Like lettuce goes with tomatoes

Low-cost results and W-I-T-H go together just like lettuce and tomatoes. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

W-I-T-H can do it for you too. Get in on this natural combination—low-cost, resultful advertising and W-I-T-H. Your Forjoe man will give you all the details.
Furniture and Farming

One of "rural" Kentucky's leading money-making "crops" is...furniture! Even in the famed Bluegrass section, furniture is important. For example, the big plant of Karpen Furniture, at Lexington, and the Winchester Leggett & Platt plant. Owensboro boasts the expanding plants of Spring Air Mattresses and Murphy Chairs; at Henderson, the growing plant of Delker Brothers, bedroom furniture. The sales volume of Kentucky-made furniture jumped from $13 million in 1939 to $85 million in 1951! In the same period the number of furniture manufacturers increased from 46 to 1,000!

All this in highly-rated "agricultural" Kentucky ... the state that leads the nation in farm income gains! Cash income from crops and livestock reached an all-time high of $632,632,000 in 1951! Kentucky's increase in land value is the highest in the nation; and crops last year were up 24%.

Go where there's GROWTH...

Go WHAS!

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

(Benson and Benson)
When you use WKMH...

YOU GET RESULTS!

Here's the PROOF!

"Bob Seymour M.C.'s the "Bobbin with Robin" Show, on WKMH.

Meck Television uses many radio markets, but when they want to sell the DETROIT METROPOLITAN AREA, South-eastern Michigan and Northern Ohio they buy...

5000 WATTS
Daytime

WKMH

Represented by
HEADLEY-REED

1000 WATTS
Nights

Affiliated with
WKHM
Jackson, Michigan
It's Consistency that Counts

THE CONSISTENT HOOPER PICTURE SHOWS

KRLD-TV WITH DOUBLE THE AUDIENCE

Of the Second Dallas Station in the great twin market of DALLAS and FORT WORTH.

6:00 P.M. to 11:00 P.M. SUNDAY THRU SATURDAY
KRLD-TV EXCEEDS THE SECOND DALLAS STATION WITH BETTER THAN 100% MORE AUDIENCE IN DALLAS AND FORT WORTH.

THE ONLY STATION WITH EXCLUSIVE NETWORK PROGRAMMING IN THE SOUTHWEST'S LARGEST TV MARKET...NORTH TEXAS!

Here is the Record:
SHARE OF AUDIENCE
KRLD-TV Second Dallas Sta.
39.1% 19.5%

Source: May, June Hooper, 1952

John W. Runyon, Chairman of the Board
Clyde W. Rembert, President

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FT. WORTH AREAS

TEXAS' MOST POWERFUL TELEVISION STATION
WITH CBS rate adjustment now fait accompli with overwhelming affiliate ratification (88.5% deadline Friday) eyes now are focused upon NBC's move. That NBC will meet competitive rate through revised structure of its own is taken for granted. Concern is over formula it will use and whether it will foreclose further jockeying. There's general view among CBS affiliates that this is it and that off-rate card dealings are over in radio network selling.

AFFILIATES wondering whether CBS might follow NBC's lead and reintegrate its radio and television divisions are being told flatly that for foreseeable future CBS plans to continue to operate radio and TV separately.

USE OF radio in television-equipped homes more than twice as much as national research data indicate, is startling disclosure of intensive midwest research project about to be released.

DELAY in final approval of joint AAAA-NARTB standard TV advertising contract ascribed to historic insistence of agency group upon 2% cash discount feature, to which only relatively few stations have agreed.

WHILE present FCC plan is to conduct all hearings on TV in Washington rather than in field, it's expected that where sufficient cause is given, proceedings will occur in city in which competitive applicants are domiciled. With its limited appropriations, FCC apparently feels that proceedings can be handled more expeditiously in Washington, even though examiners might get better "feel" when proceedings are on home grounds.

WITH PRIVATE commercial TV operation foreclosed for foreseeable future, Canada's radio broadcasters are eyeing wired TV (through community antennas) as solution to dilemma. So far Canadian Broadcasting Corp., which is both licensor and operator, has reserved unto itself all TV allocations, and plans debut of stations in Montreal and Toronto next month, operating few hours daily. Waiting is public reaction when CBC begins limited schedules but slips $15 license fee on each set owner who now gets full fare from U. S. stations across border.

VIRGINIA BUTLER, former business manager, Lennen & Mitchell, N. Y., and in charge of timebuying for Republican National Committee in 1944, understood to be joining Kudner Agency, N. Y., to handle radio-TV timebuying for GOP National Committee in this year's campaign.

FOUR additional names submitted by FCC to Civil Service for certification as examiners to meet TV workload, augmenting William G. Butts and Herbert Sharfman, appointed Friday (story page 106). They are: H. Gifford Irion, Aural Facilities Div., Broadcast Bureau; Henry Blinn, WBBM, Chicago; and David J. O'Sullivan, WCCO, Minneapolis.

Continued on page 6...
In this Issue—

CBS Radio adds new discounts to reduce evening time charges by 25%. Affiliates agree to take 15% cut in compensation from network, but they'll recover some of that next Feb. 25 when the network restores Monday-Friday daytime rates to levels existing before the rate cuts of July, 1951. Other networks expected to follow suit, either with new rate cuts or new discount structures. Page 85.

SHOULD NARTB issue a "guaranteed rate card seal" to stations which do their dealing above the counter? It's a question that will come up at the annual sessions of district meetings which begin today. Page 85.

SOME 27,425,000 U. S. automobiles are equipped with radios, and auto listening is higher than home listening. This Pulse survey, underwritten by BAB, is the first important national measurement of the audience on wheels. Page 85.

A DOZEN major advertisers are buying heavily in radio and television—all of it spot. Page 85.

RADIO beats all other media, including television, in rounding up customers for Federal Savings & Loan Assn. of San Diego. Page 46.

GORDON McLENDON, president of the suspended Liberty Broadcasting System, wants the FCC to help him breathe life into the network again. Page 86.

HERE'S another radio vs. newspaper "result" test by Advertising Research Bureau Inc. In this one radio brought more money into Rochester stores than newspapers. Page 26.

SCREEN Writers Guild orders members to cut off all material from the 18 Hollywood television networks against which the Guild is striking. Page 73.

NEW grants bring to 36 the total of TV stations authorized since the thaw. Page 72.

OFFICIAL U. S. Census figures on Idaho radio homes. Page 44.

NARTB has a new pamphlet which will help broadcasters keep out of political pitfalls. Page 27.

IT'S up to the FCC hearing examiner to decide whether to prolong or conclude the already lengthy hearings on the proposed merger of ABC and United Paramount Theatres Inc. Page 89.

Upcoming

Aug. 18: BAB Sales Clinic, San Antonio.
Aug. 19-19: NAB District 7, Hotel Statler, Cleveland.

(Other Upcoming, page 38)
All It Took was Impact...

...A twin-barrel salute, to remove outlaw-leader "Curley Bill" from circulation. Western myths to the contrary, Curly's death in an Iron Springs, Arizona shotgun duel with Wyatt Earp was confirmed by eyewitness reports from both outlaws and possemen present.

Eyewitness reports are important to KOWH too. On-the-spot news coverage by a mobile unit, coupled with a news department whose three major wire services make it the only Independent in the nation so served, means real impact on Omaha-Council Bluffs news audiences!

Sight-in on that Hooper (averaged for the nine months from October, 1951, to June, 1952), podner! If'n it don't prove impact ... that ain't no such critter!

KOWH

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

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

"America's Most Listened-to Independent Station"

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

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How to Build Up Repair Business Via Radio

Mr. Thos. F. Abbott, Jr., President of Frontier Pontiac of Fort Worth, Texas, has used the Fulton Lewis, Jr. program as the chief means of advertising a budget plan for major repairs. His ad agency, the Rowland Broiles Company, states to Radio Station KFJZ, Fort Worth’s Mutual outlet, “There has been immediate response in the form of new budget accounts. Also, during the recent showing of the 1952 Pontiac, we pushed ‘open house on Saturday and Sunday’ on the show and the response was very gratifying.”

The Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers in individual cities at low, pro-rated talent cost. Currently sponsored on more than 370 stations by 623 advertisers (including 122 automotive sales and service organizations) Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Since there are more than 500 MBS stations, there may be an opening in your locality. Check your Mutual outlet—or the Cooperative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
Put Your Brand On Wyoming
Northern Colorado and
Western Nebraska

BY USING

WYOMING COWBOY NETWORK

— ALL STATIONS ABC AFFILIATED —

This is a genuine full-time line-connected
network, keyed and fed out of Cheyenne

Coverage and Market
Data
population (1950 census) 406,817
radio homes (Broadcasting) 101,704
retail sales (Sales Management) $669,274,000

Spot Announcement Rates
*8 stations. DAY $19.00 NIGHT $28.00
less 25% group discount $14.25 $21.00
frequency 13 times 2.5% 52 times 7.5%
discounts 26 times 5% 104 times 10%

For further details
see any Joseph Hershey McGillvra men, or phone
Frank Flynn, Commercial Manager, or Wm. C.
Grove, General Manager, WYOMING COW-
BOY NETWORK, 4-4661, Cheyenne, Wyoming.

*KVOC, Casper, available and market data and
rates on request.
For the best spot, at the right time, at the

SOME SPOTS ARE BETTER
Now, for the first time anywhere in television, requirements for 10-second station breaks have been standardized on stations represented by NBC Spot Sales—saving time and cutting production costs.

No longer do you have to go through the costly procedure of producing completely different films or slides for each station. You need reserve only the upper right hand quarter of the screen for station identification. This leaves you a standard shape, covering seventy-five percent of the space for your commercial.

Thus, today, you can reach 50% of all U. S. TV families through our eight stations without changing your basic artwork or sound track.

Choice 10-second Shared Identification Station Breaks are now available for your Fall Campaign. So spot your product on TV—at minimum effort and expense. Yes, some spots are better than others...and you can buy them through NBC Spot Sales.

representing TELEVISION STATIONS:
- WNTB New York
- WNBQ Chicago
- WNBH Los Angeles
- WPTZ Philadelphia
- WBZ-TV Boston
- WNBK Cleveland
- WNBW Washington
- WRGS Schenectady-Albany-Troy

representing RADIO STATIONS:
- WNBC New York
- WMAQ Chicago
- KNBC San Francisco
- WTAM Cleveland
- KDA Denver
- WRC Washington

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CLIFFORD DILLON, copy chief, Dancer-Fitzgerald-Sample, N. Y., to Ward Wheelock Co., Phila., as vice president and director of copy.

THOMAS M. MCDONNELL, director of radio-TV production, Foote Cone & Belding, N. Y., appointed director of program development.

GEORGE WOLF, manager of radio-TV programs, succeeds Mr. McDonnell.

THOMAS GAYLE, vice president, copy chief, and member of plans board, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, same city, as associate copy director.

JOHN W. FRASER JR., account executive, KABC San Antonio, to Bob Holleron Adv., that city.

THEODORE CARTER GLAYSTEEN, account executive, Ward-Wheelock Co., Phila., to J. Walter Thompson Co., N. Y., as copy group head.

GEORGE BOND, advertising manager, Schwinn Bicycle Co., to Bosell & Jacobs Inc., Chicago, as associate account executive.

CHARLES A. CHURAN JR. to creative staff of Earle Ludgin agency, Chicago.

OPEN-MINDED in her appraisal of all media, Jane Ridley, media director and timebuyer of Irvin Co. Inc., Beverly Hills agency, feels that radio, suffering from a self-imposed inferiority complex, has for some time been underselling and apologizing for itself. She maintains this dates back before TV and that now the new advertising medium is getting much of the blame for radio's problems.

Believing radio will continue at its level as an advertising medium while TV will become a direct selling one, she advocates that each be used to complement the other by an advertiser.

Miss Ridley tried her hand in a variety of business and professional fields before that 1946 summer day when she walked into the Los Angeles offices of the Southern California Broadcasters Assn. to explore radio's possibilities.

She previously had been a dental hygienist, secretary, model, publicist, booker of animals for a state fair and had held various other assignments of responsibility, such as working for a construction company and an airplane factory.

After a year at SCBA handling spot announcements and working with diverse social welfare, civic, state and federal organizations and agencies in coordinating their Southern California radio through the trade association, she moved to ABC in September 1947. Her assignment was as secretary to KECA Los Angeles sales department, under the late Clyde Scott, then general manager.

Joining C. E. Hooper Inc. Hollywood office in the spring of 1948, she became manager some eight months later when Kay Lancaster resigned to be married. She returned to ABC in June the following year as a member of the network's Hollywood publicity-promotion staff.

About a year later Miss Ridley decided to get into the advertising agency business. She talked it over with George Irvin Co., and shortly afterward joined that agency's general staff, working with account executives in all media.

Becoming media director and timebuyer was a gradual process. She accumulated these duties within two years.

Among accounts that agency currently places in radio and TV are Ice Capades, Westminster (Continued on page 58)
ROBERT P. AMES appointed research-media director, W. D. Lyon Co., Cedar Rapids, Iowa. JOHN E. FISHER, advertising staff, Montgomery Ward & Co., Chicago, to agency as assistant account executive.

KENNETH F. BROWNING, Tatham-Laird agency, Chicago, to Grant Adv., same city, as account executive on Folger coffee. WILLIAM D. AYRES named public relations director in Grant's Chicago office.

GEORGE SVESTA, Foote, Cone & Belding, Chicago, to Campbell-Mithun, same city, as art director.

W. ARTHUR FIELDEN, Campbell-Ewald Co., Detroit, to Media Inc., Miami, as vice president and general manager. PHIL GROH, president of Southern Television Productions, to Media as contact group head and producer of TV package programs, and WILLIAM L. ROHDE, copy chief for Houck & Co., Miami, to Media in same capacity.

MICHAEL P. RYAN, Hazard Adv., N. Y., to Gardner Adv., St. Louis, as copy-contact man on Monsanto Chemical account.


W. ARTHUR FIELDEN, Campbell-Ewald Co., Detroit, to Media Inc., Miami, as vice president and general manager. PHIL GROH, president of Southern Television Productions, to Media as contact group head and producer of TV package programs, and WILLIAM L. ROHDE, copy chief for Houck & Co., Miami, to Media in same capacity.

Mr. Fielden

ARTHUR E. SMITH, partner in Simon & Smith, Portland, Ore., to Airport & O'Rourke, that city, as vice president.


JAMES SIMMONS, free lance Hollywood TV film producer, to Yambert-Prochnow Inc., Beverly Hills, as vice president in charge of radio-TV and member of board of directors.


JONES HAWLEY, national advertising department, Valley Times, North Hollywood, Calif., to BBDO, L. A., as account executive on Rexall Drug Co. account.

GRANT THUEMMEL, account executive, Simon & Smith, Portland, Ore., opens own agency, THE GRANT THUEMMEL AGENCY, located in Portland Trust Bldg., that city.

ROBERTS, MacAVINCHE & SENNE, Chicago, will move to new quarters at 75 E. Wacker Dr., Aug. 25.

SORENSEN & Co., Chicago, has moved to new quarters at 430 N. Michigan Ave.

MARSTELLER, GEBHARDT & REED, Chicago, has moved offices to 188 N. Wabash Ave.

TATHAM-LAIRD agency, Chicago, has moved to 64 E. Jackson Blvd. Telephone Harrison 7-3700.

HAL DAVIS, vice president of merchandising and promotion and director of Kenyon & Eckhardt, N. Y., father of girl, Marcy Ellen, Aug. 11.

BROADCASTING • Telemaster

YOU GET THAT PERSONALITY TOUCH...

PLUS . . . with WMAL'S JIM GIBBONS

one of radio-TV's busiest and best loved personalities. His "Town Clock," "Sports Roundup" and "Maryland U. Football Games" (play-by-play) on radio, plus "Sports Reel" and "Wash. Redskin Games," on TV, reap a legion of loyal fans. Small wonder his PERSONALITY TOUCH is your Midas Touch to SALES!

Call or Wire
The KATZ AGENCY, Inc.
WMAL Sales Department

WMAL AM FM TV
THE EVENING STAR STATION IN WASHINGTON, D. C.

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tale of two

Observe the rooftop on the left.

It marks a television home, of which the U.S. now contains some 17,100,000—each one located somewhere within range of a television station.

Represents quite an advertising market, doesn't it?

Look now at the rooftop on the right.

This marks a radio-only home, of which "Non-TV America" alone contains over 17,800,000—each one located beyond range of any TV.

Represents quite an advertising market, doesn't it?

Yes, the plain fact is this: for every TV home in America, there's a radio-only home in the 45-state area of "Non-TV America"!

Mutual's Mister PLUS is perched on
rooftops...
	he righthand rooftop for a very simple reason. An independent, 1,000,000-interview research into actual listening throughout "Non-TV America" (Feb.-Mar., '52) proves that Mutual dominates this entire market by 2 to 1 over any other network.

What's more, Mister PLUS earns this rooftop perch for his clients by another simple fact: Mutual serves "Non-TV America" with more stations than the three other networks combined.

No wonder Mutual offers the Number One route to "Non-TV America"... as well as the lowest-cost route to all America.

Compare audiences...

compare networks...

and consult

Mister PLUS...

1440 Broadway, New York 18

the

MUTUAL

network

of 560 affiliates

416 FOR "NON-TV AMERICA" ALONE
one low rate "corners" this great West Virginia Market

Here's the lush potential in "Personality's" half-millivolt area alone!

| TOTAL POPULATION | 992,994 |
| TOTAL FAMILIES    | 250,337 |
| RETAIL SALES      | $543,571,000 |
| FOOD SALES        | $111,735,000  |
| GENERAL MERCHANDISE SALES | $80,496,000  |
| FURNITURE AND HOUSEHOLD GOODS SALES | $29,969,000  |
| EFFECTIVE BUYING INCOME | $965,894,000 |

Source—U.S. Census and BMB Survey, 1950

POWER
Two power-packed stations to provide a double "knockout" punch...with FM for good measure.

PROGRAMMING
The best in ABC and CBS network radio, plus a local flavoring of programming and news.

PROMOTION
Publishing monthly audience-building consumer magazines to help promote your program and product.

EXPERIENCE
Operated jointly and staffed by competent, capable personnel who live...and love...radio.

it costs less when you use "Personality"

Two personality stations

BROADCASTING • Telecasting
We're proud of WOAI and its vast audience. We know Cleveland is one of America's greatest cities. Folks around here buy products advertised on WOAI. They buy more food than is sold in Cleveland, Ohio.

OUR POINT IS —
WOAI serves one of the nation's LEADING MARKETS

AND —
WOAI is its MOST POWERFUL advertising influence!

BUY WOAI!

Represented Nationally by

EDWARD PETRY & COMPANY, INC.
NEW YORK • CHICAGO • LOS ANGELES • ST. LOUIS
DALLAS • SAN FRANCISCO • DETROIT

*Copr. 1951 Sales Management Survey of Buying Power; further reproduction not licensed.
feature of the week

RADIO is playing an important part in the public relations program of northwest Wisconsin.

The Wisconsin Indian Head Country Inc., a non-profit tourist association boasting 1,300 members, has used a summer series of programs for the past five years. "One of the basic requirements in building more support for the recreation industry," explained Fred Kluhsman, executive secretary of the association, "is the education of the residents of the area in the work of tourist promotion and the value of tourist trade to the economy of the area."

Mr. Kluhsman contacted five radio stations in northwest Wisconsin five years ago in a move to obtain public service time to supplement news releases carried in 56 area newspapers.

The stations offered 15 minutes weekly. The association has used this time to publicize fishing news, points of interest and commentary on the value of the tourist trade to Indian Head Country.

Summer series of 20 programs is taped in Eau Claire, Wis., then mailed to the five stations which blanket northwest Wisconsin and cover several Minnesota counties.

What is the cost of reaching 16,000 listeners weekly during the summer? Mr. Kluhsman is happy to report the coverage costs only "about 25 hours of office time and less than $100 for postage and tapes."

Stations carrying the series of Indian Head Reports were listed as WEAU - AM - FM Eau Claire, WJMC-AM-FM Rice Lake, WLDS Ladysmith and WATW Ashland, all Wisconsin, and WEBC-AM-FM Duluth, Minn.

strictly business

A STRONG stand against negative salesmanship and for the positive future of radio is espoused by Robert M. Flanigan, manager of National Radio Spot Sales at NBC Chicago. Mr. Flanigan, who decries the "negative knocking" by radio's competitors for the advertising dollar, believes in "standing on what we have to offer."

As for radio generally, "It is in a state of flux, but will work out its problems. Continually undersold, it's still the greatest mass medium. It's future will be interesting—and positive." He sees many changes for the better, in all phases of the industry.

Mr. Flanigan's faith is supreme, despite his rugged competition. He competes not only in the nation's strongest TV markets, but also with hard-hitting radio operations in the six cities where NBC has O & O outlets. Two plusses he favors, however, are the swing of many advertisers who do not require product demonstration from TV to radio, and the emphasis stations are giving increasingly to merchandising, particularly in food and drug lines, to spot clients.

Many of his thinking processes as applied to broadcasting stem from his legal training. After graduation from the U. of Iowa, he began work there on a law degree before returning to Chicago, his family home most of the time since his boyhood days in Aberdeen, S. D. Back in Chicago, Bob

It's Coverage that Counts!

Gulliver was a great legendary figure who knew the power of coverage. Here he is shown in the Land of Lilliput. He is the giant who covers the land, just as WBRE is the Gulliver of the "earway" here in this Pennsylvania manufacturing-mining area on the beautiful Susquehanna River. You don't need Seven League Boots to reach this 400,000 populated market. All you need is to call us and WBRE will deliver your message... promptly... profitably.

Headley-Reed, Representative
YOU MIGHT WALK A MILE IN 6 1/2 MINUTES—

BUT . . .

YOU NEED THE FETZER STATIONS TO SET RECORDS IN WESTERN MICHIGAN!

If you want to "hike" your sales in Western Michigan, sign up now with the Fetzer Stations—WKZO-WJEF in radio, WKZO-TV in television.

RADIO: WKZO, Kalamazoo, and WJEF, Grand Rapids, a CBS combination, deliver about 57% more city listeners than the next-best two-station choice in these cities. The 1949 BMB Report shows tremendous rural circulation, too—a 46.7% increase over 1946 in unduplicated daytime audience . . . a 52.9% increase at night! In the Grand Rapids area alone, this amounts to an unduplicated coverage of 60,000 homes, day and night. Best of all, WKZO-WJEF cost 20% less than the two next-best stations in Kalamazoo and Grand Rapids!

TELEVISION: WKZO-TV, Channel 3, is the Official Basic CBS Television Outlet for Kalamazoo-Grand Rapids. The 28-county Videodex Diary Study for April, 1952, using BMB techniques, proves that WKZO-TV delivers 91.7% more Western Michigan and Northern Indiana television homes than Station "B"!

Ask your Avery-Knodel man for all the facts—or write direct.

*Michael Pecora walked a mile in 6 minutes, 27.1/5 seconds in New York City on February 22, 1932.
Open Mike

Joseph P. Ernst on our staff."... Gentlemen, the secret of Joseph P. Ernst must never be allowed to filter into the ranks. Our very security is at stake. And yours. For with Joseph P. Ernst at the helm, what need for a magazine telling of the industry's activities? We must formulate a forward looking program to overcome this threatening disaster.

The Staff
WJON St. Cloud, Minn.

All's Wells
EDITOR:
... On page 10 of your Aug. 4 issue there was this item, "Albert A. Sommer, vice president and manager of McCann-Erickson, Cleveland, appointed head of Chicago office." That's not true. Mr. Sommer has been transferred to the Chicago office as a member of the Advisory Committee. Sidney A. Wells, vice president, is still manager of the Chicago office...

Frank LaClave
McCann-Erickson
New York

Simulcast Revival?
EDITOR:
The future of simulcasts between radio and television is brighter than we think. It will help each medium—it will popularize the dragging radio shows and is one answer to the problem of decreased radio set in use. It is sound economy.

Harold Hough
Director
WBAP-AM-FM-TV
Fort Worth, Tex.

Old Subscriber
EDITOR:
[I was] thinking about how long I have been a subscriber to your wonderful magazine, and durned if I don't find out it's been 25 years as of last April.
You can check this if you want to go to the trouble, but I think I'm entitled to a 25-year medal. Make it gold and send it immediately...

R. A. Dunlea
President
WMPD Wilmington, N. C.

[EDITOR'S NOTE: Faithful subscriber Dunlea will have to wait for his medal. He's been publishing not quite 21 years.]

Invaluable
EDITOR:
I would like you to know that Broadcasting • Telecasting has been invaluable to us in keeping up with the fast-moving development of the industry. Your issue [April 14] carrying the final allocation plan was a monumental job and a great service to the industry.

Daniel W. Kop
V. P. & Gen. Mgr.
WAVZ New Haven

King Kong Rings Gong
EDITOR:
... As an experiment similar to that outlined in your July 28 article [in which Terry Turner, exploitation director of RKO Radio Pictures, described success of broadcast advertising for "King Kong"], theatres in this area showing "King Kong" bought an extensive 167-spot-in-nine-days schedule on KGO and KGO-TV...

"The results have been wonderful," writes Bill Blake, RKO Golden

(Continued on page 70)

Are you looking for markets prolific? Here is one that should certainly rate. Get the figures and facts specific*

In the 7th New England State.

WTAG
AND WTAG-FM BASIC CBS
the

7th New England State

Represented by Raymer

*FACT NO. 1
WTAG—tops them all in the 3rd largest market in New England.

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Broadcasting • Telecasting
Visitors know Milwaukee as a nice place to live . . . a city of parks, and a city where one radio station stands out from all others—WTMJ. For example:

LISTENERSHIP—Year in, year out, more people in Milwaukee and Wisconsin listen to WTMJ than any other station.

COVERAGE—Primary coverage alone blankets 628,916 of Wisconsin's total of 968,253 radio homes.

ADVERTISING—More national, regional and local advertisers spend more radio dollars on WTMJ than any other local station.

SERVICE—30 years of intense local programming, radio news reporting, NBC shows and public service.

FACTS—Your Henry I. Christal representative has all the facts and figures you need. Call him.

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

Represented by
THE HENRY I. CHRISTAL CO.
New York • Chicago
even the president makes daily sales presentations...

Yessir, the president of H-R Representatives is out pounding the pavements everyday for the stations on the H-R List. And so are the vice-presidents, the secretary and the treasurer.

H-R Representatives was founded on the premise that you must send a MAN to do a MAN'S work if you want to give the very best in AM and TV representation.

That policy is not only true of every working-owner of the company, but it is projected in every sales employee on the staff. Every H-R man on the street is a mature, sales-seasoned veteran who has the savvy and the know-how to present the sales story of its member stations most effectively and most resultfully... a man who does a man's work!
RIVAL NETWORKS' CUTS

By Rufus Crater

The shape of radio network time costs for the future was molded last week, with the other networks expected to devise new structures matching the approximately 25% nighttime cut—via additional discounts—approved by CBS Radio and its affiliates.

Evolved by a committee of affiliates after extensive sessions with network officials, and given an "overwhelming" vote of approval at the meeting of approximately 110 affiliates in Chicago on Tuesday, the plan is slated to become effective Aug. 25.

The adoption of the plan hinged on its formal acceptance by 85% of the CBS Radio affiliates in the continental U.S. that receive network compensation.

At mid-afternoon Friday Frank Stanton, CBS president, told Broadcasting & Telecasting that 85.2% had signed. The overwhelming acceptance, he said, was a "remarkable demonstration" of network-affiliate unity.

The alternative, station officials said after the meeting, would be a straight 35% cut in nighttime rates by the network.

Instead of that, leaders of the affiliates committee estimated that they had accomplished "80 or 90%" of the mandate handed them when the stations first convened to study the rate crisis in July (B&T, July 7).

'Deals' Out for Good

Apart from the increased discounts to nighttime advertisers, they yielded to a 15% cut in compensation from the network, but won (effective Feb. 25, assuming the plan is effectuated Aug. 25) a restoration of last year's 10% rate cut, so far as Monday-through-Friday daytime programs are concerned, accompanied by a 5.5% increase in what they themselves are paid for carrying programs in these periods; were assured that the network's card rates won't be cut for at least a year and that "deals" are out for good, and won network agreement to de-emphasize ratings as a principal selling tool and to underwrite a qualitative study of radio listing and radio's sales effectiveness.

There appeared no doubt that the other networks would follow suit with comparable plans of their own devising.

Others Watching

An NBC official, referring obviously to NBC's abortive prior attempts to reduce rates, noted that "we have been studying our own rates for a year and a half" and, in the face of the CBS Radio move, probably will have an announcement to make about them "soon."

An ABC spokesman described the network's position in words that seemed applicable to all:

"We regret that CBS has seen fit to lower rates. ABC will re-examine its rates in the light of that action. Advertisers on ABC will not be at a competitive disadvantage."

Mutual had no immediate comment. But it was recalled that like the other networks it, too, "met the competition" when CBS Radio led the way with its 1951 reduction of approximately 10%. Mutual and ABC did it that time by a procedure comparable to CBS Radio's approach to this one—by revising discount structures.

John Fetzer of WJEF Grand Rapids and WKZO Kalamazoo, who presided over the Chicago meeting in the absence of Chairman George Storer of Storer Broadcasting Co., who was struck with a heart attack before the meeting, described the plan and its expected results as follows:

"These changes re-balance the night and day values of the radio medium. They also simplify the cost structure for network advertisers."

"Under the proposed plan, revised discounts will permit most nighttime advertisers to enjoy cost reductions averaging about 25%. Daytime charges for Monday-through-Friday advertisers will be increased in most cases by about 5%.

Mr. Fetzer's reference to an approximately 5% increase in advertisers' costs on daytime programs Monday through Friday, as against an 11.1% increase in the card rate for these hours, presumably means the network will absorb, via discounts, the difference between the 5.5% increase in station compensation and the 11.1% increase in rates."

"The majority of the committee..."

(Continued on page 28)

RATE 'SEAL' URGED

By J. Frank Beatty

Adoption of an "NARTB Guaranteed Rate Card Seal" was proposed last week by Todd Storz, general manager of KOWH Omaha, to curb the "widespread practice of rate cutting."

On the eve of the annual series of NARTB district meetings, starting today (Monday) in Cleveland [B&T, Aug. 11], the association was offered this chance to attack special deals and deviation from published rates.

If NARTB feels it isn't practicable to undertake the seal project, Mr. Storz said he would undertake to form an industry group outside the association to initiate and administer the plan.

The plan was submitted at the same time CBS was agreeing with its affiliates to cease rate-cutting for a year.

Though rate-cutting doesn't have a formal place on the agendas of the 17 NARTB district meetings, it was obvious that the subject will join television's impact in dominating the panel discussions.

No NARTB Comment

NARTB headquarters would not comment officially on the Storks plan for an NARTB seal other than to explain that President Harold E. Fellows was in touch with Mr. Storz.

President Fellows will find himself in the middle of a rate-cutting discussion at today's opening session in Cleveland. Robert T. Mason, WMRN Marion, Ohio, director for District 7 (Ohio, Ky.), will preside at the inaugural meeting and will introduce Mr. Fellows at 10 a.m.

That's where the rate-cutting problem is expected to draw broadcaster fire. Mr. Fellows will follow his 1951 district meeting policy by tackling industry problems and then inviting floor discussion. He has long been a staunch advocate of adherence to rate cards.


NARTB itself, it was explained (Continued on page 65)

AUGUST 18, 1952 • Page 23
‘OMNIBUS’ SERIES
Ford Allows $2 Million
FORD Foundation’s TV-Radio Workshop has authorized $2 million to underwrite its forthcoming 90-minute weekly television series, ‘Omnibus,’ it was announced last Thursday by Robert Saudek, workshop director, at a New York news conference.

The program currently being shown to advertising agencies and advertisers in an attempt to get commercial sponsorship by at least five multiple national advertisers for the program to be launched Nov. 9, 4:30-6 p.m. on CBS-TV. Should part of the show remain unsponsored, the workshop is prepared to underwrite the entire series 26 weeks, Mr. Saudek said.

Although the program was first offered to CBS-TV affiliated stations only last week for station clearance of 30 minutes, more than 20 stations already have agreed to take the program, Mr. Saudek revealed. Affiliated stations will be paid for the show on regular card rates.

Price of the show to one of the five advertisers will be $13,000. Advertisers will buy the program in the regular manner, paying for both time and talent.

‘Showcasing’ Programs
The program is composed of about five features in each program, with segments running from five to 40 minutes—the extent of the act without any quarter-hour breaks. Many of the items presented in ‘Omnibus will be in the nature of ‘showcasing’ programs that eventually may find their own places in network schedules.

The talent on the program is sponsored by with actors and entertain- ments. Hubbell Robinson, vice president for programs, CBS Television, described the show as a special kind of variety show which will appeal to the mind but will have its light moments.

The TV-Radio Workshop was established in September 1961 on the recommendation of James Webb Young, then consultant on mass communications to the Ford Foundation, as the first major im- plimentation of a trustees’ mandate that “the Foundation will support activities designed to develop the effective use of mass media for nonacademic education and for better utilization of leisure time for all age groups.”

Kordol Names Rader
KORDOL Corp. of America, New York, has named Kenneth Rader Co., that city, to handle advertising for its Kordolin proprietary medicine. Spot radio will be used in major Eastern markets, with definite schedules to be announced later.

MBS RADIO
MUTUAL, with more stations serving the country’s non-TV area than the three other major networks combined, also leads in share of audience among the 17 million radio homes located outside the reach of TV stations, according to a special survey conducted by J. A. Ward Inc. for MBS early this year.

Substantiating this finding, a repeat study of the 1956 “Hometown America” survey, covering those 329 markets in which MBS had the only network outlet, made in February-March 1952 concurren- tly with the Ward survey, shows an 11% increase in MBS audiences in the two-year period. Results of the two surveys, soon to be published in a 75-page statis- tical report, “Radio Listening Throughout Non-TV America,” were outlined by Richard J. Puff, MBS director of research, at a Thursday morning news conference at the network’s New York headquarters. He pointed out the num- ber of radio homes in the non-TV areas of the country just about matches the number of TV homes in communities where video pro- gram service is available.

Covering 86% of the nation’s land area and including 60 million people and 38.6% of the U. S. radio homes, the non-TV area has 795 network stations in 531 com- munities, Mr. Puff reported. Mu- tual, he said, has local outlets in 416 of these cities, “more outlets than the other three major out- lets put together.”

The Ward survey, a coincidental telephone job including more than a million interviews in 151 markets outside the reach of TV stations at a cost of $152,000, was under- written jointly by the Mutual net- work and more than 100 of its affili- ated stations, who will receive in- dividual reports of their own cov- erage areas, Mr. Puff said. Made over a four-week span, the survey generally measured listening be- tween 9 a.m. and 10 p.m. weekdays, and noon and 11 p.m. Saturdays and Sundays, he said.

KOIN, KJR SALES
Seven Others Also Approved
SALE of Marshall Field’s KOIN- AM-FM Portland, Ore., and KJR Seattle for new ownership for $1.6 million [BT, July 14] was approved by the FCC last week.

The Commission also approved seven other transfers of ownership or of control, including the proposed sale of WRJN-AM-FM Racine, Wis., from Harry R. Le- Poidevin and the estate of the late Frank R. Stumph to the Journal- Times, Racine, that city radio station for $157,600 [BT, June 23]. For details of other approvals, see FCC Roundup, page 103.

New owners of KOIN and KJR stations are Ralph E. Stolkin, Chi- cago oilman and principal in Na- tional Video Corp., cathode ray tube manufacturer; Edward G. Burkle Jr., San Antonio oilman; C. Howard Lane, vice president of Field Enterprises; Ted R. Gamble, Portland theatre operator, and Sherrill G. Corwin, Los Angeles theatrical man-

Mr. Gamble has financial interests in KLZ Denver and KCMM Palm Springs, Calif. Messrs. Stolkin, Burkle, Lane and Gamble have announced their intent to affiliate with Remington Mutual and will purchase CBS network affiliations; they have also agreed to associate with Clem Randau in the operation of KXOB Stockton, Calif., which they bought recently from Lincoln Dollar for $200,000 [BT, June 23].

Mr. Lane also holds an interest in KFBI Wichita. He will make his headquarters in Portland. KOIN and KJR are held by Mount Hood Radio & Television Broadcasting Corp.; KJRS’s by Mount Rainier Radio & Television Broadcasting Corp. Minor interests in KOIN will be held by Harry H. Buckendahl, vice president and general manager, and Ted Cooke, program director. Minor ownership in KJRB will be held by J. A. Ward Inc., the chain’s general manager. All continue in their present positions.

KOIN is a CBS affiliate on 970 kc. KJRB is an ABC out- let on 960 kc with 5 kw.

Sales will be consummated Aug. 22 for KOIN and Aug. 23 for KJRB.

Protest against the sale of WRJN Racine to newspaper own- ership was made by WRAC of the same city. WRAC charged FCC approval would cause to monoply of the city and appealed, WRJN asked FCC to dismiss the protest as coming from a “dis- grunted competitor” [At DEAD- line, Aug. 4].

Berg to West Coast
TRANSFER of Lee Berg, staff writer for the Frederic W. Ziv Co., to the Hollywood head- quarters of the company from its New York office was announced Wednesday by Herbert Gordon, Ziv vice president in charge of pro- duction. Mr. Berg will begin work immediately on the coast, taking over the new Ziv radio program, FREEDOM, U.S.A. [BT, July 4].

Page 24 • August 18, 1952

DRAWN FOR BROADCASTING • TELECASTING BY DICK WANG
"Better hustle with these studies... and don't depend on a quiz program when you grow up like I did."
field & Johnstone, that city, will be starting 13 and 26-week campaigns early in September in 10 markets. Growth Rates, the ad agency of Harry B. Cohen, effective Sept. 29, will enter 200 radio and approximately 15 TV markets for a 22-week campaign.

For Baldwin Corp., New York (twistband watches), through Ben Sackheim, also New York, is planning to use station identification spots of eight and 20 seconds in about 21 markets, effective Sept. 22. This marks the third year in TV spot advertising for the client but a tremendous increase in coverage this year over the previous campaign.

Seeman Brothers, for its new product Nylast, a detergent and nylon strengtheners, is considering a TV spot schedule to introduce the product. William H. Weintraub Co., New York, is the agency.

In commenting on the roseate tone of the spot picture, Mr. T. F. Flanagan, manager of the National Asso. of Radio and Television Station Representatives, told BROADCASTING • TELECASTING that “when you look for the causes of this healthy, continuing, growing trend in spot radio you will probably find that the best reason for its continuous growth is that advertising appropriations are growing. The larger and national spot is getting more than its share of the added billings,” he said.

Mr. Flanagan continued: “When I was a week upon agency planners that they could get more saturation by the use of national spot advertising than from any other combination, and that saturation has become necessary to meet the great production volume of industry, it is not surprising that national spot is growing.”

