1951 as against 70 in 1950. Of these in 1951, there were 21 with billings under $100,000; of the total of $4,045,190 for these agencies radio had 17.4% (12.7% in 1950). In the group $100,000 to $500,000 billings there were 23 agencies with total billings of $6,211,200, and of this amount radio had 14.7% (11.4% in 1950).

The group $500,000-$1,000,000, had 14 agencies with total billings of $8,886,789 of which radio share was 15.3% (11.6% in 1950).

The group between $1,000,000 and $2,000,000 had 10 agencies with total billings of $14,514,696 of which radio share was 16.2% (14.4% in 1950). In the $2,500,000 to $5,000,000 group 11 agencies had billings of $37,423,500 with radio having 19.3% (17.7% in 1950). In the over $5,000,000 group 14 agencies had billings of $38,678,161 with radio having 15.1% share (15.1% in 1950).

CHICAGO SAFETY

Adpeople Conduct Drive

BIGGEST public service campaign for Chicago, a "crusade for traffic safety," is being carried out by leading agencies and adpeople there. The drive to reduce deaths and accidents in traffic accidents is sponsored by the Chicago Traffic Safety Board.

Radio and television spots and other advertising have been prepared by Needham, Louis & Brody; McCann-Erickson; J. Walter Thompson Co.; Foote, Cone & Belding, and Leo Burnett. Among men working on the campaign are Wesley L. Nunn, advertising manager of Standard Oil of Indiana; Ray Weber of the advertising department of Swift & Co., and Gilbert J. McEwen, manager of the business development department at Harris Trust and Savings Bank.

Dana Clark

FUNERAL services were conducted in Los Angeles followed by interment at Holy Cross Cemetery, July 30, for Dana Clark, head of guest relations for ABC Hollywood. Mr. Clark died July 20 of cerebral hemorrhage. Surviving are his wife, Ann, and two daughters.

L-W PROGRAMS
Two Additions Announced

C. O. LANGLOIS, president, Lang-Worth Feature Programs Inc., last week announced the addition of two new shows, available to Lang-Worth subscribers. The new shows are The Step Fields Show, to begin in the fall, and The Henry Jerome Show, to be added Aug. 22.

Mr. Langlois commented that "the impact of nighttime television has created an ever-increasing demand for musical programs across-the-board that accommodate commercial spots, and so fit naturally in the disc jockey pattern. To fulfill this need, we are now servicing all member stations with five distinct 'across-the-board' series of popular music programs."

U. OF GA. PLAN
Aids Students, Stations

A "CO-OP" plan whereby journalism students may earn-and-learn by working for radio and TV stations, newspapers and advertising departments is to be put in operation this fall.

Dean John E. Drewry, of U. of Georgia's Henry W. Grady School of Journalism, commented that the plan would solve a personnel problem for the cooperating agency and would make it possible for students to avoid a university education who otherwise might not be able to do so.

An example of how the plan would work: Any interested radio or television station would select two students to attend the Grady School alternate quarters; while one was in class, the other would be working at the station.

The plan would involve no extra expense for the cooperating agency. Through these internships, better students are placed for additional practical experience during summer vacations. At present, it was added, 21 such students are working for Georgia newspapers, radio and TV stations. Dean Drewry noted:

'"We anticipate that through the 'co-op' plan, many young people seeking a university education and employment with personnel problems will be aided, and that indirectly the standards of the profession will be raised."

NCCJ Campaign

TRANSCRIBED quarter-hour radio programs are being completed by the Hollywood coordinating committee on behalf of the National Conference of Christians & Jews, and includes Eve Arden, star of CBS Radio-TV Our Miss Brooks; Audrey Totter, CBS Radio Meet Millie; Edward Arnold, ABC radio Mr. President; and Meredith MacCambridge, ABC radio Defense Attorney.
THE STATE Dept. is re-evaluating its whole international information program, with an eye on the relative importance of radio broadcasting to other media.

At the same time, Congress has set in motion machinery for a far-reaching inquiry into the effectiveness of all foreign information operations, with the accent on need for a "psychological offensive" on behalf of democracy.

Under leadership of Dr. Wilson Compton, International Information Administrator, the State Dept. is looking to the Westinghouse-Dumm-Dumm-Compton system as a possible "piggyback" on its domestic programming.

Mr. Dumm has been active in various programming areas, including Association of Broadcasters, and in formulating plans for a "traveling" VOA affiliate circuit to be located in Greece, for broadcasting to the American community in that area.

The advisory unit is part of the U. S. Advisory Commission on Information (from which member Justin Miller, NARTB board chairman, is now on leave), and includes Charles R. Denny, NBC; John F. Past, WQAR Cleveland, and Donley P. Feddersen, Northwestern U., among others.

Radio Called 'Last Best Hope'

Radio would call for large-scale expansion of VOA's radio network, with an emphasis on reaching overseas communities and individuals. Congress wants to look into any TV activity by the State Dept. too. It struck out language which would have placed video on a par with radio in 1953 budget appropriations apparently thus recognizing TV's future role.

Congress' plan to re-examine the international information program is based on a resolution (S. Res. 74) sponsored by Sens. William Benton (D-Conn.) and Alexander Wiley (R-Wis.).

While aimed largely at VOA operations, the resolution calls for the Senate Foreign Relations Committee to take a look at all information programs. It is more far-reaching than at first supposed, bridging not only operations of the State Dept. but the Defense Dept., Mutual Security.

(Continued on page 47)
Upset by ‘Talkathon’
(Continued from page 27)

Martin, veteran of 15 years’ radio and television management in Florida.

For Judge Cherry it was a case of putting all his eggs in one basket. He had concluded to concentrate his limited funds on radio and television and so employed the Talkathon device to get his message across to the voters. In addition to making him known to the voters, there was also the hope that the radio appeal would help bring in more financial support and keep his campaign rolling.

His first Talkathon program was hurriedly arranged for July 2 in Little Rock. For a location, Mr. Martin found a vacant building which had previously housed a grocery store, and rushed around to line up the needed availabilities on AM stations. It was announced in advance spots and in the press that the candidate would answer any question phoned in by listeners at home or voiced by members of the studio audience.

The judge and his announcer took turns placing at the microphone table at 8 o’clock that evening, and the program remained on the air around the clock until 8:30 the following evening. Participating stations included all five in Little Rock—KARK, KGHI, KLRA, KVLK and KXLR—and a score of others outside the Arkansas capital. The show was aired in segments so that listeners could follow it on one or more stations throughout the 24½ hour period.

The endurance angle of the initial Talkathon as well as the novelty of the whole idea proved a successful audience-getter. Numbers of people at the grocery store building were few at first, but grew as the evening went on and interested persons dropped in to watch the rugged-looking judge at work in front of the microphones.

Listener Response

Responses from listeners at home were more surprising. Apparently waiting to hear the judge tripped up by some question, they would follow the show on one station and another as it shifted in succeeding periods. And their calls with questions soon had six telephones busy up until 2 a.m., and three phoned from then until traffic picked up again later in the morning. The phones were manned by members of the judge’s volunteer campaign group who recorded the questions along with the sex, occupation and name of the questioner, if given. The question slips were then handed to an announcer who fed them cold and un-screened to the candidate. Judge Cherry tossed back impromptu but thoughtful answers in an informal and conversational style.

The interest in both live audience and radio audience size prompted rapidly to double the size of the show, and reached a climax as the candidate ended the ordeal. Many calls came in from persons who had no questions to ask but wanted to hear the candidate for stating his position on issues frankly even when he risked losing votes by doing so.

In addition to putting across Judge Cherry’s program to the Arkansas voters, the Talkathon also dowed-tailed readily into his plan for seeking small donations from many people. At the outset of his candidacy the judge had said: “I would rather this campaign receive 50 cents each from a hundred thousand people than a single gift of $500,000.” Now the Talkathon began to make that wish materialize. A new campaign slogan was featured—“Dollars for Decency”—drama-tizing the point at which the candidate was running and his appeal for small donations to finance the campaign.

During the remaining four weeks of the campaign, Judge Cherry appeared on 10 additional Talkathons originating from various points throughout Arkansas. The show’s format was 10-12 hour stint, starting about noon and running until about 10 p.m. Each was carried over a combination of outlets serving the region in which he was directing his appeal. Most of the time, his staff acknowledged, they did not know from one appearance to the next whether sufficient donations would come in to pay for the Talkathon planned next.

Money Rolls In

But the dollars started rolling in, beginning with that first Talkathon, and continued at a pace sufficient to buy time for the succeeding ones. In size the donations ranged from 10 cents to $340. One group of supporters in eastern Arkansas counties collected $5,000 in fifty-cent pieces and sent it to the judge in 22 quart jars.

Time for the Talkathons was bought on a total of 40 AM stations—all of the 39 in Arkansas plus WGVY at Greenville, Miss., which was added to give needed coverage in the southeast corner of Arkansas.

Although the state has no television station the Cherry Talkathon was beamed to video viewers in the eastern half of Arkansas in one quarter-hour show over WMCT (TV) Memphis. The judge also appeared in two additional quarter-hour teletcasts of the fireside chat type.

The Talkathon series was wound up with a repeat presentation at Little Rock—this time for a 12-hour period—and a special mid-morning appeal from the judge’s home town of Jonesboro, Ark. In it Judge Cherry went on the air from 9 to 9 a.m., urging housewives to hang up their aprons and go with their husbands to the polls and vote.

After deducting duplications, the total number of persons reached by means of the 11 Talkathons was estimated by the Cherry staff at nearly 900,000, or about half of the state’s adult population.

Approximately 13,000 questions were asked and answered in the Talkathon sessions. They covered topics ranging from the candidate’s views on world trade to his attitude on alcoholic beverages. (He replied that he is a teetotaler, but not a prohibitionist.) Judge Cherry showed an ability to respond to them all with appropriate earnestness, good nature or ready wit.

In one of the Talkathons a young man called in to say he had donated $2 from his campaign and wanted to know whether Judge Cherry was being supported by a certain local official. When the judge replied affirmatively and said he had a high opinion of the official mentioned, the donor called back to say he differed sharply with that opinion and asked to have his $2 returned. Judge Cherry told him on the air that the refund would be made “cheerfully.” Immediately afterward calls began coming in from several dozen listeners who said they wanted to make a donation to replace the sum the judge had returned to his questioner.

While Judge Cherry and his staff were focusing their efforts on the radio Talkathons, the four veteran politicians who opposed him in the race appeared little concerned with the gimmick, as they called it. In fact, each one had some special campaign feature of his own. One of them made hops around the state in a hired helicopter, giving 330 tank-town speeches in 60 days. Another opened a spacious drive-in headquarters in the capital city, where visitors were invited to drive in to the building and were glad-handed by a staff of greeters. Two candidates hired hill-billy troupes and opera stars to attract attendance at major political rallies.

Judge Cherry’s opponents did not neglect the use of radio and television in the conventional sense. Each of the four made several from the Arkansas Gazette
statewide radio talks and two used TV as well. In the next-to-last week of the primary campaign, radio took the spotlight through a special series of half-hour interviews with the candidates aired nightly over KLRA Little Rock.

In a public service feature the candidates were given opportunities to state their views on a set of questions relating to the campaign.

Unlike Judge Cherry, his four opponents made extensive use of other media in campaigning: newspaper advertising, billboards, posters, pamphlets, bumper cards and lapel buttons. The volume of newspaper lines bought by each of them was five or more times greater than Judge Cherry’s, which was centered about announcing the schedules of his Talkathons.

Only Judge Cherry’s “poor boy” campaign had no plush headquarters, no billboards, no full-page ads.

Pros Indifferent

Throughout the primary campaign, the political professionals showed indifference toward the Cherry candidacy as well as the Talkathon specifically. Three of the candidates focused their attacks on alleged corruption in the state administration, and the incumbent was left to back at each of these three. None had much to say about Judge Cherry.

When the ballot count started on election night it was soon realized that the long shot the experts had overlooked was turning the form chart upside down.

In the final unofficial tabulations released Aug. 1, Gov. McMath finished in top place with 51% of the 524,000 votes cast, Judge Cherry was second with 28%, and the other three candidates had 18, 14 and 8%, respectively.

On the day after the primary, aides of the three eliminated candidates acknowledged that it was the Talkathon which had enabled Judge Cherry to pull the “leapfrog” on them. This was the more ironic because two of them had been offered the chance to buy the formula and had turned them down. At the same time, Judge Cherry’s remaining opponent gave tacit acknowledgment of the Talkathon’s potency by launching a series of daily radio talks over a state network to try to “reach more people with my program.”

Credit to Talkathon

Judge Cherry himself gave generous credit to the Talkathon, stating: “It’s the best means of campaigning I’ve found yet.” Implementing that belief he is intensifying his Talkathoning schedule with daily appearances scheduled in the two-week period of the runoff campaign.

The manager of the judge’s campaign echoed this esteem of the Talkathon and added an opinion about its value for the voters as well as the candidate.

“It was the key to our successful campaign because through the Talkathon we were able to let the people find out completely about Judge Cherry,” said Mr. Gentry. “They found out not only how he stood on a program for the state, but also how he thought on national matters, moral issues and every conceivable question. They were able to get acquainted with his whole philosophy and to feel that they knew him as well as though they had met him and talked to him personally.

“I’m also convinced that the Talkathon is the greatest means yet discovered for enabling the people to screen a candidate. We’d have much better government if all candidates were required to present themselves to the public through such a medium, so that the people could find out more about the type of people running for office.”

As promoter in charge of the Talkathon operations in the Arkansas campaigns, Mr. Martin put his finger on another significant element in its use. “The candidate for whom it is used,” he says, “should be able to think on his feet and ad-lib his answers smoothly. With an inept person it could be actually damaging instead of helpful to his candidacy.”

If Judge Cherry, the country judge, can whip the seasoned McMath in the runoff election Aug. 12, Talkathon will have compiled a significant success story. A lot of political observers, as well as the radio-television industry, will be watching to see if it happens.

Korean Interviews

STATION KASQ, Los Angeles, California.

“Mr. Cherry has gained the credit he has by being a person who never fails to act as he says he will,” said one of the Korean residents who was interviewed. “A man of integrity should be the kind of person to have leading a political campaign. As far as I’m concerned, Mr. Cherry is the kind of man I want to see leading our country.”

Another Korean resident, who had been interviewed at the Talkathon, said, “I have always been impressed with the honesty and integrity of Judge Cherry. He has been a fair and just man in all his endeavors, and I know that he will make a good governor of Arkansas.”

Radio delivers MORE sets-in-use in the South Bend market than before TV!... Hooper Surveys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satisfactory TV signal reaches South Bend. Don’t sell this rich market short. Wrap it up with WSNT radio.
PROGRESSIVES

THE Progressive Party reported last week that some 60 radio stations, out of 439 to which the party had addressed a demand for time, had agreed to carry transcriptions of an acceptance speech made on behalf of Vincent Hallinan, the party's candidate for President.

Mr. Hallinan was to deliver the speech himself when nominated at the party's Chicago convention July 4-6. He was then, and still is, serving a term in McNeil Island federal prison. Mr. Hallinan was convicted of contempt of court in connection with his defense of Harry Bridges.

In a letter dated July 30, C. B. Baldwin, secretary and campaign manager of the Progressive Party, demanded that stations which broadcast the acceptance speeches of Democratic and Republican Presidential and Vice Presidential candidates also carry the acceptance speeches of the Progressive candidates.

Further, Mr. Baldwin advised the stations that in future the party's radio stations and periodicals would be expected to say "by or on behalf of candidates for the Republican or Democratic Party for the offices of President and/or Vice President."

The Commission did point out, however, that Section 315 of the Communications Act applied to acceptance speeches "by the candidates themselves" and that any licensee that carried one would be obligated to carry the required opportunities available to all other legally qualified candidates for that office.

In its letter of July 30, sent to the 439 radio stations and 94 television stations the Progressive Party did not discriminate between candidates and people speaking on their behalf.

Mr. Baldwin, the Progressive secretary, said in a news release issued coincidentally with the dispatch of the letters to stations that there had been a "general refusal of broadcasters to comply with the FCC order."

He said few had carried the acceptance speech broadcast by the wife of candidate Hallinan on his behalf.

Party's Planned Approach

Mr. Baldwin frankly outlined the tactics which the party intended to use in obtaining air time.

Phase One of the tactical plan, he said, was "forcing them to carry our candidates."

"Phase Two," he said, is "policing. Phase Three, action to revoke license, will follow, unless the public interest and the Commission's ruling are carried out."

At the party's New York headquarters last week it was reported that NBC-TV which did not carry the acceptance speech by Mrs. Hallinan had agreed to telecast a special address to be made by Mr. Hallinan after his release from prison. ABC-TV and CBS-TV also were said to have agreed to carry this telecast in areas

60 Stations to Take Hallinan Acceptance

where their outlets did not carry Mrs. Hallinan's speech.

In his letter to stations, Mr. Baldwin put the onus on them to tell whether they had refused the Progressive speeches and if not to offer time. He wrote:

We have been informed that your station broadcast the acceptance speeches of the Republican and Democratic candidates for President and Vice President. You will please, therefore, inform this office of the time and date on which you broadcast the acceptance speeches of the candidates of the Progressive party who had been requested by the party.

WJAG CELEBRATES

Marks 30th Anniversary

SPECIAL programming, along with live talent shows for direct audience participation, marked the 30th anniversary of WJAG Norfolk, Neb., owned by the Norfolk Daily News.

Quizzes during the celebration featured more than 300 prize giveaways, the introduction of Miss WJAG and congratulatory recordings by former station staff members. The public was invited to shows aired from the City Auditorium.

Among the special programs was a tribute by Bob Thomas, WJAG announcer, to his father, the late Art Thomas, who also managed the station; to the late Rep. Karl Stefan (R-Ne.), who was an announcer there, and to Gene Huse, WJAG's original owner. WJAG presented scrolls of appreciation to 12 Norfolk businessmen who have advertised on the station many years. Another feature was It Will Be a Long Year, the show of the year in which the station took the air.
New Business
(Continued from page 16)
Sample, Toronto, for Franco-American products and Compton Adv., N. Y., for Campbell pork and beans.

CRAFTSMAN INSURANCE AGENCY, S. F. appoints Theodore H. Segall Adv., that city. TV is being used.

OWEN NURSERY, Bloomington, Ill., names MacFarland, Aveyard & Co., Chicago, for Bob Richard Enterprises Div. Plans call for spot radio-TV.

MEAD JOHNSON & Co., Evansville, Ind., names McCann-Erickson, Chicago, for pablum cereal. Radio is used. FRANK STULL is account executive.


G. A. GOODRICH Co., Chicago (cake mix), appoints Buchanan & Co., that city. Fall spot radio-TV is being planned.

OGDEN WATER PURIFIER Co., L. A. (faucet attachments), appoints Ross Roy Inc., Hollywood. TV is being used.

