Like bread goes with butter

Fast, profitable results and W-I-T-H go together just as naturally as bread and butter. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

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

IN BALTIMORE W-I-T-H

TOM TINSLEY, PRESIDENT * REPRESENTED BY FORJOE AND COMPANY
In Ohio, Kentucky, West Virginia, Virginia, North Carolina and South Carolina Strietmann Zesta Crackers, and many other Strietmann crackers and cookies, stand for top quality in their field. And no wonder. Today's mammoth and spotless Strietmann plant is traditional of baking progress that has never stopped: 86 years of experience in a single industry.

Havens and Martin Stations are pioneers in their field, too. In the growing Virginia markets of which Richmond is the center, WMBG, WTVR, and WCOD are the only complete broadcast institution. Virginians love them because they combine wholesome entertainment, real service, and quality operation. That's a combination that works well for advertisers.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market.
WTVR represented nationally by Blair TV, Inc.
WMBG represented nationally by The Bolling Co.
When you specify WTVN to do the job for you in the Giant Ohio market, you’ll receive the ultimate in programming and production facilities engineered to your needs, and merchandising assistance plus. Television Center WTVN is designed to sell products quicker and cheaper. Remember, Columbus, Ohio is served and sold by WTVN. Write or telephone for complete information today.

but MOST of all...

More Merchandising Assistance

COLUMBUS OHIO served and sold by WTVN Channel 6

Write for details today

Edward LAMB ENTERPRISES INC.

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

WICU-TV—Erie, Pa.—Headley-Reed Co.
WTVN-TV—Columbus, O.—Headley-Reed Co.
WHOO—Orlando, Fla.—John E. Pearson Co.
WIKK—Erie, Pa.—H.R Co.
WTOD—Toledo, O.—Headley-Reed Co.
ERIE DISPATCH, Erie, Pa—Reynolds-Fitzgerald
LET'S GO FISHIN'

Each week on WDEL-TV, members of the Du Pont Fish and Game Club do go fishing. The stimulating quarter-hour show is unusually popular with all the devotees of the sport in WDEL-TV's viewing area. Programs are made up of demonstrations of casting, fly tying and various angling techniques—including how to tell a tall tale about "the one that got away."

"Let's Go Fishin'" is the result of WDEL-TV's well-rounded plan of local programming developed to serve, instruct and entertain every segment of the large viewing audience it serves.

WDEL-TV
WILMINGTON, DELAWARE

Represented by ROBERT MEEKER ASSOCIATES • New York • Chicago • San Francisco • Los Angeles

August 25, 1952
PROGRESSIVE FILES CHARGES AGAINST CBS, DUMONT

PROGRESSIVE Party filing charges with FCC accusing CBS and DuMont TV network of discrimination, through their Westinghouse-sponsored "Pick the Winner" television series, in violation of Commission's rules on political broadcasts, party announced in statement for release yesterday (Sunday). Statement claimed Progressives unable to get access to programs, produced by CBS-TV as part of Westinghouse's "get-out-the-vote" campaign, and charged that "the plain blunt fact is that CBS, and apparently Westinghouse as well, have decided they are a law unto themselves and the FCC rules have no application." Complaint to FCC was in form of letter from C. B. Baldwin, Progressives' secretary and campaign manager.

SYNDICATE UNCLE MISTLETOE

MARSHALL FIELD & Co., Chicago department store, starting production this week on filming of Adventures of Uncle Mistletoe, children's series aired live there several years. Quarter-hour, twice-weekly show being filmed at Kling Studios, Chicago, which is handling syndication. Field's will sponsor show on WGN-TV from Sept. 23, and subsidiary store, Frederick & Nelson, has bought it for KING-TV Seattle. Field's national agency is Calkins & Holden, Carlock, McLinton & Smith, Chicago.

GM Pays $2.5 Million for NCAA Slate

SALE OF NBC-TV's exclusive coverage of National Collegiate Athletic Assn. 11-game fall football package to General Motors for more than $2.5 million announced Friday.

Schedule opens Sept. 20 with Texas Christian vs. Kansas, and runs succeeding Saturdays through Army-Navy game Nov. 29. In addition to telecasting each game on full NBC-TV network, NBC will ask each affiliate, on behalf of NCAA, to schedule at least one local-area college game during season.

Sale, set at NBC-GM conference in Detroit with President Joseph H. McConnell heading network delegation, was at straight card rate, authorities stressed.

Five of 11 games were announced, with others not yet finally approved by GM. In addition to Texas Christian-Kansas (at Lawrence, Kan.) and Army-Navy (at Philadelphia), those already set are: Princeton-Columbia (at New York) on Sept. 27; Michigan-Stanford (at Stanford) on Oct. 4 (starting immediately after World Series that date) and Texas A&M vs. Michigan State (at East Lansing, Mich.) on Oct. 11. NBC acquired Army-Navy TV rights when Gillette did not pick up option, and also has Army-Navy radio rights available which it is offering GM.

Other games under tentative set include Yale-Cornell as possibility for Oct. 15; USC-California for Oct. 25; Notre Dame-Oklahoma for Nov. 8, and Georgia Tech-Alabama for Nov. 15, but these not definite. Contracts to be announced when finally approved by GM in its deliberations over choices originally submitted to prospective sponsors [B&T, Aug. 4]. No team is to be shown more than once during season, according to present plans.

NBC group which wrapped up sale in Thursday day conference with committee of approximately 30 GM executives, presided over by William F. Hustadler, GM vice president in charge of distribution staff, included President McConnell, Sales Vice President John Herbert, Sports Director Tom Gallery, and Walter Gross, in charge of Detroit sales office. Kudner Agency, New York, represents GM in transaction.

Seven-man NBC team, accompanied by NCAA TV Program Director Asa Bushnell, to confer with GM authorities in Detroit Tuesday on extensive publicity, promotion, advertising, and public relations campaign. Group to include Press Vice President Sydney H. Eiges, Sports Director Gallery, Advertising and Promotion Director Jacob A. Evans, Sports Publicist Dirdic Camerer, Public Affairs Director Davidson Taylor, Football Producer Adolph Schneider, and Mr. Gross. One of bases for NCAA's selection of NBC-TV bid for exclusive rights was its plan for informing public about colleges and their educational and athletic activities.

This fall's schedule will mark second consecutive year NBC-TV has carried NCAA schedule, having covered for Westinghouse last fall. Games are selected by network and sponsor under NCAA auspices, with network negotiating with individual colleges for rights.

(Continued on page 6)

BROADCASTING • Telecasting

CHEERING TIP for future telecasters or broadcasters with building plans: National Production Authority sources hint that approval will be given any million-dollar building project to house WTOP-AM-TV Washington, despite impact of steel strike and reimposed restrictions on critical materials.

"RED" ISSUE in radio-TV expected to be revived this week with anticipated release of heretofore secret testimony before Senate's McCarran committee. Testimony, taken last year in Washington and New York, said to name names, some of which were mentioned earlier in Red Channels.

AMONG SIX stations which haven't yet signed new CBS Radio rate plan are two understood to insist upon separate negotiations on rate schedules. Stations offered to sign temporary contract to enable network to produce its rate-card, but this offerer understood to have been rejected. Stations still unsigned are WJR Detroit, WGAN Cleveland, which have joint contract; WWAY Yankton, KRTN Des Moines, owned by Cowles; WNOX Knoxville and KCQB San Diego. (See below.)

CHANGE IN CBS affiliation in San Diego is in offering—probably by end of year. Understood affiliation will move from KCQB to KPMB, now ABC. KPMB-TV, San Diego's only TV outlet, also is owned by John A. Kennedy interests. KCQB expected to switch to ABC in simultaneous move.

ON ADVICE of counsel, another important station group has notified its networks it can't accept "formula" on radio rate revisions, on ground that it might run counter to anti-trust laws. Opinion of one of biggest law firms, it's learned authoritatively, was that to enter into arrangement uniformly applicable to other affiliates would be an illegal implication. Hence it notified network as far back as last November that it would only negotiate at arm's length.

DESpite silence from Pasadena headquar ters, report is current that Ford Foundation will underwrite certain non-commercial education station construction costs. First break, it's reported, will come for Pittsburgh "reservation" which Democratic Mayor David L. Lawrence has been agitating on all fronts, strongly supported by FCC Chairman Paul A. Walker and Comr. Frieda B. Hennock.

ALL SORTS of promises being given educational groups to encourage them to pick up TV "reservations." Most vicious, given lip-service even in Government quarters, is that regulations ultimately will be revised to permit "non-profit," as against "non-commercial" operation. Camel would then be put to tender commercial tent, since stations would be allowed to sell time but would plough back revenues so that there would be no profit. Because reserved facilities are allotted without

GM Pays $2.5 Million for NCAA Slate

KENT CONSIDERS NEWSCAST • P. Lorillard Co., N. Y. (Kent cigarettes), through Young & Rubicam, N. Y., preparing estimates on newscasts in number of markets. Firm's distribution gradually expanding.

SPORTS FOR PETER PAUL • Peter Paul Inc., N. Y. (candy bars), planning another radio spot campaign to supplement present drive, starting Sept. 1. Agency, Maxon Inc., N. Y.

SHORT RADIO CAMPAIGN • General Foods Corp., N. Y. (Swansdown and Angel Food mix), preparing short three-to-four week radio campaign starting Oct. 15, to stress personali ty and women's participation shows. Agency, Scheideker, Beck & Werner, N. Y.

MANHATTAN SOAP • Manhattan Soap Co. (Sweetheart Soap and Bluewhite Flakes), starting spot radio campaign Sept. 29 for four weeks in about dozen midwest markets. Agency, Scheideker, Beck & Werner, N. Y.

ADAM HATS SPONSOR • Adam Hat Stores, N. Y., to sponsor Famous Fights From Madison Square Garden on DuMont TV network (Mon., 9:45-10 p.m.), effective Sept. 15. Films

(Continued on page 60)
SEPARATION OF AM, TV SALES STAFFS URGED

SEPARATION of radio and TV sales staffs urged by joint AM-TV operators during television clinic held Friday by NARTB District 8, meeting at Mackinac Island, Mich. (see story page 26)

Clinic, conducted by Kenneth Carter, WAAM (TV) Baltimore, member of association TV board.

Covering wide range of topics, clinic went into method of purchasing film by individual negotiating. On sales, several delegates indicated deals with national representatives are generally running under 15%. Other topics included union relations, relay facilities, studio planning and high cost of remote pickups.

NARTB President Harold E. Fellows addressed delegates and wrote at Friday luncheon on topic "How to Live With a Broadcaster, or The Taming of a Social Lion."

In series of resolutions, District 8 endorsed Mr. Fellows and staff for efficient under-laying and lauded service of Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., as district director. William T. Stubblefield, NARTB station relations director, conducted membership meeting following clinic.


COMMERCIAL TV FOR COLLEGE QUESTIONED

SHOULD non-profit, educational institution be permitted to apply for commercial TV station? That question was put up to FCC when Smith Radio Co., TV applicant for Channel 4 in Fort Arthur, Texas, asked that application of Port Arthur College (KPAC) be dismissed on grounds school has no legal right to commercial broadcast license. College's answer last Friday insisted it had every right under law to apply and be granted such license. Smith Radio, which comprises James B. Smith, college student, and Joe B. Carrigan, trustee, Wichita Falls attorney, asked Commission to issue show cause order to deny Port Arthur College right to participate in Port Arthur-Beaumont hearing, direct it to apply for reserved, educational channel. Third application for area's Channel 4 is Lufkin Amusement Co.

ABC LOSS

ABC INC. and subsidiaries had estimated loss of $87,000 for six-month period ended June 30, as compared with net income (after federal income taxes) of $472,000 for same period in 1951, company said in report for release Saturday. Loss for first half of this year is after reduction of $74,000 for recovery of federal income taxes under carry-back provisions of internal revenue code.

WNOW-AM-PAR

To sell 34% hours more per week between now and October if they want to get their business volume up to the level of last fall. But there's time left for selling and network sales chiefs think they'll be up to 1951 marks. Page 25.

FEWER radio stations lost money last year than in 1950 or 1949, but additional revenue must be obtained and the spread between revenue and operating costs widened if radio is to stay healthy. An analysis by Richard Doherty, NARTB director of employee-relations. Page 28.

FINAL financial report for television in 1951 is released by FCC, only official source for such information. TV revenue was twice as much as in 1950, and for the first time television networks and stations as a whole made profit. Page 29.

HERE'S the full text of the new CBS Radio discount structure approved by all but six of the network's affiliates. Page 25.

PRESIDENT Fellows urges broadcasters to exploit retail advertising field. He keynotes NARTB District 7 and 9 meetings as annual district gatherings get under way. Page 26.

FALL plans of seven major advertisers take shape. Page 24.

TWO UHF stations granted in Chattanooga, one UHF in Austin, Tex., and one non-commercial, educational VHF in Houston. FCC also sets its examiners to clean up pending work so they can tackle TV hearings in the fall. Page 55.

A GOOD BET on date for initial FCC decision in proposed ABC-United Paramount Theatres merger is late October or early November. Page 56.

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In this Issue—

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WLAC
NASHVILLE, TENN.

WLAC announces the appointment of THE KATZ AGENCY, INC. as its national advertising representative effective September 1, 1952.

THE KATZ AGENCY, INC.
NATIONAL ADVERTISING REPRESENTATIVES
NEW YORK • CHICAGO • DETROIT • ATLANTA • KANSAS CITY • SAN FRANCISCO • LOS ANGELES • DALLAS

WLAC
50,000 WATTS
CBS RADIO
The Radio Station of the Life and Casualty Insurance Co. of Tennessee
NASHVILLE, TENNESSEE
The Athens of the South
ALTEC for every broadcast need!

When you buy for broadcast you want the best... and Altec makes the best microphones for every phase of broadcasting and telecasting. Altec microphones are outstanding for everyday use and will exceed even the most exacting requirements when called upon for special jobs. If you are not already familiar with these exceptional microphones, expose yourself to their undeniable advantages.

For quality, the omnidirectional 21B has no peer. In video if the mike must be shown, the 21B will be virtually invisible. Quality, ruggedness, small size and eye-appearance make the 21B outstanding above all others.

The 639B is the well known standard for directional microphones. When studio noise or other conditions dictate a directional unit, the 639B with its six selective patterns is sure to fill the need.

The 633 'saltshaker' has long been popular for general studio and field use. For ruggedness and quality at moderate price there is no better.
our practice makes it perfect for time buyers in milwaukee!

You've really got it easy in Milwaukee these days. Since the advent of WCAN (formerly WMAW) you have a station owned and operated by men who sincerely know radio. These are men who have spent life-times developing programs that pay off handsomely for advertisers. Their past practice now makes WCAN the perfect buy for you in this lush market (the nation's 13th largest). If you’re smart about how you spend your money, you’ll investigate immediately.

Alex Rosenman, general manager

1250 on the dial
ABC affiliated

WCAN
milwaukee's CAN DO station

represented nationally by O. L. TAYLOR
"AP News a tremendous success."

Adna H. Karns, Vice-Pres. and General Manager
WING, Dayton, Ohio

"WING has long been known as 'Dayton's First Station'," says Mr. Karns. "AP news has been the outstanding factor in maintaining that position as far as news coverage is concerned. Due to the tremendous success of AP news at WING, we recently brought our station WIZE in Springfield, Ohio into AP membership so it could get AP service."

AP NEWS makes dollars...

"AP newscasts always easiest to sell."

Fred L. Hart
WLPM, Suffolk, Virginia

"We have no trouble in keeping the sponsors of AP news happy." says WLPM's Mr. Hart. "They always stay on the air longer than sponsors of any other type of program. Sponsors 'perk up' when you mention an available AP newscast. And our Sales Department agrees unanimously that AP news is the easiest thing they have to sell!"

Hundreds of the country's finest stations announce with pride

"THIS STATION IS A MEMBE
"We believe news is the greatest single service radio has to offer the public," declares J. W. Yonts, Jr., President of Yonts Radio and Appliance Company of Dayton. "Our sponsorship of six 15-minute AP newscasts each week on WING has proved to be the greatest single factor in Philco sales in the Dayton market!"

Sponsors of AP news on WLPM are equally enthusiastic. Ten leading advertisers in the Suffolk trading area use AP news consistently. One of them — F. P. Crowe of Crowe's Auto Body Works — says, "Since we started our 6:15 P.M. AP newscasts, our business has more than tripled!"

**OF THE ASSOCIATED PRESS:**

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

**YOU CAN DEPEND** on AP NEWS to make dollars—and sense—for you and your sponsors. For AP news commands interested listening by the kind of audiences who make up the cream of any market!

FIND OUT today how AP news can give you ready-made, proven leadership in your market. Detailed information is yours through your AP Field Representative or directly from:

**RADIO DIVISION THE ASSOCIATED PRESS**

50 Rockefeller Plaza, New York 20, N. Y.


T H O M A S  G A Y L E  J O H N S T O N, vice president and copy chief, Hewitt, Ogilvy, Benson & Mather, N. Y., to Geyer, Newell & Ganger, same city, as associate director.

F R A N K  F L I N T, radio director, McKim Adv. Ltd., Toronto, to radio department, J. Walter Thompson Co., that city, replaced by KEITH CHASE.

D R E X E L  H A R D I N, copywriter, WHHM Memphis, to Action Adv., same city, as account executive.


N E T W O R K S long have been aware of the value of good station relations, but it's a rare advertising agency that will follow the same policy and a rarer advertising man who can make that policy work. Such a man is Albert Wilfried Reibling, business manager of the Kudner-Advertising radio-television department.

Mr. Reibling has inaugurated for Kudner a personal goodwill canvas of radio and TV station men throughout the country on behalf of each of the agency's major shows. The practice has resulted in a pattern of cooperation between agency and station that is a virtual model of its kind.

Mr. Reibling, born in New Rochelle, N. Y., June 5, 1912, began his business career in the banking field. Starting as an office boy in the New Rochelle Bank in 1939, he shortly became an officer of the institution and was named branch manager. He resigned in 1942 to join another banking firm, The Maiden Trust Co., Maiden, Massachusetts, as assistant treasurer.

One year later, NBC radio became with a special assignment in its comptroller's department. He remained with the radio department three years, and in 1946 was named to the television department, where he conceived the first production cost procedure estimates, the format of which still is being used by all networks. In August 1949 Mr. Reibling left the network to join Kudner Adv. in his present capacity.

Among Kudner clients serviced by Mr. Reibling are General Motors Buick Div., which will sponsor a program alternating every other week with Texaco Star Theatre; Goodyear Tire and Rubber Co. (Greatest Story Ever Told); Schick shaver (Jockie Gleason Show & Crime Syndicated); Texas Co. (Milton Berle); U. S. Tobacco Co. (Martin Kane); and its most recent account, the Republican Party.

The Reblings—she is the former Dorothy Arnold—have been married since April 1939. They have one son, Albert W. Jr., 10. The family lives in Ossining, N. Y.

Mr. Reibling's hobbies include coin collecting and fishing. With his father he founded the Westchester Coin Club.

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TWO TOP CBS RADIO STATIONS
TWO BIG SOUTHWEST MARKETS
ONE LOW COMBINATION RATE

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

JOHN BLAIR & CO.

Page 12 • August 25, 1952
JACK W. EVANS, media manager at Marsteller, Gebrhardt & Reed, Chicago, named manager of client service there. ELAINE KORTAS appointed assistant media manager.

MILTON H. SCHWARTZ, vice president, Foote, Cone & Belding, Chicago, named chairman of advertising and publishing section for trades and industries division of the Community Fund campaign this year.

RAYMOND J. VISCARDI to Wilson, Haight & Welch Inc., N. Y., as account executive.

G. B. MacGILLYVRAE, Kenyon & Eckhardt Ltd., Toronto, appointed manager of Leo Burnett Co. office there when it opens in early September.

VINCE L. MARTINSON to Kerker-Peterson & Assoc., Minneapolis, as copywriter and member of publicity staff.

JOHN L. DEBEVEC to J. Walter Thompson Co., Chicago, as associate media director and assistant to GEORGE PEARSON, media director.

JAMES W. THAIN, director and vice-president of McKim Adv., Ltd., Toronto, to McConnell, Eastman & Co. Ltd., that city.

BOB CARTER, Hollywood writer with Armed Forces Radio Services, to The Caples Co., L. A., as radio-TV director.

BILL DOWDING, head of radio production, J. Walter Thompson Co., Toronto, to S. W. Caldwell Ltd., that city.

KUDNER Agency, N. Y., opens special office at 270 Park Ave., to house staff assigned to Republican National Committee campaign. Washington, D. C., office for similar purpose has opened at Washington Hotel there.

ELAINE SKILL, ABC Hollywood, to Richard G. Montgomery & Assoc., Portland, as copywriter.

ERWIN SPITZER, vice president and copy chief, Hirshon-Garfield, and PHIL THOMPSON, radio-TV commercial supervisor, Cecil & Presbrey, N. Y., to Kudner Agency, N. Y., as members of copy staff.


NATHAN E. JACOBS, president, Bozell & Jacobs Inc., Chicago, commissioned a Kentucky "colonel" in recognition of "outstanding achievement in public relations on behalf of the florist industry."

R. M. DAGG, vice president of Canadian Adv. Ltd., Montreal, elected director and vice-president of Vancouver office of Stewart-Bowman-MacPherson Ltd.


CLOTILDE ARIAS, copywriter, international department, J. Walter Thompson Co., to Robert Otto Co., N. Y.

RICHARD L. BAIRD, Conde Nast Publications, to publicity staff, Abbott Kimball Co., N. Y.

TOM STANTON to art staff, Hartogensis Adv., St. Louis. WILLIAM F. ADAMS to same agency as market consultant.

BROADCASTING • Te le c asting

"Don't Bring Me Posies When It's Shoesies That I Need"

THE SONG RENT THE IOWA AIR just 30 years ago—and the station which became WMT disk-jockeyed its way into the primitive ether. Studio, transmitter and antenna were located in a private home. Rugs and furniture came from Smulekoff's, draperies from Killian's, both are WMT's advertisers today.

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

MODERN EQUIPMENT TODAY delivers WMT's signal on Iowa's best frequency for receptivity—600 kc. Modern programming—exclusive regional farm news and data, AP, UP & INS services, CBS network programs—delivers 338,480 families weekly to advertisers with posies, shoesies, or etc., to sell.

WMT CEDAR RAPIDS 5000 WATTS 600 KC

Represented nationally by the Katz Agency

August 25, 1952 • Page 13

E. J. BRACE & Sons, Chicago, for its Mint candy bar, will begin 10-week concentration of daytime spots Sept. 15 in 15 markets, using two or three stations in each market with average of 80 spots weekly per city. Agency: Arthur Meyerhoff, same city.

JACOB RUPPERT BREWERY, New York, has purchased five-minute Bill Leonard portion of WCBS-TV New York's Siz O'Clock Report, Mon.-Fri., 6-6:15 p.m. EDT, and one spot announcement each on Mon., Wed. and Fri. of that station's Late Show. Both contracts are effective Sept. 1 for 52 weeks. Ruppert also has purchased spots on WNET (TV) New York's 11th Hour Theatre Thurs. and Fri., also effective Sept. 1. Agency: Biow Co., N. Y.

SEABROOK FARMS Inc., Bridge- ton, N. J. (frozen foods), to sponsor Private Files of Matthew Bell on Mutual starting Sept. 7, Sun., 4:30-4:55 p.m. EDT. Agency: Hil- ton & Riggio, N. Y.

KELLOGG Co., Battle Creek, Mich., will sponsor first half hour of Super Circus [B*T, Aug. 11], Sun., 4-5 p.m. CDT on ABC-TV effective Sept. 28. Agency: Leo Burnett Co., Chicago.

GRUEN WATCH Co. will sponsor Walter Winchell in his TV debut effective Oct. 5 on ABC-TV, Sun., 6:45-7 p.m. This advertiser also sponsors Mr. Winchell's radio show on ABC radio, Sun., 9-9:15 p.m. Show will be carried on 26 ABC-TV stations and on 343 radio stations. Agency: McAnn-Erickson, N. Y.

JOHN H. WILKINS COFFEE Co., Washington, D. C., appoints M. Belmont Ver Standig Inc., that city.

HALLICRAFTERS Co., Chicago (set manufacturers), appoints MacFarland-Aveyard, same city. Radio-TV spot is being considered.

SAMPSON DISTRIBUTING Co., Richmond and Roanoke, Va. (distributor for Motorola radio-TV sets), appoints Courtland D. Fer- guson Inc., Richmond. Account executive is RICHARD NALL.

MANHATTAN SOAP Co., N. Y. (Sweetheart soap), renews Frank Goss News on 16 CBS Pacific Network stations, Tues., Thurs., Sat., 7:30-7:45 a.m. EDT, for 13 weeks from Sept. 2. Agency: Scheideler, Beck & Werner, N. Y.


5000 WATTS WWNC DAY AND NIGHT
570 ON YOUR DIAL
CITIZEN-TIMES STATION IN ASHEVILLE, N. C.
REPRESENTED NATIONALLY BY M.R. REPRESENTATIVES

Page 14 * August 25, 1952

(Continued on page 73)
INTERNATIONAL PUBLIC OPINION RESEARCH, INC. HAS JUST ANNOUNCED ...
Above—through a simple sequence of bar charts—you see graphically the results tabulated right from IBM cards upon which votes were recorded by 286 persons—

** by advertising managers of companies ranking among America's 50 biggest radio advertisers.

** by time-buyers and account executives at 166 representative advertising agencies.

Combined, these people are responsible for purchases of spot and network radio pyramiding into the hundred-millions of advertising dollars.

Highlights of the IPOR findings are these:

(1) Nearly nine out of every ten read BROADCASTING-TELECASTING to get their news and information about radio. The next-best publication was mentioned by 69%—most of them being the same people who read BROADCASTING-TELECASTING.

(2) Over 3½ times as many executives said they depend most on BROADCASTING-TELECASTING for this news and information than was so for the No. 2 magazine. (Actually, preference for BROADCASTING-TELECASTING ran 50% greater than for all other publications together!)

(3) More votes were also cast for BROADCASTING-TELECASTING as "most useful" than for all others (11 were named) combined.
(4) Finally—and most significant of all—IPOR discovered that a 316% majority of those responding think BROADCASTING-TELECASTING is the one magazine that brings radio station advertising most effectively to their attention.

As brand-new as this comprehensive study is—its discoveries do not upset the continuing pattern of two decades. For every survey, year after year . . . regardless of techniques, sizes of samples, or number of questions asked . . . has unerringly pointed to BROADCASTING-TELECASTING’s preeminence in the minds of those responsible for the spending of America’s biggest radio advertising budgets.

This dominance has inevitably created a very special kind of influence shared by no other publication in the radio-TV field. Yet it can be shared . . . is regularly and productively shared . . . by those who find BROADCASTING-TELECASTING the most direct approach to those busy with the selection of markets, stations, and programs.
feature of the week

A five market radio-TV test six weeks ago was so successful that the Rayco Auto Seat Cover Stores, coast-to-coast seat cover specialist, has launched an extensive radio-TV spot schedule through Emil Mogul Inc., New York.

The firm will use saturation radio spots in 35 major cities and TV spots in 16 cities.

"Despite the fact that newspapers were the traditional backbone of seat cover retailers' promotional efforts, our broadcasting and telecasting success has surpassed previous dollar sales records," said Seth D. Tobias, vice president of the Mogul agency.

"Spots having proved themselves," Mr. Tobias continued, "we are now entering the second phase of radio-TV experimentation. Spot program buys are now being tested in 10 markets, with initial results indicating that they also have a very strong pull."

In addition, the firm sponsors the following television programs locally: Front Page Detective, half hour on WABD (TV) New York; Strange Adventure, WNBF-TV Binghamton, and a ten-minute show on WHAM-TV Rochester.

Point of Sale...

In addition to regular coverage of agencies and time buyers, may we remind you that WRC Sales Manager Jim Hirsch has a busy telephone these days. Clients know that WRC can produce.

An inquiry regarding WRC availabilities is as convenient as your telephone. Call either National Spot Sales or WRC, wherever you are.

Washington enjoys excellent position in the first ten major markets in the country...you'll find WRC's results a telling reason in these years of hard selling.

IN THE NATION'S CAPITAL
YOUR BEST BUY IS
FIRST IN WASHINGTON

WRC

5,000 Watts • 980 KC
Represented by NBC Spot Sales

strictly business

Mr. BALABAN
... Money is boy-e-y-man.

*BUT BALABAN, director of programming and production for Paramount Television Productions Inc., New York and Los Angeles, does not consider himself a heretic among the present crop of TV film producers, but he is frankly outspoken about what he considers the poor quality of current TV films.

And the young man in this sad state of affairs, Mr. Balaban believes, is money. When the advertiser is in a position to pay for fine TV film programming, the quality will improve and will be able to compete more successfully with "live" shows," Mr. Balaban adds.

"Frankly, I do not believe the case for TV films has been made up to this point," Mr. Balaban asserted. "Most producers haven't been able to finance an entire series but merely turn out a pilot film. Unless total costs are taken up by the advertiser, the poor quality that has characterized many such films will continue."

At Paramount Television Productions Inc., a subsidiary of Paramount Pictures Corp. and owner of KTLA (TV) Los Angeles, Mr. Balaban aims at a formula that will turn out an entertaining film that is commercially successful. At the present time, the company is producing and distributing Time for Beany, a 15-minute, five-day-a-week show; Wrestling From Hollywood, a one-hour show, and Hollywood Reed, a 15-minute film. They are produced in Hollywood.

Mr. Balaban is a mild-mannered but articulate young man of thirty, who confesses that being the son of a famous man can sometimes be something of an albatross. His father, Barney Balaban, president of Paramount Pictures Corp., was president of B & R theatres, a large theatre chain in Chicago, at the time Burt was born there March 6, 1922. To the younger Mr. Balaban's credit, he has worked at learning the film business from the ground up ever since he was a boy of 11 and trailing his father on nightly visits to some 200 movie houses in the Chicago area.

Following his graduation from the New York Military Academy at Cornwall-on-the-Hudson, Mr. Balaban attended Roanoke College, an extension of the U. of Virginia, for two years. While at Roanoke, he soaked up experience in the broadcasting field by working as a disc (Continued on page 72)
HOW CAN YOU SQUEEZE
118 YEARS INTO 30 MINUTES?

.. OR 15 MINUTES?

.. OR EVEN 5 MINUTES?

It's easy! When you buy time on a Westinghouse station, you enlist the equivalent of 118 years' program-building experience to win listeners for a period of 30 minutes, 15 minutes, 5 minutes, or even less. You get the combined experience of 32 years at KDKA, 31 at KYW, 31 at WBZ, 16 at WOWO, 8 at KEX.

All these years of experience bring an intimate knowledge of six major markets, as local advertisers testify. But equally important is the interchange of know-how among our program departments, aided and encouraged by our headquarters office in Washington.

Techniques developed in Philadelphia are adapted for the benefit of advertisers in Boston.

Sponsors in Portland, Oreg., get the advantage of skills perfected in Fort Wayne.

Customers in Pittsburgh see sales curves rise because of programming devices originated in Boston. These things happen every month, every week, every day.

Whatever you want to sell... food products, cosmetics, furniture, banking or any other type of product or service... consider the increasing effectiveness of spot radio, and the special advantages of Westinghouse radio. Make us prove it; ask now for sales-pulling program suggestions in any one of the six great markets we cover.

WESTINGHOUSE
RADIO STATIONS Inc
KDKA • KYW • KEX • WBZ • WBZA • WOWO • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales
In Like a Lamb

EDITOR:

WE FEEL CONFIDENT YOU WILL WANT TO CORRECT SERIOUS MISINFORMATION EMBODIED IN STORY YOUR MAGAZINE AUG. 18, 1952, PAGE 60, AND WHICH BECAUSE OF WIDE CIRCULATION OF YOUR PUBLICATION MAY CAUSE REPREHENSIBLE DAMAGE TO THIS NEWSPAPER. THIS STATEMENT ON YOUR PAGE 60 IS: "The Ernie Dispatch has a circulation of 45,000, up 3,000 from its readership when Mr. Lamb bought the newspaper (Dispatch) in 1947. Its opposition has a circulation of 52,000, down 2,000 from its dominant position five years ago, Mr. Lamb says."

FACTS OF CASE ARE: In 1947 the Dispatch had a circulation of 39,896 and in publisher's statement as of Sept. 30, 1951, Dispatch has a circulation of 41,750. The Times in 1947 had circulation of 54,197 and according to Sept. 30, 1951, publisher's statement 55,886. Sept. 30, 1951, statements are the last available. Can be verified New York office of Audit Bureau of Circulation. In regard to the food lineage, Mr. Lamb is correct in saying this line was attained by free television and free radio time but neglected to mention the fact that they actually give free space to a sizeable group of advertisers whose names I would be happy to supply.

John J. Mead Jr.
Co-Publisher
Erie Times
Erie, Pa.

EDITOR'S NOTE: Story was based on information obtained from Edward Lamb, owner of the Erie Dispatch and WIKK and WICU (TV) Erie.

Saucers and Stars
EDITOR: Last Monday my client, Silver Star Blades, started a contest in the New York area which appears to be stirring up quite a furor along Madison Avenue. In fact, quite a few columnists have ever picked it up and run wisecracks about it.

Serious, we inaugurated this contest primarily to get the name Silver Star mentioned in conversation and to stir up interest at the dealer level, but it appears that we have a bear by the tail, and the empty earthenware entry blanks are rolling in way above expectations.

Arthur J. Kemp
Vice President
McCann-Erickson
New York

EDITOR'S NOTE: Contest promoted by radio and newspapers, asks participants to write in 36 words or less: "Here's what I think about flying saucers."

When Rates Increase
EDITOR:

Like us, many television stations probably have been concerned when budgeting with the effect on their forthcoming revenues of a result of rate increases. Obviously, if the rate is increased on July 1 and advertisers then on the air are given six months' protection, none of their advertisers will pay the new rate for six months, whereas all new advertisers will.

I don't think anyone has tried to figure out how much business would be at the new rate during the first month after the announce rate increase, during the second month, etc.

Some time ago we started keeping a record, and here is it for whatever it is worth to you.