The television business,” he said, “is marked by a decided movement toward placing programs on a spot basis. The trend is made possible by putting programs on film, and the result is lower cost for time and a better time schedule, with consequent larger audiences.

“IT is not beyond the bounds of possibility,” Mr. Flanagan concluded, “that this trend in spot programs on television will be matched with a similar trend in spot radio made possible by taped programs.”

**Pulse Study Sees 35 Million**

The single day spot audio audience, as measured by Pulse during the Monday 7:30 to 8 a.m. period, reached a high of 45.0% and a low of 28.5% at 8 a.m. From the lowest of 9% for information shows, to 37.9% at 8 p.m., the time for which the survey was made.

Saturday auto-listening was at its highest at 7:30 a.m. (45.0%) and reached a low of 28.5% at 11 a.m., with the figure slowly rising to 32.7% at 7:30 p.m. Figures for Sunday showed peak listening at 7:30 a.m., with the figure declining in late morning and early afternoon to a low of 23.5% at 1:30 p.m. and rising slowly to 41.0% by 8 p.m.

In another exploration of the sets-in-use angle, Pulse found all sections of the country about equal with a uniformly high percentage of listening. With exceptions West and Rocky Mountain regions led with 35.8%, followed in order by the South Central, South and Middle Atlantic (33.8%); the Northeast (32.5%), and the Middle West (30.9%).

Further data on the survey can be obtained from the Research Department, Broadcast Advertising Bureau Inc., 270 Park Ave., New York 17, N. Y.
RADIO listeners spent more money and bought more goods than newspaper readers, according to a study conducted in Rochester, N. Y., by Advertising Research Bureau Inc., according to the city's Radio Broadcast Management Council.

Surveys conducted by four local stations—WARC, WHAM, WNRN, WVET—reveal that radio drew more customers and sold more merchandise in three out of four store surveys, with a slight differential in the fourth store.

Newspaper advertisements were published in the jointly-owned Ganett dailies. WHEC, Ganett-owned, did not participate because of company policy. Stores participating were McFarlin's, leading men's wear store; Projaney's, women's apparel; Edward's Department Store, and Sears, Roebuck, household appliances. Each store spent the same sum for radio and newspaper advertising, the ads ranging in cost from $120 to $255.

Participating stores had 35.1% more traffic than would have been the case had they used only newspapers which produced only 29.5% of the traffic, the combined results show. Radio was responsible for 44.8% of the purchases of merchandise against 40.2% for the newspapers. Per cent of dollar value of purchases gave radio 34.4% compared to only 27.5% for newspapers. Buyers attracted by both media were in the minority, supporting the theory that there is little duplication between radio and newspapers.

Jack Knabb, public relations counsel for the Rochester radio group, said:

Radio should not be used haphazardly but on the same frequency and continuity as any other medium. Quite definitely there are two groups of buyers, one of which can be reached only by radio. Retailers are losing customers by not using radio. They positively can get more customers, more sales and more value for their advertising dollar by implementing themselves in proper advertising with radio on an equal basis.

Breakdown of combined results follows:

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<td>13.7%</td>
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<tr>
<td>$ Dollar Value of Purchases</td>
<td>29.1%</td>
<td>28.9%</td>
<td>24.0%</td>
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Average Daily Per Cent of Traffic

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<tr>
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<td>Both</td>
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Phelan, Graham Named

THOMAS H. PHELAN, manager of radio technical operations for NBC New York, and D. Gordon Graham, director of program production and public affairs for WCBS New York, have been elected chairman and vice chairman, respectively, of the Downstate Committee of the New York State Civil Defense Radio Committee.

GORDON MCLENDON, president of Liberty Broadcasting System, which suspended operations several months ago, has called upon the FCC to aid revival of the network by requiring Western Union to relax restrictions on play-by-play accounts of baseball games and by preventing networks and stations from accepting any exclusive contracts for sports events.

Mr. McLendon made his requests in response to an invitation from the FCC to explain the reasons for Liberty's suspension.

Whether the Commission or its staff intends to pursue the matter could not be learned. Curtis B. Plummer, chief of the FCC's Broadcast Bureau, which normally would handle such matters, refused to say what, if any, action was contemplated.

On July 22 the FCC wrote a letter to Mr. McLendon saying, in part, "... Your cooperation would be appreciated in informing the Commission as to the reason for the suspension of Liberty's operation and as to any other factual data that you would care to furnish in connection with this matter."

On Aug. 6, Mr. McLendon replied. He said Liberty was "forced out of business by a conspiracy to re- strain broadcasting within organized baseball. Some elements of the alleged conspiracy, he said, "may fall without the Commission's jurisdiction." But, he added, "it would seem to me that two points... are squarely within the province of the FCC."

Elaborates on Points

First, he said, is the "tariff" by which FCC permits Western Union, a common carrier, to contract with organized baseball, restricting its transmission of play-by-play accounts to those radio networks and/or stations complying with baseball's illegal restrictions upon broadcasting of games. This tariff by which Western Union is permitted to restrict its service puts Western Union in a conspiracy with organized baseball and is against all principles of unrestricted service traditionally applying to common carriers."

Second, he said, is the "exclusive contracts for the broadcast of sporting events and special events now made and being made by many networks to baseball clubs, sporting promoters and so-called 'owners of the news.'"

Such contracts, he said, "operate in opposition to the Commission's announced policy of permitting no exclusive contract relating to dissemination of the news."

Mr. McLendon admitted the FCC had no jurisdiction over sports promoters or networks, though it could "regulate networks through its jurisdiction over the networks'"
By JOHN OSBON

THE ACCENT was on the positive in rival political campaigns last week as the Democrats and Republicans cleared their organizational decks and concentrated on strategy of pre-election campaigning.

All sights were set on Labor Day 1962, generally accepted as the kickoff date for the political drives that would lead to the radio-TV land toward the White House.

A series of top-level discussions marked a week of activity in both parties, with strategists bearing down hard on actual campaign planning and the role of radio and television.

Most of the preparation was sub rosa, however, with both camps keeping their plans under wraps and preferring not to tip their hands—especially on broadcast time commitments. The real spade work was continuing in agency circles—at the Joseph Katz Co. for the Democrats andrudner for the GOP. There was some activity, too, at senatorial and Congressional levels.

Actual Figure Not Set

One fact became significantly clear last week. Neither party is speaking in terms of a specific radio-TV advertising budget. Both are hedging their bets by planning to scrape up every available penny to buy time and are prepared to pay heavily for use of broadcast media, especially TV.

High cost of campaigning in this TV year is a subject of concern among party officials. But an outlay of $3 million by each party has been estimated in informed quarters. [B*T, Aug. 11, 4].

Weekend conferences on campaign planning were held with Gov. Adlai Stevenson, Democratic presidential nominee, at the Democratic National Convention in Milwaukee, Ill., headquarters. Specifiers on radio-TV were to be aired, with Ken Fy, radio-TV director of the national committee, participating actively in discussions. Clinton Fritchev and David Bell, two Presidential assistants, flew back to Springfield with the Governor.

Stephen A. Mitchell took over as new national committee chairman, succeeding Frank E. McKinney (minority stockholder in WISH Indianapolis), who returns to private practice and broadcasting. Mr. Mitchell conferred with President Truman last week, said details of radio-TV timebuying were being worked out in Springfield. The Campaign Advisory Committee announced this past weekend with Mr. Mitchell slated to attend.

His response was in answer to a newsman's query whether the national committee had bought time for speeches by the President in Milwaukee and Gov. Stevenson in Detroit on Labor Day. Details of Mr. Truman's role in the campaign had not crystallized last week, though he did say he was at the disposal of the committee for speeches. Mr. Mitchell resigned as chief counsel of a House Judiciary subcommittee probing the Justice Dept. to accept the chairman's post.

The appointment of Mr. Mitchell, still subject to confirmation by the national committee's executive unit, portended some changes in party campaign organisation and planning, according to some observers. In the past several months, the avowed intention of Gov. Stevenson to set his own campaign course, including TV appearances.

Stevenson Drops TV Interest

Meanwhile, an amendment last week by Sangamon Valley Television Corp.'s application for TV Channel 2 at Springfield, Ill., disclosed that although Gov. Stevenson has personally given his 2.5% interest in the firm [B*T, Aug. 4], his family's sister retains its 7.5% holding. His sister, Elizabeth S. Ives, at whose home he resides, holds 2.5% interest in Sangamon Valley Television, while his brother-in-law, Ernest L. Ives, is secretary and 2.5% owner. The Ives' son, Timothy Read, holds 2.5%.

Mr. Stevenson's 2.5% holding was taken over by WTXA Springfield, increasing the station's interest to 25% in the TV applicant.

Possibility of so-called 'whistle-stop' tours by Mr. Truman were not discussed in the White House conference, nor was the nature of Vice Presidential candidate (Sen.) John Sparkman's (Ala.) participation broached.

A similar situation prevailed at Republican campaign headquarters in Washington. D. C., with respect to GOP candidate Eisenhower and Vice Presidential nominee (Sen.) Richard Nixon (Calif.).

The GOP has been moving slowly, hampered partly by organizational huddles and getting the wheels in motion.

Campaign planning aspects are being cleared through Robert Humphreys, new Republican National Committee publicity chief.

Edward T. Ingle, GOP radio-TV director, who handled preliminary arrangements involving radio-TV commitments and agency liaison, is still overseeing mechanics, coordinating his work with Mr. Humphreys and Jonathan Tuomey, director of the GOP National Speakers Bureau, headed by Sen. Karl Mundt (R-D.S.D. and Rep. Charles Halleck (R-Ind.). He is handling correspondence for any Eisenhower-Nixon addresses and working on details for the campaign trains.

Stanley Pratt, personal representative of National Chairman Arthur Summerfield to Gen. Eisenhower, last week was active in Washington and at the General's Denver headquarters. Mr. Pratt, president and general manager of WSOO Sault Ste. Marie, Mich., is devoting full time to his political activity.

He told Broadcasting • (Continued on page 69)

WANT to keep out of political bear traps?

Tips to radio and TV stations in \n
handling candidates for office, as \n
their enthusiastic supporters, are given in "A Political Broad-\ncast Catechism," new booklet just compiled and released to members by the NARTB Legal Dept.

Designed as a guide to radio and TV station managers during cam-\npaigns, the catechism's question-answer contents cover frequently recurring problems and what to do about them.

An astute and sometimes cautio\n
nous advisor, NARTB describes some of its solutions as specula-\n
tive and leaves decisions up to the judgment and discretion of broadcasters themselves.

Some problems are tackled head-\n
on, such as the Communist Party situation:

Q—“Do I have to make time available to the Communist Party if they demand it?”

The answer is "yes" provided the Communist Party is a legal party in the broadcaster's state and provided time has been allotted to candidates of other parties for the same office. Thereupon, this

(Continued on page 61)

CAMPAIGN CATECHISM

NARTB Issues

PROGRESSIVE PARTY

NBC to Air Speeches Sept. 6

PROGRESSIVE Party headquarters announced last week NBC has agreed to air acceptance speeches from Chicago by Vincent Hallinan and Mrs. Charlotte A. Bass, the party's candidates for President and Vice President, respectively, on Sept. 6. Their speeches will be heard on a simultaneous NBC radio and TV hookup.

NBC did not carry acceptance speeches at the time of the party's national convention in Chicago, July 4-6, when speakers were Mrs. Bass and Mr. Vincent Hallinan, who was substituting for her husband. Mr. Hallinan was serving a term in McNeill Island federal penitentiary for contempt of court, but he was scheduled to be released from prison yesterday (Sunday).

NBC agreed to grant nationwide network time after the Progressive Party had requested to the FCC [B*T, Aug. 11].

A spokesman at the party's New York headquarters told Broadcasting • TELECASTING that ABC, CBS and Mutual have agreed to pipe in over a closed circuit the original speeches made by Mrs. Hallinan and Mrs. Bass to those radio stations that did not carry them last month.

The spokesman added that ABC-TV was scheduled to carry a tele-\ncast of the original talks Friday (Aug. 31) over WCAC-TV Los Angeles, from which kinescopes would be made for other ABC-TV stations. He said CBS-TV is con-\nsidering coverage of the Sept. 6 speeches as is DuMont, but no de-\nfinite arrangements have been made.

PUBLIC DRIVES

Parties Weigh Strategy

POLITICAL DRIVES

(Continued from page 27)
Rival Networks’ Cuts Seen

(Continued from page 23)

tee believes that the plan, if adopted, will stabilize radio costs," Mr. Fetzer said. "The overall effect of the changes will be to strengthen the CBS Radio network as the lowest cost and most efficient of all advertising media with full recognition of the tremendously audiences delivered both day and night."

Mr. Fetzer, who issued the statement at a joint news conference with CBS President Stanton on Tuesday afternoon, said he thought "is few" affiliates might not go along with the plan, though he was confident that a great majority would. He said a "unanimous" motion of approval was carried after the group had voted approval by a majority, which was said to be "overwhelming."

Mr. Stanton expressed confidence that the realigned discount structure would attract new business as well as renewals to the extent that sales would justify it.

He said Thursday that only two stations had refused to sign—Goodwill Stations’ WJZ Cleveland and WJR Detroit. Negotiations with those two, it was understood, are complicated by a package arrangement which the stations have had in previous affiliation contracts but which the network thus far has refused to extend above the standard compensation rate.

Commenting on the Chicago developments, Paul W. Morency of WTCI Hartford, chairman of the all-industry Affiliates Committee, voiced hope that the move will at last bring stability to the radio sales field. To the extent that it does stabilize the industry, he said he felt it is "okay."

He commended the move to de-emphasize ratings as a sales tool, and called upon broadcasters generally to stop talking radio down, to stay on the card, and to promote the medium’s power as a salesman.

One of the major arguments of those who supported the plan was that it guarantees that the network’s card rates will not be cut for at least a year. Thus, they felt, the move’s effects on local and national spot rates should be minimized. Additionally, it was pointed out that last year’s network rate cut was not carried over into local and spot rates, and observers were hopeful that this much more substantial reduction, via increased discounts, also will have little material effect on other radio rates.

Members of the CBS Affiliates Committee also drew some comfort from the fact that the network requested that the committee, or a similar group, be continued in office in order to advise with the CBS officials on matters of common interest.

This inspired an affiliate of another network, referring to NBC’s past attempts to reduce rates, to say he hoped all networks would take a lesson on the importance and value of not acting unilaterally.

Only Temporary Expedient

Two of the stawlarts against the plan in the opening session Tuesday morning were Victor A. Sholts of WHAS Louisville, who had delivered the keynote address at the July session, and John Patt of the Goodwill Stations. Both are members of the Affiliates Committee, headed by Mr. Storer. Their contention, it was reported afterward, was that the plan was a temporary expedient that would not solve radio’s basic problems.

The official announcement said the Affiliates Committee had previously recommended adoption of the plan by a 60 vote, with three members abstaining. These three were understood to have been Messrs. Sholts and Patt, and I. R. Lounosberry of WGR Buffalo, who also is chairman of the Columbia Affiliates Advisory Board. When that vote was taken the committee’s tenth member, Hubert Taft Jr. of WKRC Cincinnati, was absent.

The one-day session was not so protracted as some members had expected. It opened shortly after 10 a.m., broke for luncheon about 1:30 p.m. and resumed around 3 p.m., continuing for approximately one hour. CBS President Stanton and three of his associates—CBS Radio President Adrian Murphy, Station Relations Vice President Herbert V. Akerberg, and CBS Vice President Richard S. Salant—entered the closed session shortly before noon.

Mr. Stanton denied afterward that CBS Radio officials in their own deliberations had ever talked of a rate cut as high as 50%.

Participants in the sessions said there was no threat, among the affiliates, to resign from the network in protest against the cost reduction.

CBS officials, in their efforts to convince the stations that changes were necessary, were quoted as indicating that network operation under existing economic conditions

RELAXING during tensions of Chicago meeting are (1 to r) B. G. Robertson, assistant manager, KWKB Shreveport; Arnold F. Schoen Jr., general & commercial manager, WPRO Providence; H. L. Krueger, manager, WTAG Wrocester, Mass.; R. B. Westergard (seated center), vice president-general manager, WNOX Nashville; Gerald Harrison, president, WMAS Springfield, Mass.; Walter Haase, sales manager, WDRC Hartford, and Earl W. Winger, co-owner, WDOD Chattanooga.

TALKING OVER a mutual subject are these officials at the Chicago gathering (1 to r): Walter Valerius, general manager, WELM Elmira, N.Y.; Cecil Martin, general manager, WBNF Binghamton, N. Y.; Clyde F. Coombs, vice president-general manager, KROY Sacramento; Howard Lane, vice president in charge of radio, Marshall Field stations; Harry C. Wilder, president, WTRY Troy, N. Y., and Julius J. Brauner, secretary, CBS Inc. CBS Radio affiliates met with network officials last Tuesday.
not only has not been profitable but that, unless changes were made, CBS would go into a syndicated program business of some sort, with the affiliates doing all the selling.

Text of the “alternative rate plans” upon which the proposal was voted was as follows, with the second representing the one which will be effectuated when 85% or more of the stations have signed for an appropriate amendment of their affiliation contracts:

“A Careful Rate Plan”


II. CBS Radio Affiliates Committee’s plan:

1. No cut in card rates for at least one year.

2. CBS’ usual discounts by network result in average cost reduction to advertisers of 25% for nighttime programs.

3. Restatement of 10% cut by 11.1% on daytime rates, with affiliate receiving a 5.5% increase in compensation for daytime programs.

4. 15% cut in station payments to all CBS affiliates.

5. De-emphasis of ratings as a principal selling tool of network radio and active participation in, and under-writing of, a study of the present accounting practices of the radio licencing and radio sales effectiveness.

6. NO MORE RATE CUT DEALS.

The rates and compensation portions of this plan were spelled out by CBS in an amendment which its affiliates were called upon to sign. Text of the amendment in the form of a letter to stations, is as follows:

Dear Sir:

We refer to the affiliation agreement with CBS Radio dated... relating to station... Such agreement, including all amendments thereto, is hereinafter referred to as the subject agreement. It is hereby agreed that the subject agreement between us shall be amended effective August 25, 1952 as follows:

1. The gross hourly card rates at which CBS Radio currently sells broadcast time over the station for network sponsored programs as specified in the subject agreement (and as amended by the July 1, 1951 rate reduction), shall not be reduced by CBS Radio for a period of 12 months from and after August 25, 1952.

2. The gross hourly network card rate of the station for daytime broadcasts, Monday through Friday, shall be increased effective February 25, 1953, by an amount equal to 11.1 per cent of the existing rate, which rate now charged for such time (i.e., thereby restoring for those periods the 10 percent daytime rate reduction previously effected July 1, 1951), provided, however, that the increased rate charged for such time under the subject agreement, the increase in such gross hourly network card rate shall be disregarded and the rate payable by CBS Radio for each "coupled hour" in any week under the subject agreement (with respect to the station's current gross hourly network card rates) shall be increased by an amount equal to 5.5 percent thereof, with respect to each "coupled hour" of Monday through Friday daytime programs broadcast on or after February 25, 1953.

3. Effective August 25, 1952 the payments to be made by CBS Radio to the station under the subject agreement shall be decreased by an amount equal to 15 per cent of the amount otherwise payable for all programs broadcast after August 25, 1952, and as specified in the provisions of said agreement, and of paragraph number 2 above, in respect to programs broadcast on or after February 25, 1953.

The foregoing amendment to the subject agreement of which you have been notified is to become effective immediately, and is subject to the approval of the subject agreement, which approval shall be given by the station, and shall be of no force or effect with respect to programs broadcast by CBS Radio thereafter.

Very truly yours,

CBS Radio, a division of Columbia Broadcasting System, Inc.

By

Vice President

Accepted and agreed to:

Date:

Discussions which culminated in the new plan were inaugurated at the affiliates' first convention in July, after reports of immense rate cuts by CBS Radio had become rampant.

Storer Incapacitation

Ironically, Mr. Storer, who had taken the lead in calling both that session and last week's, was not able to take part in either of the conventions, although he is figured prominently in between-sessions negotiations and planning.

He became suddenly deaf following his arrival in Chicago Monday night. In an attempt to have doctors examine and force to foreground participation in the meetings. The deafness, expected to be temporary, was attributed to Storer's heavy schedule of business activities, and partly to his flight to Chicago at a relatively high altitude.

Mr. Storer had to miss the convention. Storer, because of the death of a..."
**WTOP INC. PLANS**

$2 Million Radio-TV Structure

PLANS for construction of a $2 million, combined radio-TV facilities under one roof were announced last Thursday by WTOP Inc. (WTOP-AM-FM-TV Washington, D. C.)

The new radio-TV structure, for which WTOP had made a decision, broke ground momentarily, is slated for completion in the summer of 1953. It will house all facilities and personnel of WTOP radio and television operations, save a 50 kw AM radio transmitter at Wheaton, Md.

The building will be erected at 40th & Brandywine Sts., NW, in Washington, site of present TV studios and WTOP-TV transmitter.

This move by WTOP Inc., owned 55% by the Washington Post and 45% by CBS, is part of the network's broad expansion program involving new building construction in New York, Los Angeles and Chicago.

In announcing plans for the new structure, John S. Hayes, WTOP Inc. president, noted that the Nation's Capital and its surrounding areas are perhaps the most important in the world for radio and television broadcasters.

He promised that the new air-conditioned building would be the "modern center of broadcast communications in the world." The CBS Washington radio-TV outlets plan to use the studios for originating a number of key programs (panel and forum discussions, etc.) to CBS Radio and Television.

**MEMBERSHIP COMMITTEE**

Set for NARTB Dist. 6

MEMBERSHIP committee representing NARTB District 6 (Ark., La., Miss., Tenn.) was announced last week by William T. Cahill, NARTB station relations director. Chairman is Ray Herndon, KTHR Houston.

Members of the committee, named by Henry B. Clay, WKJK Shreveport, La., district director, are:

Arkansas—Storm Whaley, KQUA Sioux City; Elmer Jones, Jonesboro; Emil Pouzar, KXRK Little Rock; Weldon Stamps, KFTA Fort Smith.

Louisiana—Tom Gibbons, WAFB Baton Rouge; James E. Gordon, WNOJ New Orleans; George Thomas, KVOL Shreveport.

Mississippi—Hugh O. Jones, WGCM Gulfport; Joseph Carson, WNOX Meridian; Paul Schilling, WNTA Natchez; Robert Evans, WHLO Tupelo.

Texas—Parry Sheffall, WJZM Clarksville; Frank Proctor, WTJS Jackson; John Hart, WNBH Knoxville; J. B. Thomas, WHLM Gallatin.

BLUEPRINT of proposed new $2 million building to house combined facilities of WTOP-AM-FM-TV Washington is shown in this architects' sketch. Plans call for five-story 60-ft. structure with 100,000 square ft. of floor space. Project will provide for FM and TV transmitters, three TV and five radio studios, audience seating capacity, film processing and editing facilities, dressing rooms and a garage for radio-TV mobile units as well as offices for WTOP Inc. personnel and news staffs of CBS Radio and Television networks. Added features will be a snack bar, employee's lounge and locker rooms. Two of the TV studios will be erected to hold audiences of over 200 people, with accommodations for 80 more guests in observation galleries.

Clyde M. Hunt, vice president in charge of engineering for WTOP Inc., is supervising project. Architects are Faulkner, Kingsbury and Stenhouse, Washington.

WHETHER the Paramount hearing—involving the merger of ABC with United Paramount Theatres Inc.—continues for another "several months" or is concluded immediately was put directly up to FCC Hearing Examiner Leo Resnick last week.

Mr. Resnick immediately scheduled a further meeting of attorneys in the combination case for Aug. 20.

It is believed it will be up to FCC Hearing Division Chief Frederick W. Ford to convince Mr. Resnick that additional testimony is essential to the record and that it will not unduly delay completion of the seven-month-old hearing.

In a "Memorandum Opinion and Order" issued last week, the Commission told Mr. Resnick that although it wanted the hearing expedited, he would have to decide whether to keep proceedings going in order to permit testimony regarding anti-trust activities since August, 1948.

The Commission also told the hearing examiner that its Aug. 1 ruling applied to the Scophony case.

Both decisions were in answer to Mr. Resnick's request for clarification of the Commission's Aug. 1 order that evidence about anti-trust violations prior to August 1948 should be deleted from the record [B'T, July 11, 4]. The FCC's Aug. 1 order was in response to formal petitions by ABC, UPT, Paramount Pictures and CBS.

There had been some thought that the Commission's action in establishing a three-year cutoff for anti-trust evidence did not apply to the Scophony testimony. This was because the Commission excepted from the cutoff date any anti-trust activities involving "radio communications."

Scophony testimony dealt with activities of Paramount Pictures in the development of the Skatatron system of TV reception and associated apparatus.

The triple ownership of Scophony Corp. in the early 1940s comprised Paramount Pictures and General Equipment Corp., each owning 25%, and parent British Scophony the remaining 50%.

The combination was broken up by a consent decree in 1946 after an anti-trust suit was filed by the Department of Justice.

Introduce Later Testimony

Since the bulk of the FCC counsel's case has been on the anti-trust activities of Paramount Pictures prior to the August 1948 cutoff date, Mr. Ford had asked that he be permitted to introduce testimony concerning anti-trust violations occurring since then.

He estimated he would need a month for investigation and "several months" to put his case into the record, if his request were granted.

Among the more recent anti-trust cases which FCC counsel has in mind are the 16mm film complaint [B'T, July 28, et seq.], the Madison Square Garden suit [B'T, March 24] and the National Screen Service Corp. complaint [B'T, May 26].

Some 234 anti-trust suits were filed against Paramount Pictures between September 1948 and the end of 1951.

At a one-day hearing last week, Mr. Resnick told attorneys he would expect proposed findings within 30 days after the close of the hearing. He also stated he would order proposed findings on the DuMont-Paramount Pictures control issue within 20 days after the close of the hearing.

There will be no extensions, Mr. Resnick emphasized.

One of the issues in the combination Paramount case is whether Paramount Pictures controls Allen B. DuMont Labs, through 29% stock ownership of the latter company.

Other issues in the case involve the sale of WBKB (TV) Chicago to the CBS following the merger approval, renewal of the license of KTAL (TV) Los Angeles to Paramount Pictures and several subsidiary elements.

Meanwhile, DuMont petitioned the FCC last week to have the three-year cutoff provision applied to the control issue.

DuMont also asked that the Commission rule that (1) its Aug. 1 order applied to non-licensees UPT and the merged ABC-UPT company (American Broadcasting-Paramount Theatres Inc.), and (2) the credibility of witnesses

**PARAMOUNT HEARING LENGTH LEFT TO RESNICK**

**ACLU APPROVES**

**ABC-UPT Merger**

MERGER of ABC and United Paramount Theatres Inc. was approved last week by the American Civil Liberties Union.

In a letter to FCC Chairman Paul A. Walker, ACLU Executive Director Patrick Murphy Maili said that "no valid objection on civil liberties grounds can be raised to the contemplated merger."

The civil liberties organization, which has had an observer sitting in on the 90 days of hearings, said that arguments against the merger were outweighed by the probable strengthening of ABC which would insure "greater diversification of communication and increasing competition between the American Broadcasting Co. and its two principal competitors," CBS and NBC.

Theoretically there might be a conflict of interest between theatre exhibition and TV, Mr. Main said. But practically, he added, it was difficult to think of any specific situation.

Decision to "approve" the ABC-UPT merger was made by ACLU's radio committee and board of directors, Mr. Main informed Chairman Walker.

Among other issues in the case, Mr. Resnick said, is the combined Paramount case is whether Paramount Pictures controls Allen B. DuMont Labs, through 29% stock ownership of the latter company.

Other issues in the case involve the sale of WBKB (TV) Chicago to the CBS following the merger approval, renewal of the license of KTAL (TV) Los Angeles to Paramount Pictures and several subsidiary elements.

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**Continued on page 68**
The Greatest TV Buy Of the Year... Collegiate FOOTBALL

"All American Game of the Week"

FILMED ON SATURDAY READY TO BUILD SALES IN ANY TV MARKET AS EARLY AS TUESDAY

A huge audience for any product in any TV market at low cost

Here's the hard hitting, fast selling package—*All American Collegiate Game of the Week* brings you this season's 11 top football games PLUS the Season's Highlights in Review, PLUS a Rose Bowl Preview. *All American Game of the Week* is television's finest, fastest selling sports program—produced by Sportsvision, Inc.—featuring such outstanding teams as Texas, Notre Dame, Stanford, Michigan, Penn State, UCLA, Maryland, Alabama, USC, Tennessee, Northwestern, Duke, Minnesota, Nebraska, Michigan State, etc.

WIRE COLLECT For information and preview print

FIRST GAME: SEPTEMBER 20

Consolidated Television Sales

DISTRIBUTORS OF FILM FOR TELEVISION

25 VANDERBILT AVENUE, NEW YORK CITY 17, NEW YORK
SUNSET AT VAN NESS, HOLLYWOOD 28, CALIFORNIA
520 NORTH MICHIGAN AVENUE, CHICAGO 11, ILLINOIS

August 18, 1952 • Page 31
Now there's
Now WCCO has a sister station. On August 16 WTCN-TV became WCCO-TV under common ownership* with WCCO radio.

So WCCO-TV with new maximum antenna facilities under construction and maximum 100,000 watts power applied for is the logical broadcasting companion of WCCO's clear channel 50,000 watt voice in the Northwest.

Separate station management and sales have been set up for Radio and Television. CBS Radio Spot Sales continue as National Representatives for WCCO Radio with Phil Lewis as station Salesmanager. Robert Ekstrum is Salesmanager for Television with Free and Peters as National Representatives for WCCO-TV.

Rate cards now in effect make these stations the top buys in the Twin City and Northwest market.

*Midwest Radio-Television, Inc.
W. J. McNally, Chairman of the Board
Robert Ridder, President
F. Van Konyenburg, Executive Vice President and General Manager
IDAHO HOMES

RADIO SET ownership in 96.5% of Idaho homes is shown in the decennial U. S. Census, according to figures compiled from the housing census and just made available by the Census Bureau. Census data were collected in April 1950.

Among cities, the highest rate of set ownership was found in Moscow, amounting to 98.9% of all homes in the city. Two other cities had rates of 98% or better—Pocatello with 98.2% and Twin Falls with 98.1%.

Practically every home in Franklin County was radio-equipped, the Census Bureau finding an ownership rate of 98.8%—2,448 of 2,486 homes. Not far behind was Madison County with a rate of 98.5%, followed closely by Oneida County with 98.8%.

With no TV stations in Idaho, the state showed a TV homes percentage of 0.5%. This figure was compiled at a time when there were fewer than five million sets in the nation compared to the present 18-million set circulation.

Statistics in adjacent table are extracted from a final report of the 1950 Census of Housing, Series H-A, No. 12, for Idaho, which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 35c per copy.

Statistics on distribution of the population in Idaho are presented in a final report of the 1950 Census of Population, Series P-A, No. 12, now available from the Superintendent of Documents at 10c per copy. Descriptions and maps of "urbanized areas" are presented in this report.

Statistics on characteristics of the population in Idaho are presented in a final report of the 1950 Census of Population, Series P-B, No. 12, available from the Superintendent of Documents at 40c per copy. Descriptions of Standard Metropolitan Areas, if any, are presented in this report.

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

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

CANADIAN Broadcasting Corp. board of governors, at its last meeting in Ottawa, included the above, A. J. Crawford, Toronto; Rene Morin, vice chairman, Montreal; A. D. Dunton, chairman, Ottawa; Dean A. Poulton, Quebec; Mrs. Mary E. Farr, Victoria. Standing, W. H. Phillips, Ottawa; J. F. Tripp, Ockow, Sask.; R. J. Fry, Winnipeg; Dr. G. D. Goodwin, Charlottetown. Absent from meeting of the 11-member CBC board were Prof. J. A. Corry, Kingston, Ont., and Gordon A. Winter, St. John's, Newfoundland.
A MICRO-WAVE PATH
OF 159 MILES

THANKS . . .
to KANS—Public Service

F I R S T  T E L E C A S T
IN WICHITA

OVER 25,000 VIEWED POLITICAL
CONVENTIONS ON 40 TV
RECEIVERS

They came, they saw, they appreciated. The citizens of the Wichita trade area were privileged to view both political conventions on 40 well-spaced TV sets. People from all walks were most grateful for this gesture of public service from Station KANS.

ELEVEN DAYS AND TEN NIGHTS
OF NEAR PERFECT RECEPTION

Skilled engineers were right on the beam. The reception was perfect.

KANS is first in Public Service and that's another reason why your message on KANS will get results. You reach that segment of audience with money and inclination to respond. Ask for proof.

KANS
IN WICHITA
NBC SINCE 1936

CALL YOUR TAYLOR CO. MAN
MR. LOCAL
MR. REGIONAL  }  TV ADVERTISER!

ABBOTT & COST
SELL FOR YOU IN
YOUR INDIVIDUAL
TV MARKETS!

But only if you act fast! For here's a brand-new series of
half-hour programs, all expressly filmed for television . . .
starring the unequalled antics of Abbott & Costello . . . and
ready for immediate sponsorship by national, regional, and
local advertisers on a market-by-market basis.

You'll find "The Abbott & Costello Show" is the kind of
high-rating entertainment that viewers will look forward
to every week. It combines the unrepressed, wholesome
comedy of these two favorite funnymen with the able
directing of Jean Yarbrough, acknowledged master in his
field, and the top TV scripting of Sidney Fields and
Eddie Forman.

For all the facts—including costs and a preview of
"The Abbott & Costello Show"—phone or wire the nearest
of these nine conveniently-located MCA-TV offices.
ELLO ARE READY TO

HOW SUCCESSFUL CAN YOU GET?

Well, if you know Abbott & Costello (and who doesn't?), these phenomenal achievements won't surprise you—

..their ever-increasing popularity on the stage, screen, radio .. now reaffirmed more conclusively than ever over the perfect medium for their inimitable zaniness—television!

..their Hollywood record of 29 consecutive box office hits, grossing almost $60,000,000 in the last ten years—and soon to be topped by their latest and greatest film, "Abbott & Costello Meet Captain Kidd" (for December release, incidentally).

..their four solid years of nationwide sponsorship on radio by the R. J. Reynolds Company, one of America's largest and most successful advertisers.

and—their repeated smash appearances during 1951-52 on the Colgate Comedy Hour...with an average TV Nielsen-rating of 45.2 and a spectacular share of audience that has zoomed as high as 73.3%!

WHAT A PAIR TO HAVE SELLING FOR YOU!!
CONSUMERS continued to buy automobiles and other durable goods “at very high rates” in 1951 and are purchasing new model TV sets this year to replace postwar acquisitions, according to the Federal Reserve System’s board of governors.

In a 1952 Survey of Consumer Finances,” released Friday, the board studied purchases of durable goods categories in 1951 and “planned purchases” for the current year.

Ownership of television receivers “is still far from general, especially substantial purchases,” the survey noted. Purchases of radio-TV sets in 1951 remained equal to those the previous year, it reported.

For prospective purchases, the survey predicted 1952 would find 33 of every 100 spending units buying new TV sets in the $5,000-year-and-over category. The TV set purchase prospect of 23 per 100 buyers in the $4,000-4,999 bracket; 20 in the $3,000-3,999; 13 in the $2,000-2,999; 6 in the $1,000-1,999, and 5 in the below-$1,000-year group.

For 1951 the survey found 43 of every 100 buyers in the $5,000-year-and-over group. Only notable departure was in the $4,000-4,999 and 3,000-3,999 brackets. Ratio was 17 per 100 to 21 per 100, respectively, buying the cost in their income groups.

The same apparent paradox was noted for 1949 and 1950.

Planned purchases for 1952 were estimated for radio receivers at 1.5 million for 1951, with only notable departure was in the $3,000-3,999 bracket. Median expenditure of $40. Planned TV set purchases were placed at 2.9 million (or 5.6% of spending units), with a median outlay of $300.

Median outlay for actual purchases of telecasts ranged from $300 in 1951 and 1960 to $300 in 1949. Actual TV buyers approximated 6.3 million in 1951, 6.1 million in 1950 and 2.5 million in 1949, the board reported, accounting for 12%, 11.8% and 5.6% of buying units, respectively.

Actual median outlays for radio receivers in 1951, $45 in 1950 and $55 in 1949, compared to planned purchases medians of $40 for 1952.

“Ownership of television sets increased rapidly after volume production was first gained in 1949 and by early 1952 about one-third of the spending units had acquired sets,” the board explained. The report continued:

“Since most television stations are located in large cities, ownership of receiving sets is more frequent in urban areas. About half of all spending units in metropolitan areas owned television sets early in 1952 as opposed to one-fourth of those in smaller cities and less than one-tenth of those in the open country.”

The level of consumer income also affects television set ownership. At the beginning of the year [the board has no new data for 1952, of course] about 1 in 10 spending units with incomes of less than $2,000 owned television sets, whereas 3 in 10 of those with incomes of $5,000 or more did own.

When classified by family status, the highest frequency of television set ownership (4 in 10) was among spending units consisting of married persons with children. Television appears to have special appeal to spending units headed by skilled and semi-skilled workers.

Early this year, the board estimated, 30 of every 100 spending units in the United States would purchase televisions in 1952. Percentages scale upward for each salary bracket, with 59 of every 100 in the $7,500 and over group.

The survey also tabulated place of residence, with 51 of every 100 spending units owning sets in metropolitan areas; 26 per 100 in towns and 25 per 100 in the country.

The survey also estimated the percentage of purchasers of radio-TV receivers who bought on installment credit each of the last five years. Percentages included in the survey, are: 24% in 1945, 1946; the year of the Korean conflict; 48% on telecasts in 1951, 32 on radio and 44 on TV in 1950, 42 and 47 in 1949, 44 on radio (none available for TV) in 1948 and 34 (none available for TV) in 1947.

TALKATHON DEBUTS IN WISCONSIN

Schmitt Seeks McCarthy Seat in Senate

THE POLITICAN’S Talkathon made its debut in Wisconsin’s state capital, Madison, last week, and will take over the airwaves in Appleton and Green Bay today (Monday). The star political in the Badger State Talkathon is Len Schmitt, an attorney for Wisconsin v. Wis., who is opposing Sen. Joseph McCarthy for the Republican nomination for U. S. Senator.

Schmitt talked himself and 4,000 questions out with listeners throughout the southern part of the state in a 25-hour speaking stint on the four Madison stations, WIBQ WMFM WISG and WUBU Poymente, which has studios in Madison.

The Talkathon, a copyrighted system for political issues presented by Houck & Co., Miami advertising agency [Bt, Aug. 11].

The attorney took the air Tuesday at 8 p.m., continuing to 9 p.m. near Madison stations, WIBQ WMFM WISG and WUBU Poymente, which has studios in Madison.

The candidate also is understood to have scheduled Talkathon dates on stations in Fond du Lac, Oshkosh and Milwaukee before the Sept. 18 election.