CLUB DEL MAR, Santa Monica, Calif. (beach club), appoints Charles Ross Adv., Hollywood. TV is being used.

Adpeople...

KENNETH C. GUNThER, sales promotion and direct advertising consultant to TWA, appointed director of advertising, Resort Airlines Inc., N. Y.

H. E. DAVIS, assistant sales manager, Polaroid Corp., Cambridge, Mass., to special sales representative post in Southern Calif. He is succeeded by EUGENE C. ROBERTS, formerly with Standard Oil of Calif.

TED MATERNA appointed advertising and sales promotion manager, Artole Color Corp., N. Y. Firm will enter network radio in fall. TV will be used in localized market areas.

ROBERT STRONG, sales manager, Slick Airways, Dallas, transfers to Burbank, Calif., headquarters as advertising and public relations manager.

EDWARD E. PALMER named sales manager, Freewax Corp., Tallahassee, Fla. (Insecticidal wax).

CHARLES J. LICK, president, Los Angeles Brewing Co. (Eastside beer), elected honorary director for life by United States Brewers Foundation, with whom he served 16 years as director.

STEPHEN C. SCOTT, assistant to VICK KNOTH, president of Hollywood agency bearing his name, to Hydro-Aire Inc., Burbank (aviation equipment), as advertising-public relations staff assistant.

IIA Truth Campaign
(Continued from page 43)

Security Agency and other departments.

Action is expected sometime after September when a subcommittee may be appointed. Hearings and overseas junks are indicated — at least the State Dept. has been advised to that effect — and a report will be submitted this winter. Text of the resolution, introduced in February 1951 and favorably reported upon by the committee this past June, stressed the importance of U. S. psychological warfare and "international propagation of the democratic creed (as) an instrument of supreme national policy."

It calls for a study of means of assuring "maximum utilization of radio broadcasting, by medium wave and short wave."

BROADCASTING • Telecasting

THE PERFECT COMPANION UNIT TO YOUR CONTINENTAL TRANSMITTER

The sleek, stylish Phasing Control and Power Division Unit shown above was designed and manufactured especially for Radio Station KWTO, Springfield, Mo. It is typical of Continental's high calibre engineering of electronics equipment geared to meet exact station requirements. Whatever the nature of the directional array involved, consult Continental for production of all types of antenna phasing equipment, custom-designed to meet your specific requirements.

Continental Electronics MANUFACTURING COMPANY 4212 S. Buckner Blvd. Dallas 10, Texas

August 11, 1952 • Page 47
WHAT A BEAUTIFUL MORNING
FOR ADVERTISERS ON WCKY

Breakfast Time with Leo Underhill 7:00-9:00 AM is the morning show in Cincinnati that is giving advertisers a big sales lift at a low cost.

Good Ratings and Low Rates make this by far the lowest cost per 1000 early morning buy in Cincinnati.

JUST COMPARE . . .

<table>
<thead>
<tr>
<th>Station</th>
<th>Power</th>
<th>Average Cost Per 1000 Homes (1/4 hr. pgm.)</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>50,000 Watts</td>
<td>$2.76</td>
</tr>
<tr>
<td>Station A</td>
<td>5,000 Watts</td>
<td>$6.95</td>
</tr>
<tr>
<td>Station B</td>
<td>5,000 Watts</td>
<td>$3.60</td>
</tr>
<tr>
<td>Station C</td>
<td>250 Watts</td>
<td>$4.25</td>
</tr>
</tbody>
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WCKY IS THE BEST MORNING BUY IN CINCINNATI

* Calculated from May-June Pulse ratings. Radio Homes in 2.0 millivolt area, open 1/4 hour rate.
FOR A BEAUTIFUL SALES RECORD IN CINCINNATI

You can buy Breakfast Time on a low, low budget and join this list of smart morning advertisers on WCKY:

- Lipton Iced Tea
- Pennington Bread
- Cincinnati Street Railway
- Silver Star Blades
- Bayer Aspirin
- Colgate Toothpaste
- Seaboard Finance
- Albert's Clothing Store
- Rockwood Candy
- Life Savers
- Hull Dobbs Motors
- New York Central Railway
- Farr Brothers Appliances
- Allis Chalmers
- Kroger
- River Downs

BUY BREAKFAST TIME
INVEST YOUR AD DOLLAR
WCKY'sly
Sec. 315 Skiddoo

THOUGH it would be clearly within its rights to request broadcast opportunities for its candidates equal to those granted the Democratic and Republican nominees, the Progressives Party is abusing those rights and indeed resorting to undenominated blackmail in the tactics it has adopted.

It has sent letter to stations accusing them of violating FCC rules in failing to carry an acceptance speech on behalf of the Progressive candidate for president. The letter neglects to mention the awkward circumstance that preventing the candidate from speaking for himself.

In the time of his nomination as Progressive standard bearer, Vincent Hallinan was a resident of McNeil Island, a federal penitentiary off the Washington coast.

There is a serious question that a station must carry political broadcasts on behalf of any candidate. The law applies only to candidates themselves and has been so interpreted by the U.S. Circuit Court of Appeals.

Apparently this discrepancy was unnoticed by those networks and stations which reportedly have agreed now to carry either transcriptions of the acceptance speech made last July by Mr. Hallinan in the enforced absence of her husband, or a new speech to be delivered by Mr. Hallinan himself after he is sprung from the federal pokey Aug. 17.

We doubt that broadcasters must broadcast either the original speech made on behalf of the candidate or the delayed performance by the candidate himself. Neither of these addresses is comparable to the acceptance speeches of the Democratic and Republican candidates.

In defense of those who have yielded, however, it must be said that the tone of the Progressive Party's letter was of such unreasoned belligerency as to make almost anyone flinch, and further it quoted (out of context) an FCC letter seemingly assuring the Progressives that the FCC would kick off the air any station that didn't give the party anything it wanted.

So far, unfortunately, the FCC has done nothing to disavow the purposes ascribed to it by the Progressive Party. That, more unfortunately, is one of the conditions of the FCC which seems to have taken a perverse joy in recent years in making politics an intolerable problem for broadcasters.

In this case the Commission could at least partly redeem itself by telling the Progressives to behave with more propriety and quote the Commission correctly. Continued silence from the FCC will only encourage more malicious methods of influence by a party which has already demonstrated a contemptuous disregard for ethics or law.

New Headache

IT IS NOT enough that broadcasters should be going into this political season with the legal encumbrances that have plagued them through the years. This time they have an additional, and as yet unclarified, stricture to observe.

Thrown into the final version of the McFarland Act was a section prohibiting broadcasters from charging political candidates more than "the charges made for comparable use of such stations for other purposes." Immediately, of course, the question arises:

What does "comparable" mean? In the absence of official interpretation, broadcasters will have to follow their own best judgment in applying this rule.

The NARTB has issued some suggestions along this line which seem to be fine as far as they go. The NARTB has advised broadcasters to charge local rates for local candidates and national rates for national candidates.

We think the rule of comparability should be strictly applied. Each candidate who seeks to buy time to advertise his candidacy should be regarded exactly as a commercial sponsor who wants to advertise his product. If a station has a local rate, it should apply, with appropriate discounts for frequency, to candidates whose spheres of interest coincide with the marketing areas of merchants who are accorded that rate. If the station gets a national rate from national commercial accounts whose marketing area is statewide, then candidates for state offices should be charged accordingly.

Further, candidates who preempt time al- ready sold to a commercial sponsor ought to be charged the same prices that a commercial account preempting such time would be charged—the cost of the time preempted plus whatever rebates must be offered to the original sponsor whose time is preempted.

Bread-Boarditis

SOONER or later—preferably sooner—the FCC will be compelled to recognize the march of electronic progress by putting into effect its proposed rules to ease operator ticket regulations and permit remote control of transmission equipment.

Organized opposition to the Commission's proposed rule changes is reminiscent of the stubborn battles to forbid use of electrical machinery in building construction. It is based on a fallacious job-eliminating premise in an era of acute technician shortage.

In the case of breacard of 10 kw and under, it can be found the backbone of American radio broadcasting. In this same bracket there is a dearth of available first-class ticket holders available for work at wage levels for comparable technical help in thousands of communities.

It is a serious shortage that harrases managers compelled to staff transmitters under provisions of antiquated regulations.

These requirements are set up in an era of board-board equipment—an era when a cold-iron and roll of wire are a station's best friend. They were adopted in an effort to keep equipment operating without frequent breakdowns.

Check the log of any small broadcast station, preferably several dozen stations, and the inevitable conclusion will be that a very few hours a week maintenance will be adequate. That's what chief engineers are for, and in case of rare mechanical crisis most stations summon outside technical service.

In the case of radio, technical progress has produced equipment that can be operated more efficiently by unattended means than by personal attention, as successfully demonstrated in the past.

It's unpleasant to see featherbedding artifically stimulated. People are not being thrown out of work. No shortage of jobs is plaguing technicians.

On the other hand, there are many who are being thrown out of work—thousands and thousands of jobs as TV starts its promised expansion. Video operation entails use of larger and more knowledgeable technical staffs because both audio and video are involved.

The facts must be faced—hard facts of broadcast life outside the glamour of big-city boundaries and there is a question. Electronics is a burgeoning field. There will be more and better jobs—for those that have the initiative to keep abreast of developments.

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SEN. ERNEST W. MCFARLAND

IT was the closing sessions of the 82nd Congress. Finally, after a year of inaction, the House was scheduled to take up the McFarland Bill (S 658) for revising the Communications Act of 1934, which the Senate already had passed. House leaders had scheduled the debate for a Tuesday.

Late the week preceding, the White House told its cohorts in the lower house to yank the bill. It had several provisions the President's aides didn't like—namely, about a section on discrimination separation, section of FCC staff from commissioners proviso, and others.

So, off the House schedule it came.

It was then that the soft-spoken, junior Senator from Arizona, whose name the bill bore and who had shepherded it through three Senate passages, exploded.

No one knows the complete story, but the upshot was the rescheduling of the bill for the next week's calendar, its passage by the House, and finally the President's signature—putting into effect the first substantive changes in radio's basic law since the Radio Act of 1927.

If there's one attribute Ernest William McFarland has—it's doggedness. That, and a reputation as a man whose word is his bond.

There's one other characteristic the stocky, white-haired one-time Arizona judge has. That is his ability to conciliate the diverse temperaments and views of the 56 other Senators who sit in the "greatest deliberative body in the world." It is this facet of his character that has made him a successful leader of the Democratic majority in the Senate.

The need for changes in the Communications Act became apparent as early as 1939. Radio's statutes (basically those of the Radio Act of 1927) were already 12 years old and the art of communications had zoomed forward in the interval—to the point where many of the provisions of the law were antiquated.


A man with less persistence would not even have tried to amend the Communications Act after the unsuccessful history of past attempts. But, Sen. McFarland is nothing if not pertinacious. In 1949 he got his bill through the Senate. It failed to get anywhere in the
In Northern California...

KNBC reaches more people, more often, than any other radio or TV station. This wide circle coverage plus program popularity make KNBC, San Francisco, Northern California's No. 1 Advertising Medium

. 50,000 WATTS • NON-DIRECTIONAL • 680 KC • REPRESENTED BY NBC SPOT SALES
IRVIN G. ABLEOFF, general manager, WLEE Richmond, Va., elected vice president.

RICHARD B. STARK, account executive, The Katz Agency, named account executive on sales staff, DuMont Television Network.

WILLIAM J. HUBBACH rejoins KOMO Seattle as account executive after two years service with Navy.


Froelich ROBERT G. HUBBACH, same firm as


MEL GOLDBERG, account executive WONE Dayton, Ohio, to WKPA New Kensington, Pa., as commercial manager.

JOSEPH M. FLANIGAN, advertising sales staff, The Yorker, to WQX New York as account executive.

WESLEY ELLIS, announcing staff, KTBC Austin, Tex., and TOM BROWN, producer, WFAA Dallas, to sales staff, WRR Dallas.

AZIE ALPERN, consultant to Scheppe-Reiner Co., N. Y., station representative, to same firm as general manager. NOAH JACOBS, New York representative of Shepard Engineering Co., to Scheppe-Reiner as account executive.

Mr. Froelich

Mr. Prouty

BILL O' DONNELL, sales staff, KXOK-FM St. Louis, transfers to AM outlet in same capacity.

KSJO San Jose Calif., appoints Adam J. Young Jr. Inc. as national representative.

PERSONALS . . .

WAYNE W. CRIBB, general manager, KHMO Hannibal, Mo., recuperating from operation performed last month . . . JAMES D. SHOUSE, Croley Best Corp. and Avco Mfg. Corp. executive, named to personal staff of Gov. Lawrence Wetherby of Kentucky with honorary rank of colonel for "his contributions to his native state of Kentucky." . . .

LT. COL. GEORGE O. GILLINGHAM, FCC director of information, goes on two weeks active duty Aug. 16 with Chemical Corps at Fort Meade, Md.


delivered to 267

Headquarters.

Our Respects To

(Continued from page 50)

House. Again in 1951, Sen. McFarland reintroduced the bill. But for 15 months it virtually stagnated in the House. Then, finally, the big push in April and in June of this year it was ready for floor debate.

And then came the word from the Executive Mansion. For a while it looked as if the fate of S 69 was going to duplicate that of all the previous communications measures.

But, Sen. McFarland got his dander up. As majority leader he was not only able to buck the White House, he actually had enough influence to force it to back down.

Ernest William McFarland—"Mac" to his colleagues on Capitol Hill—is the son of pioneer parents who were among the early settlers of the Pottawatomie strip in Oklahoma. He was born in Earlsboro, Okla., in 1894, and attended the Earlsboro and Seminole County public schools. For a while he thought he was going to be a teacher and he attended the Oklahoma East Central State Teachers College at Ada. In 1917 he got an A.B. degree from the U. of Oklahoma.

Taught in Rural School

During this time he taught rural school in Seminole County. While studying for his A.B., he was law librarian at the university. In between times, he clerked in a grocery store and sold life insurance.

After a hitch in the Navy during World War I, the young McFarland went to Stanford U., where in 1921 he received his Master of Arts degree and also the right to sign "Jr. D." (Doctor of Laws) after his name. In 1930, Sen. McFarland was honored by his own state university with an honorary L.L. D. (Doctor of Law and Letters).

After three years of law practice in Casa Grande, Ariz., the young lawyer was named assistant attorney general for the state of Arizona.

After two years in that position, he was elected attorney for Pinal County, a position he held for six years until his election in 1938 as judge of the Superior Court of Pinal County. (He is still "The Judge" back home in Florence.)

To all who live in Arizona, the most important question in their livelihood is—water. And the man who knows most about Arizona's water laws is—Sen. McFarland.

Without water for irrigation, flowering Arizona would return to the mesquite and sand of the desert. As a young attorney, the assistant attorney general was a county attorney and as a judge, Sen. McFarland handled much water litigation. In fact, until he became county judge, he represented the San Carlos Irrigation and Drainage District of Arizona. And, as a judge he handled many such cases.

Colorado River Project

If there is one thing Sen. McFarland would like to have, to cap his Washington career, it is the passage of legislation approving the diversion of Colorado River water to the great Central Valley of Arizona. Since 1949 he and his fellow-Arizonan, Democratic Sen. Carl Hayden, have pressed for, and gotten through the Senate twice, a bill which would authorize this. But, time after time, House passage has been stymied by the bitter opposition of California representatives.

When Sen. McFarland was elected to the Senate in 1940—he took Sen. Henry F. Ashurst's seat—he came under the influence of a fellow westerner, former Sen. Wheeler, who was chairman of the Senate Committee on Interstate & Foreign Commerce. This is the committee which oversees broadcasting and communications among other things.

Sen. Wheeler took the 46-year-old freshman Senator and made him a member of the subcommittee on communications, of which Wheeler himself was chairman.

Thus, right from the commencement of his Senatorial life Sen. McFarland has been closely identified with communications.

In the 81st Congress, Sen. McFarland was made chairman of the communications subcommittee of the Interstate & Foreign Commerce Committee. His good friend, fellow-westerner and fellow baseball root-
Lions, have the former or the whole. As chairman of the communications subcommittee, therefore, he came to know intimately the problems and the activities of the FCC. Small wonder then that his interest in radio law led him to foster the changes he felt had to be brought to the

Sen. McFarland also is a member of the Senate Committee on Interior & Insular affairs. Sen. McFarland is married to the former Edna Evedal. They have one daughter, Mrs. Jewell Lewis. When he's home, the Senator likes to do odd jobs around the house—own a small cotton farm near Florence. He's a member of the American Legion, the Masons, Elks, Lions, Moose, Knights of Pythias and attends the Methodist Church.

Right now he's engaged in a tough battle for re-election. Victory-smiling Republicans think they have a great peg by unseating the Senate majority leader. His opponent is Phoenix merchant Barry Goldwater.

High spot of his Senatorial career was his election as leader of the Democratic majority in the 82nd Congress. As majority leader he was his job to see that the 49 Democratic Senators had the line, and to try to persuade some of the 46 Republicans to vote with the majority.

To be successful he must be trusted. How well he is trusted was described by Detroit newspaperman Blair Moody shortly after his appointment as Senator from Michigan to succeed the late Sen. Arthur Vandenberg.

Writing in the New York Times Magazine last year, Senator Moody described a conversation with Sen. McFarland on the floor of the Senate just prior to the vote on whether the hearings on the dismissal of General MacArthur were to be open or closed. Here is what he said:

"I walked down the aisle to talk with the Majority Leader, Senator Ernest W. McFarland of California—stared front, center-left—left. One of the sharpest changes of opinion resulting from my move from gallery to floor was in my attitude toward McFarland. As a reporter I rated him quite a good fellow and a pretty fair choice for the leader. But from the floor he is huge on both counts. He knows how to handle men. He whispered in my ear, "Ernest, I hate to leave you on my first vote. But I don't see how you can vote for closed hearings. You know my newspaper business background. Why don't we open them up?"

Here was a defect which might reverse the result of the roll-call. McFarland never batted an eye. He whispered, behind the back of his hand: "You know the senators... Blaisdell, Hull and others... ask you to vote against your convictions."

Even the opposition has words of high praise for Sen. McFarland. Here is what Minority Leader Sen. Styles Bridges (R-N.H.) said the closing day of the 82nd Congress:

"I have found Ernest McFarland to be fair, courteous and impartial. He is a master of words. In my eyes he is the best senator. He is what a senator should be. I would not be the least bit sorry to be his successor..."

And the page boys love him. In a Washington Post article several Sundays ago, author Glenn D. Everett said the Senator had acquired no nickname among the blue-suited pages who run errands for the Senators (they've nicknamed other senators "Half bred," "Potato Head," "Mumbles," etc.). McFarland is popular among the pages, the article said, "because he is the one urging the Senate to get on with its business. There's no happier music to the ears of the Senate employees. They love him."