<table>
<thead>
<tr>
<th>July 1</th>
<th>% of business at new rate card</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>% of business at new rate card</td>
</tr>
<tr>
<td>July</td>
<td>Aug. 5.08</td>
</tr>
<tr>
<td></td>
<td>Sep. 13.40</td>
</tr>
<tr>
<td></td>
<td>Oct. 22.30</td>
</tr>
<tr>
<td></td>
<td>Nov. 16.18</td>
</tr>
<tr>
<td></td>
<td>Dec. 24.84</td>
</tr>
</tbody>
</table>

The effect of rate increases announced on July 1 which, of course, is a period when there isn't the same amount of new business as there is in January is somewhat different from that of rate increases announced on Jan. 1.

Walter J. Damm
V.P. & Gen. Mgr.
WTMJ-TV Milwaukee.

MISSING SUBURBS
EDITOR:

This morning we received our copy of the 1952 MARKETBOOK and found it a very interesting book indeed.

We were indeed happy to see on the enclosed map that Washington County, R. I., is not included in the Providence Metropolitan Area. This bears out our contention of long standing that "There is more to Rhode Island than Providence."

However, in the space devoted to Westerly, R. I., in the body of

(Continued on page 78)
SLEEPWALKER'S SERENADE, two and one half hours of "captivating the unusual" in a style unique with Doc Hull, KVOO's ace nighttime disc jockey, is the favorite program of thousands of listeners all over the United States. Scheduled from 12:05 A.M. to 2:30 A.M. seven days a week, SLEEPWALKER'S SERENADE is the ideal vehicle to sell any product with nation-wide distribution and universal appeal. There's music, witty remarks, interpolations by the engineer on duty and an occasional unrelated recorded remark taken from another program to give that "gig" to the listener which veritably sweeps him off his listening feet! In a field uncrowded by even the commonplace, SLEEPWALKER'S SERENADE is the unusual, standout program in the top bracket of after midnight shows.

So, we say again, if you want to sell a product with universal appeal, or a product of first appeal to men, then buy yourself a piece of SLEEPWALKER'S SERENADE! There's a bit of it left and it might as well be yours.

See your nearest Edward Petry & Company office or call, wire or write KVOO. But do it now!

KVoo operates
24 hours per day
7 days per week.
NORTH CAROLINA IS THE SOUTH'S NUMBER ONE STATE

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

North Carolina's Number 1 Salesman

WPTF

50,000 WATTS • 680 KC.

NBC AFFILIATE FOR RALEIGH-DURHAM & EASTERN NORTH CAROLINA

FREE & PETERS, NATIONAL REPRESENTATIVE

R. H. MASON, GENERAL MANAGER    GUS YOUNGSTEADT, SALES MANAGER
AM NETWORK FALL SALES

By BRUCE ROBERTSON

BETWEEN now and October the nationwide radio networks will have to add 24½ hours a week to their commercial schedules to equal the number of sponsored network hours broadcast during October 1951.

Somewhat surprisingly, in view of the advertisers’ attack on nighttime radio network rates which has just resulted in the beginning of another round of reductions, the major lag is during the daytime hours, which as of last week fell 25% short of the October 1951 daytime sponsored hour total.

Evening commercial hours, on the other hand, are sold for this fall to within 9% of their last October weekly level.

These figures are derived from the accompanying list of radio network advertisers, which compares the Publishers Information Bureau record of the use of radio network time by advertisers during October of last year with the sales of radio network time for use this coming October as they stand in mid-August. Such a comparison obviously is far from exact. First, some six weeks of selling time between now and the completion of the record for this October gives ample opportunity for a hard-hitting sales effort to produce a total equaling or even exceeding that for last October.

A number of sales are set except for final determination of the best time period for the program, yet until that has been settled and the contracts signed they cannot be reported as firm for fall. Other contracts have been agreed upon orally but will not be signed until the end of vacation time.

To keep figures on a comparable basis of an average October week, such non-repetitive broadcasts as Mutual’s World Series baseball coverage, which uses up a lot of time one week a year and one week only, are not included in the calculations of total number of sponsored hours on the radio networks. Football broadcasts, on once a week throughout the fall season, including October, are included as regular radio series.

As another safeguard against distortion which might unfairly reflect the network competitive picture, programs with multiple sponsorship—whether alternating, time-sharing or divided networks—are credited only with the time actually used by the program, which is reported as divided among the various sponsors, accounting for the fractional figures appearing in the time columns.

It also should be stressed that network hours cannot be translated into dollars on a uniform basis. Some network commercial programs listed are broadcast on more than 500 stations; some are on as few as 20. (Regional hookups of national networks with less than 20 stations were omitted from the list to keep it on a comparable competitive basis.) While commercial time costs for individual network sponsored programs probably could be figured out, any attempt to generalize would be rash, if not nonsensical.

Even with these provisions, the figures in Table I are both interesting and pertinent. They show that the general daytime decline commented on above is true for each network individually, every one of the four having farther to go to equal last year’s daytime commercial hour figure than it has to achieve parity in the evening hours.

Mutual, in fact already has surpassed its evening time sales figure for last year, with nearly two hours more evening commercial time already on the books for this October than were broadcast on the network in October, 1951. This nighttime-plus nearly balances the lack during the day, compared to last October, leaving MBS only 10 minutes behind that month’s commercial time total, with every indication that in both day and evening hours this network’s commercial schedule for October 1952 will run well ahead of time sales for that month of last year.

**MBS Billings**

Commenting on his network’s relatively happy situation in comparison with the other radio networks, Adolf N. Hult, MBS vice president in charge of sales, said: “We here at Mutual are not yet in television, so we have concentrated our efforts on AM broadcasting. This is one good reason, we believe, that of the four radio networks, only Mutual’s billings are increasing this year.

“Sales activity has been on a steady increase here at MBS, which is reflected in the almost 14% gain in gross billings for the first seven months of 1952 over last year. Present commitments, the tempo of the network’s selling operations and—especially—the typical advertiser’s new attitude of dollars and cents reality, promise even more gratifying results for the future.”

John J. Karol, vice president in charge of network sales, CB Radio Network, noted that the deal of nearly six hours daytim and nearly three hours nighttime in comparison to last October as “insignificant” because the 195

(Continued on page 77)

**TABLE I**

<table>
<thead>
<tr>
<th>Programme</th>
<th>Gross Time Charges</th>
<th>Net Stations</th>
<th>Hours Per Week</th>
</tr>
</thead>
<tbody>
<tr>
<td>Oct. 51 work</td>
<td>1952</td>
<td>1952</td>
<td>1952</td>
</tr>
<tr>
<td><strong>Daytime</strong></td>
<td><strong>Nighttime</strong></td>
<td><strong>Total</strong></td>
<td><strong>Total</strong></td>
</tr>
<tr>
<td><strong>1951</strong></td>
<td><strong>1952</strong></td>
<td><strong>1951</strong></td>
<td><strong>1952</strong></td>
</tr>
<tr>
<td>ABC</td>
<td>31:15</td>
<td>20:22</td>
<td>11:50</td>
</tr>
<tr>
<td>MBS</td>
<td>17:00</td>
<td>14:55</td>
<td>4:45</td>
</tr>
<tr>
<td><strong>Total</strong></td>
<td>134:40</td>
<td>109:27</td>
<td>61:10</td>
</tr>
</tbody>
</table>

**TABLE II**

<table>
<thead>
<tr>
<th>Radio Networks’ October Commercials</th>
<th>As Signed in August, Compared to October. Such Sales as Broadcasted in October 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td><strong>Advertiser</strong></td>
<td><strong>Program</strong></td>
</tr>
<tr>
<td>----------------</td>
<td>----------------</td>
</tr>
<tr>
<td><strong>Admiral Corp.</strong></td>
<td>World News Roundup</td>
</tr>
<tr>
<td><strong>Allis-Chalmers Mfg. Co.</strong></td>
<td>National Farm &amp; Home Hour</td>
</tr>
<tr>
<td><strong>Amana Refrigeration Inc.</strong></td>
<td>Paula Stone Show</td>
</tr>
<tr>
<td><strong>American Bakers Assn.</strong></td>
<td>Hollywood Star</td>
</tr>
<tr>
<td><strong>American Bakers Co.</strong></td>
<td>Plafluage</td>
</tr>
<tr>
<td><strong>American Chicle Co.</strong></td>
<td>Casebook of Gregory Hood</td>
</tr>
<tr>
<td><strong>American Dairy Assn.</strong></td>
<td>Defense Attorney</td>
</tr>
<tr>
<td><strong>American Federation of Labor</strong></td>
<td>Stop the Music</td>
</tr>
<tr>
<td><strong>Boll Rogers</strong></td>
<td>Will Rogers</td>
</tr>
<tr>
<td><strong>Bosley Bensom</strong></td>
<td>Bugs Bunny Show</td>
</tr>
<tr>
<td><strong>Brown &amp; Root</strong></td>
<td>Martin &amp; Lewis</td>
</tr>
<tr>
<td></td>
<td>Mr. Keen</td>
</tr>
<tr>
<td><strong>Brass Tacks</strong></td>
<td>Top Guy</td>
</tr>
</tbody>
</table>

(Continued on page 77)
MAJOR SPONSORS

By FLORENCE SMALL

AT LEAST seven major sponsors were known last late week to be putting their money into fall radio and TV productions, with the soft-drink companies emerging as the week's most active, if as yet somewhat indecisive, single bloc of advertisers.

The seven full entries, as disclosed in a BROADCASTING * TELECASTING check of the industry, are: Canada Dry, Pepsi-Cola, Coca-Cola, General Electric Appliances, Griffin Shoe Polish, Phillips Petroleum and Pearson Pharmaceutical Co.

Canada Dry Leads

Of the trio of soft drink advertisers, Canada Dry, New York, was perhaps the most advanced in its autumn planning. The firm, which sponsored half of Super Circus for the past three and a half years on ABC-TV, has dropped that program and will launch a new TV film show on a regional basis.

The program, Terry and the Pirates, is made by Doug-Fair Films and will start Sept. 21 as an alternate week quarter-hour presentation on Saturday, 4:00 to 5:00, NBC. The show will run in all cities where Canada Dry has company-owned factory and may be extended to some bottler cities. If local bottling company budgets permit, additional impact radio spots will be used.

The firm, through the J. M. Mathes agency, New York, also is contemplating sponsorship of some collegiate football games on a local basis.

Pepsi-Cola Co., through Biow Co., New York, has bought a quarter-hour film series of short-short stories from MCA which were originally scheduled to be seen in the 7:15-8:15 p.m. period, Tuesday and Thursday, on NBC-TV. Since those plans were made, however, Kellogg Co., which held the preceding 18-minute segment, has decided to relinquish its option, and Pepsi-Cola is considering moving up a quarter-hour into that vacated spot. Kellogg meanwhile has signed for the half-hour of ABC-TV's Super Circus which Canada Dry dropped, and will co-sponsor the program with Mars Candy Co.

Coca-Cola Co., New York, through D'Arcy Adv. in New York, is still pondering its network plans. It was learned that both NBC-TV and CBS-TV have been discussing programs and time availabilities with the firm.

The non-beverage advertisers displayed, in the main, a somewhat more resolved pattern for the fall.

Griffin Shoe Polish will sponsor, on behalf of its newest product, Mirroso/ehn, a 10-minute portion of Your Show of Shows on NBC-TV on Saturday, Sept. 6. The agency is Birmingham, Castleman & Pierce, New York.

GE Sponsorship

General Electric Appliances, Bridgeport, Conn., in addition to its sponsorship of the Bing Crosby show, live, on CBS Radio, B+T, July 14, also will sponsor Crosby record shows in 147 radio markets. The local programs will be sponsored for five quarter-hours per week on each station, starting some time in September for 13 weeks. Young & Rubicam, New York, is the agency.

Phillips Petroleum Co., Bartlesville, Okla. (Phillips 66 gasoline and motor oil), has completed its schedule for sponsorship of quarter-hour and half-hour radio shows in 35 markets and of half-hour TV shows in 19 cities. Programs, bought locally through Lambert & Feasley, New York, will run for 52 weeks.

Pearson Renewes

Pearson Pharmaceutical Co. (Ends), which sponsored Lights Out in the 9-9:30 p.m. Monday spot NBC-TV, has renewed the time for next season but is expected to place a new dramatic program to compete with CBS-TV's highly rated I Love Lucy. Additionally, the new show will precede the high-rated Robert Montgomery Presents dramatic program, thus giving the network a drama block on Monday night.

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

LEVER POSTS

Kalmus, Weiler Named

ALLAN H. KALMUS, NBC television press manager, last week was named press bureau manager of Lever Bros., effective Sept. 2. He will be in charge of all Lever publicity except that relating to products.

Mr. Kalmus has been associated with NBC for the past nine years, and previously had served with WQXR New York, the Office of War Information, and the U. S. Dept. of Agriculture in Washington. His successor in the network's press department has not been designated.

Lever Bros. also announced the appointment of George H. Weiler Jr., formerly of Sharp & Dohme in Philadelphia, as community relations manager, effective today (Monday).

Line Up Fall Shows

BAND-AID PUSH

To Double J & J Budget

JOHNSON & JOHNSON, manufacturers of Band-Aid plastic strips, is pushing its advertising in all media for the last quarter this year so that by year's end its 1951 advertising expenditures will have been doubled.

The ready-to-use bandages will be advertised on the Kate Smith afternoon TV show, which will be aired by 61 NBC-TV stations reaching approximately 17 million TV homes, or more than 97% of all TV homes in the country, according to an anniversary announcement released today.

TV spot announcements in key cities will intensify the campaigns and TV spot announcements a week also will be used in 35 key cities for a six-week period starting in August.

"He demands equivalent time to answer the charges brought against him last Sunday!"

Drawing for Broadcasting * Telecasting by Sid Hix

VENARD TALK

Stresses Salesmen Contacts

IMPORTANCE of local stations keeping in contact with territory salesmen of major advertisers was emphasized by Venard, president of the O. L. Taylor Co., station representative firm, in an address slated for delivery at a meeting of the Arkansas Broadcasting-Telecasting Association at Little Rock yesterday (Sunday).

Advising the station men to "get to know your territory salesman and you will find that your national reputation grows," Mr. Venard asserted: "Many stations—and these stations are the ones with unusual acceptance by the national advertiser—now, personally, the salesmen of every soap company, every food product, every drug product that comes into their territory. If the station is running a campaign for this manufacturer, the salesman is very happy to get to know the station man; if none is running, the territory salesman or distributor feels that he has a friendship with you as a radio man and he probably will recommend your station.

Agencies will tell you that they have added territories and stations repeatedly because the food broker or the manufacturer's salesman kept up a continual barrage, asking for radio support in that particular town."

ROBERT SARNOFF

RTES President Nominee

ROBERT SARNOFF, NBC vice president in charge of the film division, has been nominated for president of the Radio & Television Executives Society Inc., organization resulting from a merger of the Radio Executives Club of New York and American Television Society.

Other nominees for office selected by the nominating committee at a meeting Wednesday and announced by the committee's chairman, William S. Hedges, NBC vice president, are:

Fritz Snider, CBS-TV director of station relations, first vice president; G. W. Johnstone, radio-TV director, National Dairy Mrs., second vice president; Claude Barrere, consultant, secretary; Samuel R. Dean, CBS treasurer, treasurer.

Official nominees for directors of the new organization are: Robert L. Coe, DuMont TV Network; William H. Fineshriber, MBS; Ernest Lee Jahneke Jr., ABC; Don McClure, McCann-Erickson; Bruce Robertson, BROADCASTING TELECASTING; Elliott M. Sanger, WQXR New York; Robert Saudek, Ford Foundation; Regina Schuebel, Wyatt & Schuebel; George Thomas Production; Eugene Thomas, George P. Hollingbery Co.

Ballots will be mailed to members, together with copies of the new constitution and by-laws, within the next few days.

page 24 * August 25, 1952
CBS RADIO RATES

Revisions Effective Today

By RUFUS CRATER

IN A GREATLY simplified discount structure, CBS Radio revealed Friday the technique by which, effective today (Monday), it is cutting the time costs of evening and Saturday-Sunday morning programming, and by which those of Monday-through-Friday daytime sponsors [B+T, Aug. 18].

With the official approval of "over 55%" of its affiliates in hand, as against 85% needed, the network ordered into effect the plan which, approved in broad outline, the preceding week, was allowing evening charges by an average of 25%; makes reductions putting Saturday and Sunday morning and afternoon rates on a uniform basis, and raises Monday-through-Friday daytime charges by about 5.5% (with the usual six months protection to current advertisers).

Other Networks Study Features

Officials of the other radio networks, busily at work on possible methods of adjusting their own schedule-charging week orders to remain competitive with CBS Radio, studied the new discount features closely (text of plan, at right). One characterized the plan as "a radical departure—but sort of logical." To what extent its re-alignment of discount computation methods might influence the approaches ultimately taken by the rival networks could not be foretold, though, one official said he could see no great difference between achieving cost reductions by rate cuts and doing it by raising charges selectively.

Two broad changes in the discount structure were described by CBS Radio in its announcement:

- Combination of the old "full-network" and "weekly dollar volume" discounts into a single "annual dollar volume" discount, with graduated discounts for nine-dollar-volume categories ranging from "less than $10,000" a year to "$2,500,000 or more."

Special Discounts

- Special 52-week discounts to be allowed only on programs sponsored by 52 consecutive weeks—advertisers taking hiatus do not get them.

The network has had an annual or 52-week discount in the past, applicable only to advertisers taking the air for the full year, but under an "overall" discount advertisers with annual gross billings totaling as much as $15 million were eligible for a 50% reduction even if the billings represented less than a full year of broadcasting. This "overall" discount also was available to 52-week advertisers in lieu of the dollar-volume and annual (52-week) discounts.

Under the new plan, the 52 consecutive-week discount will be at "52 times 8% of the largest amount of adjusted weekly gross billing (I. E. weekly gross billing less any 5% Monday through Friday daily discount allowed thereon) that has run consecutively for 65 weeks." The old percentage figure was 12.4%, but officials said the new structure has been devised so as to make 52-week advertising especially attractive to sponsors who ordinarily take hiatus.

The two-day discount, of which evening advertisers' current time costs are reduced under the new structure may range from, say, 20% in the case of some to 30% in the case of others, it was understood, but overall the reductions will average about 25%. The approximately 5.5% increase in Monday-through-Friday daytime costs similarly will represent an average.

The network's nighttime rates (6 p.m. to 11 p.m.) are not changed, in line with the commitment to affiliates not to cut them for at least a year. Monday-through-Friday daytime charges will go up by 5.5% (6 a.m. and 11 p.m. to midnight—10:30 p.m. to midnight on Pacific Coast stations) will go up by 11.11%, effective immediately, except in the case of curricular sponsors in those periods, also as in accordance with the commitment, but CBS Radio will absorb approximately half of this hike via a 5.5% count up in the rates, using these periods. Saturday and Sunday day rates become one-half of night rates, meaning a reduction in the morning rates for these days.

CBS Radio affiliates are sharing in the absorption of the reduced charges to advertisers by taking a straight 16% cut in payments from the network. Their compensation for Monday-through-Friday Daytime programs will go up 5.5% on Feb. 25 when the network's rate increase on these hours becomes applicable.

The new structure makes special exceptions for six U. S. affiliates—holdouts which have not yet signed the affiliation contract amendment approving the new plan.

These six are the Goodwill Station's WAGAR Cleveland and (Continued on page 34)

The "most far-reaching effect" of CBS Radio's realignment of "the antiquated radio rate and discount structure" — whereby nighttime costs to advertisers are cut by an average of 5%, Monday-through-Friday daytime costs go up about 5% and Saturday and Sunday morning costs are reduced to 75%; and "secondly, Monday afternoon 

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STABILIZED VALUES

By RUFUS CRATER

CBS Radio's "realignment" of "the antiquated radio rate and discount structure" — whereby nighttime costs to advertisers are cut by an average of 5%, Monday-through-Friday daytime costs go up about 5% and Saturday and Sunday morning costs are reduced to 75% — has been achieved with the 5.5% increase in Monday-through-Friday daytime costs similarly will represent an average.

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The "most far-reaching effect" of CBS Radio's realignment of "the antiquated radio rate and discount structure" — whereby nighttime costs to advertisers are cut by an average of 5%, Monday-through-Friday daytime costs go up about 5% and Saturday and Sunday morning costs are reduced to 75% — has been achieved with the 5.5% increase in Monday-through-Friday daytime costs similarly will represent an average.

The network's nighttime rates (6 p.m. to 11 p.m.) are not changed, in line with the commitment to affiliates not to cut them for at least a year. Monday-through-Friday daytime charges will go up by 5.5% (6 a.m. and 11 p.m. to midnight—10:30 p.m. to midnight on Pacific Coast stations) will go up by 11.11%, effective immediately, except in the case of curricular sponsors in those periods, also as in accordance with the commitment, but CBS Radio will absorb approximately half of this hike via a 5.5% count up in the rates, using these periods. Saturday and Sunday day rates become one-half of night rates, meaning a reduction in the morning rates for these days.

CBS Radio affiliates are sharing in the absorption of the reduced charges to advertisers by taking a straight 16% cut in payments from the network. Their compensation for Monday-through-Friday Daytime programs will go up 5.5% on Feb. 25 when the network's rate increase on these hours becomes applicable.

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These six are the Goodwill Station's WAGAR Cleveland and (Continued on page 34)
By J. FRANK BEATY

BROADCAST advertising, still solidly entrenched after four years of open TV competition, is entering an era of permanent prosperity, NARTB President Harold E. Fellows told district meetings last week in Cleveland and Mackinac Island, Mich.

Despite TV, with its upcoming expansion, broadcasters can operate profitably if they follow sound business principles and develop the neglected field of retail business, Mr. Fellows told delegates from four states as the annual NARTB district series got under way.

Well-attended meetings of District 7 (Ohio, Ky.) and District 8 (Ind., Mich.) heard President Fellows keynote a series of panel discussions covering many of the knottiest problems facing radio and TV management.

The District 7 meeting was held Monday-Tuesday at the Hotel Statler, Cleveland, with Robert T. Mason, WMRN Marion, Ohio, presiding as district director. District 8 met Thursday-Friday at the Grand Hotel, Mackinac Island, with Stanley R. Pratt, WSOO Sault Ste. Marie, Mich., as district director.

Noting concern among broadcast delegates at the impending expansion of TV (see TV panel story page 56), President Fellows warned them to stick to their rate cards. In his keynote talk at both meetings he declared that "cheap programming and cut rates are not a tonic but a poison" in meeting TV competition.

In a prepared luncheon speech titled "I Can Get It for Retail!" he cautioned broadcasters that "a retailer questions the force of a medium that operates on a rate that changes from day to day."

Retailing Is Emphasized

The speech, to be delivered at all 17 district meetings, calls on broadcasters to realize the potential advertising available from retailing, "the biggest business of all."

Urging broadcasters and retailers to cooperate, Mr. Fellows said retailers must join broadcasters in driving out "the fast-dollar charlatans who sell by sleight of hand." This can best be done, he said, through cooperation of retailers and radio. He added that department store purchases for the first quarter of 1952 are down about 9% from 1951.

Both groups should meet in local clinics, he suggested, continuing, "It's about time the merchant understood the radio business and the broadcaster understood the business of being a merchant." Each group should read the other's trade journals, he suggested.

As the lowest cost mass medium, radio can move goods for retailers by "moving people from their homes into the stores," Mr. Fellows said.

"We must create again an atmosphere in which to say, 'I can get it for you retail,' is in itself a guarantee of quality and satisfaction," he said.

Explaining that the merchant doesn't understand about broadcasting, Mr. Fellows said: "He doesn't understand that it is a special technique of advertising, to be compared with printed media only to the extent that they share common purpose: To deliver customers and create goodwill. He doesn't understand the need for special copy treatment. Too frequently, he tries to use radio to move white elephant merchandise, and often compounds the error by playing hide-and-seek with the radio customers in an effort to prove radio's effectiveness. And often, which is the greatest sin, the retailer thinks he knows more about radio selling than the broadcaster—and insists upon his selection of programs!"

On the other hand, he continued, there are things the radio-TV executive doesn't know about retailing: "That a retailer resents it when a given retailer tries to emphasize the virtue of his product or service by the lazy expedient of depleting the virtue of a competitor. That a retailer operates on a narrow margin, of profit and must expect his advertising to move merchandise as well as create goodwill. That a retailer is, should be, interested in audience—or prospects. And, sadly, often the broadcaster thinks he knows more about the retailing business than the retailer knows."

The inaugural district meeting at Cleveland produced only routine resolutions, commending speakers and lauding NARTB's progress under the Fellows administration. Mr. Mason and William Fay, WBT, Charlotte, N.C., who directed the TV panel, were singled out for praise.

Final action at the Cleveland meeting was to review suggestions of this year's policy committee headed by Glennie Naun, WLW, Lexington, Ky., a former District 7 director. His committee's report included a proposal that district meetings be concentrated into one long day of meetings. Another suggestion would program the first day of two-day meetings especially for non-members, with second day devoted to sessions for members.

Taking up radio's current problems in his Monday morning talk, Mr. Fellows said four years of open competition with television definitely has proved radio is not only here to stay, but will be

AGENCY-STATION group at first NARTB meeting (front row, 1 to r): Chuck Lonsdale, Meldrum & Fewsaml, Cleveland; Len Nasman, WMJF Youngstown; Helga Preisman, Marcus Adv., Cleveland; C. S. Durgush Jr., counsel, Ohio Assn. of Broadcasters; Vernon Holte, WHIZ Zanesville. Back row, John Cherpeck Jr., WBBW Youngstown; W. C. McKearney, Foster & Davies, Cleveland; R. O. Runnerstrom, WLOK Lima; Mort Wettmers, WCPO-TV Cincinnati; L. A. Fixley, WLOK; James C. Haroahan, WEWS Cleveland; Allen Haid, WSPD-TV Toledo.

STANDARDS

THE WHOLE problem of radio rate-cutting, with its devastating effect on the broadcast industry's economy, and the ethics of programming and advertising will be tackled by a new committee now being set up, NARTB President Harold E. Fellows told District 8 Thursday. (See main story this page.)

NARTB's approach to this basic question takes the form of a Radio Standards of Practice Committee. Membership will be announced in a short time. Revival of the standards committee was authorized by the board of directors at its early summer meeting.

Stanley Pratt, WSOO Sault Ste. Marie, Mich., NARTB District 8 director, brought up the rate discussion during Mr. Fellows' opening talk to the district at Mackinac Island, Mich.

Referring to the suggestion of Todd Storz, KOWH Omaha, that an NARTB rate card seal plan be adopted by the association [B&T, Aug. 18], Mr. Fellows said he thought the seal idea was a matter for board study.

Noting that Mr. Storz' views had been given in a broadcasting + telecasting story, he said he had replied to Mr. Storz, lauding him for the constructive suggestions in the seal plan and pointing out legal ramifications.

The new radio standards committee is scheduled to meet this fall, Mr. Fellows said, and probably will have recommendations on the whole rate problem to submit to the NARTB Radio Board at its Nov. 20-21 meeting.

Cut-rate deals are business-killers, Mr. Fellows said. He contended there are only two reasons for rate concessions—how much time is bought in a week and for how many weeks.

Mr. Fellows later told BROADCAST + TELECASTING he thought the standards committee would provide a proper place for a complete study of the whole radio rate problem. Asked if he included networks in his rate-cutting philosophy, Mr. Fellows said he did not feel the association can enter negotiations between networks and their affiliates.

Revival of the standards of practice committee throws the whole question of radio ethics into the open once more. The present radio standards were adopted in 1948 at a time the industry was the target for widespread criticism about advertising and program practices. Criticism died down after the code went into effect. Now the charge is again heard from time to time that radio is "cheap." Ignoring their standards as competition gets tougher, that the document is nothing more than a piece of paper.

The radio code has no provision for enforcement. The television code, adopted last March 1, on the other hand, includes a seal of good practice and it is backed by a Code Review Board that discusses violations. In addition the review board can file reports on station complaints to the NARTB Board, which in turn has the right to withdraw the seal.

TV stations have been promoting the seal extensively, particularly at the beginning and end of programs. More than 90 of the operating TV stations are code subscribers.
permanent prosperity. NARTB is starting a series of field studies that will show radio's stability as a professional medium against all competition but also will provide basic information to help AM stations in their business.

Here Mr. Fellows sounded his warning of the hazard involved in cut-rate tactics and special deals.

In listing NARTB's services he emphasized the impending group insurance covering station towers, with stations slated to make substantial savings through industry-wide writing of policies. The basic proposal provides that one insurer write the policies for all the insurance companies participating in the group project. He termed it the first business insurance of this type written on a group basis.

Mr. Fellows devoted a large part of his talk to the political situation and trends in legislation. He observed that two decades of liberal government have left a heavy impact on broadcasting operations. Furthermore, he said, states now are starting to attempt regulation of the medium despite its strictly interstate character.

In the question-answer session much talk centered about rates charged candidates and the rights of stations in broadcasting political talks. Mr. Fellows urged broadcasters to read NARTB's pamphlet on the subject [5*4, Aug. 18]. He commented at one point that political broadcasts generally are 100% commercial in content. As a rough formula he said stations could charge their national rate for national candidates and their local rate for local candidates. He added that political broadcasts are in the public interest. Answering questions on nuisance tactics of minor political groups, he said broadcasters must wage a continuing fight to preserve their rights.

Mr. Fellows stressed the fact that recent amendment of the Communications Act had introduced rate control for the first time. This clause, slipped through in a bit of parliamentary maneuvering, requires that stations give candidates equality in rate charges.

Mr. Mason suggested that nuisance requests from minorities are sometimes mimeographed and can be screened by secretaries.

Kenneth Given, WLIB Bowling Green, Ky., was chairman of a news clinic at the Monday morning session. On the panel were Harold Hemingway, WFII Findlay, Ohio; R. Sanford Guyer, WMCA Marietta, Ohio, and Ed Toleman, WZIP Covington, Ky.

Mr. Given outlined ways of using small tape recorders. He said his station receives much news from weekly newspapers, giving them a credit for news items. The device lends itself to promotion, he added. Mr. Guyer suggested as a sales device that salesmen use newscasts containing sponsor mention for auditions, saying it often brings a contract.

Newscasts should be flexible, avoiding repetition that annoys listeners, Mr. Toleman said. Avoid bias in interpreting news, he advised, reminding his audience that the public credits broadcasting with accurate and authentic news reporting.

Mr. Hemingway said his station has 50 country correspondents working on a string basis, paying by the word. The station keeps in direct contact with colleges, industries, federal offices and other activities as part of its newsgathering process. He urged all stations to employ a full-time news editor.

Addressing the Monday luncheon was Richard G. Lewis, publisher of the Canadian Broadcastor and Telescope. Speaking on the topic, "Broadcasters Are People," he urged stations to "talk to people in their own language," avoiding cumbersome and dull approaches.

Taking part in a Monday afternoon program clinic were F. E. Lackey, WHOP Hopkinsville, Ky., chairman; Hugh Potter, WOMI Owensboro, Ky.; Vernon A. Nolte, WHZ Zanesville, Ohio; Gene Trace, WBBY Youngstown, Ohio; Robert Ferguson, WTRF Bellaire, Ohio; Mike Layman, WSFC Somerset, Ky.; Art Ederman, WZIP Covington, Ky.

J. W. Betts, WPTM Maysville, Ky., and Robert Fehman, WBBO Canton, Ohio, reported as presidents of their respective state associations on legislative developments in their areas.

Members of the resolutions committee, besides Mr. Pixley, were Jay Wagner, WLEC Sandusky, Ohio; R. H. Moody, WHIO Dayton, Ohio; W. T. Isaac, WHIR Danville, Ky.

Serving on the sites and policy committee with Mr. Nunn were Carl George, WGAR Cleveland, and Nathan Lord, WAV Louisville.

William T. Stubblefield, NARTB station relations director, reported that NARTB has 1,523 members, including 46% of radio stations.

This represents a 9% membership increase since last summer, he said. Mr. Trace, as chairman of the membership committee, called on members to bring non-member stations into the fold.

In opening the Mackinac Island meeting, the District 8 director, Mr. Pratt, named J. M. Higgins, WTHB Terre Haute, Ind., chairman of the resolutions committee. Mr. Higgins named these three members: Milton J. Greenebaum, WSAM Saginaw, Mich.; Edward Thomas, WJIG Fort Wayne; Joseph P. Scherer, WHFB Benton Harbor, Mich.

Director Pratt appointed John E. Felzer, WZTO Kalamazoo, Mich., as chairman of the committee to evaluate district meeting procedure. Others named to the group were Richard M. Fairbanks, WIBC Indianapolis, and C. Bruce McConnell, WISH Indianapolis. All (Continued on page 28)

August 25, 1952  Page 27
RADIO'S financial health is good and will continue to be good, with the aid of prudent management.

This diagnosis of broadcasting's economic welfare and future prospects was made last week by Richard P. Doherty, NARTB employee-employer relations director and nationally known economist.

It came as NARTB opened its annual series of 17 district meetings in Cleveland, starting last Monday and continuing to Oct. 21 (see district-meeting coverage page 20).

Despite television's zooming impact, the number of broadcast stations suffering a loss in 1951 was the lowest in several years, Mr. Doherty said in addressing the Cleveland meeting and the Mackinac Island meeting that followed.

Only 19% of broadcast stations lost money in 1961, he said.

In 1960, 25% lost money.

And in 1949, 33% operated in the red.

With this appraisal of broadcastings' health, Mr. Doherty sounded a warning. He cautioned broadcasters to watch the rising trend in operating costs, especially labor, as stations continue to meet television competition.

Using the medical analogy, he declared the patient's health to be sound but observed an upward trend in blood pressure (higher operating and labor costs) that must be carefully watched.

Stations under $125,000 income a year show a particularly high operating ratio and low margin of profit, Mr. Doherty observed.

Inflation, with rising labor and operating costs, will continue to confront broadcasters - AM, FM and TV alike - as well as other business groups regardless of the political outcome in November, he said.