The talkathon has been conducted in Florida and, most recently, in Arkansas, where Judge Francis Cherry, a dark horse candidate, won, the nomination for governor with an 80,000 plurality. Michael V. DiSalle, former price stabilization chief, plans to use the vote-getting system in Ohio, where he is seeking the senate seat held by John Bricker (R).

Lewis Sueld

SUIT charging Fulton Lewis jr., MBS commentator, with libel was filed Thursday in U. S. District Court, District of Columbia, by Blood Bank Foundation, Nashville. Plaintiff asks $500,000 DAMAGES, charging Mr. Lewis last Dec. 3 branded it as non-profit front for a profit corporation. The foundation describes itself as a charitable, non-profit organization operating a blood bank and carrying on research into uses of blood plasma.
**Vic PROFIT Diehm Says:**

**WHY** when you can have **WAZL**
**AVERAGE** with the **TOP** rating
**ZEE**
**LOW**

**WHY** when you can have **WHOL**
**HAVE THE** with the **TOP** rating
**ORDINARY**
**LEVEL**

**WHY** when you can have **WHLM**
**HAVE** with the **TOP** rating
**LESS THAN**
**MOST**

**WHY** when you can have **WIDE**
**INVEST IN** with the **TOP** rating
**DEAD**
**ENERGY**

**WAZL** **WHOL** **WHLM** **WIDE**
HAZLETON, PA. NBC-MBS
ALLENTOWN, PA. CBS
BLOOMSBURG, PA.
BIDDEFORD-SACO, ME. MBS-YANKEE
(Represented by Robert Meeker Associates).
(Owned and Operated by Harry L. Magee).
LBS' McLendon Asks FCC Aid
(Continued from page 86)

owned and operated stations. "... The Commission can act to correct this deplorable thwarting of the public interest in only one way; through its power to prevent any network and/or radio station from accepting an exclusive contract for any sporting event or special event," he wrote.

"A simple, expeditious plan for handling such situations could easily be evolved. This rule would operate to prohibit any radio network and/or station from operating against the public interest by presenting inferior coverage of any sporting event or special event, as is the case today.

"This ignorance of the public interest by networks and stations is no real fault of the stations which can never govern the situation for themselves because of the competitive necessity of getting an exclusive before the next station..."
"This new 7-inch Professional reel gives big reel results!"

Norman A. Reh
Chief Engineer, WEBC,
Duluth, Minn.

It's the new large-hub 7-inch professional reel of "SCOTCH" Magnetic Tape!

- Cuts Timing Errors! New larger hub reduces tension changes, cuts timing errors 50%.
- Reduces Pitch Changes! Lower hub-to-outside-diameter ratio means a marked reduction in pitch changes between spliced portions of broadcasts.
- Less Vibration, Faster Rewind! Bigger hub produces 10% faster rewind speed, yet rotational speed is lower than that of the standard reel. Operation is so smooth that wear on equipment is cut, with resulting maintenance savings.

New improved tape matches reel improvements!

Supplied on the new 7" professional reel is a new type of magnetic tape that offers many technical advantages:

- New "Dry Lubricating" process eliminates tape and head squeal, produces a tape that turns in a faultless performance in extreme heat and humidity.
- New thinner construction allows more than 1200 feet of tape to be wound on the new 7" reel despite larger hub. Magnetic properties of this new tape are identical in every respect to the older "Scotch" Brand #111-A tape, the industry's standard of quality.
- Tape supplied on the new reel is 100% splice-free.
- Output variation is guaranteed to be less than plus or minus ½ db at 1,000 cps within the reel, and less than plus or minus ½ db from reel to reel.


Your supplier has the new "Scotch" Brand 7" professional reel with the new Dry Lubricated tape. See him today!
SALES SEMINAR
WSAB Hears Mitchell

FACTS provide the best tool for radio salesmen and should be used to direct businessmen to the audience they are attempting to reach, a three-day Washington State Assn. of Broadcasters sales seminar in Seattle was told Aug. 4-6 by Maurice B. Mitchell, vice president and general manager of Associated Program Service.

Mr. Mitchell conducted the seminar, which was open to Washington, Oregon and British Columbia broadcasters. Active in arrangements were Chairman Bill Thompson, KRSC Seattle; WSAB President Leo Beckley, KBRC Mt. Vernon, and Joe Chytil, KELA Centralia, WSAB Sales Committee chairman.

Radio salesmen must grasp the tools at their disposal and apply them for the best use of the time-buyer, Mr. Mitchell told the broadcasters of cut-rate sales seminar. He reminded that salesmen are now dealing with a second or third generation of a business family own radio and they must be supplied with the latest information on the true value of radio advertising.

Mr. Mitchell's topics ranged from discussion of competitive tactics to successful merchandising tie-in techniques adapted to radio. He called for a united selling campaign on behalf of radio as opposed to cut-rate station tactics which cut the value of the advertising dollar.

The original BMM measurement approach will emerge as one of the most accurate audience analyses yet developed, he predicted, pointing to its success in Canada. He praised work of Advertising Research Bureau Inc., which measures point-of-sale value of radio vs. newspaper advertising. “There is still no substitute for the actual merchandise being sold by radio as the medium which satisfies the retailer and station owner and manager—and ARB studies show that radio more than carries its end of the bargain in this regard,” he said.

Mr. Simpson presented an engraved pocket watch to Mr. Mitchell for his services.

Safety Council Awards

NATIONAL Safety Council's "Award of Merit" has been presented to Gabriel Heatter, Cedric J. Post, the NBC vice president of sales, and Bill Henry, MBS salesmen, for their activities on behalf of the 1962 safety campaign. Citation was awarded to the three newcomers for their participation in NSC's "The Fight for Life" series, special transcribed programs carried by 1,105 radio stations across the U.S., according to Dan Thompson, NSC director of radio and television.

FM FORMULA
Designed To Promote Sales

FORMULA designed to promote sale of FM sets as an "extra" in a radio set-selling campaign is presented by NARTB and Radio-Television Mfrs. Assn. in a 45-page booklet titled "F-Mphasis." Developed during the series of FM promotion test campaigns conducted in North Carolina, Wisconsin and District of Columbia under NARTB-RTMA auspices, the booklet gives detailed instructions. Included are available promotion devices, brochures, press releases, dealer brochides, radio announcements and form letters.

The formula calls for four-week campaigns. Roles to be taken by broadcasters, manufacturers, distributors and dealers are outlined in detail. Coordinating for the two trade associations are John H. Smith Jr., NARTB FM Dept. director, and James D. Secrett, RTMA general manager. In addition, NARTB's FM Committee will participate under direction of Michael R. Hanna, WHCU-Itaca, N. Y., member of the association board of directors for FM and committee chairman. A special FM promotion group functions for RTMA.

AM SET SALES
Bright Future Seen by Brandt

DESPITE television, radio will continue as big business with retail set sales around $250 million annually, Arthur A. Brandt, general sales manager for General Electric Co.'s Receiver Dept., predicted last week.

Speaking from Syracuse after completing a regional tour, Mr. Brandt said the crux of the sales problem today hinges not upon the ability of the consumer to buy, but rather upon the ability of the salesman to sell a public well able to buy. He added that new features, like the clock-radio and a large replacement market plus the continued trend toward multiple ownership of radios, assures a substantial annual volume.

SHIRTSLEEVE sales clinic was held Aug. 4-6 by Washington State Assn. of Broadcasters, with Maurice B. Mitchell, Associated Program Service, as main speaker. Left to right: Leo Beckley, KBRC Mt. Vernon, WSAB president; Bill Simpson, KRSC Seattle; Allen Miller, KWSC Pullman; Roger Jones, KVOS Bellingham; Mr. Mitchell; Carl Downing, WSAB; Joe Chytil, KELA Centralia; Fred Chirity, KVAN Vancouver; Robert S. McCow, KXRN Renton.

'COME ON DOWN'
Little Asks 'Sacourmen'

TOP scientists and military authorities may not be at a loss for words to describe the current flying saucer phenomena, but few have agreed on the most plausible explanation.

In all the shouting from the labs to the Pentagon, nobody apparently thought to ask the "Sacourmen" themselves—that is, until a broadcaster got the idea. It remained for Lee Little, enterprising manager of KTUC Tucson, to go on record about actual broadcasts. Mr. Little extended this personal invitation to the "gentlemen" in the saucers:

This is Lee Little, Manager of Radio Station KTUC Tucson, Ariz.: United States of America; North American Continent; Planet Earth. I wish to inform you "gentlemen" in the saucers that we of Planet Earth are friendly and have no intention of harming you in any way. The area to the south of our building and to the east of our transmitting tower, though usually used for parking our antiquated means of terrestrial propulsion, is adequate for your airship. You need only ask us to meet you and find out all about us. We are not your enemies. Rather, we are merely curious about you and your extra-terrestrial objects that have been cluttering up our skies for some years. Come on down. Here are the conditions at the Earth's surface at present. Our atmosphere is composed of 78.03% Nitrogen, 20.96% Oxygen, 0.94% Argon, and 0.04%. Hydrogen with much smaller proportions of Neon, Helium, Ozone and Xenon. The weight of this layer of atmosphere at the surface in Tucson is 27.39 inches of mercury. There is no wind or shifting of this atmospheric layer at the moment. The surface temperature based on a scale where water solidifies at 32 degrees and where it vaporizes at 212 degrees . . . that temperature is now 85. If these conditions will support your ability to exist, come on down and visit us.

ALL-DAY annual outing of NBC Chi-
ago employees took place Aug. 3 at Medinah Country Club. Affair was sponsored by the company's Athletic Assn. and included a golf tournament, dining, dancing and entertainment.

DEFENSE DRIVE
Wyoming Stations Aid

THOUGH Wyoming is not considered an obvious target for an atomic attack, broadcasters of the state are helping to raise money for civil defense programs and announcements during the Aug. 18 week at the request of Gov. Frank A. Barrett. William H. Grove, KBFC Chey-
nenne, said the object of the drive is to bring home to people of the state, slow to react to importance of civil defense, the fact that "it can happen here." Each station is broadcasting a minimum of six spots per day, using both civil defense transcriptions and locally written spots. Messages are being carried on morning and evening sports, man-on-the-street interviews and similar features.

Stations taking part, Mr. Grove said, are KOWB Laramie; KBAI Rawlins; KVOC Casper; KWOD Worland; KBFC Cheyenne; KODI Cody; KGOS Torrington; KWYO Chyenne; KPOW Powell; ESPR Casper; KEBR Riverton, and KYRS Rock Springs.

WJR Honored

SECOND public service award within a week was made to WJR-AM-FM Detroit Aug. 9 when the Michigan American Legion Auxiliary presented a citation to Worth Kramer, WJR vice president-general manager, in recognition of the station's quarter century of patriotic public service. Mr. Kramer accepted the award on behalf of the station before the assembly of Michigan delegates at the Legion State Convention in Grand Rapids.

A week previously Mr. Kramer was presented a "Certificate of Achievement" from the Dept. of the Army for WJR's outstanding cooperation with the Michigan Military District.

KBIG Avalon, Calif., and its opera-
tions was the subject of a 1,500-foot documentary film, produced last week by a 12-man camera crew from the United States Air Force. Dealing with the theme of two airmen on a week-end visit to a modern station, the film is intended primarily as a training mission.

Page 42 • August 18, 1952

BROADCASTING • Teletcasting
Wherever you go there's PRESTO ... out in front in disc preference. To users of PRESTO discs the reason is obvious . . . these discs perform better. PRESTO performance is a result of careful craftsmanship and quality control from the meticulous preparation of the aluminum base right through to the final inspection and packaging of each individual disc in the world's most modern disc plant.

That's why the name PRESTO is your assurance of better disc quality, proven every day by PRESTO users in studios, stations and schools around the world.

PRESTO RECORDING CORPORATION
PARAMUS, NEW JERSEY

Export Division: 25 Warren Street, New York 7, N. Y.
Canadian Division: Walter P. Downs, Ltd., Dominion Square Bldg., Montreal

WORLD'S LARGEST MANUFACTURER OF PRECISION RECORDING EQUIPMENT AND DISCS
**Strictly Business**

(Continued from page 18)

Broadcasting, where he remained until 1939.

In that time, the company's columns were from "about 15 shows a month to 499," operating one large studio 24 hours daily to accommodate transmission-hungry agencies. He was working as a junior salesman when he resigned to join International Radio Sales, the Hearst radio subsidiary which acted as sales representative for Hearst's dozen stations.

In 1942, two weeks before he was married, he learned from Broadcasting Magazine that he was about to be de-jobbed. The major Hearst properties were to be sold, and IRS to be disbanded. Undeterred by the prospect of unemployment and a call to the Army, he was married on schedule to the former Ranelda Ruch. They live in suburban Evanston with their youngsters, Bobby Jr., 8, and Kathleen, 5.

**Army Service**

For eight months before going into the Army, Mr. Flanigan worked in spot sales for the Red Network (later NBC), billing $1 million among his accounts in that time. A number of salesmen past and present, nevertheless were replaced by Texas' dreary plains as he attended Coast Artillery OCS, switched on the Quartermaster Corps and convoyed trucks into China. His 18 months in the C-B-I Theatre ended in 1946, with Mr. Flanigan a first lieutenant.

He returned to Chicago and NBC and, shortly after the split between radio and TV sales efforts, was named manager of Radio Spot Sales in 1941. His staff now includes four salesmen, with whom he works on local and area business.

Mr. Flanigan is a member of the Chicago Radio Management Club, and has taught radio sales at several NBC-Northwestern U. summer radio-TV institutes.

**UNIFORM TUBES**

**Aim of Sept. 3 Meet**

AN International Electrotechnical Commission session starting at Scheveningen, the Netherlands, on Sept. 3 will act upon a plan to promote the standardization of electron and radio tube sizes by manufactures throughout most countries of the world.

Declaring that the eight-day meeting will clear the way for standardizing the base dimensions of tubes, Virgil M. Graham, director of technical relations of Sylvania Electric Products Inc., who will represent the Joint Electron Tube Engineering Council (JETEC) at the session, said standardization - interchangeability - is "of utmost importance from the viewpoint of both military application and international commerce."

Mr. Graham left last Tuesday for the Netherlands meeting.

**W. VA. SESSION**

*Gets Miss Sloat's Tips*

SIX-POINT program by which broadcasters can help timebuyers, with renewals and new business as a reward, was offered West Virginia stations Saturday at the West Virginia Broadcasters Assn. semi-annual meeting, held at the Greenbrier, White Sulphur Springs. The two-day session opened Friday.

Elaine Sloat, radio-TV timebuyer for Procter & Gamble at Benton & Bowles, New York, told the association that "in a sense all advertising is conceived on a local level so that the message will reach the maximum number of people by means of advertising that has the greatest appeal to them."

"Adding these locals together is what gives the client national coverage with a broad scope in mind to select the most effective combination of media in relation to national and local markets."

Miss Sloat listed six points as follows: Maintain a clean operation; truthful and informative presentation and promotion pieces; good sales representation; cooperation in industry evaluation studies; cooperation in merchandising; active part in broadcasting industry associations.

"We are looking more critically at radio because of the appalling rise of TV in the advertising world," Miss Sloat said. "Radio has two extra plusses: Out-of-home listening, and in-home (other than the living room) listening. As long as radio continues to maintain its high standards we as advertisers will be interested."

Stephen Douglas, director of sales promotion, Kroger Co., Cincinnati, gave an illustrative talk on salesmanship at the luncheon session. A. Lowell Elliott, Charleston, W. Va., agent for the装置, spoke on the topic, "On the Other Side of the Dotted Line." TV appeared on the agenda with a talk by James Caldwell, WAVY Louisville, on selling radio in a television market.

Kevin B. Sweeney, vice president of Broadcast Advertising Bureau, explained work of the industry sales organization. CBS showed its film presentation, "More Than Meets the Eye:"

**MAGNAVOX Co., Fort Wayne, Ind.,** has declared dividends on common and Class A stock. Dividend on common stock is 3½ cents a share, payable Sept. 15 to stockholders of record on Aug. 25. Dividend on Class A stock is 25 cents a share, payable Sept. 1 to stockholders of record on Aug. 15.

**We're bustin' our Market**

Yes, the figures below will certainly show how the Memphis market has grown in the last 10 years.

**Comparison of 1942-1952 Growth in the Memphis market area**

<table>
<thead>
<tr>
<th></th>
<th>Population</th>
<th>Radio</th>
<th>Homes</th>
<th>Effective</th>
<th>Buying Income</th>
<th>Retail</th>
<th>Sales</th>
<th>Food</th>
<th>Sales</th>
<th>Drug</th>
<th>Sales</th>
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</thead>
<tbody>
<tr>
<td>1942</td>
<td>802,108</td>
<td>393,518</td>
<td>818,303</td>
<td>$869,576,000</td>
<td>$2,802,534,000</td>
<td>$615,917,000</td>
<td>$2,269,052,000</td>
<td>$112,935,000</td>
<td>$511,931,000</td>
<td>$21,225,000</td>
<td>$63,708,000</td>
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<tr>
<td>1952</td>
<td>3,569,600</td>
<td>1,802,534,000</td>
<td>$2,802,534,000</td>
<td>$2,269,052,000</td>
<td>$112,935,000</td>
<td>$511,931,000</td>
<td>$21,225,000</td>
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**Percentage Increase**

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<th></th>
<th>Population</th>
<th>Radio</th>
<th>Homes</th>
<th>Effective</th>
<th>Buying Income</th>
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<th>Sales</th>
<th>Food</th>
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<td><strong>Population</strong></td>
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<td><strong>Radio</strong></td>
<td>108%</td>
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<td><strong>Homes</strong></td>
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<td><strong>Effective</strong></td>
<td>212%</td>
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<td><strong>Buying Income</strong></td>
<td>268%</td>
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<td><strong>Retail</strong></td>
<td>355%</td>
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<td><strong>Sales</strong></td>
<td>300%</td>
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In 1952, as in 1942, the radio station that reaches and sells the great Memphis market best is

**WMC**

**MEMPHIS**

**NBC—5,000 WATTS—790 K C.**

National representatives, The Branham Company

**WMCF** 260 KW Simultaneously Duplicating AM Schedule

**WMCT** First TV Station in Memphis and the Mid-South

Owned and Operated by The Commercial Appeal

Page 44 • August 18, 1952
Advertisers...
even New England advertisers... are “amazed at the wide range” of WBZ

BOSTON
50,000 WATTS
NBC AFFILIATE

Cuticura Preparations, made in Massachusetts since 1878, have long been advertised on the “WBZ Home Forum” with Mildred Carlson. Results get better and better! Writes Cuticura’s Francis M. Putnam: “We are very happy with the results of your 25-cent offer, and we are amazed at the wide range you are obtaining. This promotion has been very successful in forcing distribution, and we know that a high percentage of those trying Cuticura Shampoo for the first time will become regular users.”
Not only in geographical coverage but in measurable sales influence, this is typical of the job being done regularly by WBZ. Want more data on performance or availabilities? Apply to Tom Meehan at WBZ, or to any Free & Peters office.

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

Radio—America’s Great Advertising Medium
CURRENT AVAILABILITIES

on WFBR’s prize collection of home-grown shows. All are subject to prior sale . . . none will be available for long. Timebuyers: how do these fit your fall schedules?

CLUB 1300

Completely outclasses its field—No. 1 show of its kind! 1 STRIP ACROSS THE BOARD

MELODY BALLOON

Top-rated disc jockey show in Baltimore! 7 SPOTS

NELSON BAKER SHOW

1st in its time period! 1 STRIP ACROSS THE BOARD

EVERY WOMAN’S HOUR

Top-rated 30-minute woman’s show! 6 SPOTS

SHOPPIN’ FUN

Top locally produced show in its period! 4 SPOTS

MORNING IN MARYLAND

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

For quick action, write, wire or phone your John Blair man or any account executive of

RADIO BEST FOR SAVINGS & LOAN FIRM

Hausmann Agency Finds in San Diego Survey

TO HOME Federal Savings & Loan Assn. of San Diego, radio is the “best business getter” and the medium that pays big dividends in new customers for advertising dollars spent.

In this way, Jack Hausmann, head of his own advertising agency in San Diego, described results of a survey the agency made for the savings association, when speaking to a luncheon of the San Diego Advertising & Sales Club.

Combined spending of only 38% of its advertising budget on radio, TV and newspapers brought in 52.8% of the firm’s new business, Mr. Hausmann said. Survey showed that of 62% spent for all other media only 41.6% returns in new customers were realized.

Home Federal has sponsored a five-week period morning newscast on KSDO and only of late a similar afternoon program on KCBQ. An average of four spot announcements also is used weekly on KFMB-TV. Additionally, spots are used on other San Diego outlets in the firm’s month-end consolidated period. Mr. Hausmann personally handles newscasts for his client.

Home Federal asked for detailed analyses on how its advertising money was being spent and which medium was giving the best results, Mr. Hausmann employed a three-section card survey plan. Each section contained a set of questions which were mailed to the 538 newest clients. A brief letter from the firm’s president, Charles K. Fletcher, asked the client’s cooperation. A self-addressed stamped return envelope was enclosed.

Medium Credits

Cards were keyed to give the dollar bracket in which the interviewee could be placed. Question was “How did you hear about Home Federal?” and listed these media: Radio, street poster, television, bus cards, billboards, a friend, newspaper, direct mail and others.

Section two asked whether the client listened to radio or viewed TV, and the third section asked for a check on the reason the client finally selected Home Federal. Some 273 cards were returned. Home Federal handled all the mechanics of mailing and even analyzed the results.

Some of the results: In the $1-599 group, 71.6% listened to radio and 22.2% viewed television; $500-999 bracket, 63.1% radio and 36.9% TV; $1,000-5,000 group, 69.6% radio and 30.4% TV. In the highest bracket, over $5,000, 76.0% radio and 24.1% TV. Overall, picture in the four groups gave radio, 71.6%, and TV, 28.2%.

As Mr. Hausmann explained, radio is in all four income brackets and was strongest in the lowest and highest, while TV made the best showing in the two middle income groups.

“The lesson we deducted,” he said, “was that while TV is a rapidly growing medium and as very healthy one for its age, radio is still a mighty factor in the advertising program of our type of financial institution.”

Although not revealing budget figures, he noted that “while radio brought more of our business and 71.8% of Home Federal’s clients said they listened to radio and only 25% viewed television, my client spent substantially more on radio than on television.

Responses to the question, “How did you hear about Home Federal?” showed that substantially more people in each bracket listed radio as the media, he declared.

In the $1 to $499 and $500 to $999 groups, the survey placed newspaper advertising in second place. The $1,000 to $5,000 bracket had TV second and in the over $5,000 video and newspapers tied for second place.

Television was third in the $1 to $499 group, direct mail third in the $500 to $999 and newspapers third in the $1,000 to $5,000 category. Video and newspapers tied for second place in the over $5,000 bracket.

Giving a breakdown, Mr. Hausmann revealed the following total percentages by groups:

- $1 to $499
  - Radio: 36.5
  - Newspaper: 12.6
  - TV: 8.7
  - All Other: 42.2

- $500 to $999
  - Radio: 28.2
  - Newspaper: 15.2
  - Direct Mail: 8.7
  - All Other: 47.9

- $1,000 to $5,000
  - Radio: 41.5
  - TV: 12.9
  - Newspaper: 10.8
  - All Other: 34.8

- Over $5,000
  - Radio: 33.3
  - TV: 9.5
  - Newspaper: 9.5
  - All Other: 47.7

The overall percentages in all groups combined were listed as radio: 36.5; newspaper: 12.6; TV: 9.3; and all other 41.8.

“Analyzing the survey report from the angle of income brackets, radio scored an across-the-board victory in the lower, middle and upper brackets,” Mr. Hausmann said.

WEBSTER-CHICAGO sold and produced 44.1% of all tape recorders manufactured during the first four months of this year, according to Howard McClosky, vice president in charge of manufacturing. Claim is based on records of the Armour Research Foundation, Chicago.

NARND AWARDS

Entries Being Accepted

ENTRIES for the National Assn. of Radio News Directors 1962 radio and TV competition now are being accepted. NARND Awards Competition Chairman Benjamin A. Mosse announced last week.

Mr. Mosse, who is chairman of the radio and TV division of the Medill School of Journalism, Northwestern University, Evanston, Ill., said deadline for this year’s entries is Oct. 15. The NARND awards committee chairman said all radio and television stations in the U.S. and its territories are eligible.

Nominations may be made by stations, networks or any other party including advertising agencies and universities which have radio and television courses.

Classifications, all of which may be entered by any station, are (1) To the radio station providing the most complete and most compelling general news service of the year in its community, (2) to the television station providing the most complete and most compelling news service in its community and contributing most to the general progress of radio and television news. (3) to the radio or television station which did the best in its complete job or displayed the most enterprise and/or courage in reporting one news story or feature during the year.

Mr. Mosse said his committee’s policy is that the board of judges will base its selection of winners on its selection of winners and the facilities available to each station, weighing each entry in accordance with the size of its staff and the available facilities in the newsroom.

Winners of the gold trophies, who also will receive distinguished achievement certificates, will be announced at the annual NARND convention banquet. Last year’s winners were WHO Des Moines, WBAP-AM Fort Worth and WTIC Hartford, Conn.

Income Data

WAGES and salaries in private industry rose $500 million in June over the previous month, reaching an annual rate of $146 billion, according to the Office of Business Economics, U. S. Dept. of Commerce. OBE also reported that slightly higher employment and average weekly earnings in non-durable goods industries offset a wage loss in durable goods (radio, TV receivers, etc.) industries. Overall personal income during June was up $9.2 billion over May, with an annual rate of $268 billion, as was employment in manufacturing.

Capitol relies on AMPLEX
to capture the natural color
and true perspective
of original live performances
for Full Dimensional Sound

...in its superb recording
techniques, especially created
for its Classical FDS Releases,
Capitol Records, Inc. utilize to
the highest degree the dynamic
fidelity and dependability of
Ampex Model 300 Recorders.

AMPEX
Magnetic Tape Recorders
AMPEX ELECTRIC CORPORATION Redwood City, California
BUS DISASTER
WACO, WAVZ Claim Scoops

SCOOP is being claimed by WACO Waco, Tex., in its coverage of the worst bus tragedy in National Safety Council records. Two buses carrying 57 persons collided near Waco on Aug. 4. Over a score of persons were killed. First to break the story was Goodson McKee of WACO when the station went on the air at 6:30 a.m.

Lee Glasgow, manager of the station, and Jesse Dove, chief engineer, went immediately to the emergency room of Providence Hospital where on-the-spot tape interviews with survivors were obtained.

WACO fed telephone interviews to KTSA and KTKE, both San Antonio, KNUZ and KTRH Houston and WFAA Dallas. An interview was also fed to ABC's Headline Edition program by WACO.

WAVE New Haven, Conn., independent station, claimed a scoop over network rivals in coverage of the Texas disaster.

Station newsmen George Phillips and George LeZotte placed a telephone call to the Waco Times-Herald and taped a telephonic interview with the newspaper's executive editor, Sam Wood, one of the first to reach the scene. Cuts of the tape recording were used on five newscasts.

NBC CHICAGO
Announces Five Renewals

NBC Chicago last week chalked up five radio network renewals totalling $3,340,000 in billing, according to Gordon Mills, network radio sales manager there.

Armour & Co., Chicago, through Foote, Cone & Belding, same city, re-ordered Dial Dave Garrossey for 52 weeks from Sept. 1. The quarter-hour daytime strip is aired on the full AM network for Dial soap.

Allis-Chalmers Mfg. Co., Milwaukee, renewed for the eighth consecutive year The National Farm and Home Hour on Saturdays from Sept. 5 through Bert S. Gittina agency, also Milwaukee.

Henri, Hurst & McDonald, Chicago, for Skelly Oil Co., Kansas City, ordered renewal of a five-week quarter-hour newscast with Alex Drier and the 15-minute Saturday feature, This Farming Business, both on a 30-station network for 52 weeks from Sept. 1.

Wesson Oil and Snowdrift Sales Co., New Orleans, through Fitzgerald Adv. agency, same city, renews the quarter-hour daytime strip, Dr. Paul, on 62 stations for 52 weeks from Sept. 1. Fifth renewal was from Faultless Starch Co., Kansas City, for 52-week renewal of Faultless Starch Time on 60 stations from Oct. 1 for 52 weeks through Bruce B. Brewer agency, same city.

PI OFFERS
Christmas Avalanche Begins

MERRY CHRISTMAS!

With more than four months to go, broadcast stations already are being greeted by a per inquiry offer covering Christmas cards. The offer comes from Radio Adv. Corp., the radio division of a major greeting card company.

Handling the Welcome Greeting Card account, the agency offers to pay $1.50 per lead for each ad lead for agents to sell cards. "There's no money to handle, no refused COD's, no 'nixies," according to manager sent stations by Michael A. Fieschi.

"If it clicks on the test, you can schedule it as often as possible," Mr. Fiore adds. The campaign runs to about Nov. 1. "Best of all," he concludes, "they pay promptly."

An offer to stations from Robert J. Enders Adv., Washington, D. C., proposed to pay $5 per 15% telephone lead for a low-priced vacuum cleaner selling below $20. Letters conclude, "Our client is prepared to spend up to $1,000 per week with your station." The agency represents a group of vacuum cleaner stores.

Bitter protest against a free-plug program offered by Mutual Life Insurance Co. of New York was made to the company by Kari F. Janssen, program director of KTUL Tulsa. Mr. Janssen's letter reminded that a polio program included publicity for the company. He adds that information on the subject is provided stations by the National Foundation for Infantile Paralysis. "Of all the advertising media, radio stands far out in front regarding the amount of time and talent given in the public service," he points out.

WFDF EXPANSION
Leases 3-Story Building

EXTENSIVE expansion program to make its facilities plant "one of the most modern radio stations in the country" will be launched by WFDF Flint, Mich., Lester W. Lindow, station owner and manager, announced Thursday.

WFDF, now in its 31st year of broadcasting, has leased a three-story downtown building at Gar- land and First Ave. in Flint, and plans to start alterations and remodeling shortly. The station, an applicant for Channel 12 [B-T, July 7], plans to leave room for further expansion in anticipation of FCC grant of the VHF channel.

Mr. Lindow said the AM station will be located on the second floor of the building, with the remainder of space available for rental. The facility will have four major radio studios, a master control room for radio, he said. New technical equipment also will be installed in many instances, he adds.

Mr. Lindow said no date has been set for completion of remodeling, when WFDF will move into its new quarters.

ALLOTMENTS
Materials Plan Set

AN AUTOMATIC allotment procedure has been installed to free many radio- TV set manufacturers and other companies from filing requirements and boost their quotas of materials will go into effect Jan. 1, 1958.

Of America, Jerry E. Thomas, president, receiving certain allocations for the current quarter will be eligible for the new system, announced last Mon- day by the National Production Authority. The procedure was de- signed partly because of shortages in NPA personnel dictated by ap- propriation cuts. Assured that set manufacturers will continue to receive enough materials to meet receiver demand.

Self-authorization technique, under which producers of receivers may certify their own orders for steel, copper and aluminum, will be continued, NPA said. This en- ables manufacturers to order up to 25 tons of steel, 10,000 pounds of copper and 20,000 pounds of aluminum.

Under the new allotment procedure, set makers may calculate their own requirements and obtain materials without NPA approval providing their third-quarter allotments do not exceed 500 tons of carbon steel, 40,000 pounds of copper and 60,000 pounds of aluminum. System goes into effect with first-quarter 1957 quotas, relieving the need for filing with the agency.

In effect, "the automatic method picks up where the self-certifying technique leaves off," according to NPA Administrator Henry H. Fowler. It will apply to those firms who use more materials than permitted under self-authorization but who were allotted in this quarter less than the above-mentioned quotas.

Spelled out in the method goes a bonus for those companies eligible for the physical procedure—a bonus not accorded to others who still must file CMP-48 applications. They will receive 100% of the first 60 tons of carbon steel, plus 50% of the excess between 60 and 500 tons—or the ceiling on third-quar- ter usage.

A new priority system also has been set for radio-TV broadcasters intent on constructing new buildings or making major project alterations. The system applies criteria for potential new construc- tion, restricting broadcasters on requests for steel until the first of the year [B-T, Aug. 11].
Radio's only space adventure series available for local and regional sponsorship!

Your "Request" Show!
Hundreds of broadcasters were surveyed as to the most-wanted, easiest-to-sell show their audiences and advertisers wanted — and here's the answer—a science fiction series with a big "plus"—exclusiveness! The only show "custom" transcribed for sponsorship in your community! This program is available to only one station in each area!

It's The Hottest Thing In The Air!
Authentic scientific flavor and exciting imaginative treatment put it in the forefront of the mass-audience science fiction appeal. Documented by John W. Campbell, Jr., Editor of Astounding Science Fiction Magazine!

It's A Natural!
...for beverages, dairies, bakeries, food, clothing and drug items, specialty shops, department stores and hosts of other products and services. This program will be a leader in any market, and its power will be outstanding in the highly competitive markets.

It's A Prize Package!
Can be sold as 15 minute strips or half-hour segments.

PLANET MAN GETS AUDIENCES...SPONSORS...RESULTS!
Write, wire or phone for a free copy of audition platter.
Contact: PALLADIUM RADIO PRODUCTIONS, INC., 445 PARK AVE., NEW YORK 22, N.Y. PLAZA 9-8644
STAFF SHIFTS
Made for Clearfield Outlets
W. K. ULERICH, president, Clearfield Broadcasters Inc., Clearfield, Pa., last week announced personnel shifts and promotions among the three corporation stations, WCPA Clearfield, WAKU Latrobe, Pa., and WJCM Sebring, Fla.

William J. Thomas, WCPA manager, has been named general manager of the trio of company-owned stations. Mr. Thomas formerly was Main Street Editor on KDKA Pittsburgh.

Joe Miljap, a WCPA staffer since it went on the air in 1947, has been promoted to be manager of WCPA. Miss Margaret Nemeth was made assistant manager.

LeRoy W. Stauffer, formerly assistant manager at WCPA, continues as manager of WAKU Latrobe. Mr. Stauffer also at one time was manager of WNCC Barnesboro, Pa.

Jonas Termin, who has been serving as commercial manager at WCPA, will become station manager at WJCM, later this month. Al Frank, announcer-engineer at WJCM, has been named assistant manager of the Sebring station.

BLOOD CAMPAIGN
More Radio-TV Aid Asked
ALL MAJOR media, including radio and television, and the Advertising Council are being asked to continue their operation on behalf of the long-range blood donor campaign.

The call was sounded anew last Monday for the National Blood Program by Dr. John R. Steelman, acting director of the Office of Defense Mobilization. He requested an all-out public information drive utilizing all media to obtain donors.

President Truman has assigned responsibility to ODM for coordinating the joint efforts of the American National Red Cross, the Dept. of Defense and the Federal Civil Defense Administration.

The Red Cross is serving as collecting agency for the drive. Blood collections have dropped off in successive weeks of the Armed Forces Donor Program, now in its 47th week. Military pitch is one phase of the overall national program to meet military, civilian and civil defense needs.

TELEPHONE number for WPIX (TV) New York has been changed to Murray Hill 2-6800.

“Consumer Markets 1951-1952”

MISS OKLAHOMA
KVOO Star Wins Title
Miss Barbour receives congratulations over the KVOO telephone upon winning the Miss Oklahoma contest.

KVOO Tulsa, Okla., will have more than passing interest in the Miss America contest this year. This year’s Miss Oklahoma is Shirley Barbour, 19-year-old moderator of For Feminine Bums, 15-minute KVOO variety program.

A Tulsa U. sophomore, Miss Oklahoma carries a fulltime school workload. She joined the KVOO staff as receptionist a year ago and rose rapidly to her present position at the station.

The Oklahoma beauty, who won the Miss Tulsa title on her way to the state beauty title, says she wants to win one of the scholarships at the Atlantic City beauty pageant Sept. 1-7.

KVOO listeners found it hard to believe that Miss Barbour, who was 19 on July 23, was so young. On her program she advises her radio audience on planning showers, meals and household decorations.

WMT Special Feature
EIGHT radio farm directors from drought-ridden areas in the South, East and Southeast sections of the country have cooperated with WMT Cedar Rapids in producing Operation Disaster, a half-hour documentary for Iowa’s rural listeners. Cooperating on this special feature were the following farm directors: John Holmes, KLRA Little Rock, Ark.; Duke Broome, WCH Fort Smith, Ar.; John McDonald, WSM Nashville; Frank Atwood, WTIC Hartford; Malcolm McCormick, WBZ Boston; Frank Raymond WDVA Danville, Va.; Jack Timmons, KTBS Shreveport, La., and Bob Crom, radio-TV service, Dept. of Agriculture. The WMT series was written by Doug Grant, with commentary by Chuck Worchester and John Combs, of the WMT farm department.

’FORCED LISTENING’ Candidates’ Stand Demanded
DEMAND that the Democratic and Republican Presidential candidates make known their stands on “forced listening” by “captive audiences” was made to Gov. Adlai Stevenson and Gen. Dwight Eisenhower last Monday by the National Citizens Committee Against Forced Listening.

The committee, which said it was organized in 1949 to campaign against “infliction of forced listening,” demanded of the candidates that they “make known to voters without undue delay where you stand on the question of eradicating the totalitarian evil known as forced listening by means of a federal statute.”

“ Forced listening” and “captive audiences” are the general terms used to refer to listeners of functional music broadcasts over FM systems in busses and street cars.

Referring to the U. S. Supreme Court decision in favor of WWDC-FM Washington [B.T June 2], which operates an FM functional music system over city buses and street cars, the NCCAFL said the the Supreme Court did not decide that “forced listening” was either desirable or “in keeping with the personal, individual liberty,” but merely that it could not find it to be “unconstitutional.”

“It is clear,” the NCCAFL added, “that the growing evil of forced listening, which we now find in public transportation vehicles in a number of cities, including Washington, can and should be halted through the enactment of an effective federal statute.”

Philco Sales Report
SALES of Philco Corp. for the second quarter of 1952 were the largest for that three-month period in the corporation’s history and totaled $80,917,000 as compared with $77,499,000 last year. William Baldwin, president, added that earnings from operations before taxes in the second quarter of 1952 increased to $4,604,000 from $4,289,000 last year. In the first six months of 1952, sales of Philco Corp. totaled $165,156,000 as compared with $157,023,000 in the same period a year ago. Earnings in the first six months of 1952 reached $4,289,000, as against a revised net income of $5,741,000 in the same period last year.

BREWING Corp. of America, through Lang, Fisher & Blackwood, has commissioned Phil Davis Musical Enterprises, N. Y., to create a spot campaign for radio-TV. Potosi Brewing Co. of Wisconsin is negotiating with the firm for purchase of the musical trademark “Oh, what a Wonderful Beer is Potosi.”

Until... a better one comes along radio remains the best medium for reaching all Maine income groups.