Mr. Murphey

CBS INC. ELECTS

Murphy, Van Volkenburg

ADRIAN MURPHY and J. L. Van Volkenburg, presidents of CBS Radio and CBS Television, respectively, were elected to the board of directors of the parent company, CBS Inc., at the board's regular meeting last Wednesday.

The action, announced by CBS President Frank Stanton, brings the board's membership to 15. In addition to the new members, they are: Prescott S. Bush, Frederick L. Chapman, Bruce A. Coffin, Lloyd H. Coffin, David H. Cogan, Ralph F. Colin, James B. Conkling, J. A. W. Cogan, Leon Levy, Edward R. Murrow, Samuel Paley, William S. Paley, Dorsey Richardson and Mr. Stanton. William S. Paley is board chairman.

Mr. Murphey, with CBS since 1936, has been president of CBS Radio since last March 11. Before that, he was president of the CBS Labs. Div. from the time it was established when the various CBS broadcasting and manufacturing operations were set up as autonomous units in July 1961. He was executive director of television for CBS before the war and after-wards was a key figure in CBS color TV affairs.

Mr. Van Volkenburg has been president of CBS Television since the division was created in the July 1961 reorganization. He joined CBS in 1932 as sales manager of its KMEX St. Louis, and the following year was named president and general manager of the station. He transferred to the CBS Central Div. in Chicago in 1936, and to the New York headquarters in November 1945 as general sales manager of CBS Radio Sales. He subsequently served as director of CBS Television Operations, and vice president in charge of CBS Network Sales.

WAPI 'REPORTER'

Sen. Sparkman To Be Honored

WAPI Birmingham will give a dinner Aug. 21 for its favorite political reporter—Sen. John Sparkman (D-Ala.), Democratic Vice Presidential nominee. The station boasts it is the only radio outlet whose convention reporter wound up as a candidate.

Sen. Sparkman broadcast a daily 5:45-6 p.m. commentary on WAPI during the Democratic convention. WAPI in turn fed a 12-station Alabama hookup. Thad Holt, WAPI president, credited the Senator with many exclusives and excellent job of covering the Southern walkout and getting both factions on the air. The Senator also covered the 1948 Democratic convention for WAPI. WAFM-TV, Mr. Holt said, teamed with WDSU-TV New Orleans and WMCT (TV) Memphis in a three-state Report to the South convention program, with Sen. Sparkman handling the Alabama portion of the feed.

Guests at the Aug. 21 dinner will include all who helped in the Chicago convention coverage. Ed Norton, WAPI board chairman, and Mr. Holt will be hosts, with Mayor Cooper Green, of Birmingham, as chairman of the arrangements committee. Proceedings will be broadcast and telescast. Sen. Richard M. Nixon (R-Calif.), Republican Vice Presidential candidate, has been offered the same radio-TV facilities.

POULTRY POLITICS

Stevenson on Chicken

GEORGE BIGGAR, program executive at WLS Chicago who handles the station's famed National Barn Dance, has a letter he may save for his grandchildren. Written by Illinois' Gov. Adlai Stevenson, the letter tied in with a free chicken promotion featured on Raleigh-Furina's Party Line at the station.

The letter: "It's no secret to my friends that southern fried chicken is one of my very favorite dishes. Confidentially, my resistance is low also to chicken chop suey. In both these enthusiasm I know I have a lot of company. In fact, I'm sure that if I could count on the drumstick vote in the election this fall I would be sure of re-election."

The letter was written before the governor was nominated for the Presidency by the Democratic Party.

Mutual Renews Heatter

SIGNING of five-year extension of newscaster Gabriel Heatter's exclusive radio and TV contract with Mutual was announced last week by Executive Vice President William H. Fineshriber Jr. The renewal runs from Jan. 1, 1964, to Dec. 31, 1968. Mr. Heatter currently is heard on Mutual's weekday schedule.
ROBERT J. SULLIVAN, CBS Radio Spot Sales, named promotion manager, WOR New York.

CHARLES STAMPS appointed associate TV director, NBC Chicago.

ERNEST SANTELL named TV production facilities assistant there.

CARL F. NEUMANN, farm service director and livestock market reporter at KOMA Oklahoma City, to WLS Chicago as assistant farm program director.

LENNY SHERMAN, New York TV actor, assigned role in Warner Bros. feature film, "Back to Broadway."

LEONARD MOSBY, continuity director, WJHP Jacksonville, Fla., to WMGR-TV same city, as floor manager.

BOB HAMILTON, disc m.c., KHON Honolulu, to KWKW Pasadena, Calif., in a similar capacity.

SHIRLEY HEINES appointed music director, WJPS Evansville, Ind., replacing DOROTHY McLEAN.

NADINE HILL, office manager, KCSB San Bernardino, to Hollywood office of KBG Avalon.

BUNNY ROBERTS, Miami, Fla. disc jockey, to WOR New York for Tues. through Sun. disc show.

WILLARD F. HANSON, WPAC Paterson, N. J., appointed farm director.

Cecil L. Richards to WBZ-AM-TV Boston as assistant promotion manager, N. J., of JOSEPH P. CULLINANE appointed publicity director there.

PHIL ARNOLD, NBC-TV Hollywood comedian, assigned role in Warner Bros. feature film, 'Stop, You're Killing Me.'

FRED MAY, WNDR Syracuse, to WPTR Albany, N. Y., to announcing staff, KEX.

GEORGE FENNEHAN, announcer on NBC-TV You Bet Your Life, adds similar duties on NBC-TV Martin & Lewis Show.

STU WILSON, special events director, KBG Avalon, Calif., assigned role in M-G-M feature film, "The Girl Who Had Everything."

JAY TROMPTER, free lance Chicago announcer, to WIND city, as m.c. of Chicago's program of "Paul Whiteman's "Happy Days Show."

JERRY BRADFORD to announcing staff, KPRK Livingston, Mont., after service in Navy.

LUCRETIA TUCKER to WMTR Morristown, N. J., as advertising copywriter.

LARRY FINLEY, disc m.c., KFWB Hollywood, named first honorary member of Hollywood Comedy Club.

HOLLY GRAHAM to WMCK McKeesport, Pa., for nighttime jazz disc jockey show.

PAUL KUPLER, sports assistant, Happy Felton's Knottyhole Gang, to WOR-TV New York as production assistant on sports remoties.

GOODRICH (TIGER) FLOWERS, New Orleans disc jockey and sports commentator, to announcing staff, WDSU New Orleans.

FORREST H. RESPES, continuity director and announcer, WXLW Indianapolis, appointed radio-TV public information officer for Indiana Wing of Civil Air Patrol.

EVERETT MITCHELL, NBC Chicago farm commentator and emcee on National Farm and Home Hour, and Clara Christensen were married July 26.

DOUG CLARK, WASH-FM Washington announcer, and JEAN BECK-WITH, Enders Adv., that city, were married in June.


MARGARET MACDONALD, radio actress, and Mark Page, Hollywood painter and interior decorator, were married July 24.

VERNE PAULE, special events director, WJPS Evansville, Ind., father of boy, Stanley Edward, July 26.

** BROADCASTING • Telecasting **

NICK DIRENZO to WMTR Morris-town, N. J., news staff succeeding JOE SLAVIN, who resigned to enter public relations field.

JOSEPH WEEKS, news staff, CBS New York, to WIBC Indianapolis, in same capacity.

ROY MAYPOLE, special events announcer-commentator, KTVF (TV) Hollywood, promoted to producer of special events.

PAUL ALLSOPH, radio news commentator and former war correspondent, to WBSD-AM-TV New Orleans.

PAULINE FREDERICK and TAYLOR GRANT, ABC news commentators, have received Award from National Safety Council for contributions to council's transcribed radio series, "The Fight for Life."

** Open Mike **

(Continued from page 90) News... sure they would not have sent us so much tab-thumping self-praise of their cleverness—which usually arrived three days late by mail.

They would have sent us real news... Let's hope that when future events knock off the programs that the net press crews will remember that columnists need news to write columns.

Herschell Hart
Radio-TV Editor
Detroit News

Wrong Port for Storm

EDITOR: While leaping through BROADCASTING & TELECASTING [July 4] my eye lit on an item about my former boss, who was a delegate to the Democratic National Convention and nominated Sen. Fulbright. However, I would like to correct your reporter on his identity. He is Storm Whaley, general manager of KUOA Siloam Springs, Ark., not KUOM as given in the item.

Harry Waterhouse
Chief Copywriter

Source Work

EDITOR: One of my projects this summer has been a research paper on educational television. BROADCASTING • TELECASTING was the most valuable source of both objectively reported news and editorial comment.

Bob Raiford
U. of South Carolina
Columbia, S. C.

What's in a Name?

EDITOR: I note with interest the comment in the [July 21] issue of BROADCASTING • TELECASTING in the "Open Mike" department wherein the suggestion is made that advertising be referred to as "airvertising" or "televisioning" rather than the conventional term of just plain "advertising."

To this I add my hearty approval. As a matter of fact, some 10 years ago, while serving as general manager of WGBR Goldsboro, N. C., we originated this phrase for use on all our promotional material which carried the tag-line, "WGBR airvertising gets results."

Harry G. Bright
Station Relations Mgr.
International Events Inc.
Fayetteville, Va.

Blessings on Blatt's

EDITOR: The Blatt's Department store story in the Aug. 4 issue was great stuff.

This is my order for 50 reprints of same. It is stuff like this that makes each issue of BROADCASTING • TELECASTING one of the greatest sales tools in broadcasting.

Walt Dennis
Commercial Manager
WLS Lansing, Mich.

[EDITOR'S NOTE: Mr. Dennis speaks with authority when it comes to radio advertising by department stores. He used to be TV and television director of Allied Stores Inc.]

Stronger Sex

EDITOR: This bit of information might be of interest to you. As far as I could ascertain, I was the only woman reporter covering the convention (both) for a Miniatpe Recorder strapped on my shoulder. There were lots of Miniatapes, but they were all borne by masculine shoulders.

Alice Roosevelt Longworth... and I had quite a chat, she talking into the little mike in my hand. When it was all over, she was amazed to find herself on the radio. She never speaks for the radio, so she said, but she thought I was carrying a newfangled hearing aid and she was just trying to be cooperative.

Drue Smith
WAPO Chattanooga, Tenn.

Testimonial

EDITOR: You are to be congratulated for the appended manner in which you cover TV. Keep up the good work.

Louis C. Simmel
President
Simmel-Messervey Inc.
(Users producers & distributors)
Beverly Hills, Calif.
HOW DO YOU MAKE BOTH ENDS MEET?

IF YOU DON'T, because high TV costs are burning up your budget, it's time you looked at television in the proper light.

TV COSTS should be judged in the hard light of advertising value—not in the candlelight of glamour. If you don't get a dollar value for a dollar spent—if you pay more, just for the glitter—then you're burning your candle at both ends. You're wasting away your budget.

THERE'S NO WASTE at DuMont because DuMont's only concern is sound value for advertisers. In programs, rates and facilities, DuMont keeps down costs because it knows that only practical TV is profitable TV.

WHEN YOU PLAN your television budget, remember, at DuMont you always get dollar for dollar advertising value—and good television. Look around and compare. You'll see why Dollars Do More on DuMont.
THE BEST ADVERTISING BUY

CHANNELS 5

IN LOS ANGELES

ANY NIGHT IN THE WEEK!

KTLA creates its own top-rated TV programs—shows that win and hold large and loyal audiences. Sponsored on a participating basis these KTLA programs produce highly satisfying results—more sales per advertising dollar!

Typical of KTLA-developed programs is "Bandstand Revue"—Sunday night 9-10 P.M., a sparkling music and variety hour featuring the nation's top bands and musical personalities...

...Popular singing star Harry Babbitt emcee's "Bandstand Revue" which originates weekly in KTLA's Hollywood "studio theatre." Participating sponsorship in 20-minute segments are now available.

For an audition print, wire, write or telephone...

KTLA Studios  5451 Marathon St., Los Angeles 38  HOLlywood 9-6363
Eastern Offices  1501 Broadway, New York 36  BRyant 9-8700

PAUL H. RAYMER COMPANY  NATIONAL REPRESENTATIVE
New York  Detroit  Chicago  Boston  Memphis  Hollywood  San Francisco

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
FURTHER TV GRANTS

By LARRY CHRISTOPHER

INCHING farther down its city priority lists, FCC last week granted two more post-thaw commercial TV stations—one at Mobile, Ala., and another at Honolulu—and notified 10 applicants that their station bids must be designated for hearing.

The new station authorizations, bringing the total to 28 (including four non-commercial educational stations), went to:

Mobile, Ala.—Pursley Broadcasting (Group A-2, No. 14)—Tom Potter, applicant for Channel 43, advised his bid "involves financial and past operation questions which indicate the necessity of a hearing." Mr. Potter, independent oil producer, also is applicant at Beaumont (see above) and Austin, Tex., and Baton Rouge, La. At one time he was part owner of the former KBTV (TV) Dallas.

Shreveport, La. (Group A-2, No. 18)—KTRB Inc. (KTRB) and International Broadcasting Corp. (KWKH), each seeking Channel 3, advised of need for competitive hearing. Similar cooperation was sent to Southland Television Co. (KCIJ), Radio Station KRMK (KRMK) and Shreveport Television Co., all seeking Channel 12.

Other television developments last week included:

• Refusal by the U. S. Court of Appeals for the District of Columbia to grant FCC's motions for dismissal of appeals of the Sixth Report and Order filed by KVQL, Lafayette, La.; WLOA Bradock, Pa., and WISC Madison, Wis. (B*+T, June 15).

The action was interpreted to mean (1) an aggrieved party can appeal to the court from a final order of the Commission even while a petition for reconsideration is before the FCC and unacted upon, and (2) FCC can act upon such a petition even though a corollary appeal may be pending in court.

• Filing of another court appeal challenging provisions of the Sixth Report and Order (by two OAKLAND, Calif., in U. S. Court of Appeals, 9th Circuit, San Francisco. Petition for reconsideration also is pending.)

• By Tom Potter, Channel 43, Alexandria, Ky. No. 6)

• Tom Potter, one of original Bay Area applicants, wants allocation there restored to six VHF commercial channels (now four, with fifth reserved for education) and hearing status restored to pre-freeze basis. KROW noted San Francisco-Oakland hearing record was closed prior to September 1948 freeze.

• Initial report that FCC momentum will announce Oct. 1 as date for initial comparative hearings on mutually exclusive TV applications. The Commission also is expected soon to announce appointment of some seven additional hearing examiners to handle the TV cases. Some staff members with experience in this field may be chosen.

• Relaxation by FCC of Sec. 3.613 of its rules (location of main studios of TV stations) with respect to allocation of station

(Continued on page 98)

CURRENT STATUS OF FCC'S CITY PRIORITY LIST

By LARRY CHRISTOPHER

HERE IS COMPLETE tabulation of FCC's city priority list with final channel allocations, all new station grants and all pending applications up to last late Thursday. The city priority list shows the order in which new TV applications are being handled by the Commission under its temporary processing procedure [B*T, May 26] as set forth in the Sixth Report and Order finalizing the TV reallocation [B*T, April 14].

FCC is processing concurrently the applications in Group A-2 and Group B, with processing in each group being handled according to respective city priority number. Processing to date has extended to Shreveport, La., No. 19 in Group A-2, and Fort Lauderdale, Fla., No. 20 in Group B-1.

This is what the following list includes:

1. All 24 commercial station grants since lifting of the freeze, plus all new station and channel changes granted or proposed for the 30 post-thaw operating stations required to switch frequency by the Sixth Report.

2. All 140 pending commercial station applications, new and amended, filed since April 14 up to late last Thursday with channels requested and reference data, many of which termed "microscopic" by FCC. Telecasting in which complete details may be found.

3. All applications designated for hearing to date which have been notified under the McFarland freeze rules cannot be a hearing.

4. All four non-commercial educational station grants, plus all pending applications for educational stations (see separate list at end of main list).

Full details of new TV applicants, including ownership and related broadcast interests, have been carried in each issue since April 14. Those now referred to as FCC. An addenda correcting typographical errors in these listings also has been published [B*T, July 28].

FCC also has proposed certain changes in order when final allocations for several cities, with processing of applications for some channels temporarily withheld pending final action [B*T, Aug. 4, July 28].

Cities included include: Wilmington, Del. (substitution of Channel 63 for 53); Elberton, Ga. (24 for 16); Fort Wayne, Ind. (68 for 21); Lexington, Ky. (84 for 30); Pull River, Mass. (36 for 40); North Adams, Mass. (74 for 16, with new grant to WKRF New Britain, Conn., for Channel 36 to operate pending federal action on this proposal); Lima, Ohio (79 for 41); Allentown, Pa. (57 for 46); Newbury, S. G. (70 for 37); San Angelo, Tex. (3 for 6); Seattle, Wash. (add Channel 6); Baton Rouge, La. (2 for 18); New Orleans (8 for 25); Mobile, Ala. (10 for 4); Lafayette, La. (channel 10).

FCC also has ordered channel changes on the following TV stations effective 30 days after publication in the Federal Register: Baltimore (Substitution of Channel 60 for 30); Harrisburg, Pa. (58 for 35); Reading, Pa. (33 for 55); Youngstown, Ohio (21 for 31); West Covina, Calif. (17 for 11)

City priority groups listed below are:

Group A-2—Applications for new stations in cities 46 or more miles from any existing station. This is first city list below.

Group B-1—Bids for new stations in cities less than 40 miles from existing station and to which only VHF channels are assigned.

Group B-2—Bids for cities in which one or more stations are operating, all VHF channels have been authorized (except educational), and only VHF channels are available.

Group B-3—Bids for cities having no operating stations and located less than 40 miles from not more than one operating station.

Group B-4—Bids for cities with only one operating station and located 40 to more miles from any other station.

Group B-5—Bids for cities less than 40 miles from two or more operating stations.

Each respective listing below includes, in order, the city priority number, channels allocated by the Sixth Report [channels reserved by asterisk (*) are reserved for educational use], existing stations, new post-thaw grants, applications designated or slated for hearing, and other pending applications. If applicant is licensed of an AM or FM station in that area, call letters are listed in parentheses.

GROUP A-2

1. DENVER, Colo. (Ch. 2, 4*, 7, 9, 20, 23)—Grants: [B*T, July 14]: Eugene P. O'Fallon Inc. (KFXL), Ch. 2; Colorado Television Corp. (KVGO), Ch. 8; Empire Co. Inc., Ch. 6. In hearing: KMYR Resig. (KMYT), Ch. 4 [B*T, July 26]; KHOU Television Co., applicant to buy KOA Denver, Ch. 4 [B*T, July 7]; Aladdin Radio & Television Inc. (KLZ), Ch. 7 [B*T, June 23, April 21]. Denver Television Corporation, (Continued on page 98)
**ANTI-TRUST SUIT Assessed**

TIME for filing of answers in the Dept. of Justice civil suit to force release of 16 mm feature films to television, has been extended to Oct. 15 because of absence from the court of an attorney representing several defendants.