National Income

Analyzing inflationary forces, he found that the national income has risen from $233 billion in 1947 to $238 billion in 1951, an increase of 41%. During this 1947-51 period, however, revenue of the broadcasting industry rose by only 30%, well below the national trend.

"Radio stations and networks need a combined additional income of some $163 million dollars if the industry is to get the same proportionate share of the nation's income as received in each of the years 1946, 1947, 1948, 1949 and 1960," he explained.

The broadcast operating ratio of expenses and revenue is running well above the pre-war and wartime level, he found, with 1951 operating expenses absorbing 85.6 cents out of every revenue dollar (see chart).

Mr. Doherty said the major immediate problem, on a local-level basis, confronting every radio and TV broadcaster "is to avoid, or minimize, the squeeze between income and operating costs."

By early 1962, he predicted, this squeeze will become more and more noticeable.

He described radio as "probably the only industry which has absorbed all rising operating costs out of profits. Newspapers and other lines of business have raised rather substantially the prices of their product or services to cover the steady upward march of costs."

Costs-Prices Ironies

It's ironical, he observed, that so many businessmen who, in their own businesses, know full well the impact of higher costs upon prices virtually fail to realize that radio has been equally subjected to higher wages, higher equipment costs, higher taxes, higher costs for service and higher operating cost ratios.

"Radio remains the only industry which seems content to reduce profits to pay for higher costs of operation," he said, adding this solemn warning: "If inflation continues into the future, the results could well be devastating."

Defining trends in radio revenue and station operating costs, using 1941 as a base year, he found that station revenues have risen 180% but at the same time total operating costs have gone up 223%.

In this period, he added, labor costs have gone up 334%.

Correcting industry revenue for the increase in prices, he said, the industry's income has gone up less than 70% in a decade.

Operating costs are too high at the majority of radio and TV stations, according to Mr. Doherty, absorbing the costs primarily to excessive payroll expenditures.

"While many stations operate with an efficient minimum staff," he observed, "at least 50% of stations employ too many persons for the manpower services required."

Profits & Management

He told broadcasters that profit margins "are not solely the result of the ebb and flow of business forces but are the direct product of aggressive management. Never in the history of broadcasting has there been such a crying need for industrywide cooperation and for outside operating services and aids if profit-making stations are to maintain their profits and red ink stations are to get into the black."

Among causes of excessive payroll, he said, are feather-bedding arising out of union practices; careless work scheduling on theory most jobs are creative and can't be done; failure to understand job requirements; taking the most available job applicants instead of searching for competent personnel; excessive labor turnover, due to nature of industry and to failure to pay adequate salaries to best workers; laxity in employee relations and morale; failure to use technological advances.

WHAT NEEDS TO BE DONE

In the post-war years, 1946-50, radio revenue increased in fairly consistent proportion with the expansion of the general economy. But in 1951 it fell behind the general advance. Additional revenue of some $153 million must be obtained if radio is to recover its proportionate share of the national income.

Additional revenue alone is not the whole answer. Operating costs, which in 1951 took 85.5 cents out of every revenue dollar, must be reduced. Chart below shows how operating costs have risen, in proportion to revenue, in post-war years. Squeeze between income and operating expense must be minimized.
TV INCOME & OUTGO

Official Financial Report Released

TV STATIONS and networks took in $238.7 million in 1951, put out $194.1 million, wound up the year with total profits (before federal taxes) of $41.6 million, according to financial data released last week by the FCC, the only official source for such information.

Last week's report was the final financial tabulation for the TV industry, supplanting and in many particulars correcting a preliminary estimate released by the Commission last spring [B&T, March 10].

1951 was the first year that the industry, as a whole, got out of the red. The year before it lost $9.2 million and in 1949, $25.3 million.

For the vast majority of stations that were on the air throughout both years, 1951 was better than 1950. Of 96 stations in this category, only eight were worse off in 1951 than in 1950. The others either decreased losses, got into the black or improved profit positions. (See Table III.)

Table I

<table>
<thead>
<tr>
<th>Broadcast Revenues, Expenses, and Income* 1 of Television Networks and Stations</th>
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<td>$128.4</td>
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<td>93 television stations</td>
<td>$70.7</td>
<td>$60.4</td>
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<tr>
<td>Industry total</td>
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For the 96 stations—4 networks, 93 television stations that were on the air throughout both years, 1951 was better than 1950. Of 96 stations in this category, only eight were worse off in 1951 than in 1950. The others either decreased losses, got into the black or improved profit positions. (See Table III.)

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TOTAL TV REVENUE IN 1951 DOUBLED THAT OF '50

TV revenue is scooting skyward, 1951 volume being twice that of 1950 and seven times that of 1949 ($34.4 million). This revenue is divided among four networks, 108 stations.

75% CAME FROM TIME SALES, REST FROM PROGRAMS

Time sales, shown at right, are other commissions to agencies, representatives, etc. Figure is the actual amount rung up by networks and stations. Others are not figures too.

NETWORK LEADS TELEVISION TIME SALES CLASSES

Figures at right are before deduction for commissions, hence do not add to total time sales figure in chart above. Network sales in 1951 were up 177% over 1950, spot up 139%, local up 69%.

IT TAKES BIG MONEY TO MAKE BIG MONEY IN TV

Here's comparison between operating expenses of TV systems—four networks, 108 stations—and of whole radio system—seven networks, more than 2,000 stations (radio figures preliminary estimate).

August 25, 1952 • Page 29
CAMPAIGN BUYS

Demos, GOP Firming Time

By JOHN OSBON

CAMPAIGN planning increased last week as the major political parties bought and sold radio and TV advertising. Although both major parties have been buying media time in key battleground states, the Republicans have been more aggressive in their spending. The Democrats have focused more on TV advertising in key states.

In the past week, both parties have increased their spending, particularly in battleground states. The Republicans have spent more on TV advertising, while the Democrats have focused on radio. The battle for control of key battleground states continues, with both parties vying for the votes of swing voters.

Cool Candidates

NBC late last week received negative replies from representatives of both Adlai Stevenson and Gen. Dwight Eisenhower, Republican Presidential candidates, respectively, on its offer of use of NBC radio and television facilities for a debate on campaign issues.

In a telegram to both Presidential aspirants, Joseph H. McConnell, NBC president, stated that NBC could not provide facilities because of persistent reports that such a debate was under consideration.

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CAMPAIGN planning increased last week as the major political parties bought and sold radio and TV advertising. Although both major parties have been buying media time in key battleground states, the Republicans have been more aggressive in their spending. The Democrats have focused more on TV advertising in key states.

In the past week, both parties have increased their spending, particularly in battleground states. The Republicans have spent more on TV advertising, while the Democrats have focused on radio. The battle for control of key battleground states continues, with both parties vying for the votes of swing voters.

Cool Candidates

NBC late last week received negative replies from representatives of both Adlai Stevenson and Gen. Dwight Eisenhower, Republican Presidential candidates, respectively, on its offer of use of NBC radio and television facilities for a debate on campaign issues.

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PROTEST of Transit Riders Assn. Inc. against renewal of license for WWD-C-FM. Washington, Transit Radio Inc., which operates the station. The protest was filed by FCC last Thursday on grounds the riders' group is not a "party in interest" within the meaning of the Commission's rules (B[T], Aug. 11).

Comr. E. M. Webster disented from the majority opinion and stated "the public is entitled to know who is broadcasting or point-to-point communications and whether such operation is in the public interest, or is being carried on solely for the purpose of furthering the private interest of the operator." Comr. Frieda B. Henock, in a concurring opinion, said "transit-casting" and the other specialized FM operations "raise serious legal and policy questions" and called for prompt and complete investigation by the full Commission of all such matters. She held TRA's reason for exclusion on the ground of inadequate hearing is "advisable." Meanwhile, TRA counsel presented its case before the Commission on Monday by Pierlon & Ball, counsel for WWD-C-FM. Neither the WWD-C-FM answer nor the TRA counterprotest were part of the FCC's ruling, a memorandum opinion and order in which Comr. Rosel H. Hyde did not participate.

Also on Thursday, another protest against the WWD-C-FM renewal was filed with the Commission. The petition, supporting the TRA complaint, was tendered by Harry S. Barger, Washington attorney who, at one time, was chief investigator for the Rep. Eugene Cox (D-Ga.) probe of the FCC when Commissioner Lawrence Fly was its chairman.

The WWD-C-FM license renewal was granted without comment by the Commission several weeks ago along with license renewals for 18 other transitcasting and functional music FM stations (B[T], Aug. 4). Transitcasting already has been to the Supreme Court and won its case, but this was on the free speech issue of "forced listening" (B[T], June 2) and not whether transit radio permits the public to profit from the opera-

transitcasting and functional music FM stations (B[T], Aug. 4). Transitcasting already has been to the Supreme Court and won its case, but this was on the free speech issue of "forced listening" (B[T], June 2) and not whether transit radio permits the public to profit from the operation of the station. Protestants assert that it is an organization composed of members of the public who regularly travel on vehicles of the Capital Transit Co. which are equipped with loud speakers on which they broadcast popular music, news and advertising messages broadcast via the facilities of licensee WWD-C-FM.

Pointing up contractual arrangements for the operation of the station, it Co., the intermediary, Washington Transit Radio Inc., and the station, by which the latter is required to furnish programs to the transit vehicles for a specified portion of the broadcast day, protestants allegations that the grant of the station's renewal application violated regulations adopted by the Communications Commission and the Committee Rules and Regulations. For the following reasons:

(1) The Commission's operation is not "broadcasting" but point-to-point communication in that it is designed for specific transit riders: (2) It is a "private interest" operation since the licensee has contract

The rules, the Commission's renewal application, and the fa- cilities of the station were conditioned on the grant of a renewal to FM station WWD-C-FM, under Sec. 330(b) of the Communications Act and the Commission's Rules and Regulations, for the following reasons:

It is perfectly evident, therefore, that while Congress was in no way "raising a 'legitimate' interest," it was equally careful to see to it that the administrative and judicial processes did not be come clogged through a requirement that every protest be entertained "without matter by whom filed," the FCC ruling stated. It continued, "While electric interference and economic injury may not be the only bases upon which to found an interest, it is significant that by their mention clear evidence was given of the type of interference that must be present to elevate a party to the status of one having a 'legitimate' interest in a Commission action."

The ruling recited further:

TV Income and Outgo

(Carried over from page 8)

The average station wound up with an outgo of $292,216 before federal income tax.

Averages can, however, be misleading. The report showed that all TV stations, including the 15 which networks own and operate, profited between federal income tax of $1.5 million or more each, seven made between $1 million and $1.5 million, nine between $ 150,000 and $400,000, and $1 million, 15 between $400,000 and $600,000, 23 between $200,000 and $400,000, 16 between $100,000 and $200,000, and 15 less than $100,000.

Three lost less than $100,000, four lost between $100,000 and $200,000, three between $200,000 and $400,000, two between $400,000 and $800,000, and two lost more than $800,000. (Data for two stations were not complete.)

Of the 92 stations reporting profit, 52 operate in one-station markets, 19 in two-station markets, 22 in three-station markets, eight in four-station markets, and four in seven-station markets.

Of those that lost money in 1951, 61 is in one-station market, three in two-station markets, two in three-station markets, none in a four-station market, and eight in the seven-station markets, Los Angeles and New York. (Data for two Los Angeles-Nine stations were not available.)

Twelve of the country's 63 TV markets, having 46 of the country's 108 stations, received three-fifths of the total TV revenue.

New York (seven stations) was first with $22.9 million, Los Angeles (seven stations) second with $13.4 million, Chicago (four) $12.9 million, Philadelphia (three) $8.7 million, Detroit (three) $6.7 million, Cleveland (three) $4.5 million, Dallas (two) $3.4 million, Cincinnati (three) $3.8 million, Washington (four) $3.7 million, San Francisco (three) $3.6 million, Columbus (three) $2.3 million, Atlanta (three) $1.8 million.

BROADCASTING • Telecasting

(Continued from page 89)

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TV Income and Outgo

(Carried over from page 89)
Network Fall Sales

(Continued from page 23)

total included a three-hour "football round-up" sponsored by General Electric Co. and considerable regional business sold on a limited network basis.

"Our fall business picture is more than just encouraging," he said, "and we fully anticipate that our billings for the final quarter of 1952 will top those of 1951. We will probably have news soon on more new nighttime business which will put us well over our mark of last year."

Mr. Karol also pointed out that it is too early to ascertain what effect the new CBS Radio rate schedule, which becomes effective today (Monday), will have on new time sales.

NBC Billings

"As of this date, NBC has booked 16% more radio business for fall, in terms of network option time sold, than at this same time last year," John K. Herbert, NBC vice president in charge of radio and TV network sales, said Thursday. "In terms of total sponsored hours sold including network option and station time periods combined - the network is 8% ahead of last year."

Although the tabulation shows NBC some six hours behind last year in the daytime and four and a half hours at night, it was learned that since the table was prepared several hours of new business have come in and will be announced shortly.

Mr. Herbert said NBC anticipates for the coming fall and winter season that "our present gains will be increased still further, with more advertisers coming in. Advertisers today are more convinced than ever that radio remains the 'bonanza' mass advertising medium in terms of delivered mass audiences, low cost per thousand values and sales effectiveness."

CANADIAN RATES

Cards Reflect Increase

INCREASE in the average rate of all Canadian AM independent stations is recorded in the 1952-53 rate book for all Canadian stations, according to the sales director, Pat Freeman of the Canadian Assn. of Broadcasters.

With all new rate cards out now, a compilation shows that over the 1951-52 rates there is an average increase of 6.0% on one minute Class A announcements, and 6.0% on the hourly rate of Class A time on all Canadian stations. This new works out to a total of $1,249.60 for all 134 independent stations for one minute Class A time, or an average of $9.33. On hourly Class A time the rate for all stations is $9,725.08, or $72.58 per hour, or an average of the 134 stations.

AD REVIEW BOARD

Formed in Los Angeles

LOS ANGELES Adv. Board of Review, believed the first of its kind in the country, was organized in that city Tuesday as a "high court" to keep advertising free from false, fraudulent and illegal claims.

Need for the board was pointed out by its chairman, W. G. Paul, president of the Los Angeles Stock Exchange and director of the Better Business Bureau, who declared, "The keen competition of the post-war period has prompted advertisers to adopt practices which, if unchecked, reach proportions as threatening to advertising as the unbridled practices were 40 years ago."

The board counts some 50 members representing advertisers, advertising agencies and media, including radio and TV. Panels, drawn from the board but not competitors of the accused, will hear complaints brought to their attention by the Better Business Bureau.

Some 25 advertising and trade groups already have subscribed to the board and will provide members for the panels.

Mr. Paul said if the board finds advertising matter objectionable it can use "persuasion and publicity" in attempting to have it changed.

Better Business Bureau, however, will be permitted to sue the advertiser and his agency to change the practice before the board is called.

The organization meeting in the Biltmore Hotel was attended by members of the Better Business Bureau; the Los Angeles, Hollywood and Pasadena Ad clubs; Southern California Chapter of the Adv. Agencies Assn. of America, and Los Angeles Ad Women Inc.

COPYRIGHT HONORS

ASCAP Publishes Essays

PUBLICATION of the fourth "Copyright Law Symposium," containing four essays on copyright law submitted in the Nathan Burkan Memorial Competition, was announced last week by the American Society of Composers, Authors & Publishers. The competition honors the late Nathan Burkan, authority on copyright law, who helped found ASCAP and served as its general counsel until his death.

The published papers, selected from student entries from leading law schools throughout the U. S., are:


FOOTBALL also captures attention of Sinclair Refining Co., whose distribu-
tor, Vern Herzog (center), signs for broadcasts of Idaho State College-Pocatello High School games on KJRL Pocatello, Ida. Watching are Russ Peterson (l), Sinclair dist. mgr., and Roger L. Hogadone, KJRL mgr.

CONTRACT for Reveille With Beverly on KDB Santa Barbara, KXOA Sacramento and KXOC Chico (Calif.) signed by Lincoln Dollar, owner-operator of stations, in presence of Jean Hay, Reveille m. c., and Fred Hall, KDB prog. dir.

FOOTBALL contract for ABC's Martin Agnonski on WLAN Lancaster, Pa., is completed by (l to r): Stan Baker, WLAN will; Paul Hein, mgr.; Hotel Brunswick that city; Frank H. Alldorfer, WLAN owner-gen. mgr.; Jean Ford Hotel's pub. rel. dir.

HOUGH-WYLIE Co. signs 26-week contract for three hours weekly of Grady Cole Time on WBT Charlotte to support 1953 CBS Columbia TV set line. L to r: W. T. Winter, southern sls. mgr., CBS Columbia; Mr. Cole; Frank Hough, signing pact, and Ben McKinnon, WBT local sls. rep.

13-WEEK pact for 64 half-hour segments on KLZ Denver is bought by Western Appliance Corp. (dist., L to r: E. Along, KLZ local sls. mgr.; George Thompson, Western gen. mgr.; Don Thompson, Western adv. mgr.

HOTEL contract for ABC's Martin Agnonski on WLAN Lancaster, Pa., is completed by (l to r): Stan Baker, WLAN will; Paul Hein, mgr.; Hotel Brunswick that city; Frank H. Alldorfer, WLAN owner-gen. mgr.; Jean Ford Hotel's pub. rel. dir.

On the dotted line...
"WITH THE
COMPLIMENTS
OF WHO,
MA'AM!"

Yes—that headline is misleading. Rather than giving premiums or prizes here at WHO, we are building tremendous good-will by helping various community organizations throughout Iowa to get some of the things they want. New dishes for the P.T.A. Uniforms for the High School Band. Christmas toys for various child-welfare groups. Etc., etc., etc.!

For instance, we quote from the Britt, Iowa News-Tribune of March 5, 1952:

"It is evidently worth something to fill WHO talent performers with a good duck dinner to get the best results in entertainment. Mrs. O. W. Friedow took the personnel of the WHO Talent Show to her country home and served them a fine duck dinner Thursday evening just before their appearance at the school auditorium in a show sponsored by the Congregational Workers Guild. At the auditorium, a stream of folks moved into the lobby and 'crashed' the doors as early comers. By 7:15 the main auditorium was filled and the bleachers offered the next-best 'roost,' after which chairs were carried in to take care of the overflow. About 700 people were seated. The various songs and farces followed one after another without any intermission. The crowd was kept in an uproar of laughter for two hours. The Workers Guild was well pleased with both entertainment and receipts."

Just a local news item—but full of the stuff that makes loyal and friendly listeners for WHO—responsive listeners for WHO advertisers.

WHO shows are produced in Iowa communities under auspices of local non-profit organizations. This has been going on for years. WHO has helped hundreds of community groups to raise money for local needs, with the result that literally tens of thousands of families have become our personal friends.

Is it any wonder that WHO is listened-to regularly by 69.4% (daytime) of all radio families in Iowa? For the complete, amazing story, contact WHO or Free & Peters!
CBS Rates

(Continued from page 25)

WJR Detroit, whose officials were among the foremost opponents of the move; KRNT Des Moines, WNOX Knoxville, KCBQ San Diego and WNAX Yankton, S. D.

These stations, along with affiliates outside continental U. S., do not get the projected increase in Monday-through-Friday daytime rates, and their gross billings for all network programs—whether billed at the day, night, or transition rates—will earn dollar volume discount at the percentages applicable to day-rate billings (except that in the case of stations outside continental U. S., the first 12 percentage points of those discounts will be disallowed).

Dollar Volume Table

The annual dollar-volume table set up in the plan is as follows, as between day-rate billings and night-rate billings (the day and transition rate discounts being applicable to gross billing after deduction of the 5% discount allowed on Monday-through-Friday day-time programs):

<table>
<thead>
<tr>
<th>Gross Annual Billing</th>
<th>Day &amp; Transition</th>
<th>Night Discounts</th>
<th>Discounts Per Cost Per Case</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>0</td>
<td>27.5</td>
<td></td>
</tr>
<tr>
<td>10,000 or more—less than $50,000</td>
<td>8</td>
<td>27.5</td>
<td></td>
</tr>
<tr>
<td>$50,000 or more—less than $100,000</td>
<td>11.0</td>
<td>22.5</td>
<td></td>
</tr>
<tr>
<td>$100,000 or more—less than $250,000</td>
<td>12.5</td>
<td>34.5</td>
<td></td>
</tr>
<tr>
<td>$250,000 or more—less than $500,000</td>
<td>16.0</td>
<td>36.5</td>
<td></td>
</tr>
<tr>
<td>$500,000 or more—less than $1,250,000</td>
<td>18.5</td>
<td>38.5</td>
<td></td>
</tr>
<tr>
<td>$1,250,000 or more—less than $2,500,000</td>
<td>21.0</td>
<td>40.5</td>
<td></td>
</tr>
<tr>
<td>$2,500,000 or more—less than $5,000,000</td>
<td>24.5</td>
<td>42.5</td>
<td></td>
</tr>
<tr>
<td>$5,000,000 or more—less than $10,000,000</td>
<td>28.0</td>
<td>44.5</td>
<td></td>
</tr>
<tr>
<td>$10,000,000 or more—less than $20,000,000</td>
<td>32.5</td>
<td>47.5</td>
<td></td>
</tr>
<tr>
<td>$20,000,000 or more—less than $50,000,000</td>
<td>37.5</td>
<td>50.5</td>
<td></td>
</tr>
<tr>
<td>$50,000,000 or more—less than $100,000,000</td>
<td>42.5</td>
<td>53.5</td>
<td></td>
</tr>
<tr>
<td>$100,000,000 or more—less than $200,000,000</td>
<td>47.5</td>
<td>56.5</td>
<td></td>
</tr>
<tr>
<td>$200,000,000 or more—less than $500,000,000</td>
<td>52.5</td>
<td>59.5</td>
<td></td>
</tr>
<tr>
<td>$500,000,000 or more—less than $1,000,000,000</td>
<td>57.5</td>
<td>62.5</td>
<td></td>
</tr>
<tr>
<td>$1,000,000,000 or more—less than $2,000,000,000</td>
<td>62.5</td>
<td>65.5</td>
<td></td>
</tr>
<tr>
<td>$2,000,000,000 or more—less than $5,000,000,000</td>
<td>67.5</td>
<td>68.5</td>
<td></td>
</tr>
<tr>
<td>$5,000,000,000 or more—less than $10,000,000,000</td>
<td>72.5</td>
<td>71.5</td>
<td></td>
</tr>
<tr>
<td>$10,000,000,000 or more</td>
<td>77.5</td>
<td>70.5</td>
<td></td>
</tr>
</tbody>
</table>

(Transition rates, which continue to be two-thirds of the night rates, apply to all stations broadcasting on current New York time from 6 p.m. to 6:30 p.m. and to Pacific Coast stations from 10 p.m. to 10:30 p.m.)

In the case of programs broadcast in 9 a.m. to 1 p.m. periods Monday through Friday (any day or days), the applicable discounts are reduced as follows: For those periods between 9 a.m. and noon, deduct 5 percentage points from applicable percentage figure; between noon and 12:30 p.m., deduct 6 percentage points; and between 12:30 and 1 p.m., deduct 4 percentage points. Times involved are current New York times.

In announcing effectuation of the plan—which had been worked out by a 10-man committee of affiliates headed by George B. Storer of Storer Broadcasting Co. in conjunction with the network, which had proposed a straight 35% cut in evening rates—CBS Radio President Adrian Murphy said:

"We are extremely gratified by the overwhelmingly favorable reaction to the plan. ... This, and the speed of the response, reflect clearly the singleness of purpose that is so essential to the successful operation of a nation wide broadcasting medium. Needless to say, we are tremendously appreciative of the fine spirit of cooperation which has been evident throughout our discussions with the Affiliates Committee and our affiliates as a whole."

Details of the plan were sent Thursday night to advertisers and agencies by John Karol, CBS Radio vice president in charge of network sales, who termed the changes a "re-balancing" of day and nighttime values and said that "by reinforcing the network's leadership in advertising values, our clients will be able to promote their products with maximum efficiency in a period of rising costs." (Also see address by Mr. Karol, page 25.)

KAROL ADDRESS

(Continued from page 25)

son, in the top 10 TV cities measured by Telepulse, evening radio sets-in-use in TV homes has increased 28% ... an increase from 14.1 in October 1951 to 18.1 in 1952. As a result of this growing interest, and the low number of those that have an increase, from 1% in Philadelphia to 56% in New York and including an 8% increase in your own city of St. Louis."

Mr. Karol asserted that "the average television program, seen as it is in fact in 30 to 35 markets, actually misses about 70% of the homes in our land."

Equally important to the advertiser, he continued, "is the fact that in every case where we have asked the Nielsen Co. to measure the audience of a radio program, both including and excluding the major TV markets, we have found these same conclusions to be true: The audience loses two to four times more audience than he saves money, and he loses his cheapest circulation."

More People, Less Cost

Radio's ability to reach more people at less cost, Mr. Karol said, "is the key to the network communications system and appreciated as network radio moves out of the front office of the agencies and into their media department. If radio moves into the major market, it is because advertisers and agencies, noted that for many years network radio was in the same position and yet now, without benefit of the trappings of glamour or the appeals of emotionalism, is being "reappraised and, consequently, is being "highly praised" in the light of performance."

He cited Kinger & Co.'s King Arthur Godfrey and His Round Table as evidence that a program's sales impact isn't always tied to its rating. The show's average rating last season was 2.7, but, in the words of the advertiser, "definite gains [were] made in all classes and type of retail trade ... the sales results warranted renewal."

The show's "big rating," Mr. Karol observed, was "recorded on the Kinger cash register."

He added:

"The combination of the sales effectiveness of radio, the great size and continuing growth of radio, the enormous uncouned audience to radio and its huge counted audience—this combination of facts together with the realization of our network's cost structure convinces me completely that the years ahead will be bright ones for network radio. Speeding up of the specific I know best, CBS Radio's tomorrow will rank with its finest yesterdays."

Tennis Broadcasts

A. G. SPALDING & Bros. (sporting goods) will sponsor a play-by-play broadcast of National Tennis Championships from Forest Hills, L. I., for eighth straight year over WQXR New York and 28 other radio stations throughout U.S. on Sept. 6-7.

BROADCASTING Telecasting
WFOX is S. R. O. * on SUNDAY *(sold right out) has been for over six years!

- This is a phenomenon Mr. C. E. Hooper finds difficult to believe. It is, however, an established fact.
- WFOX is SRO on Sunday—even for spot adjacencies!
- Advertisers find no Θ's in their returns from WFOX Sunday Advertising. Results are proven over a period of years not weeks!

**How Come? One Answer!**

**Specialized Programming: IMPACT!**

- Yes, Specialized Programming and a Terrific Impact from it! — SALES — RESULTS — GOOD WILL!
- WFOX has good availabilities to offer—on or adjacent to specialized programming during the week with the same impact.

*WFOX clients look at sales figures vs. costs and maintain it is much better than looking at TV!*  

*With exception of established religious and public service programs which are not for sale and cannot be purchased.*

**DIAL 860 WFOX MILWAUKEE**

**CENTER OF THE DIAL CENTER OF ENTERTAINMENT**

C. J. LANPHIER, PRESIDENT

* With exception of established religious and public service programs which are not for sale and cannot be purchased.
CBS Rate Card
(Continued from page 25)

p.m. to 10:30 p.m., and such rates shall remain two-thirds of night rates.

The designation "Monday through Friday" and "side refers to rates for broadcasts within the specified hours which commence any day or days between Monday and Friday, inclusive.

DISCOUNTS

The following discounts will be allowed, to the extent earned, on billing for standard network programs. These discounts are applicable to billing for broadcasts on the CBS Radio network, as listed in the CBS Audio Rate Card for 1952, as supplemented, and supersede all existing discount provisions.

5% Night Radius Through Friday Daytime Discount

A discount of 5% will be allowed on the gross billing for Monday through Friday daytime programs, with certain exceptions to be noted.

Annual Dollar Volume Discount

An annual dollar volume discount will be allowed on adjusted gross billing (i.e., gross billing less any 5% Monday through Friday daytime discount allowed therefor) for station time for each broadcast, the percentage determined by the aggregate gross billing for station time of all the advertiser's CBS radio network broadcasts during each calendar year" in accordance with the following schedule:

<table>
<thead>
<tr>
<th>Gross Dollar Volume</th>
<th>Rate Discount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Less than $10,000</td>
<td>0.0%</td>
</tr>
<tr>
<td>$10,000 or more</td>
<td>0.0%</td>
</tr>
<tr>
<td>$25,000 or more</td>
<td>0.0%</td>
</tr>
<tr>
<td>$50,000 or more</td>
<td>1.0%</td>
</tr>
<tr>
<td>$100,000 or more</td>
<td>1.0%</td>
</tr>
<tr>
<td>$250,000 or more</td>
<td>2.0%</td>
</tr>
<tr>
<td>$500,000 or more</td>
<td>3.0%</td>
</tr>
<tr>
<td>More than $1,250,000</td>
<td>3.0%</td>
</tr>
</tbody>
</table>

Effect of Hiatus

Any program which takes a hiatus will lose 5% of its rate to such extent as may be allowed in accordance with the CBS Radio hiatus policy, if any, then current.

SPECIAL EXCEPTIONS

The Monday through Friday day rate for stations outside the continental United States, and for the following listed stations, will not be increased and billing for such stations will not be subject to the 5% Monday through Friday daytime discount:

- WGN, Chicago, Ill.
- WJR, Detroit, Mich.
- KFRC, San Francisco, Calif.
- WNOX, Knoxville, Tenn.
- WRU, Richmond, Va.
- WSPA, Spartanburg, S. C.
- WNAB, New York, N. Y.
- WABC, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
- WOR, New York, N. Y.
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HAVING TROUBLE WITH YOUR
FAMILY BUDGET?

Maybe this will help explain why...

Total 1952 tax bill for average American family with income of:

<table>
<thead>
<tr>
<th>Income Level</th>
<th>$3,500 PER YEAR</th>
<th>$4,500 PER YEAR</th>
<th>$7,500 PER YEAR</th>
<th>$15,000 PER YEAR</th>
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<tbody>
<tr>
<td>($67.30 per week)</td>
<td></td>
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<td>Federal income tax.</td>
<td>$295</td>
<td>$446</td>
<td>$839</td>
<td>$2,516</td>
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<td>State and local income tax.</td>
<td>4</td>
<td>9</td>
<td>30</td>
<td>90</td>
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<tr>
<td>State and Federal corporation income taxes which average family pays indirectly in the prices of the products it buys.</td>
<td>249</td>
<td>354</td>
<td>769</td>
<td>1,584</td>
</tr>
<tr>
<td>Sales and excise taxes (Retail sales taxes, taxes on cigarettes, liquor, cosmetics, gasoline, leather goods, etc.)</td>
<td>302</td>
<td>378</td>
<td>634</td>
<td>1,202</td>
</tr>
<tr>
<td>Contributions for social insurance.</td>
<td>140</td>
<td>159</td>
<td>207</td>
<td>294</td>
</tr>
<tr>
<td>Property taxes (If a family rents its home, farm or apartment, it may not pay all these taxes directly. But it pays them indirectly, for the landlord has to include them when he sets the rental price.)</td>
<td>104</td>
<td>144</td>
<td>285</td>
<td>808</td>
</tr>
<tr>
<td>Estate, gift and inheritance taxes.</td>
<td>4</td>
<td>4</td>
<td>37</td>
<td>124</td>
</tr>
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AVERAGE FAMILY'S TOTAL TAX BILL THIS YEAR

<table>
<thead>
<tr>
<th>Income Level</th>
<th>$1,098</th>
<th>$1,494</th>
<th>$2,801</th>
<th>$6,618</th>
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<tbody>
<tr>
<td>($67.30 per week)</td>
<td></td>
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DO YOU KNOW?

That more than 3 dollars in taxes of all kinds will be collected this year for every 2 dollars that were collected in 1949.

That almost 10 dollars in taxes of all kinds will be collected this year for every 6 dollars that were collected in 1945—the peak year of World War II.

That almost 4 dollars in taxes of all kinds will be collected this year for every 1 dollar that was collected in 1942.

That, on the average, approximately 1 dollar out of every 4 dollars you pay for gasoline goes for State and Federal taxes.

This is one of a series of Public Information advertisements sponsored by the people who make 7600 Gasoline and Royal Triton—America's finest motor oil.

UNION OIL COMPANY
OF CALIFORNIA


BROADCASTING • TELECASTING

August 25, 1952 Page 37
Radio Is Sound

(Continued from page 27)

three are former NARTB board members.

President Fellows read a tele-gram he had received from Dwight D. Eisenhower, Republican Presidential candidate, lauding NARTB members stations for their public service and upholding their right to freedom of speech (see separate story).

Mr. Fellows called for completi-on of the state association structure, explaining 10 states have not organized their own associations. He urged broadcasters to file their views on proposed relaxations of national financing requirements and remote operation of equipment.

Richard Dobherty, NARTB em-ployee-employer relations director, spoke Thursday afternoon on man-agement cost problems. Robert R. Richards, NARTB assistant to the president and public affairs director, presided at the radio news panel. He was assisted by Mr. Scherer of WHBF.

Registration for NARTB District 7 (Ohio, Ky.)


Fellows, John H., WGDQ, Lima; Dallaire, P. W., WGY, Lima; Scherer, Robert R., WHBF, Lima.

Gates, C. W., WOUD, Lima; Huggins, John A., WROM, Lima; Kohler, Harry H., WNOU, Lima; McAdams, Henry, WDEW, Lima; Roth, Ernest, WGOE, Lima; Scherer, Robert R., WHBF, Lima.

KDSX EXPANDS

Night Programming Begun

KDSX Denison, Tex., began night-time programming Aug. 16 amid ceremonies attended by leading civic officials. Among those present were House Speaker Sam Rayburn (D-Tex.), Denison Mayor A. C. Casey and Denison Chamber of Commerce President R. A. Porter.

KDSX began operation in Sep-tember 1948, as a daytime-only outlet. Now the independent station operates from 6 a.m. to 11 p.m. weekdays and until 1 a.m. Saturdays.

All Play, No Work...