Longer experience and continuous effort to best serve the public interest keep the MAINE BROADCASTING SYSTEM tops in reaching at least seven-eighths of Maine’s 299,910* radio families.

(*Consumer Markets 1951-1952)
They fly a space ship—New York to Los Angeles!

Every Tuesday, the mighty space ship of Tom Corbett—Space Cadet leaves from New York for Los Angeles and seventeen cities in between—on film!

This popular TV program must arrive on time, and it always does. The films are shipped via the world’s fastest method—Air Express!

And each 5-lb. shipment to Los Angeles costs only $3.94 — 12% to 30% lower than the other commercial air services!

Air Express is a nationwide carrier, giving shipping room to receiving room service—and at lower rates in many weights and distances than any other commercial air service!

Next time you ship, express yourself clearly. Say Air Express! Division of Railway Express Agency.

1952—OUR 25TH YEAR.

AIR EXPRESS GETS THERE FIRST
THIS afternoon (Monday) Emily Kimbrough launches a new week-day morning program on WCBS, New York. At Miss Kimbrough it means an entry into commercial radio in search of new laurels to add to those already won as an author and lecturer. For WCBS it means the latest in a series of programs that was designed to increase the station's sales and profits.

How well this new plan has succeeded was revealed last week by Carl Ward, WCBS general manager. "Salesmen this year have been losing money. A-A-Slate" (Aug. 11) Bob Hayes, young singing star, started on WCBS in a five- week program from 8:15 to 9 a.m. The change not only will strengthen the WCBS schedule at this time, the station's management believes, but it also eliminates the Bob Hayes program on WNEW which has been Miss Ed- wards' strongest competition. "Realizing also that news plays a major role in station operation, we have increased our news periods at every opportunity," Mr. Slate said. WCBS now has five-minute local news programs at 6, 6:30, 7, 7:30 a.m. and at 5 p.m., in addition to the network news shows it carries.

Mr. Ward pointed out that the Faulk, Edwards, Haymes and Kim- brough programs all fit in with the general programming theory of providing local shows of broad audience appeal, built around personalities.

In addition to the program changes, Mr. Ward stated that WCBS also has benefited from a change in the sales set-up which now gives the station 14 salesmen in place of the four it had a year ago. With 11 men on the New York staff of CBS Radio Sales, plus three assigned exclusively to WCBS sales, WCBS has added sales strength it needs in the face of current competition, he said. "The picture is appreciably better, spot-wise, than it was a year ago," Mr. Ward said. He credited the improvements in both sales and ratings to the teamwork of Mr. Slate, sales manager Bill Miller, promotion manager Don Foley and the entire WCBS staff.

1951 INCOMES UP

To Raise Demand, Prices

PERSONAL incomes were up in 1951 over the previous year—and so were prices and production (and the impetus of expanding demand).

That was the latest inflationary word from the Commerce Dept.'s Office of Business Economics, which surveyed incomes in 1951, by states. Total individual incomes rose 12%, per capita, 10%.

Individuals in four states stood to gain the sharpest pay boosts— ranging from 18% to 23%—largely because of a sharp rise in farm income. These states were Arizona (23%), South Carolina (21%), and New Mexico and South Dakota (18% each).

Increases of 16% were shown for Colorado, Georgia and Nevada and of 16% in Indiana, Kentucky, Ohio, Utah, Virginia and Wyoming. Per capita incomes last year ranged from $771 in Mississippi to $2,100 in Delaware and the District of Columbia. Other top-rankers were Nevada, Connecticut, New York, California, Illinois and New Jersey—the last four comprising the more populous states.

Perfect Host

RAYMOND MORIN, WTAG-AM-FM Worcester, Mass., was touring Puerto Rico, Jamaica and Haiti gathering special recordings of voodoo and native drum music for use on his weekly World's Greatest Music series. Frank Magloire, who operates station MBC in Port-Au-Prince, Haiti, gladly dubbed some discs for Mr. Morin, and altogether was much more cooperative than a fellow broad- caster would have a right to expect. When Mr. Magloire discovered that he needed the use of a turntable which was then on the air, it created no insurmountable problem to him. He simply picked off the broadcast disc, thereby taking the station completely off the air. An hour later, MBC went back on the air—but only after Mr. Magloire had finished helping Mr. Morin.

WMRO PETITIONS

For Immediate Renewal

PETITION for reconsideration and grant without hearing of its li- cense renewal application was submitted last week to FCC by WMRO Aurora, Ill. The renewal hearing, now indefinitely postponed, had been ordered to determine whether WMRO has filed timely applications and reports with the Com- mission and whether it has operated in compliance with FCC's rules and engineering standards.

WMRO acknowledged certain re- ports unintentionally had been filed late with the Commission in the past and indicated that the procedure for filing late reports has been adopted which assures prompt attention to such matters in future. The petition also said that as of Aug. 5 an examina- tion of FCC's engineering and monitoring files showed no out- standing citations against the sta- tion. WMRO contended it can "unequivocally state" it is "operating in complete compliance" with the rules and standards.

The petition acknowledged that on two occasions last winter the 500 watt power output (1500 watt day) op- erated past regular sign-off time in contravention of the rules, but the FCC was so advised. WMRO denied that it ever operated broadcast overtime as an emergency public service during a blizzard, the petition stated, and similarly in January operated overtime because of an impending transportation strike.

WMRO is owned by Martin R. O'Brien. The petition was filed by A. Harry Becker, Washington ra- dio attorney.
Today's time selling techniques call for a re-evaluation of all selling tools

Some thoughts on time selling inspired by the Spot Radio Promotion Handbook which consolidates many years of research into time buying practices.

In the old days the general philosophy of selling was charm, glamor, glad-handing the prospect. Radio station managers were no exception.

But today, judging from our continuing studies, radio managers and their representatives are making a highly successful transition to modern service-selling. Here the emphasis is on discovering and serving the needs of each prospect.

So how do you line up your sales tools today?

The basic tools of selling time break naturally into two groups:

1. Tools of service-selling
   a. Station salesmen and representatives
   b. Service information for media files
   c. Service-Ads in buyers' service publications

2. Tools of promotional-selling
   a. Direct mail promotion
   b. Advertising in the trade publications

Promotional-sell tools are used to stress one or more features of the station; seek to impress all who may ever become interested; and to direct those who are currently interested to available service information.

Service-sell tools are used to supply the advertiser with needed buying information; make this information available to the men who use it, at the time they need it.

Here are good examples of service-selling tools at work

When Service-Ads in Radio Rates and Data contain useful information like the ones reproduced here they become a preliminary to promotional selling...and serve a double purpose: (1) they give buyers the kind of information needed, right where they are looking for it; (2) they "file" up-to-date expanded information in the logical place for quick reference when promotional selling creates interest in your station.

The handbook that your customers "talked"

That's right, talked. Agency men and advertisers—hundreds of them—sat at their own desks and told our interviewers how they selected stations, when they made their selection, who besides themselves participated in decisions, what kind of information is most helpful. They told it all—straight from their busy offices.

Standard Rate has assembled their comments into the Spot Radio Promotion Handbook, organized into three basic sections: 1. Who Participates in Time Buying. 2. What These Buyers Say They want to Know about Radio Stations. 3. How to Reach the People Who Influence Time Buying. Those interested in adapting their selling methods to the needs revealed by these men can obtain a copy of the Spot Radio Promotion Handbook for the nominal charge of $1.00.

S R D S

STANDARD RATE & DATA SERVICE, INC.
Walter E. Bothof, Publisher
the national authority serving the media-buying function
1740, RIDGE AVENUE, EVANSTON, ILLINOIS
SALES OFFICES: NEW YORK • CHICAGO • LOS ANGELES
publishers of consumer magazine rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising rates and data • A.B.C. weekly newspaper rates and data • consumer markets, serving the market-media selection function
ALL AMERICA IS VOTING FOR
ZIV'S NEW RADIO SHOW

Starring
Tyrone Power
America's Favorite!

Featuring
Edwin C. Hill
Humanizing the WHY and HOW of Government!
The Net Dollar

NETWORK radio is now a new kind of business. As a medium, radio has always been the best buy, dollar for dollar. Network radio now becomes the biggest bargain in the history of advertising.

The CBS rate realignment, sweated out after weeks of negotiations, inevitably establishes the new base for all network radio. The forces of competition so dictate. Actually, it recognizes what has been a going condition in network sales for many months. It gets the network back on the rate card. And the affiliates agree to share the burden.

NBC, which has been waiting since its Boca Raton brainstorming session to meet the CBS move with rate realignments of its own. But don't expect this overnight. ABC and MBS also will modify to meet the new competitive pattern.

Revisions, at this stage, benefit no one except the competitive media. The issue is no longer debatable. There's a bed-rock job to be done by the business men in broadcasting. It is not done. The last year and a half, when radio was just rolling along, content to sell itself short.

Television isn't mentioned in the CBS affiliate plan, but its influence was there. The real tragedy is that non-TV markets, which are now thriving, nevertheless are forced to bear their portion of the across-the-board cuts.

The CBS compromise isn't all bad. It could have been worse. The networks have been given away, to the advantage of the affiliates committee interceded. Here are some of the plusses that should stabilize the medium: (1) There will be no card rate cuts for at least a year. (2) The advertiser must buy 92-weeks to earn maximum discounts, knocking out the demoralizing 13-week summer hiatus. (3) Monday through Friday daytime charges go up about 5%. (4) Ratings go out the window as a principal selling tool. (5) There will be no more rate deals.

If point No. 5 doesn't stick, then no gains whatever will accrue. The under-the-table deal must go. The bulk of network business sold during the last two years has been concession-dealing in time and talent or both. The networks have absorbed these deals. Now, in the CBS plan, the affiliates propose to help underwater the average 25% nighttime discounts by taking a 15% cut in network compensation.

This cut-back is at the network level. There's a big difference between network and spot.

Thus, that which has been done at the network level should not be transmitted to the station level. The station sets its own rates for its time. The advertiser can buy it or not. If it's over-priced he won't buy. More spot is being bought than ever before. They're buying more spot than network.

Call this strategic retreat, or charge it to blunders of the past. But it's done. Now all radio lines must hold fast. The advertisers have served notice on other media that they want an accounting. Television has affected newspaper and magazine readership. But that's their fight.

The resourceful broadcaster won't lose the new network scale as an excuse for downsizing of his operation. The advertiser isn't going to go back to the old days of that by so doing, cut-backs in personnel and programming will result. That can only make his use of the medium less productive. The advertising manager, after all, has to make an accounting, too. Many businesses have been "made" by radio—spot and network alike—to risk bleeding the medium dry.

For the moment, the profit dollar may be harder to come by in radio. But the broadcaster willing to work will find the way.

DONALD AIMERS NORMAN

WHEN Donald Aimers Norman joined NBC in 1943 he looked forward for the first time to a permanent base of operations where he could enjoy home and family. Now, nine years later, as general manager of KNBH (TV), the network's Hollywood television station, he finally has succeeded.

Steady advancement, which always seemed to involve moving from one city to another, has combined with housing shortages to keep Mr. Norman away from the hearth which he loomed so large in his considerations after years on the road.

To settle down permanently after spending 56 weeks a year traveling, Mr. Norman actually took a salary reduction when he joined NBC in 1943 as spot salesman in San Francisco—only to spend eight months vainly looking for a house while his family waited in Los Angeles for the word to move north.

After that the fates were kinder for awhile. He was transferred to Los Angeles as manager of National Spot Sales for NBC's Western Div. For nine months he and his family basked in the sunshine of each other's smiles. Then came word of transfer to New York. It took another eight months to find a place to live.

The long road which brought Donald A. Norman to Hollywood and a home in suburban Glendale began in Chicago where he was born May 27, 1915. He attended public and high schools in Oak Park and in 1930 enrolled in the U. of Illinois.

He majored in history and journalism. On the extracurricular side he played intramural baseball and golf—"I was too small for varsity." He was business manager for campus Little Theatre productions and active in Phi Kappa Tau fraternity.

His college career ended in 1933 for economic reasons. He had supported himself waiting on tables, but the combined academic and financial burden became too much. He went job hunting. That was the first year of the Chicago World's Fair. Mr. Norman probably had one of the shortest records in the history of show business as a performer at the exposition. The famed "Greeter" Gaw had written a song celebrating the glories of the Century of Progress. He hired the ex-college man to bark it along the midway. He lasted but one day.

He went to work for Standard Brands in the summer of 1933 as a junior salesman, a euphemistic title coined to give dignity to the drivers of route trucks who contacted stores selling Fleischmann's yeast. The salary was $65 per month. It later skyrocketed to $90.

Continued on page 70
WREC strength and stability are based on a long chain of events that have gained listener confidence through the years.... Service to the Community — Responsibility to the listener—and Mechanical perfection are a few of the reasons why WREC continues to pull the greatest audience.

Closely linked are the important facts that WREC has the highest Hooper rating of any Memphis radio station and rates are actually 10.1% lower per thousand listeners than in 1946! The advertising pull is greater because you get top coverage in this market of over $2,000,000,000—in addition WREC prestige adds weight to your message to bring in MORE sales at LESS cost.
On the dotted line...

COMPLETING contract for The Columbia Record Hour nightly for a year over KEAR San Matom, Calif., are (seated, 1 to r) Phil Barber, Record Dept. mgr., H. R. Basford & Co., distributor, and Tom Moschler, Basford ad mgr.; (standing, 1 to r) Walter Tolleson Jr., and Ray Barnett, KEAR gen. mgr.

SIGNING for The Jack Carberry Show are (1 to r) Albert T. Adams, branch mgr., for Amheuer-Busch Inc.; Jack Carberry, long-time sports editor of Denver Post, and Duncan McColl, slts. mgr., KOA-AM-FM Denver.

PENN STATE grid games on 14-sta- tion network set by (1 to r) George K. Kee, Jr., Ketchum, McLoud & Greer Chevrolet dealers agency, J. H. Coogan, for the college; M. J. Bergstein, mgr., WMAY State College, Pa.

INTRODUCING Procter & Gamble’s new soap product, Zest, over WSAI Cincinnati are (seated, 1 to r) R. E. Hauber, P&G research chemist; Polly Pickens, WSAI columnst, and Peg Sherwood, WSAI personality; standing (1 to r) are Howard H. Besuden, P&G publicist; J. Robert Kerns, WSAI managing dir.; Bob Tompkins, Benton & Bowlis; R. H. Bowler, WSAI slts. mgr.

RENEWING for sixth year WILM Wilmington’s Around the Town with Bill Frank is J. F. Hollywood (seated, r), president, Hollywood-Perkins, DeSoto-Plymouth dealer. Watching are (1 to r) Mr. Frank (seated, 1), WILM commentator; Jack Lee, WILM slsm. ; T. H. D. Perkins, auto firm v. p., and Ewing B. Hawkins, WILM pres.-gen. mgr.

MRS. ADELAIDE LANCY BREWER, 51, assistant chief of Domestic Productions, Interna- tional Motion Picture Div., Dept. of State, died Aug. 11 of cancer in Memorial Hospital, New York. Mrs. Brewer was active in radio as the original Betty Crocker for General Mills, 1929 to 1934. At that time she also was associated with the National Assn. of Broadcasters.

Mrs. Adelaide Brewer

(Continued from page 12)


Claiming Stockton, Calif., as her birthplace, Miss Ridley marks Dec. 14, 1920, as the eventful day. The family moved to Oakland and then to Sacramento before settling permanently in Los Angeles in 1931 when Miss Ridley was 11. Completing her grade schooling, she continued to Los Angeles High, and was graduated in 1938. Then 1½ yrs at Los Angeles City College with a major in dental hygiene ended her formal education.

She was a dental hygienist for the next two years and a receptionist for a similar period. She then became a private secretary for two years.

Wanting to see the rest of the U. S. and Canada, she resigned the secretarial post in 1942 and worked at various jobs in her travels to meet expenses. She rejoined her family in Los Angeles in late 1945.

Miss Ridley shares an apartment in suburban Sherman Oaks with Tenney, her black-and-white cocker spaniel. An outdoor enthu- siasm, she also claims cooking as a hobby, and admits to “sewing a mean seam” which accounts for her always smart appearance.

TENN. PRIMARIES Sponsor Bids for WMPS in ’54

WMPS Memphis did such an outstanding job of covering the Aug. 7 Tennessee primaries that already a sponsor has put in a bid for primaries two years hence, station reported last week.

“This is unprecedented in the history of our business, but I certainly want you to come to us with this when elections are on two years from now,” said E. C. Kraus- nick Jr., sales and advertising manager of the Tennessee Brewing Co., Memphis.

WMPS had reporters spotted at candidates’ headquarters, at the Courthouse when the ballot boxes were brought in, and at other key posts throughout the city. Station used tape recordings and “beeper” reports in addition to regular news sources which flowed into the studio.

MORGAN SUIT
GF, B&B Seek New Trial

GENERAL FOODS Corp. (Max- well House coffee) and its agency, Benton & Bowles Inc., New York, will ask a new trial or “if necessary appeal” the Los Angeles Superior Court verdict which awarded Raymond R. Morgan Co., Hollywood agency, $375,000 compensatory damages for the appropriation of a promotion idea in involving radio. Al Kaye, vice presi- dent and Hollywood manager of Benton & Bowles, also was a de- fendant in the suit.

The jury in Superior Judge William B. McKay’s court, after three weeks of testimony, brought in the verdict Aug. 8 for the plaintiff after an hour’s deliberation.

Charging unfair competition and breach of an implied contract in the appropriation of a copyrighted “doorbell ringing plan,” Raymond R. Morgan Co., originally had sued for $1.5 million damages [B&T, June 25, 1951].

During the hearing, this figure was scaled down to $500,000. The jury, not advised of the change, first awarded the plaintiff $750,000. Sent back by Judge McKay for further deliberation with instruc- tions to lower the figure, the jury then made a judgment of $375,000.

The Morgan firm in its suit charged Benton & Bowles had re- quested a presentation and detailed working-out of the merchandising plan used by the former agency for four years in increasing Folger coffee sales. Cost for its use was quoted, with a royalty price set at $200 per week in each key city and $100 weekly in smaller communities. It is licensed to other agencies and firms in areas where it does not conflict with Folger coffee promotion.

General Foods Corp., according to testimony, appropriated the mer- chandising plan to promote Max- well House coffee in Folger coffee territory and without agreement or compensation to the plaintiff. Benton & Bowles reckoned the promotion idea was in public domain.

That contention was reiterated Tuesday in a formal joint state- ment when General Foods and its agency revealed intentions to “move for a new trial and if neces- sary appeal the verdict.”

The statement was a combination of radio broadcasting, couponing, house-to-house selling and sampling. Under license arrange- ment, it has been used by Los Angeles Soap Co. (White King Soap), a client of Raymond R. Morgan Co., and by other agencies for various national accounts.

TELEVISION-Radio Workshop of the Ford Foundation has appointed Jack Perlis, radio-television public relations consultant, to handle publicity promotion on behalf of Omnibus, 90- minute Sunday variety television show to be launched Nov. 9 on CBS-TV.

BROADCASTING • Telecasting
From where I sit by Joe Marsh

If They're Wild, They Belong To Tik!

Saw Tik Anderson last week and was reminded of the first time I ever spoke to him. The missus had sent me out one Saturday afternoon to hunt for some blackberries.

I took a long hike and couldn't find any. Finally, I came to Tik's house along that low stretch east of the fork on River Road. "Hi there," I says, "any blackberries around here?"

Tik says, "There used to be—but I don't know much about things that grow wild." Later, I found how Tik supports his family by picking berries. Ever since that time I've been like the rest of folks in town—respectful of his right not to tell where "his" berries grow.

From where I sit, respecting other folks' rights comes natural in our town . . . in America for that matter! Whether it's a person's right to enjoy a temperate glass of beer or ale if he wants, or whether it's Tik Anderson's right to keep secret where his berries are, it's all a big part of a real democracy!
Plan Nears NSRB Approval; FCC Declassifies Parts

OPERATION Conelrad moved two steps closer to reality last week with the twin developments of approval of the FCC and the National Security Resources Board.

The broadcast alert plan designed to cope with the eminence of air attack on the U.S. currently is in the interim phase pending official approval of the permanent long-range project.

Last week, Operation Conelrad was reported close to approval by the security board. Its chairman, Jack S. Gorrie, was preparing to give the agency's assent and thus make it official, in line with previous actions in the President's Executive Order of last December.

In the meantime, FCC has notified stations they may classify certain documents in their possession dealing with various phases of the plan.

The project already has approval of the Secretary of Defense. Once NSRB tenders its okay, the FCC will be able to issue appropriate orders to put it into effect. Rules and regulations will be adopted by the Commission to set the wheels in motion.

It was understood some 600 AM radio stations are interested and actually participating in the interim phases of Conelrad. To take part they were required to make certain modifications in technical equipment. FCC has been told by NARTB that changes in its requirements covering operators and remote-control operation would implement the plan, too [B&T, Aug. 11].

Two Specified Frequencies

Under Conelrad all but participating stations would be silenced in a threatened air attack or similiar emergency. Subscribing stations would notify listeners to tune their receivers to two specified frequencies. Use of FM and TV outlets is contemplated now.

Under the system a number of 60-kw stations throughout the country have been operating 24 hours daily over a specified period. This is called the "skywave" aspect, tailored to provide fulltime alert until Conelrad becomes a reality. Local civil defense organizations have been cooperating.

In the FCC memorandum to stations, broadcasters were advised they could declasify certain documents relating to the operating system, alerting system, emergency control and programming plan of operation relating to control of electromagnetic radiations (Conelrad) in the continental U.S. and North American region.

FRAUD SUIT AIMED

At Coast Firm Officials

REMOVAL of the president and two directors of Camera Vision Productions Inc., Beverly Hills, on charges they misappropriated and misapplied corporation funds, was demanded last Tuesday in a federal court suit filed by two investors in the firm.

Arthur S. Lyons, president, and Edgar R. Morris and Edward C. Flynn, directors, are named in the suit by Mrs. Gloria Dahlberg of New York and Mrs. Rose K. Davis of Hawaii, both of whom claim their investments of $50,000 each, plus $52,100 from other sources, have been "dissipated." They seek injunctions to keep the trio from disposing of assets of the firm, organized about a year ago to develop a new camera which supposedly would cut time and costs of film production in half.

CAMPAIGN SUGGESTIONS

SUGGESTIONS for planning an anniversary campaign have been published in outline form by Castle Island Press, Chicago. How To Plan an Anniversary Campaign, written by Jay J. Broderick, public relations director at Castle Island Press, is available free of charge. Outline is preceded by an introduction on the function of a public relations man.

Plan Nears NSRB Approval; FCC Declassifies Parts

AREA Pontiac Dealers last week contracted with WMAL-AM-FM Washington and WBAL-AM-FM Baltimore for exclusive radio coverage of Maryland U.'s football games. Coverage of last season's Sugar Bowl champions calls for a nine-games series. Among those at contract negotiating were (t to r) Al Burke, WBAL sales representative; H. E. Hedings, of McManus, John & Adams Advertising Agency; Mahlon Glascow, WMAL sales director, and John Betes, Pontiac district zone manager.

RADIO-TV HELP NEWSPAPER TOP RIVAL

Three Lamb Media Work Hand-in-Hand in Erie

This is a newspaper success story in which radio and TV played major roles.

For the first time in the five years broadcaster Edward Lamb has owned the Erie (Pa.) Dispatch, it is leading the opposition, Erie Times, in food advertising lineage.

Latest figures from Advertising Lineage Service for the first half of 1952 show the daily Dispatch carried 664,680 lines of food advertising compared to the rival Times' 621,045, Mr. Lamb reports.

In great part this success is due to the use of the Lamb-owned WIKK and WICU (TV) as a service in the merchandising help given food and kitchen product advertisers in the newspaper, according to Mr. Lamb.

Selected advertisers of food products in the Dispatch get their products mentioned on both the AM station and on TV. The way it works is this:

The newspaper buys time on WIKK for a group of participating announcements.

Food Products Tie-In

Similarly, it has bought the whole Wednesday half-hour of the weekly TV participating Kitchen Arts Show on WICU. Food products using the Dispatch's merchandising service are mentioned and shown on the show.

So successful have the combinations been in selling products to consumers, that the use of radio and TV is now considered the back bone of the newspaper's merchandising plan.

Other forms of selling aids continue, of course, Mr. Lamb explains. The two-man newspaper merchandising staff continues the usual forms of such activity—surveys, mailings, guaranteed outlets, retail tie-ins, posters, etc.

The Erie Dispatch has a circulation of 46,000, up 15,000 from its readership when Mr. Lamb bought the newspaper in 1947. Its opposition has a circulation of 62,000, with 2,000 from its dominant position five years ago, Mr. Lamb says.

The use of his radio and TV to help his newspaper is not entirely one-sided, Mr. Lamb points out. The success of his TV operation can be in significant measure to the assistance given WICU by the newspaper. The newspaper not only runs regular features on the station and on TV in general, but it also cooperates in merchandising broadcast advertisers—through news items on shows, talent and advertisers' products.

In addition, the Sunday Dispatch carries a regular TV section.

The merchandising staff of WICU numbers five men. They also engage in the usual array of sales aids for advertisers.

As the fact the Dispatch is part of one newspaper-radio-TV property has helped "enormously" in building its circulation, Mr. Lamb says. The paper is promoted heavily on the air. Not only do radio-line upliners have regular programs on WIKK and WICU (the sports editor has a sportscast, the society editor a social "column," etc.), but both stations carry references to Dispatch feature stories, news beats, etc.

Although all three properties are owned by Mr. Lamb, the sales staffs are competitive, Mr. Lamb emphasizes.

Is there a trend toward a joint advertising rate—one charge for newspaper space, radio and TV time?

"No yet," Mr. Lamb replied. "But it is not a far-fetched idea. Time will tell."
Rochester Test—Listeners Outbuy Readers
(Continued from page 26)

EDWARD'S

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<td>50.0%</td>
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<td>61.7%</td>
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<tr>
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<td>13.4%</td>
<td>12.1%</td>
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PER CENT OF TRAFFIC OF BY MEDIUM, BY DAY
Tuesday: 36.6% 36.6% 13.4% 13.4% 100.0%
Wednesday: 32.5 41.6 9.1 16.8 100.0%
Thursday: 37.9% 32.6% 52.6% 89.3% 75.8%
Outside City: 21.2 24.0 23.4 7.3 22.8
Unascertained: 11.0 5.5 5.5 3.0 18.0
Total: 100.0% 100.0% 100.0% 100.0% 100.0%

* These figures include all purchases made in the survey area by customers who were interviewed.

McFARLIN'S

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<th>Other</th>
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<td>20.0%</td>
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<td>9.9%</td>
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PER CENT OF TRAFFIC OF BY MEDIUM, BY DAY
Friday: 41.7% 35.5% 8.3% 37.5% 100.0%
Saturday: 27.8 25.0 11.1 36.1 100.0%
Sunday: 30.0% 29.0% 10.0% 30.0% 100.0%

Sears

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<td>39.6%</td>
<td>15.8%</td>
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<td>% Traffic</td>
<td>34.2%</td>
<td>33.3%</td>
<td>15.8%</td>
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<td>5.0</td>
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<td></td>
</tr>
<tr>
<td>% Purchasing Merchandise*</td>
<td>55.4%</td>
<td>55.4%</td>
<td>37.8%</td>
<td>10.5%</td>
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<td>44.3%</td>
<td>14.6%</td>
<td>3.7%</td>
<td>100.0%</td>
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PER CENT OF TRAFFIC OF BY MEDIUM, BY DAY
Friday: 25.1% 39.6% 20.8% 7.5% 100.0%
Saturday: 36.1 27.9 11.3 24.5 100.0%

SEARS

* These figures include all purchases made in the survey area by customers showing an interest in the test merchandise.

AM TRANSMITTER combines excellent performance with streamlined simplicity

Simplified circuit design . . . fewer controls . . . ease of adjustment . . . frameless, unified cabinet . . . automatic voltage control . . . extreme accessibility of all components . . . easy cutback to 500 watts . . . electric door locks . . . these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.

Campaign Catechism Issued by NARTB
(Continued from page 27)

In case of defamation, the speaker is liable in every state, the booklet explains, with 21 states having laws or court decisions lessening the liability.

Speeches of political speakers not actually candidates may be edited to remove defamatory or poor-taste passages, it is stated. Stations may "editorialize" on public issues, though FCC expects them to give the other side a chance to reply.

Premium rates for political broadcasts are forbidden by a 1952 amendment to Sec. 315. Stations are advised they must give candidates the right to purchase comparable time at an equal rate. If a station confines political programs to sustaining time it must cancel programs, if necessary, to provide equal opportunity.

Stations are not required to keep a script or recording of political speeches, the bulletin concludes, but must keep a record of requests for time and what was done about them. Scripts and recordings are a safety factor in case of libel suits or other objections.
GROWING popularity of chlorophyll dentifrices at the expense of "ammoniated-only" and regular-type toothpastes in the New York market was highlighted in a special WOR New York product poll released last week by Robert M. Hoffman, research director for WOR and WOR-TV.

The survey, conducted for WOR by Pulse Inc., shows the market situation in January 1962, just prior to the debut of chlorophyll dentifrices, and in July 1962, in interviews of 1,600 families. Some 25.6% of families surveyed stocked chlorophyll dentifrices in July, while ammoniated toothpastes declined from 20.4% in January to 16% in July. So-called regular dentifrices dipped from 87.1% in January to 70.4% in July. (Chlorophyll figures include chlorophyll brands that are ammoniated.)

WNHC Bldg. Dedication

WNHC New Haven, Conn., will dedicate its new four-story building about the first of September, Patrick J. Goode, station president, announced last week. It will be equipped with four radio studios, offices, news bureau, record library and publicity and promotion departments.

KWK GETS RESULTS!

KWK GETS RESULTS!

KWK IS THE RADIO BUS!

IN ST. LOUIS!

KWK GETS RESULTS!

KWK GETS RESULTS!

KWK GETS RESULTS!

Your KATZ man has the facts on KWK's LOW-LOW! cost per 1000!

KWK GETS RESULTS! KWK GETS RESULTS! KWK GETS RESULTS!

Globe-Democrat Tower Bldg. Saint Louis

Page 62 • August 18, 1952

Quincy, Illinois

BROADCASTING • Telecasting

GATES

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

QUINCY, ILLINOIS

BROADCASTING • Telecasting

WOR PRODUCT POLL

Pulse Survey Shows Market

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James S. Pollack, TV program manager, ABC Central Division, to KCCT-TV Los Angeles as program director. He succeeds Alvin G. Flanagan who has resigned.

Sherr Feller to WLAG Boston for Mon. through Fri. disc show.

Bob West, WGAJ Elizabeth City, N. C., sports director, to announcing staff, WRFK Washington, D. C.

Haywood Meeks, assistant sales promotion director, WLCW Cincinnati, to WTOP-AM-FM-TV Washington as sales promotion director.

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Ed Stevens, publicity and promotion director, WERE Cleveland, appointed program director.

Ed Brown, staff announcer, WSyr Syracuse, to WENY-TV same city, in same capacity.

Donald McGill, CBM Montreal, appointed program director there.

Bill Harrington, WHDH Boston, to WNEB Worcester, Mass., as sports director.

Fred Hill, announcer, WMAZ Macon, Ga., elected commanding officer of Marine Corps League of Georgia.

Mike Woloson, chief announcer, WSCR Scranton, Pa., to WNOR Norfolk, Va.

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**Radiotelecasting**

**Radio barred**

Labor Dept. Prohibits Tape Recording

Refusal of a U. S. Dept. of Labor official to permit recording of a conference took place last week in the offices of the Department's labor program of the Labor Dept.

Tom Kritser, general manager of KGNC, sent a protest to Sen. Lyndon Johnson (D-Tex.), terming the refusal "the basis of leads eventually to a totalitarian government." He asked Sen. Johnson to find out "what reason, if any, they had for this treatment and if this is the type of thing we can expect in the future in dealing with the Dept. of Labor."

Mr. Smith described the meeting as a private session. Principal speakers were two Labor Dept. officials—Michael J. Galvin, Undersecretary of Labor, and William S. Tyson, solicitor.

Refusal of a man in the back of the room who described himself as John Leslie, a department information director, refused to let him operate his tape recorder. Leslie was allowed to take notes and photographers took photos. With about 100 persons present, only a fraction of 1% of those interested could hear the proceedings compared to the audience available by radio, Mr. Johnson pointed out.

Herbert Little, Labor Dept. information director in Washington, gave this explanation of the incident to Broadcasting • Telecasting.

"The incident resulted from a series of honest errors. The trip was for the purpose of giving the Texas people the facts about the Mexican labor program of the Department, and we hoped and expected these facts would be distributed fully by press and radio." This meeting, like the others held in Texas, lasted several hours, some of it speeches and some of it general discussion, and Under Secretary Galvin felt that a direct recording and live direct broadcast from the hall would be unduly long and bad radio technique.

Unfortunately, this arrangement was not made. Mr. Galvin was in the midst of the meeting and did not learn of the request of the KGNC reporter for a tape recording until after he left, when it was too late to catch him and make a separate recording for him.

"Mr. Galvin stated that the error grew solely out of the desire to help the men."

"After learning of the error, Mr. Galvin offered to make a recording explaining the farm labor program for KGNC. This, of course, would also be for KGNC of other stations that might request it."

**KTN Auction**

6,000 Respond to Sale

AUCTION planned three years by KTN Sherman, Tex., saw a crowd of 6,000 jamming the Bearcat football stadium in that city to buy several hundred items with KTN trade certificates. Details of the auction were worked out by William A. Jaco, station manager, and Charles L. Cain, station owner.

Mr. Jaco said the station sold "practically every merchant" in Sherman on the plan, which involved contracting with merchants furnishing customers KTN trade certificates on a dollar- for-dollar basis in the amount of their purchases, along with a package of 30 spots for the 13-week period.

Merchandise for the event was purchased by the station from local merchants and included a refrigerator, color television set, gas range, bedroom suite, automatic washer and other items. The auction began at 6 p.m. and lasted to 10:30 p.m. The affair was so successful that KTN plans to make it an annual event.

Assisting Mr. Jaco, who was m.c. and auctioneer, were announcers Jim Shelton and Walter Vaught, engineer Otis Smith, Mr. Cain and his wife, Jessie Mae, Continuity Director Carol Rogers, Traffic Manager Loraine Adams, stenographer Jean Vaught, W. E. Smith, E. A. Hudnall and Dr. F. T. Vaught.

**UN promotion**

Council Outlines Plans

Advertising Council and the National Citizens' Committee for UN Day outlined advertising and promotion plans for the celebration of UN Day (Oct. 24) as a break-fast for newsmen in New York Tuesday.

The 1962 program will attempt to set up UN Day as the world-wide, traditional "holiday" for sending greetings and gifts to people in other UN countries.

Allan M. Wilson, vice president of NBC and radio and television will be asked to implement the council's "allocation plan" used in other campaigns. He said he expected the radio and television drive to begin about mid-September.

Volunteer advertising agency for the campaign is BBDO New York, under direction of Willard Pleuthner, vice president. Advertising materials will be distributed by the council.

**Planet Man**

Seriess

PALLADIUM Radio Productions Inc., 445 Park Ave., N.Y., last week announced the offering of "Planet Man" on a series basis for general release Sept. 15. The series consists of open end transcriptions designed for three 15-minute programs a week. It is to be sold on an exclusive basis in each market.

**WSYR's Local Radio Sales Up 39%**

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

**National Spot Advertisers**

**Take Note**

Write, Wire, Phone or Ask Headley-Read

**WSYR•ACUSE**

Nbc Affiliate

570 Kc

WSYR-AM-FM-TV

The Only Complete Broad-cast Institution in Central New York

August 18, 1962 • Page 63
KIRK APPOINTED

Heads Strategy Board

APPOINTMENT of Alan C. Kirk as director of the Psychological Strategy Board, effective Sept. 15, was announced by the White House last Thursday.

President Truman named Admiral Kirk, ex-U. S. ambassador to Moscow, to succeed Dr. Raymond B. Allen, who will be retained as a senior consultant for a month. Dr. Allen, ex-president of the U. of Washington State, becomes chancellor of the U. of California at Los Angeles.

PSB is charged with coordinating the foreign information activities and psychological warfare policy of the U. S. The board deals with the Defense Dept, State Dept. and Mutual Security Agency, with membership comprising the Under- secretary of State, Deputy Secretary of Defense and director of the Central Intelligence Agency.

Gordon Gray, president of WJSJ-AM-FM Winston-Salem, N. C., and other radio properties, was the first director of the board.

Admiral Kirk has served as chairman of the American Committee for the Liberation of the Peoples of Russia.

ATS-REC Conference

NOMINATING committees of American Television Society and Radio Executives Club of New York will meet Wednesday after- noon to nominate candidates for officers of the new organization as yet unnamed, resulting from an ATS-REC merger which becomes effective this fall.

NEWS on KMBC-KFRM is TOPS...

... because KMBC-KFRM stays on 'top of the NEWS!

And there is no greater value today than radio news!

KMBC-KFRM news programs are the most-listened to newscasts in the heart of America. They enjoy their high ratings because of the reputation for accuracy and immediacy built by the KMBC-KFRM team.

Here is a tremendous sales potential in one of the nation's richest markets: the great Kansas City Primary trade area.

Call KMBC-KFRM or ask your nearest Free Press representative for complete details on the mighty voice of the KMBC-KFRM team and for newest availabilities.

CREDIT UNION ASSN.

Radio Sells Ideas As Well As Services

CREDIT UNION National Assn. is selling the concept of regular saving and intelligent borrowing to working people in Canada and the U. S. by radio. For the first time, the company's first full-fledged advertising promotional campaign, under the wing of J. Walter Thompson Co., Chicago, has chosen radio as the strong base from which ideas as well as services could be sold.

Believing in the convincing salesmanship of two leading broad- casting personalities, agency officials selected Gabriel Heather in the U. S. and Lorne Green, "Mr. Radio" of Canada. Mr. Green, who has been on the air for years, appears weekly on 21 Canadian stations.

In this country, hard-selling but warm-hearted Mr. Heather was sponsored each Tuesday night on his regular Mutual newscast, aired on 530 stations. Mr. Heather has been on the air for CUNA since January on a 52-week contract, with results that are "more than satisfactory" to the client.

Credit Union National Assn., which headquarters in Madison, Wis., and employs 200 people, chose radio as its first advertising medium last fall after appointing J. Walter Thompson Co., as agency.

Needed Mass Medium

It wanted a mass medium to tell its story nationally. This was a story of its service of helping to organize credit unions with big names and financial standing is growing rapidly.

Encouraging workers to establish and operate their own credit unions, with funds in a savings and loans company or bank, CUNA supplies the plans and physical equipment (pass, books, ledger forms, etc.) necessary in each shop.

Mr. Heather, chosen for what the client terms his "believability," espouses the virtues of company credit unions, frequently citing specifics of successful cases. His first "sale" was completed only four days after the program went on the air for CUNA. In that time, a listener sent in for a book-let outlining the group's objectives, a CUNA representative contacted management where the listener worked, and the entire credit union operation was installed and put into effect.