In granting the request chief of the department’s Southern California anti-trust division office, granted the request Wednesday after conferring with attorneys.

Mr. Brandt, the attorney for Intermountain, 1922 in Los Angeles (B.T., Aug. 4, July 28), charges 12 motion picture producing and exhibiting firms with conspiracy to restrain interstate commerce in 16mm feature films in violation of the Sherman Act. The suit asks the court to direct each defendant to grant unrestricted licenses for the exhibition, including the telecasting, of such feature films.

Originally the Justice Dept. had intended to file the complaint in New York, but ultimately, it was filed in Los Angeles to avoid delays due to crowded dockets.

Mr. Brandt, a lawyer, said, "The benefactors (should the Justice Dept. win its suit) are the fly-by-night itinerant film merchants, and the television interests."

Mr. Brandt was referring to the rub-out such as the one proposed "could sound the death knell for the entire theatre industry and would be an open-end for the television interests to get what they can't pay for."

**PATTERSON PROMOTED**

Directs WPIX (TV) Sales

JOHN (JACK) PATTERSON was promoted last week to sales director of WPIX (TV) New York, succeeding John F. Nonne, who resigned.

A career man with WPIX and its parent, New York News, he has been assistant sales director of the station.

Mr. Patterson has been with the Standard Oil Co. (N. J.), been associated with the newspaper company since that time. When WPIX went on the air in 1948 he moved over to the station as an account executive.

Among the WPIX accounts for which he is responsible, spokesmen said, are Consolidated Edison Co., New York, Essex Standard Oil, Chesterfields, and StemCo.

Mr. Patterson is a graduate of Williams College, and during World War II served in the Navy with rank of lieutenant commander.
REMOTE CAMERA EQUIPMENT
GPL Shows to Defense, Broadcast Officials

NEW FIELDS for broadcast, military, government and industry television service are opened by a remote-control camera system demonstrated in Washington last week by General Precision Lab., Pleasantville, N. Y. The device was shown to broadcast officials as well as government and armed forces representatives.

The remote-control equipment, weighing about 300 pounds, is in production now. The remote box itself weighs around 35 pounds. Complete box and associated pan and tilt equipment is expected to sell for around $5,900, without camera.

The prototype model demonstrated last week operates a full-size four-lesn camera remotely from a distance up to 1,000 feet. It has all the scope of a camera run by an operator in a studio, including horizontal and vertical shifts. Any of the four lenses may be swung into action and focused instantaneously for short or long-distance shots and the diaphragm may be adjusted to varying light conditions.

GPL has been working a year and a half on refinement of the device for volume production. The camera is a standard Image Orthicon made by GPL, mounted at tripod height on a combination pedestal and cradle housing controlling motors.

The unit has a mechanical "memory" enabling it to shift instantaneously to any of six pre-set positions at the push of a button. GPL pointed out the unit can be installed ahead of time for coverage of conventions and other events. It may be hidden behind drapes or other decorations to avoid the distraction caused by normal TV cameras, and can be used for round-table discussions. Numerous other uses are envisioned.

Military officials have shown interest in the equipment for use in danger areas for tests.

GPL also demonstrated its new GPL-Watson Vari-Focal lens, which has a 5-to-1 range of focal length. The lens will be ready for delivery in November. The development model had a range of 4 to 20 inches.

GE TO EQUIP
Big WHUM-TV UHF Unit

NATION'S FIRST high-powered UHF television station will be supplied to WHUM-TV Reading, Pa., by General Electric Co., GE headquarters in Syracuse, N. Y., announced Thursday.

Frank P. Barnes, GE broadcast equipment sales manager, said the new UHF station's effective power of 261 kw will make it the world's most powerful. He said Eastern Radio Corp., licensee of WHUM Reading, expects to have the new station on the air soon after the GE equipment is received in December.

The $450,000-plus contract with WHUM-TV provides for equipment to permit telecasting of live talent studio shows, remote events and film and network programs on UHF Channel 61, Mr. Barnes said. The WHUM-TV transmitter will have a power output of 12 kw, highest power yet developed, and made possible by development of a klystron amplifying tube for GE by Varian Assocs., San Carlos, Calif., Mr. Barnes said.

The GE antenna, to be erected on a 1,056-ft. tower on a 1,650-ft. hill near Reading, will multiply the transmitter power 25 times, providing reception for a 90-mile radius covering most of eastern Pennsylvania and parts of Delaware, New Jersey and Maryland, plus some fringe areas, according to Mr. Barnes.

Mr. Barnes said WHUM-TV would serve an area of about 750,000 families, many now without video service. He said the UHF station will need its high power to serve the same areas as VHF stations. The contract with GE calls for transmitter, antenna, tower, studio cameras and associated station equipment. All equipment but the tower is being built at GE's Electronics Park plant at Syracuse.

Bridgeport Tests

RCA-NBC's television station at Bridgeport, Conn., will undertake a new series of tests on transmitting antennas, Dr. C. B. Jolliffe, vice president and technical director of RCA, said Wednesday. The station originally was established to pioneer transmission on the newly-assigned UHF band for television. It also has served as a test field for engineers to measure performance of UHF receivers and converters. The station has been operating on a regular schedule since Dec. 30, 1949, under an experimental license.

CAMEO CURTAINS' Show
CAMEO CURTAINS Inc., New York, will launch its fall TV campaign Sept. 1 in 17 major markets, using its film package Comedy Cameos. Package was created by Cameo's agency, Product Services Inc., New York, and marks company's fourth year in television. Original version of Comedy Cam- eiose—featuring top-flight comedians in films made in the 30s—was first presented last year.

'CAMERA CURVES' Show

REMOTE-CONTROL box for operation of TV camera is shown by E. Arthur Hungerford Jr. (r.), commercial manager of TV equipment, General Precision Lab., at Washington unveiling. With him are Blair Foulds (l), commercial director, and Nathanial Marshall, associate manager, TV equipment.

WECHSLER BAN
Editor Dropped From Panel

JAMES A. WECHSLER, editor of the New York Post, was barred from appearing on Starring the Editors on WABD (TV) New York Wednesday night and was dropped from the list of panelists for the remaining two programs in the current series.

In Wednesday's Post, Mr. Wechsler charged that pressure was applied on the program's sponsor, the Grand Union Co., East Paterson, N. J., to remove him from the panel. It was one of many public reports that he (Mr. Wechsler) was a member of the Young Communist League from 1934 to 1937. Mr. Wechsler said it was a matter of public record that he was a member of the group but said he had left it in 1937 and has been a "militant anti-commu- nist" since that time.

Spokesmen for Badger & Browning & Hersey, New York, advertising agency that owns the program, and for the Grand Union Co. declined to make any public comment on the Wechsler ban. Grand Union has decided to end its sponsorship of the program when the present cycle expires Aug. 20. Agency for Grand Union is French & Preston, New York.
As any eye can plainly see, KPIX is now getting out, not only better than ever but better than other Northern California TV transmission.

Thus, the full geographical potential of Northern California’s great and swiftly-expanding television market lies only with...

KPIX TELEVISION
CHANNEL 5
SAN FRANCISCO, CALIFORNIA

...affiliated with CBS and Dumont Television Networks...represented by the Katz Agency
Meet our Mr. L*,

*Might be Mr. Edward A. Larkin of Los Angeles, or J. Richardson Loughlin of Chicago. Or name your man from A to Z.
Whenever television spot is your problem, Mr. L. would like a few words with you. His reasons are far more than academic.

Mr. L. knows you can't ring up top TV spot sales unless you have the best research to start with. And he can give it to you.

For he works hand-in-glove with the biggest research staff in TV spot.

His specialists offer you the most complete and up-to-date file of data on seven of your leading stations and markets (333,669 separate items, by latest count).

And when these specialists need what they haven't got, they go get it. Whether it's a figure or a full-scale survey.

When it comes to research, Mr. L. will put you in a class by yourself. He'll be happy to give you more details.

**CBS TELEVISION SPOT SALES**

Representing WCBS-TV, New York; WCAU-TV, Philadelphia; WTOP-TV, Washington; WTVM, Charlotte; WAFM-TV, Birmingham; KSL-TV, Salt Lake City; and KNXT, Los Angeles.
IBA PROTESTS

WOI-TV Operation Attacked

PROTEST against commercial operation of WOI-TV Ames, Iowa, by Iowa State College will be made to the Iowa Legislature, FCC, presidents of two state universities and members of Congress by the Iowa Broadcasters Association.

Meeting Aug. 1 in Des Moines, IBA called for "reasonable termination" of WOI-TV as a commercial operation. A resolution of protest pointed out that WOI-TV commercial activity involves "unfair competition and an improper use of the taxpayers' money."

The association's president, Ed Breun, KPFD Fort Dodge, as president, succeeded William B. Quar-ton, WTM Cedar Rapids. Other officers elected were Ben Sanders, KICD Spencer, vice president; Kenneth Gordon, KDTH Dubuque, secretary-treasurer, and George Vogel, WKCPC Muscatine, board members.

Discussing the problem at the IBA meeting, Mr. Quar-ton compared it to the position of a clothier with a government-operated store on the same street, competing with the clothier on a non-profit basis.

Quarton Gives Views

"Here's another facet of government gone into business," he said. "I'm against it in principle. The Appropriations Committee of the Iowa legislature not being interested in which is the best use of public funds, I'm interested in whether that clothier has the freedom to compete."

Mr. Quar-ton said, "Anybody who has a television set in his home can see if WOI-TV maintains a program of being worth seeing."

"As a result, IBA is voicing the complaint of all people who want to be entertained by a free, or near free, television service of their home."

ABC-TV CHANGE

Morgan, Underhill Shift

CREATION of two separate departments to further streamline operations in ABC's television program department was announced by Mr. Underhill, ABC vice president. Mr. Underhill Jr., ABC-TV vice president.

Both reporting to Mr. Stronach under the newly-established setup, Harold Morgan Jr. will serve as vice president of the ABC television services department and Charles M. Underhill will be national director of the ABC television news and program department.

The television services department supervises all physical production and financial activities of ABC network TV operation and will be responsible for making physical services available to the TV program department and to outside agencies and packagers.

Underhill Programming

Mr. Morgan joined ABC in 1943 and Mr. Underhill came to the network in August 1951.

copics of free radio and press in the knowledge that no people may remain free where the essential freedoms are denied or curtailed by the government or government agencies.

Therefore, be it resolved that the Iowa broadcasters look upon entry of tax-supported institutions into the field of commercial radio and commercial television competition as an improper use of the taxpayers' money, and in that capacity, we deplore free press, radio and television.

Be it further resolved that we hereby condemn all such invasions of the free enterprise system by such governmental activities upon duly elected officials of the state, the local government and in such instances when said invasions have occurred to provide for their reasonable termination.

Copyrights

WHETHER telecasting of copyrighted works infringes on that copyright is considered in the current issue of the District of Columbia Bar Assn. Journal.

The problem is discussed by Carl L. Shipley of Washington, who wrote, "The law with respect to the air transmission of copyrighted works has been settled fairly well. He believes, however, that the visual signal presents "a novel risk of infringement." "Where telecasters may encounter stormy weather is in the visual reproduction of copyrighted works," said Mr. Shipley.

Mr. Shipley believed it would be of prime importance if the telecasting of a copyrighted work would...
2,252 requests...
or one bank run that made the bankers happy!

After sponsoring Movietime on WSM-TV for several months, the First American National Bank of Nashville decided to find out just how much audience this Sunday night feature really had.

On the May 4th program, a small plastic dime savings bank was offered to anyone who would stop by any one of American's 14 branches and ask for it.

By the end of banking hours Monday, May 5, 2252 banks had been given out. Four of the 14 branches had their supply completely exhausted. This, in spite of the fact that they were kept out of sight and given out only when asked for specifically! In addition, mail requests were received from 94 towns in Tennessee and Kentucky.

Irving Waugh, or any Petry Man, has other equally outstanding stories of WSM-TV's ability to produce. Better hear them before you do any advertising in the Nashville Market.

Nashville
WSM-TV
Channel 4
CONGRESS cut federal civil defense funds to the very bone, but government authorities are winning their so-called “losing battle” in training and alerting America—thanks to the virtually unlimited possibilities of theatre TV and widespread industry cooperation.

That's the consensus among television and other Public Affairs Office officials of the Federal Civil Defense Administration as well as state and community CD directors.

As a pioneer in closed circuit theatre telecasts for training purposes this grossly underhanded agency is getting mileage out of its budget dollar that might well be the envy of the large economy-minded advertiser. And FCDA is not resting on its laurels.

In the mill are plans for other special showings that are certain to impel other government departments to sit up and take notice of the possibilities of a medium that also holds vast promise for commercial theatre firms as well—United Paramount Theatres Inc. among others [B*T, May 6].

Three such demonstrations have been held thus far and all have been enthusiastically received. Production and a variety of other details are handled at FCDA by its Audio-Visual Div.—specifically the Television Section under Harold Azine, who operates under the usual government-imposed handicap—lack of money and personnel [B*T, July 14].

It is Mr. Azine's hope, however, that the expense of closed circuit theatre projects can be equalized, with the agency continuing to prepare the programs and the various states matching funds of the federal government. FCDA can only guide state groups; it has no authority to commandeer local participation. But there are indications that local CD groups might be willing to go along.

That's the belief of a survey prepared by Mr. Azine on the basis of reactions to the agency's third program [B*T, June 30, 23]. The results were encouraging, with 98.4% of those polled favoring similar programs.

Policemen were surveyed in 10 cities: Philadelphia, Toledo, Chicago, Cleveland, Milwaukee, Pittsburgh, Baltimore, New York, Detroit and Boston. They were asked: “Would you recommend another program like this to reach police officers who couldn't attend?” Answers ranged affirmatively from 97.1% in New York to 100% in Pittsburgh. Out of 2,600-plus questionnaires mailed out, 2,111 drew replies.

Theatre donated their facilities for the 10-city, 8-state closed circuit network program telecast from WMAL-TV Washington. Total cost of the demonstration was roughly $7,500, covering long lines coaxial cable and microwave hook-ups, production expenses and incidental theatre costs. FCDA has pointed out that it can reach, through two-way communication, some 36,000 people in a one-hour program for a nominal sum of 20 cents per filled seat.

Plans for future shows include programs dealing perhaps with industry, labor, and other facets of the American economy—as related to civil defense.

Theatre interests have lauded FCDA for pioneering the medium, always mindful of the public service nature of the project and the ultimate hope of obtaining special channels from the FCC for theatre TV. Advertisers like Philco Corp. already have seen its value.

Results of the recent study indicate state and local groups are beginning to see the light as well. Typical are these comments:

Charles G. Wilkinson, aide to the New York City civil defense director: “I feel this medium can be developed to be of great use to the civil defense organization.”

Maj. Gen. John L. Homer, executive civil defense director, State of Illinois—“It was an outstanding and stunning exhibit.... This is a crack-racket method of getting the civil defense story over to the right people....”

Arthur Wallander, New York City civil defense director—“The program has good value.... should be held more often....”

Mayor Frank P. Zeidler, of Milwaukee—“Individuals who may have been cold to civil defense are now hot. This type of presentation is of inestimable value in providing an incentive to civil defense work.”

Many comments suggested the medium be aimed at the general public rather than select trainee audiences. Major criticism: The early morning hour at which showings are held in theatres.

EXAMPLE of industry cooperation received by Federal Civil Defense Administration for its closed circuit theatre TV demonstrations was this program aimed at 11,000 policemen in 10 cities. A Paramount camera (not shown) filmed special newsreel, which originated at 31-W TV Washington, and was shown in 5,000 theatres. United Paramount Theatres Inc. is one of major movie firms now pushing theatre television to government agencies and prospective professional advertisers. Taking part in theatre TV panel are FCDA officials (l. to r.): Arthur E. Kimberling, director, Police Services; John A. DeChent, director, Public Affairs Office; and Philip Butson, Technical Operations Office.

HARRISON, BECKER

Named CBS Executives

APPOINTMENTS of W. Spencer Harrison as vice president in charge of legal and business affairs for CBS Television and I. S. Becker as vice president in charge of business affairs for CBS Radio have been announced respectively by J. L. Van Volkenburg, president of CBS-TV, and Adrian Murphy, president of CBS Radio.

Mr. Harrison, a senior attorney of the CBS television division during the past year, succeeds Mr. Becker in the TV business affairs post as well as assuming supervision of legal affairs for CBS-TV.

Before joining CBS in 1942, Mr. Harrison was law clerk to Judge Frank Richman of the Indiana Supreme Court. He received his A.B. and LL.B degrees from the U. of Indiana and served in the U. S. Army during World War II. Mr. Becker, who had served as vice president in charge of business affairs for CBS Television since July 1951, joined CBS in 1954 as assistant manager of Columbia Artists Inc., then a CBS division.

Mr. Becker was graduated from the College of the City of New York with a BA degree in 1918.

Mr. Becker continues as director of business affairs, CBS Radio.

BREWING CORP.

Sets WABD(TV) Campaign

BREWING Corp. of America will spend $200,000 during the next 62 weeks over WABD (TV) New York, DuMont outlet, for a series of spots giving news flashes and weather forecasts starting Aug. 25, Richard E. Jones, general manager of the station, announced Thursday.

The announcements were purchased on behalf of the company's Carling's Red Cap Ale and Carling's Black Label beer. Reed & Bowles, N. Y., is the agency.
The various parts of the video signals that carry a television picture through a coaxial cable travel at different speeds. When they leave the studio, they accurately represent the scene before the camera. But, like sprinters, some are faster than others and pull ahead in the "race" to the receiving point.

Bell System technicians insure a "photo finish" by making intricate adjustments to coaxial cable facilities. Using special equipment, capable of measuring fractions of a millionth of a second, they slow down the faster frequencies so that all arrive at the same time.

This is an interesting example of the great care the Bell System takes to insure high-quality transmission of television signals. It's only a small part of the total investment of money, equipment and personnel that is involved in making network television possible.

Yet the cost of the service is low. The Telephone Company's total network charges average about 10 cents a mile for a half hour of program time.
**FILMCRAFT PRODUCTIONS, HOLLYWOOD.** Headed by Isidore Lindenbaum, has acquired exclusive exhibition and distribution rights to Mark Twain Library from the estate of Samuel L. Clemens. Included are 36 major works, 250 articles, 2,500 published letters and several thousand unpublished letters and other material. The firm is concluding negotiations with a top name writer and director for production of a Midwest Television Theatre, to be a film series. Deal was set through William Morris Agency, New York.