JOHN CORY, Free & Peters vice president, Chicago, who claims to have one of the best memories in the ad-ver-tising business, tells this one on himself: "After I was invited to play in the annual DeKalb Corn-Western Adv. agency golf picnic, he found he had forgotten his new set of golf clubs which he had planned to christen at the event. After playing with borrowed clubs, he stopped on the way home to celebrate the handi- cap game that he left for his own."
More for your Advertising Dollar in...

AKRON OHIO

Wcue

More Than You Bargained For!

When you buy time on WCUE, you get more for your advertising dollar—and bigger results. WCUE conducts a vigorous merchandising campaign for each of their advertisers through the use of Taxineon signs, direct mail, news photos, and other effective merchandising methods.

Yes, WCUE gives you more than you bargain for. Put WCUE, Akron's only independent and fastest-growing station, on your schedule... for saturation... for low cost-per-thousand... for direct results.

ONE OF OHIO'S OUTSTANDING INDEPENDENT STATIONS
SEE YOUR FORJOE MAN FOR DETAILS
WOODlnd! AM

WOODlanders (the prosperous inhabitants of greater Grand Rapids — the marketing center of Western Michigan) have three good reasons for walking on clouds . . .
- Most families own at least one car
- Most families own at least one house
- Most families listen to one radio station

That station, of course, is WOOD . . . Grand Rapids' only 5000-watt station . . . where home-grown personalities, on locally produced shows, vie capably with network. Compare, for example, the lofty ratings of WOOD's locally produced programs . . . with those of stations B, C, D and E. (Quoting chapter and verse by Dr. Hooper) . . .

Monday - Friday 8:00 a.m. to 6:00 p.m. (average ratings)
WOOD B C D E
3.5 2.7 2.6 2.7 2.3
Monday - Friday 6:00 p.m. to 7:30 p.m. (average ratings)
WOOD B C D E
3.9 2.4 3.5 Daytime Only

The sales results you get from programs like these are, quite naturally, supernatural. And the low cost per thousand is positively out of this world, especially when you consider your bonus coverage of nine additional counties!

Obviously, a heavenly spot, for spots — and programs, too!

— C. E. Hooper — Fall/Winter, '61 - '62

AM'S STRENGTH
Ziv Sales Reflect Growth

STRENGTH of radio as a vital selling tool is underscored by the recently noted upswing of radio sales in television markets, John L. Sinn, executive vice president of the Frederic W. Ziv Co., reported last week.

"The sales on Freedom, U.S.A. have justified our faith in this very important medium," Mr. Sinn declared, "and we are starting immediately to discuss plans for the next program which may have even a higher budget than Freedom, U.S.A."

Mr. Sinn noted that recent sales of the program have been to the Capitol Life Insurance Co. of Denver, the Perpetual Building Assn. in Washington and WDOM Cleveland; WSYR Syracuse, CKLW Windsor, Ont., WGST Atlanta and KTAR Phoenix — all in television markets.

An apparent upswing in sponsorship by banks and other financial institutions of Ziv programs was also reported by Mr. Sinn. He remarked that aside from the Capitol Life Insurance signing, Ziv has recently completed sales with the City National Bank of Centralis, Ill., and the Amarillo National Bank, Amarillo, Tex. Total sales in the finance field have reached more than 20, Mr. Sinn added.

Alvin E. Unger, vice president in charge of sales for the company, voiced the prediction that sales of Freedom, U.S.A. on a regional basis will be higher than for any other Ziv program. He cited as an example to back his contention the case of the Grand Rapids Wholesale Grocery Co., which is the first advertiser to buy Freedom, U.S.A. on a multi-market basis for Michigan markets.

Mr. Unger said these include Grand Rapids, Traverse City, Cadillac and Petoskey. Purchases were made through the John Naman agency, Grand Rapids, Mich. Stations will be announced shortly.

WLS PURCHASES
8th St. Theatre in Chicago

EIGHTH Street Theatre, Chicago, home of WLS' National Barn Dance for two decades, has been purchased by the station for a sum reportedly in excess of $100,000. The theatre, located on the near south side adjacent to the city's Loop, is used each Saturday by WLS for two-hour performances of the show, which has been aired regularly for 28 years.

National Barn Dance is believed to be the first radio show to charge theatre admission prices. Leased previously from the Sipes estate, the station and its licenses, Prairie Farmer Publishing Co. will continue to rent the auditorium to outsiders for non-Saturday events.

BROADCASTING • Telecasting
SET PURCHASES

Radio Undersold
In FRS Survey

AN INDEPENDENT government agency last week acknowledged that it had fallen victim to the common practice of underselling radio in its competitive fight with other media.

The Board of Governors of the National Educational Television and Radio Commission in 1952 Survey of Consumer Finances in which it reported that buyers had indicated "planned purchases" of 500,000 radio receivers in 1952 [B'T, Aug. 18].

The study estimated potential purchases of TV sets at 2.9 million for this year, a figure more likely of acceptance on a projected 12-month basis. But the radio estimate was judged considerably off estimates pegged for 1952, even allowing for dealer inventories.

The inquiry into FRS data was originated by T. F. Flanagan, managing director of the National Assn. of Radio and Television Station Representatives. He questioned their accuracy on the basis of quarterly figures compiled by Radio-Television Mfrs. Assn.

Citing RTMA figures, Mr. Flanagan noted that 2,310,387 radio sets were shipped in the April-June quarter, while 1,063,716 TV receivers were shipped from factories in the same period. "It would appear that either the FRS has published a wrong figure, or a wrong figure crept into your story," he commented.

Set Output

Total radio set production (all types) was well over 4.5 million for the first half of 1952. Home-type receivers accounted for 1.8 million of all produced in the first six months, while 1,758,378 TV sets output was 2.3 million for the first two quarters, and less in point of actual shipments to dealers (see separate story).

A spokesman for the board acknowledged that the 600,000 figure is not necessarily accurate. He explained that the lower cost value of the item, the less purchasers are inclined to record their intentions of buying early in the year. Thus, consumers who wish to buy houses and automobiles will plan their expenditures more closely.

Additionally, the spokesman continued, the planned purchase figure for 1952 must be measured against that for 1951 to obtain a percentage ratio. Comparing the 0.6 million with the 1.4 million for 1951 planned purchases, radio's estimated sales may be off by about 50%, he explained. (Radio production the first six months of 1952 was off by more than 40% from the same period last year, according to RTMA figures issued July 28.)

The report noted that "consumers who expected to buy radios in 1952 expected to spend much less than in the previous year. . . . the median expected price fell from $100 in early 1951 to $40 at the beginning of this year. This appears to indicate that the present-}

What a romantic place, Mr. Pulse!

WOODland! TV

WOODlanders (the prosperous folk of Grand Rapids, Muskegon, Battle Creek, Kalamazoo and surrounding territory) find their hearts beat as one . . . when it comes to watching WOOD-TV.

According to Pulse*, WOODlanders palpitate — both to network programs and to an unusual variety of local live programs — Monday, Tuesday and always. Or, more specifically . . .

WOOD's Share of Audience

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Monday - Friday</th>
<th>Tuesday - Thursday</th>
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<tr>
<td></td>
<td>p.m.</td>
<td>12:00 p.m.</td>
<td>6:00 p.m.</td>
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<td>Monday</td>
<td>10 a.m.</td>
<td>90%</td>
<td>51%</td>
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<td>12:00 - 6:00</td>
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<td>Tuesday</td>
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<td>12:00 - 6:00</td>
<td>63%</td>
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<td>Sunday</td>
<td>12:00 - 6:00</td>
<td>63%</td>
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<td>6:00 p.m. - 12:00</td>
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In addition, WOOD-TV offers you much more than affection.

To wit:

- 225,000 TV families
- The only live TV facilities outside Detroit
- Michigan's largest outstate market

Want to feel our Pulse?

* — Survey of Grand Rapids, Battle Creek, Muskegon, Kalamazoo — February, '52.

WRBL Vote Campaign

WRBL Columbus, Ga., will inaugurate its "Voters in Action" campaign—a drive designed to educate voters on elections and to bring an unprecedented turnout of the best-informed voters in the history of Muscogee County. The campaign will be held in cooperation with American Heritage Foundation and NARTB, with George Ginnell, WRBL station manager and production manager, as general chairman of the coordinating committee.

B. Ed Johnson, WRBL sales department head, and A. Perry Gordy, station public relations director, will lead two other committees.

W O O D

GRAND RAPIDS, M I C H I G A N

Grandwood Broadcasting Company

H. M. Bitner, President
H. M. Bitner, Jr., Vice President

Also WFBM-AM and WFBR-TV — Indianapolis, Ind., WDFE — Flint, Mich., WECA — Evansville, Ind., NBC — Basic; CBS, ABC, DuMont — Supplementary

National Representatives: Katz Agency

August 25, 1952 • Page 41
MEETING of NBC O&O radio-TV stations was held last fortnight at New York’s St. Regis Hotel, with key executives on hand for conference. Seated clockwise are (1 to r): Alfred Cressey, sales manager, KNBC San Francisco; Lloyd Yadav, KNBC station manager; Jules Herbaveaux, operations manager, WNBQ (TV) Chicago; John Reber, manager, NBC TV spot sales; Thomas McArdle, director, NBC national spot sales; Luellen Starnes, TV spot sales; Donald A. Norman, manager, KNBH (TV) Los Angeles; Charles Bevis, manager, KOA Denver; Ted Braido, operations assistant; (head of table) James Gaines, vice president in charge of O&O stations; Charles R. Denby, vice president in charge of O&O stations and other responsibilities to whom Mr. Gaines reports; Carlton Smith, O&O operations vice president; Harry Kepf, vice president and general manager, WMAQ and WNBQ Chicago; (partly hidden) Eugene Juster, manager of WRC, WNBW (TV) Washington; Jay Smolink, promotion director, WNBC, WNBT (TV) New York; H. Norman Hurbart, O&O merchandising manager; Richard Pack, WNBT program manager; H. W. Shepard, manager, O&O sales development, advertising and promotion; William Davison, newly-named national manager, NBC Radio Spot Sales Dept.

LEWIS, MUTUAL Libel Suit Reply Seen

ANSWERS to the $500,000 libel suit filed against MBS commen-
tator Fulton Lewis Jr. by the Blood Bank Foundation of Nashville, Tenn., were being drawn up last week by the defendant parties. Mr. Lewis’ office had no state-
ment on the suit. The Mutual commentator currently is on a cruise and is expected back this week. MBS and WWDC Washington (Capital Broadcasting Co.) also were named defendants. Mutual’s reply was referred to New York attorneys after papers were served, WWDC was originating outlet for the Dec. 3 broadcast on which the libel charges were based [B&T, Aug. 18].

GATES QUINCY, ILLINOIS

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

THESE OFFICES TO SERVE YOU

QUINCY, ILL.  600  8202
HOUSTON, TEXAS  710  8500
WASHINGTON, D.C.  600  5522
MONTREAL, QUE.  600  5441
NEW YORK CITY  600  9200

Page 42  •  August 25, 1952

WGEZ Boosts Power

WGEZ Beloit, Wis., heretofore operating with 100 w, went on the air with its new power of 250 w Aug. 22. A dedicatory program opened the broadcast day. WGEZ operates on 1490 kc, and is licensed to the Beloit Broadcasting Co., of which Sidney H. Bliss is owner-
president. John H. Rhodes is WGEZ general manager.

NLRB CASES

Involves ABC, NBC Directors

PETITION by National Assn. of Broadcast Engineers & Technicians (CIO) seeking to represent radio
and associate radio directors at ABC and NBC Chicago was dis-
missed by the National Labor Relations Board last Tuesday.

The board ruled that the direc-
tors are properly supervisors and that it has no jurisdiction to de-
termine questions of representation in either case. That was the posi-
tion also taken by the AFL Radio & Television Directors Guild, which had intervened in both instances.

NABET had sought NLRB to com-
posed of the directors in the Chi-
cago operations but excluding all
other employees. Neither ABC, NBC, probably does not employ
associate directors, nor NBC took a stand on the propriety of the
units requested. NLRB held:

Radio directors have full respon-
sibility for the hunch form of radio
programs assigned to them. Every
director possesses the authority to
achieve in each instance the best
interests of his station. Especially
where directors are the only persons exercising independent judgment fulfill
a fundamental function of manage-
ment.

In announcing dismissal of the
petition, NLRB also cited preced-
ence in other broadcast cases, par-
ticularly those involving ABC’s
KGO-TV San Francisco and
KKEA-TV Los Angeles. Like the
latter, WENR-AM-FM Chicago is
ABC owned-and-operated while
WNAV-AM-FM is an NBC O&O
outlet.

In another case, Gremio de
Prensa, Radio y Teatro de Puerto Rico, a labor representative for
WAKA San Juan, P. R. (Radio El Mundo), was charged in prelimi-
nary findings with threatening vi-
ence and restraining rights of the
radio employees in conducting a
strike against the licensee firm.

The International Longshore-
man’s Assn., also a labor group,
was charged with forcing members of the local Steamship man. to
cease handing of products of ad-
vertisers with WAKA in the in-
tent of launching a boycott involv-
ing sponsors and the station. The recommended decision called for
cessation of the alleged unfair la-
bor practice.
MATERIALS POLICY REPORT SHOWS COAL AS BASIC FUEL OF FUTURE.

The recently issued report of the President’s Materials Policy Commission says that coal will have to carry the major burden of making further additions to the nation’s energy supply. The report estimates that U.S. requirements of fuel and energy will double in the next 25 years. Unlike other fuels, coal’s reserves are virtually unlimited, and the coal industry is well-equipped to meet all increasing needs.

NEW ATOM PLANT TO BE POWERED BY 2½ MILLION TONS OF COAL A YEAR!

It will take an estimated 2½ million tons of coal a year to power the nation’s new atomic plant near Joppa, Illinois. This coal will be shipped by rail to electric generating plants and will require about 37,500 carloads a year—making it the biggest single piece of freight business in the country.

AERIAL PHOTOGRAPHS USED TO SURVEY COAL STOCK PILES.

A large electric utility is now using aerial photography to take quick, accurate inventory of its huge coal stock piles. A plane flies over the stock pile at a fixed altitude taking overlapping photographs which give a three-dimensional picture of the terrain. Contour lines are plotted and the volume of each layer computed. It usually takes weeks to measure these huge mountains of coal by ordinary surveying methods. But the utility has found that aerial photography gives them results in days... and cuts the cost of taking inventory by 25%.

NEW ROOF SUPPORT METHOD NEARLY DOUBLES COAL MINE’S PRODUCTION.

The U.S. Bureau of Mines has issued a report telling how one coal mine has nearly doubled its production by using a relatively new method of supporting the mine roof. The method, known as “roof bolting,” consists of inserting long expansion bolts into the mine roof which bind together the overhead strata of rock into a strong laminated layer. This does away with space-crowding vertical timber supports in the working area. Roof bolting has enabled this particular mine to increase its production from 14 to 26 tons per man shift.

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

BITUMINOUS COAL INSTITUTE
A Department of National Coal Association
320 Southern Building, Washington, D.C.
Radio Leads: TV Homes, Too!

Radio can do almost anything, including the bringing of success to a world-wide sales force. So reported CBS Radio fortnight ago. The network said an appeal by Dr. Leon A. Hausman of Rutgers U. on CBS Radio's "Adventures in Space" program two months ago led the British Columbia Packers of Whaling Station, Coal Harbour, British Columbia, to send him 30 whale hairs, the total supply of three whales.

This is urgent: Emergency Schedules Now in the Making!

Spot Radio is "particularly useful for deals, contests and other urgent devices."

What you have just read was lifted from an article that appeared in the July issue of Printers' Ink, entitled, "National Spot Radio." This article, the result of many months of research and interviews with users of Spot at the local, regional and national levels, gives you and your staff ten specific ways to sell and use Spot.

Under one sub-heading, "To promote Special offers and Deals" is this very important suggestion: "You can pour your spot radio advertising on as heavily or lightly as the situation requires."

Well, here is some interesting news. Right now hundreds of advertisers are putting together emergency schedules that will enable them and their dealers to clean the shelves before the end of 1952. Many manufacturers have heavy inventories. Others, because of the steel strike, have seen a slow-down in some of their territories. Now things are starting to hum again, and as consumers are coming back into the market many advertisers are planning high-pressure sales drives for the remaining months of 1952.

If you have not yet re-arranged your own promotion program for these few months, these suggestions may be helpful: 1st. Place a copy of our report "National Spot Radio" in the hands of every one of your salesmen.

The price is 50c a copy. 2nd. Start immediately to tell the buyers of advertising about your market at your station. Of our new high circulation of 32,763, more than two-thirds are advertising managers, sales managers, time buyers, district managers, agency officials, and the top level of management who give the final O.K. to regular and emergency schedules.

With Spot Advertising, the advertiser can pour it on quickly and efficiently. But time is short. Your own representatives and staff cannot possibly contact the army of advertising buyers who are now making up emergency schedules. In Printers' Ink, Voice of Authority, you can each week in 1/6 of a page, or in a full page, tell the story of your station and market. Go after this emergency business. There is going to be a lot of it released, and soon.

Wire, write, or phone, or call on us. Our staff is ready to assist you in any way we can. When may we call?

ROBERT E. KENYON, JR.
Advertising Director

IOWANS in TV homes still spend 56.5% of total daily listening time tuned to radio. This was indicated last week in release of the first part of a report on radio and TV listening habits in urban and rural Iowa.

The report, titled "1952 Iowa Radio-Television Audience Survey," is the 15th consecutive annual study on Iowa listening habits and was conducted by Dr. Forest L. Whan, chairman of the committee on radio and television at the U. of Wichita, Wichita, Kan., for WHO Des Moines.

Percentage of whole day's listening time for radio in urban TV homes is 50.9%, for village TV homes 58.1% and for farm TV homes 62.3%.

The 47-page first section, compiled from personal interviews of 9,143 Iowa families in their homes, between March 20-30, shows that of total listening time in the 2,215 TV homes 83.5% of TV homes use radio from 5 a.m. to 1 p.m., 42.4% from 1-6 p.m. and 28.8% from 6-11:30 p.m.

For 5 a.m. to 1 p.m., in urban homes radio's listenership was 78.5%, in village homes 86.9% and in farm homes 86.4%; from 1-6 p.m., urban 43.3%, village 38.4% and farm 43.4%; from 6-11:30 p.m., urban 26.4%, village 24.8% and farm 25.6%.

Of the 9,143 families, 99.2% of homes owned one or more radios, with 99.4% urban ownership, 98.7% village and 99.2% farm. Two or more sets were owned in 51.6% of total homes, 16.1% had three or more and 4.2% had four or more. FM facilities were owned in 21.9% of homes—23.3% urban, 17.9% village and 19.8% farm.

The study indicated 38.7% of all TV homes use radio "at times" while the family TV set is tuned in—38.9% urban, 35.6% village and 40.2% farm.

Of the total families 58.3% (or 67.4% of all families owning passenger autos) owned auto radios. Of total families urban auto-radio ownership was 59.9%, village 51.4% and farm 65.7%.

Of auto-owning families, 68.6% of urban families owned auto-radios, 68.9% village and 67.8% farm. Whole families tuned-in one day a week, 14.7% had truck radios, with 30.9% urban, 30.4% village and 11.8% farm. Of tractor-owners, 1.4% had radios installed. Of farmers questioned, 18.3% had radios in barns.

Interviews on use of cars with radios indicated 49.1% of women interviewed answered that "I rode in the car yesterday," while 66.2% of men made the same answer. Of the women percentage was 47.3% for urban, 39.8% for village and 55.1% for farm. Of the men percentage was 70.9% for urban, 52.1% for village and 67.4% for farm.

Men Riders Greater

Of women in the 21-35 age group 52.5% rode in the radio-equipped car, of the 36-50 group 50.7% and over-50 group 40.0%. Of men in the 21-35 age group 74.3% rode in the radio-equipped car, in the 36-50 age group 68.7% and the over-50 group 59.0%.

Of those who rode in radio-equipped cars 45.9% of women and 55.4% of men used the car radio, according to the study. Of urban women 46.2% used the radio, of village women 44.4% and of farm women 46.1%. Of urban men 58.3% used the radio, of village men 55.0% and of farm men 51.3%.

Of women in the 21-35 age group 51.8% used the radio, in the 36-50 age group 45.7% and the over-50 group 38.8%. Of men in the 21-35 age group 64.0% used the radio, in the 36-50 age group 48.2% and the over-50 group 38.3%.

On trips of up to five miles in radio-equipped cars 31.1% of women used the radio and 28.3% of men; six to 25 miles, 44.8% of women and 53.8% of men; 26 to 50 miles, 68.0% of women and 67.4% of men; 51 to 100 miles, 78.1% of women and 79.0% of men; over 100 miles, 73.3% of women and 80.7% of men.

A one-day diary sheet was left with every third family interviewed in a 1950 study, the 1952 report noted, with each member of the family asked to recall and write down where and when radio was used. One woman, who interviewed from 12-18 was reported 46.7% and children 4-11 a reported 33.5%. On Saturdays the figure was for women 32.4%, for men 42.1%, teenagers 50.5% and children 48.2%. On Sundays, women 47.5%, men 60.5%, teenagers 90.0% and children 75%.

Average number of quarter-hours in which out-of-home radio was used was on weekdays: Women, 1.80; men, 3.46; teenagers, 2.32; children, 1.53; average total, 2.31. Saturdays: Women, 11.7; men, 5.0; teenagers, 5.70; children, 1.70; average, 6.32. Sundays: Women 2.73; men, 3.79; teenagers, 4.60; children, 2.25; average, 6.61. Average individual time was weekdays 2.51, Saturdays 3.02 and Sundays 3.30.

More than half of all out-of-home radio use comes between 8-12 a.m. and 1-6 p.m. (Call B time) on weekdays and the hours from 1 to 5 p.m. on Saturday and Sunday draw nearly as much listening as the morning hours, 7-10 p.m.

According to the diary sheet, percentage of all time for persons "in home and awake" and using the radio were, for weekdays: Women 44.6%, men 38.1%, teenagers 43.9% and children 18.9%. Saturday: Women 41.4%, men 25.5%, teenagers 40.7% and children 23.4%. Sunday: Women 40.4%, men 38.1%, teenagers 43.9% and children 18.9%.
CONSTRUCTION

NPA Issues New Grants

ELECTRONIC manufacturers and a community TV antenna firm last week figured in materials allotted by the government for construction. No broadcasters were listed in the new compilation by the National Production Authority.

Among firms promised delivery of steel, copper and aluminum for the current third and fourth quarters were RCA, Collins Radio Co., General Electric Co. and Raytheon Mfg. Co. Construction involves expansion of facilities for electronic research and development, tubes and other equipment.

TV Antenna System Inc. was issued a third quarter allotment for its community project, with estimated value of $50,000. The firm proposes a TV antenna system for New Philadelphia, Dover, Middletown, Uhrichsville and Dennison, all in Ohio. The project represents a "new start in construction," the firm having been denied materials in the first quarter this year.

Value of other projects was given as $3,881,100 for RCA, $3,122,368 for Collins, $2 million for GE, and $277,539 for Raytheon. All allocations are subject to revision because of the prolonged steel strike.

Steel Strike Aftermath

It was the steel dispute—and the resulting after-effects—which prompted NPA to warn that new building involving large quantities of steel may have to be deferred until early 1953. A new defense-criteria priority system was set up with requirements governing radio-TV broadcasters and other industry groups [B-T, Aug. 11].

NPA is expected to meet this week with a Construction Industry Advisory Committee and set the pattern for the building industry. Some inking on what radio-TV broadcasters may expect in the way of building curbs was anticipated. NPA will also issue a compilation of grants for the fourth quarter, probably sometime in September. Military and defense-supporting projects will have the right-of-way.

With the trend toward easing of restrictions on building (save for the steel slowdown), the potential increase in number of new TV stations grants by FOC should pose no problem at NPA. The agency has indicated generally that sufficient material will be available this fall for new stations and for transmitting, receiving and related equipment as the situation develops.

Some extra steel, meanwhile, is being made available for broadcast and other pursuits to keep employment levels as high as possible. A broadcaster who has a construction schedule for the fourth quarter of 1952 and the first of 1953 may obtain up to 500 tons of carbon conversion steel without it being charged against his allotment. There's one proviso: The amount he orders may not exceed 40% of that allotment for those quarters.

Broadcasters who desire more than 500 tons of this type steel must apply to NPA's Iron & Steel Division. Otherwise, they simply purchase it on the open market without regard to restrictions.

Radio Power

KXLW St. Louis admitted it didn't expect any results whatsoever from this spot announcement. However, in furtherance of its policy of cooperating with Missouri State Employment Service, KXLW aired announcement. Spot aired request for—of all things—"a female electric overhead crane operator." To KXLW's surprise, employment service received 75 applicants.

WWDC CONTEST

'Miss Washington' Named

FINALS of the 11th annual "Miss Washington" contest were held by WWDC Washington, D. C., last Monday when advertising executives joined with civic leaders to name Iris Anne Fitch as District of Columbia representative in the national "Miss America" competition.

Finals were at Washington's Capitol Theatre. Miss Fitch, a singer, won a jackpot of prizes including an all-expenses paid vacation in Florida, wardrobe and a radio, TV or stage contract. She will compete in the Miss America pageant at Atlantic City, N. J., next month with WWDC hearing expenses.

Miss Fitch emerged from a field of 68 contestants. Ceremonies last Monday were broadcast from the Capitol stage by WWDC, with Art Brown, Milton Q. Ford and Willis Conover presiding. Judges were selected from advertising, radio-TV trade and government agency circles.

NEW RADIO-TV LINE

Shown by Stewart-Warner

STEWARD-WARNER Electric, radio-TV division of Stewart-Warner Corp., Chicago, has introduced its new line there last week at the first of four nation-wide meetings for sales managers and distributors. The company plans increased cooperative advertising in local markets this fall, and will supply dealers with additional radio and TV material.

The new Stewart-Warner line will be shown in New York, Atlanta and San Francisco this week. It includes 26 radio sets, priced from $19.95 to $69.95 and 13 TV models priced from $199.95 to $449.95.

Excitingly new and different!

The Continental Type 312
250 WATT AM TRANSMITTER

Here's a refreshingly original transmitter engineered to bring top performance with utmost ease of adjustment. RMS distortion values in the order of 1% over the entire audio range are obtainable. The electrical design is simple and straight-forward. Only two tuning controls are required. Modern, Transview cabinet styling affords maximum accessibility, shielding, and circulation of cooling air.

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

August 25, 1952 • Page 45
Centralized Control... with
"tailored" switching and monitoring

TC-4A Control Console combines Audio-Video Switching with Transmitter Control—makes it possible to centralize all operations at one position

Now you can do all (or any desired part) of your audio-video switching right in your transmitter room...

And you do not have to take a fixed group of units to do it. You can have whatever group of audio and video facilities you need to fit your particular requirements. Moreover, you can add further audio and video facilities as needed.

You get this economy and flexibility by building your equipment layout around the new TC-4A Control Console. The TC-4A is a two-section unit containing basic switching facilities for handling up to 8 audio and 8 video signals (remote or local). It can fade to black and "program-switch" network, remote, film, and local studio signals. Up to twelve signals can be monitored including transmitter operation.

To this two-section unit you can add as many console sections (for "on-air" monitors, preview monitor, individual camera monitors) as you need to take care of your individual requirements. In this way you can build up a "centralized" control position from which one man can (if necessary) perform all operations.

Moreover, you do all of this with standard RCA units exactly like those used by the largest stations and the networks. Thus, if you decide later to expand to a multiple studio layout you can very easily rearrange these same units for that type of setup.

Remember... in TV it's good business to buy the best to begin with.
Tolerance

Some leaders of the Catholic Church have contributed an unjoint amount of criticism of television, and so it was refreshing the other day to run across a more tolerant view in the Catholic Universe-Bulletin of Cleveland.

The remarks of Father Daniel Lord in that publication are as follows:

"We were watching one of the rare TV programs on which I wasted a stolen hour, and the program was good," wrote Father Lord. "In fact, for a change it was so good that the interruptions for the advertisements left us all irritated."

"Those horrible ads! one of the audience said indignantly. 'Can't the stations give us an uninterrupted program for an hour?"

"I echoed the sentiment and so, I'm sure, did hundreds of thousands of Americans."

"The program was costing the advertisers around $30,000 an hour. It was in this instance excellent entertainment. Had I been in a Broadway theatre, I should have been paying somewhere between $5.50 and $7.50. Had I been watching it in a motion-picture theatre, I should have had to leave the house at 50 cents and up for the evening's show."

"Yet I kicked when the people who gave me the show took 30 seconds or perhaps a full minute to tell me about the things which made possible their complimentary show."

"We're a spoiled lot in many ways, we Americans. It's true that the advertiser is no philanthropist. He is a hard-headed business man who considered giving 60 seconds of my attention, made me a bet; I'll bet you an hour of fun and music against the possibility that you'll go out and spend a dollar buying my goods. And in the end I could win, for I didn't need to spend even 25 cents on his product."

"If we don't like the program, we can turn a switch and walk away. If we sit and watch, we should not begrudge the advertiser."
What's **YOUR** Cut on a Six Billion Dollar Deal?

**YOU'VE GOT A POWERFUL HAND — 17 RICH OHIO COUNTIES, AND THE STAKES AMOUNT TO . . .**

**CHIEF SAYS:**

FOR BETTER RESULTS, IT'S
- Cleveland's Strongest Signal
- Best Local Programs
- Favorite Network Shows
- Sales Minded Merchandising

![Map showing Ohio counties and cities]

WJW offers its help — a new folder of useful sales statistics, compiled especially for you who sell to the great *Northern Ohio* market. Send for your copy now!

Play your cards right . . . let Cleveland’s CHIEF Station Sell Ohio’s Chief Market for YOU!

---

**WJW**

**CLEVELAND'S Chief STATION**

**5000 WATTS**

WJW BUILDING
CLEVELAND 15, OHIO
REPRESENTED NATIONALLY BY H-R REPRESENTATIVES, INC.

---

Station WJW
WJW Building
Cleveland 15, Ohio

Please send me____ copies of your Northern Ohio Market folder.

NAME_____________________

ADDRESS__________________

CITY_____________________

ZONE STATE_______

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**Broadcasting • Telecasting**

August 25, 1952 • Page 49
### Sunday Schedule

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<th>Time</th>
<th>Network</th>
<th>Channel</th>
<th>Program</th>
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<td>9:00</td>
<td>ABC</td>
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<td>The Virginian</td>
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<td>9:30</td>
<td>CBS</td>
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<td>The Big Beat</td>
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<td>10:00</td>
<td>MBS</td>
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<td>Route 66</td>
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<td>10:30</td>
<td>NBC</td>
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<td>The New Adventures</td>
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**Notes:**
- Programs and channels are subject to change.
- Times are in Eastern Standard Time (EST).
MILLER NAMED
JOns Saul Haas Sept. 1
APPOINTMENT of Lincoln W. Miller to the newly-created post of assistant to the president effective Sept. 1 was announced last week by Saul Haas, president of KDHS Boise, Ida., and KIROSeattle.

Mr. Miller since June 1948 has been executive vice president - general manager of KXA Seattle.

A native of Portland, Ore., Mr. Miller's first radio exposure was with KOAC Corvallis in 1931. Later he served at KGNB Honolulu, KFAR Fairbanks, and KSFO San Francisco. In 1948, he joined the overseas branch in San Francisco of the Office of War Information, becoming director in 1946.

In 1947, he was associate chief of the International Broadcasting Div. of the State Dept. That same year he joined KXOA Sacramento and KXOB Stockton. The following year he moved to KXA.

CHUM Toronto has started work on a new auditorium to be finished by mid-September. It will be used for audience participation shows.

BRUCE COLLIER
Appointed WINX Manager

APPOINTMENT of Bruce Collier as general manager of WINX Rockville, Md., was announced last week by Richard Eaton, WINX president and head of United Broadcasting Co., which owns and operates WOOK Washington-WANT Richmond, WSID Baltimore and WARK Hagerstown, Md.

Before joining WINX Mr. Collier was a commercial manager of WHHM Memphis. He previously had served as station relations director for LBS, personally signing more than 200 stations to join the new defunct network and had been commercial manager of KLF Dallas, key LBS outlet, and was account executive for Ted Taylor radio enterprises.

Yarbrough to DNC

APPOINTMENT of Tom Yarbrough, former AP correspondent, as assistant director of publicity for the Democratic National Committee was announced Thursday by Chairman Stephen A. Mitchell. Mr. Yarbrough has been serving as special assistant to Jack Gorrie, chairman of the National Security Resources Board, the past year. He was with the AP for 16 years and before going to NSRB was administrative assistant to Sen. Thomas C. Hennings Jr. (D-Mo.).

PHILIP D. PORTERFIELD, NBC account executive in radio spot sales and radio sales departments, to ABC as account executive on radio sales staff.

JACK V. COOK, commercial manager, WTK Durham, N. C., to sales staff, W TAR-AM-FM-TV Norfolk, Va., as account executive.

CHARLES C. CRAIG, Sesac, N. Y., to sales staff, KFMB-TV San Diego.

JOE W. BENES, general manager, KCOY Santa Maria, Calif., to KDB Santa Barbara in similar capacity.

R. G. ULRICH, manager of WDMJ Marquette, Mich., to WSAM Saginaw, Mich., as assistant to MILTON L. GREENEBAUM, president.

R. J. KIRCHER, account executive, KEEP Twin Falls, Ida., to KATY San Luis Obispo, Calif., as commercial manager.

DOUG FISHEL, EGER Long Beach, Calif., to KXO El Centro as account executive.

CARL SCHUELE, announcer KALI Pasadena, to KPOL Los Angeles sales department.

JOHN F. THORW ALD elected vice president and appointed general manager of WLOF Orlando, Fla.

BOB SCOTT, account executive-producer, WSIX Nashville, Tenn., to KPOL Los Angeles in similar capacities.

GILL-KEEFE & PERN A Inc. N. Y., appointed national representative by WPEN Philadelphia.

THOMAS CINQUINA, Chicago Tribune, to Chicago sales staff of Forjoe & Co., station representatives.

CHARLES BELL JR., sales manager of WBRK Pittsfield, Mass., to WNHC-AM-TV New Haven, as account executive.

PERSONALS...