On the first four shows, more than 10,000 questionnaires were returned by interested listeners who had requested the free booklet. Their answers, providing credit union data for field representatives, gave CUNA leads for prospective credit unions in every state.

CUNA, and credit unions generally, follow a plan originated in Europe 100 years ago, and which has been adopted by Canada. The plan is to aid the worker in meeting his mortgage saving for the future and cutting his borrowing costs. The credit union idea is based on the fact that a common bond exists among workers and individual companies and within each group of religious and club organizations. This provides the means for CUNA members to help each other as they help themselves. Other objectives with that of organizing new credit unions are to urge greater participation by non-mem- bers in companies where credit unions now exist, and to broaden the insurance coverage on both savings and loans.

The national association is sup- ported by assessments paid by the 58 Credit Union Leagues operating in the U. S., Canada, Puerto Rico and British West Indies. The leagues, in turn, are comprised of chapters consisting of groups of individual credit unions. The Credit Union National Assn. is the parent organization for CUNA Mutual Insurance Society.

MILTON BLAIR

Former Ellis Official Dies

MILTON J. BLAIR, 64, former vice president and secretary of Sherman K. Ellis & Co., New York agency, and one time member of the Advertising Council, died in Edgartown, Mass., Aug. 12.

Mr. Blair was with the Ellis agency from 1938 to 1948 when he retired because of illness. Later he joined the staff of the Advertising Council. Prior to 1938 he had been a vice president in the Chicago office of J. Walter Thompson Co. for 14 years.

Surviving are his wife, Mrs. Cora Blair; a daughter, Mrs. Alleyne C. Howell; and three sons, Charles J., John A. and F. Roberts Blair.

RECRUITING PACT

Agencies File Bids

REPLIES have been received from 64 of the 90-plus agencies invited by the Defense Dept. to bid for the $1 million recruitment adver- tising contract, it was revealed last week.

Questionnaires listing qualifications were sent by the Army and Air Force recruiting services to all advertising agencies with annual domestic billings of $6 million or more. Of the 64 replies received as of Thursday (Friday was the deadline) 28 said they would be interested in competing for the con- tract, and 36 expressed disinterest.

After all replies are received, military Personnel Procurement Division authorities will sift out a group of finalists who will make their presentations. Finalists may be chosen in the next fortnight.

The new contract is effective Oct. 1 at which time the present one with Grant Advertising Inc. expires [B+T, Aug. 4].

'PIONEER' SALES

30 Buy Thesaurus Show

RCA Recorded Program Services announced last week that RCA Thesaurus" Sons of the Pioneers show has been sold to 30 sponsors by subscriber Nation. Ten sales were for 62 weeks and 12 for 26 weeks, the announcement said.

High sponsor response was attributed by RCA Recorded Program Services to the sales-aide package that was mailed to the stations as early as Aug. 1. The promotion package on the program—a quart- er-hour, five-day-a-week western program featuring cowboy and prairie music and songs—includes a sponsor-selling brochure, an audience-building promotion kit and a sales audition disc.

RADIO and TV scholarships worth $100 each has been awarded fortnight ago to the two top students enrolled at the annual NBC-Northern U. of Chicago Radio and Television Institute in Chicago. Harry Kopf, NBC vice president, awarded the scholar- ship to Ulysses Carlin, instructor in speech and radio at DePaul U., Chi- cago, in radio, and to Albert M. Cohn, assistant professor of drama at Emer- son College, Boston, in television.
at headquarters, cannot adopt any idea of the sort. Mr. Storz proposes without careful study followed by action by the board and membership.

At many past district meetings and NAB conventions, the members have adopted resolutions condemning rate-cutting practices. The NAB Broadcast Advertising Dept., abandoned in 1960 when Broadcast Advertising Bureau was set up in New York as a non-association activity, supported the association's often-repeated opposition to rate-cutting.

"The rate-cutting problem is the greatest problem in broadcasting today," Mr. Storz told Broadcast- ing • Te lecasting. "It is a much more serious threat to the future of the industry than television. Some stations probably should reduce their rates. Most stations should publish more rates on their cards. But all this will happen automatically when and if the majority of stations decide to publish all rates available and to stick by the rates as published."

In submitting the seal plan to NARTB President Fellows, Mr. Storz pointed out that while many stations have held the line by selling at card rates, a "greater number of stations are virtually forced into 'special deals' to meet the competition and keep in business."  

"The problem has become particularly acute in the last few months, and many advertisers are beginning to feel that a radio station's rate card means nothing," Mr. Storz continued. "I believe that the association is a natural source to take steps to curtail the rate-cutting practices."

"You will note that the proposals in this letter have nothing to do with "rate fixing" or any monopolistic price agreements. I certainly believe each station should have the right to complete and full control over its rates."

Mr. Storz described his idea as a plan by which stations voluntarily signify that they will sell time only at their published rate. Stations joining the group will still have the complete and full right to revise their rates in whatever manner, and whenever they desire.

NARTB itself would draw up the requirements for membership, Mr. Storz feels, adding that "there should be real teeth in it and the seal should have real meaning."

Looking at the effect on timebuyers, Mr. Storz said, "A station using the seal would be immediately recognized by timebuyers as selling only on their established rates, and if the plan was functioning properly, buyers would soon realize that it was fruitless to proposition stations using the seal for special deals."

In order to get the seal, Mr. Storz said, a station should do the following:

Furnish NARTB with a complete schedule of rates, and agree that all rates available will be printed on a rate card and that all sales will be in accordance with the published rates. This includes both local and national, and a regional rate if one is used.

Each station asking for the seal would agree to mail to NARTB a copy of each and every contract made for sale of time.

If sales were made at less than published rates, or if a station neglected to send a copy of any contract to NARTB, permission to use the seal would be revoked, after the station was given a fair hearing.

The plan is simple from an administrative standpoint. Mr. Storz explained. At the station level it would only be necessary to make an extra carbon copy of each contract. At NARTB it would be necessary to file rates, and an employee on a part-time basis would spot check incoming contracts against rate data on file.

NARTB should adopt the plan immediately, in Mr. Storz's opinion, but he emphasized the need for "teeth," recalling that "many stations subscribed to the NARTB Standards of Practice, dutifully published the commercial content for programs of various length and then proceeded to completely ignore their own standards. That certainly should not be the case in this rate matter. The seal should positively identify stations as selling time only on their published rates.

"A great service to the industry will be rendered if NARTB will take steps toward an elimination of the present wholesale rate-cutting practices. A plan similar to this would be effective and very economical in operation for stations and NARTB alike from an administrative viewpoint."

WOW-Te Omaha recently auditioned its new live camera facilities which enable the station to stage "live" announcements 20 seconds or greater in length, at any time from sign-on to sign-off. Agency people attended the audition.
WFMU's CYO Plan

N.Y. Youth Radio Workshop

WFUV (FM), Fordham U. station in New York, with Catholic Youth Organization, will co-sponsor a radio workshop for teen-agers from the eighth grade through high school, beginning Sept. 28 at the Fordham radio station, to give young people opportunity to participate in radio production, including announcing, directing and sportscasting.

After instruction by professionals, students will participate in a weekly series of CYO Radio Workshop programs lasting from mid-October through December. Certificates will be awarded.

Members of CYO Radio Workshop committee are: Don Dunphy, WOR New York sportscaster, chairman; Maggy Fisher, Fisher Productions; Nancy Craig, WIZ-TV New York; Elleen O'Connell, WMGM New York; Ray Chambers, radio-TV producer; Don Kearny, ABC-TV; Jerry Cotter, radio editor of Sign magazine; John O'connor, Catholic News, and Ralph Boursic, Ed Turner and Frank Pilepich, WFUV. Advisory members are the Revs. Lewis A. McLaughlin, WFUV director, and Gregory L. Mooney, CYO. Ursula Manny is CYO staff co-ordinator.

N.Y. Ad Club Course

ADVERTISING CLUB of New York will conduct its 29th annual advertising and selling course from Oct. 9, 1952, to March 5, 1953. Classes will be held Mondays and Thursdays 6:15-7:45 p.m. Registration will begin on Sept. 1.

Mr. Goldman & Mr. Moncton

N. PRATT SMITH, free lance program sales representative in Salt Lake City, to Broadcast Merchandisers Inc., Hollywood (radio-TV merchandising plans), as sales director.

EARL T. CHAMPION appointed representative for Merit Coil & Transformer Corp., Chicago, in Wisconsin and Illinois.


TED KENT, Universal-International Pictures, elected treasurer of American Cinema Editors, Hollywood. He succeeds RICHARD HERSEY, Monogram Pictures, who has resigned.

ORVILLE LAWSON and RALPH PRYCE appointed sales representatives for United Artista Television in Minneapolis and Omaha, respectively.

ASHBY, BURRUS & GREER, market research firm, opens offices in Fort Worth, Tex., in Nell P. Anderson Bldg.; JAMES B. ASHBY, DONALD R. BURRUS and JAMES W. GREER are partners in firm.


LEWIS D. STEARNS, account executive in RCA, Los Angeles, to Hoffman Radio Corp., that city, as director of technical and engineering personnel.

HANG BERGER, production manager, Kaye-Halbert Corp., L. A. (TV sets), named vice-president in charge of operations and production. JOHN L. LYONS, general sales manager for firm, promoted to national director of sales.

JACK N. SMITH, JEROME B. HIGGINS and FREDERICK A. LYMAN elected president, vice president and sales manager-secretary-treasurer respectively of Quality Television Corp., L. A., distributor of DuMont TV receivers.

HOWARD B. MONCTON, assistant to manager, Physics Lab., Sylvana Elec-


UNITED PRESS TELEVISION NEWS-REEL has taken over film laboratory at 1417 N. Western Ave., Hollywood, to service stories emanating from Pacific Coast. GEORGE MILLER is in charge of bureau.


EMANUEL WEINTRAUB appointed purchasing agent for CBS Columbia Inc., N. Y. Mr. Weintraub has been chief buyer of CBS-Columbia's military program.

TRIMM Inc., Libertyville, Ill., announces publication of two bulletins, R-15a and R-23, describing complete lines of patch cords and jack panels used in radio stations and recording studios.


DR. HENRY F. IVEY appointed director of research and development, Saka- tren Electronics & Television Corp., N. Y., to coordinate firm's activities in subscription TV.

MAGNECORD Inc. moves Chicago sales and administrative offices to 225 W. Ohio St. Phone is Whitehall 4-1889.

INSULINE Corp. of America, Long Island City, N. Y., announces publication of new eight page brochure describing firm's facilities for production of electronic parts and equipment.

GALVANIC PRODUCTS Corp., Val- ley Stream, N. Y., announces manufacture of Selectester, Model 100A, for testing selenium rectifiers in radio-TV receivers.

SYLVANIA ELECTRIC PRODUCTS Inc. announces production of miniatures, five-pin medium-mu triode and sharp cutoff pentode in one envelope, designated 6X8 developed as combined mixer and oscillator in TV receivers using intermediate frequency of approximately 40 mc.

DAVEN Corp., Newark, N. J., announces availability of new series 690, "T" or balanced "H" attenuation networks designed for use in general laboratory and production testing. Series has frequency range from zero to 50,000 cps.

PLASTOID Corp., N. Y., announces production of new Synkote 300 ohm twin-led featuring high tensile strength, resistance to heat, sunlight and salt air and production of clear steady pictures in fringe areas.

J. D. E. A. Inc., Indianapolis, has designed a new voltage booster termed Regency VB-1, which maintains 117 volt power supply regardless of line voltage variations from 90 to 130 volts. Booster can also be used to obtain peak performance from electrical devices drawing 350 w or less.

PENTRON Corp., Chicago, announces production of new multispeed tape transport mechanism which can be used in high fidelity systems mounted in radio-TV sets or joined to existing amplifiers and A-F systems. Unit features two recording and playing speeds—3/4" and 7/8" and push-button operation for speed changes.

Mr. Goldman 

Technical . . .

HARRY DENNIS, WERE Cleveland engineer, promoted to chief engineer.

First in Listeners . . .

Oh What a Beautiful Morning!

Morning Advertisers 7 to 9 AM on WCKY are getting the lowest cost per thousand buy in Cincinnati.

WCKY...ON THE AIR EVERYWHERE—24 HOURS A DAY—7 DAYS A WEEK

Page 66 • August 18, 1952

BROADCASTING • Telecasting
MINORITIES

Right of Expression Defended by Walker

"If we seek to deny the right of any minority in freedom of expression, then we are jeopardizing the sacred principle of American democracy that guarantees freedom for all of us," FCC Chairman Paul A. Walker declared Monday in a talk on radio-TV and religion at the seventh annual radio workshop at the School of Religion, Butler U., Indianapolis.

The three-week workshop, sponsored by the Broadcasting & Film Commission of the National Council of the Churches of Christ in the U.S.A., is being attended by religious leaders from 11 states and seven foreign countries.

Chairman Walker said that "if we are to preserve our historic stand for freedom of conscience, we must insist that the license of a broadcasting station be fair to the members of the various faiths in his community, for the frequency he uses is a publicly-owned frequency and he is not an owner but a steward."

"The Commission has always regarded the broadcasting of religious programs as being in the public interest," the FCC chairman stated. "I am happy to say that despite the numerous and delicate problems facing the licensees of 3,000 aural stations and more than 100 television stations in making time available for religious broadcasting in a land of 265 different denominations, they have achieved a remarkable record of service and fairness."

Religious Applicants on File

Pointing out that religious organizations "may apply for commercial channel assignments in AM, FM and TV" and "operate them either commercially or non-commercially," Chairman Walker noted that the three religious institutions have applied for commercial TV stations. He cited Loyola U. (WWL), New Orleans; Lutheran Church, Missouri Synod (KFUO), Clayton, Mo., and Baptist General Convention of Texas, Corpus Christi.

"Like other licensees of commercial stations," the FCC chairman continued, "they may not operate these stations merely to propagate their own views and beliefs, but are expected to offer a well-balanced program service."

Although acknowledging television to be the most powerful medium of mass communication yet devised, Chairman Walker stated that AM radio is America's "universal, instantaneous medium of mass communication." He said:

"While there have been some melancholy predictions as to the ultimate impact of television competition on radio, there is still a brisk demand for new stations. As of today, there are 300 applications for new stations filed with the Commission. More communities already have a radio station than have a daily newspaper of their own. Virtually every American home has at least one receiving set. In addition, 27,500,000 autos are equipped with radio sets. For all practical purposes, radio is America's universal, instantaneous medium of mass communication."

Noting that the "technological marvel of broadcasting" has been used elsewhere in the world not to enlighten people but to "stifle freedom," Chairman Walker concluded, "we have a solemn responsibility—all of us, broadcasters, religious leaders and the government licensing authority—to exert all our intelligence, our good will and our tolerance to insure that this instrument shall promote freedom, not injure it."

Custom Record Sales

SALES by the RCA Victor Custom Record Div. have reached a new high for the summer months, James F. Davis, manager of the division, announced Wednesday. He prophesied that August will be as active a selling month as June and July. "We attribute the increase in sales activity to a more efficient, streamlined service, an improved production set-up and an effective summer selling campaign," Mr. Davis declared.

Sponsor Uses Radio's 'Cisco Kid'

Cowboy Theme Introduces Hawaiian Bakery Product

A HONOLULU bakery which was looking for an effective way to introduce a new loaf of bread to the public hit upon a novel idea by its co-sponsorship of the Cisco Kid radio cowboy series there, using as a wrapper trademark the figure of Panola, the Hawaiian Cowboy, and distributing among dealers a promotional gimmick with the cowboy motif.

When Lorri W. Dolim, president-general manager of Snowflake Bakeries, Honolulu, saw the response to the Cisco Kid series on KULA Honolulu, ABC radio affiliate in that city, he decided to tie in his new Butter Crust white bread loaf with the American West theme.

Six-Shooter Promotion

On the day before Snowflake's inaugural ads, Jack Miller, Lund & Heitmann Adv. commercial manager, explained the plans, told the audience how advertising would promote to certain dealers a life-like "six-shooter" to which was attached, by a Cisco Kid saddle ring, a proof of the introductory ad. When the dealer pulled off the proof, a red streamer shot out, lettered with the words, "Hey pardner—pull the trigger on a fast sales-ringer!"

Snowflake reported an excellent response to the campaign, which included roping demonstrations at various markets by a real cowboy named Pedro, billed as "The Cisco Kid's Friend."

WHDH July Sales

Highest In Its History

INDEPENDENT WHDH Boston reported it had the "hottest" July in its history in billings, with national and local business up 14.5% over July 1951, previous high for that period. The 50 kw station also entered August with the largest amount of signed business in its history for that month, according to William McGrath, WHDH managing director.

"New national accounts are entering the spot radio field and others who left for a total fling at TV are putting some of their money back into the medium that still is one only reaching all the people," Mr. McGrath said.

Citing the July 1952 Pulse which reported 22% of WHDH's total audience was located outside the home, Mr. McGrath said AM stations concerned about the coming of TV to their towns have "little to worry about if they stay continually aggressive, and stick to their guns, their facts—and their rate cards."
YWNC Asheville, N. C., staffers remained on the job throughout a 20-hour search for a 22-month-old son of a local physician. The boy had strayed from his home into nearby mountainous terrain. WWNC reported progress of the search through on-the-scene taped recordings. When the boy finally was found, dirty and scratched from the underbrush but otherwise unhurt, WWNC was the first to announce his safe return.

Cerebral Palsy Fund
FIGHT against cerebral palsy is receiving a boost through cartoons over WTVJ (TV) Miami, Fla. Joe Villella for the past two years has been drawing cartoons to music on the Ace Gibson Show. Most of the cartoons have been humorous. Thousands of requests were received for the original sketches. Nearly all the cartoons have been put up for auction. Highest bidder will receive the drawing and money collected will be turned over to the Cerebral Palsy Fund. Proceeds from the first week’s auction amounted to $112, WTJ reporte.

Making Hay
YOU can’t make hay when the sun shines too much—that’s what farmers have discovered in the rain-starved Ozark region. Faced with a crisis, they turned to radio—and the Missouri Farmers Assn.—for relief. MFA sponsors daily programs throughout the state, touching on farmers’ problems. The city last called on its radio farm director of KWTO Springfield, Mo., and MFA commentator, who requested listeners to send hay. Other stations joined in the campaign with the result, according to MFA in Columbia, Mo., that “the highways are full of hay rolling south.”

Cited as ‘Guidepost’
PUBLIC service programming of WBAL-AM-TV Baltimore has been cited as a “guidepost” for similar cooperation between the American Red Cross and other radio-TV stations throughout the country. Mrs. Jean Nowak, radio-TV director for the Red Cross’ eastern area, expressed appreciation to the Hearst-owned station for donating public service time on a continuing basis. WBAL-TV was lauded for giving a live presentation of all Red Cross activities and services and for interest shown by Arnold Wilkes, public service director, and Art Holland, his assistant, who is commentator for a weekly TV program.

Future Farmers
W. A. RUHMANN, farm editor, WBAP Fort Worth, was one of 11 men honored for contributions to the farm youth of Texas by the Future Farmer Assn. at its 24th annual convention in Dallas. The men received the Honorary Lone Star Farmer Farmer degree and Art was bestowed by the Texas Future Farmers.

KSEM Wins Award
KSEM Mikes Lake, Wash., has been honored by the local chamber of commerce “for the outstanding performance of public service broadcasting during the Columbia Basin Water Festival.” In accepting the recognition, Alan Miller, KSEM general manager, reviewed the more than 50 hours of coverage given the festival. This included 17 live and direct remotes, which necessitated 250 miles of phone lines to reach widely scattered origination points. During the festival, KSEM hired two extra engineers, two additional announcers and at one time had four special event crews in the field. . . .

Keep Parks Clean
WAAM (TV) Baltimore has embarked on a campaign to keep the parks free from unnecessary litter. Campaign includes 20-second spots which are to be aired Thursday through Sunday during the summer. Station urges viewers to use available trash baskets for litter. Slides are used.

Relays Message
WSPD Toledo, Ohio, says it was responsible for locating a man in Detroit and relaying a message that his father in Toledo was about to undergo a serious operation. A friend in Detroit heard the message on a news program and notified the son shortly afterward, upon which he immediately contacted his family.

Charlotte Simulcast
FOUR Charlotte, N. C., radio stations and one TV station joined facilities in an explanation on the city’s United Fund adoption. Stations were listed as WAYS-AM-FM, WIST-FM, WSO-AM-FM, WITM-AM-FM and WBTV (TV). The simulcast originated at WBTV with Lee Kirby of that station serving as moderator.

WJW Honored
WJW-AM-FM Cleveland was honored July 24 at a luncheon given by the Cleveland Paint, Varnish & Lacquer Assn. for work in presenting an Achievement Award in conjunction with the Greater Cleveland Clean Up Committee in recognition of WJW’s contribution to the city’s annual Clean Up, Paint Up, Light Up Campaign.” Bruce MacDonald, WJW program director, accepted the award.

Station Shutdown
WGNO Mayfield, Ky., went off the air for a half-hour tonight while the entire staff donated to the Nashville Regional Red Cross Blood Center. This dramatic move climax’d the station’s efforts to aid the blood drive, which had gotten off to a slow start.

Book Drive
INTEREST and time devoted by WGST Atlanta, Ga., to a book collection drive for migrant children drew commendation from the National Council of the Churches of Christ and the Broadcasting and Film Commission, New York WGST staff cooperated with the Janus Foundation college students to collect 3,500 books, placing Atlanta at top of the list during the test campaign, with Orlando, Fla., ranking second. (Two groups tied for third place.) Miss Kelly, WGST program director, and asked him for a critical analysis of the campaign and possibility of closer contact with local church people and book companies who transported over 7,000 books.

WPPA Push
EXAMPLES of radio’s pulling-power—and its use in the public interest—was reported by WPPA Pottsville, Pa., in connection with the city’s drive to raise $400,000 for new equipment. The drive was pledged for the campaign, it appeared that the saturation point had been reached, Station’s staff combined with management and workmen to stage a series of marathons, including one all-night program. As a result, WPPA raised over half the sum needed. Two groups changed push the rest of the drive over the top. Station claimed it was the first time an all-night radio marathon was used in central Pennsylvania.

‘World’s Best Picnic’
WNOE New Orleans was host Aug. 5 to 500 area orphans at what the station described as “the world’s best picnic.” A leading restaurateur furnished meat balls and spaghetti. A Dixieland band and station personalities led a score of entertainers. WNOE General Manager James A. Noe, who owns WNOE, distributed $1,500 worth of baseball equipment. Many civic officials and organizations helped, said WNOE, “to make it a perfect day.”

Aids Child Invalid
WCBM Baltimore morning personality, Collo, Warner, got heartwarming evidence of the wide coverage area his program reaches. One of his most loyal listeners is a nine-year-old Baltimore girl, suffering from a brain tumor. The parents wrote, asking Mr. Warner if any of his listeners could find time to write their invalid daughter. Letters came from Canada, Connecticut, New Jersey, Pennsylvania, Maryland, Virginia and the District of Columbia.

CBS Series on WHAS
PUBLIC service program series, The People Act, originally broadcast over CBS is being presented by WHAS Louisville. Station airs the programs in Class A time, one show each night for 26 consecutive nights. Series deals with real-life stories about contemporary problems, together to solve their local problems. Satur-
Helps Cancer Victim
SEVERAL hours of one of WEBK Tampa's broadcast days last month were devoted to an appeal for donations for Dale Holsombach, 17-year-old cancer victim who was in need of immediate hospitalization. Station reports and phone calls were received from listeners who wished to make contributions. Arrangements were made with a cab company to pick up the pledges as they were called in. Total of $796.75 was collected.

Aids Blood Bank
WORZ-AM-FM Orlando, Fla.'s hillbilly disc jockey promoted "Hillbilly Day" at the local blood bank under the motto: "Every Good Hillbilly Will Go To the Blood Bank and Give a Pint of Blood." The Orlando Transit Co. cooperated by giving free rides to blood bank passengers.

TAYLOR STAYS
Until New SDPA Head Named
GEN. TELFORD TAYLOR, former FCC general counsel, has agreed to stay on as Small Defense Plants Administrator until his successor is named — perhaps by Sept. 10.

Gen. Taylor, who also was chief counsel for the Joint Committee on Educational Television, notified President Truman last week of his intention to resign [At Deadline, Aug. 11]. He will return to private law practice in New York, he told newsmen.

Gen. Taylor, who was named SDPA chief last October, and pointed out he had stayed beyond the six or eight months he had agreed to serve.

After World War II, he served as chief American prosecutor at the Nuremberg trials in Germany. Before and after this appointment, Gen. Taylor had been mentioned for FCC membership vacancies. He was named chief counsel in 1940 during the chairmanship of James Lawrence Fly and took leave of absences in preceding years to assume other duties.

ARF Newspaper Study
ADVERTISING Research Foundation's first national newspaper study, covering statewide and farm audiences and their paper characteristics — of the Des Moines Sunday Register and its monthly magazine supplement, Iowa Farm and Home Register — will be available next month. Covering six issues of the Sunday paper and two of the magazine, whose publisher underwrote the full estimated $30,000 cost, the study was on 2,700 interviews conducted by Alfred Politz Research Inc., under ARF supervision.

Political Drives Strategy Weighed
(Continued from page 27)

TELECASTING he probably will maintain a heavy commuting schedule while on leave of absence from the station. It was not known whether he would attend upcoming NARTB District 8 meeting, of which he is director.

Sizable time chunks have been reserved by blanket contracts for various times, according to Mr. Humphreys. Television's limited originating points in certain key cities may limit use of video, he said, adding that the national committee will "probably use more radio time but spend more for television." No budget figures are available, he said, although the GOP target is $4.8 million for overall campaigning.

Mr. Humphreys intimated that the GOP is just as far along on lining up radio-TV time as the Democrats. Late evening segments on the major radio-TV networks are earmarked for contract because there's less of a problem of pre-emption involved here, he feels. Mr. Humphreys is maintaining close contact with the Kudner Agency. Time purchases imply use of segments not only for major speeches, but for special programs utilizing visual aids and other material.

Local Commitments Underway
Local commitments by diverse GOP groups also are underway. The Committee for Eisenhower, as an example, has bought a series of Sunday night programs on KTTV (TV) Los Angeles, running Aug. 17 (yesterday) through Nov. 2. Series is titled What's The Like?

The Eisenhower and Stevenson speeches before the American Legion in New York Aug. 25 and Aug. 27, respectively, were not set up through the GOP national committee machinery, indicating that party headquarters carry them to public service sustaining an equal basis to each candidate. Gen. Eisenhower may elect to open his frankly political campaign in Philadelphia Aug. 25.

All campaign planning of the national committee and the Republican Congressional and Senatorial committees are being coordinated at the GOP Campaign Committee level. A definite program is taking shape for the House campaigns.

The Congressional Committee is supplying House candidates with recordings of 30-second and 60-second station break radio spot announcements. Each candidate will receive, without charge, at least one such record containing a wide variety of spots using effective sound effects and covering basic issues.

The one-minute spots will utilize two professional announcers dissecting a political issue to get the listeners' attention. Accompanying each record will be a suggested script to be read by the local announcer.

Material is slated for delivery Oct. 5, but candidates are urged to purchase spot time as soon as possible. Three segments were to be broadcast breakfast and dinner hours were recommended.

A series of five-minute radio shows was to be prepared as scripts covering vital campaign issues and utilizing "live voices" of Democratic leaders. "A dramatic and listener-capturing effect which would be difficult to achieve in a straight radio speech" was promised. Delivery date is Sept. 20.

Candidates with TV facilities in their districts also will benefit through the Congressional Committee's preparation of station break spots on 16mm film. Basic format is the tie-in method used for radio announcements.

"TV time is difficult to purchase," the committee points out, calling on candidates again to purchase TV spot time early, preferably as soon as any others. Delivery is promised Oct. 2.

With respect to programs, the committee points out that "television shows must move" and that "speech-making, common to radio, is not good TV." Panel or-question-and-answer type formats have been used though not too successfully, the committee felt.

Cost-Cut Preparation
In a move to hold down costs, the committee has prepared 5-minute and 15-minute TV scripts, together with charts, photographs and slides. Use of the 16mm film, "The Case for a Republican Congress," telecast on NBC-TV May 2, also was suggested. Production of 5-, 10- or 15-minute TV film spots is underway. Candidates were invited to submit their reactions to committee headquarters.

"One problem is the 'cost and other factors.' Delivery of packet material is set for Sept. 30.

Only inking of activity on the Senatorial level was evidenced by Michael V. DiSalle, former price stabilizer and now a candidate for the seat of Sen. John Bricker (R-Ohio) in the November elections. He announced plans for a series of radio and TV programs during which he would answer questions telephoned to him by the listening-viewing audience. He may open the series in Columbus next month, though his limited funds and availability of air time posed two problems.

Meanwhile, Sen. A. S. (Mike) Monroney (D-Okl.) expressed hope last week that Congress would revise election laws on campaign expenditures. Under present laws, Senators are limited to a $25,000 ceiling and House members $10,000. A Senate Election subcommittee is expected to extend this law, but none of the discussions in the last session but took no concrete action.
Open Mike
(Continued from page 20)

EDITOR:

Mr. George
Manager, Advertising & Publicity
KGO-AM-TV San Francisco

First-Class Fuss
EDITOR:

It is with interest that I note your stand in favor of the proposal now pending before the FCC to lower licensing standards for broadcast station operators. This proposal should be studied from an engineering point of view also.

Why do you print letters from management and articles by NARTB criticizing engineering personnel — including chief engineers — without giving them any recourse to answer the accusations through the medium of your publication?

Albert A. Miller
Lake Worth, Fla.

[EDITOR'S NOTE: Though Broadcast-
ing & Telecasting has taken an editorial position in favor of revising the operator rules, its news columns and Open Mixes have given individual play to both sides of the controversy. If Mr. Miller feels his side has been shortchanged, he must have missed a full-length article in the July 28 issue citing opposition comments filed with the FCC.]

EDITOR:

... I am employed as chief [engineer] of a 1 kw. station. I have three fulltime first-class men on my staff. If the time should come when I have to use restricted men, it is very doubtful that I would ever get any sleep, let alone a chance to take a little vacation now and then...

It wasn't too many months ago that it became necessary for every radio station to make a complete run on frequency response, distortion, noise, hum and frequency shift every four months. We were to have this technical information on hand for the inspector to see on his visit. Now it is suggested that every radio station of 10 kw or less not using directional facilities need not even have on its staff a man who can even read the curves, let alone make one...

L. H. Beckwith
Middletown, Ohio

[EDITOR:

... I say let the station owners who are packing for a third class holder be allowed to operate without supervision look at the files of stations who are offering a livable wage and see just how many good, competent first class tickets are on the waiting list as prospective employees. Just last week I was talking to the owner of a 5 kw station that is paying $40 a week for first class engineers, and he said that they have a waiting list of applicants all the time, and any time he has need of a man he has at least 20 to choose from.

Does this look like a shortage? The only shortage at the present time is the shortage of enough stations that are willing to pay a man enough to live on. If these stations would up their offers about $20 a week, I'll bet they'd get plenty of applicants.

Dean Clayton
KDKD Clinton, Mo.

[EDITOR:

Although this comment is a little late on the operator requirements issue, I think it covers an argument not before touched in the dispute.

First-class ticket holders are frequent by the only personnel in a station that have any regard at all for FCC rules and regulations regarding programming (in combo operations) and transmitter requirements.

As a matter of fact, the first-class operator is the greatest control the FCC has over the operation of a station, simply because the operator knows full well that willful mis-operation can cost him his ticket and livelihood. A man who has obtained a third-class ticket by declaration or even examination is not a man who regards the operational side of radio a career... His interest in the proper operation of the equipment within the regulations wanes from vague curiosity to indifference as time passes.]

Name Withheld
Ontario, Ore.

[EDITOR'S NOTE: So much space has recently been devoted to this subject in Open Mixes that B-T must now call a halt to further comment and turn the letters columns over to other topics.]

Our Respects To
(Continued from page 58)

Davenport, Iowa

[EDITOR:

The July issue of Broadcasting & Telecasting Series is now available. This issue contains articles discussing the impact of the new FCC rules on broadcast stations, as well as an in-depth analysis of the current state of the broadcast industry.

As the broadcast industry continues to evolve, it is important for all professionals to stay informed about the latest developments. Broadcasting & Telecasting Series provides a valuable resource for those who wish to stay ahead of the curve.

We hope you enjoy this issue and look forward to your feedback.

Sincerely,

[Your Name]
Editor, Broadcasting & Telecasting Series

Page 70 • August 18, 1952
Next-most familiar sight in Birmingham

It's Vulcan, god of the forge, looming 179 feet from the top of Red Mountain.

The most familiar sight? With 13 of the top 15 weekly TV shows in town and 9 of the top 10 multi-weekly shows—
and with 147% more quarter-hour wins than the second station—
it's... WAFM-TV

Television Alabama

Represented by CBS Television Spot Sales
"Television Farmer' brings you up-to-the-minute news . . ."

Monday through Friday, at 12:00 noon, the latest developments in the field of agriculture unfold before the eyes of farm viewers, on WGAL-TV's popular show, "Television Farmer." Recently, an unusually interesting show on contour farming was presented. To bring viewers the new and dramatic story of contour farming, a WGAL-TV cameraman was flown over southeastern Pennsylvania, where this technique is used with outstanding results.

"Television Farmer," a program designed specifically to keep WGAL-TV's wide farm audience in touch with the latest farming information, is another of this station's many significant public-service programs.

WGAL-TV LANCASTER PENNSYLVANIA
A Steinman Station
Clare R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles
By LARRY CHRISTOPHER

POST-THAW commercial TV station grants rose to 30 last week as FCC authorized another half-dozen new commercial outlets—the greatest number since the initial action granting 18 permits [B+T, July 14]. Additionally, two more non-commercial educational authorizations last week increased the total in that category to six.

The eight new construction permits went to the following (full details, page 74)):

- Bridgeport, Conn.—Harry L. Listig, UHF Channel 49, effective radiated power 99kw visual and 60kw audio, antenna height above average terrain 658 ft. Estimated date for commencement of operation is unknown.
- Paducah, Ky.—Polan Industries, UHF Channel 55, ERP 250kw visual and 130kw audio, antenna 470 ft. Estimated commencement date: Unknown.
- Scranton, Pa.—Appalachian Co., UHF Channel 73, ERP 11kw visual and 5.5kw audio, antenna 766 ft. Estimated commencement date: December, 1953.
- Scranton, Pa.—Scranton Broadcasters Inc. (WGBP), UHF Channel 22, ERP 290kw visual and 150kw audio, antenna 1170 ft. Estimated commencement date: Early 1953.

El Paso, Tex.—Tri-State Broadcasting Co. (KTSM), VHF Channel 9, ERP 64kw visual and 32kw audio, antenna minus 60 ft. Estimated commencement date: Early 1953.


For complete status of all grants and applications as of Aug. 7, according to city priority lists, see B+T issue of Aug. 11.

Scranton, Pa. (Group A-2, No. 29) Electric City Telecasting Co. (WGAN) and Union Broadcasting Co. (WARM), each seeking UHF Channel 16, are being notified comparative hearing re-use.

The 30 post-thaw commercial grants include 9 VHF and 21 UHF authorizations, one of which, KFEL-TV Denver, is already on the air with interim operation on VHF Channel 2. With KFEL-TV, the number of operating TV stations in the U.S. now totals 109. Since April 14, when FCC issued its Sixth Report and Order finalizing the TV allocation [B+T, April 14], a total of 765 new and amended applications have been filed with the Commission, including those already granted and set for hearing.

Other TV developments last week included:

- Proposal for solving the VHF Channel 4 bottleneck at Pittsburgh, contained in a petition filed with FCC by Pittsburgh Mayor David L. Lawrence to allocate Channel 4 to Irwin, Pa., 17 miles from that city and 170 miles from Buffalo (WBNV, TV), 171 miles from Columbus, Ohio (WLWC) and 171 miles from Washington (WNBW).
- Prompt subsequent announcement by KQV Pittsburgh (CBS is 45% owner) that it will seek Channel 4 at Irwin.
- New protest by a third member of FCC, Comr. E. M. Webster, to granting of new educational stations prior to appropriation of construction and operating funds. Earlier dissenters were Comrs. Rosel H. Hyde and Robert F. Jones [B+T, July 28].
- Denial of plea by WHYU Newton, Ohio, Va., reconsideration of Sixth Report to assign UHF Channel 33 to Newtown rather than to Norfolk-Portsmouth-Newport News as a whole [B+T, June 20].
- Petition by newly authorized WPJF-TV Youngstown, Ohio [B+T, July 14], asking FCC to change its assignment from UHF Channel 73 to Channel 21, since correction of a frequency spacing error in the Sixth Report now

Continued on page 80

GRANTS Total 36

Pittsburgh Channel 4 Solution Posed

SWG STRIKE

WITH NO indication from either side of a possible compromise as the strike goes into its second week, Screen Writers Guild today tightened lines around the Alliance of TV Film Producers by ordering a complete cut-off of material from writer members to any of the 13 Hollywood TV film producers involved.

Under threat of heavy fines, writers were ordered to complete contracted assignments by Sunday night. Fines will be double the amount of money writers receive from their assignments.

Strike went into effect last Monday after a breakoff of negotiations for a new bargaining contract July 20 [B+T, Aug. 11].

Among other working conditions the guild is demanding (1) a minimum advance payment to the writer against a percentage of the gross, (2) exclusive rights only to be bargained for and these on a seven year lease basis and (3) all other rights to remain property of the author.

While willing to compromise on other points, the Alliance has maintained it is "unjust and revolutionary for the writers to demand a percentage of a producer's gross revenue without having put up a dime in the risk of production."

The Alliance holds to the position of repayment to writers for re-use of material, but for the present suggests a remedy which would apply to re-use only after a specified number of showings and/or after certain time periods.

Emergency Clause

To seal off a material leak, SWG advised members Thursday to include an emergency clause in all contracts which guarantees that scripts delivered will not be conveyed "in any manner, shape or form" to an Alliance member. The guild ruled that name of the producer to whom story is being sold, name of series for which it is intended and that of sponsor be contained in the contract.

Radio Writers Guild members were to meet last week to determine if they were to support or ignore the SWG strike and to discuss possibilities of the long threatened withdrawal from Authors League of America.

Screen Writers Guild reported some 19 TV filmed program series are affected by the walkout. SWG lists them as follows:

television grants and applications

Digest of Those Filed With FCC Aug. 8 through Aug 14

Grants Since April 14: Applications Since April 14:

<table>
<thead>
<tr>
<th>Commercial</th>
<th>Educational</th>
</tr>
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<tbody>
<tr>
<td>VHF</td>
<td>UHF</td>
</tr>
<tr>
<td>9</td>
<td>41</td>
</tr>
<tr>
<td>11</td>
<td>15</td>
</tr>
</tbody>
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(Raw text content not provided)

CALL ASSIGNMENTS

FCC assigned the following call letters to TV station permittees:

KWD-AM in Glencoe, Minn. (920). (See TV Applications, B-T, July 5, June 30.)