**KNXT (TV) Hollywood.** Has acquired 200 feature films from Motion Pictures Television Inc., which will be telecast as The Late Show, Sun., through Fri., starting today (Monday). The firm, headed by the late Harry Haas, will start in operation May 2.

**Volcano Productions, Hollywood.** Headed by Bob Anderson, general service producer, will film ABC-TV Adventures of Ozzie and Harriet, to be sponsored on an alternate week basis by Hotpoint Co. and Lambert Co., starting Oct. 3. Starring Harriet Hilliard, Ozzie Nelson, and their two sons, David and Randy, the 40 half-hour films will be directed by Mr. Anderson, under the supervision of Cecil Barker, director of programming and production for ABC Western Division.

**Distributions.** Negotiations have been concluded between Guild Films Inc., Hollywood, and S. W. Casco Ltd., Toronto (station representative and radio sales firm), whereby Caldwell has exclusive sales representation in Canada for Guild's TV film series. This marks the first Canadian-U. S. contract of its kind.

**Interstate Television Corp., Hollywood.** Subsidiary of Monogram Pictures, will distribute Hans Christian Andersen half-hour TV film series, which is being produced by Scandinavian-American Television Co. in Denmark. Negotiations were concluded by G. Ralph Branton, Interstate president, and Kem Pictures Inc., Los Angeles, owner of the films. The latter firm was represented by Harold Gefen, counsel, and Walter A. Klinger, head of sales. Producer Karl E. Moesby has returned to Copenhagen to complete the remaining nine films in first group of 13.

**Audience Participation.** There is nothing like playing to a live audience, as NBC Hollywood executives well know. To encourage sidewalk spectators at network's new TV center, being erected in Burbank, they are offering refreshments on platform, canopy, easy chairs and periodical refreshment. Such audience participation might explain the fact that construction is 10 days ahead of schedule.

**Availabilities.** Paul F. Heindl, Inc., Hollywood, has completed negotiations for a one-quarter hour TV films, What's Your Trouble?, for distribution to TV stations without charge by Broadcasting & Film Commission of the National Council of Churches of Christ in the U. S. A. Format concerns discussions of the spiritual and psychological approach to people and their problems by Dr. Nor- man Vincent Peale, pastor of Mar- ble Collegiate Church, New York.

**Consolidated Television Programs, New York.** Is offering two "budget- rated" television packages for sponsorship. The programs are Father Knows Best, a situation comedy starring Robert Young, and Texas Ranger, a western series starring Douglas Kennedy.

**Production.** Ken Murray, star of CBS-TV Ken Murray Show, is working on pre-production of a half-hour Western TV series to star Laurie Anders, which he will film in Hollywood. Royals West End and Eastern Airlines are writing scripts in which central figure is a cowgirl.

**Carl Neubert, Hollywood interior decorator, headquartered at General Service Studios, will produce two half-hour TV film series. He will star in Bachelor's Cookbook, which concerns a romantic bachelor who is a gourmet, and Me. Take It From There.


**Filmmakers Inc., Hollywood.** Motion picture production firm headed by Collier Young, is still contemplating the production of TV films abroad in 1953. The firm's current contract with RKO calls for more two features this year; so TV schedule is tentative. Plans are being based on a budget of $15,000 per video film.

**FILMPeople.** Robert Stevenson has been signed by Merchant of the Month Press to direct five half-hour films in NBC-TV Ford Theatre series. Mr. Stevenson has just completed "In This Crisis" in NBC-TV Cavall- ome of America series.

**Richard Bare will direct NBC-TV Eddie Mayehoff, half-hour film series now in production at Eagle- Lion Studios, Hollywood, for Reynolds Metals Co. Series starts Oct. 6.

**Status of Priority List (Continued from page 57)**

Page 68 • August 11, 1952

**BROADCASTING • TELECASTING**, 51 West 57th St., New York 19, N. Y.
Success Story
with a Southern Accent

Those delicious FFV Cookies that have taken Philadelphia by storm are made by Southern Biscuit Company, of Richmond, Virginia.

To get distribution in this area, Southern Biscuit appointed Walter A. Bonvie distributor; and he did a whale of a job. To move cookies off the shelves fast—Southern Biscuit bought a broad-base TV advertising program for children in this entire section. The program: "Cartoon Party"—a 15-minute drawing-and-story show starring Pauline Comanor at 11 AM each Saturday. The medium: WPTZ, of course—Philadelphia’s food station.

The results—well, read from Mr. Bonvie’s letter:

“This is the only advertising we are using in this market. It has more than justified our belief that the right show and the right station—Cartoon Party on WPTZ—would do the job for us in Philadelphia.

Sales of FFV Cookies have increased over thirty-three percent during the first month of our sponsoring this program. The second month’s figures indicate that this increase will go even higher. WPTZ has really done a job for us!”

To discuss what WPTZ might do for your product, phone us at LOCust 4-5500, or call your nearest NBC Spot Sales representative.

IN PHILADELPHIA, PEOPLE WATCH WPTZ
MORE THAN ANY OTHER TV STATION*

*Per ARB for entire year 1951.

WPTZ—Philadelphia
1600 Architects Building, Philadelphia 3, Pennsylvania
PARENTS and youngsters in four Chicago suburbs have increased the number of TV viewing hours in the past year, while the teachers' group reports a slight decline. This was concluded in the third TV study conducted by Dr. Paul Watt of the School of Education at Northwestern U., who released the findings last week in Evanston, Ill.

Results were based on the third series of personal interviews conducted during the past three years with parents, students and teachers in four Chicago suburbs, Evanston, Skokie, Barrington and Calumet City.

Parents this year increased their number of televising hours to 21 from 19, with children upping the same number to 23. Teachers in 1961 watched an average of 12% hours weekly, which dipped slightly this year to 10.

Increase in set ownership was reported also, with 80% of the families owning sets this year as compared with 45% in 1959 and 68% in 1951. The teachers this year own sets in 50% of the cases, contrasted with only 25% in both previous years.

Milton Berle proved to be unanimously disliked by all groups interviewed. Ranking, in order of the most disliked show, were, for elementary school pupils, Howdy Doody and Milton Berle; high school pupils, Berle, cowboys and Westerns; parents, murder mysteries, Berle; teachers, Berle, cowboys and Westerns.

Favorites with all but the teachers were I Love Lucy, Red Skelton and Arthur Godfrey. Teachers preferred news commentators, with I Love Lucy in fifth place.

Parents, teachers and children agreed on the most disliked programs as well as on the kind of shows they would like to see more of. These included current events, science and historical features, dramatizations of children's books and "a stiffing of puppet shows."

Dr. Watt concluded that children are getting "very little guidance in program selection." Children, who admittedly read one-third less since watching television, should have TV integrated into school, home and community activities, he said.

Planned televising, he said, should be related to good reading, with children being aided in critical reading, discriminating listening and analytical watching.

**Film Center Plan Would Reduce Costs**

THE PRINCETON Film Center Inc. of New York and Princeton, N. J., said last week that it proposes to do something about the increasing costs of TV film commercials.

Gordon Knox, film center president, said, "The high cost of live action commercials is due to several governing factors that can be altered to bring costs in line."

Mr. Knox explained: "Inadequate pre-production planning, insufficient or no rehearsal and last-minute changes are causing skyrocketing costs and the net result is that far too many commercials are used over and over again in order to justify the high cost."

"Although we do not claim to have found an infallible formula for the solution of all television's commercial cost problems, we have convinced ourselves through experience that many of these films can be produced effectively at greatly reduced cost without sacrificing quality. From 4 to 10 one-minute commercials can be produced in one day at a cost that many advertisers are now paying for one commercial," Mr. Knox stated.

The film center plan calls for close cooperation between producer and client, with two days of rehearsal and a definite deadline on changes, he explained.
THE TOP LIVE SHOWS
IN ATLANTA FOR
SPOT PARTICIPATION

Get the result story on the job "Come Into the Kitchen" did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta's best-sellers for appliances, household gadgets—as well as for food products!

Anybody who says good corn ain't good selling just ain't heard our "Peachtree Cowboys". Their handling of a multiple dealer tie-in for an electrical manufacturer is a beaut. Watches, beverages, furniture—what's yours?

Out-rates any other puppet show in Atlanta. For anything kids buy or make their parents buy, "Woody Willow" is the South's top salesman. A live audience for this one; sampling, awarding of prizes, etc., welcomed.

WSB-TV telecasts over Channel 2 with 50,000 watts of radiated power from a 1,062-foot tower. This station is an affiliate of The Atlanta Journal and The Atlanta Constitution. National representative is Edward Petry & Co., Inc.

If the sales story on your product can be more effectively told with live action and demonstration, WSB-TV's staff produced shows are made to order for you. For special promotions aimed at the Southeast... for products with close-hauled production budgets, they are perfect. No talent charges. In addition to shows described there are others. Minute spots and larger segments are available. Currently, a few are open on news and on weather—if you hurry. Let us give you complete information. Contact WSB-TV direct or ask your Petry man.
Can you see the difference?
Los Angeles television viewers did!

Four Los Angeles channels carried the same picture from Chicago, but the people's choice was KNXT! During both conventions.

When the big speeches were made and the presidential candidates nominated, the KNXT Hooper count was up to 112% larger than any other station's!

And throughout the show, KNXT had the biggest share-of-audience by far...12% greater than the second station's for the Republican Convention, 23% greater for the Democratic!

This convention sweep comes as no surprise. KNXT's daytime share-of-audience is up 83% and its nighttime share up 39%, May over November, according to ARB.

If you want to get on the best bandwagon in the nation's second TV market, get on KNXT. For details and availabilities, just ask your CBS Television Spot Sales representative, or...

the new Channel 2 KNXT
Los Angeles - CBS Owned
Represented by CBS Television Spot Sales
18. GARDNER, Tex. (Ch. 11, 28, 34) Pending: Capital Broadcasting Co. (KBTV), Ch. 11 (B.T., July 21).

26. GREENVILLE, S. C. (Ch. 4, 23, 25) Pending: Citizens Broadcasting Co. (KKOA), Ch. 23 (B.T., July 21); WBTI Radio Co. (WBTI), Ch. 4 (B.T., July 21).

35. GADSDEN, Ala. (Ch. 15, 21) None pending.

40. WARREN, Ohio (Ch. 21) Pending: WHIZ Television Station Inc. (WHIZ), Ch. 21 (B.T., July 21).

56. BURLINGTON, Va. (Ch. 13, 15) Pending: Burlington Broadcasting Co. (WBTI), Ch. 13 (B.T., July 21); WBTI Radio Co. (WBTI), Ch. 15 (B.T., July 21).

57. RIVERSIDE, Calif. (Ch. 40, 46) Pending: California Telecasters, Ch. 40 (B.T., May 20).

62. ABILENE, Tex. (Ch. 2, 8) Pending: KXAB Radio Co. (KXAB), Ch. 2 (B.T., July 21).

63. TUCSON, Ariz. (Ch. 4, 9, 13) Pending: Arizona Broadcasting Co. (KVOA), Ch. 4 (B.T., July 21).
They're shouting!

It's the great $50,000 Operation Sunburst "If I Were President" Contest. Nearly half a million of these happy people shouted for entry blanks in the first 10 days of the contest.

And you'll shout too...

When you see what Operation Sunburst can do for those crawling summer sales. Operation Sunburst low cost packages include a smashing barrage of promotion and merchandising that's sure to pay off! Remember... it's not the heat, it's the timeliness. Call your WLW-TV sales office today!
TV’s Impact Verified

POWERS of television have been greatly underestimated. Television could be the fulfillment of Gov. Herman Tamadge of Georgia. While moving his TV set last Sunday to watch the “Meet the Press,” Gov. Tamadge took an “awkward step” and the set lurched against his arm breaking a bone midway between the wrist and elbow. He had scheduled to appear on Meet the Press but cancelled the engagement because of voice strain.

275. PITTSBURG, Kan. (Ch. 7) — Pending: Pittsburg Bestg. Co. (KDAI), Ch. 7 (B.T. July 7).
276. BARTLESVILLE, Okla. (Ch. 62) — None pending.
277. IDAHO FALLS, Idaho (Ch. 3) — Pending: Idaho Radio Corp. (KID), Ch. 3 (B.T. July 21).
278. CORSICANA, Tex. (Ch. 47) — None pending.
279. MANHATTAN, Kan. (Ch. 4) — Grand: Kansas State College of Applied Science (KSCA), Ch. 8 (B.T. Aug. 4, July 28).
280. WAYCROS, Ga. (Ch. 18) — Pending: WACOM Inc. (WACM), Ch. 18 (B.T. July 28).
281. BOWLING GREEN, Ky. (Ch. 13, 17) — None pending.
282. WAYNE, N. C. (Ch. 45) — None pending.
283. CATERVILLE, Mo. (Ch. 35) — None pending.
284. BRYAN, Tex. (Ch. 54) — None pending.
285. GREENWOOD, Miss. (Ch. 24) — None pending.
286. BORGER, Tex. (Ch. 33) — None pending.
287. ROLLBAD, N. M. (Ch. 62) — None pending.
288. SAULT STE. MARIE, Mich. (Ch. 16) — None pending.
289. SANTA ROSA, Calif. (Ch. 56) — None pending.
290. ANDUJO, Okla. (Ch. 56) — None pending.
291. MECALESTER, Okla. (Ch. 47) — Pending: McAlester Bestg. Co. (RTMKC), Ch. 47 (B.T. June 30).
292. BOULDER, Colo. (Ch. 22) — None pending.
293. DECATUR, Ala. (Ch. 23) — None pending.
294. STAUNTON, Va. (Ch. 36) — None pending.
295. MARSHALLTOWN, Iowa (Ch. 45) — None pending.
296. ANDERSON, S. C. (Ch. 59) — Pending: Witon E. Hall (WAMX), Ch. 59 (B.T. July 14).
297. ABERDEEN, Wash. (Ch. 58) — None pending.
298. GLEN’S FALLS, N. Y. (Ch. 39) — None pending.
299. OIL CITY, Pa. (Ch. 64) — None pending.
300. KINGSPORT, Tenn. (Ch. 28) — Pending: Kingsport Bestg. Co. (WKPFT), Ch. 8 (B.T. July 14).
301. TWINS FALLS, Idaho (Ch. 13) — None pending.
302. HELENA, Mont. (Ch. 12) — None pending.
303. WATERTOWN, N. D. (Ch. 14) — None pending.
304. MEDFORD, Ore. (Ch. 4) — None pending.
305. HIG SPRING, Tex. (Ch. 4) — None pending.
306. MARTINSVILLE, Va. (Ch. 35) — None pending.
307. CHAMBERSBURG, Pa. (Ch. 66) — Pending: Chambersburg Bestg. Co. (WCHA), Ch. 46 (B.T. June 9).
308. MARKET ST, Mich. (Ch. 5, 17) — None pending.
309. COLUMBUS, Miss. (Ch. 28) — None pending.
310. KINGSVILLE, Tex. (Ch. 60) — None pending.
311. LOUVIAN, Utah (Ch. 12, 30, 46) — None pending.
312. GREENVILLE, N. C. — Pending: Carolina Bestg. System (WOC), Ch. 8 (B.T. May 19).
313. SOUTHAMPTON, Ill. (Ch. 5) — None pending.
314. WERTZVILLE, Ark. (Ch. 13) — None pending.
315. TRAVERSE CITY, Mich. (Ch. 7, 70) — None pending.
316. KINGSTON, Tex. (Ch. 40) — None pending.
317. HUNTSVILLE, Ala. (Ch. 31) — None pending.
318. JONESBORO, Ark. (Ch. 8, 50) — None pending.
319. HILLSB. Minn. (Ch. 10) — None pending.
320. CLARKSVILLE, Tenn. (Ch. 53) — None pending.
321. BURLINGTON, Ark. (Ch. 64) — None pending.
322. CORVALLIS, Ore. (Ch. 74) — None pending.
323. MESA, Ariz. (Ch. 52) — Pending: Frank E. Hurt & Son Inc. (KFXD), Ch. 6 (B.T. July 1).
324. OGDEN, N. Y. (Ch. 26) — None pending.
325. SPRINGFIELD, Va. (Ch. 44) — None pending.
326. KAMESKE, Ia. (Ch. 48) — Pending: WWCB Inc. (KWC), Ch. 18 (B.T. July 14).
327. BORGER, Tex. (Ch. 33) — None pending.
328. BOWLING GREEN, Ky. (Ch. 17) — None pending.
329. HENDERSON, N. C. (Ch. 45) — None pending.
330. BATESVILLE, Ark. (Ch. 35) — None pending.
331. YANKTON, S. D. (Ch. 54) — None pending.
332. BARLOW, N. M. (Ch. 62) — None pending.
333. SAULT STE. MARIE, Mich. (Ch. 16) — None pending.
334. SANTA ROSA, Calif. (Ch. 56) — None pending.
335. PETOSKEY, Mich. (Ch. 50) — None pending.
336. DAVISON, Ga. (Ch. 25) — None pending.
337. LAMATH FALLS, Ore. (Ch. 2) — Pending: KFJZ Bcsts. (KFJZ), Ch. 2 (B.T. July 7).
338. SCKICKASHA, Okla. (Ch. 64) — None pending. See WKWO application for KICKASHA.
339. OLYMPIA, Wash. (Ch. 60) — None pending.
340. NEW BERK, N. C. (Ch. 13) — None pending.
341. EMPORIA, Kan. (Ch. 29) — None pending.
342. WENDELL, N. H. (Ch. 45) — Pending: WKNE Corp. (WKNE), Ch. 45 (B.T. July 7).
343. MARTINSBURG, W. Va. (Ch. 49) — None pending.
344. VERNON, Ill. (Ch. 38) — None pending.
345. DARWIN, Okla. (Ch. 50) — None pending.
346. LARAMIE, Wyo. (Ch. 8) — None pending.
347. SIOUX FALLS, S. D. (Ch. 32) — Pending: Pioneer Gulf Television Bcsts. (KFXD), Ch. 2 (B.T. July 7).
348. SUNBURG, Pa. (Ch. 65) — Pending: Bcstg. Co. (WYRI), Ch. 65 (B.T. July 14).
349. JOHNSON, Ind. (Ch. 39) — None pending.
350. NORMAN PLATE, Neb. (Ch. 2) — None pending.
351. DUNCAN, Okla. (Ch. 39) — None pending.
352. ORANGEBURG, S. C. (Ch. 44) — None pending.
353. MERED. Calif. (Ch. 34) — None pending.
354. ESCANABA, Mich. (Ch. 3) — None pending.
355. ROANOKE, Va. (Ch. 66) — Pending: Peninsula Bestg. Co. (WBOC), Ch. 6 (B.T. July 14).
356. LUKFIN, Tex. (Ch. 9, 46) — Pending: Forest Dallas Bestg. Co. (KTRE), Ch. 9 (B.T. June 21).
357. ARTHUR M. CO., Ch. 6 (Beaumont, Tex., Group A-D No. 9).
358. GREENFIELD, Mass. (Ch. 62) — None pending.
359. POPLAR BLUFF, Mo. (Ch. 15) — None pending.