EDGAR B. STERN, president, WDSU New Orleans, presented with certificate of appreciation from U. S. Army for station's presentation of Army film, The Big Picture, as well as "many other Army telecast features." . . . RALPH N. WEIL, executive vice president and general manager of WOV New York, appointed to advertising and selling course committee of Adv. Club of New York. . . . WALTER BROWN JR., account executive, KLAC-TV Hollywood, father of boy, Christopher Elton, Aug. 16.

ELIZABETH BECKJORDEN, publicity director of O. L. Taylor Co., N. Y., radio representatives, chairman of Grey Ladies unit of American Red Cross at Roosevelt Hospital, N. Y.

EUGENE D. HILL, general manager of WORZ Orlando, Fla., to receive scrols from local Community Players Inc. and Orlando Little Theatre for WORZ's work in promoting interest in theatre, built around NBC's Best Plays series. . . .

Radio, TV Exposition

RADIO and television exposition is to be held in Pittsburgh next month. The exposition will be sponsored by the Pittsburgh Wholesale Merchants Assn., a division of the city's Chamber of Commerce. Several association programs are to be presented over WDTV (TV) Pittsburgh.

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CARL SCHUELE, announcer KALI Pasadena, to KPOL Los Angeles sales department.

JOHN F. THORW ALD elected vice president and appointed general manager of WLOF Orlando, Fla.

BOB SCOTT, account executive-producer, WSIX Nashville, Tenn., to KPOL Los Angeles in similar capacities.

GILL-KEEFE & PERN A Inc. N. Y., appointed national representative by WPEN Philadelphia.

THOMAS CINQUINA, Chicago Tribune, to Chicago sales staff of Forjoe & Co., station representatives.

CHARLES BELL JR., sales manager of WBRK Pittsfield, Mass., to WNHC-AM-TV New Haven, as account executive.

PERSONALS...

EDGAR B. STERN, president, WDSU New Orleans, presented with certificate of appreciation from U. S. Army for station's presentation of Army film, The Big Picture, as well as "many other Army telecast features." . . . RALPH N. WEIL, executive vice president and general manager of WOV New York, appointed to advertising and selling course committee of Adv. Club of New York. . . . WALTER BROWN JR., account executive, KLAC-TV Hollywood, father of boy, Christopher Elton, Aug. 16.

ELIZABETH BECKJORDEN, publicity director of O. L. Taylor Co., N. Y., radio representatives, chairman of Grey Ladies unit of American Red Cross at Roosevelt Hospital, N. Y.

EUGENE D. HILL, general manager of WORZ Orlando, Fla., to receive scrols from local Community Players Inc. and Orlando Little Theatre for WORZ's work in promoting interest in theatre, built around NBC's Best Plays series. . . .

Radio, TV Exposition

RADIO and television exposition is to be held in Pittsburgh next month. The exposition will be sponsored by the Pittsburgh Wholesale Merchants Assn., a division of the city's Chamber of Commerce. Several association programs are to be presented over WDTV (TV) Pittsburgh.
By day and by night . . . 9 is Number 1 among New York's independent TV stations!

Only two high-priced network stations top WOR-TV in audience throughout the world's largest television market . . . even during non-baseball periods.

And Channel 9's low-cost formula means mass sales at a profit for you. WOR-TV is now accepting orders for Fall start.

WOR-tv channel 9 for New York serving over 3,000,000 TV homes in the world's richest market
A "TV Special" advertised on KPRC-TV by Sears, Roebuck and Co., featuring a five-foot barbecue set consisting of a table and two benches at $19.88 sold 247 sets in nine hours, PLUS a good number of higher priced sets.

106 OUT-OF-SEASON ladies' suits featured at $39.00 each by BOND STORES, INC., were sold as a result of one fifty-three second announcement on KPRC-TV. These suits were not advertised or displayed by any other means than television.

Following a one time offer on KPRC-TV, Automobile Dealer EARL McMILLIAN received eighty-six (86) calls in person or by phone regarding Refrigaire Air Conditioning units for automobiles... a high cost luxury item. He sold all he had in stock, and will be filling orders for weeks to come.

If you want to SELL the South's Richest market You want your sales message on KPRC-TV FIRST— in the South's First Market

JACK HARRIS, General Manager
Nationally Represented By
EDWARD PETRY & CO.
FOUR MORE STATION GRANTS

FCC TV Staff

By LARRY CHRISTOPHER

FOUR MORE new station grants—three commercial and one educational—were issued by FCC last week as the Commission continued plans to bolster its TV processing staff and reported it has requested its hearing examiners to clear up pending applications as soon as possible in order to begin TV hearings this fall.

The grants, bringing total new commercial authorizations to 33 and educational permits to 31, continue a lifting of the freeze [B.T, April 14], included:

Chattanooga, Tenn.—Chattanooga TV Inc., UHF Channel 45, effective radiated power 25 kw visual and 15 kw kural, antenna height above average terrain 460 ft. WFMS there owns 50% of grant.

Chattanooga, Tenn.—Tom Potter, UHF Channel 3, ERP 275 kw visual and 140 kw kural, antenna 1,270 ft.

Potter is an independent oil producer, new grantee also at Austin, Tex., and applicant at Baton Rouge, La., and Beaumont, Tex.

Chattanooga, Tenn.—Tom Potter, UHF Channel 24, ERP 280 kw visual and 145 kw kural, antenna 640 ft. See Chattanooga grant.

Houston, Tex.—U. of Houston and Houston Independent School District, reserved noncommercial educational VHF Channel 8, ERP 30.2 kw visual and 15.4 kw kural, antenna 310 ft.

Applications designated or slated for hearing now total 114 with the addition of the following new notifications:

El Paso, Tex. (Priority Group A-2, No. 155)—KEPO Inc. (KEPO), applicant for VHF Channel 19, is being advised that its bid "involves financial questions which indicate the necessity of a hearing."

Savannah, Ga. (Group A-2, No. 22)—WSAY Inc. (WSAV) and WJTV-TV Inc. (WJIV), both seeking VHF Channel 3, are being advised their applications are mutually exclusive and consolidated hearing is required. Savannah Broadcasting Co. (WTOC) and Martin & Minard, both seeking VHF Channel 11, are being notified of need for comparative hearing.

Knoxville, Tenn. (Group A-2, No. 21)—Mountcastle Broadcasting Co. (WROL) and WKGN Inc. (WKGN), both seeking VHF Channel 6, are being notified of need for comparative hearing. Scripps-Howard Radio Inc. (WNOX), Radio Station WBIR Inc. (WBIR) and Tennessee Television Inc., all seeking VHF Channel 19, are being notified of need for comparative hearing.

Poeia, Ill. (Group A-2, No. 24)—WIRL Television Co. (WIRL) and Poeira Broadcasting Co. (WMBD), both seeking VHF Channel 8, are being notified comparative hearing is required.

The 33 post-thaw commercial grants include 9 VHF and 24 UHF assignments, while the 7 noncommercials list published grants include 2 VHF and 5 UHF authorizations. Since initial action July 11, when FCC granted 18 permits [B.T, July 14], the Commission has been issuing applications at a rate of about five new station grants each week.

Ratio of new grants to application processing, it was learned last week, is currently about one to five. Amended and new station applications filed since April 14 totaled 773 as of last Thursday.

Other TV Developments

Other new TV developments include:

- Designation of hearing examiners for initial comparative hearings to begin Oct. 1 in Washington, D.C., for competitive applicants at Waterbury, Conn.; Portland, Ore.; Canton, Ohio, and Denver.
- Pre-hearing conference for Fort Worth applicants set Thursday in Washington. Canton pre-trial conference was held last Tuesday.
- Support and opposition to proposed allocation changes at Temple, Tex., and Lexington, Ky., respectively, were filed with FCC last week [B.T, Aug. 4, July 28].
- Plan of WSAL Loganport, Ind., to switch Louisville, Ky., from Zone II to Zone I (to allow assignment of VHF Channel 10 at Loganport as well as Carbondale, Ill., but altering channel of WHAS-TV Louisville) met with opposition last week from WHAS-TV [B.T, Aug. 11].
- Polan Industries, UHF Channel 21 applicant at Youngstown, Ohio, asked FCC to reject bid of WMFJ-TV there for switch from its newly granted UHF Channel 73 to Channel 21 [B.T, July 14].
- Polan Industries indicated it has prior right since it informed FCC that allocation of Channel 33 was in error there and suggested Channel 21. Firm contends WMFJ-TV proposal would unlawfully tie up two channels there.
- WEOL Elyria, Ohio, petitioned FCC to conditionally grant its bid for UHF Channel 31 and for hearing competitive bid of Lorain Journal Co., Lorain, Ohio, on grounds FCC in past has found latter unqualified to be a broadcast licensee.
- FCC Chairman Paul A. Walker, addressing a national workshop at WO1-TV Ames, Iowa, on Monday, noted educational TV could help make the nation's nearly 10 million "functional illiterates" better consumers as well as better citizens, indicating their higher earning power would more than pay for all 242 educational stations possible.

FCC's two UHF grants at Chattanooga are the first for that city. FCC earlier had advised both Tom Potter and Chattanooga TV Inc. that hearings would be necessary respecting their applications because of financial questions, but the Commission last week reported those questions have been satisfactorily answered.

VHF Channel 3 at Chattanooga is being sought by both WAPO and WDDO there and VHF Channel 12 is being sought by WDEF, Tri-State Telecasting Corp. and Southern Television Inc. Comparative hearings are slated for both channels.

Affirms TV Interest

In the case of Mr. Potter, aside from the question of financial qualifications, FCC had raised a question respecting his past broadcast operations. When Mr. Potter said his interest in KBTX-TV (Dallas now WFFA-TV) several years ago, he stated certain other business affairs demanded his full attention.

He currently informed FCC that those business interests have been disposed of and asserted he is not re-entering TV in a speculative venture.

Mr. Potter advised the Commission his annual income includes an amount in the sum of $150,000 (after taxes) not committed to the discharge of any liabilities and said after certain gas lines are completed in the near future his clear income will be increased about $50,000 monthly. He has a long-term liability of $2 million, he advised FCC, but this is secured by oil well assets of stated value totaling nearly $4 million. All other liabilities are similarly secured by property or are short term.

The Texas oilman reported he has received a firm order of nearly $600,000 for certain ranches which he would sell if required to meet TV expenses. In addition, he has been offered $1 million cash and an added $2 million in oil payments for certain oil wells and leases which he would dispose if necessary.

Mr. Potter's grant at Austin is the third post-thaw authorization for that city. FCC earlier granted VHF Channel 7 to KTBC and UHF Channel 18 to Capital City Telecasters.

(Continued on page 59)

Addenda to City Priority List

FOLLOWING is a compilation of typographical corrections and inadvertent omissions in the complete tabulation of FCC's city priority list published last week in B.T. Aug. 11. Corrections to the Aug. 11 issue listing:

Group A-2

Page 24—No. 14, Chattanooga, Tenn. Channel sought was good 7,900 (Cont'd). Grant was issued last week (see story, this page).

Page 78—No. 98, West Palm Beach, Fla. Add pending application of Palm Beach Signal Co. (WPSB, TV 5 [WPSB, FM 17]) for VHF Ch. 16 [B.T, July 7].

Page 25—No. 160, Owensboro, Ky. Add pending application of Owensboro Air Inc. (WWVS) for UHF Ch. 14 (see page 18).

Page 70—No. 460, DeKalb, III. FCC, upon inquiry by B.T, has deleted DeKalb from priority list since only reserved channel is assigned there.

All following cities in A-2 line move up one number as result.

Page 78—No. 377, San Luis Obispo, Calif. Add pending application of Valley Electric Co. (KVIE) for VHF Ch. 6, filed June 29 [B.T, July 7].

Group B-2 Page 82—No. 148, Binghamton, N. Y. Add Southern Tier Radio Service Inc. (WINR) for UHF Ch. 49 [B.T, July 7].

Group B-3 Page 84—No. 190, San Diego, Calif. Add pending application of Charles E. Sails (KRCB) for VHF Ch. 10, filed Feb. 11 (July 14) but not previously reported (see page 58).

Group B-4 Page 89—No. 207, Minneapolis-St. Paul, operating station on Ch. 4 should be WCCO-TV (formerly WTCN-TV) and pending applicant Minnesota Telecasting Co. (WTCN, AM-FM) for UHF Ch. 11 at St. Paul, should be listed as new owner of WTCN-AM-FM [B.T, Aug. 1].
SOMETIMES in November is the best bet for the initial decision on the combination Paramount case—which involves the merger of ABC and United Paramount Theatres Inc., and the FCC Hearing Examiner Frederick W. Ford for a two-month recess. Mr. Ford wanted that time to investigate Paramount Pictures' anti-trust record since Aug. 7, 1948.

1948 Cutoff

The 1948 cutoff date was ordered by the FCC when it ruled that evidence of anti-trust activities prior to that date should not be considered by the examiner [B&T, Aug. 4]. The court was in response to requests to expedite the hearing asked by ABC, CBS, UPT and Paramount Pictures.

Mr. Reznick also ruled last week that Paramount Pictures need not submit additional information regarding anti-trust suits coming within the three-year period. Already in the record is a list of such suits, including brief descriptions.

Despite an appeal by DuMont counsel Morton R. Galene that the record be expanded to include the so-called "tie-in" suits, the examiner ruled on a DuMont petition to extend the "benefits" of the three-year cutoff to the DuMont-Paramount aspects of the case [B&T, Aug. 18], Mr. Reznick ordered the record closed.

He ruled that if the Commission acceded to DuMont's request, the record could be opened for such contention.

DuMont also told the Commission its Aug. 1 order deleting evidence about anti-trust activities more than three years old violated the Administrative Procedures Act in that it interfered with the examiner's discretion. It asked that the Commission rescind the Aug. 1 order.

Opposition to part of the DuMont merger was filed last Wednesday by ABC and UPT. Both argued the examiner was correct in considering the three-year cutoff to apply to all parties to the case. They also declared the examiner was correct in excluding the question of credibility on testimony which had been deleted from the record.

Highlight of last week's half-day session was Mr. Reznick's ruling on Mr. Ford's request for permission to subpoena witnesses and produce documents to testify about more recent anti-trust cases in which Paramount Pictures is a defendant. The examiner has asked the FCC whether its Aug. 1 order permitted such a move. The Commission told the examiner it was up to him to judge whether it was required to ensure a complete record, yet expedite the proceedings.

Mr. Reznick's ruling on this point last week was as follows:

It is my opinion that the Commission in emphasizing that the alleged anti-trust activities now embraced by the proceeding are comprehended within the original issues has indicated by its rule to eliminate evidence with respect to anti-trust activities occurring prior to Aug. 7, 1948, to be permitted as change in the issues comparable to the situation in which a new issue has been found.

Moreover, the Commission in the middle of a hearing added some issue, permitting the parties time to prepare as well as to introduce evidence with respect to that issue would be more a matter of right than a matter of discretion, although the parties might in this case be more a matter calling for the exercise of the examiner's informed discretion.

However, the Commission's memorandum opinion of Aug. 13, 1962, the Commission does not regard the present situation as one comparable to that which would arise if a new issue were added.

We therefore, in a position of no party has already, with certain exceptions not material here, closed his case.

This interpretation of the Commission's position is fortified by the last 1948 anti-trust activities occurring earlier than Aug. 7, 1948, which states that any participant should have reasonable opportunity to present evidence thus far not presented and which is now believed to be of importance in the light of the memorandum opinion and order of Aug. 1, 1952.

In my opinion, the Commission is indicating here that the opportunity to provide additional evidence to support his case. There is no indication that the Commission also contemplates investigation. This view is supported by the prevailing sentence in the opinion of Aug. 1948, which emphasizes the incompatibility between investigation and a speedy determination of this proceeding.

These views are further confirmed by consideration of the Commission's objective, namely, a speedy determination of the case and of its action in eliminating from consideration evidence with respect to anti-trust activities occurring prior to Aug. 7, 1948. The Commission did not eliminate from consideration evidence already on the record and requiring no further time except for proposed findings on the one hand, and at the same time contemplate investigation, continuances and lengthy hearings with respect to alleged anti-trust activities since Aug. 7, 1948, on the other hand. To attribute such a purpose to the Commission would be to nullify its memorandum opinion and order of Aug. 1, 1962.

To hold this record open for the time requested by counsel for the Broadcast Bureau would be to conduct the proceeding into a continuous and perpetual investigation.

For these reasons the request for a two-months continuance is denied.

In addition to the merger of ABC with UPT and whether DuMont is controlled by Paramount and the merchandising of its stock interest, the case also involves the sale of WBBK (TV) Chicago to CBS, the license renewal of Paramount Pictures-owned KTLA (TV) Los Angeles, the transfer of control of WSMB New Orleans from Paramount Pictures to UPT, and other subsidiary factors.

GITTLESON NAMED

WJAR-TV Operations Mgr.

APPOINTMENT of Norman Gittleson as manager of television operations for WJAR-TV Providence, R. I. was announced Aug. 15 by the Outlet Co., owner and operator of the station.

Mr. Gittleson, who has been serving as sales and program manager of the WJAR-TV operation, has been assigned to George O. Griffith, vice president and treasurer of the licensee firm. He also will continue his present duties, overseeing all TV operations.

Mr. Gittleson was a promotion manager at WFMY-TV Greensboro, N. C. before joining WJAR-TV in April 1951.

UHF JUMP

UHF telecasting will start off slowly but will expand swiftly into a major advertising and entertainment force, NARTB District 7 radio and TV delegates were told Tuesday as the district meeting series opened in Cleveland (see story page 26).

"Fay tells delegates to follow slow start. Fay tells delegates to follow slow start.

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Mr. Fay, WJAR, Providence, adding a TV panel as representative of NARTB's TV Board of Directors, predicted UHF stations will have tough sledding for a couple of years but "UHF will come very fast when it gets started."

Mr. Fay predicted a UHF network will be operating soon after stations take the air in the upper portion of the band.

Panel members were James C. Hanrahan, WEWS (TV) Cleveland; Allen Haid, WSPD-TV Toledo; Thad Brown, Richard P. Doher- ty, Ed Bronson and Howard Bell, of the NARTB headquarters staff.

Mort Watters, WCPO-TV Cincinnati, suggested UHF stations in some markets might offer networks a one-year bonus arrangement while building underwriters.

Public confusion about UHF and VHF interested panel members and delegates.

L. A. Pixley, WLOK Lima, Ohio, voiced concern over technical material in advertising
SWG STRIKE
Bogs as Support Melts

SCREEN WRITERS Guild's two-week-old strike against Alliance of Television Film Producers bogged down last week with refusals of support by the Hollywood AFL Film Council and Radio Writers Guild and with formation of a new television writers group.

More than a hundred "live" and film TV writers formed the unaffiliated Television Writers of America Wednesday and elected Charles Isaac, chief writer on NBC-TV's Jimmy Durante Show, as temporary chairman.

The Film Council and RWG refused to support the strike, the former claiming SWG failed to comply with certain procedural details before calling strike against ATFP and because SWG is not a member of the council. The Los Angeles Central Labor Council (AFL) reportedly also refused to support SWG on similar grounds.

Author's League of America continued support of the SWG strike with a carefully-worded letter putting pressure on advertising agencies servicing sponsors of ATFP films. The letter, signed by Rex N. A. president, warned of the "possible effect that our action may have upon you and your client."

Members Sought

The newly-organized TwVA will seek membership among writers in both live and filmed video. Membership applications are being mailed this week and NLBB will be asked to hold an election to have TwVA declared bargaining agent. TwVA reported that an additional 100 writers had signed their intention to join.

RWG's refusal to support the strike constituted an open defiance against ALA, RWG's parent organization. RWG claimed its members had no choice in forming SWG demands or strategy and charged the ALA order directing members to strike was illegal because, RWG said, the ALA constitution expressly forbids strike action until two-thirds of the membership of any guild affected have voted on the strike action. The strike, RWG said, was announced by SWG-ALA before RWG members received strike ballots.

The TV film producers insisted anew last week that the walkout isn't going to halt their output.

Deane F. Johnson, attorney for Alliance, claimed that scripts already are being submitted by both SWG members and non-SWG members. Some TV producers, he declared, are putting enough shooting scripts on hand to take production through spring.

He reiterated that ATFP will not give ground on its refusal to grant the SWG demand of a minimum advance payment to the writer against a percentage of the gross, nor give what he said are other "unreasonable" concessions sought by the guild.

Screen Writers Guild, in a formal statement, branded as completely untrue the RWG charges, alleging the radio writers deliberately distorted the facts.

Screen Story Analysts Guild also put out a statement, asserting its membership last week "not to write for, nor submit any material" to any ATFP producer.

MOWREY NAMED
Is WJZ-TV Program Mgr.

APPOINTMENT of Paul Mowrey as program manager of WJZ-TV New York, effective Aug. 25, was announced Thursday by Trevor Adams, WJZ-TV manager.

Mr. Mowrey, a veteran of 13 years in the television industry, moves into his new post from ABC's program sales department.

He began his association with ABC (then the Blue Network) in 1944 as supervisor of television sales. In this position, Mr. Mowrey played an important part in putting into operation all of network's owned-and-operated television stations in New York, Detroit, Chicago, Los Angeles and San Francisco. Subsequently, he supervised sales operations for network package programs and then joined ABC's television sales department.

Prior to joining ABC, Mr. Mowrey worked for CBS as manager of studio operations, network producer and program manager. He began his career in television in 1939.

BOSS APPOINTED
Heads RCA Victor TV Unit

W. E. BOSS has been appointed head of the television market development section of the RCA Victor Home Instrument Dept., it was announced last week from Camden, N. J.

Mr. Boss, who succeeds D. H. Halpin, will supervise the opening and development of video markets, including those created by installation of RCA community Annennaplex system.

A resident of Haddonfield, N. J., Mr. Boss has been with RCA since 1947. Before assuming his present duties, he served for one year as assistant to J. B. Elliott, the firm's vice president in charge of consumer products.

Campaign Planned

WANDER Co., Chicago, for Ovaltine, plans to go into 31 TV markets Sept. 28 with sponsorship of half-hour western and adventure movies on Sunday mornings to attract a children's audience. Preference is being given to stations which already carry the Republic Pictures series of eight serials, each of which has six chapters. Schedule is set for a minimum of 30 weeks. Agency is Grant Adv., Chicago.

DISCUSSING weekly Bachelor's Haven, sponsored on KNXT (TV) Hollywood by Pearson Pharmaceutical Co. (Ends), N. Y., are (1 to r) Peter Finney, acct. exec., Harry B. Cohen Adv., N. Y.; Kay Aldridge, program panelist; Edward Aleshire, agency ex. v. p., and Paul Coates, panelist.

Telerama

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television grants and applications

Digest of Those Filed With FCC Aug. 15 through Aug. 21

Grants Since April 14: Applications Since April 14:

**WHF NHF TOTAL**

| Commercial | 9 | 45 | 54 |
| Education | 24 | 305 | 329 |
| On the Air | 110 | 461 | 571 |

- Includes XELD-TV Motomoros (Mexico-Brownsville).
- One applicant did not specify channel.

**NEW STATION GRANTS**

**CHATTANOOGA, Tenn.** — Chattanooga TV Inc. (WMFS), Granted UHF Ch. 43 (645-650 mc); ERP 20 kw visual, 10 kw audio; antenna height above average terrain 450 ft., above ground 442 ft. Conditions: Estimated construction cost $170,000, revenue $115,000. Owner: Kisswüger.

**PARRISH, Ala.** — Milton F. Beam, Granted UHF Ch. 24 (561-565 mc); ERP 25 kw visual, 10 kw audio; average terrain 460 ft., above ground 452 ft. Conditions: Estimated construction cost $175,000, revenue $110,000. Owners: Mallard, Beam.

**HOUSTON, Tex.** — Channel 18, IRC, Granted UHF Ch. 34 (625-630 mc); ERP 30 kw visual, 15 kw audio; average terrain 500 ft., above ground 500 ft. Conditions: Estimated construction cost $250,000, revenue $150,000. Owner: IRC.

**SAN ANTONIO, Texas** — Television Band Corp., Granted UHF Ch. 32 (635-640 mc); ERP 19 kw visual, 10 kw audio; antenna height above average terrain 600 ft., above ground 600 ft. Conditions: Estimated construction cost $380,000, first year operating cost $200,000, revenue $120,000. Owner: Television Band Corp.

**THORNTON, Colo.** — Thornton Television Corp., Granted UHF Ch. 2 (465-470 mc); ERP 16 kw visual, 10 kw audio; antenna height above average terrain 250 ft., above ground 250 ft. Conditions: Estimated construction cost $225,000, first year operating cost $160,000, revenue $90,000. Owner: Thornton Television Corp.

**MADISON, Wis.** — WIST-TV, Granted UHF Ch. 46 (670-675 mc); ERP 35 kw visual, 15 kw audio; antenna height above average terrain 500 ft., above ground 500 ft. Conditions: Estimated construction cost $450,000, first year operating cost $250,000, revenue $150,000. Owner: WIST-TV.

**ANCHORAGE, Alaska** — The Fairbanks Broadcasting Co., Granted UHF Ch. 14 (485-490 mc); ERP 35 kw visual, 15 kw audio; antenna height above average terrain 850 ft., above ground 850 ft. Conditions: Estimated construction cost $450,000, first year operating cost $250,000, revenue $150,000. Owner: The Fairbanks Broadcasting Co.

**BOSTON, Mass.** — New England Telecasting Corp., Granted UHF Ch. 17 (468-473 mc); ERP 30 kw visual, 15 kw audio; antenna height above average terrain 450 ft., above ground 450 ft. Conditions: Estimated construction cost $400,000, first year operating cost $200,000. Owner: New England Telecasting Corp.

**BURLINGTON, Vt.** — Burlington Television, Granted UHF Ch. 35 (653-658 mc); ERP 15 kw visual, 10 kw audio; antenna height above average terrain 550 ft., above ground 550 ft. Conditions: Estimated construction cost $280,000, first year operating cost $160,000, revenue $90,000. Owner: Burlington Television.

**TACOMA, Wash.** — KOSU-TV, Granted UHF Ch. 29 (630-635 mc); ERP 12 kw visual, 6 kw audio; antenna height above average terrain 500 ft., above ground 500 ft. Conditions: Estimated construction cost $150,000, first year operating cost $90,000, revenue $60,000. Owner: KOSU.

**BREMERTON, Wash.** — Bremerton Television, Granted UHF Ch. 5 (520-525 mc); ERP 15 kw visual, 10 kw audio; antenna height above average terrain 500 ft., above ground 500 ft. Conditions: Estimated construction cost $150,000, first year operating cost $90,000, revenue $60,000. Owner: Bremerton Television.

**SACRAMENTO, Calif.** — Sacramento Bestra, Inc. (KXOA), Granted UHF Ch. 10 (480-485 mc); ERP 35 kw visual, 15 kw audio; antenna height above average terrain 187 ft., above ground 205 ft. Conditions: Estimated construction cost $215,000, first year operating cost $160,000, revenue $90,000. Owner: Sacramento Bestra, Inc.
Four More Station Grants  
(Continued from page 55)

Applications Branch—Joseph N. Nelson, chief (no change). Attorneys: Earl R. Stanely (has been in charge of Hearings Branch from AM) and Arthur S. Feld, William Jensen, David I. Kraushaar and Al others (all new). New engineers: Daniel Jacobson, Louis Light and Jerome Padberg (from hearings Branch). Marine and Melvin P. Parker (have been in TV): George K. Ashenden, Earl G. Costen, Paul B. Duncan, Clayton White, William T. Mullins, Frank Schon and Robert H. Deller (transfer from field). Accountants: Joseph J. Halstrom, James B. Ham, H. Hassett, George W. Johnson (have been in TV); Nelson C. Carlisle, Douglas S. George, Joseph Giammatteo, John Griffin and Richard F. Stuart (transfer from common carrier); Glenn F. Manby and Paul M. Hanson, John P. McCullin, Frank Fadley, Thomas Hoffmann and Mary D. Cahnman.

Initial processing, official paper work and record keeping for TV, as well as other broadcast services, is handled by the the License Division of the Bureau of the Secretary, also expanding its TV staff. Chief of the License Division is William P. Massing. More directly concerned with supervision of TV Bureau is T. M. Iehl, chief of the Bureau's Technical Branch, and Marguerite Van Dyke, chief of the Television Branch.

Mr. Dyke has been assisted for some time by Robert Loebne and Jeanne Barrows, a newcomer in Betty Byers; transferred from the steno- graphy pool, are personnel newly detailed for the purpose of processing applications for licensees. Further expansion is being considered.

All of these people are concerned with processing of TV applications at one stage or another and do not serve as technical assistants to Commissioners or staff personnel who deal with other aspects of TV allocations, hearings or writing of opinions and orders. For example, newly proposed changes in the rules or protests of the Sixth Report and Order are being handled by Paul Dobin, chief of the Broadcast Bureau's Rules and Standards Division and staff.

On its hearing examiner roster, the Commission has added two newcomers: William G. Butts, formerly of the U.S. Tariff Commission, and Classification Branch of the Common Carrier Telephone Division, and Herbert Sharman, former att- orney of the FCC. Further details in Opinions and Review [B+T, Aug. 18]. Four additional names have been submitted to FCC by the Civil Service Commission for certification to the positions of Commissioners. Thomas McCullin, Benito Gaguine, legal assistant to Comm. Rosel H. Hyde; Thomas H. Donahue, Broadcast Bureau Hearing Division, and Annie Penny Neal Hunting, Com- mon Carrier Bureau Telegraph Division [CLOSED CIRCUIT, Aug. 18]. With appointment of Messrs. Butts and Sharman, FCC's hear- ing examiners now total nine. Mr. Butts has been assigned a common carrier case and Mr. Sharman has been assigned the comparative hearing on a UHF Channel application at Waterbury, Conn., sole channel assigned there. Competing applic- ants are WBRY and WATR there.

Other Bids

Besides KEPO's uncontested VHF Channel 13 application at El Paso, there is pending Franklin Broadcasting Co.'s bid for UHF Channel 3 at Ely, Nev. Collier's granted VHF Channel 4 to KROD [B+T, Aug. 4] and VHF Channel 9 to RTSM [B+T, Aug. 18].

There are no applications pending at Savannah except those four notified for hearing, VHF Channels 3 and 11 are the only commercial facilities available there. No bid is pending for reserved VHF Channel 9.

Although the five Knoxville app- licants were notified for hearing (two for Channel 11 and three for Channel 10), there is an unopposed bid pending for UHF Channel 26, newly filed by W. R. Tuley, also applicant at Evansville, Ind.

At Peoria, only the two conflict- ing VHF Channel 8 applicants were notified for hearing. No action was taken respecting the conflict- ing bids for UHF Channel 15 at UHF Channel 19 or Trans-Ameri- can Television Corp. and WEEK for UHF Channel 43.

With its small budget cut to $6,400,000, but with an added appropriation of $350,000 specifically designated by Congress for TV processing, FCC continues to transfer personnel from other departments to TV work. Attorneys, accountants, engineers and clerks are being detailed from other duties to TV. Even the field monitoring engineers, hit by budget cuts for those functions, have been called to Washington for TV duty.

In making its proposed station list at Bay St. Louis near New Orleans, has been closed.

The expansion of the TV pro- cessing staff is under the supervi- sion of the Television Bureau's chief, Curtis B. Plummer. As of Sept. 1, the staff of the Tele- vision Facilities Division of the bureau was expanded substantially, as follows:

TELEVISION FACILITIES DIVISION OF BROADCAST BUREAU

Cyril M. Braum, Chief. Helen D. Donovan, secretary. (No changes.)

A Radio Station will get an award this week—on television. WRGB, Venedocia, Ohio, and Mobile, Ala., Director John Steinman is slated to present WCBs New York a special citation, for contributions to the Defense Mobilization Program, in the weekly Defense Is Your Busi- ness show, in a ceremony to be telecast by WCBs-TV on Tuesday, 6-7:30 p.m. (Monday). WCbs will follow with the sound portions from 6:30-6:30 p.m. Ad rian Murphy, president of CBS Radio, will be present to accept the award on behalf of station.

Walker to Canada

FCC CHAIRMAN Paul A. Walker has accepted an invitation of the Canadian government to attend the official inauguration of TV in that country. He is to fly to Montreal. The government-owned Canadian Broadcasting Corp. also is constructing a second station at Toronto.

(KPOJ owns 40%), both seeking VHF Channel 12; KGON and KVAN (Vancouver, Wash.), both seeking VHF Channel 5. The Denver applicants set for hearing before Examiner Cunningham include: KMYR and Metropol- itan Television Co., both requesting to buy KOA there, both seeking VHF Channel 4; KLZ and Denver Tele- vision Corp., both seeking VHF Channel 7. FCC in its special post- thor action granted Channel 2 to KFEL (now on air under interim operation), Channel 2 to KVOD and Channel 26 to Empire Co. [B+T, Aug. 21].

Bell Broadcasting Co., licensee of KTEM, Temple, Tex., filed petition in support of FCC's proposal to allocate Channel 18 at Waco, but with what KTEM earlier charged was an inequitable distribution of chan- nels between Temple and San An- gelo [B+T, Aug. 4].

Bluegrass Associated Broadcasting Co., Channel 33 applicant at Lexington, Ky., opposed FCC's plan to sub- stitute Channel 64 to 33 there to correct discrepancy in the allocation table with respect to minimum spacing [B+T, July 28].

Bluegrass asserted its alternative plan "would correct not only the deficiencies" in the allocation table with respect to Lexington, "but at the same time would rectify the further deficiency with respect to the assignment of Channel 27 to Winchester, Ky., and the assignment of Channel 22 to Somerset, Ky. Moreover, the alternate proposal would not require the use of an additional channel involved in the Commission's proposal." The Bluegrass plan, conceived by Howard T. Head of A. D. Ring & Co., Washington consulting engineer- ing firm, is as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Present Assignments</th>
<th>Proposed Assignments</th>
</tr>
</thead>
<tbody>
<tr>
<td>Kentucky</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Lexington</td>
<td>33+</td>
<td>37+</td>
</tr>
<tr>
<td>Wilterton</td>
<td>60</td>
<td>60</td>
</tr>
<tr>
<td>Richmond</td>
<td>33</td>
<td>33</td>
</tr>
<tr>
<td>Somerset</td>
<td>87</td>
<td>22+</td>
</tr>
<tr>
<td>Tennessee</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>
| WHAS-TV Louisville, in contesting the WSAL Logansport plan to switch WHAS-TV from Zone II to Zone I. Although WHAS-TV has been given regarding the effect the reduction of mileage separation [from 190 miles to 170 miles] and antenna height [from 2,000 ft. to 1,600 ft.], it would have on the serving area of WHAS-TV; no information is given regarding the Kentucky geographical area and the problem of WHAS-TV already faces in its effort to serve the surrounding area."