WJAM, Grants (WAM, 1962-830 Mc.; ERP $11 kw visual, 5.9 kw audio; antenna height above average terrain 914 ft., above ground 121 ft. Engineering conditions. Estimated construction cost $214,000, first year operating cost $45,000, revenue $90,000 Post Office address: Post Office Box 218, Grants, N. M.)

New Station Grants

BRIDGEPORT, Conn. — Harry L. Hays, Sr., trustee (Southport, Conn.; also trustee for cable system and antenna R.C.A., Legal counsel: Harry L. Hays, Jr., 435 Worthington St., Amos, Conn. (See TV Applications, B-T, July 1.)

ASHLAND, Ky. — Polan Industries, granted WJKY, Ch. 19 (746-748 Mc.; ERP $15 kw visual, 15 kw audio; antenna height above average terrain 476 ft., above ground 50 ft. Engineering conditions. Estimated construction cost $190,000, first year operating cost $50,000, revenue $150,000 Post Office address: Post Office Box 32, Ashland, Ky.)

Baton Rouge, La. — Modern Broadcasting, Inc. (Baton Rouge, La.; also trustee for cable TV system, antenna R.C.A. Legal counsel: Albert S. Babb, 1300 4th St., Baton Rouge, La. (See TV Applications, B-T, July 1.)

CATON ROUGE, La. — Standard Broadcasting, Inc. (Baton Rouge, La.; also trustee for cable TV system, antenna R.C.A. Legal counsel: Albert S. Babb, 1300 4th St., Baton Rouge, La. (See TV Applications, B-T, July 7.)

EL PASO, Tex.—Tri-State City, granted VMT-T, Ch. 16 (180-182 Mc.; ERP $16 kw visual, 5.6 kw audio; antenna height above average terrain 890 ft., above ground 100 ft. Engineering conditions. Estimated construction cost $150,000, first year operating cost $36,000, revenue $180,000. Post Office address: Post Office Box 1310, El Paso, Tex.)

KSHB, Ch. 3 (174-176 Mc.; ERP $10 kw visual, 5.9 kw audio; antenna height above average terrain 90 ft., above ground 10 ft. Engineering conditions. Estimated construction cost $201,000, first year operating cost $40,000, revenue $240,000. Post Office address: Post Office Box 310, Kansas City, Mo.)

San Francisco, Calif. — Esquire Broadcasting, Inc. (San Francisco, Calif.; also trustee for cable TV system, antenna R.C.A. Legal counsel: George C. Davis, 1900 Market St., San Francisco, Calif. (See TV Applications, B-T, July 7.)

SCROLL, Pa. — Scott Broadcasting, Inc. (WGBH, granted WGBH, Ch. 25 (152-154 Mc.; ERP $11 kw visual, 15 kw audio; antenna height above average terrain 286 ft., above ground 31 ft. Engineering conditions. Estimated construction cost $228,000, first year operating cost $60,000, revenue $228,000. Post Office address: 310 W. Market St., Johnstown, Pa.)

Springfield, Ill. — Sangamon Valley Television Corp., granted WTXA, Ch. 5 (174-176 Mc.; ERP $100 kw visual, 50 kw audio; antenna height above average terrain 535 ft., above ground 55 ft. Engineering conditions. Estimated construction cost $202,000, first year operating cost $87,000. Post Office address: 60 East and Cook St., F. O. Box 214, Springfield, Ill.)

WZTV—AM, granted WZTV, Ch. 3 (174-176 Mc.; ERP $11 kw visual, 5.6 kw audio; antenna height above average terrain 887 ft., above ground 10 ft. Engineering conditions. Estimated construction cost $291,000, first year operating cost $57,000. Post Office address: Post Office Box 212, Raleigh, N. C.)

Hearings

WFCO, Ch. 4 on FCC Aug. 14 notified seven applicants included in list of applications are mutually exclusive and others may be pending. For full details, see story, page 73

Opinion and Order

NEWPORT NEWS, Va. — Eastern City, granted WBYD, Ch. 30 (483-484 Mc.; ERP 9 kw visual, 4.8 kw audio; antenna height above average terrain 96 ft., above ground 10 ft. Engineering conditions. Estimated construction cost $149,000, first year operating cost $35,000, revenue $149,000. Post Office address: 210 Reinhart Blvd., Newport News, Va.)

FCC granted WFMH, Ch. 2 (468-469 Mc.; ERP $30 kw visual, 5.9 kw audio; antenna height above average terrain 90 ft., above ground 10 ft. Engineering conditions. Estimated construction cost $140,000, first year operating cost $30,000, revenue $140,000. Post Office address: 1300 4th St., New York, N. Y.)

SAGINAW, Mich. — Tri-City Television Corp., granted WJTV, Ch. 5 (440-441 Mc.; ERP $50 kw visual, 25 kw audio; antenna height above average terrain 950 ft., above ground 100 ft. Engineering conditions. Estimated construction cost $146,000, first year operating cost $42,000, revenue $146,000. Post Office address: Post Office Box 25, Saginaw, Mich.)

APPLICATIONS (Listed by States)

Applications for preliminary applications filed included

SPRINGFIELD, Ill. — WICS Corp. (WCVB, (modification of application) UHF Ch. 33 (506-512 Mc.; ERP $13 kw visual, 5.9 kw audio; antenna height above average terrain 714 ft., above ground 10 ft. Engineering conditions. Estimated construction cost $200,000, first year operating cost $50,000, revenue $200,000. Post Office address: 60 East and Cook St., F. O. Box 214, Springfield, Ill.)

SPRINGFIELD, Ill. — Sangamon Valley Television Corp. (WTAX, (modification of application) UHF Ch. 3 (174-176 Mc.; ERP $100 kw visual, 50 kw audio; antenna height above average terrain 535 ft., above ground 55 ft. Estimated construction cost $202,000, first year operating cost $87,000. Post Office address: 60 East and Cook St., F. O. Box 214, Springfield, Ill.)

Applications for preliminary applications modified to show change in stockholders included

SPRINGFIELD, Ill. — Sangamon Valley Television Corp. (WTAX, (modification of application) UHF Ch. 3 (174-176 Mc.; ERP $100 kw visual, 50 kw audio; antenna height above average terrain 535 ft., above ground 55 ft. Estimated construction cost $202,000, first year operating cost $87,000. Post Office address: 60 East and Cook St., F. O. Box 214, Springfield, Ill.)

Applications for preliminary applications include

SPRINGFIELD, Ill. — Sangamon Valley Television Corp. (WTAX, (modification of application) UHF Ch. 3 (174-176 Mc.; ERP $100 kw visual, 50 kw audio; antenna height above average terrain 535 ft., above ground 55 ft. Estimated construction cost $202,000, first year operating cost $87,000. Post Office address: 60 East and Cook St., F. O. Box 214, Springfield, Ill.)
BELIEVES TV MAY BRING NEW ANTI-TRUST LAWS

In Hollywood from New York, Mr. Skouras said: "With all the emphasis that I am capable of, I wish to condemn an action of the Dept. of Justice...force release of pictures to television companies and advertisers." Touching on television plans by his organization, Mr. Skouras noted that large investments in pioneering development of theatre color television and called this step "an undertaking in the public interest" as a contribution to "the American culture and the American economy." Also in Hollywood, Dore Schary, MGM vice president in charge of television and studio operations, told a Harvard Club meeting that the competition with TV actually has increased the quality of Hollywood's motion pictures. "Television is eliminating the pot boilers and other junk of the motion picture studios," Mr. Schary said. "In fact," he added, "television is inundating most of Hollywood's mediocrities." Mr. Schary expressed belief that the character of movies may be changed. He concluded that "entirely new television companies in the industry may find a common ground. But right now, I don't see where that is."

Mr. Schary's proposals include establishment of a new regulatory body to which any appealing of anti-trust laws to accommodate the factor of television is only a possibility, and a far distant one at that.

Wolfson Leads Delegation

Mitchell Wolfson, president, Theatre Owners of America, led a delegation of exhibitor representatives in an exploratory conference with Justice officials in Washington last Wednesday. Mr. Wolfson owns a chain of Florida theatres and is also owner of WTVJ (TV) Miami.

An exhibitor spokesman disclosed that during the conference, "They made an attempt to force their views on the injustice of the suit and on the impracticability of the relief sought. Further, there was presented to the Dept. of Justice the serious potential consequences involved if the Department persisted in its effort."

The spokesman added that further meetings would be held "as development occurs and other reports have been made back to the boards of directors of the respective exhibitor associations."

With Mr. Wolfson at the conference were S. H. Fey, TOA executive committee chairman; Herman Levy, TOA general counsel; Harry Brandt, president, Independent Theatres, Owners of America; and Emanuel Prisch, Metropolitan Motion Picture Theatre Assn., New York.

Meanwhile, Spyros Skouras, president, 20th Century-Fox Film Corporation, said that another six defendants warned that every industry and business in the country is menaced by the suit.

In a statement upon his arrival development in the Justice Dept.'s force release of pictures to television companies and advertisers."

SIGNING contract are (1 to r) Charlie Johnston Jr., president, Telecasting Co. of Jacksonville, and Les Combs, account executive, WMOR-TV.

COLUMBIA U. ADDS

Three New TV Courses

COLUMBIA U. will offer radio and television courses leading to a major in these subjects for the first time in the 1962-63 academic year, Eric Barnouw, supervisor of broadcasting courses at the university, announced Thursday.

The program of studies will include 14 courses regularly given by Columbia in its school of general studies in cooperation with NBC. Most of the classes are held at NBC studios in Radio City, New York, and are taught by NBC executives.

Three new courses added to the program this year are: "Television Program Techniques," William Hodapp, NBC producer, instructor; "Television, Radio and Films as Information Media," Mr. Barnouw, instructor; and "Special Video Effects," James A. Glenn, NBC-TV special effects department manager, instructor. The special effects course is believed to be the only one of its kind offered in any school.


Other instructors this year will include Robert E. Button, NBC; sales executive George H. Caples, Rin Librarian, communication materials center, Columbia U. Press; Sydney H. Elges, vice president in charge of press, NBC; James Harvey, radio director, NBC; Patrick J. Kelly, manager of announcing, NBC; Edward King, production director, NBC; Fredrick G. Kupfer, manager of effects division, NBC; James Nelson, NBC; Larry Peterson, director, NBC; Ralph Howard, director, NBC, Barry Warner, manager of operations, NBC, Ferdinand A. Wankel, manager of TV operations, NBC; TV station program department, NBC, and William R. Weinstei, editor and supervisor, news department, NBC.

WMOR-TV FORUM

Sold to Pepsi-Cola Co.

WMOR-TV Jacksonville, Fla., announced last week that its public discussion feature, The Jacksonville Forum, has been purchased by the publicly owned WMOR-TV for 26 weeks beginning Oct. 6.

The Forum is produced in cooperation with the Jacksonville Chamber of Commerce, which has won special recognition from the Florida State Junior Chamber of Commerce for its sponsorship of this public interest feature. Originally after summer-winter, the show ran 39 weeks.

Outstanding state and national dignitaries have been invited on the Forum.

AT&T DATA

Again Asked for Movie, TV

THEATRE TV proponents last week repeated their request to AT&T to call attention to the scheduled Oct. 20 date for the hearings set by the FCC [BET, July 28].

The purpose was to secure the AT&T response to the submission of requirements last April [BET, April 28] which declared that telephone company did not consider it practical to furnish the requested data since hearings at that time were scheduled for Jan. 12, 1963.

In answer to several points raised in the AT&T letter, theatre TV parties said that the requirements submitted were specific and technically finalized, and asked for details wherein the specifications were not firm enough.

Specifications submitted to AT&T last April covered performance standards, pricing basis and technical system requirements.

Somehow the full information, but not in the same detailed fashion, was requested of AT&T by the FCC last April [AT&T DEADLINE, June 24].

Last week's letter was signed by former FCC chairman James Lawrence Fly (Fly, Shubruck & Blume) and Vincent B. Welch (Welch, Mott & Morgan) for the Motion Picture Assn. of America, and Marcus Cohn (Cohn & Marks) for the National Exhibitors Theatre Television Committees.

Bernice Coe Elected VP

APPOINTMENT of Bernice Coe as vice president in charge of TV station sales for Sterling Television Co., Inc., New York, has been announced by the company's board of directors. Miss Coe joined Sterling in March 1949 to organize a station TV sales department at a time when the company's business was primarily in the 16mm educational field. Since that time, the company said, the station TV sales department accounts for the major portion of Sterling's annual income. August 18, 1952 - Page 75
Sells Test Pattern

IT has been said that salesmen for KFMB-TV San Diego have sold just about everything except the test pattern. The station now announces that even the test pattern has been sold. Doug Weaver, Weaver Adv. Agency, was talking with Bill Edholm, KFMB-TV sales manager, about an agency client, the newly-formed San Diego County Electronic Assn. Inc., non-profit organization composed of TV technicians. Mr. Weaver wanted a means of reaching all San Diego TV technicians. Mr. Edholm mentioned, "Well, there's always the test pattern." Mr. Weaver quickly made arrangements for three one-minute spots of the association's emblem during the test pattern period and a series of announcements of association meetings. KFMB-TV reports that there has been a noticeable increase in association membership.

PRODUCERS SELECT FPA To Seek SAG Pact

COMMITTEE to negotiate with the Screen Actors Guild on a contract covering production of television film commercials was appointed at a meeting in New York Tuesday of leading film producers and representatives of advertising agencies and station representative companies in the New York area.

Appointed to the committee were Peter Mooney, president of the Film Producers Assn. of New York (FPA); David Pliner, Carousel Films; Ed Lamm, Pathescope Co. of America Inc.; Walter Lowendahl, TransFilm Inc.; Leslie Rouch, Rouch Productions Inc.; Mel Gold, president of the National TV Film Council, and Ralph Cohn, president of Screen Gems Inc.

Negotiations for a new pact with SAG are expected to begin early in September. The union had suggested that FPA form the basis for a negotiating group and this recommendation was accepted by agencies and station representatives.

SAG already has forwarded its minimum proposals for a new contract regarding TV filmed commercials. They are said to include an increase in pay for actors plus extra payment above initial use of the filmed commercial.

Advertising agency and station representatives appointed will serve as observers and as advisers to the FPA group at the negotiating sessions.

HEROLD TO KVOD

TV Outlet to Start Sept. 29

COLORADO Television Corp., licensee of KVOD Denver which was granted VHF Channel 9 there July 11 [B*], July 14], made a dual announcement Thursday that the new TV station would go on the air Sept. 29 and that Joe Herold has been named general manager.

Mr. Herold leaves RCA where he has been television station planning consultant. A pioneer of 21 years in broadcasting, Mr. Herold, as television manager and technical director for WOW Inc., Omaha, planned and supervised construction of WOW-TV and trained the staff for the Omaha TV station.

He was associated 21 years at Omaha with the late John J. Gillin Jr., president of WOW Inc. and general manager of WOW'S AM facility, leaving after Mr. Gillin's death in 1950 to complete installation and train the staff for Cuba's first television station, CMUR-TV Havana.

Upon completion of the Cuban station, he went to Sao Paulo, Brazil, where he performed a similar service for Radio Televisão Paulista. He joined RCA upon his return to the U. S.

President of Colorado Television Corp. is W. D. Fyle, and vice president, T. B. Williams. Among its stockholders are 14 prominent Denver business men.

INCREASE ANNOUNCED

On New KTTV(TV) Card

IN ANNNOUNCING an increase of a standard 20% for hours and announcement charges, KTTV (TV) Hollywood on its new rate card No. 5 also reports a change in Class B time from 5:30-6:30 p.m. to 5:30-7 p.m.

Class A time goes from $1,000 to $1,200 per hour and Class A announcements from $210 to $240 per minute, effective Sept. 1.

Class B is up from $600 to $800 with corresponding announcements from $120 to $144. Class D increases from $400 to $500 and announcements from $80 to $96.
KNBH LAUNCHES FINEST TV NEWS TELECAST IN LOS ANGELES...

“11th Hour News”

Hot news! Latest happenings the world over are filmed and microwaved to Los Angeles 24 hours in advance of any competitive news services. That's what millions of people in the teeming Los Angeles area now view every week night on “11th Hour News.”

NBC's vast local, national and international camera coverage is relayed almost instantly to KNBH by microwave. In addition, 3 full-time NBC cameramen cover Southern California.

Never before has Los Angeles experienced such up-to-the-minute news coverage via TV.

The hundreds of thousands of TV set owners in this booming market can now see today's news today!

“11th Hour News” is produced by Roy Neal, nationally known news editor. It is narrated by famed news commentator, Paul Pierce.

FOR IMMEDIATE SALE! This exciting, newsworthy TV show is open for sponsorship: 11 to 11:15 p.m., Monday thru Friday, at very reasonable rates. For complete details contact KNBH, Hollywood, or your nearest NBC Spot Sales Office.

TO SELL THE BUYING MILLIONS IN AMERICA'S 2ND LARGEST TV MARKET

NBC HOLLYWOOD

channel 4
Nothing like it in the industry!

30 ADVANCED FEATURES

INTERCHANGEABLE WITH MOST EXISTING TELEVISION CAMERAS

With short focal length lenses, G-E camera (bottom) can focus closer on subjects for greater magnification — up to 25 times.

Vibration-isolated blower provides full length cooling of I.C. tube for long tube life and top picture quality.

Flush viewfinder window, removable visor for unrestricted viewing. Recessed knobs prevent accidental misadjustment.

already in production and already in service, General Electric's Type PE-8-B represents another major engineering achievement in television from Electronics Park, world center for electronics research and development. Feature by feature—to give you unprecedented picture quality and simplicity of operation—this channel is far ahead of anything in its field today!

Check the advantages listed below. Compare them, point by point, with those of any other camera channel. Then call your G-E Broadcast Man and ask to see this new unit in action.

- Twice the back focal travel of conventional cameras!
- Now, for the first time you can focus on closer subjects with a long focal length lens. (See Fig. 1)
- Silent blower permits close-up operation without microphone pick-up.
- Special shielding around yokes and blower motor prevents picture distortion by eliminating effect of stray magnetic fields.
- Faster lenses supplied at no extra cost!
  50 mm — f2.3  100 mm — f2.3  152 mm — f2.7
  Lenses are positively indexed.
- Circuits provide sweep failure protection for your $1200 I.O. tube. Quick change sweep expansion switch prevents underscanning effects on the face of the tube.
- Lens versatility. More than 15 different TV lenses can be mounted without special adaptation.
- Stabilized and friction-damped turret prevents oscillation or sagging when shifting lenses or tilting camera.
- Automatic engagement of focus control when side door of camera is closed.
- Low center of gravity in camera and Fearless pan and tilt head assure stability and smooth operation.
- Focus handle clutch protects against damage and misalignment.
- Removable I.O. yoke with ball-bearing slide assembly and plug-in electrical connections.
- Microphonics minimized. No signal circuits included in control console.
- Average brightness measurements of channel picture can be made at the channel amplifier.
- 14 kv independent power supply for monitor picture tube. Calibration input terminals supplied.
- Change-over switch for composite or non-composite signals.
- Waveform monitor includes IRE calibration scale.
- Simultaneous vertical and horizontal waveform presentation.
- Large quiet blower provides ample monitor cooling.
- Entire channel is factory-wired, with all plug-in interconnections.

You can put your confidence in—

GENERAL ELECTRIC
Grants Now Total 36
(Continued from page 73)

makes the latter channel available there [B * T, July 28].

Requests by four TV applicants, now designated for consolidated hearings in their respective areas, for exchanges in the hearing issues so as to permit more extensive comparative evidence to be presented to the Commission.

New grantees report brisk competition among equipment manufacturers for transmitter and other business, with some stations finalizing their orders on the basis of expected delivery estimates and changing their "brand" in certain cases.

The Channel 49 grant at Bridgeport is the second authorization for that city, the earlier being the awarding of UHF Channel 48 to WICC there [B * T, July 14]. Bridgeport is No. 1 on the priority Group B-1 list. Only unassigned facility remaining open there now is UHF Channel 71, reserved for educational use.

Ashtabula, Ky. No. 26 on the B-2 list, received a grant for its only available facility when UHF Channel 59 was awarded to Polan Industries, glass-blank cathode ray tube maker at Huntington, W. Va., which also has UHF TV bids pending at Wheeling, Parkersburg and Youngstown.

WAFB's grant for UHF Channel 28 at Baton Rouge is the first authorization there and the second station for Louisiana. WDSU-TV New Orleans has been operating since 1948. Baton Rouge is No. 19 on priority Group A-2. Channels 10, *34 (reserved) and 40 are unassigned, but four applications are pending for the two commercial facilities.

Interim Operation Start

Tom E. Gibbens, general manager, vice president and 46.6% owner of WBRD, reported it would commence interim operation not later than February 1953 and sooner if equipment delivery permitted. The $1.5 million transmitter building opposite the present WAFB plant is to get underway this week and should be completed in December. Tower delivery is expected in the next months, he said, and city and Civil Aeronautics Administration approval for its erection already has been granted.

The WAFB executive said the station's AM personnel will be used in TV, with some added help. Network affiliation has not been set, he reported. WAFB is a Mutual outlet.

The two grants to Scranton, No. 20 on the A-2 list, leave only UHF Channel 16 open there, with WQAN and WARM both seeking that assignment.

George D. Coleman, general manager of WBRD, Scranton, Channel 22 grantee, estimated it will take at least eight months to obtain delivery of GE equipment now on order and to complete construction. The TV outlet will use the WGBI FM transmitter site on Bald Mt. with added studio space to be leased at WGBI's present downtown location.

Mr. Coleman reported the new TV station will use the present WGBI staff members and executives, but with AM and TV salesmen to be separate. WGBI is a CBS affiliate and it is expected the TV station will conclude negotiations with the same network.

Dahl Mack, partner in Appalachian Broadcasting, grantee for Channel 78 at Scranton, hopes to commence operation by Christmas, depending on equipment delivery. A GE transmitter has been ordered. Tower delivery is expected "shortly," he said.

An elevated transmitter site has been under lease "four or five years" just southeast of Scranton, Mr. Mack said, and a paved road is already available to the site. It has not been decided whether the studios will be located there or in town, he reported. Network affiliation also is unsettled, he indicated.

El Paso, No. 15 on the A-2 list, received its second VHF grant with authorization of Channel 9 to KTSM there. Earlier, Channel 4 was given KROD El Paso [B * T, Aug. 4]. Still pending are KEPQ El Paso's bid for Channel 13 and Frandling Broadcasting Co.'s request for UHF Channel 26.

Kari O. Wyler, chief owner of KTSW, said he hopes to commence full-power operation "shortly after the first of the year." He didn't know at this time what delay the recent steel strike may have on tower delivery.

Five years ago, when KTSW built its new studio building, "ample provision" for TV was included, Mr. Wyler said, but its "minimal alterations" can be completed in about three weeks. KTSW's 34-man staff will be used in the TV operation, with a small engineering help, he reported. Network affiliation with NBC is hoped for, he said since KTSW is an NBC outlet.

KROD, a CBS outlet, hopes to commence full power operation of its new TV outlet by late February or early next year, according to Val Lawrence, general manager.

Several other earlier grantees have reported their commencement date estimates.

WKAB Mobile, Ala., would like to be on the air by Christmas on its newly authorized UHF Channel 49 [B * T, Aug. 11], according to President Louis F. Purley. Interim operation is under consideration, depending on equipment delivery.

Mrs. Pursley reported an AT&T representative a fortnight ago held out little hope for early extension of the coaxial cable to Mobile, possibly not for four or five years.

Network affiliation for the station is not set, the WKAB executive stated.

WFTL Fort Lauderdale, Fla., is planning to commence interim operation on its newly granted UHF Channel 29 by Jan. 1, according to B. L. Bowles, general manager [B * T, Aug. 4]. Full power operation is estimated for next May.

WFTL will use its AM tower for the TV antenna, Bowles said, and plans for a new TV studio-transmitter building are ready, with construction to be completed by November 1.

Mr. Bowles reported the present WFTL staff and executives will also be used for TV and combination rates for AM and TV are planned. Since heavy emphasis will be placed on new simulcast programming is proposed.

Take Year To Complete

Robert W. Standart, general manager of WBRD Fort Lauderdale, recipient of a permit for UHF Channel 17 concurrent with the WFTL grant, is telling local disk jockeys it will take a year to complete construction in view of "vague" delivery estimates by transmitter suppliers. Mr. Standart reported he would prefer to "survive" them later with an earlier commencement date rather than be over-optimistic now and cause dealers to build up sets inventories too soon, as has happened in other areas.

One transmitter supplier gives a March delivery estimate, Mr. Standart said, while others merely state "after the first of the year." WBRD plans a new transmitter-studio building which can be completed within three months once construction begins. It will be located on a 15-acre site three miles west of the city, he said. WBRD's present staff will form the nucleus for the TV staff.

KVOD Denver, now plans to begin interim operation on Channel 9 Sept. 29 (see story page 76). Third Denver grantee, Empire Coil Co.'s KDEN(TV) on Channel 26, hopes for a September start.

KGMB Honolulu, Channel 9 grantee, estimates mid-1953 commencement.

Pittsburgh Mayor Lawrence, outspoken critic of FCC's failure to add Channel 4 there because minimum spacing from Columbus would be violated by a fraction of a mile, is proposed relocation of the problem as an individual citizen. His statement, based upon an engineering presentation by Everard M. Williams, head of the Electrical Engineering Dept. of Carnegie Institute of Technology, pointed out the proposal to assign Channel 4 at Irwin would meet all minimum separation requirements.

The statement, part 3,009 of FCC's rules provides that a petition to amend the table of assignments would be eligible for consideration at this time where the petitioner seeks assignment of a channel to an unlisted community which is not located within 15 miles of a listed city. Although the population of...
Channel 4 will sell more in San Francisco Bay Area

Now in "First 10' group of U.S. markets in TV set ownership... San Francisco Bay Area is ideal for TV test campaigns!

LEADER by every yardstick of San Francisco's three established TV stations, KRON-TV...

* has the market's highest antenna, providing clearest signal and unparalleled "Clear Sweep" coverage of the San Francisco Bay Area, Northern and Central California
* serves the largest number of advertisers (Rorabaugh)
* offers the greatest percentage of audience... both day and night, and throughout the week* (Pulse)
* presents the largest number of top-rated shows—more than the other two stations combined (Pulse)

*except Saturday

The San Francisco TV Station that puts more eyes on SPOTS

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4

Check with FREE & PETERS for availabilities!
Offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco
Grants Now Total 36
(Continued from page 80)

Irwin is 4,228, FCC has allocated channels to many smaller communities, Mayor Lawrence stated.

The petition said FCC's failure to make the assignment in the Pittsburgh area results in "a serious inefficiency in the use of spectrum space" since "in a wide area on Channel 4... no television station will be permitted to be constructed and to operate."

"This resulting inefficiency in use of spectrum space is one of serious consequence to the residents of the Pittsburgh metropolitan area who are highly desirous of receiving as many television signals as can be made available to them consistent with the Commission's rules and regulations," the petition concluded.

"It is to be noted that if the request of petitioner is granted, not only would a television station, intended to serve primarily the city of Irwin, be able to be constructed, but also under the Commission's rules other communities such as McKeesport, Braddock and Duquesne would be afforded an additional opportunity to secure a local television service from a local television station. Most important of all, however, is the fact that Channel 4 cannot be assigned consistently with the Commission's rules, to any community in Pennsylvania larger than Irwin and to very few other communities at all," the petition concluded.

The Sixth Report and Order assigned VHF Channels 2, 11 and 13 (reserved) and UHF Channels 16, 47 and 53 to Pittsburgh, requiring that WDTV (TV) there must switch from Channel 3 to Channel 2. Failure to include Channel 4 in the assignment has been appealed to the courts by WWSW Pittsburgh and WLOA Braddock [B&T, June 16, 91].

In granting the educational channels at Binghamton and New York to the New York State U. Regents, FCC raised the total authorizations to the regents to five and indicated it may authorize three more such outlets, even though commercial broadcasters under the Commission's rules can own no more than five TV stations. Grants earlier were made for Albany, Buffalo and Rochester.

"Action on its (Board of Regents) other three applications, for Syracuse, Ithaca and Utica, await the resolving of engineering questions," FCC's notice stated. The actions were taken by Chairman Paul A. Walker and Comrs. Hyde, Webster, Frieda B. Hennock and Robert Bartley.

As Comrs. Hyde and Jones had earlier raised questions as to financial qualifications, Comr. Webster in his dissent stated:

In my opinion, the granting of edu-

A LOCAL ADVERTISER PROVES OUR POINT

...During this summer, a local advertiser on WGN-TV tripled his sponsorship of programs.

This advertiser knows WGN-TV delivers results... no matter what season of the year. Just to illustrate... for an expenditure of approximately $2,500, his sales in one week amounted to an estimated $38,000.

Remember... no matter the season, if you want results, it's WGN-TV in Chicago.

Technical Course

COURSE of 45 lessons for TV technicians has been instituted by the International Correspondence Schools, Scranton, Pa., and is designed to acquaint manufacturing broadcast engineers and students with all components of transmitting and receiving equipment in monochrome and color. Only prospective students whose previous training in high school or college indicates an aptitude for technical training and meets TV industry requirements may enter. Estimated average study time required for completion of course is 860 hours.

...cational television construction permits to state-supported educational groups prior to the appropriation of construction and operating funds by state legislatures might result in the continued non-use of such channels for a year or two after the grant, depending on when the legislatures meet.

During this time, privately endowed educational organizations, qualified in all respects, may be deprived of the opportunity to go forward with plans to construct educational television stations for the obvious reason that facilities reserved for this purpose were being held but not used by groups at least temporarily unqualified financially.

When educational television channels were reserved for subsequent use by educational organizations, the Commission intended— as it must—that equal opportunity be given all qualified educational groups, large or small—public or private, throughout these United States to apply for and use such facilities.

It would be no more proper for the Commission to permit these channels to be taken over exclusively by state-wide and state-supported educational organizations, simply because of their size, than, it would be for us to restrict the use of commercial channels to networks inasmuch as they could offer a greater variety of programming than the individual organizations.

However, I recognize that there is a substantial difference between the manner in which private capital and public funds are procured, and conceivably a situation may develop where it would be in the public interest to grant construction permits to educational groups before the public availability of funds necessary to construct and operate educational television stations.

Nevertheless, it is my opinion that, until we have had more time to observe any trend or development occurring in the field of educational television, public interest will be served best by keeping the channels in question open for use by as many varied educational groups as possible.

This can only be accomplished by requiring all applicants to be qualified in all respects as the FCC has made by the Commission. As I see it, to do otherwise might retard rather than accelerate progress in this field.

Respecting its denial of WHYU Newport News' plea, FCC in a memorandum opinion and order stated, "Petitioner's assertion that the assignment of Channel 33 to Norfolk-Portsmouth-Newport News would require the installation of equipment that would economically unsound for a station designed primarily to serve a community of 41,651 is without merit for the petitioner is not precluded from applying for a television construction permit to erect a station to serve only Newport News."

WFMJ-TV Youngstown, in seeking change from Channel 73 to Channel 21, told the Commission it
earlier had amended its original 1947 application to specify Channel 33, then later re-amended to Channel 78 when FCC found the Channel 33 assignment was in error. However, in order to bring TV to Youngstown at the very earliest date, the station asked FCC to switch it to the newly assigned Channel 21. WFMJ-TV also noted little is known at this time about the higher UHF channels and the lower channel would provide better coverage.

Owned by Van Vleet Printing Co., WFMJ-TV said its TV investment will total a million dollars, including a $500,000 studio-transmitter building. "The company wants to give the community the best in television," the petition said, and it is financially prepared to render first class program service in the difficult initial period when business support for UHF may be slow in developing."

Asking for a change in their respective hearing issues to permit the presentation of a more complete competitive case are WXY Oklahoma City, seeking Channel 10 at Wichita in competition with KAKE Wichita; KFH Wichita, seeking Channel 3 there in competition with KANS, Sunflower Television Co., Wichita Television Corp. and Mid-Continent Television Inc.; WBEC and WFDF Flint, Mich., seeking Channel 12 and also in competition with the Flint bid of WJR Detroit; WEBC Duluth, Minn., seeking Channel 3 in competition with KDAL there.

Meanwhile, FCC announced that Storer Broadcasting Co. has withdrawn its pre-thaw application for Channel 9 at Minneapolis; WADC Akron, Ohio, has dropped its pre-thaw bid for Channel 11, and WSAI Cincinnati (another Storer outlet), has given up its pre-thaw bid for Channel 2.

Storer Broadcasting, new operator of four TV stations, has bids pending at Miami for Channel 10 and Wheeling-Steubenville for Channel 19. WTVT Steubenville has asked FCC to dismiss the Storer bid there on grounds one interest can own only five outlets and Storer's Miami application was prior to its others. WSTV claims Storer must make a choice of which it will prosecute [B+T, Aug. 4].

**TV FILM CATALOG**

**Unity Television Issues**

UNITY Television Corp., New York, has announced it is distributing a 50-page catalog on films in the TV field as a service to stations, agencies and sponsors. It contains complete cast and story information on more than 1,000 titles of TV features.

Archie Mayers, company president, indicated the catalog would be of particular assistance to new stations. He expressed belief that in the first few months of operations, new stations would depend on film packages for as much as 50% to 70% of total air time.

**WOR-TV AMPLIFIER**

**To Greatly Increase ERP**

PURCHASE by WOR-TV New York of what was described as the nation's most powerful high band TV amplifier, recently developed by Standard Electronics Corp., Newark, N. J., was announced Thursday by J. R. Poppele, vice president in charge of engineering for Mutual and WOR-AM-FM-TV.

Mr. Poppele said that application has been made by WOR-TV to the FCC to increase its power in accordance with the proposed engineering standards.

Addition of the new amplifier will make WOR-TV's radiated power of 100 kw stronger than that of the 38 other high band VHF stations in the country, Mr. Poppele noted.

The new amplifier was manufactured after two years of research and experimentation by the Standard Electronics Corp., a Claude Neon Inc. subsidiary. It is rated at 20 kw, four times more powerful than the highest rated equipment now in use in high-channel TV transmission. Mr. Poppele said that the amplifier, suitable for color transmission, will be installed soon at the station's North Bergen (N. J.) transmitter.

Mr. Poppele pointed out that WOR had used Western Electric standard broadcasting equipment since 1922 and in 1951 Standard Electronics acquired inventory of transmitters, parts, designs, patterns and certain other assets of Western Electric.

**DuMONT PREDICTS**

**900 TV Stations by '56**

Dr. ALLEN B. DuMONT, president of Allen B. DuMont Labs., predicted Thursday that more than 900 stations would cover the 1956 Presidential political conventions and that the number of television receivers could be expected to increase from 18 million to upwards of 50 million in the next four years.

Dr. DuMont made these remarks at a dinner in Denver given by the B. K. Sweeney Co., Denver, distributor for DuMont television receivers in that area. He lauded Denver as the outstanding television market in the country today and a prime example of the expansion in receiver sales to be expected as new stations go on the air.

He also prophesied a continuing expansion of television network relay facilities and of international television, and predicted a greater use of TV in industry and for national defense.

**DEAN MARTIN and Jerry Lewis, of NBC-TV's Colgate Comedy Hour and NBC radio's Martin & Lewis Show, are planning to complete plans to manufacture a stereo three-dimensional attachment for both camera and projector, which can make all film three-dimensional.
New Television Applications

(Continued from page 74)

BONE, N. Y., studio location to be determined. Transmitter location: 25 mi. NE. Estimated construction cost $725,000, first year operating cost $75,700.

Geographic coordinates: 45° 39' 31" N., 74° 14' 27" W. Primary engineer William T. MacNelly (1957), and Secretary Joseph S. Kallet (1956), and Kallet Theatre Inc., and other theater owners.

TOLEDO, Ohio—Crosby Bestg, Corp. (calls letters WTVF-TV (TV) reported), VHF Ch. 1 (129-268 kw visual), 26.9 kw aurural; antenna height above average terrain 455 ft., above ground 500 ft. Estimated construction cost $735,000, first year operating cost $100,000, revenue $100,000. Post Office address: 20 West 9th St., Crosby Square (KTVF).

President Myron J. Kallet, (1956), VicePresident William T. MacNelly (1957), and Secretary Joseph S. Kallet (1956), and Kallet Theatre Inc., and other theater owners.

HARRISBURG, Pa.—Jslestown Bestg, Corp. (calls letters WTVF-TV (TV) reported), VHF Ch. 1 (35-251 kw visual), 49 kw auroral; antenna height above average terrain 74 ft., above ground 100 ft. Estimated construction cost $681,000, first year operating cost $150,000, revenue $150,000. Post Office address: 3 West Market St., Jslestown, Pa.

President John T. Murphy, Avco Mfg. Co., owns 100% of company, of which 30% is owned by president Mark Emery, and 40% by president Victor Emanuel. A. Morgenstern is vice president.

Future plans include construction of 231 kw WTVF, a share of stock (entitled to vote) of which 60% is owned by president John T. Murphy, Avco Mfg. Co., 25% by president Mark Emery, and 15% by president Victor Emanuel. WTVF will be built on top of WITX.

Anchorage, W. Va.—RCA. Transmitter and antenna equipment also owned by RCA.

DUNVILLE, Pa.—RCA. Transmitter, antenna, and studio equipment also owned by RCA.

HARRISBURG, Pa.—WTVF, TV station at 1610 South 102nd, Harrisburg, Pa., Post Office address: 1610 South 102nd St., Harrisburg, Pa.

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Anchorage, W. Va.—RCA. Transmitter, antenna, and studio equipment also owned by RCA.
The oldest in the field—still a pioneer—designing, engineering and producing transmission lines for the ever advancing needs of the industry. Aided by the industry’s finest research, Andrew’s vast experience in solving transmission problems has produced the most advanced TV transmission line and waveguide available today.

For complete electrical and mechanical specifications, request Bulletin 81. The special Andrew Nomographs in this Bulletin permit direct graphical computation of efficiency of 10 to 2000 foot runs of line.