(Continued on page 78)
4 Reasons Why
The foremost national and local ad
Vendors use WVOB year after year to reach the vast
Jewish Market
of Metropolitan New York
1. Top ad programming
2. Strong audience impact
3. Inherent listener loyalty
4. Essential buying power
Send for a copy of
"WHO'S WHO ON WVOB"
Jewish Voice Broadcasting
127-139 West 46th St.
New York 19
BROADCASTING • Telecasting

NEWS on KMBC-KFMR is TOPS... ...because KMBC-KFMR stays on 'top' of the NEWS!

And there is no greater value today than radio news. KMBC-KFMR news programs are the most-listened-to newscasts in the heart of America. The ratings are because of the reputation for 'top' programming built by the KMBC-KFMR News Department.

Here is a tremendous sales potential in one of the nation's richest markets-the great Kansas City Primary trade area. KMBC-KFMR or ask your nearest Free & Peters' colony for complete details on this mighty voice of the KMBC-KFMR Team and for newscast availability.

(Continued on page 80)
JOHN G. BALLARD
KNGC Sales Manager Dies

JOHN G. BALLARD, 52, sales manager of KNGC Amarillo, Tex., an affiliate of the Amarillo Globe and News, died at his home there July 18 after a heart attack.

Well known in eastern advertising circles, Mr. Ballard was formerly a national advertising manager of the Nunn Stations, a d i group with headquarters in Lexington, Ky. He joined KNGC in 1935 after going to the Amarillo Globe advertising staff in 1925, later becoming KNGC manager. He joined the Nunn Stations in 1944, moving to Lexington, and returned nearly two years ago to become manager of KGDA, one of the Nunn Stations. When KGDA was sold several months ago, he returned to KNGC last June to become manager again.

Survivors are his wife, the former Sadie Claude Curtis; three children, Lt. John Jr. of Vance Air Force Base, Enid, Okla.; Mrs. Mary Elizabeth Ward of Topoka, Kan., and Curtis, a younger son, and his mother and a brother and sister.

Mr. Ballard

WIBW
The Voice of Kansas
in TOPEKA

FRIENDS

"To make a friend, you must be one."
Twenty years of service to farmers in Kansas and adjoining states have made us their friend.

GROUP B-1

1. BRIDGEPORT, Conn. (Ch. 43, 49) - Granite B. Anthony & Sons (WBNH), Ch. 28 (B.T. July 14).

2. ALLENTOWN, Pa. (Ch. 39, 40) - Pending; B. Bryan Muscleman et al (WMBS), Ch. 38 (B.T. July 11), pending.

3. BETHLEHEM, Pa. (Ch. 14, 60) - Pending; WIBBC, Ch. 42 (B.T. July 14), pending.

4. BATTLESHEET, Mass. (Ch. 20, 25) - Pending; P. E. Hong, Ch. 25 (B.T. July 14).

5. NEW BEDFORD, Mass. (Ch. 20, 34) - Granite B. Anthony & Sons (WBNH), Ch. 28 (B.T. July 14).

6. ALLENTOWN, Pa. (Ch. 39, 40) - Pending; B. Bryan Muscleman et al (WMBS), Ch. 38 (B.T. July 11), pending.

7. WATERTOWN, Conn. (Ch. 53) - In hearing; American Republican Inc. (WBYI), Ch. 63 (B.T. June 30); WATR Inc. (WATR), Ch. 53 (B.T. June 30).

8. HARRISBURG, Pa. (Ch. 29, 31) - In hearing; Pendent: R. Bryan Muscleman et al (WMBS), Ch. 27 (B.T. July 11), pending.

9. NORTON, Va. (Ch. 52, 58) - Pending; WIBBC, Ch. 42 (B.T. July 14), pending. Pen. Alien Bstg. Co. (WFZM), Ch. 46 (B.T. July 11).
Current Status of City Priority List
(Continued from page 81)

17. MERIDEN, Conn. (Ch. 65)—None pending.
18. HIGH POINT, N. C. (Ch. 15)—None pending.
19. FORT LAUDERDALE, Fla. (Ch. 17, 45)—Pending: Transit Industries, Inc. (Aug. 41) Jepco Investment Co. (WBBR), Ch. 17; Gore Pub. Co. (WATU), Ch. 23.
20. EVERETT, Wash. (Ch. 22, 28)—None pending.
21. MARION, Ohio (Ch. 17)—None pending.
22. BELLEVILLE, Ill. (Ch. 54)—None pending.
23. WALTHAM, Ill. (Ch. 48)—None pending.
24. AMSTERDAM, N. Y. (Ch. 52)—None pending.
25. ASHLAND, Ky. (Ch. 59)—Pending: Philo Industries, Ch. 15 (B.T., July 14).
26. MASSILLON, Ohio (Ch. 22)—Pending: Midwest TV Co. (Edward Lamb), Ch. 23 (B.T, July 21).
27. KANAPOLIS, N. C. (Ch. 59)—None pending.
28. LEBANON, Pa. (Ch. 15)—Pending: Lebanon Television Corp., Ch. 15 (B.T., July 7); Starz Newspapers Inc., Ch. 15 (B.T., June 26).
29. BREMERTON, Wash. (Ch. 44, 50)—None pending.
30. NORMAL, Okla. (Ch. 31)—None pending.
31. WORCESTON, Pa. (Ch. 63)—None pending.
32. BURLINGTON, N. C. (Ch. 63)—None pending.
33. ROCK HILL, S. C. (Ch. 61)—None pending.
34. GLOVERSVILLE, N. Y. (Ch. 29)—None pending.
35. BUTLER, Pa. (Ch. 42)—None pending.
36. LAWRENCE, Kan. (Ch. 11, 17)—None pending.
37. GASTONIA, N. C. (Ch. 48)—None pending.
38. HAUWNEE, Okla. (Ch. 53)—None pending.
39. JENKINSON, Mich. (Ch. 60)—Pending: Michigan State Board of Agriculture (WRAR), Ch. 60 (B.T., July 4).
40. MEADSVILLE, Pa. (Ch. 37)—None pending.
41. COLUMBUS, Ind. (Ch. 42)—None pending.
42. MIDDLETOWN, Okla. (Ch. 36)—None pending.
43. DUNKIRK, N. Y. (Ch. 60)—None pending.
44. STATESVILLE, N. C. (Ch. 64)—None pending.
45. SHELBY, N. C. (Ch. 29)—None pending.
46. DICKORY, N. C. (Ch. 30)—None pending.
47. AUGUSTINE, Fla. (Ch. 25)—None pending.
48. MURFREESBORO, Tenn. (Ch. 18)—None pending.
49. SÁPAL, Okla. (Ch. 42)—None pending.
50. CLEBURNE, Tex. (Ch. 37)—None pending.
51. ELIZABETH CITY, N. C. (Ch. 31)—None pending.
52. RIFLE, Ind. (Ch. 29)—None pending.
53. MT. VERNON, Okla. (Ch. 58)—None pending.
54. BOONE, Iowa (Ch. 19)—None pending.
55. MILLVILLE, Ind. (Ch. 58)—None pending.
56. NEWTON, Iowa (Ch. 29)—None pending.
57. EL RENO, Okla. (Ch. 58)—None pending.
58. GUTHRIE, Okla. (Ch. 48)—None pending.
59. WEATHERFORD, Tex. (Ch. 51)—None pending.
60. LAWTON, Okla. (Ch. 58)—None pending.
61. GALLIPOLIS, Ohio (Ch. 18)—None pending.
62. LEBANON, Ind. (Ch. 18)—None pending.
63. WEBSTER CITY, Iowa (Ch. 27)—None pending.
64. ATHOS-FOVE FOUNTS, N. M. (Ch. 25)—None pending.
65. WILLIAMSBURG, Va. (Ch. 17)—None pending.
66. SPRINGFIELD, Tenn. (Ch. 42)—None pending.
67. ROSENBERG, Tex. (Ch. 17)—None pending.
68. THE, Kan. (Ch. 52)—None pending.
69. CLAREMORE, Okla. (Ch. 15)—None pending.
70. FESTUS, Mo. (Ch. 14)—None pending.
71. GALLATIN, Tenn. (Ch. 48)—None pending.
72. BELLN, N. M. (Ch. 24)—None pending.
73. PRAYO CREEK, Okla. (Ch. 54)—None pending.
74. COVINGTON, Tenn. (Ch. 19)—None pending.
75. LOWELL, Mass. (Ch. 32)—None pending.
76. LAWRENCE, Mass. (Ch. 30)—None pending.
77. SPRINGFIELD, Ohio (Ch. 46, 52)—None pending.
78. ERIE, Pa. (Ch. 51)—None pending.
79. RICHMOND, Ind. (Ch. 32)—None pending.
80. AURBURN, N. Y. (Ch. 37)—None pending.
81. NASHUA, N. H. (Ch. 58)—None pending.
82. CLINTON, Iowa (Ch. 64)—None pending.
83. PHACA, N. Y. (Ch. *14, 20)—Conwell U. (WHCU), Ch. 20 (B.T., July 14).
INDUSTRY LAYOFFS
Level Off During Summer
LAYOFF rate for consumer goods and other industries leveled off between May and June, reflecting a reversal of the downward employment trend of last summer and fall, the Labor Dept. reported last Tuesday.

Expansion in both defense-related and consumer goods industries boosted factory employment 24,000 workers between June 1950 and June 1951, according to the department's Bureau of Labor Statistics, which compiled the report. Factory layoffs remained at or near postwar seasonal lows last spring as the downward trend in employment abated. Work forces were pared in the last half of 1951.

Meanwhile, the Commerce Dept. reported overall employment dropped slightly between June and July—about 350,000—with 65,254,000 recorded for the week ending July 12. Evidence indicates layoffs for the entire American labor force because of material shortages or other secondary effects of the steel work stoppage were "not great before the middle of July," the report said.

New figures were based on the latest Census Bureau data released last Monday by Commerce Secretary Charles W. Sawyer. The civilian labor force employed in agricultural and nonagricultural industries makes up the report.

N.Y. AVRT NAMES
Chairmen for Committees

APPOINTMENT of committee chairman for the New York Chapter of American Women in Radio and Television was announced last week by Duncan MacDonald, president of the group and supervisor of women's programs for the DuMont Television Network.

Appointed were Pauline Frederick (ABC), program coordinator; Alice Freytag (Town Hall Meeting of the years) Martha (CBS-TV) hospitality; Alma Dettinger (WWXY New York); Lilian Okun (WMCA New York), job counselor; Pauline Bowie (K. L. Her- nays Inc.); publicity and Ruth Trenier (ABC), publication.

Carl Hirschfeld elected vice president of Radio Reports Inc., N. Y., in charge of Chicago, Detroit and Cleveland offices.

Robert G. Smith appointed regional sales manager for Zenith Radio Corp., in territories of Dallas, Houston, Amarillo, Lubbock, San Antonio and Shreveport. Mr. Smith will be headquartered in Dallas.


Bendix Radio-TV Div. Bendix Aviation Corp., opens offices at 500 Fifth Ave., N. Y., headed by Ralph Morel; Room 545 D, Furniture Mart, Chicago headed by L. G. Miner, and 1155 Market St., San Francisco, with Donald Ross in charge.

Dorothy Arzner, motion picture director, to Pasadena Playhouse College of Theatre Arts, Pasadena, as head of television and motion picture department.

William S. Gilbert, vice president, T. A. B. Engineers Inc., Chicago (technical and business engineers), appointed head of firm's research program.


Admiral Corp. has opened Los Angeles factory branch, under name of Golden State Appliance Distributing Co., at 224 S. Anderson St., to handle sales of firm's radio-TV sets, ranges and refrigerators.

Henry J. Dostal, purchasing agent for Stewart Warner Corp., appointed national contract sales manager for TeleKing Corp., N. Y.

Joseph C. Martin, staff writer, Billboard, named director of industry promotion for Record Industry Assn. of America.

Brendan Thomas Malin, former correspondent for NBC in London, chosen by June Globe to work on staff for three months under State Dept.'s Educational Exchange service.

Harold T. Sawyer appointed manager of industrial products sales in Engineering Products Dept., RCA Victor, Camden, N. J.


A. R. Tidy, advertising manager of Mutual Benefit Health & Accident Assn., Toronto, manager of Laidlaw Productions Ltd., Toronto (radio script service).

Richard E. Farnham, advertising and sales promotion manager, Boston Distributing Div., Admiral Corp., to Westinghouse Electric Corp., Sunbury, Pa., as public relations director of radio-TV department.

Louis Livingston, consultant on public relations, Remington Rand, N. Y., elected vice president in charge of sales promotion and public relations.

E. T. Bolony, Beverly Hills (talent agent), moved to 224 N. Canon Dr.

Morris Stoller, assistant treasurer, William Morris Agency and comptroller of Beverly Hills office, father of girl, June 17.

Record Dept., RCA Victor, Camden, N. J., announces manufacture of new 45 RPM record that will play up to eight minutes a side. Termed 45 "Extended Play," it is same size and operates at same speed as standard 45 RPM.

Houston-Fearless Corp., L. A., announces production of new TV camera pedestal, Model PD-3, making possible smooth, running dolly shots, raising and lowering of camera while on the air, and horizontal and vertical panning.

Technical

Arthur R. O'Neil appointed chief engineer, WBST South Bend, Ind., assisted by Scott Hage.

Gene Jenkins, electronic research engineer, Avco Mfg. Corp., Cincinnati, to KLZ Denver as director of TV engineering.

Robert S. Houston, chief engineer, KBNZ La Junta, Colo., elected to membership in Institute of Radio Engineers.

Joe Patterson, KEX Portland, Ore., advanced to technical supervisor.

William A. Coyne returns to NBC Chicago as TV projection engineer after 16 months on active duty with Air Force.

Clair Higgins, cameraman, KECA-TV Los Angeles, father of girl, June 17.

Watch that "Follow-thru"
Even Bismarck knows that no matter how much power you put into your swing, it's the follow-thru that counts. If you're interested in the rich Midwest market, KFPR, with the nation's largest area coverage, is "must" on your media list—gives your advertising dollar a pre-war stretch in this wealthy, rural market.

Equipment

Califone Corp., Hollywood, announces production of new portable transcription player, Model 2700, featuring variable reluctance cartridge for playing all types of recordings including 10" transcription Unit has all steel player base for rigid construction and 6 w AC amplifier.

Ward Products Corp., Cleveland, announces manufacture of Lucky-4, new Signaline TV antenna. Crossfolded dipoles are used in new unit to provide better impedance match and higher gain, eliminating nearly 50% of strain on bakelite insulation, company reports.

Federal Telecommunications Labs., Inc., Nutley, N. J., announces availability of new low-cost utility picture monitor for TV station use. Monitor is titled PTL-P-91B.

August 11, 1952 • Page 83
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 in a position to test the effectiveness of all media. They know which advertising keeps the cash registers ringing.

National Spot Advertisers

TAKE NOTE

Write, Wire, Phone or Ask

Headley-Reed

HOOPER ELECTS

Three as Vice Presidents

ELECTION of three vice presidents of C. E. Hooper Company—Nadine E. Miller and W. Bruce McEwen, who were elevated to the company's executive council, and Richard K. Doan, who is resigning as program director of WCBS-TV New York to join the program rating organization—was announced by the company last week.

Miss Miller, director of press and public relations for the Hooper firm for the past five years, will retain her present responsibilities for the additional duties of one-third of the company's senior vice president in charge of subscriber relations pertaining to the time buying departments of advertisers and agencies. Miss McEwen is president of the Advertisers Women's Club of New York and a member of American Women in Radio and Television and of the Committee on Women in Public Relations.

Mr. Doan, who has been account executive on advertising and agency side for several years, will be in charge of service on radio and television to advertisers and agencies.

Mr. Doan, who joins the Hooper company from NBC, Aug. 18 after two and a half years as WCBS-TV program director, will be in charge of the Hooper service to television stations.

New York U. Board of Regents, Ch. 23 (B.T. Aug. 4, July 28). Pending: WGR Buffalo, Corp. (WGRB), Ch. 3 (B.T. June 30).

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New York U. Board of Regents, Ch. 23 (B.T. Aug. 4, July 28). Pending: WGR Buffalo, Corp. (WGRB), Ch. 3 (B.T. June 30).
WESTERN UNION has installed a direct line to WOR New York studios, following an avalanche of phone calls and telegrams in response to the station's new program, The All-Night Show. When the show began on July 19, so many fans phoned to congratulate m. c. Fred Robbins that he pleaded with viewers to send telegrams. This, WOR-TV reported, resulted in overburdening messengers. The station said that the direct line has restored the "all-right" again.

LITTLE LEAGUE BASEBALL PERMISSION has been given to WLYC-AM-FM Williamport, Pa., to promote Little League baseball during station breaks while broadcasting New York Yankee baseball games. During the Pennsylvania Little League playoffs beginning Aug. 6, the station will be allowed to broadcast Little League games even if they conflict with Yankee games.

BIG SCREEN NEWSREEL IN PLACE of the usual motion picture newsreel at the Carib Theatre in Miami Beach, WTVJ (TV) Miami's Meet the News is now being shown. The show, telecast Mon.-Fri., 6:00-6:10 p.m., is picked up by the theatre at the same time it is received by televiewers. RCA projection equipment magnifies both picture and sound at least 15 times to flash the show on the movie screen.

WARL'S "MISS KISSABLE" SEARCH for the most beautiful lips in the Washington, D. C. area is being conducted by Jack Laurence of WARL Arlington, Va., in the station's "Miss Kissable" contest. During first 21 days of the contest 19 stories featuring it appeared in Washington's four daily newspapers. Local Jaycees named a member to be one of the judges, a commercial flying service named one of its planes "Miss Kissable;" a band leader appearing locally composed and featured "Miss Kissable Mombo" and merchants donated $2,000 in prizes including an all-expense trip for two people to Bermuda.

IN FOUR SHORT YEARS! WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ With Listeners
★ With Local Advertisers

IT'S WVAM, more than ever, as we observe our fourth birthday first with the finest DAY AND NIGHT Weed & Co. representatives

DEAD OR ALIVE?
SET on proving or disproving the "flying saucers" stories, WCUF Akron, Ohio, has offered $1,000 to the first person who brings in a piece of a bona fide flying saucer to the station. Authenticity of materials submitted will be determined by Dr. R. E. Thackeray of the Akron U. physics department, according to WCUF President-General Manager Tim Elliot.