Pointing out the less-density (Continued on page 49)

August 25, 1952  Page 59
LABOR EYES TV

AMERICAN labor unions, with a weather eye cocked at the video wave of the future, apparently have decided that opportunities they cannot afford to overlook any longer in getting their messages across to membership and public.

Last week Phillip Pearl, AFL publicity director, said in Washington his organization is considering addition of a $0.5 million-a-year labor TV show to its present five-a-week, $750,000 Frank Edwards MBS radio news show, for the national AFL's first venture into TV.

And on the CIO side, the Political Action Committee's publicity director, Henry Zon, indicated that the jointly-sponsored CIO-PAC semi-documentary series of 18 weekly films, currently showing in nine TV markets and shown already in Washington and Pittsburgh, is receiving a response sufficient to justify consideration of a series of six more PAC-sponsored weekly films on political issues, to be shown before the November elections.

The current CIO-PAC series, representing the national organizations' first entry into TV, is titled "Issues of the Day" and was fathered last spring by Mr. Zon and Henry C. Fleisher, CIO publicity director, with first showing at Washington last May 17.

Officers Instructed

AFL's Mr. Pearl said the Federation's executive council, which met the week before in Atlantic City, has instructed officers to look into the matter of TV more thoroughly with a view to presenting TV plans at AFL national convention Sept. 16.

He termed it "very likely" the AFL convention will authorize a network TV show "in a limited way."

"We have had several proposals for a television show," Mr. Pearl said, adding that AFL must first look at a number of financial considerations before closing any deal.

He said the proposed production would be a live, quarter-hour show "in the line of a news review." Attention of both the national labor organizations to TV had followed live "one-shot" and regular video programming, some as far back as three years ago, by local unions and councils, the AFL on the West Coast and CIO in Detroit and New York.

The 18 quarter-hour CIO-PAC films, all but one featuring a dramatic sketch pointing up a current public issue followed by an interview with a public figure, government or other authority on that subject, were made for the labor groups by Henry J. Kaufman & Assoc., Adv., Washington, for $5,000 apiece.

The films are rented by CIO to local union councils for a nominal fee of $20 each, with unions paying for time on TV stations in their respective cities. Stations where the series currently is showing weekly, with approximate time costs for the series, are WHIO-TV Dayton ($4,000), WBFM-TV Indianapolis ($4,000), WBKB (TV) Chicago ($5,500), WCPO-TV Cincinnati ($4,000), WTVN (TV) Columbus ($4,000), WTNC-TV Minneapolis ($5,000), WSAZ-TV Huntington, W. Va. ($3,500) and WOC-TV Davenport and WOTV Ames, Iowa (both together $5,000). The series has been completed on WMAL-TV Washington ($5,250) and WDTV (TV) Pittsburgh ($5,200).

Response 'Good'

Mr. Zon, who termed response to the CIO-PAC "Issues" series "quite good," said plans for the PAC-backed political series of quarter-hour shows were "pretty definite."

CIO's Mr. Fleisher told the Wall Street Journal his organization prefers TV as a medium because it is "more neutral," saying, "Television lets the average man make up his own mind—undisturbed by editorialists taking a different view."

As his assistant, Al Zack, chief producer for the series, put it: "The space we purchase in newspapers can be surrounded by editorials and articles opposing our viewpoint."

Subjects of the CIO-PAC Issues series are the Taft-Hartley Law, depressions, unions in politics, the farmer and the worker, health, prices, wages, unemployment, social security, civil rights, housing, outlook for the future and functions of the CIO.

They are aimed at the general public instead of specifically at union audiences, although Mr. Zack said local councils purchased the best time available to enable union members to watch the series on their sets either on Sunday afternoons or nights or before 11 p.m. on week nights, so the workmen's weary eyes after a day's labor might have a chance to see them.

The interview segments of the series feature Willard Shelton, free lance Washington correspondent for Women's Wear Daily, Mrs. Eleanor Roosevelt (depressions), Sen. Hubert Humphrey (D-Minn.) (unions in politics), Agricultural Secretary Audy A. Brannan (farmer and the worker), Labor Secretary Maurice Tobin, and Federal Security Administrator Oscar Ewing (social security).

Previous union TV efforts had been limited to individual unions or councils. Los Angeles' 15,000-member Local 770 of the AFL Retail Clerks Union has carried a regular TV show on current topics for three years.

San Francisco's AFL Machinists Union carries weekly messages on such subjects as civil defense, war-time prices and black market strategies.

The Machinists' show, titled, With Fear, is carried on TV stations in Los Angeles, San Francisco and San Diego, and has been running since last January.

Originated live on KTTV (TV) Los Angeles, the Machinists' TV show claims an audience of at least a half million adults weekly, according to Leonard Shane, a Los Angeles advertising man. The show deals extensively in public service programming.

In Detroit the CIO Auto Workers Union started its program about the same time as the AFL Machinists, and features discussions of current issues.

Previously such unions had put on special TV shows. In early 1950 Mike Quill of the CIO Transport Workers Union staged a few panel shows publicizing the TWU's campaign for a 40-hour week on New York City bus lines. Another special show was put on last year as an hour of documentation of the TWU's successful 10-hour fight for a 40-hour week.

According to observers, the TV shows staged by unions on both the national and local levels are free of cut-rate and anti-social and government management, and are designed to avoid alienating any social group.

Responsible Officials

Officials charged with adapting labor's message to the video medium in both the CIO and AFL say they are responsible for producing the highest type and most attractive programming for the smallest amount of money.

"We just aren't able to compete miles of shows produced by the large national advertisers who may spend $25,000 for each show," said Mr. Zon. "Ours is the problem of how best to use it (television) effectively with the relatively small amount of money at our disposal."

Referring to his joint planning with Mr. Fleisher of the CIO-PAC series, he said: "We had to try to develop an entirely new format or pattern—like nothing we had seen before on the screens."

"While we did not want our productions to be pure entertainment, we still had to introduce enough entertainment to attract an audience for our message," he said.

RACING EVENT

TV Sponsorship Available

AN international horseracing event, planned Oct. 18 at the Laurel (Md.) Race Course, now is available for television network sponsorship, it was announced last week.

Television arrangements are being handled through Emanuel Levitz, vice-president, Washington, D. C.

The $50,000 racing class, known as "The Washington, D. C., International Race," will feature thoroughbreds of the U. S., England, France, Ireland, Italy and Germany.

For attendance by invitation only, the race will be conducted European-style over 1¾ miles, with posted horses making a walking start.

The Aga Khan, whose horses have won many English classic races, recently has entered his purebred, Nashua.

Three former U. S. ambassadors have cooperated with Laurel authorities to stage the event, it was reported. They are George A. Garrett, former ambassador to Ireland; Breckinridge Long, ex-envoy to Rome, and James Bruce, former ambassador to Argentina. Invited guests include members of Congress, industry leaders, sports and diplomatic circles.

PRESENTATION of "TV Radiologic Awa" was made to KFHU (TV) Hollywood by Universal Television Radio Features Syndicate, L. A., after its coverage of Florida's C. H. H. C. Bloodhound's channel swim was named best special events program of 1962.


L to r: Harold C. Lund, general manager, WDTV (TV) Pittsburgh; Chris Witting, DTN director and general manager; Walter Compton, general manager, WTTG (TV) Washington, and Richard E. Jones, general manager, WABO (TV) New York and manager of DuMont's O&O department. General managers of O&O stations reported on programs which had proved successful in their cities.
NASSER RULING
Holts Try to Shelve Film
EFFORTS to restrain James and George Nasser, from releasing their movie "A Kiss for Corliss," to TV have been halted by a permanent injunction issued in mid-August against James L. Saphier Agency Inc., Beverly Hills program packagers and talent agents.

The Saphier agency, claiming all rights to the Corliss Archer character through agreement with author F. Hugh Herbert, filed a $225,000 damage suit in Santa Monica Superior Court in early August and received a temporary restraining order on the film's release for TV showing.

Federal Judge Leon R. Yankwich, however, in Los Angeles on Aug. 15 in issuing a permanent injunction ruled the matter be eliminated from proceedings in the California state courts and sustained the position that the U. S. District Court of Bankruptcy has exclusive jurisdiction. He ruled further that the matter be referred to and be heard by referee-in-bankruptcy Benno M. Brink, who originally had ruled the film available for release to TV [B&T, March 10].

The Nasser brothers, involved in bankruptcy proceedings, have been in lengthy court battle with United Artists over release of that film and three other feature movies to video.

New legal complications arose Aug. 5, when the decision of Mr. Brink was overruled by U. S. District Court Judge Harry C. Westover who in a memorandum indicated the films were not to be shown on TV. He gave United Artists' attorneys until Sept. 2 to file findings of fact and conclusions of law which would stop the showings [B&T, Aug. 11].

HOFFMAN SETS
Ad Campaign Announced
HOFFMAN Radio & Television Corp., Los Angeles, held its first formal showing of television receivers in New York last week and announced plans for a 13-week advertising campaign in the Metropolitan New York area that may run as high as $50,000.

H. James Tait, eastern regional manager of the company, revealed that Hoffman will sponsor a daily 15-minute segment of WPIX (TV) New York's "Night Owl Theater" and a daily 15-minute disc jockey show over WNEW New York. Mr. Tait said that the use of additional spot commercials on radio and TV is being considered but no definite arrangements had been completed.

Mr. Tait stated that Hoffman receivers have enjoyed strong sales on the West Coast and remarked that additional distribution is currently being planned for the Philadelphia, Baltimore and Washington, D. C., areas.

CONsolidated
To Up TV Sales Force
PLANS for expansion of the sales staff and stepping up of promotional activities of Consolidated Television Sales were outlined Thursday by Peter M. Robeck, general manager. The program follows the acquisition by Consolidated of complete sales and distribution of films produced, for television by Jerry Fairbanks Inc. [B&T, Aug. 4].

Mr. Robeck reported the Consolidated sales staff now numbers 13, with additions to be made as needed. Sales crews now are operating out of New York, Atlanta, Dallas, Cincinnati, Chicago, Los Angeles and Philadelphia. Administrative headquarters will remain in Los Angeles.

Consolidated gets 25% to 40% commission on Fairbanks and other productions, but the commission figure is becoming standardized at 25%, according to Mr. Robeck.

Mr. Robeck believes network television is pricing itself out of the market and that the industry's future lies in top-notch films at local and regional levels. He said Consolidated has begun selling The All American Game of the Week, a half-hour film of a leading collegiate football game produced by Sportsvision Inc. He said first buyer is KECA-TV Los Angeles. National starting date will be Sept. 22. Consolidated will be sole distributor for Fairbanks' Front Page Detective, Crusader Rabbit, Pablo Prosecutor, Ringside With the Rasslers and other filmed shows.

AELEN B. DuMont Labs. has started construction of new shipping center adjacent to company's cathode-ray tube plant and main offices in Clifton, N. J. New building will be used as receiving center, warehouse and shipping site for finished products of all company divisions.

Harrington, Righter & Parsons, Inc.
The only exclusive TV Station Representative

<table>
<thead>
<tr>
<th>New York</th>
<th>Chicago</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLTV Atlanta</td>
<td>owned by Broadcasting, Inc.</td>
<td></td>
</tr>
<tr>
<td>WAAM Baltimore</td>
<td>owned by WAAM, Inc.</td>
<td></td>
</tr>
<tr>
<td>WBEN-TV Buffalo</td>
<td>owned by Buffalo Evening News</td>
<td></td>
</tr>
<tr>
<td>WFMY-TV Greensboro</td>
<td>owned by Greensboro News and Record</td>
<td></td>
</tr>
<tr>
<td>WDAF-TV Kansas City</td>
<td>owned by The Kansas City Star</td>
<td></td>
</tr>
<tr>
<td>WHAS-TV Louisville</td>
<td>owned by the Courier-Journal &amp; the Louisville Times</td>
<td></td>
</tr>
<tr>
<td>WTMJ-TV Milwaukee</td>
<td>owned by the Milwaukee Journal</td>
<td></td>
</tr>
<tr>
<td>WTTG Washington</td>
<td>owned by Allen B. DuMont Labs., Inc.</td>
<td></td>
</tr>
</tbody>
</table>

BROADCASTING • Telecasting

August 25, 1952 • Page 61
Over ten million people watched each weekly Hopalong Cassidy adventure last year. Now Hoppy is making 52 brand-new half-hour television films exclusively for NBC-TV. The first will be available for showing in October.

Whichever way you look at it, that’s big news . . . for sponsors and the public alike.

And these films will be available on a local market basis—at local cost. This means you, as sponsor, can put them in the exact markets you want, at a time you know your selected audience will be available to you. Think of it—52 new rip-roarin’ Hopalong Cassidy adventures to offer to a ready-
Hopalong Cassidy—
you can still buy
if you hurry—
in these markets:

Albuquerque
Ames
Atlanta
Binghamton
Birmingham
Bloomington
Charlotte
Chicago
Cincinnati
Davenport
Fort Worth
Greensboro
Houston
Huntingdon
Indianapolis
Jacksonville
Kalamazoo
Lancaster
Lansing
Los Angeles
Memphis
Miami
Minneapolis
Nashville
Omaha
Phoenix
Richmond
San Diego
Utica
Wilmington

*Cities on alternate-week basis in these, and some other markets.*

Hopalong Cassidy programs...

Sponsorship

Made audience avid for more and more Hoppy!

Probably you already know about Hoppy's giant drawing-power. Just remind you though—during the sixteen months he was sponsored by General Foods, his average Nielsontional rating was 32.6. His farewell appearance for that sponsor locked 36.2 — 4,563,000 homes. 


When you sponsor Hopalong Cassidy, you sponsor an American legend. Hoppy has already sold millions of dollars' worth of goods of every kind. His new series can do the same for you! Get in touch with NBC-TV Film Sales today.

CITY-BY-CITY RATINGS OF APRIL 1952*

<table>
<thead>
<tr>
<th>Source: ARB</th>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>April City Report</td>
<td>(Sat. 1:00-2:00 PM)</td>
<td>(Sun. 1:00-2:30 PM)</td>
<td>(Sun. 6:00-7:00 PM)</td>
</tr>
<tr>
<td>Boston</td>
<td>19.7</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Philadelphia</td>
<td>20.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>21.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Washington</td>
<td>22.8</td>
<td></td>
<td></td>
</tr>
<tr>
<td>New York</td>
<td>11.5</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Detroit</td>
<td>24.3</td>
<td></td>
<td></td>
</tr>
<tr>
<td>San Francisco</td>
<td>24.4</td>
<td>(Th. 6:30-7:30 PM)</td>
<td></td>
</tr>
<tr>
<td>Cleveland</td>
<td>26.6</td>
<td>(Sat. 4:00-5:00 PM)</td>
<td></td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source: Videodex</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo</td>
<td>28.5</td>
<td>(Sat. 3:00-4:00 PM)</td>
</tr>
<tr>
<td>Columbus</td>
<td>19.0</td>
<td>(Sun. 4:00-5:00 PM)</td>
</tr>
<tr>
<td>Atlanta</td>
<td>33.9</td>
<td>(Sat. 6:00-7:00 PM)</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source: Pulse</th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans</td>
<td>47.8</td>
<td>(Sun. 1:00-2:00 PM)</td>
</tr>
</tbody>
</table>

*As reported by stations

Film Division
30 Rockefeller Center, New York 20, N. Y.
telestatus

O F 250 people interviewed in a single evening as they left nine different Los Angeles theatres, 79% of those who are TV set owners would rather watch the same movie as a motion picture screen. 72% of the 63% queried, nevertheless, who are non-TV set owners, disclosed that they plan to purchase receivers within the next 12 months.

This was revealed in a survey by Applied Psychology Assoc., that city, consulting firm of psychologists, who attempted to correlate TV and motion picture viewing attitudes.

Of the non-TV set owners, 83% would rather watch the movie in a theatre. This preference on the part of both groups is related to the degree of self-identification with story characters and situations on the part of the viewers, according to APA findings.

The survey found that the contributing factors narrow down to the following: (1) The theatre screen is larger than life-size, thus adding to the illusion of participation; (2) There is greater continuity in a theatre presentation, with no interruptions for commercials and announcements; (3) The comparative quiet darkness of a movie house offers fewer distracting stimuli than the average TV viewing room.

Breakdown of movie attendance figures shows:

<table>
<thead>
<tr>
<th>set non owners owners</th>
<th>More than once weekly</th>
<th>Once weekly</th>
<th>Bi-monthly</th>
<th>Once monthly</th>
<th>Once every two months</th>
<th>Less than once every two months</th>
</tr>
</thead>
<tbody>
<tr>
<td>Musical</td>
<td>24%</td>
<td>30%</td>
<td>22%</td>
<td>23%</td>
<td>23%</td>
<td>23%</td>
</tr>
<tr>
<td>Romance</td>
<td>23%</td>
<td>22%</td>
<td>20%</td>
<td>19%</td>
<td>20%</td>
<td>20%</td>
</tr>
<tr>
<td>Adventure-Action</td>
<td>26%</td>
<td>24%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Comedy</td>
<td>19%</td>
<td>20%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Mystery</td>
<td>18%</td>
<td>19%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
<td>18%</td>
</tr>
<tr>
<td>Western</td>
<td>24%</td>
<td>23%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
<tr>
<td>Other</td>
<td>24%</td>
<td>23%</td>
<td>22%</td>
<td>21%</td>
<td>21%</td>
<td>21%</td>
</tr>
</tbody>
</table>

(Total per cent exceeds 100, as many viewers gave more than one type of movie for first choice.)

**Godfrey Tops 'First 15' In July 'Hooperade'**

FOUR PROGRAMS placed in the "First 15" in five of the six cities covered in C.E. Hooper Inc.'s July 1-28 "Hoopla of TV Stars," released last week. The four: Godfrey's "Scouts, Godfrey's Friends," the Paxte boxing matches of July 2, and My Little Margie, all on CBS-TV.

A total of 51 different shows placed in the "First 15" in one or more of the six cities (New York Chicago, Los Angeles, Philadelphia, Boston and Detroit).

**TV Major Factor In Theatre Closings**

TV's growth appears to be a major factor in the closing of motion picture houses throughout the country, according to the National Assn. of Real Estate Boards.

The NAREB revealed this opinion in commenting on the impact of theatre closings on surrounding real estate.

**'Godfrey's Friends' Leads Trendex List**

TRENDEX Inc., has announced its national television ratings for the top 10 sponsored TV programs for Aug. 1-7 as follows:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>%</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>Godfrey's Friends</td>
<td>27%</td>
</tr>
<tr>
<td>2.</td>
<td>United States Navy</td>
<td>24%</td>
</tr>
<tr>
<td>3.</td>
<td>Tallent Scouts</td>
<td>24%</td>
</tr>
<tr>
<td>4.</td>
<td>The Hunter (CBS)</td>
<td>20%</td>
</tr>
<tr>
<td>5.</td>
<td>A Step In The Ruts (CBS)</td>
<td>20%</td>
</tr>
<tr>
<td>6.</td>
<td>Flight of the Week (CBS)</td>
<td>20%</td>
</tr>
<tr>
<td>7.</td>
<td>Gangbusters (NBC)</td>
<td>20%</td>
</tr>
<tr>
<td>8.</td>
<td>What's My Line (CBS)</td>
<td>19%</td>
</tr>
<tr>
<td>9.</td>
<td>Big Town (CBS)</td>
<td>18%</td>
</tr>
<tr>
<td>10.</td>
<td>Suspense (CBS)</td>
<td>18%</td>
</tr>
</tbody>
</table>

**Weekly Television Summary**

August 25, 1952—TELECASTING SURVEY
He sells as he sings as he plays as he jumps—and his all-age audience loves all 30 minutes of his new KENNY ROBERTS SHOW

Pulse’I’ll prove this: Singin’, strummin’, leapin’ Kenny Roberts is just as popular with his WHIO-TV audience as he is with the national audience that watched him perform with Arthur Godfrey, Al Morgan and other headliners. He’s explosive! He’s likable. And he’s a damn good salesman. Here’s how good:

WHIO-TV staged a big Polio Benefit Show early this spring. Kenny stopped it with his unusual act—viewers jammed the telephones with “contributions for Kenny.” The city of Dayton wanted to put over a $12,000,000 school bond issue last fall. Kenny talked it up for 7 weeks on a special show—aimed at children—the issue passed by a 2-to-1 majority—and the bond committee gave Kenny a large share of the credit. No room for other examples.

Sometime during his new 4:30 to 5:00 p.m. program, originating from WHIO-TV studios, Kenny will have time to turn his selling talents to (fill in your product name here).

George P. Hollingbery, national representatives for WHIO-TV, has complete information on the participating spots now available.

*Kenny’s school bond show was aired over two stations at the same time. WHIO-TV pulled twice as many viewers as the other station.
'Kukla' Returns

ONE of TV's top-rated programs—Kukla, Fran & Ollie—returned to KTV yesterday (Sunday) 4:30 p.m. EDT, under the semi-sponsorship of NBC's affiliated company, RCA Victor. RCA Victor will underwrite the program alternate weeks. Other sponsors have not yet been announced. Account is being handled by J. Walter Thompson Co., Chicago. Program will originate from NBC's Central Div. headquarters through WNBQ (TV) Chicago.

Crosby Postpones TV

BING CROSBY is not expected to appear on television this fall. His new contract with General Electric calls for his services in both radio and TV, but permits him to do as he wishes. Mr. Crosby reportedly feels that 39 half-hour radio shows plus two Paramount Pictures feature films will fill this season and therefore is postponing video activity until the next.

BERKING SHIFTS

JOINS Headley-Read TV

MILO JONES BERKING joined the sales staff of Headley-Read TV, television station representatives, Aug. 18, it was announced last week. For the past four years, Mr. Berkling has served in the radio and media departments of Sullivan, Stauffer, Colwell & Bayles.

With SBCB, he aided development of radio and video spot presentations made to advertisers by the agency. During World War II, he was commissioned a second lieutenant in the Marine Corps and served as an infantry officer from 1944-1946. Mr. Berkling was recalled to active duty as a first lieutenant for the Korean War, serving with the First Battalion of the Eighth Marines until early this summer.

FATIMA' Promotion

WARNER BROS. has begun to promote the motion picture, 'Miracle of Our Lady of Fatima,' opening at the Astor and Bijou Theatres in New York, on several television stations in the New York area, principally WNBQ-T (TV) New York. The station announced last week that Warner Bros. has allocated WNBQ approximately 75% of total airtime planned for the campaign, which started Aug. 18.

NEW Kinescope Adjustment Program which provides a full-year warranty from the date of installation for all RCA replacement TV picture tubes has been announced by L. S. Thea, general sales manager of the Tube Dept., RCA Victor.
RCA HAILS TV
On its Political Force

IN FULL-PAGE advertisements placed in some 22 newspapers across the country RCA last week declared that "television has brought their [viewers'] government back to the people" and that there are many more great television "firsts" just over the horizon.

"It's bound to happen that some day—the day we will be able to sit in on sessions of Congress and perhaps even the deliberations of our Supreme Court," the advertisements asserted. "And it's a certainty that we will see television across the ocean and give every television set owner a passport to the world.

"You will be able, at no cost to yourself, to go any place to which the press or the general public is admitted.

"Of course, television isn't going to be all political conventions and elections and world-shaking events... Television will continue to be Toscanini and Milton Berle and Kulka, Fran & Ollie and the World Series and more and better programs of every type. It's going to be drama, religion, and science and all the different things that appeal to all the different kinds of people that make up America. . . ."

The advertisements were keyed to the theme that in this year's political campaigns the candidates will go to "18 million whistle stops" across the country by TV.

... This time, the whistle stops will not be just little stations on railroads. They will be the 18 million television sets now in the nation's homes.

... For the first time, the candidates will be able to show themselves to 60 million people, each in his own living room.

Television has brought their government back to the people. . . .

Sarnoff Asserts Faith
The ads quoted Brig. Gen. David Sarnoff, now RCA board chairman, as asserting his faith in the development of TV as long ago as 1923, and said that "ever since that time, RCA has used all its resources and all its ingenuity to make that prediction come true."

It was pointed out that RCA spent more than 20 years in TV research and engineering development "before we ever made a dollar's profit from it."

For the future, the ads predicted that "in a few short years there will be 2,000 television stations serving every part of the nation; and television, together with radio, will be a reality in practically every American home."

The advertisements were placed in four newspapers in New York, two in Los Angeles, two in Philadelphia, four in Washington, D. C., one in Camden, N. J., two in Chicago, two in Denver, three in San Francisco and two in Portland, Ore.

CANADIAN TV
Advertisers Plan Slowly

THERE will be no S.R.O. sign out for sponsors when Canadian television makes it debut at Montreal on Sept. 6 and at Toronto on Sept. 8. A check of advertising agencies in Toronto shows that not too many advertisers to plan to use Canadian TV for the first four months of its existence at any rate.

There is a "wait and see" attitude prevalent to find out what the government's Canadian Broadcasting Corp. is going to offer to compete with programs of U. S. border stations. And CBC commercial department officials are mum on what commercials are going on the air or how many.

As far as can be learned from agencies and the CBC, few spot announcements have been definitely signed as yet, though a large number of advertisers have applied for time.

In addition to commercial programs definitely signed (B&T, July 28), at least three more international advertisers will start in September on CBLT Toronto. Ford Motor Co. of Canada, Windsor, has signed for once-a-month 90 minute dramas a show, through MacLaren Adv. Co., Toronto. S. C. Johnson & Son, Branford, will bring in Robert Montgomery Presents by relay from Buffalo every other week, starting Sept. 21, 9:10 p.m. Agency is Needham, Louis & Brorby, Toronto. Goodyear Tire & Rubber of Canada Ltd., New Toronto, will pickup Goodyear TV Playhouse every other week starting Sept. 14, 9-10 p.m. through Young & Rubicam, Toronto.

Three one minute spot announcements weekly have been signed for Imperial Tobacco Ltd., Montreal (Sweet Cap cigarettes) on CBLT, through Cocksfield Brown & Co., Toronto.

NEW TV CONSOLE
Announced by RCA Victor
VERSATILE two-section television control console which provides centralized audio and video control and monitoring facilities is now available to TV stations, RCA Victor announced last week in Camden, N. J.

The new switching console, RCA Type TC-6A, ties together transmitter operation and primary program sources, the announcement stated. Monitors and camera control units may be added as required for film, network, cameras or other studio functions, it was explained.

ATAS Appoints Agency
JOHN J. EDWARDS & Assoc., Hollywood, will handle the TV sales rights to the Academy of TV Arts & Sciences' 1953 awards dinner.

Reflecting ATAS' desire to go national, the agency is preparing presentation for TV networks. Banquet is planned for January or February.

New, refreshing, exciting and different sales presentations ... that keep the dial tuned to your program when the commercials come on!

attention compelling!
The combined experience and creative power of Vogue Wright script writers and production men result in TV spots that hold the audience and get the message across. Eye and ear appeal are put together in just the right proportions for maximum sales results.

sales producing!
Vogue Wright TV spots sell more merchandise for you. Let our representatives arrange a screening of TV spots produced for some of America's largest and best known companies.

CHICAGO: 237 East Ontario Street
HOLLYWOOD: Sam Goldwyn Studios; 1041 N. Formosa Avenue
NEW YORK: 223 Fourth Avenue

BROADCASTING * Telecasting
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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
E. C. Frase
WMCT
Memphis, Tenn.
Phone 8-7646

123,000 TV SETS IN THE QUAD-CITY AREA

Each month this tv set total is ascertainment by search. Number of all advertisers serving this area. Actually, the total of TV homes reached by WHF-TV is considerably larger than this figure. TV signals are received over an extensive area beyond just those that can be counted. Increased power has doubled WHF-TV's radiated strength; the staff and facilities were recently moved into enlarged quarters.

True to a 25 year tradition of service in radio broadcasting, WHF-TV now also serves Quad-Citians products and advertisers profitably.

Les Johnson, V.P. and Gen. Mgr.

FOR SALE
605 FOOT RADIO-TV TOWER
galvanized, guyed Blaw-Knox Radio Tower.
Used, but in perfect condition.

New Television Applications (Continued from page 58)
powerful signal, allowing for better reception across the region.

HAYRE, Mont. — North Montana Bev Co., KQJN, VHF Channel 9 (186-192 mc), has filed application for an increase of 460 ft. in antenna height above average terrain 210 ft. above ground, to be used for transmission of TV signals from a geographic point 39° 50' 40" N., 101° 17' 57" W. Cost of construction estimated at $150,000. Post Office address is 1st Floor, P. O. Box 916, Havre, Mont. Principals include Ronald E. Meline (15%), Richard W. Meline (15%) and W. H. F. Meline (70%).

HARTING, Neb. — Brand Amusement Co., VHF Channel 2 (54-58 mc), has filed application for an increase of 700 ft. in antenna height above average terrain 210 ft. above ground, to be used for transmission of TV signals from a geographic point 40° 34' 18" N., 98° 30' 00" W. Long. Cost of construction estimated at $150,000, revenue $120,000. Post Office address is 1001 Reade Street, Hastings, Neb. Principals include G. E. Harting (15%), E. M. Harting (15%) and T. B. Harting (70%).

MANCHester, N. H.—Grandview Inc. (WKER), VHF Channel 6 (67-68 mc), has filed application for an increase of 500 ft. in antenna height above average terrain 100 ft. above ground, to be used for transmission of TV signals from a geographic point 43° 20' 30" N., 71° 39' 00" W. Long. Cost of construction estimated at $100,000, revenue $50,000. Principals include R. C. DeYoung (25%), W. E. DeYoung (25%) and R. H. DeYoung (50%).

RECENT Southern California earthquakes raised Bear Mountain three feet, presenting Gene DeYoung, president and general manager of KERO Bakersfield, with a problem. His recently filed application for a TV station listed the mountain as transmission site. Consequently, Mr. DeYoung must either relocate his application, correcting the antenna height, or shorten his towers three feet.

Post Office address 155 Front St., Manchester, N. H., has filed application for a television station, 150 kw visual, 45 kw audio, 400 ft. above ground, to be used for transmission of TV signals from a geographic point 43° 20' 30" N., 71° 39' 00" W. Long. Cost of construction estimated at $100,000, revenue $50,000. Post Office address is 1001 Reade Street, Manchester, N. H. Principals include President William J. DeYoung (25%), Vice President Michael DeYoung (25%) and Treasurer H. Scott Kilgore (15%). Sole owner of applicant is Grand State Broadcasting Co., Inc.


MEDFORD, Ore. — Oregon Regional Television, Inc., VHF Channel 5 (64-66 mc), has filed application for an increase of 100 ft. in antenna height above average terrain 454 ft. above ground, to be used for transmission of TV signals from a geographic point 42° 10' 20" N., 118° 20' 24" W. Long. Cost of construction estimated at $100,000, revenue $120,000. Post Office address is 1001 Reade Street, Medford, Ore. Principals include R. H. Smith (25%), W. H. Smith (25%) and T. B. Smith (50%).

HASKELL, Pa. — Hazelton Broadcasting Co. (WAZL), VHF Channel 5 (64-66 mc), has filed application for a television station, 50 kw visual, 15 kw audio, 400 ft. above ground, to be used for transmission of TV signals from a geographic point 41° 15' 20" N., 79° 30' 24" W. Long. Cost of construction estimated at $100,000, revenue $120,000. Post Office address is 1001 Reade Street, Hazelton, Pa. Principals include President Hazelton Broadcasting Co., Inc.


Carter (drilling contractors and oil producers), Evansville, Ind. Mr. Tuley also is applicant for new TV station in Evansville TV (APPLICATIONS, June 7, 1958).
construction cost $228,000, first year operating cost $116,000, revenue $105,000.

APPLICANTS RETURNED:

Four More Grants

(Continued from page 58)

opulated areas it must cover in contrast to neighboring states, VHAS-TV noted FCC during its location consideration indicated rader station spacing is more desirable even where the pros and cons hang in even balance.

Replying to the WHAS-TV opposition, WSAL charged the Louisville station's petition "does not contain a single fact demonstrating ow WHAS-TV might be adversely affected, nor does it contain even an allusion to that effect other than statement that it 'believes' its overage area might be reduced."

The WSAL petition noted VHAS-TV's application to switch from Channel 9 to 11 (pursuant to the Sixth Report) and boost power 316 kw visual contains no change in antenna height, presently 495 ft. above average terrain.

Polar Industries, licensee of WFMJ Channel 59 grantees at: Ashland, Ky. B*ST, Aug. 18, in its protest of the WFMJ-TV Youngstown petition contended: "The only justification which [WFMJ-TV] advances in support of its unusual request that Channel 21 was not allocated to Youngstown when it decided to mend its application from Channel 33 to 73. It did not file for channel 27, so it says, because this would have forced the Vindicator riting Co. [WFMJ] into a comparative hearing with the other applicant for Channel 27 [WKBVN]. Now that The Vindicator is safely enounced on Channel 73, it as no hesitance in going into a comparative hearing for Channel 1, knowing that if it loses out, it could still have Channel 73 and could in the meantime have tied up competitor for period of two years or more.

"If they were of the view that he lower UHF channels are greatly to be preferred and if they have a quorum against a hearing, there is no reason why they could not file for Channel 27."

Polar Industries, originally channel 33 applicant also, con- tinued it pointed out to FCC the efficiency respecting that channel nd filed a corrective petition "with the encouragement of the Commission's staff."

"Because of the equities un-
This was the last week the release of a 12½ minute documentary film report for television on the story of the flying saucer. Titled "The Flying Saucer Mystery," the film is being distributed by Sterling Films Inc., New York.