Andrew Corporation
363 East 75th Street, Chicago 19
Antenna Specialists

Transmission Lines for AM-FM-TV-Microwave • Antennas • Directional
Antenna Equipment • Antenna Tuning Units • Tower Lighting Equipment
W IFHILE the political conventions were unquestionably the prime attraction during July, Arthur Godfrey had top rating among regularly scheduled video programs, according to the American Research Bureau. Mr. Godfrey's Talent Scouts program, with a rating of 35.0%, attracted more than 13 million Americans; more than 12 million persons saw his show, Godfrey & Friends. ARB took its samplings during the second week of July, during which time the Republican convention was telecast. The ratings follow:

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (000)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>21,098</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey &amp; Friends</td>
<td>19,157</td>
</tr>
<tr>
<td>3</td>
<td>What's My Line</td>
<td>18,835</td>
</tr>
<tr>
<td>4</td>
<td>My Little Margie</td>
<td>18,263</td>
</tr>
<tr>
<td>5</td>
<td>Crime Syndicated</td>
<td>17,381</td>
</tr>
<tr>
<td>6</td>
<td>Best of Groucho</td>
<td>17,109</td>
</tr>
<tr>
<td>7</td>
<td>Wighn's 15th Street Show</td>
<td>17,028</td>
</tr>
<tr>
<td>8</td>
<td>Low Video Theatre</td>
<td>16,847</td>
</tr>
<tr>
<td>9</td>
<td>Best of Groucho (NBC)</td>
<td>16,806</td>
</tr>
<tr>
<td>10</td>
<td>Lights Out (NBC)</td>
<td>16,732</td>
</tr>
</tbody>
</table>

**PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes (%)</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>61.3</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey &amp; Friends</td>
<td>57.0</td>
</tr>
<tr>
<td>3</td>
<td>What's My Line</td>
<td>55.2</td>
</tr>
<tr>
<td>4</td>
<td>My Little Margie</td>
<td>53.6</td>
</tr>
<tr>
<td>5</td>
<td>Crime Syndicated</td>
<td>51.8</td>
</tr>
<tr>
<td>6</td>
<td>Best of Groucho</td>
<td>47.2</td>
</tr>
<tr>
<td>7</td>
<td>Wighn's 15th Street Show</td>
<td>45.7</td>
</tr>
<tr>
<td>8</td>
<td>Low Video Theatre</td>
<td>43.9</td>
</tr>
<tr>
<td>9</td>
<td>Best of Groucho (NBC)</td>
<td>43.3</td>
</tr>
<tr>
<td>10</td>
<td>Lights Out (NBC)</td>
<td>42.0</td>
</tr>
</tbody>
</table>

LEADING the Nielsen National Convention reached a peak of 1,079,000 homes at one time or another on Thursday, July 10, according to the Nielsen Television Report released Wednesday.

The special NTR analysis shows that Gen. MacArthur's keynote speech was viewed in 8,286,000 homes and Gen. Eisenhower's acceptance speech, in 7,668,000 homes.

The report is based on a measurement of the audience during every minute of the convention and shows the number of different TV homes reached for each half hour and for each day by the sponsored TV coverage of the ABC, CBS, DuMont and NBC networks combined.

**Summer Show Pattern Shifts to Quiz Types**

INCREASE in quiz-audience participation and forum programs and decline in comedy-variety programs are marking this year's summer television network programming, Pulse Inc. announced last week in its survey for July. The multipurpose TV program trends for top program types for July 1952 follow:

Program Type | Avg. Rating
--- | ---
Comedy-Variety | 19.1
Selling | 18.4
Talent | 15.4
Comedy Situation | 15.4
Drama & Mysteries | 14.8
Features Films | 11.1
Westerns | 9.8
Quiz-Audience Participation | 9.5
Musical Variety | 9.5
Wrestling | 9.1

**Weekly Television Summary**

**August 18, 1952—Teletesting Survey**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOV-TV</td>
<td>3,576</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>3,576</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV</td>
<td>3,576</td>
</tr>
<tr>
<td>Chicago</td>
<td>WGN-TV</td>
<td>3,576</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KMOV-TV</td>
<td>3,576</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV</td>
<td>3,576</td>
</tr>
</tbody>
</table>

**Total Market Share on Air 115**

**Estimated Sets in Use: 18,181,649**

**Godfrey Tops In ARB**

**NIELSEN MID-JULY RATINGS**

**Report 229**

**Telecast**

**of the 1952 Republican National Convention reached a peak of 13,097,000 homes at one time or another on Thursday, July 10, according to the Nielsen Television Report released Wednesday.**

**Editor's Note:** Totals for each market represent estimated sets within television area. Where coverage areas overlap set counts may be slightly double counted. Numbers of set estimates are based on Nielsen's sample of sets of 3,000 homes, distributed to 145 metropolitan areas, etc. by means of large and small-computer and manufacturer. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximate.
Mister Smith Goes to Television

Now WBT's nationally famous, locally-lionized Arthur Smith and the Crackerjacks are available to spot advertisers (Tuesday and Thursday, 3-3:30 PM) on WBTV, the station that got caught with its estimates down.* Arthur's TV debut provides a special opportunity for advertisers to reach 233,760 Carolina television families through the entertainers they demanded on television.

*July 1, 1952 WBTV estimate of sets-in-area, 157,270; new estimate based on ARB survey, 233,760.

SEARING THE CAROLINAS’ BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
SERVICE GAMES

CBS Television will carry football games every Saturday from Sept. 20 through Dec. 6 between championship teams from the Army, Navy, Marines and Air Force, Sig Mickelson, CBS-TV director of news and public affairs, announced last week.

Provisions have been made to telecast these games from Washington, Chicago, Los Angeles, San Diego and other cities, depending on where the most important game of the week is scheduled, Mr. Mickelson said. Tentative plans also include a post-season All-Service championship game.

Teams that will be seen on the telecasts include Marine teams from Camp Le Jeune, S. C., and Quantico, Va.; Air Force teams from Randolph Field, Texas, and Bolling Field, Washington; Army teams from Fort Benning, Ga., and Port Bragg, N. C., and Navy teams from the Bainbridge, Md., and Great Lakes Naval Training Station.

CBS television has been assured of complete cooperation by each of the services in making the games a colorful spectacle as well as an outstanding sports contest, Mr. Mickelson said. Between-halves demonstrations will include such military techniques as the landing of troops by helicopter as well as exhibitions by drill squads and military bands.

Last fall, CBS-TV broadcast five armed services games from the

Saturday Football Slated by CBS-TV

Washington, D. C., area over WTOP-TV, the network's Washington affiliate. These games proved so popular and earned such a high level of national acceptance, Mr. Mickelson noted, that this year CBS-TV decided to present a full schedule of service games from coast to coast as a public service.

NIBC-TV, meanwhile, will telecast college football games under NCAA authorization, while DuMont has scheduled professional football games on Sundays.

D. C. BOXING

Report Scores TV's Effect

DISTRICT of Columbia Boxing Commission has released its annual report in which it states that television has had "a very disastrous" effect on local boxing.

Often, the reports, says, the commission's 10% from gate receipts was not sufficient to cover the cost of fees for officials. The commission says that it is looking to the recently enacted D. C. law which provides for taxation of TV revenue to alleviate financial stress.

Lone Star Schedule

LONE STAR BREWING CO., through its agency, Thomas F. Conroy Inc., San Antonio, was the first Texas company to purchase a schedule on KTBC-TV Austin, the station announced last week. KTBC-TV hopes to draw a crowd by Christmas. The agency bought the 9 p.m. channel break, Mon.-Sat., for the brewery firm. J. C. Keliam, general manager, said that the Terminix Co. in Austin gave the first firm local order.

RE-RUN PAYMENT

Provided Actors by SAG

SCREEN Actors Guild membership by vote of 3167 to 87 last week ratified a collective bargaining contract covering minimum salaries and working conditions for actors in TV films recently negotiated with 13 members of the Alliance of Television Film Producers and some 25 other film producers.

The three year contract, effective July 21, provides additional payments to actors for reruns of TV films and also sets higher salary minimums for those who work in more than one video picture in a week. A separate contract is being negotiated for filmed commercial spots.


ADOPTS 2% DISCOUNT

KPFEL-TV Wins Praise

ANOTHER station to adopt the 2% discount in its rate card, KPFEL-TV Denver, was commended by Edgar P. Small, of Ted Bates & Co., New York, chairman of the A.A.A. committee on Cash discount, last week. WHIO-TV Dayton recently announced its 2% discount.

"We need to see that television gets off on a sound financial footing," Mr. Small said. "The 2% cash discount is what enables agencies to collect promptly from their clients. If television stations want to be paid promptly by agencies, they must make good business judgment to make allowance for it in their rate cards."

TVA FALL MEET

Called for Merger Study

TELEVISION AUTHORITY (TVA) will hold a special convention in New York Sept. 25-27 to decide whether TVA will merge with one or more members of the Associated Artists of America (AAAA) or organize itself as a separate union, George Heller, TVA executive secretary, announced Tuesday.

The convention was called, Mr. Heller said, under instructions of last December's TVA meet which noted that if the five eastern affiliates of AAAA—AGMA (American Guild of Musical Artists), AFRA, Actors and Chorus Equity—did not merge by July 1, AFRA and TVA should consolidate into AFTRA. Mr. Heller added that the convention also prescribed that if neither of these developments occurred by July 15, another TVA convention should be called by Sept.

Mr. Heller said calling of the second convention was "forced" upon TVA by the refusal of AAAA to referendum for a merger.

He added that the AAAA membership meeting Aug. 7 [BT, Aug. 11] indicated performers favor a five-branch merger and declared, "This would solve some problems."

"Three branches—AGVA, AGMA and AFRA—approved the professors' blueprint," Mr. Heller explained. "The issue is now up to Actors Equity and Chorus Equity. They seem to want to talk merger rather than merge."

Deadline for nominating petitions for delegates to the convention is Aug. 26. Ballots must be filed by Sept. 9.

As matters now stand with respect to the merger plan devised by UCLA-Cornell U. professors, three courses are open to the unions: They may submit the plan to their memberships in a referendum; they may submit the plan with the understanding that unions will not be bound to certain points to which they object, and they may reject the plan outright—the position of Actors Equity and Chorus Equity Assns., which seek additional discussion of a merger formula.

Hickman TV Show

GENÉRÁL CIGAR Co., New York (Robert Burns cigars), will sponsor Herman Hickman, who resigned last week as head football coach of Yale U., to star in his own program on CBS-TV. The show will be a quarter-hour format of interviews, anecdotes, sports and other subjects discussed by Mr. Hickman. The exact time is still in negotiation but an April date is expected to be sometime in September. Donahue & Coe, New York, is the agency. Mr. Hickman had appeared as a regular panel member of the Sunday night Goodrich Celebrity Time for the past two seasons.
WITH THE DU MONT UNIVERSAL CAMERA CHAIN

More of everything you want—and need in a camera chain...greater versatility, dependability and finer performance—the DuMont Universal Camera Chain.

The Du Mont Camera Chain is designed for triple duty and is equally qualified for use in the field, studio, or for film pickup. This is the proven equipment, now finer than ever.

For the full story write for your copy of the new Du Mont Camera Booklet. Learn how you can utilize this equipment in doing more work, in cutting maintenance costs, in reducing obsolescence to the minimum, and in effecting a drastic saving on spare parts. Read about the revolutionary new Du Mont development in film pickup. Find out how you can get triple-duty from the Du Mont Camera Chain.

DU MONT
TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, N.J.
United Broadcasting Co., Chicago, has completed television film commercials for Quaker Space Heaters and Bake-Rite (shortening). Ewell & Thurber, Chicago, is the agency.

KTTV (TV) Hollywood has leased 30 feature films from Motion Pictures for Television Inc. to be telecast on Jackson's Theatre, thrice daily. The contract was negotiated by Dale Sheets, station's film director; Sy Weintraub, vice president in charge of sales for MPFT's New York office, and David Wolper, vice president in charge of MPFT's West Coast operations. Films star Glenn Ford, Barbara Stanwyck, Gary Cooper and Marie Wilson, among others.

Harris & Frank, Los Angeles (Southern California clothing stores), will sponsor Family Theatre on KLAC-TV Hollywood, half-hour weekly, for 13 weeks starting Sept. 3. The programs, filmed by Frank Wiabar Production Inc., will feature original shows on NBC-TV Fireside Theatre series. Agency is Walter McCreery Inc., Beverly Hills, Calif.

KNXT (TV) Hollywood has acquired 50 feature films from M. A. Alexander Productions Inc., that city, for showing on The Late Show, six times weekly. The acquisition, involving $60,000, was negotiated by Dom Hine, station's production administrator, and Arthur Alexander. Included is "The Young in Heart" in addition to British and French features.

Production

NBC-TV Joan Davis Show, sponsored by General Electric, Wed., 8:30 p.m. (EST), for 39 weeks from Oct. 15, will go into production in Hollywood, Sept. 1. Miss Davis will star in the situation comedy series, written by Artie Standar, and featuring radio actor Jim Backus. Phil Rapp will direct and Dick Mack produce, probably at Culver City. The series will be filmed with a live audience.

Howco Productions Inc., Hollywood, will film The Little People, half-hour TV series, on a contractual basis for an undisclosed Eastern syndicate. The cast features Timberlake with the exception of star Allan Nixon, 6'5" movie actor. Richard Carr is writing scripts, first of which in modern version of Jonathan Swift's Gulliver's Travels. Ron Ormond is producer-director.

Bernard Girard and Dick Dorso, associates in Lancer Productions, subsidiary of Bing Crosby Enterprises, Culver City, are completing plans to produce a feature-length film, "The Early Grave," in Italy. Co-authors of the outdoor action drama, Mr. Girard will produce and Mr. Dorso direct under the banner of The Lancers. Dorso has completed the pilot films for BCE in four half-hour TV film series: Cory Johnson, Rose Colored Glasses, Those Were the Days and Bromfield Series. Motion picture plans hinge on production schedules of TV series.

Random Shots

Hafner-Halperin Inc., Culver City, has signed a five-year contract for TV film rights to Rex Morgan, M. D., comic strip, with Publishers Syndicate, Chicago. Louis Hayward has set to play the title role in 56 half-hour films per year on a three-year basis. Production starts at Hal Roach Studios, Sept. 15, with Les Hafner as producer. Willis Goldbeck, writer-director on MGM "Doctor Kildare" motion picture series, has been brought to serve in similar capacities on Rex Morgan, M. D. Stanley Halperin, headquartered in New York, handles sales. Film is currently in production on Kerry Drake, half-hour TV film series, starring Sterling Hayden.

American Medical Assn. is considering the possibility of permitting its members to take part in Your Doctor, half-hour TV film series packaged by Jack Mulcahy and Henry Eichner. Permanent medical moderator would lead a rotating panel of specialists in layman discussions of medical problems, illustrated by Mr. Eichner's drawings. No remuneration would be forthcoming other than the doctors' traveling expenses. The format, approved by Los Angeles chapter, is now being studied by Chicago group.

Bing Crosby Enterprises has opened New York offices at 600 Fifth Ave., telephone Plaza 2-2277. Everett Crosby, president of BCE will headquarter there. Home office of BCE is at Culver City, Calif.

CBS-TV is considering a half-hour situation film series to be produced by Impel Inc., New York, in Paris under the supervision of The International Criminal Police Commission. Plans call for the budget of $350,000, covering 28 films, to be negotiated through Commercial & Industrial Bank of France upon conclusion of arrangements with CBS. To be titled either Interpol or Police International, the series would star Hugh Marlowe and producer-director Herb Strock would utilize a wholly French crew.

Alan Valentine president of the committee for the series, reported last week that 81 U. S. television stations have requested prints of "Truth Shall Make Man Free," a 13-minute film produced by the committee.

Mr. Valentine said the film is "rapidly establishing new records in television station usage." He said since distribution began last February 15, the film has been shown by 66 TV outlets in 45 cities a total of 118 times to an audience estimated by the stations at nearly 4,000,000 viewers.

Mr. Valentine said an indication of the film's popularity was that it has been televised six times by KMTV (TV) Omaha and five times by WHIO-TV Dayton and KJRH-TV Los Angeles. A number of stations have shown the film three to four times. NBC television network has shown it three times and ABC-TV once, he said.

William L. Klein, president of United Broadcasting Co., Chicago, has completed the establishment of a separate film division. The video staff, which films commercials and programs, includes Bernard Saber, musical director; Arthur E. Haug, photographer director, and Bryan A. Wright, chief engineer.

Screen Gems Inc., Hollywood, has bought "Edge of the Law," an original story by Richard Deming, and has assigned screenwriter Charles Bennett to develop a television adaptation. It will be one of 35 half-hour television films contracted by the Ford Motor Co. for Ford Theatre.

Aspen Pictures feature film, "Return to Paradise," now shooting in Samoa and starring Gary Cooper, will be advertised on TV with six sets of newsreel clips, now in preparation.

Talent Assoc., Hollywood, TV finger casting agency headed by Jack Morton and Fred Messenger, has moved to 5746 Sunset Blvd.
Director Douglas Wilkinson and Cameraman Jean Roy are seen working in the Canadian Arctic on a production for Canada's National Film Board. Their Maurer camera operated satisfactorily on this assignment at temperatures varying from 60° F. to −50° a range of 110°!

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Performs Perfectly!

Whether the going's rough or smooth
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is your best buy for 16mm. work!

THE 16MM. SOUND-ON-FILM RECORDING SYSTEM combines the highest fidelity in 16mm. recording practice with wide flexibility and extreme simplicity of operation.

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THE MAURER 16MM., designed specifically for professional use, equipped with precision high-power focusing and view-finder. Standard equipment includes: 235° dissolving shutter, automatic fade control, view finder, asulade and filter holder, one 400-foot gear-driven film magazine, a 60-cycle 115-volt synchronous motor, one 8-frame handcrank, power cable and a lightweight carrying case.
FOR SALE

605 FOOT

RADIO-TV TOWER

galvanized, gudg Blaw-Knox Radio Tower.

Used, but in perfect condition.

Uniform cross-sectioned for 400 feet, then tapering to top. Complete with guys, insulators, and regulation lighting equipment.

Will support 3 bay television antenna for total overall height of 575 feet above ground on low TV channels, or 6 bay with lower overall height.

Less than one-half present market price.

Write, wire or phone

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Memphis, Tenn.

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PSI- TV SELLS

68 Films To 7 TV Markets

PSI-TV Inc., New York, producer and distributor of television film programming, has sold a package of 68 motion pictures to seven additional TV markets for more than $150,000, Andrew Jaeger, vice president, said last week.

PSI-TV also announced the appointment of Robert J. Kingsley, production chief for the former Associated Press Spotnews TV newsrel, as production supervisor and as director of its new film center at 908 Eight Ave., New York.

Mr. Kingsley's staff will include Miss Sophia Glantz, booking and billing department manager; Peter Sarkies, film editor, and William Stephens, West Coast production supervisor.

The stations that contracted with PSI-TV are WBBS-TV New York, KLAC-TV Los Angeles, KNBH(TV) Hollywood, WBNJ-TV Baltimore, WTCN-TV Minneapolis, WEWS(TV) Cleveland and WNAC-TV Boston.

McMAHON NAMED

Is DTN Sports Director

THOMAS J. McMAHON has been named sports director for DuMont Television Network, Chris J. Wit- ting, network director, announced today (Monday).

Mr. McMahon is a veteran sports caster, recently resigned from WJZ Television City in Baltimore, WTCN, and WLW all of which he has spent a radio-TV executive seven years. His duties were to negotiate rights for sports events sponsored by agency's client, Atlantic Refining Co. He began his radio career in 1935 as a play-by-play announcer of the famous radio broadcast of Eastern League baseball heard over WNBF in Binghamton.

CBS Television City

CBS Television City in Los Angeles moved closer to completion last Friday as 80 engineers and technicians started installation of our home-made TV technical equipment. Four large studios and an administration building form the core of the 15-acre development. Telecasting from there is slated to begin in October.

A NEW TV programming concept—a morning block of four quarter-hour serials with a single setting, which officials said will give the sponsors a major saving—was described by NBC-TV last week.

To house the programs, known as Hometown and slated to start this fall in the 10:30-11:30 a.m. period, Monday through Friday, the network is constructing sets representing an entire village in its Brooklyn studios. This village will be the setting for all four of the serials, and some of the supporting characters will appear in all four stories.

Present plans are to launch the series about October, the exact date dependent upon signing of "enough" sponsors. Authorities said present thinking is that the sale of two-quarter-hours will be sufficient to get the series under way. Talent costs were estimated at less than $6,000 per quarter-hour.

NBC-TV officials said an advertiser would have to spend almost $45,000 a week to use a setting comparable to Hometown for his own 15-minute daytime strip.

Under the Hometown concept, they reported, this cost is cut as much as 80%.

Sylvester L. Weaver Jr., NBC vice president in charge of radio and television, told a news conference that programs would represent soap opera "on a more interesting level, and more informative," and said it was hoped the new pattern would stimulate writers to move into "new dimensions" which, while providing entertainment, would do more than entertain.

With the action of all four plots taking place in a single town, he said, the effects of real-world events can be shown in the actions and reactions of the characters in the stories. He said the programs will have the quality of nighttime shows.

Outlines of Hometown's four stories were presented in a kine- scope with Dave Garlowski as mc. One centers around the life and problems of the town's prominent surgeon. Another features an elderly couple who run the grocery store. Heroine of the third is a lady personnel manager of a local plant, while the fourth is the story of a kindly old maid who is the confidante of most of the town's characters.

A&P PROMOTION

Set With WJZ-TV

TIE-UP between WJZ-TV New York and A&P Stores in the eastern district makes available in-store displays to food product advertisers on the stations.

Four advertisers of non-competitive products stocked by A&P— advertisers satisfying minimum or more per week for time on WJZ-TV may participate in the plan, which is set up in contract periods of 12, 24, 36 and 52 weeks. These adver- tisers will receive point-of-purchase displays once every four weeks, three every 12 weeks, in all 710 A&P super markets in the metropolitan New York market. Each participating sponsor, WJZ- TV said, will be given a window display where possible, plus an end or a dump display, depending on which is most advantageous in a particular store.

Plan was announced in an attrac- tive brochure, "Mass Merchandising Menagerie," which illustrates each point with an amusing animal drawing.

EMPIRE STATE

Antenna Details Sought

REQUESTS have poured in to official of the Empire State Bldg. in New York for information on operation of the 225-foot antenna atop the world's tallest building.

Building officials said last week potential TV station owners in Cleveland, San Francisco, Detroit, Minneapolis and Tampa, Fla., have requested detailed data. They all realized, a spokesman said, that a multiple outlet mast, similar to the one functioning in New York, would cost less in the long run than completely new antennas.

He said the information has been supplied to the interested sta- tions. Such sites as the Forshay Tower in Minneapolis, the Penob- scot Bldg. in Detroit, Cleveland's Terminal Tower Bldg. and San Francisco's Twin Peaks all are suitable for antennas, the spokes- man said.

Main advantages in use of local high spots for towers, he said, are a large saving in cost and other equipment and a far wider coverage area for the station.

Presently, five TV and three FM stations are sharing the mast atop the Empire State Bldg., and WATV (TV) Newark announced this week that it has begun building its transmitter site there. Frank V. Bremer, vice president in charge of engineering for WATV, WATA - AM - FM Newark, said WATV expects to go on the air from the Empire State Bldg. in the late fall or early winter.

WATY's transmitter now is located in West Orange, N. J.
7 keys
to a brand-new world

HERE, before your eyes, are keys that open wide the doors of human perception to a brand-new world... great towers that challenge belief with the vastness of their scope.

To the potential of amazing new equipment has been added the power of imaginative programming... with wider and wider use of film. Thus, directors are permitted to go far beyond studio confines in their search for material... are allowed to present shows unhampered by time zone limits.

Complete technical information concerning the use of film and its selection and processing is available... together with details concerning special Eastman services, equipment, and materials. Address:

Motion Picture Film Department
EASTMAN KODAK COMPANY, Rochester 4, N.Y.

East Coast Division, 138 Madison Avenue, New York 17, New York. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
EDUCATIONAL TV
Steele Cites Progress

AUDIO - VISUAL personnel "should feel a real stake in television and take an active part in assisting it in its development," said Ralph Steele, director, Joint Committee on Educational Television, at the Audio-Visual Education Institute at the U. of Wisconsin.

Citing the 242 assignments served for educational TV by the FCC, Mr. Steele said educators have "a tremendous energy" in the past two years in this field. A number of institutions have begun experiments and are making "vigorous" plans for entering educational TV, he noted. Mr. Steele urged teachers to evaluate TV with "what the medium cannot be used for," recognizing the extent of TV's usefulness in the classroom is still underestimated.

CLOSED CIRCUIT TV
Wisconsin U. Votes Funds

APPROPRIATION of $105,750 for a closed-circuit TV "station" at the U. of Wisconsin, Madison, has been granted by the university's regents, it was announced last week. The laboratorv will be used for teaching and research.

The regents indicated their approval of the project last May when they also authorized the university radio committee to work with the State Radio Council on a legislative request for funds to construct educational TV stations in the state. In June, the regents approved an operating budget of $22,820 for the TV laboratory during the 1952-53 school year.

The newly-granted appropriation will provide for three camera chains, cable to link studio and viewing rooms, lighting and scenery, monitors, mobile unit, photographic equipment, and a TV recorder and processor. Sum of $6,000 is included for remodeling of space in the Old Chemical Engineering Bldg. for studio.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIBEL, SLANDER, INFRINGEMENT OF COPYRIGHT, INVASION OF PRIVACY

Artists from Editorializing, Speeches, Newspapers, Ad Libs, Financial Comment, Mystery Plots, Goofy Announcements, Man-on-the-street Interviews... a minefield. Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-risk Insurance.

USE CAUTION -- LADY LUCK IS A DESERTER!
IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg. Kansas City, Mo.

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BROADCASTING • Telecasting

‘KNOW YOUR SCHOOLS’ PROGRAM
KPRC-TV Staff Draws Praise for TV Series

STAFF of KPRC-TV Houston, Tex., has received fulsome praise for assistance and suggestions which helped maintain the high level of public interest in the station's recent Know Your Schools series.

The station and General Manager Jack Harris were lauded for their joint efforts in a special report released by the Houston Public Schools. The report traces development of KPRC-TV's initial educational series telecast in cooperation with the city's public school system.

The three-week series ran from Jan. 18 through July 4, with a schedule of 72 programs involving 529 children from 38 schools, 45 school administrators, and 91 teachers and principals. Total of 40 films were used in the programs, which embraced various educational school aspects.

Mr. Harris expressed gratification for the station's service to the schools and success of the series with these observations:

"One of the interesting things we discovered in this cooperative venture was that a single full-time employe was all (that was required for the school district with the active cooperation of KPRC-TV public service directors. The program had a surprisingly high audience, the station consistently showing a 20% to 25% audience tune-in."

The "single full-time employe" was Mrs. Dorothy Schwartz, TV program director who was the basic school system, who coordinated the series and performed before the cameras as mistress of ceremony. She also compiled the report on Know Your Schools which resumes next month.

Dr. W. E. Moreland, superintendent of the schools, wrote Mr. Harris that "without the technical knowledge of KPRC-TV's staff and its many suggestions, the program could not have maintained the high level of public interest that was evident throughout the period of these broadcasts."

Dr. Moreland also praised Mrs. Sinclair for an "outstanding piece of work and an uncharted field--educational television.

"No effort was made to 'perfect' the programs, according to Mr. Harris. Subject of the majority of programs was curriculum, with every grade from elementary to senior high covered sometime during the series. Twenty programs showed functions of school department, 12 others dealt with cultural and community agencies and the last 15 stressed summer activities, adult education and individual educational pursuits.

TV HOME COURSE
Offered by CREI Oct. 1

HOME STUDY course in "Television Studio Operations," claimed to cover every aspect of the TV studio, is being offered beginning Oct. 1 by Capitol Radio Engineering Corp., 60 Park Ave., New York City. The course encompasses Burlington, Winookski and Williston, with 54 homes.


Two signals being picked up by the Green Mountain firm are Channel 4 from WRGB (TV) Schenectady and Channel 2 from CBFT (TV) Montreal. Tri-weekly radio program, TV Topics, is carried over WCAX Burlington at 6:30 p.m. to acquaint Vermonters with upcoming programs and the community TV service.

SIXTH TV outlet of Circuit of CMQ S. A., Cuban radio-TV network operated for the government in Havana about Oct. 1, it was reported last week by Goar Mestre, director general of the CMQ operation. To be known as CMQB-TV, the midday outlet will use Channels 7 and air film and local sports programs.

On the air since December 1950, the network's CMQ-TV Havana is associated with Chavey's RCA 38 kw RCA transmitter. CMQB-TV will employ 5 kw DuMont transmitter, to be housed at CMQ-TV's plant. Since May, CMQB-TV has been feeding kinescopes of its programs to CMQ-owned stations at Santa Clara, Camaguey and Santiago. Another CMQ outlet at玊amanzas rebroadcasts CMQ-TV directly. About 20,000 ft. of film is kinescopied daily in the network operation, Mr. Mestre stated.

Two more studios have been added to CMQ-TV, Mr. Mestre said, for a total of six. The network operation also employs 15 film cameras and two mobile units. A fortnight ago a major remote pickup of the regatta at Varadero Beach was aired, he noted.

Construction is continuing on the CMQ station, a seven-station microwave relay link between Havana and Santa Clara, Mr. Mestre reported, to cost about $400,000 when completed. Philco equipment is being used.

Since May, CMQB-TV, to Mr. Santigago, to cost another $600,000, is being delayed a few months, he said.

COMMUNITY TV
Vermont Area Receiving
GREEN MOUNTAIN area of Vermont now is receiving TV signals through facilities of the Green Mountain Television Corporation.

The area encompassed Burlington, Winookski and Williston, with 54 homes.


Two signals being picked up by the Green Mountain firm are Channel 4 from WRGB (TV) Schenectady and Channel 2 from CBFT (TV) Montreal. Tri-weekly radio program, TV Topics, is carried over WCAX Burlington at 6:30 p.m. to acquaint Vermonters with upcoming programs and the community TV service.

Looking for Radio & Television Technicians

RCA Institutes, Inc., graduates of radio technicians, operators and laboratory aides. Our men graduate with a first class Radio-Video License. Call us for your technical personnel today.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Service of Radio Corporation of America
350 West Fourth Street, New York 14, N. Y.
DECLARING that “one week a year is not too much to devote to the most important element of the broadcasting profession—programming,” by 100 broadcasters attending the BMI Summer Seminar in Denver, meetings were “a tremendous experience for all of us who have been fortunate enough to attend.”

Recommendation that “additional seminars be held next year in other locations as well as in the city of Denver” and that “they be attended by at least one representative from every radio station,” was made by the committee at the final session of the week-long seminar on Aug. 8. Rex Howell, KFJX Grand Junction, Co., was committee chairman. Its other members were Ed Breen, KFVD Fort Dodge, Iowa, and C. Pearson Ward, KTTS Springfield, Mo.

Laure Cooperative Efforts Praising the U. of Denver and its radio department chairman, Russell Porter, for its initiative in bringing the seminar to the campus, the committee report also lauded the Colorado Broadcasters Assn. for its cooperation in making the seminar a success and BMI for its presentation as “a culmination of two years of stimulating program clinics.”

“Programs are the principal tools of our trade,” the committee stated. “Upon programs rest the full responsibility of our past mistakes and accomplishments. This BMI seminar has proved again that broadcasters are ever mindful of their inherent responsibility constantly to improve their programs to meet the changing pattern of American interests and tastes.

“The assessing of problems of programming, as is true in all other problems, through collective study, has benefited us greatly. We have gained been the rich beneficiaries of a great fund of specific information, from our colleagues from 32 states and Canada, on how things are being done at other stations, large and small. We have learned how stations everywhere have been improving their programs in the interest of listeners, have developed greater audiences, rendered better public service, and in so doing have enjoyed greater financial returns.”

“We have acknowledged with equal frankness to our programming strength and weaknesses. We have found a striking similarity in programming from the many stations represented at this seminar, regardless of their size or geographical location. From this ground of common interest, we have benefited immeasurably while enjoying the privilege of helping one another. This seminar has reaffirmed the long-held conviction of many broadcasters that all people, wherever they may live—in cities or on farms—are basically alike in their programming preferences and that there is a nationwide appreciation of concert music, fine books, stimulating discussion and all other program ingredients that make for a richer and fuller life.

“We find that programs can improve and that it is the intent of radio stations to achieve that improvement. We find programs are the very foundation on which radio depends. We believe any program appearing on any station should fulfill a definite purpose.

“Even in the face of their notable accomplishments, broadcasters are not willing to rest on their laurels. They are deeply concerned in making use of every opportunity to enhance the value of radio as the greatest force for service in the fields of entertainment, information, education and in the cultural stimulus of the American people. To achieve these, broadcasters cheerfully accept the responsibility of approaching the challenge with enthusiasm and constructive intent.

“Your committee fully endorses the findings and opinions toward this end that have been stated by our speakers.

“It is our considered judgment that in sheer self-interest, the management of every station should regularly evaluate its entire program structure through actual listening by qualified personnel and later by analysis of what has been heard.”

KXA APPOINTMENT Smith Named Gen. Manager HUGH A. SMITH, education director, KPIX (TV) San Francisco, has been appointed general manager of KXA Seattle, effective Sept. 1.

Both stations are affiliates of Wesley J. Dumm Enterprises. Other stations include KSFO San Francisco and KWID San Francisco. KWID is an international station.

The appointment will mark a return to the Northwest for Mr. Smith, who, prior to his joining KPIX in July 1951, was director of KPOJ-AM-FM Portland, Ore. Mr. Smith also has served with KGW Portland and WBIR-AM-FM Knoxville, Tenn.

Early this year he was selected as a traveling speaker for BMI radio clinics throughout the nation. Mr. Smith will take his wife and two children to Seattle in September.

Westinghouse Fund FELLOWSHIP Fund to aid promising young engineers and scientists of the Westinghouse Electric Corp. to continue their studies at a graduate level has been established in honor of the late Leon R. Ludwig, outstanding inventor and Westinghouse engineering executive. To be eligible for a fellowship, a candidate must have shown marked ability in engineering or scientific fields and must have been a Westinghouse employee for at least two years.

More Meetings Advocated By Committee Slow Boat From Tokyo GEORGE THOMAS FOSTER, NBC's chief Tokyo correspondent, apparently does not believe in such prosaic means of transoceanic travel as airplanes and ocean liners. Twelve years ago, Mr. Fostet sailed from the U. S. to Australia in a three-masted schooner.

World conditions kept him in the Orient for 12 years but when he returned to the U. S. recently, he negotiated the 5,000 miles from Tokyo in his own 50-foot ketch. The non-stop sail took 47 days out of sight of land and with only three vessels sighted during the entire trip.

our speakers.

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Early this year he was selected as a traveling speaker for BMI radio clinics throughout the nation. Mr. Smith will take his wife and two children to Seattle in September.

Westinghouse Fund FELLOWSHIP Fund to aid promising young engineers and scientists of the Westinghouse Electric Corp. to continue their studies at a graduate level has been established in honor of the late Leon R. Ludwig, outstanding inventor and Westinghouse engineering executive. To be eligible for a fellowship, a candidate must have shown marked ability in engineering or scientific fields and must have been a Westinghouse employee for at least two years.

More Meetings Advocated By Committee Slow Boat From Tokyo GEORGE THOMAS FOSTER, NBC's chief Tokyo correspondent, apparently does not believe in such prosaic means of transoceanic travel as airplanes and ocean liners. Twelve years ago, Mr. Fostet sailed from the U. S. to Australia in a three-masted schooner.

World conditions kept him in the Orient for 12 years but when he returned to the U. S. recently, he negotiated the 5,000 miles from Tokyo in his own 50-foot ketch. The non-stop sail took 47 days out of sight of land and with only three vessels sighted during the entire trip.
WCHS
Charleston, W. Va.

BROADCASTING • Telecasting

GET-AcQUAINTED SESSION
Driver-salesmen of the American Brewery, Baltimore, assembled in studios of WAAM (TV) Baltimore for the purpose of becoming acquainted with WAAM's promotions prepared by the station, brewery and the Kuff & Feldstein and Elmer Free ad agencies. Also on hand were the "WOR-TV" contest. Baltimoreans may vote for the finalists "wherever American Beer is sold." The contest, conducted in six half-hour TV segments, requires contestants to name 2,500 votes last heard. A new high final total vote is predicted this year.

FREEDOM FOOTNOTE
WHDH-AM-FM Boston has assigned a weekly half-hour slot to a new public affairs series, Footnote to Freedom. Devoid of political ties, the programs are being taped in communities "where America started," with Lexington, Gloucester and Attleboro, all in Massachusetts, starting off the roll. Object of the WHDH explained, is to document individual contributions to freedom in the past, and to stimulate civic and moral responsibility in current affairs.

MORE FLYING SAUCERS
Flying saucer's timeliness has been worked into a novel promotion by KJOA Des Moines. Four thousand cardboard flying saucers were printed with the message, "Out of This World!"—the new Dick Mills show over KJOA." One letter of the station's call letters appeared on each piece. Saucers were dispensed from an airplane. The first five who found a complete set of saucers—one each with the letters "K" or "O" and "A" were awarded $10.

"HOUSEMAKER" NEWS SHOW
NEWS SHOW "for the busy home-maker" began on WTCN Minneapolis Aug. 5. Titled DateLines with Grace Lindley, the show stars Mrs. Lindley in a quarter-hour commentary on world, national and local affairs.

RCFELD

Mr. Harvery Person
Beaumont & Holman, Inc.
Kansas City.

Dre Harvey;

For amost you've had an interest in Chas. because it th' headquaters of th' whole Al-

Drah's Grey-

is. Now, by golly,

Chas. is rite

up in big

sports company with a ball club in it! A merican Asso. along with K.C. Of

course, we're always doin' big things around here. I see New York City store sales is down

14%. Mr. Mace would move to Chas. where sales is up 21% for the same period.

We know it is good here and merchandisers are reaching for it with NBC's World News Roundup.

POWER STORY

TWICE weekly broadcast, dealing with the construction of the new KLB Oakland, Calif. new 5 kw

transmitter, is being aired by the station. More Power to You has as its format interviews with engi-

neers, job foremen and pile drivers who tell listener about the con-

struction job. Mark Gerstle, pro-

duction manager of the station and m.e. of the show, stated that the aim of the show is to make KLB audiences sidewalk superintendents on the spot.

STAGE DOOR DISPLAY

DISPLAY window at WBTV (TV)

Charlotte features a 6x7 ft. stage door setting as a backdrop for a new promotional display. Made of beaver board, the display has changeable panels to feature various products and programs.

WIP JOINT PROMOTION

JOINT promotion by WIP Philadelphia and the Central News Agency there plugs Mary Biddle Show on WIP and Modern Bride's giant 290-page edition now on the newsstands. In addition to on-the-

air announcements to young home-

makers on the Biddle show, Central News has posted 2,000 placards advertising the WIP show. Modern Bride sends out cards within a 60-mile radius of Philadelphia.

KLZ GREETSH SHOW TRouPE

KLZ Denver whooped up Helen Hayes and the cast of "Mrs Mc-

Thing," for the play's two weeks at Central City, famed old Colorado mining town, by parking its bright red mobile unit at Union Station, Denver, to meet the cast. KLZ staged music and interviews with the stars and featured a chorus of girls from KLZ's home- town. New costumes brought from Central City to welcome the troupe. The station planned also to broadcast opening night ceremonies from central City.