KLZ TALENT HUNT
MORE than 1,000 television hopefuls responded to a TV talent hunt conducted by KLZ Denver in what the station claimed was the largest such undertaking ever held in the Rocky Mountain area. The one-day tests were held in cooperation with Hoffman Radio & Television Corp., according to Mark Schreiber, president of Schreiber Ad., who was m.c. for the event.

BIRTHDAY FOLDER
FOLDER with large "90" stop microphone-bedecked cake serves as illustration on folder distributed by WBFR Baltimore on the occasion of its 30th anniversary celebration. WBFR claims to have originated the first live speech by a President of the U.S.

FAIR COVERAGE
VISITORS to the Ohio State Fair on Aug. 25 will see WLW Cincinnati originate its Everybody's Farm Hour from the machinery display tent there, with Harry Andrews, assistant director of WLW's farm program department, discussing machinery, and WLW Farm Director John Butler interviewing visitors and machinery experts. The station also expects to cover the Indiana and Kentucky state fairs.

PROGRAMS PROMOTION PREMIUMS

IN FOUR SHORT YEARS!

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

★ With Listeners
★ With Local Advertisers

IT'S WVAM, more than ever, as we observe our fourth birthday first with the finest DAY AND NIGHT

Weed & Co. representatives

PROFESSIONALIZATION RESIDENTS in southern Florida will be given a chance to see the Navy at work through the facilities of WTVJ (TV) Miami. Ralph Renick, news director, left last week to join the Naval Air Reserve training unit at Pensacola. He will travel with the unit on a three day training tour in the Caribbean and take 16mm films for use on WTVJ news shows.

'SAVE IT' FOR WBTB (TV)
CONFEDERATE money is legal tender in an auction-type show, Money Burns, on WBTB (TV) Charlotte, N. C. Reproductions of Confederate money, required for admission to the show, are distributed with purchases made from the show's sponsor, a regional drug chain. Show features an Old South motif.

KHON'S 'MRS. HAWAII'
HAWAII will send a contestant to the "Mrs. America" beauty pageant at Asbury Park, N. J., Sept. 7, with the Hawaiian eliminations being conducted by KHON Honolulu. "Mrs. Hawaii" will be chosen for the United States for the contest, according to Miss Claire Justice, women's director at KHON.

WKY-TV BUILDS CORRAL
CATTLE PEN has been erected by WKY-TV Oklahoma City at the rear of its new studio building. WKY-AM-TV farm reporters Sandy Sanders and Harold Dedrick are using the corral and their "Oklahoma Farm and TV Program," with coverage from a camera at the studio's rear doors and with pencil microphones for interviews.

KFXD AREA BROCHURE
BROCHURE showing new day and night coverage of KFXD Nampa, Idaho, is being offered to any requesting agency or station. Included are market statistics on counties in the KFXD coverage area, agency rates and industrial output, lists of dealers in farm supplies, implements and automobiles who use KFXD, and field strength measurements comparing KFXD with other stations in southwestern Idaho and eastern Oregon.

BOSTONIANS SEE 'TV CITY'
WEEI Boston and CBS Television jointly sponsored an exhibit of a two-ton working model of the new "CBS Television City" under construction in Los Angeles, where operations are scheduled to begin Oct. 1. The big model was on exhibit at Jordan Marsh Co. store, Boston.

KITE TWISTS SLOGAN
CAPITALIZING on the outcome of the recent Republican convention, KITE San Antonio is using the "I Like Ike" slogan to its own advantage. Buttons have been distributed by the station proclaiming "I Like KITE.”

'BALLAD CORNER'
TREND toward folk music has prompted WSTC Stamford, Conn., to initiate a new program, Ballad Corner, with Inki Blais, a Radcliffe College student, as host on the show scheduled for the remainder of the summer. Well known folk and ballad singers will be featured on the 15-minute weekly broadcast.

MERCHANDISE PRIZES
ARMOUR Star Market Basket is being aired twice weekly on WSB Atlanta with Bob Van Camp as host. Program originates in one of the city's Colonial Stores. Shoppers are questioned and correct answers bring packages of Armour sausage and wiens. A jackpot question is posed to each participant. The person coming closest to the correct answer receives $20 worth of sponsor's products.

SAFETY SPOT CITED
WGIV Charlotte, N. C., has been cited by the city's police department for its part in aiding traffic safety, especially for schoolchildren. WGIV aired a 75-word announcement 1,400 times during the past school term.

IT'S MUSIC, SWEET MUSIC TO AN ADVERTISER'S EARS!

Yes, KWK's LOW-Low cost per 1000 radio homes delivered is music...and makes KWK the radio buy in St. Louis!

August 11, 1952 Page 83
FCC actions

AUG. 1 THROUGH AUG. 8

MBS-WOR MOVE

News men Get New Duties

MILTON BURGH, Mutual's news director, and Arthur Feldman, di-
rector of special events, last week were given additional responsi-
bilities as heads of those depart-
ments of WOR New York, while
Dave Driscoll, who has headed
WOR news and special events 12
years, was named director of news
and special events for WOR-TV
[Aug. 7, July 31].

The appointments are part of the
realignment program designed to
bring Mutual and WOR-AM-TV
operations closer under their new
ownership by General Tire & Rub-
ber Co. They were announced by
William H. Fineshriber Jr., exec-
utive vice president of Mutual-
WOR.

Edwin Meserand will continue to
assist Mr. Driscoll in the de-
velopment of news and special events
programming for the television station.

THREE additional markets were
added to sales of United TV
Programs' feature films last week.

Th e last好象是不完整的或者错误的。
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<tr>
<th>Name</th>
<th>Company</th>
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<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices</td>
<td>National Press Building Offices and Laboratories</td>
<td>1339 Wisconsin Ave., N. W. Washington, D. C.</td>
<td>Adams 2414</td>
<td>Member AFCCE</td>
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<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer</td>
<td>National Press Bldg. Wash. 4, D. C.</td>
<td>Telephone District 1205</td>
<td>Member AFCCE</td>
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<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering</td>
<td>MUNSEY BUILDING REPUBLIC 2347</td>
<td>WASHINGTON 4, D. C.</td>
<td>Member AFCCE</td>
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<td>McINTOSH &amp; INGLIS</td>
<td>1216 WYATT BLDG. WASHINGTON, D. C. Metropolitan 4477</td>
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<td>MILLARD M. GARRISON</td>
<td>1519 Connecticut Avenue WASHINGTON 6, D. C. MICHIGAN 2261</td>
<td>Member AFCCE</td>
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<td>JOHN CREUTZ</td>
<td>319 BOND BLDG. REPUBLIC 1513</td>
<td>WASHINGTON, D. C.</td>
<td>Member AFCCE</td>
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<td>GEORGE P. ADAIR</td>
<td>Consulting Radio Engineers Quarter Century Professional Experience Radio, Television, Electronics-Communications 1610 Eye St., N.W., Wash. 6, D. C. Executive 1126—Executive 1115 (Night—holidays, Lockwood 5-1819)</td>
<td>Member AFCCE</td>
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<td>WALTER F. KEAN</td>
<td>AM-TV BROADCAST ALLOCATION, FCC &amp; FIELD ENGINEERING 1 Riverside Road—Riverside 7-2153 Riverside, Ill. (A Chicago suburb)</td>
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<td>GRANT R. WRATHALL</td>
<td>Apartments arranged for San Francisco Seattle Salt Lake City Los Angeles Portland Phoenix Box 260 APTOS—3352</td>
<td>Member AFCCE</td>
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<td>GEORGE C. DAVIS</td>
<td>501-514 Munsey Bldg.—Sterling 0111 Washington 4, D. C.</td>
<td>Member AFCCE</td>
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<td>WILLIAM L. FOSS, Inc.</td>
<td>Formerly Colton &amp; Foss Inc. 927 15th St., N. W. Republic 3883 Washington, D. C.</td>
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<td>WILLIAM E. BENNS, JR.</td>
<td>Consulting Radio Engineer 3738 Kenmore St., N.W. Wash., D. C. Phone O'Dayway 8071</td>
<td>Box 2460 Birmingham, Ala. Phone 2-9294</td>
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<td>ROBERT M. SILLIMAN</td>
<td>1011 New Hampshire Ave., N. W. Republic 6646 Washington 7, D. C.</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>
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<td>JOHN B. HEFFELFINGER</td>
<td>815 E. 83rd St. Hiland 7010 KANSAS CITY, MISSOURI</td>
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<td>RAYMOND M. WILMOTTE</td>
<td>1469 Church Street, N.W. Dcfctur 1231 Washington 5, D. C.</td>
<td>Member AFCCE</td>
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<tr>
<td>RAYMOND M. WILMOTTE</td>
<td>CONSULTING TELEVISION ENGINEER INSTALLATION-OPERATION Televisoning Engineering Since 1929 2443 CRESTON WAY HO 9-2366 HOLLYWOOD 28, CALIFORNIA</td>
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<tr>
<td>JAMES R. BIRD</td>
<td>Consulting Radio Engineer Fairmont Hotel, KYA. 33 E11 Ave. Salt Lake City Salt Lake City. 15th Valley, Calit. DOnnas 3-8588 DUlap 3-4871</td>
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<tr>
<td>WALTER J. STILES</td>
<td>Consulting Television Engineer 1003 Loyalty Building, Portland, Oregon Atwater 4-2921</td>
<td>Washington, D. C.—Republic 6160</td>
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LS, DA-N. U. 
Change Antenna System W5K-Cleveland, Ohio—Granted Mod. CP to change ant. system. 
Extension of Completion Date Following were granted mod. CP's for extension of completion dates as shown: WSA1-FM Cincinnati, to 2-13-53; WEEK Peoria, Ill., to 8-15-50; 
BROADCASTING • Teledaoing
CLASSIFIED ADVERTISEMENTS

Payable in advance. Checks and money orders only.

Deadline: Undisplayed—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum * Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum * Display ads. $15.00 per inch

No charge for blind box number. Send box replies to:
BROADCASTING • TELECASTING, 670 National Press Bldg., Washington 4, D. C.

* Applies only if transcription orders enclosed. (All charges are net; resistance separately, please.) All transmissions, photos, etc. sent to box numbers are sent at owner's risk. BROADCASTING • TELECASTING expressly repudiates any liability for responsibility for their custody or return.

Help Wanted

WPAT, Port Chester, New York, invites experienced salesmen with good records to apply. Salary, commission, plus participation in profit sharing plan.

Manager

Wanted: Man experienced in selling and advertising. Salary, commission, plus participation in profit sharing plan.

Salesmen

Florida coast station. Hard-hitting salesman to do competitive selling. No desk pilots wanted. Send photo, references, experience. Box 204P, BROADCASTING • TELECASTING.

Salesman—Wonderful opportunity awaits young, aggressive idea-mouth, opportunity-killing, commercial daytimer, has established, successful network station in South. Third market, however, non-metropolitan. Fine town to make your home, with a sound newspaper-affiliated radio station commanding respect. TV applied for. Interested only in high type, clean, aggressive man. If you fill the bill, we'd like to meet you. Maybe you'd like to learn the business. Box 740P, BROADCASTING • TELECASTING.

Help Wanted (Cont'd)

Help Wanted

10,000 watt mutual station needs a good announcer engineer, preferably in early 30's. Send box replies. Box 1148P, BROADCASTING • TELECASTING.

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Help Wanted (Cont'd)

**Television**

**Production-Programming, Others**

Television news teacher needed in large university journalism school, beginning September 1, for graduate work. Box 956P, BROADCASTING • TELECASTING.

**Situations Wanted**

Full, experienced staff radio announcers, bookkeeper, continuity writers, network sales representative, and women's director desire positions in station. Box 956P, BROADCASTING • TELECASTING.

**Managerial**

Capable organizer-supervisor, extensive radio and communications background, prepare application for position of class ticket, age 34, married, available for an interview. Box 956P, BROADCASTING • TELECASTING.

Five years experience all phases radio. Desires step up to management or TV. First phone, 32, draft exempt, $85 minimum. Now employed. Box 957P, BROADCASTING • TELECASTING.

Account executive in large market, desires commercial manager or position in smaller market in Midwest or East. Box 958P, BROADCASTING • TELECASTING.

Assistant sales manager with proven sales record. Contact broadcast manager or opportunity to work into TV. Experienced. Needs position immediately. Box 959P, BROADCASTING • TELECASTING.

Competent experienced manager. Strong on sales, management, mar- keting. Supervise staff of rundown station or tough market. Desire position Delaware. Box 960P, BROADCASTING • TELECASTING.

Mature man now employed, wishes take over small station. Has 15 years radio, 15 years New York stock exchange experience. Call 3671, Clifton Forge, Virginia.

**Announcers**

Disc Jockey personality with first class license available now for metropolitan market association. Complete and pro- ductive. Net and indie AM and TV experience. Excellent reference. Box 961P, BROADCASTING • TELECASTING.

Announcer, single, draft exempt. Excellent reference. South Dakota. Box 962P, BROADCASTING • TELECASTING.

Experienced announcer, six years, Col- lege background, musical training, family man. $85, draft exempt. Box 963P, BROADCASTING • TELECASTING.

Cheap announcer ... absolutely not! My "airwaves" speaks pleasantly and effectively to listeners and sponsors' ears. Will make change only for big- ger opportunity. Good disc - commercial man. Desires 900 foot tower or similar market. Box 963P, BROADCASTING • TELECASTING.

Announcer, available August 26th, capable combo man with 2-year experience as morning man. Money important but not primary object. Looking for experience, a good job and opportunity. Prefer Virginia or Maryland. Box 964P, BROADCASTING • TELECASTING.


Announcer, some experience, strong on news and commercials, unique de- liverer. Box 966P, BROADCASTING • TELECASTING. Attention Florida stations! Experienced staff announcer. Veteran 25, write copy, expend. Box 966P, BROADCASTING • TELECASTING.


Announcer, some experience, strong on news and commercials, unique de- liverer. Box 966P, BROADCASTING • TELECASTING. Attention Florida stations! Experienced staff announcer. Veteran 25, write copy, expend. Box 966P, BROADCASTING • TELECASTING.

**News**

Newscaster-editor. Currently featured on local network. Interested in doing hours a day or more. Radio and news- independent. Box 967P, BROADCASTING • TELECASTING.

Three years staff announcer, metro- politan markets. Seeks position with good future. Box 968P, BROADCASTING • TELECASTING.

Hold it! Available now ... man with 4.5 years experience. Strong on news, spot recruiting. Box 969P, BROADCASTING • TELECASTING.

Special events, sports director, commercial manager, 3 years experience. Desires position assim- ilated to top network personality past 9 years. Box 970P, BROADCASTING • TELECASTING.

Experienced announcer. Staff man- good music, news sports, college aud. Single, 23, veteran. Box 971P, BROADCASTING • TELECASTING.

Experienced all-round announcer wants change. Pleasant, deep voice. Can write. Experienced voice. Box 972P, BROADCASTING • TELECASTING.


Announcer, single, draft exempt, 27 years old. New Mexico location preferred. Write or call Eugene L. Booth, c/o Maryville College, Maryville, Missouri. Box 974P, BROADCASTING • TELECASTING.

Interested in full-time work with NBC affiliate or network outlet. Box 975P, BROADCASTING • TELECASTING.


Deep, resonant voice, experienced an- nouncer. Strong phone. Experienced with several stations. Box 976P, BROADCASTING • TELECASTING.

Chief with over two decades expe- rience in design construction instal- lation and maintenance from microphone to antenna, would like affiliation with progressive station that be- lieves in the man and not the name. Box 977P, BROADCASTING • TELECASTING.

Shirttail engineer with degree and 12 years experience is looking around. Box 978P, BROADCASTING • TELECASTING.

Engineer, experienced, draft exempt. Minimum 850. No attachments. Present position. Box 979P, BROADCASTING • TELECASTING.

First phase—no station experience. Technical school graduate. D. G. Macfadyen, 625 West 20th Street, New York 11, N. Y.

**Production-Programming, Others**

Punch-punched copy that rings sale bell. News editor with excellent voice, top references. Box 980P, BROADCASTING • TELECASTING.

Responsibilities: Field training. Experienced, draft exempt. Creates local features for broadcast network. Box 981P, BROADCASTING • TELECASTING.

Program director, chief announcer. Available December 1. Submit resume from Naval Reserve. Prefer progres- sive Midwest station or one with many programs. Box 979P, BROADCASTING • TELECASTING.

Experienced versatile announcer—crea- tive continuity writer. Desires position with major network. Box 980P, BROADCASTING • TELECASTING.

Want to join you immediately building profitable word of mouth. Requires larger, progressive market. Two uni- versity degrees. Six years university administrative experience: past two years top women's radio personnel on 1 kw. Box 980P, BROADCASTING • TELECASTING.

**Situations Wanted (Cont'd)**


Radio-TV writer, director, production manager. 11 years experience. MG, day, night combinations affili- ation sought. Top NYC industrial writer, female. Box 983P, BROADCASTING • TELECASTING.

Program-Production manager. Com- plete handling production operation. Consider your station my forte. 5 years. Excellent special events, production. Box 983P, BROADCASTING • TELECASTING.

Proven record of successful sales, program- ming and managerial results for AM-TV. Presently with major network operation. Will work on percentage basis. Box 984P, BROADCASTING • TELECASTING.

**Technical**

TV chief engineer of network affiliate desires comparable position in mild climate. Prefer station in planning or near completion. 5 years experience in Engineering, prefers large market. Box 985P, BROADCASTING • TELECASTING.

**For Sale**

**Stations**

Western station: Fine independent located in growing area, 250w. Net over $1,000 month. 9460, Terre Haute, Box 980P, BROADCASTING • TELECASTING.

**WANTED TO BUY**

**Equipment, etc.**

Magnecon PTS-J and PTS-AH com- plete in portable cases. Perfect condition. First $425.00 gets it. Box 985P, BROADCASTING • TELECASTING.

Don't worry about steel shortage. Buy this 30 ft. Truscon heavy duty self- supporting tower and save time and money. Truscon says it will support TV antenna and tower with ease. Box 986P, BROADCASTING • TELECASTING.

1 RCA type 10DX broadcast trans- mitter with 1 set of spare tubes, 1 space plate transformer 31 KVA, and numerous small spare parts for the purchaser. Can be inspected at Newark, New Jersey. Contact Weiner, WNE, N.Y. C.

(Continued on next page)
Strictly Business

(Continued from page 18)

British short subjects that he now considers "not so hot." But all firm members pitched in, as much as 18 hours a day, and as the profits crept in, he was applied to purchasing of other films.