Production

Alan Young, under contract to CBS-TV, will film his new alternate-weekly half-hour show using a situation comedy format. Production starts today (Monday) at Hal Roach Studios, Culver City, and the network has scheduled it for fall telecasting. Sponsor of the show will be Esso Standard Oil Co., New York. Mr. Young will portray the character he has featured in the past, that of the young employed bachelor. The series will center about his job, employer, employer's wife and employer's daughter. Alan Dinehart is producer.

Arrow Productions Inc., Hollywood, will start production on King Arthur and the Knights of the Round Table, half-hour TV film series, in November. The writers, Charles Condon and Eric Taylor, will base their scripts on legend rather than any specific text. Leon Promkes, firm secretary and executive producer, is in New York to conclude negotiations for the distribution of Ramar of the Jungle, first 15 half-hour TV films of which were recently completed for $240,000. Production on second group starts in October.

PSI-TV Inc., New York, TV film production and distribution firm, last week announced that the first 13 episodes in the TV film series, China Smith starring Dan Duryea, have been completed. The first three films are ready for distribution in New York, with release date for telecasting by stations set for Sept. 15, according to Manny Reiner, PSI-TV vice president in charge of sales. Mr. Reiner added that ABC-TV Los Angeles and KGO-TV San Francisco have already contracted for 26 weeks of series after officials saw the films in production. A producer of Tableau Television Ltd., China Smith is being financed and distributed by PSI-TV.

Edward Lewis Productions, now filming CBS-TV Schlitz Playhouse of Stars at Tepeyac Studios, Mexico City, is in production on "California Jane," for which Johnny Mercer has written special lyrics and music. Song will be used as the theme of a series to be developed from the half-hour pilot film, starring Joan Blondell and Tom Ewell. Robert Aldrich is directing from script by Luther Davis.

Screen Gems Inc., New York, has signed motion picture director Leigh Jason as director and Elizabeth Fraser as feminine lead for first in series of 37 films purchased by Ford Motor Co. for its Ford Theatre. The series, written by Cyril Hume and produced by Jules Bricken, stars Edward Arnold and Arthur Franz in the principal roles. Production began last week.


Telemount Pictures Inc., Hollywood, with new headquarters at 11561 Ventura Blvd., in association with Mutual Television Productions Inc., that city, is completing "Cowboy G-Men," half-hour TV film series to be distribute regionally by United Artists Television Corp. Next series of 13 starts immediately, featuring Russell Hayden and Jackie Coogan as frontier detectives in the 1870-1900 period. Henry Donovar, the producer-packager, is a producer, writer and Herb Cohen and Alan Brown are co-directors. Sherna Harris, associate producer on NBC's "Tess Lady for Wrather Teleilung Productions Inc., Hollywood, has joined Telemount as production supervisor.

Gross-Krame Inc., Hollywood, has leased office and studio space in RKO-Pathe Studios, Culver City. Production starts again Sept. 8 CBS-TV Big Town series for Lev Bros.

Marine Corps Reserve Volunteer Training Unit, Santa Monica, Calif., is producing a film for TV and theatrical distribution, depicting scenes from Camp Pendleton and Santa Monica training center. Final supervision will be by Capt. Franklin P. Adreon, unit commander and associate producer at Republic Studios.

Random Shots

Kathryn Grayson has formed Kat-ryn Grayson Productions, Hollywood, to film episodic music dramas in color for TV distribution, in which she will star.

Film People

Robert DeSousa, sales manager KNBH (TV) Hollywood, to Maj Television Productions Inc., Culver City, as regional sales manager with headquarters in that city.

Leo Pepin, TV operations manager with CBS Hollywood, joins Vokes Productions, same city, as assistant manager on ABC-TV The Adventures of Ozzie and Harriet. Ce Baselmeyer, director of programming and production for ABC West Coast Division, is supervising the film.

Edward Grossman, audiorecording assistant for Film Classics, New York joins Guild Films Inc., same city, as assistant manager on ABC-TV The Adventures of Ozzie and Harriet. Ce Baselmeyer, director of programming and production for ABC West Coast Division, is supervising the film.

Fred Briskin, assistant director, Columbia Pictures, joins Screen Gems Inc., Hollywood, as subsidiary, as executive assistant to producer Jules Bricken and as coordinate general production activities. Firm has also added Jerome Odlin and Betty Reibehardt to its writing staff.
Again GPL Leads the field with FULL REMOTE CONTROL

TV's OUTSTANDING CAMERA CHAIN provides PAN TILT FOCUS LENS change IRIS adjustment

...from 1000 feet away...

Compare THESE CAMERA FEATURES WITH ANYTHING ON THE MARKET TODAY

- Three Compact Units
- Equal Flexibility in Studio or Field
- Push-button Lens Change
- Right or Left Hand Focus Knobs
- Iris Control at Camera and CCU
- Iris Indication at Camera and CCU
- Turret, Focus and Iris Controls from remote location if desired
- High Resolution Integral View Finder
- Four-section Integral Filter Wheel

Now, with the GPL Remote Control Pedestal, your cameraman can work at full efficiency a fifth of a mile from his camera... make any lens or focus adjustment instantly... control pan and tilt with a pan handle that works as if it were physically attached to the camera... or, at the touch of a button, swing the camera to any of six pre-set positions, with lens and focus automatically correct. As with all GPL camera chains, the CCU operator has full control of iris setting to assure finest picture reproduction.

This remote control makes possible the location of cameras where they could never be placed before— for better coverage in auditoriums, at sports events, in the center of "round-table" discussions. For military or industrial use it offers outstanding advantages.

Use Remote Control Now—or install it later

All GPL cameras are adaptable to the new remote control pedestal, yet there is no cost premium. Equip your studios now with TV's finest camera chain, add remote control at any time later on. Before you make any camera investment, be sure to investigate GPL—the industry's leading line, in quality... in design.

Write, Wire or Phone for specifications and complete details on GPL cameras and GPL remote control.

General Precision Laboratory GPL IN ING FORATED PLEASANTVILL NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment
Open Mike
(Continued from page 20)
the book, we feel a great injustice has been done. The population figure for the town of Westerly is not 8,415 but nearer 12,400. . . .
Where things went wrong is that you did not get the population of the town of Westerly, which includes within its boundaries Bradford, Weekapaug, Misquamicut and Watch Hill. These four subdivisions of Westerly should be included since these people vote in Westerly, pay taxes in Westerly, send their children to school in the Westerly School System, have Westerly as their Post Office address, and the money they spend is credited to the Westerly retail sales figure of over $21 million.
We have another 8,000 people who live in Connecticut but who consider themselves residents of Westerly. These people live in Pawtucket, Conn. (a subdivision of Stonington that is closer to Westerly than it is to Stonington). Their mail address is also Westerly... .

Warren M. Greenwood
General Manager
WERI Westerly, R. I.

[EDITOR'S NOTE: All population listings in the MARKETBOOK are official 1958 U. S. Census figures. Statistics for Washington County, which Westerly apparently dominates, are also included in the Rhode Island listings.]

NEWSGATHERING in the mountains can be difficult, but KTMS Santa Barbara, Calif., has found a practical solution for a rider, the other for portable transmitter and batteries. Thus, it covered the Santa Barbara "Old Spanish Days" fiesta Aug. 6-9. The two horses, a KTMS engineer and announcer became part of the parade, the announcer describing pageantry and interviewing spectators. Chief Engineer Leo DeConnick above sits astride lead horse.

Mrs. Minnie Edwards
FUNERAL services were held in Oakland, Calif., with burial at Oakland Cemetery, Aug. 21 for Mrs. Minnie Edwards, mother of Ralph Edwards, NBC radio-TV performer. Mrs. Edwards died Aug. 18 after a cerebral hemorrhage.

Cleveland 'Bests'
AFRA Awards To Be Made

THIRTEEN "bests" in both radio and television will be honored by the Cleveland local of the American Federation of Radio Artists in the 1952 annual AFRA awards competition.

Selection of award winners will be made in the following program categories: News, including straight news and commentary; women's; children's; sports, including play-by-play and sportscasting; musical performance, either individual or group, and commercial, including both spot and regular commercials. Other individual awards will be made.

In addition, the judges will select winners among stations for the best in promotion, public service and special service programming.

Judges were listed as:
Mrs. Nadyne King, chairman, Radio Div., Federation of Women's Clubs;
Lewis E. Zender, public relations director, U. S. Steel; Hal Stedfeld, Stedfeld & Byrne Inc.; William B. Levenson, assistant superintendent in charge of Cleveland elementary schools; Stanley Anderson, radio-TV editor; "Cleveland Press"; George Condon, radio-TV editor, "Cleveland Plain Dealer," Ben Wickham, radio-TV editor, "Cleveland News." Sanford Markley of AFRA, is secretary to the judges.

Benjamin H. Saxon
FUNERAL services for Benjamin Hargreaves Saxon, 52, district manager for Stromberg-Carlson Co., sound equipment sales in Pennsylvania, Maryland and Ohio, were held Aug. 15 at Pittsburgh, where he made his home. Mr. Saxon died of a heart attack Aug. 11 during a business trip to Philadelphia. He had been engaged in the sound equipment business for 28 years.

'RED' AUTHOR
Is Interviewed Over WIP

MATT CVETIC, author of the radio serial, I Was a Communist for the FBI, appeared on several WIP Philadelphia broadcasts when he was honored at the American Legion convention.

During one week, Mr. Cvetic was heard on WIP's "Mary Biddle Show" and was interviewed on the nation's "Lobby Parley."

Mr. Cvetic also was guest of honor at a party given by the Blue Ribbon Cake Co., Kingston, Pa., which sponsors the FBI program over WIP. Among those present were Gov. John S. Fine of Pennsylvania, and Benedict Gimbel Jr., WIP president-general manager.

Strictly Business
(Continued from page 18)

jockey for WLSL. During summer vacations, the energetic Mr. Balaban worked as an editorial apprentice for National Screen Corp., a firm that produces trailers for motion pictures.

His college education was interrupted by the war, in which he served from September 1942 until September 1945 as a combat cinematographer in the Marine Corps. Mr. Balaban has the distinction of being the first American to fly over the island of Truk, and his wartime itineraries included photography stints on the Marshall Islands, Majuro and Wake Island.

After being discharged from service, he convalesced for eight months at the Columbia Medical Center in New York for treatment of tropical diseases he picked up in the marines. But he was granted to report that he is in excellent health today.

Mr. Balaban joined Paramount Television Productions in 1946 to supervise the commercial aspects of theatre television. Though the company has not devoted much of his time to this activity, it is still in the field and hopes to expand this phase, conditions permitting.

Hobbies that interest Mr. Balaban include a consuming interest in photography and broadcasting. Around his Great Neck, L. I., home, he likes to make electrical recordings and motion pictures—to the delight of his guests. Such off-hour diversions please his wife, the former Jacqueline Walker, whom he married in 1949, and their little daughter, Barbara. He is a homebody except for occasional forays into such sports as swimming and horseback riding.

Mr. Balaban belongs to the American Television Society, the National Television Film Council, the Marine Corps League, the Overseas Press Club and the Standard Club of Great Neck, to mention a few.

Choose the Famous

...about his transcription equipment

Look around — you'll find the top disc jockeys on the top stations are using Gray Tone Arms—proof that Gray meets their exacting standards.

Choose the famous 106-5F or the new viscous-damped 106-8. Both provide superb fidelity, long serviceability, and perfect tracking at all record speeds. Write for the Gray Tone Arm Bulletin RD-8.

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CANADIAN MEET
WAB to Gather at Banff

PROGRAMMING, civil defense, engineering and sales will highlight the agenda of the three day meeting of the Western Assoc. of Broadcasters at Banff Springs Hotel, Banff, Alberta, Sept. 11-13. Ed A. Rawlinson, CKBI Prince Albert and WAB president, will preside.

Among special reports will be one from Jim Allard, general manager of Canadian Assoc. of Broadcasters, Ottawa, on present status of copyright battle and other CAB business; report from Finlay MacDowall, CJCH Halifax, on station's underwriting (to the amount of $10,000) a Halifax produced opera, "Bonanza," and on sales research by Pat Freeman, CAB sales director, Toronto.

George Chandler, CJOR Vancouver, will discuss the result of the WAB engineering conference and status of radio in civil defense on Canada's west coast. Farm broadcasting will be discussed by William Guild, CJOC Lethbridge.

On final day of the meet Harold Moon, BMI Canada Ltd., and Carl Haverlin, BMI New York, will discuss copyright problems and BMI services. Present status of two way telephone conversation broadcasts, which was dealt with at CAB convention last March at Toronto, will be explained by Dave Armstrong, CKDA Victoria. Maurice B. Mitchell, Associated Program Services, New York, is slated as guest speaker at the annual dinner. Business association and election of officers are scheduled.

Campus Office Opened
OREGON State Broadcasters Assn. will open a fulltime office on the U. of Oregon campus in Eugene Sept. 1. OSBA's manager will be Robert E. Summers, who also has been appointed an assistant professor. H. J. Chandler, OSBA president, explained that Mr. Summers will devote half his time to the association and the remaining time to the university's radio education program. A similar office is maintained by the Oregon Newspaper Publishers Assn.

KPOL DAYTIMER
Debut Set for Sept. 1
KPOL, Los Angeles, 5 kw on 1640 kc, will begin full daytime operation next Monday (Sept. 1) from its transmitter studio at 5000 Carter Drive. Permanent studios and executive offices are being readied at 5007 Huntington Dr. North.

Licensed to Coast Radio Broadcasting Corp., KPOL is owned by Hugh R. Murchison, firm president, who is also general manager.

The staff includes Charles Hughes, account executive with KALI Pasadena, as commercial manager, and Floyd W. Hall, consulting engineer with KOCS Ontario, as director of engineering operations. William Bidell is promotion director.

Our Respects to
(Continued from page 48)

planning to buy a new house to accommodate the turning tables and speakers and extensive record collection. Mrs. Evans claims he once boasted he could hear an orchestra conductor's suspenders stretching during the recorded rendition of a favorite classic.

Mr. Evans has a deep conviction that classical music isn't getting a fair deal from those who present it. That belief accounts for Sunday afternoon 90-minute disc jockey program on WRFD in which classical numbers are featured. "Most stations throw classical music at the audience with shovels," he says. "We give the human side, with interesting commentary. We're warming people up to it, emphasizing rhythmic types and are anxious to find out if rural people want good music."

For years he has been spending much of his time on the road, speaking all over the country on management, personnel and labor relations meetings. He is author of many articles on these subjects and has often served as arbitrator in employment disputes.

Mrs. Evans is the former Ella Weed of Goshing, N. Y. They met in New York when she was counselor at an orphanage and he directed boys' activities. They have two children and two grandchildren.

Mr. Evans is active in Columbus civic affairs. He is a member of the board of governors of Franklin U., Columbus, and the board of the Columbus and Franklin County Community Chest campaigns. He is a Presbyterian and retains an active interest in choral music.

As fulltime director of Peoples Broadcasting, he will have a chance to direct expansion of this phase of the Farm Bureau organization. Just last March, Peoples opened a palatial new radio center in Worthington.

BROADCASTING • Telecasting

August 25, 1952 • Page 73
WILIAM M. WINN, chief announcer, WJOC Jamestown, N. Y., promoted to program director.

BOB FOSTER, program director, WETO Gadsden, Ala., to WGWD same city, in same capacity.

DON ROSENQUIST, operations department, CBS-TV New York, named supervisor of traffic for all TV network programs originating in Hollywood, headquartered in latter city.

BOB MCVAY appointed program director, KJIF Klamath Falls, Ore.

JOHN GRAY to announcing staff, WXYZ Detroit.

ED CASE, production assistant, WHAL-TV Washington, to KJBT Houston on announcing staff.

DON WHITMAN, in charge of radio transmission, ABC Hollywood, shifts to KECA-TV Los Angeles as schedule coordinator for program operations. He replaces GIL SABEN, resigned.

DON MORTIMER, editorial staff, BROADCASTING • TELECASTING, to production staff, WBAL-TV Baltimore.

NORMA WEEKS, women's program director and continuity host, KXJU Juneau, Alaska, to KJNO there, replaced by PATTI PARSONS, KFBR Fairbanks.

SCOTT DOUGLAS, Hollywood freelance radio-television announcer, to KNXT (TV) that city in similar capacity.

RAY BENTLEY, radio director, Houch & Co., Roanoke, Va., returns to continuity department, WBOV that city.

JOHN BEEBE, WKEA Kankakee, Ill., to production department, WERK (TV) Chicago.

QUILA CONWAY returns to WRNL Richmond as traffic manager.

KEITH SAMPLES, Northwest Broadcasting School, Portland, Ore., to KGAL Lebanon, Ore., as announcer-operator. Other graduates and stations where they are now located are: HAL HOWARD, KGAK Gallup, N. M.; JAMES MOFFIT, KWRC Pendleton, Ore.; OSCAR WHORLEY, KOMW Omak, Wash.; GORDON PAISLEY, KIHR Hood River, Ore.; HARMON YEARY, KFKE Pasco, Wash.; GEORGE RAVEN, KERG Sonora, Calif.; JAMES WILLIS, KRLI Blackfoot, Idaho.

BENNETT ORFIELD, news editor, WLS Chicago, to KFJ Los Angeles as summer staff announcer.

JACK SCOTT, floor manager, KTTV (TV) Hollywood, promoted to associate director.

JIM GRANGER returns to WZJW Cleveland as announcer after 18 months service in U. S. Army.

FIDEL LaBARBA, world's flyweight boxing champion, to KBBG Avalon, Calif., as sports commentator on weekly five-minute program.

BOB WEAVER, KERN Bakersfield, Calif., rejoins KXO El Centro as program director, DESU NORTON, sports director, WORE Orlando, Fla., to KXO in similar capacity.

PERRY WARD, KOTV (TV) Tulsa, Okla., sales staff, appointed special events director there.

E. M. JONES, professor of drama at U. of Saskatchewan, named drama producer of CBW Winnipeg.

DON FUHRMANN to announcing staff, KKEI Pocatello, Ida., replacing BOB COOPER who transfers to announcing staff, WPBC Minneapolis.

MAXINE ARTO McKIBBEN, head of KFI Los Angeles transcription department, to CBS Radio, Hollywood, as assistant in production department.

NEVA PATERSON, New York TV stage actress, assigned role in 20th Century-Fox feature film, "Taxi."

MARK STARRBIRD, announcer at CHUM Toronto, to CBLT (TV) Toronto.

CAROL BREWSTER, film actress, to KBBL Burbank, Calif., as disc man on daily two-hour program.

ART SYDNEY, WHRH Warren, Ohio, to production staff, WHAS Louisville, Ky. HOBY WOLF, WRCF Cincinnati, to WHAS for nightly disc show.

MIKE HOPKINS, CKLB Chiswak, Ont., to announcing staff of CSOR Sudbury, Aug. 10.

BILL LAZAR, WOR-TV New York announcer, father of girl, Deborah Anne.

DAVE WATERS, NBC Chicago TV director, father of girl, Kimberly Marie, Aug. 10.

JOHN CHULAY, floor manager, KTTV (TV) Hollywood, father of boy, John Benjamin, Aug. 9.

DICK AKER, announcer, KTFM Brownfield, Tex., and OPAI P. DAVIES, formerly chief engineer, KWDT Stamford, Tex., were married Aug. 9.

DOUG MORRISON, assistant director, KTTV (TV) Hollywood, and Pat Reynolds will be married Oct. 1.

PEN BROWN, WTAG Worcester, Mass. sportscaster, father of girl, Nancy Elizabeth.

SCT. MARVIN SMITH, formerly with WRLI Hempstead, L. I., father of girl, Marilyn, July 30.

News • • •

CHET CAMPBELL, press' department, NBC Chicago, promoted to press manager, replacing JACK RYAN who has resigned.

PAUL RUBLE, WAIT Chicago, to WKYW Minneapolis, Max., as news editor.

FRANK WHITLEY to KOCO Alliance, Neb., as new editor.

STEPHEN FENTRESS named assistant director of news for TV newsreel department at WGN-TV Chicago.

Caldwell Ltd. Expands

S. W. CALDWELL Ltd., Toronto, has expanded its operations and purchased a building at 447 Jarvis St., to house its radio and television productions unit. Building was formerly occupied by Academy of Radio Arts. The building is being renovated and two of its four studios are being converted into sound stages for rehearsal and filming of TV commercials. Building will continue to house tenants in allied radio fields, and will have studios available for rental to advertising agencies and producers for TV and AM radio programs. Building is located across the street from CBC Toronto AM and TV studios.

NBC RADIO One Man's Family will receive recognition of achievement for contributing to American family life from Gov. Earl Warren at 53rd California State Fair today (Monday).

Angling for New Markets?

If you're fishing for new markets, post result stories point to KFYR as a likely spot. The station with the nation's largest area coverage, KFYR doesn't depend on "fish stories"—offers the national advertiser hard-hitting facts which bear out KFYR's coverage and selling claims in this rich, rural market.

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ELECTRONICS

West Coast Meet Wed.

TWENTY-SEVEN technical sessions are scheduled for the annual Western Electronic Show & Convention to be held in Long Beach, Calif. Municipal Auditorium for three days starting this Wednesday under joint sponsorship of the 7th Regional Institute of Radio Engineers and West Coast Electronics Mfrs. Assn.

Besides more than 100 papers of a highly technical nature, convention sessions will include several panel discussions and symposia on a variety of specialized electronic subjects, according to R. L. Sink, IRE regional director and Consolidated Engineering Corp., Pasadena, chief electrical engineer.

FCC Commr. Rosel H. Hyde will be guest speaker at a luncheon Friday in the Wilton Hotel. He also will participate Thursday in a panel discussion on "What the End of the TV Freeze Means to the West."

Other panelists are Otto Brandt, general manager, KING-TV Seattle; Fred W. Albertson, Dow, Lohnes & Albertson, Washington attorney; and Ferrel Collins Jr., consulting engineer; L. H. Hoffman, president, Hoffman Radio Corp., and J. W. Kingsbury, AT&T. Phil Caldwell, ABC Western division manager of engineering and general services, will chair the discussion.

Exhibits will represent a cross-section of national electronic products. It will be the largest display of its kind ever seen on the West Coast, occupying more than 200 booths on the two floors of the auditorium, according to Leon B. Unger, convention president.

Approximately 2,000 engineers will attend the IRE sessions, according to advance registration. More than 10,000 persons are expected to view the various exhibits.

INDUSTRIAL EDITORS

Institute Set Nov. 6-8

SIXTH annual Southern Industrial Editors Institute will be held at the U. of Georgia, Athens, Nov. 6-8, it was announced last week. A committee of leading representatives has been appointed to formulate plans.

The Institute is sponsored jointly by the Southern Industrial Editors Assn. and the Henry W. Grady School of Journalism. The association is composed of editors and editorial assistants of employee publications, trade journals and specialized publications throughout the Southeast.

Ralph Byrd

FUNERAL services were held in Glendale, Calif., with burial at Forest Lawn Memorial Park Aug. 22 for Ralph Byrd, film actor and star of many TV film series. He died Aug. 18 after a heart attack.

BROADCASTING • Telecasting

New Business

(Continued from page 14)

Mitchell, N. Y., for corporation, four manufacturing divisions and export subsidiary, United Aircraft Export Corp.

UNION PHARMACEUTICAL Co. and ART COSMETICS, Montclair, N. J., appoint Grey Adv. for Saraka, Inhinston, APC cold tablets and Irma, effective Sept. 15.

VALLEN Inc., Akron, Ohio (curtain controls and tracks for theaters, TV studios, etc.) appoints Fred Buck Adv., Akron. Account executive is JOHN B. SIMPSON, formerly with NBC.

ECTRO Inc., Delaware, Ohio (tape recorders and electronic instruments), names Needham & Grohmann Inc., N. Y.


BATTYE FRANKLIN Co., Chicago ("Zip-a-part" carbon interleaved forms), appoints Bozell & Jacobs Inc., same city.

CINERAMA Inc., N. Y., names McCann-Erickson, that city.


Radio-TV will be used. KENDALL THURSTON is account executive.

Adpeople ...

GLEN E. DAVIDSON, sales representative for Sheaffer Pen Co., N. Y., in Virginia, Fort Worth, Tex., and Chicago territories, appointed western sales manager.

FRANK L. PARKER, owner of New York public relations firm, to Plexolite Sales Co., L. A. (corrugated and flat fiberglass reinforced translucent sheets), as director of sales development and public relations.

MEMBERS OF A GREAT RADIO EQUIPMENT FAMILY

COLLINS . . .

for broadcast equipment of unquestioned quality

Your studio installation deserves the built-in quality and superior performance the Collins 212A speech input console will supply. Unit amplifiers are individually shock mounted. Main frame and end castings are solid aluminum. Tilt-to-service feature allows installation against window or wall.

Write for complete technical information.

COLLINS RADIO COMPANY

Cedar Rapids, Iowa

August 25, 1952 • Page 75
Eighth annual National Electronics Conference and Exhibition will be held Sept. 29-Oct. 1 at Chicago's Hotel Sherman, it was announced last week. The three-day meeting will look at electronic development during the past year and also possibilities in the electronic world of tomorrow. Among subjects of interest to broadcasters are high frequency electron tubes, waveguides, transistors, antennas, audio developments and television. The conference is sponsored by the American Institute of Electrical Engineers, the Illinois Institute of Technology, Institute of Radio Engineers, Northwestern U. and the U. of Wisconsin with Purdue U., the U. of Wisconsin and the Society of Motion Picture & Television Engineers participating.

Wolcott H. Pitkin

WOLCOTT H. PITKIN, 70, who recently retired from active duty as vice chairman, counsel and director of International Telephone & Telegraph Corp., died last Monday at his home in Hobokus, N. J. Born in Albany, N. Y. and a graduate of Harvard U., Mr. Pitkin joined IT&T in 1925 and six months later became vice president and general counsel.

WSYR's Local Radio Sales

UP 39%

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

Arthur P. Jacobs, Beverly Hills public relations firm, announced the company's new branch office in New York City.

Mr. Stahlhuth Mr. Blanchard

JIM McKIBBEN, script editor and promotion manager, Standard Radio Transcriptions, Hollywood, leaves for Sept. 1. Standard has continued script service which Mr. McKibben supervised.

ARTHUR P. JACOBs, Beverly Hills public relations firm, announced the company's new branch office in New York City.


PHILCO Corp.'s Government and Industrial Div. relocates at 4700 W. 56th Ave., Phila. Telephone is Tennesse 5-4006.

ALBERT C. GABLE, manager of engineering for General Electric Co.'s industrial and transmitting tube operation, presented first service award from Joint Electron Tube Engineering Council at council's meeting at Big Moose Lake, N. Y.

JEROME E. HOAG Jr., New York district representative for Television Radio Div., Westinghouse Electric Corp., to St. Louis in similar capacity, replacing DONALD HARRIS who transfers to Southwest district headquartered in Dallas, Tex.

MARSHALL C. WELLS, sales manager, Hoffman Sales Corp., La., to Golden State Appliance Distributing Corp., that city, as general sales manager.

SIDNEY K. WOLF, associate professor of management at New York U., appointed to board of directors of Audio & Video Products Corp., N. Y.

ALLEN B. DU MONT Labs., Television Transmitter Div., has issued new 20-page booklet on DuMont universal image orthicon TV camera chain Model TA-124-E. Booklet describes camera chain as single, triple-duty unit for use in studios, in field and for film pickup and stresses new to stations operating under tight budgets.

FRANCIS W. FLORSEHELM, Columbia Wire & Supply Co., Chicago, named chairman of Asn. of Electronic Firms. Other new members are: JENSEN, Jensen Industries, vice chairman; HELEN STANI LAND QUAM, Quam-Nichols, treasurer, and KENNETH C. PRINCE, executive secretary.

DAVEN Co., Newark, N. J., announces availability of latest brochure on attenuators showing wide variety of controls including radio frequency attenuators, stereophonic controls and "TV" balanced "H", "L", ladder and potentiometer type audio attenuators.

FRANCIS VAN HARTESVELDT, director of NBC radio Father Knows Best for Benton & Bowles Inc., Hollywood, and writer on NBC-TV "Sky King", to Roy Rogers Enterprises as writer-director on NBC radio Roy Rogers show.

SPEER RESISTOR Div., Speer Carbon Co., has moved manufacturing facilities from St. Marys, Pa., to Bradford, Pa. Sales and executive offices remain at former location.

LOIS WINSTON, publicity director of Bow Co., N. Y., to Roger & Cowan, public relations consultants, as account executive on firm's radio and television accounts.

ROHN Mfg. Co., Peoria, Ill., announces manufacture of "fold-over" tower, which makes use of firm's standard tower sections in "fold-over" kit. Kit consists of short base section, hinge section, boom and reel and cable mechanism. Tower hinges near mid-section and can be raised and lowered by turning crank on reel.

BOB HESS, transmitter engineer, KSEI Pocatello, Idaho., to FCC Monitoring Station, Twin Falls.

DEAN KINER, chief engineer, KCSB San Bernardino, to KFOL Los Angeles as transmitter supervisor.

Electronic Goals

ESTABLISHMENT of small business ventures for three electronic expansion goals has been announced by the Small Defense Plants Administration. Small firms will derive 33% of the $7 million of new capital investments in addition to productive capacity by 1954. The electronics goals involve electrical connectors, high voltage switchgear and electrical transformers for the Army and Navy. Small business firms are defined as those employing 300 or less. The Defense Production Administration will hold the shares not less than 30 days. DPA sets the expansion goals for electronics and other industries while applications for Specialty tax writeoff expansion are supplied by National Production Authority field offices.

Two day technical conference will be held Oct. 13-14 for engineers of member station of Central Canada Broadcasters Assn. at the Royal Connaught Hotel, Hamilton, Ont. Four talks on tape recording engineering in television, audio control and engineering operations at broadcast stations, will be featured during the two day meet.

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Sales of men's and boys' furnishings and clothing climbed 11% over the year before, and the climb is even steeper for this year. You'll be flabbergasted at the sales gains on almost everything in this rich market where you get full penetration only with dominant WTAR-AM and exclusive WTAR-TV. Use both stations to give your sales a shot in the arm. Get the figures from the Petry Company NOW.
FARM PROJECT

WIBW Modernizes in a Day

A DECENT, run-down old farm that netted only $6 last year and scarcely drew a second look from passersby has been renovated into a modern and profitable farm property—thanks to an enterprising radio station.

Under the leadership of farm director Wes Seyler, WIBW Topeka, Kan. went to work on the buildings and land as part of its “Balancing Farming & Family Living Day” project. The results were something to behold for over 20,000 people who witnessed the transition.

Mr. Seyler called on merchants, dealers and agricultural agencies to cooperate with him and the owner and tenant. Together they worked a series of minor miracles involving a new house, milking barn, a detention dam, land renovation, and a modern water system. Volunteers also pitched in.

WIBW entertainers furnished music for workers and farm spectators who swarmed in from 18 states. Ben Ludy, WIBW manager, said the one-day program afforded a practical demonstration of 10 steps involved in the development of a modern farm. So appreciative of Mr. Seyler’s efforts were the local citizens that they donated proceeds from a concession stand on the grounds and staked him to a fishing trip complete with equipment.

Page 78  •  August 25, 1952

In St. Louis, it's easy as A-B-C
KWK is THE radio buy!

Globe-Democrat Tower Bldg.
Saint Louis
**SURPRISE PACKAGE**

A SHORTWAVE set with a tape recording attachment turned a prepared broadcast into a surprise package for George Grim, WCCO-AM-TV Minneapolis-St. Paul news caster and commentator.

Minnesota’s many Scandinavians were naturally interested in the celebration in Oslo of Norwegian King Haakon’s birthday. For his Aug. 3 newscast, Mr. Grim had included a second-hand description of the festivities. Just before leaving for the studio, Mr. Grim checked his shortwave-tape in his home. Only then did he learn that a BBC Radio Newsreel, broadcast earlier, had been preserved on the tape. It gave in English a running account of events in Oslo.

Mr. Grim had phoned the Norwegian consul general in Minneapolis earlier that day, telling the consul that he would be paying homage to King Haakon that evening on his newscast. The consul general was going to a church meeting but took a radio with him. Unexpectedly, the audience found themselves a part of going-on half a world away.

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**Advertising**

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Program</th>
<th>Gross Time Charges</th>
<th>Oct. 31</th>
<th>Net. Stations</th>
<th>Per Week</th>
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<tr>
<td>James Crush Co.</td>
<td>Green Hornet</td>
<td>$57,260</td>
<td>CBS 191</td>
<td>189</td>
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<td>Owens-Corning Fiberglas Corp.</td>
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<td>Path Brewing Co.</td>
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<td>Pacific Western Oil Corp.</td>
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<td>Pal Blade Co.</td>
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<td>Peter Paul Inc.</td>
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<td>Pearson Pharmaceutical Co.</td>
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<td>Pet Milk Co.</td>
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**Philo Corp.**

| Breakfast Club | | | | | |
| Kern W. Hill | Bob Burgess | $140,149 | ABC 283 | 315 | 11:15 |

**Phillips Petroleum Co.**

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**Plumly Mills**

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**Procter & Gamble Co.**

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**Prudential Insurance Co. of America**

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**Pure Oil Co.**

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**Quaker Oats Co.**

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**Radio Bible Class**

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**Radio Corp. of America**

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**Ralston Purina Co.**

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**Raytheon Mfg. Co.**

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**Rexall Drug Co.**

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**Reynolds Metals Co.**

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**R. J. Reynolds Tobacco Co.**

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**Richtel Oil Corp.**

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**Roosen Art Metal Works**

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**Joseph Schiltz Brewing Co.**

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**Seabrook Farms Co.**

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**Steen Brothers Inc.**

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**Sesac Transcribed Library**

**A COMPLETE SERVICE FOR $40 TO $57.50 A MONTH BASED ON RATES**

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**Surprise**

**Tape Records Oslo Party**

A SHORTWAVE set with a tape recording attachment turned a prepared broadcast into a surprise package for George Grim, WCCO-AM-TV Minneapolis-St. Paul news caster and commentator.