VETERANS ON VIDEO

BETTY ANN HORSTMANN, m.c.

of WLWD (TV) Dayton's Coffee Club, each week invites a veteran from the Wright-Patterson AFB Hospital at that city to be a guest on the TV show, where he is inter-

terviewed and tuned dedicated to him by musicians Arice Recore, Jim Bolen and Dick Shafer. The vet-

eran also receives gifts from the program's sponsors.

OPERATIC DJ SHOW

KNBC-AM-FM San Francisco has extended indefinitely its unusual new disc jockey show of opera. Originally, the show was to have terminated Aug. 6. Ruben Brad-

ford, a Texan billed as a "two-

legged musical encyclopedia," pre-

tides over the show, playing opera-

tic records after bringing listeners up to date as to plot and composer. Mr. Bradford phrased his introductions in idiomatic, or Bradford-

English.

RADIO EXTRACTS PROMISES

UNDER WICH Norwich, Conn., sponsorship, an "I Promise to Vote" campaign has been launched in that city. More than 50 of the station's advertisers are participating in the campaign. Buttons bearing the station's call letters and the vote slogan as well as window stickers and straw poll ballots are being distributed. Local and area officials will back up the cam-

paign by making radio appearances during the next eleven weeks.

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paign by making radio appearances during the next eleven weeks.
SHARE TRANSFERS

18 Stations to Ask CBC

EIGHTEEN Canadian stations will request share transfers at the Sept. 6 meeting of the Board of Governors of the Canadian Broadcasting Corp., at Radio Canada Blvd., Montreal. Two stations, CHLN Three Rivers and CKLD Thetford Mines, are asking for corporate name transfer of license, and CKLS La Sarre is asking for change of control in corporation to J. J. Goude, D. A. Gerud, and R. Charbonneau.

CJEM Edmundon is requesting change in frequency with 1 kw from 1880 to 670 kc with directional antenna. CFYT Dawson, Canadian Army station, is asking for change in frequency with 100 w from 1400 to 1250 kc. CHNO Sudbury is requesting permission to establish a supplementary 250 w AM station on 1240 kc, in addition to its present 1 kw on 1440 kc. Both transmitters would use same antenna.

'RAILROAD HOUR'

Commercials Complimented

ASSN. of American Railroads, sponsors of the Railroad Hour, aired Mondays over NBC, are enjoying comments on the program's commercials.

Typical excerpts of audience reaction to commercials are these, contained in letters to the association:

"I have been particularly impressed with the clever manner in which your broadcast commercials tell something about your business," wrote an educational testing service officer in Princeton, N. J. "It seems to me," he added, "they are interesting, succinct, and make a point, usually just one."

An insurance man in St. Paul wrote: "The commercials are good. They tell an interesting story and never arouse an impulse to turn them off. I am sure this program must bring the railroads much good will."

A San Francisco bank executive: "Your treatment of the commercials is most excellent — educational, interesting, and not monotonous and repetitious."

Film Report

(Continued from page 90)

the truths of the Christian Gospel will become alive as they are ex-
emplified in the lives of Grampa Fisher, his 56-year-old son and daughter-in-law, Carl and Anna, and their three children.

"In each of the 26 episodes of the first year's series one or more of the Fishers will be involved in a dramatic situation, the solution of which will call for the application of a particular Christian truth," Mr. Schlake said.

Mr. Schlake said the films will be made available to television stations throughout the country. He noted that a public appeal for funds will not be made in connection with the telecasting of the series.

The series was produced by Family Films, Hollywood.

Film People...

Betsy Hutton, no longer under contract to Paramount Pictures, is making plans to enter television. Her husband, Charles O'Curran, former director with Paramount, will direct a series of programs when the format is selected. It is reported that the pair will sign with a major network shortly and Miss Hutton's activity will start with a series of guest shots.


John Glavin, general manager of Five Star Productions, Hollywood, has assumed additional executive responsibilities. Norman McCabe, assistant animation director, has been promoted to animation director. He succeeds Howard Swift who resigned.

Rosemary DeCamp, who portrays Judy Price on CBS Radio Dr. Christian, will be featured in the TV film commercial for Pacific Borax Co., New York (20 Mule Team Borax), on Death Valley Days, half-hour TV series being filmed by Flying A Television Pictures, Hollywood. Stanley Andrews, radio-TV actor has been signed to portray the Old Ranger in the series. Agwey McCann-Erickson Co., that city.

Samuel Goldwyn Jr. plans to enter TV film production following his separation from the Army. He was formerly a member of Gen. Eisenhowers's staff in Paris.

Capt. Jack Lewis, USMC, former Monogram Pictures writer, has completed four in a series of eight half-hour films, geared for release to TV and theatres, which the U. S. Navy and Marine Corps are producing in Korea under combat conditions.

Edgar Buchanan has been signed by William Boyd Productions, Hollywood, to co-star in NBC-TV Hopalong Cassidy, half-hour film series now in production for fall release. Programs will be filmed in two series of 26 and budgeted at $35,000 per film.

Harry Cohen, vice-president and general manager of Apex Film Corp., Hollywood, joins Paul F. Heard Inc., that city, as production coordinator.

Bernard Hendel will represent Louis Weiss & Co., Los Angeles, TV film distributor, in Erie, Pennsylvania, Johnstown and Pittsburgh, Pa., and Harold C. Burke will represent the firm in Lancaster, Washington, Wilmington and Baltimore. Messrs. Hendel and Burke will operate independently in the sale of both old and new products from Weiss, according to the firm.

Materials Survey

SURVEY of four major strategic materials has been compiled by the National Security Resources Board. Study covers future prospects on nickel, lead, asbestos and antimony, together with detailed statistics of interest to commercial users. Survey was prepared in conjunction with the report of the President's Material Policy Commission, headed by William S. Paley, CBS board chairman, and now disbanded. Publication of the study, comprising separate volumes for each material, was announced by Jack Gorrie, NSRB chairman.

ANVIL AWARDS

Entries Close Sept. 9

AMERICAN Public Relations Assn. announced last week applications are being accepted for entries in the 1952 Awards Competition. Entries should be mailed to the association, 1010 Vermont Ave., N.W., Washington 6, D. C., not later than Sept. 9.

The coveted silver anvils awards will be made in 14 classifications. Eligible to participate is any person, firm, corporation, association or other organization engaged in public relations, or maintaining full-time operational functions of a public relations nature, or whose principal endeavor includes specific activities of a direct public relations character during 1951-52, with particular emphasis on media and procedures.

WBS Sales

OF World Broadcasting System's new sales in recent months, 68% were to network affiliated stations which apparently plan to meet local advertiser budgets with low-cost library-produced shows, WBS General Manager Robert W. Friedheim reported last week. Through a typographical error, B.T.'s Aug. 11 report on World's peak-level sales erroneously placed this figure at 1% instead of 68%.

There's More

SELL

on:
Limited Dealership
Suggested by DuMont

NEW policy of introducing one line of DuMont television receivers a year and eliminating dealership to a selected number was announced Wednesday by Dan D. Halpin, general sales manager of the Receiver Div., Allen B. DuMont Labs. In a talk before Michigan dealers at the Prince Edward Hotel in Windsor, Ont., Mr. Halpin declared that DuMont's plan to introduce only one line a year would "help give the television receiver industry the same type of stabilization... that the automobile industry enjoys." The policy of limited, selected dealership Mr. Halpin explained, would protect "the aggressive, progressive type of dealer who will put on the sales, advertising and merchandising effort the present line of DuMont receivers deserves."

Marquette Course

Marquette U. last week announced that its first course in television engineering will be offered this fall. Colby Lewis, assistant program manager of WTMJ-TV Milwaukee, will be the instructor. Students will receive two college credits. The course will emphasize video programming and administrative coordination of writing, staging, directing and acting. Dr. Lewis, holder of a Ph.D. from Cornell U., joined WTMJ-TV in 1948.

FCC Actions

August 11 Applications

Accepted for Filing

WCLF Chicago—License for CP which authorized change in D-N.

RGDE Fargo, Minn.—License for CP which authorized change in frequency for provision of additional station.

Extension of Authority

CBS New York—Extension of authority to transmit programs to CFBP, Chicago, Ill., under control of Canadian Bestco Corp. for period beginning Sept. 15.

WABD-AM Port Arthur, Tex.—License for CP, as modified, which authorized change in frequency, power, installation of new and D-N, for extension of completion date.

Renewal of License

KSBX-AM Belton, Tex.—Grant of license to change front of camera, to file from Central Texas to Hearst Centers, Inc., for extension of license date.

August 12 Decisions

By Broadcast Bureau

Delete FM

WNRF-FM Binghamton, N. Y.—Grant of license to delete FM.

WKB-AM (FM) Belton, Tex.—Grant of request to cancel license and delete FM.

WLLA-AM Lawrence, Kan.—License covering change to 1,260 kc, 5 kw (LS-DA-DN).

KJIV-Huron, S. D.—Grant of CP to change trans and main studio location.

Change Name

KEPH Ephrata, Utah—Grant of CP to change name to Lassen State Agricultural College—Snow Branch, Juniper Inst. of State College.

Extension of Completion Date

WLCS Baton Rouge, La.—Grant of CP for extension of completion date to 12-15-52.

WKNV-Miami, Fla.—Grant of CP for extension of transmitters

Periscope Mirror

CBS-TV has devised a periscope mirror attachment to pick up high ceiling shots that have plagued cameramen in the past. Developed by engineers under Paul Wittig, in charge of development of new effects for CBS-TV, the attachment consists of two mirrors hinged to the rear of a camera. It uses two periscopes to pick up the picture and the other to reflect it to the camera lens.

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Suggesting permits, Westinghouse Electronics will receive two receivers of the "Rosy" type. They are part of a new line of receivers being marketed by the company. The "Rosy" has a built-in V-V and a built-in antenna. It also has a built-in lamp and a built-in remote control. The "Rosy" is priced at $29.95.

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CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

—Established 1928—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Neck, N. J.
Member AFCCE

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington, D. C.
Member AFCCE

COMMERCIAL RADIO EQUIPMENT
Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio
Engineering
MUNSEY BLDG., REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETTE & BERGQUIST
902 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCCE

WELDON & CARR
WASH. D. C.
1605 Connecticut Ave.
Dallas, Texas Seattle, Wash.
4219 S. Buckner Blvd. 4762 W. Ruffin
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

McINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

RUSSELL P. MAY
John A. Moffet, Associate
1422 F St., N. W.
Kellogg Bldg.
Washington, D. C.
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

JOHN CREUTZ
319 BOND BLDG., REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

J. F. HUTCHESON
3900 W. Abram
Arlington, Texas
Member AFCCE

Walter C. Silliman
1811 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

LINDA S. SMEBY
"Registered Professional Engineer"
1311 Q St., N. W.
WASHINGTON 5, D. C.
Member AFCCE

LYNNE C. SMEBY
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 13th St., N. W.
REpublic 3803
WASHINGTON, D. C.
Member AFCCE

CRISTEN & KENNEDY
1302 18th St., N. W.
WASHINGTON 6, D. C.
Member AFCCE

ROBERT M. SILLIMAN
CONSULTING RADIO ENGINEER
235 BANCROFT INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
Member AFCCE

GEORGE P. ADAIR
CONSULTING RADIO ENGINEERS
1319 Connecticut Avenue
WASHINGTON 6, D. C.
Member AFCCE

GRANT R. WRATHALL
APUs, California
Appointment arranged for
413 5th Ave., N. W.
WASHINGTON 4, D. C.
Member AFCCE

Consulting Radio Engineers
Consulting Electronic Engineers
510 Sunset Blvd.
Hollywood, Calif. NOrmandy 2-6715

RAYMOND M. WILMOTTE
1449 Church Street, N. W.
DEcatur 1221
WASHINGTON 5, D. C.
Member AFCCE

BROADCASTING • Telecasting

CRISTEN & KENNEDY
Member AFCCE

BROADCASTING • Telecasting

RAYMOND M. WILMOTTE
1449 Church Street, N. W.
DEcatur 1221
WASHINGTON 5, D. C.
Member AFCCE

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
Atwater 4282
WASHINGTON 4, D. C.—Republic 6140
Member AFCCE

August 18, 1952 • Page 99
Help Wanted
Managerial
Commercial manager for new radio station in the fastest growing market. Thoroughly experienced, aggressive and capable. Must be a first class citizen and have)$0,000.00. Excellent salary guarantees and opportunities. Write for immediate opportunity for right man. KFMA Broadcasting Co., 415 Perry St., Davenport, Iowa.

Salesmen
Florida coast station, Hard-hitting salesman to do competitive selling. No experience necessary. Must have references, experience. Box 489P, BROADCASTING TELECASTING.

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. $100 weekly & living expenses paid. Must have excellent references, State age, experience. Box 590P, BROADCASTING TELECASTING.

Salesman--Wonderful opportunity young, aggressive idea, opportunity--becoming commercial manager. Well-established station, network station SouthWest. Third market, however, non-commercial. First class town. Make your home, with a sound newspaper-sold.ads radio station command respect. TV applied for. Interests--grass roots selling. Looking for aggressive man. If you fill the bill, we'd like to meet you. Must have references. Box 399P, BROADCASTING TELECASTING.

Do you like to sell? A fast-moving Florida station needs a go-getter in a small lucrative market. You must be able to produce. Box 48, BROADCASTING TELECASTING.

Experienced salesman wanted. Good potential marketable reputation. Commission and draw. KNER, North State, Nebraska.

Opportunities for several young men who want their own businesses and want to be fast growing organizations. You will work with dealers already established who are proven successful radio time sellers. Full training extended to include sales for our 50 stations in New Orleans, Kansas City, Columbus, and in Lake Charles, Louisiana, and we will supply the ideas and the equipment. We are also applicants for TV in New Orleans and expect to be the next station on the air. Young aggressive men who want to sell, like people, and are anxious to grow with an expanding organization can get on the ground floor now and make from $400 and up per month provided they are willing to work steadily toward success. We pay a living basic salary plus commission and bonus. Wire or write to Bob Martin, KFMS, 500 5th Avenue, Inc., 500 Baronne St., New Orleans, Louisiana.

Salesman-announcer. Acclimated talking, daily sales work, commission exclusive territory, active advertising. With sales and management experience. Contact at the station.

Salesman-announcer. Fine opportunity for experienced salesman who is good with people; new market. Seventy-five dollars weekly to start. Write immediately to Ray Moss, Radio Station WSSV, Petersburg, Virginia.

Announcers
Experienced announcer-engineer. Seventy-five watts, disc, operator, 560, 1090, 2910, 265P, BROADCASTING TELECASTING.

$3.50 per week for good announce-midwest station. Good market. TV future. Replies confidential. Box 654P, BROADCASTING TELECASTING.

Help Wanted (Cont'd)
Announcer with well-rounded experience, deep voice, to run livewire morning show. Must be able toscript Pennsylvania independent daytimer. Starting salary $150 per week. Box 595P, BROADCASTING TELECASTING.

Announcer-engineer, first phone, emphasis on announcing. $75 starting. Box 899P, BROADCASTING TELECASTING.

Combination announcer-engineer heavy on announcing that sells. Send tape/disk, experience, references, first offer, $60/44 hours. Box 403P, BROADCASTING TELECASTING.

Wanted: Two combination announcer-engineers, junior college, college, 2 years experience in broadcasting, emphasis on announcing. Must have references. Box 750P, BROADCASTING TELECASTING.

Wanted: Southern outlet needs experienced staff. Must work full time. Must have experience in announcing. Send references, picture. Pay good and upward. Box 664P, BROADCASTING TELECASTING.

Opportunity for competent announcer. Football broadcasting experience desirable. Must have the approval of station SouthWestern city under $5,000.00. Box 674P, BROADCASTING TELECASTING.

Morning announcer, strong on commercials. 500 watt New England independent network station. $150 per week. Box 675P, BROADCASTING TELECASTING.

Announcer-engineer for kilowatt independent. Must have first class ticket. Experience necessary but not essential. Must be looking for a big future. Box 676P, BROADCASTING TELECASTING.

Announcer for key station in the South. Well paid. Box 677P, BROADCASTING TELECASTING.

Continuity writer wanted. Immediate opening. Must have ability to write good copy. Ohio ABC affiliate. Box 678P, BROADCASTING TELECASTING.

Wanted: Experienced girl for traffic crew. Must have experience in major market. Good climate. Salary commensurate with ability. Towson, MD. WTBK, Towson, Maryland.

Wanted: Announcer for Rocky Mountain independent station with immediate television plans. Must have ability to work with new medium that is rapidly developing. Excellent opportunities to those experienced in all phases of AM radio construction, installation and maintenance; with a basic general knowledge of television design and installation. Salary commensurate with experience. Applicants should send full particulars and salary requirements with first letter. Box 679P, BROADCASTING TELECASTING.

Wanted: Engineer or engineer-announcer, at 250 watt independent station. Must have studio experience. Box 680P, BROADCASTING TELECASTING.

Will these Classified Ads Pull? We'll let Mr. E. C. Page, Consulting Editor, AU, tell you: "Two months ago, we ran an advertisement in three issues of BROADCASTING for help wanted. The operators and engineers for classified positions that we thought might interest someone have had 291 responses to your advertisement." "That little book of yours sure gets around. Replies came from all parts of the country including Canada and Germany."
Help Wanted (Cont'd)
Wanted: Program director. Copy, traffic, service accounts. Unusual opportunity. Box 225, BROADCASTING • TELECASTING.

WANTED: Good time salesman for Michigan. Experienced commercial copywriter. Must be capable, enthusiastic, and creative. Write to Box 15R, BROADCASTING • TELECASTING.

Wanted: Time salesman for Southern outlet. Owners made double profit. Knows TV. Box 308, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)
Experience salesmen, ten years experience. Non-high pressure: non-desk position. Open next Monday. First letter. Write to Box 32R, BROADCASTING • TELECASTING.

Announcers
Announcer, single, draft exempt. Excellent references. South preferred. Box 46R, BROADCASTING • TELECASTING.

Experience as all-rounder, 6 years experience in all phases, including program director. Send photo and references. Box 26R, BROADCASTING • TELECASTING.

Announcer-engineer, first phone. Experience with good references. Married, prefers position with AM. Box 16R, BROADCASTING • TELECASTING.

Technical
Shuretree engineer with degree and 12 years experience is looking around. Box 34R, BROADCASTING • TELECASTING.

Wanted: Experienced commercial copywriter. Must be capable, enthusiastic, and creative. Write to Box 15R, BROADCASTING • TELECASTING.

Production-Programming, Others
Television
Wanted: Program Director for new station. Minimum 5 years experience. Full details first letter. Box 26R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)
Situations Wanted
Sleeve Salesmen
Sleeve salesman for Metropolitan city. Inquire of Box 29R, BROADCASTING • TELECASTING.

Equipment, etc.
Two 150 foot radio towers. Angle iron completion overhauled, shipped. Located near Shreveport. Box 78R, BROADCASTING • TELECASTING.

Two complete mobile units: 1947 Ford Sedan delivery, radio, heater: 50 watt Link Transmitter, 250 watts power supply. Link 1942 receiver, 110v AC; Qnn 110v, HP, 3 state sideband. Sell complete. Box 18R, BROADCASTING • TELECASTING.

Complete equipment for 250 w AM station. Selling 200 w R.M. transmitter, 150 tower, frequency monitor, modulator, power amplifier, 2500 kw W.B.G.E. Write or wire WOOK, 8th & Eye Sts., N. W., Washington, D. C.

Scott Dynamic Noise Suppressor, Mod. 300. Pennsylvania, $300. WTAD, Quincy, Illinois.

Transmitter, 250 watt, AM. Broadcast, model 47TRMA complete with a set of tubes. This transmitter has been very well taken care of, tested and refurbished. It operates like a new transmitter. The price is $2,500.00. I.o.b., Topeka, Kansas.

Wanted to Buy
Wanted by
Manager and chief engineer want to purchase 250 w or greater FM trans. Box 18R, BROADCASTING • TELECASTING.

Wanted to purchase by an individual, unopposed radio station. Prefer Mid. West or South. Send full particulars to: Box 17R, BROADCASTING • TELECASTING.

Wanted by your magazine owner wants 250 w or greater, unopposed AM station. Send full details direct to our attention. BCHMAGAZINE MAGAZINE, 300 North Michigan Avenue, Chicago, Ill.

Miscellaneous

Effect, etc.
Approximately 500 foot tower, guyed or self supporting. Please send price by registered mail to: BROADCASTING • TELECASTING.

Wanted: One General Electric limiting amplifier, type BA-5-A. Please inquire 250 w AM station.

Radio Station Opportunities
Please refer to our publication, "Radio Station Opportunities." A complete monthly magazine, containing the latest opportunities in the radio field. Write or wire BOX 11R, BROADCASTING • TELECASTING.

BROADCASTING TELECASTING.

Announcements

Radio combination, ace MC, 5 years large and small market experience, ready for top position. Send photo and references. Box 46R, BROADCASTING • TELECASTING.

Wanted: Time salesman for Southern outlet. Owners made double profit. Knows TV. Box 308, BROADCASTING • TELECASTING.

Help Wanted
Help Wanted (Cont'd)
Help Wanted: 250 watt AM station needs experienced radio network. Salary, state salary. Answer to Box 36R, BROADCASTING • TELECASTING.

WANTED: Good time salesman for Michigan. Experienced commercial copywriter. Must be capable, enthusiastic, and creative. Write to Box 15R, BROADCASTING • TELECASTING.

Wanted: Copy, traffic, service accounts. Unusual opportunity. Box 225, BROADCASTING • TELECASTING.

Help Wanted
Help Wanted: Copy, traffic, service accounts. Unusual opportunity. Box 225, BROADCASTING • TELECASTING.

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Wanted by your magazine owner wants 250 w or greater, unopposed AM station. Send full details direct to our attention. BCHMAGAZINE MAGAZINE, 300 North Michigan Avenue, Chicago, Ill.

Miscellaneous
N.Y. FILM PLAN

WNBC and WNBT (TV) New York and the Motion Picture Industry Committee of Greater New York, representing some 30 chains and theatres in the metropolitan New York area, are working out final details of a tie-up whereby each will promote the feature attractions of the other. The plan is scheduled to start early in September.

The stations will offer listings of movie attractions in the New York area on such programs as the Skitch Henderson, Morey Amsterdam and Herb Sheldon shows. In return, the exhibitors will promote WNBC-WNBT programs and stars via movie trailers, lobby displays and in mailings to movie patrons.

Another WNBC contribution will be a weekly Hollywood, U. S. A., Variety show, to start Sept. 15, featuring recorded movie music, taped interviews with stars and local movie listings. WNBC is also planning a series on the men behind the movie industry.

The promotion was conceived by Ted Cott, WNBC-WNBT manager, and is reported to be the first step in the stations’ overall plan to support certain major industries in the New York area with special programming and exploitation tie-ups. Other promotions are reported for the tobacco, drugs, men’s clothing, travel agency and automotive industries.

Duane Jones Suit

ORAL ARGUMENTS were presented Tuesday in the U. S. District Court for the Southern District of New York on a motion to dismiss the $3,150,000 slander suit against Duane Jones, president of Duane Jones & Co. Judge Sidney Sugarman will study the arguments from opposing attorneys and will return a decision within the next few weeks. Nine of Mr. Jones’ former employees, most of them now with Scheideler, Beck & Werner, filed the suit on June 4 [B&T, July 14].

Trial Balloon?

PRICE Stabilizer Ellis Arnall is beating “exclusive” in his comments these days, judging by releases from the OPS. Two statements, four days apart, were prepared for Mutual Newswor., aired nightly on MBS, and UP-Moviefone Television News. Mr. Arnall used these media to warn consumers of the rising cost of living and mounting food costs. The OPS director then suggested to President Truman that he call Congress back in session to act on economic controls. President Truman later said he would consider such a move.

HADACOL PLANS

Promotion Drive Readied

PROMOTION plans designed to “send consumers into retail stores in volume” are being formed for Hadacol, Harry B. Goldsmith, president of LeBlanc Corp., Lafayette, La., has informed whole- sale and chain druggists. Mr. Goldsmith, for some years president of Grove Labs., assumed the presidency last month [B&T, July 21].

In his letter to the trade, Mr. Goldsmith reminded him “was successful in reaching Grove Labs. to a dominant position” and has since been in drug consultant work. “Hadacol can be maintained at a substantial and profitable sales level,” he continued. “No product in the drug trade has enjoyed such tremendous publicity — certainly there was never another product to become such a sensational seller in so short a period of time. And certainly, the product both formula-wise and consumer appeal-wise is basically sound.”

A relatively quiet market factor since litigation and bankruptcy proceedings entered the Hadacol picture last year, the product may be promoted by a spot radio campaign. It is believed, through the new management is said to have little promotion money available at this time.

FCC REINSTATES

Calif. Proposed Grant

AN AUGUST 1950 initial decision looking toward grant of a new AM station on 1450 kc at Escondido, Calif., and to deny a competitive bid at Oceanside, Calif., later set aside by the FCC, was reinstated by the Commission last week in a memorandum opinion and order which also called for oral argument of the case at a date yet to be specified.

The prospective grantee is Balboa Radio Corp., which was favored for the 250-watt fulltime assignment by Hearing Examiner Elizabeth C. Smith on the basis of Sec. 307(b) of the Communications Act (fair distribution of services among various communities). Proposed to be denied is the competitive application of Oceanside Broadcasting Co., Oceanside. The examiner also concluded the latter had “failed to demonstrate sufficient fitness to justify a grant,” the memorandum opinion stated.

The original initial decision favoring the grant of the application of Centinela Valley Broadcasting Co. for 250 w fulltime on 1450 kc at Inglewood, Calif., and denial of the bid of Crescent Bay Broadcasting Co. for 250 w daylight on 1660 kc at Santa Monica, Calif., in October 1951, FCC issued a memorandum opinion making final the August 1950 initial decision’s denial of the Crescent Bay application, but set aside the initial ruling in all other respects. The case was remanded to the examiner to determine whether the proposed Inglewood outlet would constitute an air navigation hazard and more particularly, cause interference to KALI Pasadena, Calif.

The Inglewood application, however, was dismissed by Centinela Valley Broadcasting in June, thus leaving open the way to reinstate the original initial decision relating to the Escondido and Oceanside applications.

ADAM Hat Stores Inc., N. Y., has presented its Adam Gold Hat award to Stan Lonex, veteran WOR-AM-TV New York sportscaster, in honor of his 29 years as a sports commentator.

Southwest Growing Independent $100,000.00

A fulltime independent located in one of the fastest growing Southwestern major markets. Gross and net are steadily increasing. A 75% controlling interest is available in this property for $75,000.00. Liberal financing can be arranged.

Appraisals • Negotiations • Financing
BLACKBURN- HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS
WASHINGTON, D. C.
James W. Blackburn 2001 T Street N.W.
Sterling 0441-2
CHICAGO
Ray V. Hamilton 225 N. Michigan Ave.
Delaware 7-2735-4
SAN FRANCISCO
Lester M. Smith 2321 Market St.
Exchroy 2-5672
<table>
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<tr>
<th>AMC Stations</th>
<th>3,333</th>
<th>120</th>
<th>322</th>
<th>211</th>
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<tbody>
<tr>
<td>TV Stations</td>
<td>169</td>
<td>97</td>
<td>77</td>
<td>55*</td>
<td>102</td>
</tr>
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* Filed since April 14.

(Also see Actions of the FCC, Page 98)

### Don-Net Actions...

**AM GRANTS**

Hot Springs, Ark.—Hot Springs Bestg. Co. Granted 1270 kc, 1 kw daytime, antenna 200 ft.; engineering condition. Estimated construction cost $13,800, first year operating cost $36,500, revenue $48,000. Principals include President R. R. Magill (31%), chief engineer and manager of KALT-TV, Amity, and management representative of WAMP-AM-FM

Hot Springs, Ark.—National Park Bestg. Co. Granted 1470 kc, 1 kw daytime, antenna 115 ft.; engineering condition. Estimated construction cost $47,000, first year operating cost $35,500. Principals include Herman H. Wommack Jr. (51%), president; Robert R. Magill (25%), treasurer; and Robert B. Magill (24%), chief engineer.

WITN, New Bern, N. C.—Granted extension of authority to operate on 1470 kc to extend service to a large section of Beaufort, Carteret, Craven, and Carteret counties. The station will continue to operate under the same terms and conditions.

**FM GRANTS**

Phoenix, Ariz.—City—CP to increase power from 550 to 1 kw.

### August 14 Decisions...

**BY COMMISSION EN BANC**

Advised of Hearing

Wadjuns, Western Australia—Denied to extend authority to operate on 1760 kc. The station was licensed to operate on 1760 kc on July 1, 1952, and the application was for extension of authority to operate on 1760 kc.

**FOR TELEVISION GRANTS AND APPLICATIONS, SEE PAGE 74**

### Summary through Aug. 14

<table>
<thead>
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<th>Licensed CPs</th>
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</table>

### FCC Actions

(Continued from page 98)

**New Grants, Transfers, Changes, Applications**

The following table presents the new grants, transfers, changes, and applications that have been granted or pending since the last update. It includes details such as the station, frequency, power, and authorized use or operation.

<table>
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(Also see Actions of the FCC, Page 98)

### For Television Grants and Applications, See Page 74

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</table>

### 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 own concept, 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-lancer 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**

**Broadcasting**

August 18, 1952 • Page 103
milestones...

► ROGER WAYNE, musical director of WHLI-AM-FM Hempstead, N. Y., is celebrating his 27th year in radio. Starting in New York radio in 1925, he joined WHLI in 1947.

► WILTON E. COBB, general manager, WMZM-AM-FM Macon, observed his 25th anniversary with the station Aug. 12.

► BOB HORN, WFIL Philadelphia disc jockey, was honored by RCA Victor and members of the “Bob Horn Fan Club” Aug. 2, which marked completion of 18 years in radio. RCA Victor presented Mr. Horn with the latest phonograph radio combination with a gold inscription paying tribute to the anniversary.

► MARIAN YOUNG, known to WOR New York listeners as Martha Jeano, today celebrates 11 years as a radio commentator. She is a three-time winner of Ohio State U.'s Institute for Education by Radio award.

► TENTH year of Polly Dafron Reports on WNLR Richmond, Va., morning woman's program, was observed Friday, and its success has been such that a new afternoon series, Polly Dafron Inter- views, has been inaugurated by WNLR.

► DINNER for staff members and their families and friends was held Aug. 1 to celebrate the sixth anniversary of Henderson Adv. Agency, Greenville, S. C. The agency, started Aug. 1, 1946, as a one-man operation, has grown to become a leading agency in the South.

HOFFMAN Radio Corp., L. A., in its mid-year report to stockholders announced that sales set an all time record the first half of this year, totaling $1,186,803 as compared with $7,708,842 for the same period in 1951.
APPOINTMENTS of William G. Butts and Herbert Sharfman as hearing examiners—principally to handle TV—announced by FCC Friday. Four others expected to be named shortly.

Mr. Butts, since April 1960, has been chief of the Tariffs and Rate Classification Branch of Television Div., FCC Common Carrier Bureau. From 1934-1960 he was chief of Rates and Tariffs Div. of then Accounting Dept. and prior to that was Interstate Commerce Commission examiner.

Mr. Sharfman joined FCC in 1946 as Common Carrier Div. attorney. Since January 1960 he has been attorney with Office of Opinions and Review, participating in preparation of rulings involving both broadcast and common carrier matters. Previously, he was OPA attorney.

Mr. Butts is native of Dearborn, Mo.; Mr. Sharfman, Northampton, Pa.

NBC Revamps
(Continued from page 5)

report now to Mr. McAvity.

Public Affairs Director Taylor’s organization will have responsibility for news, news film, special events, sports, talks, documentaries, discussion, education and religious programming.

Reporting to Mr. Taylor: William R. McAndrew, appointed manager of news and special events and who will have charge of news editorial personnel in New York and other points who formerly reported to Henry Cassidy or Francis C. McCall; Thomas S. Gallery, manager of sports, whose present organization continues; Edward Stanley, manager of public service programs, whose present organization continues and to whom Doris Ann, appointed supervisor of television religious programs, also will report.

Charles H. Collinge, named manager of public affairs operations, reporting to Mr. Taylor, will be responsible for assigning producers and directors to activities within public affairs department, and also for providing production facilities involving news film and coordinating production facilities involving remote broadcasts and tape activities for Messrs. McAndrew, Gallery and Stanley. He also will handle special assignments for Mr. McAndrew. Others reporting to Mr. Taylor: Leslie Vaughan, appointed business manager of public affairs, and Richard Pinkham, on special assignment as executive producer of Today TV program [B*T, Aug. 11].

Other principal executives of public affairs department assigned to new duties: Henry Cassidy, who assumes new responsibilities as radio-TV news commentator, with regular appearance on Today as first assignment; Francis C. McCall, named producer of Camel News Caravan reporting to Mr. McAndrew; Joseph Meyers, appointed chief of central news desk, also reporting to Mr. McAndrew, and Adolph Schneider, producer, who will concentrate on NBC-TV’s coverage of NCAA football schedule, which begins Sept. 20 [B*T, Aug. 4].

ARKANSAS PATS

ARKANSAS broadcasters were figuratively pinning themselves on back Friday and at same time congratulating Judge Francis Cherry in winning Democratic gubernatorial nomination—which in Arkansas is tantamount to election. Country music and radio "talkathon" campaign so successfully [B*T, Aug. 11] that he defeated incumbent Gov. Sid McMath in runoff election Aug. 12.

In statement last week Arkansans Broadcasters Assn. took note that Judge Cherry had "employed radio as a principal means of addressing himself to the electorate of the state. Judge Cherry's decision to campaign via the facilities of radio broadcasting reflects not only the esteem in which he holds the medium and his own sound judgment in modern political affairs, but also demonstrates the magnetic power of the world's greatest medium of mass communication."

Resolution signed by Storm Whaley, KUOA Siloam Springs, ABA president; and W. N. McKinney, KELD Eldorado, ABA secretary.

SNADER, UNGER READY TO FORM NEW SYNDICATE

WITH initial $1 million available to buy out other stockholders, Louis D. Snader, president, and Henry and Oliver Unger, vice president in charge of sales, are expected to be in New York today (Monday) to complete organization of syndicate to take over Snader Telescriptions Corp. and its subsidiaries.

Syndicate over weekend was to negotiate purchase of stock held by Henry and Alexander Bisco, Beverly Hills real estate investor, who recently started, then dropped, court action to oust Mr. Snader from corporation [B*T, Aug. 4].

Syndicate plans additional $1 million to complete 800 scheduled telecasts and other TV films and expand sales organization. In addition, Snader shares stock in Snader Telescriptions Productions Inc. and Snader Television Sales is involved in deal.

PRESTONE IN 47 TV MARKETS

PRESTONE anti-freeze, through William Esty Co., N. Y., will sponsor quarter-hour weekly football "Football Fane" on film in 47 markets, effective Sept. 26. Package represented nationally by Station Distributors, N. Y., is being syndicated in 18 open markets.

Firm also using radio spot campaign [B*T, Aug. 11].

TV FOR BLIND

WPIX (TV) New York, in cooperation with New York Guild for Jewish Blind, will demonstrate newly-developed television set adapted especially for blind at news conference today (Monday). Screenless set, said to have been tested already in several parts of country, is highly sensitive, equipped with small Braille disc for users’ convenience.

JOSEPH G. CONNOLLY, member of law firm of Kaye, Scholer, Fierman & Hays, N. Y., appointed general counsel and secretary of Audio & Video Products Corp., N. Y.

JERGEN NASH leaves KDHL Faribault, Minn., to join WLLO Minneapolis, effective Sept. 1.

HARRY W. BURKE has been appointed special merchandising representative for Zenith Radio Corp. He will work out of Zenith general office here. Formerly, Mr. Burke was associated with Altorfer Bros. Co. for two years.

HENRY F. HULL Jr., N. W. Ayer & Son, N. Y., to Calkins & Holden, Carlock, McClintock & Smith, same city, as director of program production.

MORTON A. BARRETT, service manager of W CBS-TV New York, named to newly created post of operations and sales service manager.

NEW TV APPLICATIONS

TOTAL requests for new TV stations rose to 768 yesterday, compared to 767 applications filed late Friday at FCC. Applications for VHF outlets now total 464; UHF station requests number 305. All of Friday's applications were new (also see TV APPLICATIONS, page 74). New applications are:

San Jose, Calif.—San Jose Television Bragg Co., VHF Ch. 11, ERP 195 kw visual, 97.5 kw audio; antenna base elevation 928 ft., above ground 187 ft. Estimated construction cost $866,004, first year operating cost $741,100, revenue $997,000. Includes: President Patrick F. Peabody (18%); president and majority stockholder of Pacific Bell Telephone Co.; and General Manager Charles F. Mally (4%).

Burlington, Vt.—Barlow Broadcasting Co., KELD Eldorado, VHF Ch. 47, ERP 15 kw visual, 60 kw audio; antenna base elevation 12 ft., above ground 12 ft. Estimated construction cost $10,924, first year operating cost $7,225, revenue $106,000.

WLOX, Biloxi, Miss., VHF Ch. 12, ERP 11.9 kw visual, 50 kw audio; antenna base elevation 102 ft., above ground 121 ft. Estimated construction cost $194,450, first year operating cost $107,000, revenue not estimated.

Raleigh, N. C.—Sir Walter Television & Broadcast Co., UHF Ch. 24, ERP 100 kw visual, 300 kw audio; antenna base elevation above terrain 502 ft., above ground 973 ft. Estimated construction cost $250,000, first year operating cost $160,000, revenue $185,000.

Principal includes: John W. English (25%), partner in Erie, Pa., law firm of English, Gilson, Baker & Bowler; John J. Boland (25%); partner in Boland & Clement construction company; Buffalo, N. Y.; James R. McBrier (25%); president of Trask Prescott & Richardson (department store), and James B. Pennington (10%), member of New York and Washington law firm of Watters & Donovan.

WUVH Charlotteville, Va., UHF Ch. 68, ERP 118 kw visual, 100 kw audio; antenna base elevation above average terrain 781 ft., above ground 97 ft. Estimated construction cost $322,000, first year operating cost $94,350, revenue $91,000.

SHELDON CLARK

SHELDON CLARK, 75, board chairman of Sinclair Refining Co., died Friday morning in Chicago, where he had been ill five weeks from heart ailment. Clark was to be conducted there this morning (Monday). Clark long interested in Illinois civic, sports and business affairs, and was member of Union League Club, Knights of Columbus, Chicago Plan Commission, Navy League, Art Institute of Chicago and Illinois Athletic Commission.
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer."

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2½ times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer".

WLW The Nation's Station
southern california's one-station network *

* KMPC, with 50,000 watts (days), and 10,000 watts (nights), gives you primary coverage in 205 Southern California communities. Represented nationally by H.R. REPRESENTATIVES, INC.

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