Initial personnel at Flamingo numbered five but today the payroll is "about a hundred," Mr. Weintraub noted. He paid special tribute to the elder Mr. Harris, executive vice president of the firm, who advised him in 1948 to acquire a sales background in television if he eventually expected to go into business for himself. And through the years, Mr. Weintraub added, he has been "like a father to me."

"Today selling is my forte, though curiously enough, at one time, I wanted to be a writer," Mr. Weintraub reminisced. "I have no inclination to do any writing of an imaginative kind."

The dream of becoming a successful newspaperman or novelist plagued Mr. Weintraub as a youngster in New York City where he was born May 28, 1923, and where he attended high school and Seward Park High School. Through avid reading and high school journalism, he prepared himself for a writing career.

Mr. Weintraub had to defer college for a year and a half following his high school graduation at 16 because his father had died when he was a child and he had to work to acquire a backlog of funds. He accomplished this by working part of the time as an assistant to press agent Hy Gardner.

Serves in Air Force

Later at the U. of Missouri he distinguished himself on college magazines, newspapers and in theatricals. In 1943 when Uncle Sam tapped him for service with the Air Force, he finally decided he didn't want to be a writer after all and planned a career in television.

After a fling at producing some soldier shows all over Europe, Mr. Weintraub came back to Missouri for his degree in 1947. He then returned to New York and enrolled for production courses with the American Theatre Wing. He had his sights on a radio or TV production job until the sage Mr. Harris steered him to sales.

The above-averaged Mr. Weintraub has abounding faith in the feature films his firm distributes, though he conceded that some segments of the TV industry "turn up their noses" at them. He pointed out that three of the four New York network stations use at least two MPTV features every day and said the figure is larger in Los Angeles.

MPTV features include "Story of G. I. Joe," "Pajama Game," "The Bible Thief," "Paisan" and "Meet John Doe." They are purchased from independent film producers here and abroad and from such firms as Monogram and Eagle-Lion, as Mr. Weintraub reported. Currently more than a thousand are in the company film library.

"It is my opinion that feature films are the backbone of the industry," Mr. Weintraub maintains. "On the average, stations throughout the country use 3% of our films in all markets but two or three."

Mr. Weintraub, a bachelor, claims no hobbies except his work, which he "lives" from early morning until late at night. He has traveled all over the country and in Europe but confesses television can become tiresome. But pointing to some water colors of Montmartre and Rue Royale on his office wall, he remarked: "Paris is one place that I never tire of and I hope to keep going back there."

A member of Sigma Delta Chi, his alma mater, he delivered a commencement address this year, and he said, university authorities have sounded him out on appearing at a future commencement.

Charity TV 'Seats'

ALTHOUGH there will be no football game at New York's Polo Grounds for benefit of the New York Herald-Tribune Fresh Air Fund this year, television will carry the ball for the charity. The Herald-Tribune announced last week it could not arrange satisfactory arrangements for staging the game this year and instead has planned a half-hour "flashback game." Previous Fund contests are telecast Aug. 18 from 9:30-10 p.m., EDT, over WJZ-TV. Football fans and others interested in the fund were urged to purchase "seats," exactly as if they were attending the game itself.
cense covering changes in trans. loca.
Change Antenna System
KIOA Des Moines, Ia.—Licensed cence covering changes in trans. loca.
Change Transmitter Type
WNCA Siler City, N. C.—Granted mod. CP to change trans. type. Cance License
WDHN (FM) New Brunswick, N. J. —Granted license to cancel license and dele station.
August 6 Applications
August 6 Applications
AUGMENTS FOR FILING
KILA Hills, Wash.—License for CP which authorized substitution of new AM—750 kc
WFWG Fugus Springs, N. C.—CP to change frequency from 1240 kc to 790 kc; power from 250 w to 1 kw; install new trans. and DA-DN.
Renewal of License
Following stations request renewal of license:
WMAR-Baltimore, Md.—to August 28; WCFL-Chicago, Ill.—to August 26; WOOD-TV Grand Rapids, Mich; KSL-TV Salt Lake City, Utah.
August 7 Decisions
AGNMENTS ON MOTIONS
By Comr. Rosel H. Hyde
KBO Albuquerque, NM.—Referred to Hearing Examiner for purpose of submitting course lew qualification.
LaPollette Best, Co., LaPollette, Tenn.—Granted petition to amend application to change proposed operating power from 1 kw to 10 kw; include supplemental engineering data supporting change of proposed operating power.
Jackson Best, & Television Corp., Jackson, Tenn.—Granted petition to amend application to change power from 1 kw to 10 kw; include supplemental engineering data supporting change of proposed operating power.
By Hearing Examiner
Elizabeth C. Smith
McLennan Best, Co., Waco, Tex.—Granted petition for continuance of hearing; application from June 11, 1952 to Aug. 4, to Aug. 26, Washington, D. C.
By Hearing Examiner
Pascal A. Cooper
WLS Chicago, Ill.—Owner-Ordered that oral testimony having been completed, and document evidence record in this proceeding is closed.
By Hearing Examiner
Harry K. Moore
By Hearing Examiner
Pammy L. Libin
WMRO Rockford, Ill.—14 Applications granted petition for indefinite continuance of hearing pending for Aug. 15, in order to complete preparation of petition, data, and evidence; hearing continued without date, subject to further order of Commission.
August 7 Decisions
By COMMISSION EN BANC
Move to defer
KPRS Olath, Kan.—Granted
To move studio and trans. to Kansas
(Continued on page 98)
Further TV Grants Made by FCC
(Continued from page 57)
spect to the showing required to locate the main studio outside of the principal community. Comr. Freda B. Hennock dissented. FCC refused to grant the request, which was
petitioned in file SWIS Nashville.
Proposal by FCC to add UHF Channel 30 to Fort Worth, Texas, without any facility, sought by Wolfe Broadcasting Corp. (WFRD).
Denial by FCC of a petition by WHPE High Point, N. C., requesting reconsideration of WHPE's counterproposal for the assignment of Channel 6 there. Comr. Robert F. Jones dissented.
Proposal by FCC to add UHF Channel 22 to Saint Joseph, Mich., without any facility, sought by WJJO.

FCC Actions
(City, Mo., with same frequency, power and time of operation.
KKHI (FM) Houston, Tex.: WAJC
(FM) Indianapolis, Ind.; WIBG (FM)
Newark, N. J.; WRUR (FM) Binghamton,
N. Y.; WDKF (FM) Detroit, Mich.;
WFCR (FM) Greenfield, Ind.; WHTF
(FM) New York; WHAD (FM) Madison,
W.I.; WPHC (FM) Madison, Wisc.;
WNBC (FM) Dallas, Tex.; WRNR
(FM) Kalamazoo, Mich.; WTVG (FM)
Greensboro, N. C.; W approve renewal of licenses for regular period.
KKHP (FM) Indianapolis, Ind.; KSAJ
(FM) Seattle, Wash.; KSOL (FM)
Springfield, Ill.; WPAG (FM) Atlanta,
Ga.; WDSS (FM) Jackson, Miss.;
WYFZ-FM Pittsboro, N. C.; Wagy
(FM) San Antonio, Tex.; WAOQ
(FM) Kentwood, La.; WRAD (FM)
Charleston, W. Va.; WAIK (FM) Kansas
City, Mo.; WJJD (FM) Dallas, Tex.;
WLSN (FM) Tremonton, Utah; WAPL
(FM) Detroit, Mich.; WADJ (FM)
South Bend, Ind.; WIGN (FM) San
Francisco-Oakland comparison hearing prior to the TV freeze. By the terms of the Sixth Report, they now are reduced to the status of but pending applicants with all newcomers and who must again go through hearing. KROW spent some $5,000,000 on the earlier litigations. It is concluded that acceptance of the number of available VHF channels also is challenged.
In partially granting the WSIS Nashville petition for relaxation of the freeze, it was determined that main studio, FCC clarified a situation which has plagued more than one TV applicant. As amended, the rule now reads as follows: Source.-b (5) (a) The main studio of a television broadcast station 'where it is located within 40 miles of the principal community to be served. Where the principal community served by the station lies within the city, town, or other political subdivision, the main studio shall be located within the political boundaries of such city, town, or other political subdivision. Where the principal community to be served does not have any political boundaries, applications will be considered on a case-by-case basis. No applicant will be held to the light of the particular facts involved of such a station, when the principal community to which the station is located within the principal community to be served. (b) In cases where an adequate showing is made that there good cause for locating a main studio outside the principal community served; or that to do so would not be inconsistent with the public interest, the Commission will permit the use of such a location only if it is determined that such location is in the public interest. The licenses or permittee of a television broadcast station to which this rule applies may replace the main studio outside the principal community served; but such move must first be made in writing to the Commission, and the permittee must show that such move is in the public interest. The main studio must be located outside the principal community served; but such move must first be made in writing to the Commission, and the permittee must show that such move is in the public interest. The licenses or permittee of a television broadcast station to which this rule applies may replace the main studio outside the principal community served; but such move must first be made in writing to the Commission, and the permittee must show that such move is in the public interest. The licenses or permittee of a television broadcast station to which this rule applies may replace the main studio outside the principal community served; but such move must first be made in writing to the Commission, and the permittee must show that such move is in the public interest. The licenses or permittee of a television broadcast station to which this rule applies may replace the main studio outside the principal community served; but such move must first be made in writing to the Commission, and the permittee must show that such move is in the public interest.
The WSIS Logansport petition asks FCC to remove VHF Channel 10 to Logansport, Ind. The Commission granted the petition and replaces it with a UHF channel, as it earlier proposed in commenting upon the Third Notice of Proposed Rule Making issued in March 1961. The Channel 10 allotment was assigned to both Logansport and Owensboro, Ky., as a more efficient utilization WSAL holds.
In the alternative, WSAL asks the Commission to adopt the earlier position and use southern Illinois Channel 10 as a reserved educational channel at Carbondale as well as a commercial channel at Logansport. To do this would require switching
NBC Changes
(Continued from page 89)
sales and Mr. Osgood has been executive assistant to the director of television operations.
John F. Myers, who has been assistant to the director of production units, was appointed assistant manager of television film production. Mr. Myers, formerly Osgood, while Benjamin Raub of the NBC legal department and Robert Anderson of the controller's office were assigned to serve the film division on legal matters and financial matters, respectively.
Mr. Sarnoff, announcing the appointments, said the division has several major projects in the works, to be announced shortly.
In the NBC production department, established last month as part of the reorientation of its radio and TV networks, Mr. Wile's announcement of the selection of Mr. Hole as director of production was accompanied by a number of other executive appointments. They were as follows, all of whom will report to Mr. Hole:
George McElrath, former director of technical operations for the radio network, was named director of technical operations for both radio and TV.
Fred Shawn, former director of radio station operations, was named director of production services.
Anthony M. Hennig, former manager of television network and studio operations, was named director of plant operations.
Earl H. Rettig, director of television network operations, Hollywood, continues in that post.
Frank Leopold continues as manager of film and kinescope operations.
J. Robert Myers continues as television purchasing agent and also will supervise the radio business office.
The production department includes technical services for both radio and television, plus functions previously handled by the Television Network Operations Dept. and the Program Services Dept. of the Integrated Services.
Production Director Hole, who will report to Mr. Wile, joined NBC in January 1950 as production manager in the television program department. He was manager of CBS Television operations for three years before joining the Navy in 1942, where he served on several radio units.
He became manager of DuMont's WABD (TV) New York in 1948 and subsequently was named operations director of the DuMont Network.
In another move, Doty Edouard, manager of spot sales for NBC-TV Western Division, will transfer to KNBH (TV) Hollywood as sales manager.
With KFWB Hollywood in a similar capacity for one and a half years, Mr. Edouard was formerly radio-TV director of Badger, Browning & Hersey, New York, for seven years before going to the West Coast. He succeeds Robert DeSouza, who has resigned.

RTMA MEET SET
Educational TV Aid Study
SELECTION of a subcommittee to explore the problems of assistance to educational television by the Radio-Television Manufacturers Association, was made at a meeting of a special RTMA committee in New York last Wednesday.
The subcommittee will present its recommendations to the RTMA board meeting in New York Sept. 18.
Benjamin Abrams, president of Emerson Radio & Phonograph Corp., was chosen chairman of the subcommittee. Other members of the group are: Max F. Balloc, Sylvania Electric Products Inc.; Larry Hardy, Philco Corp.; Robert C. Tait, Stromberg-Carlson Co.; and Keeton Arnett, assistant to the president of the Allen B. DuMont Labs.
Mr. Abrams recently set up a $100,000 educational TV fund, to be divided equally among the first 10 educational TV stations to get on the air (B&T, June 30).

NBC-TV'S SCHECHTER
From 'Today' to 'Shopping'
A. A. (ABE) SCHECHTER, who has been in charge of NBC-TV's early morning "communications" show, 'Today' (Monday through Friday, 7-9 a.m. EDT and CDT), has been reassigned to another ambitious program project—a women's service type of program called Shopping—which now is being planned by the network.
The reassignment coincided with transfer of the 'Today' unit to the network's news and special programs department, with Richard A. R. Pinkham, manager of planning for the TV network, supervising the show.

WJZ-TV BIRTHDAY
ABC Outlet Observes Event
WJZ-TV New York, key eastern outlet of ABC television network, celebrated its third birthday yesterday (Sunday). The station went on the air Aug. 10, 1948, with a premiere originating from New York's Palace Theatre.
General Manager Trevor Adams said in a birthday message that "WJZ-TV in the past four years has become almost a member of the family in the television homes in the New York area. In these years to come we hope to continue to merit that position, to work, to grow and to become an even stronger factor in the lives of the people of this community."

PRIVACY SUIT
Cites NBC's 'Big Story'
DAMAGES of $100,000 for invasion of privacy due to a TV show was claimed in a suit against NBC filed Friday in U. S. District Court in Washington.
The suit, which also names newspaper reporter Martha Strayer as a defendant, was filed by Charles S. Bernstein, a Washington businessman. He alleged that a fictionialized version of his story, telecast Jan. 18 on NBC's The Big Story (at that time Fri., 9-9:30 p.m., for American Tobacco Co.'s Pall Mall cigarettes), constituted a "willful and malicious invasion" of his right of privacy. He also said that he was held up to public ridicule and contempt, his privacy invaded, and that he was humiliated, annoyed and embarrassed.
Before the broadcast, Mr. Bernstein said, he forbade NBC to use his story.
The program is packaged by Procter Productions Inc. Agency for American Tobacco is Sullivan, Stauffer, Colwell & Bayles Inc.
Miss Strayer, who was a Washington Daily News reporter at the time of the original trial and conviction, told the story to NBC, the complaint charged, without Mr. Bernstein's consent.
The complaint was filed by Harry P. Warner of Segal, Smith & Hennessey, Washington radio attorneys.

Do You Qualify
FOR ONE OF TV'S TOPMOST STATION PROGRAMMING JOBS?
If you do, a key network-owned TV station offers you the kind of opportunity that comes few and far between.
You will be program director, with responsibility for creating and developing the station's local programming . . . and with the chance of having your work seen for possible nation-wide expansion.
To qualify, you must be fully capable of planning programming policy. You must be able to create shows that stand on their ideas, ingenuity, warmth and honesty rather than on high budgets alone or production cliches.
You should now be program director of a TV or radio station or member of an advertising agency production staff . . . or a program package or successful free-lance with previous experience in TV or radio station programming.
If you feel you qualify, please write telling us not only what you've done, but what you'd like to do. Good salary for the right man. Replies will be held in strictest confidence.
Box 973P,
BROADCASTING • TELECASTING.

August 11, 1952 • Page 92
TRANSLIT RIDERS FIGHT WWDC-FM RENEWAL

PETITION for reconsideration of license renewal of WWDC-FM Washington, transit radio outlet, filed with FCC Friday by Transit Riders Assn. Inc. [B*T, Aug 4].

Group asks FCC to set station for hearing, asserting operation of WWDC-FM is point-to-point communication and not broadcasting to general public. Program is beamed to specially defined group of persons "within confines of transit vehicles wherein the fixed-tuned receivers cannot be turned off or changed to another station."

TRA claims contract between WWDC-FM and Capital Transit Co. impairs station's control over programming. Drawing analogy between FCC regulations defining percentage of time station can devote to network programs, TRA contends that WWDC-FM offers only one type of service between 7 a.m. and 7 p.m., it denies public of balanced programming. TRA claims that WWDC-FM "captured" subway way programs, instead of "earning" audience. TRA asserts WWDC-FM programming today is more commercial than represented in 1946 when seeking license. Supreme Court earlier this year ruled transit radio does not violate free speech rights of riders [B*T, June 2].

NEW TV APPLICATIONS

TOTAL requests for new TV stations climbed to 747 with fifth more filed late Friday at FCC. Applications for VHF stations now total 465; UHF station requests number 299. All of Friday's applications were new (also see TV APPLICATIONS, page 58). New applications were:

Des Moines, Iowa—Meredith Engineering Corp., VHF Ch. 4, ERP 100 kw visual, 50.1 kw aural; antenna height above average terrain 632 ft., above ground 524 ft. Estimated construction cost $579,857, first year operating cost $205,000, revenue $260,000. Applicant is licensee of WHM (TV) Syracuse, N. Y., WOW-AM-FM-TV Omaha, Neb., KPHO-AM-FM-TV Phoenix Arizona, and WTVK-AM-FM-TV Columbus, Ohio.

WAPF McCobb, Miss., UHF Ch. 31, ERP 10.13 kw visual, 5.97 kw aural; antenna height above average terrain 345 ft., above ground 390 ft. Estimated construction cost $135,555, first year operating cost $65,000, revenue $75,000.

Toledo, Ohio—Croset Gentry Corp., VHF Ch. 11, ERP 85.7 kw visual, 29.6 kw aural; antenna height above average terrain 455 ft., above ground 560 ft. Estimated construction cost $572,875, first year operating cost $200,000, revenue $250,000. Applicant is licensee of WLW and WLWT (TV) Cincinnati, WLWD (TV) Dayton, WBNY-WCBS (TV) Columbus, WINS New York and applicant for TV station in Indianapolis [B*T, Aug 4].

WLQ Portsmouth, Va., UHF Ch. 27, ERP 18.6 kw visual, 11.7 kw aural; antenna height above average terrain 328 ft., above ground 360 ft. Estimated construction cost $121,195, first year operating cost $60,000, revenue $85,019.

WBNATCHER, Wash.—Central Washington Tele- casters, UHF Ch. 55, ERP 6.95 kw visual, 3.96 kw aural; antenna height above average terrain 1,546 ft., above ground 58 ft. Estimated construction cost $101,908, first year operating cost $60,000, revenue $110,000. Project is sponsored by an interested party in KFUG Bellingham, Wash., KRRT Moses Lake, Wash., KHIO Burley, Idaho, and KVAB Havre, Mont.

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