Minnesota’s many Scandinavians were naturally interested in the celebration in Oslo of Norwegian King Haakon’s birthday. For his Aug. 3 newscast, Mr. Grim had included a second-hand description of the festivities. Just before leaving for the studio, Mr. Grim checked his shortwave-tape in his home. Only then did he learn that a BBC Radio Newsreel, broadcast earlier, had been preserved on the tape. It gave in English a running account of events in Oslo.

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---

**Arizona**

**IN NEWS IN SPORTS IN MUSIC**

**ASK TO SEE THE APRIL 1952 HOOPER**

**SEE RAMBEAU**

**NEW YORK—CHICAGO—LOS ANGELES**

**IMPACT RADIO SALES—DETROIT**

**5000 WATTS DAY**

**LANSING, MICHIGAN**

**BROADCASTING • Telecasting**

---

**First**

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Minnesota’s many Scandinavians were naturally interested in the celebration in Oslo of Norwegian King Haakon’s birthday. For his Aug. 3 newscast, Mr. Grim had included a second-hand description of the festivities. Just before leaving for the studio, Mr. Grim checked his shortwave-tape in his home. Only then did he learn that a BBC Radio Newsreel, broadcast earlier, had been preserved on the tape. It gave in English a running account of events in Oslo.

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ORGANIZATIONS such as the Boy Scouts, Little League baseball clubs, Sunday School classes will help out WWHC New Haven in its "Get Out the Vote" campaign. Children will deliver minute announcements live on TV and taped on radio, telling why they feel their elders should go to the polls in November. Stalk hopes that youngsters who see and hear the children on WWHC will be impressed and remind mom and pop of their obligation.

NO FISH STORY
"THIS Ain't No Fish Story" is the theme of a promotion piece issued by WOWO Fort Wayne, Ind., relating the response Ernie Ashby, station sportscaster, enjoyed when he offered listeners little sample fish hooks. Station reports that 10,001 letters were received from 23 states and points up the "bonus" audience outside of the station's three-state coverage area.

MUSICAL PROS AND CONS
JAZZ classics and "bop" music vie up reports Ashley, Ind., issued and of their feel minute announcements campaign. Children have been launched on KBIG Avalon, Calif. Two ASHTRAYS ASHTRAY America. cast The who called "Jazz Classics and "Bop" Music Vie Against Mike Cooke, BBC Southard, station personality, hopes on the question under discussion. He has already received over 350 listener's suggestions as to how civic groups may go about obtaining television time.

MARKET BROADCASTS
Cable Ups Audience
ADVENT of the cable not only has brought network shows to WTJV (TV) Miami, but has boosted audiences for local shows as well, according to the station. Mail on the "Bob Lynnne Mystery Tune show which follows Dave Garroyo's network program Today, has been delivered to over 350 listeners a day since the Garroyo show began on WTJV.

HISTORY PROGRAMMING
SERIES of 28 five-minute programs designed to acquaint foreign-born listeners with American history and aid them in becoming U.S. citizens has been started on Russian and Polish-language programs of WWR, Woodside, N. Y., and is being prepared for broadcast also in German, Czechoslovakian, Greek, Hungarian, Lithuanian, French, Ukrainian and Syrian.

BASEBALL SCHOOL
NEW Weekly series, a baseball school for sandlot league players, is being presented by WBD (TV) New York. Dolly Stark, former National League umpire, was guest on initial program with two teen-age sandlot players. Rabbit Maranville, ex-major league player and program m.c., interviewed Mr. Stark while the youngsters gave a demonstration of what they had learned while playing in the sandlot league.

REMOTE TELECASTING
NINE consecutive shows were telecast as a feature from Coney Island, a Cincinnati amusement park, by WCPO-TV Cincinnati. Station reports the programming was executed without an error. Eight live shows were presented back-to-back on a 45-ft. stage. As a show concluded on one end of the stage the following one was being set up. Sections of the park were picked up for telecast by a camera with a Zoomar lens mounted on a remote truck.

ADVICE TO CIVIC GROUPS
ADVICE to civic groups who intend to use TV has been compiled in a "Guide Sheet" prepared by WAAAM (TV) Baltimore for such organizations in that city. Pointers on the know-how of employing TV as a promotion tool have been drawn up in outline form with suggestions as to how civic groups may go about obtaining television time.

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The LaCross Tribune Station
WKTY SELLS GOODS!

"We certainly feel that our WKTY advertising has been the major factor in helping to build Ross of LaCross into one of the largest furniture stores in this area."

WKTY ratings are UP 204% in two years.

In Wisconsin... WKTY is a MUST TO COMPLETE YOUR COVERAGE! Ask Weed and Company.

WKTY ratings are UP 204% in two years.

La Crosse, Wis.
580 Kc. 1,000 w plus ABC
A. Lee Radio Station

CHNS HALIFAX NOVA SCOTIA
A CAPITAL Station
In A CAPITAL City gates You CAPITAL Results!
Ask JOS. WEED & CO.
350 Madison Ave., New York
P.S. We now have our 3000 Watt Transmitter in operation!
BROADCASTING RELIGION, compiled by Clayton T. Griswold and Charles N. Schmitz. Published by the National Association of Communist Broadcasting and Film Commission, 505 Fifth Ave., New York 17, N. Y., $1.

This manual is not intended to answer all questions on religious broadcasting. It was published, rather, to provide a base of thinking from which answers may emerge.

The Broadcasting and Film Commission placed its accent on radio broadcasting rather than on television broadcasting, because the book says, "It is believed that radio will remain for some time the basic saturation medium of communication."

The manual, in addition to offering specific religious broadcasting suggestions, passes along several general broadcasting tips, such as writing for radio and the rules of the microphone.


This volume presents, for the first time, a report on the facilities existing in every country and territory of the globe for the dissemination of information and ideas by radio, television, press and film. The report is based largely on data for 1948-50.

UNESCO points out that the enjoyment of the right to information requires, as a first step, that technical facilities shall exist for receiving information. This then, is a report on facilities available.

Included are a breakdown on the radio receiver distribution by continent, radio receivers per 1,000 inhabitants, country by country, a section on production and circulation figures on newspaper and film media.

KERR QUITS WPAT

Join's Realty Firm Sept. 15

Resignation of Don Kerr as program manager of WPAT Paterson, N. J., was announced last week by D. J. Wright, executive vice president and general manager of the station. Mr. Kerr will leave the station on Sept. 15 to join the firm of Bert Clark, Fair Lawn, N. J., realtor, as vice president.

A veteran of more than 20 years in the broadcast field, Mr. Kerr, associated with WPAT in January 1930. He began his radio career in Cleveland in 1930 and announcer and has been with WOR New York, WMCA New York and CBS New York. After four years of military service, he was made general manager of WKWF Key West, Fla.

AWRT Meet Set

Panel discussions of "Educational and Commercial Television: How They Can Live Together," and "Civil Rights and Civil Liberties: The Role Which Radio and Television Can and Must Assume" are among the highlights of the program planned for the annual fall meeting of the New York State Chapter of Women in Radio and Television. The meeting will be held at Cornell U., Ithaca, Sept. 12-14. Cornell President Deane W. Malott will be among the speakers. Anita Monroe of Cornell's WHCU Ithaca is conference chairman.

"Heritage" Sept. 14

NATIONAL Assn. of Educational Broadcasters' 13-week Jeffersonian series of transmitted programs [B&T, Aug. 18, July 28] is slated to start Sept. 14 over stations of the NAEB Tape Network, cooperative group of educational stations. The series is one of several being produced under a $500,000 grant from the Ford Foundation's Fund for Adult Education and will be made available to commercial stations in a sustaining basis and to United Nations Radio, Voice of America, and the broadcasting systems of other countries.

FISHER Body Craftsmen's Guild scholarship award dinner, originated by Fisher Body Div., General Motors Corp., in 1930, was carried by ABC radio and TV networks and DuMont Television Network on Aug. 19. Eight scholarships totaling $48,000 were awarded to winners. Program was placed by Knudsen Agency, N. Y.

It's Happening in New Haven!
on WNH

A burned-out shop, with no merchandise to sell, continues to advertise with six-hourly per week on W N H C. Wylie's-On-The-Green, Jewelers, were gutted by fire. But their selling campaign continues to hold old and win new customers.

If you have something to sell in New Haven
Choose The Station That Sells W N H C NEW HAVEN NBC RADIO

Represented nationally by The Katz Agency

Program Probe

ABA To Hear Rep. Harris

How the chairman of the Senate subcommittee investigating radio and TV programs feels about the management executives he has known today (Monday) when Rep. Oren Harris (D-Ark.) addresses the Arkansas Broadcasters Assn. in Little Rock.

Mr. Harris, who is the chairman of a special House Commerce subcommittee which was set up to look into the question of "immoral" and "offensive" radio and TV programs. The House resolution calling for such an investigation was submitted by Rep. E. C. Gathings (D-Ark.). The sub-committee sat for a number of sessions in June. Most of the witnesses were temperance adherents [B&T, June 30, 23, 16, 9].

Also expected this week is a schedule for resumption of the hearings. Although it is understood that the committee plans to hold further sessions in New York next month—with talent and production agency executives as key witnesses—it is believed that one further session may be scheduled in Washington after Labor Day to hear ARFT TV Director Thad H. Brown and Government Relations Director Ralph W. Hardy. Both had been scheduled to be heard at the last meeting in June, but pressure of the Congressional windup cut short the committee's time.

According to the resolution, Rep. Harris is obligated to make a report to the Speaker of the House before the commencement of the 83rd Congress, January 3. He has indicated that he intends to complete the hearings and render the report in line with the resolution.

GREENVILLE is SOUTH CAROLINA'S LARGEST METROPOLITAN AREA

In RETAIL SALES

GREENVILLE $167,610,000
Columbia 146,483,000
Charleston 135,000,000
Sales Management 1952

WFC NBC affiliate for the
Greenville-Anderson-
Spartanburg Markets
Represented by Avery-Knudel

BROADCASTING • Telecasting
Agrarian Law

RADIO station owners can breathe easier these days—they won't be affected by a new Missouri law. Property and cable lines of certain American stations will be respected by government authorities when they broadcast in accordance with a new law adopted by the Congress. Radio authorities were concerned lest their installations be affected. But the National Agrarian Dept. has told Tropical Radio executives not to worry—in Guatemala.

NEW FM OUTLETS

Complete Wisconsin Network

With the debut of two additional stations Sept. 14, Wisconsin will become the first state with a blanket coverage educational network. The U. of Wisconsin announced in Madison last week. New stations are WHIS (FM) Highland and WHSA (FM) Brule. The completed network will consist of two AM and eight FM stations. AM stations are WHO Madison, WLBL Auburndale. FM stations were listed as WHA-FM Madison, WHAD (FM) Delafield, WHKW (FM) Chilton, WHRM (FM) Ripon, WGR (FM) Colfax and WHLA (FM) West Salem.

August 15 Applications . . . . . ACCEPTED FOR FILING

License for CP

WPXM Phoebe, Ala.—License for CP, which authorized new AM and changes in location. Petition to change name of applicant to Community Broadcasting Co.

Extension of Completion Date

WIMS Michigan City, Ind.—Modified CP, as modified, which authorized new AM for extension of completion date and for change in location.

KNRJ North Platte, Neb.—Modified CP, as modified, which authorized new AM for extension of completion date.

KXUG Grand Junction, Colo.—Modified CP, as modified, which authorized increased power in frequency, installation of two stations in DA, for extension of completion date.

Renewal of License

Following temporary authorization renewal of license:

WKOK Decatur, Ala.—WSWN Relle Glade, Fla.; WJIV Savannah, Ga.; KULC New Orleans, La.; WGRD Galaktoon, Iowa; KOAM Pittsburg, Kan.; WBNH Green Bay, Mich.; WJGQ Norwalk, Neb.; WPRF Raleigh, N. C.; WCPX Parsippany, N. J.; WJQ Cleveland; WOSU Columbus, Ohio; WPFD Worthington, Ohio; KETI Bullwater, Okla.; KXZ Portland, Ore.; WCON Lebanon, Tenn.; WJLW Laingsburg, Mich.; WDIA Memphis; WRHR Pulaski, Tenn.; WMBB; Webbport, Tenn.; WMA Dallas, Tex.

Replace Expired CP

WVWQ-FM Logan, W. Va.—WJPO to replace expired CP, as modified, which authorized new FM which expired 7-52.

Change ERP

WHEN (TV) Fort Pierce, Fla.—Modified CP, as modified, to change ERP from 1,500 kw to 2,000 kw, and from 50 kw to 100 kw.

KTRC-TV Austin, Tex.—Modified CP to change ERP from 110 kw to 58 kw.

APPLICATION RETURNED

WJG Tullahoma, Tenn.—RETURNED application for renewal of broadcast license.

TENDED FOR FILING

1226-1962

WBUF Butler, Pa.—CP to change frequency from 1250 to 1065 kc.

August 18 Decisions . . . . . . BY BROADCAST BUREAU

Granted License

WQCT-FM Bristol, Va.—Licensed to change frequency in existing station: 963 mc; 15 kw; minus 51 feet.

Modification of License

WMAY Menominee, Mich.—Granted CP for approval of ant. trans. location and to specify main studio location.

Extension of Completion Date

Following granted new CP's for extension of completion dates as shown:

WIMS Michigan City, Ind., to 11-12-51; conditions: WKYQ New Orleans, La.; WJW Cleveland; WOSU Columbus, Ohio; WPFD Worthington, Ohio; KETI Bullwater, Okla.; KXZ Portland, Ore.; WCON Lebanon, Tenn.; WJLW Laingsburg, Mich.; WDIA Memphis; WRHR Pulaski, Tenn.; WMBB Webbport, Tenn.; WMA Dallas, Tex.

Grant License

WMFM (FM) Madison, Wis.—Licensed to change frequency in FM 104.1 mc; 75 kw; 80 feet.

August 18 Decisions . . . . . ACTIONS ON MOTIONS

By Hearing Examiner Fannen N. Litvin Brush-Moore Newspapers Inc., Stark Best Corp., Canton, Ohio—Pre-hearing conference will be held in proceeding re applications for television license in Room 1061, Temporary TV Building, 14th Street & Constitution Ave., Washington, D.C., at 9:00 a.m., Tuesday, August 18, for purpose of considered answers on certain matters: Necessity of desirability of simplification of, in particular, interpretation of or limitation of the issues; possibility of simplifying with respect to facts; the procedure to be followed in hearing matters of limited number of witness; possibility of desire of each party to request briefs on questions of law at any time prior to filing of proposed findings; and such other matters as may be deemed helpful in proceeding by any party or the Hearing Examiner. By Hearing Examiner Hast P. Cooper WELS Clinton, N. C.—Granted petition for corrections in various respects to transcript in this proceeding.

August 19 Applications . . . . . ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:


APPLICATION RETURNED

WJG Evansville, Ind.—RE- TURNED application for renewal of broadcast license.

TENDED FOR FILING

AM—910 kc

KLCN Blytheville, Ark.—Mod. CP to increase power from 1 to 5 kw and install new trans.

August 19 Decisions . . . . . ACTIONS ON MOTIONS

By Commissioner Rosel H. Hyde Taylor Radio & Television Corp., Wichita, Kans.—Granted petition to amend application for purpose of eliminating certain changes in articles of incorporation.

WJQ-TX Fort Wayne, Ind.—Rejected petition for increase of power of applicants station from 60 kw to 150 kw; granted permission to proceed to Initial Decision in proceeding re acceptance of application to amend application for purpose of making life easier for those interested.

WJQ-HX Elyria, Ohio—Grant petition for extension of time from date of filing of application to Sept. 14; granted permission to proceed to Initial Decision in proceeding re acceptance of application to amend application for purpose of making life easier for those interested.

WJR-FM Hartford, Conn.—Return of Grant.

APPLICATION RETURNED

WMAZ Macon, Ga.—To change frequency from 1350 to 1370 kc, power from 250 w to 500 w, and installation of new antenna; application amended to be removed from hearing; others to be made; petitions to request acceptance of late filing application to file for medical or legal reasons without prejudice of application.

August 20 Applications . . . . . ACCEPTED FOR FILING

Modification of CP

WARN Fort Pierce, Fla.—Mod. CP which authorized new AM for approval of ant. trans. and studio location.

Amdment to change trans. location.

REPLACE CP

WPRK Atlanta, Ga.—CP to increase power from 1 to 10 kw; install new gear, and DA.

Replace Expired CP

WHVF Wausau, Wis.—CP to replace expired CP, as modified, which authorized new AM on 1230 kc 200 w.

License for CP

WIBO Ironwood, Mich.—Request for renewal of standard broadcast license.

License for CP

WDW-FM Dawson, Ga.—License for

SERVICE DIRECTORY

COMMERCIAL RADIO MONITORING COMPANY

P. O. BOX 547

JACKSON 5302

P. O. Box 7037

KANSAS CITY, MO.

BROADCASTING & TELECASTING
### BROADCASTING

#### Craven, Lohnes & Culver

**MUNSEY BUILDING DISTRICT 8215**  
**WASHINGTON 4, D. C.**  
*Member AFCCE*

#### JANSKY & BAILEY

Executive Offices  
National Press Building  
Offices and Laboratories  
1239 Wisconsin Ave., N. W.  
Washington, D. C.  
ADams 2414  
*Member AFCCE*

#### A. D. RING & CO.

26 Years’ Experience in Radio Engineering  
**MUNSEY BLDG., REPUBLIC 2347**  
**WASHINGTON 4, D. C.**  
*Member AFCCE*

#### E. C. PAGE

CONSULTING RADIO ENGINEERS  
**BOND BLDG., EXECUTIVE 5670**  
**WASHINGTON 5, D. C.**  
*Member AFCCE*

#### WILLIAM L. FOSS, Inc.

Formerly Calvin & Foss Inc.  
937 15th St., N. W.  
Republic 3883  
**WASHINGTON, D. C.**

#### LYNNE C. SMEBY

“Registered Professional Engineer”  
1311 Q St., N. W.  
**EX. 8073**  
Washington 5, D. C.

#### ROBERT L. HAMMETT

CONSULTING RADIO ENGINEER  
230 BANKERS INVESTMENT BLDG.  
SAN FRANCISCO 2, CALIFORNIA  
**SUTTER 1-7545**

#### BERNARD ASSOCIATES

CONSULTING RADIO ENGINEERS  
5010 Sunset Blvd.  
Hollywood, Calif.  
Normandy 2-6715

CP, as modified, which authorized new FM.  
Extension of Completion Date  
WWSW-FM Pittsburgh, Pa.—Mod.  
CP, as modified, which authorized changes in FM, for extension of completion date to 5-24-52.  
WABD-TV New York—Mod. CP, which authorized changes in station, for extension of completion date to 5-12-53.

### August 20 Decisions

**BY COMMISSION EN BANC**

Renewal of License  
Following stations granted renewal of licenses for regular period:  
(Continued on page 87)

### August 25, 1952

**Page 83**
Help Wanted
New North Carolina Station accepting applications. Positions available. Please give complete details in first letter to W. W. Prinkey.

Salesmen
Florida coast station. Hard-hitting salesman to do competitive selling. No experience necessary. Must know radio. Send tape, photo, references, experience. Box 595, BROADCASTING TELECASTING.

Experienced salesman wanted by Illinois independent. Supervise sales department and sell on commission basis. $600 monthly salary, $100 view required. State age, experience. Box 290, BROADCASTING TELECASTING.

Do you like to sell? A fast-moving, growing radio station needs a hard-go-getter in a small lucrative market. Outstanding opportunity in coast city. Experienced, please. Box 596, BROADCASTING TELECASTING.

Opportunities for several young men who want to join our fast growing organization. You will work under one of the young men who are proven successful radio talent scouts. Position is being expanded to include salesmen for our stations in North Carolina and Louisiana. We also are applicants for TV in New England. We prefer applicants who have once had a station or two and expect to be the next station on the block. If you are a young man who want to sell, let people see, and are interested in an organization that can get on the ground floor, call us. You can make $600 and per month provided they are willing to work steadily toward success. We pay a living base salary guaranteed, plus commission and bonus. Write at once, Stanley W. Ray, Jr., WBOK, Inc., 953 Baronne St., New Orleans 12, Louisiana.

Opening for salesman who can produce in strong small market in Illinois for security and permanency, salary open. Experience helpful. Box 290, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Florida Coast Station. Applicant must be able to handle N. C. station. Experience with hillbilly and pop DJ show for station. Excellent salary, room and board. Replies confidential. Box 56, BROADCASTING TELECASTING.

Anuncios
Announcer with well-rounded experience must be willing to relocate in west. Experience with offensive hillbilly and pop DJ show for station. Excellent salary and benefits. Send complete information and disc to Box 429, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

N. C. Southern outlet needs experienced announcer for all phases except sports. Send references, tape, and photo if interested. Reply to Box 32R, BROADCASTING TELECASTING.

$300 per month to good combination man for evening shift, ABC station. Must be able to handle news and sports. Box 30R, BROADCASTING TELECASTING.

Specialty DJ with ticket, single. Amusing, fast flowing ad-lib, clever writer, character voice. Box 48R, BROADCASTING TELECASTING.

Immediate opening for two combination account-executive-an- nouncer. Housing good, promotion opportunity.应答 by 9 a.m. May, 30. Box 33R, BROADCASTING TELECASTING.

Wanted: First man with four years plus guaranteed overtime. Ex- perienced with copy, and tape to KXGC, Centerline, Iowa.

Photo football announcer plus staff duties, $250, copy, tape, KFRO, Longview, Texas.

Central California Indie needs, September 1, sportscaster-s salesman or sportscaster-copy writer. Must know football, basketball and baseball. KONG, Visalia, Calif.

$900 watt fulltime NBC station in city of 5,000 needs capable, experienced announcer to handle regular shifts, including sports, news and public service. Prefer combination man but will take single without benefit if he is the right man. Will pay $750 per month. Send audion. Disc, salary requirements, marital status, and complete letter relating extent of experience plus references. Send complete particulars and residence to stations. Box 680, BROADCASTING TELECASTING.

Announcer-engineer. Must be good announcer. Start $80 a week. Excellent living conditions. KTNN, Tuscarora, N. Mex.

Announcer-engineer—start $350 month; $250 after trial period; if you have complete picture. Wonderful new station, KVHG, Pauls Valley, Okla.

5,000 watt CBS affiliate needs staff announcer. Must be TV-genic, Smith, Hill, and Lavell. Box 45, BROADCASTING TELECASTING.

Anouncer/engineer. Must be able to handle all phases except sports. Send references, audion, and photo if interested. Reply to Box 35R, BROADCASTING TELECASTING.

Immediate opening for announcer-engineer in new eastern city with good affiliation. In ideal place to live. Starting salary $75 per month. WHPF, Brevard, N. C.

Wanted: Announcer as partner in tape writing. Must be capable to manage and produce pre-show and intermission tape program for drive-in theaters. $450 necessary for full personal interest in the business. Academy Pro- duction-know how and good voice. Box 33, Blossom, N. C. Phone 53-0721.

Experienced evening man on or before September 1. Experienced on all phases of telecasting. Send disc or tape, reference and photo to Box 901, Idaho Falls, Idaho.

Technical

First class engineer. No experience required. Virginia network station. Reply Box 60R, BROADCASTING TELECASTING.

Excellent opportunity for congenial,同志 with experience but without experience. New Mexico CBS affiliate. Box 51R, BROADCASTING TELECASTING.

Investigator to handle all phases of new city. We're looking for someone to be good experienced in all phases of construction, installation and main- tenance of the studio and complete line of television equipment and in- formation center. Must have radio experience and ability and experience. Send complete particulars and letter to Box 38R, BROADCASTING TELECASTING.

Wanted: Chief engineer for Rocky Mountain metropolitan market station. Must be experienced in all phases of television. Good salary. Box 36R, BROADCASTING TELECASTING.

Wanted: Engineer-announcer. Starting salary $65 per week, plus guaranteed overtime. Excellent climate. Small city. Box 34R, BROADCASTING TELECASTING.

Announcer-engineer wanted immediately. Position open. Send resume, experience, photo and letter: Apply in person to WVBC, 870 Broadway, New York City. Phone 530-1T.

Wanted—Program director for 1 kw daytimer in South Carolina. Some announcing duties with emphasis on play-by-play sports, local news, special events. Applicants to Box 28R, BROADCASTING TELECASTING.

Announcer-engineer. Permanent. KFRO, Longview, Texas.

Wanted: Combination engineer and announcer. Starting salary $600. Televising and radio work. Send complete resume to WHAN, 1214 Broadway, Charleston, S. C.

First class engineer needed. Contact WBIP, Booneville, Mississippi.

Immediate openings, first class radio-telecasting engineer. Must be experienced in all phases of telecasting. Send complete resume, letter relating extent of experience to WTERN, Ogdensburg, N. Y.

First class engineer wanted. For expanding operation. Must have experience in all phases of television. WBTN, New Brunswick, N. J.

Engineer wanted for expanding operation. Must have experience in all phases of television. WCPS-AM & FM, Terre Haute, Indiana.

Wanted—First class engineer experienced in AM and FM operation. Contact: Chief Engineer, WDBC, Dillon, South Carolina.

Help Wanted (Cont'd)

Openings immediately for first class transmitter engineers. No announc. Experience necessary. Permanent. Must have complete knowledge of all phases of transmitter work. Requires person capable of operating and maintaining transmitter equipment. Experience not necessary. Also, first class engineer, no experience required. Will train for combination work. No experience. Send full details to P. O. Box 5, New Orleans, Louisiana.

Engineer-announcers for new combo outlet. Good base plus potential. For full information contact manager, North Country stations, Box 366, St. Johnsbury, Vermont.

Production-Programming, Others

Publicity and promotion man. Seeking experienced publicity and promotion man for radio and TV who can handle all phases of television and advertising. Applicants should have experience with NBC radio and TV networks and located in top western market. If you can qualify, send full details of experience and recent photo. Box 1, BROADCASTING TELECASTING.

Wanted—Program director for 1 kw daytimer in South Carolina. Some announcing duties with emphasis on play-by-play sports, local news, special events. Applicants to Box 28R, BROADCASTING TELECASTING.

New man must have experience in gathering and writing local news to do weekend show. Position in Midwest station. Send full background, experience and references to P. O. Box 48R, BROADCASTING TELECASTING.

Publicity and promotion man. Seeking an experienced publicity and promotion man for radio and TV who can handle all phases of television and advertising. Applicants should have experience with NBC radio and TV networks and located in top western market. If you can qualify, send full details of experience and recent photo. Box 1, BROADCASTING TELECASTING.

Wanted—Program director for 1 kw daytimer in South Carolina. Some announcing duties with emphasis on play-by-play sports, local news, special events. Applicants to Box 28R, BROADCASTING TELECASTING.


Program director, immediate opening. GBBO-AM and GBBO-FM, Forest City, North Carolina.

WANTED—Program director for 1 kw daytimer in South Carolina. Some announcing duties with emphasis on play-by-play sports, local news, special events. Applicants to Box 28R, BROADCASTING TELECASTING.

Television

Production-Programming, Others

Cameraman for local newscast. Work to be done in Anchorage, Alaska. CAMERAMAN, AKJRE-TV, San Diego, California.
Situations Wanted (Cont'd)

Sportsan desires change. Seeking progressive, sporteminded station. Strong newscaster andids front first phone. Box 140R, BROADCASTING - TELECASTING.

Anncisseur, young, graduate NBC Institute, Columbia University. Wide experience in radio-prod & management. Box 148R, BROADCASTING - TELECASTING.

Anncisseur, brief but varied experience. Excellent sales records, plus travel. Box 129R, BROADCASTING - TELECASTING.


Outstanding play-by-play sportscasters and color commentators available. Howard Sanders, First 708 Bond Building, Washington, D.C.

Two years announcer. Copywriter, also staff announcer. Married. Steady, excellent reference. Charles Lord, 510 Moro, Manhattan, Kansas, after 5:00 P.M. - TELECASTING.

Staff, Two years. Good morning man. Board. Prefer larger city. Don Zamenhi, 1365 E. Water St., Chillicothe, Ohio.

Hospitably announcer, deep voice, plenty of experience, draft exempt, anywhere. telephone 766 W. Morgan St. N.C.

Shirtless engineer with degree and 12 years experience is looking around. Box BROADCASTING TELECASTING.

Operator. First class, ten years experience. Studio, transmitter. Excellent references. Available. Box 114R, BROADCASTING - TELECASTING.

Five years transmitter and control room experience. Outstanding reference. Box 195R, BROADCASTING - TELECASTING. -07

Ready for advancement, radio or television. College, radio school graduate. Reliable. Married, one child. Car, will travel. Box 288R, BROADCASTING - TELECASTING.

Experienced, qualified graduate engineer, new installation. Presently located Virginia Box 58R, BROADCASTING TELECASTING.

Have first phone. Want job as engineer or combo; experience limited. Box 88R, BROADCASTING - TELECASTING.

Engineer - announcer 5 years. First phone; ham. English-Speech B.A. Fellowship holder; wants to work in national sports combo. Has distant proximity for completion of M.A. Radio, BROADCASTING TELECASTING.

First class radio, telephone operator with year and half studio and transmitter experience. Looking for position with progressive station. Box 106R, BROADCASTING - TELECASTING.

B.S. graduate seeking position as studio technician. Has knowledge of both tape and disc operation, and film and movie camera. Veteran, photo on request. Box 130R, BROADCASTING TELECASTING.

First phone - no station experience. Technician, just graduated. Box 117R, BROADCASTING - TELECASTING.

First phone - no station experience. Draft exempt. Box 118R, BROADCASTING - TELECASTING.

Situations Wanted (Cont'd)

WANT AN A-I MANAGER

For WNOE, my station is 50,000 watt daytime and 5,000 watt nighttime. My former manager, who has been with me for fourteen years, is leaving to take charge of his own station. An excellent opportunity for the right man. Give complete qualifications. Starting salary will be $1000.00 per month. Write James A. Nee, Monroe, Louisiana, if you are interested.
Radio Station and Newspaper Appraisals

Tax, estate and many other personal problems create the need for an independent appraisal. Extensive experience and a national organization enable Blackburn-Hamilton Company to make accurate, authoritative appraisals in minimum time.

Appraisals • Negotiations • Financing
BLACKBURN-HAMILTON COMPANY

WASHINGTON, D. C.    CHICAGO    SAN FRANCISCO
2101 M Street, N.W. 70 E. Delaware 301 Second Avenue

Radio Station and Newspaper Brokers

For Sale (Cont'd)

Complete equipment for 250 watt station, including transmitter, monitors, limiters, console, turntables, tower and antenna. Excellent station. Knoxville, Ala., also available. Box 158R, BROADCASTING • TELECASTING.

For Sale

FM transmitter. No station. Located in Wisconsin. For sale. Box 168R, BROADCASTING • TELECASTING.

For Sale - Western Electric 1kw broadcast transmitter. General Electric FM frequency. Freeway. Good condition. Few if any miles on it. Like new. Box 120R, BROADCASTING • TELECASTING.

Equipment, etc.

WANTED - 1kw AM transmitter, state model and price. Box 68R, BROADCASTING • TELECASTING.

Individual wants to purchase complete set of tubes for AM . . . miles through tower. Prefer package deal from increased power station. Write fully for information. BROADCASTING • TELECASTING.

Wanted immediate - 4 ring Collins FM antenna mounted on 10' i.e. for FM. Write Box 115R, BROADCASTING • TELECASTING.

Planning to build 250 watt AM station. Will need all necessary equipment. What do you have for sale? Box 110R, BROADCASTING • TELECASTING.

All or any part of used equipment for 1000 watt station. Let us know what you have to offer. Write Box 90R, BROADCASTING • TELECASTING.

Good used 5k 115-230 v power plant. Please contact Charles Engineer, WBCN, Battle Creek, Michigan.

170 ft. tower, equipment, etc. for new 250 watt. Manager, WTWN, St. Johnsburg, Vermont.

AM transmitter late model bw, monitors and console and 350' tower. MISS LOU, INC., 2601 N. Main St., Las Vegas, Nv.

FOR SALE - RCA STATION TELECASTING.

Missouri Amtrak. Full time Mutual, single station market, 27.9% of Amtrak. All equipment in good condition. Building is modern, 35x100. Box 610R, BROADCASTING • TELECASTING.

Equipment, etc.

Commercial crystals and new or replacement broadcast crystals for Blue Electric, WBCA holders, etc. Available. Also motors and frequency measuring service. Edison Electric, Co., Temple, Texas, phone Lark 9588.

FCC first phase in 6 weeks. Both residence and correspondence courses available. Brigham Young University, Provo, Utah.

Miscellaneous

Available now ONE OF AMERICA'S TRULY OUTSTANDING RADIO AND TV SPORTSCASTERS IS MAJOR ANNOUNCING TROPHY 4 NATIONAL AWARDS 15 YEARS EXPERIENCE MORE THAN 4000 PLAY-BY-PLAY EVENTS BASEBALL, FOOTBALL, BASKETBALL, HOCKEY BROCHURE ON REQUEST

ADDRESS: BOX 158R, BROADCASTING • TELECASTING

POWER INCREASE

Initial Grant Made To KWBR

FCC Hearing Examiner J. D. Bond last week issued an initial decision looking toward grant of the application of KWBR Oakland, Calif., to increase power from 1 kw to 5 kw during the daytime. KWBR would retain its 1 kw for nighttime use.

Mr. Bond issued his decision subject to the condition that satisfactory adjustment be made to all reasonable complaints of blanket area interference. S. W. Warner and E. N. Warner comprise the firm of Warner Bros., licensee of KWBR.

Film Probe

Suit Towed 'Menace'

LOS ANGELES City Council got into the act last week when it branded as a "menace" the Justice Dept.'s suit to force release of 16mm feature films to television (HR, July 28, et seq.).

The council unanimously adopted a resolution Aug. 18 which termed the federal suit a "bureaucratic decree, unheard of outside a dicta tor's domain." In voting the resolution, Councilman Ed. J. Don enport declared, "Sober minded thinkers in the TV industry are likewise appalled by them move."

Meanwhile, the 12 motion picture producing and exhibiting firms, named as defendants, continued to plan strategy to fight the suit. Defendants are to file an answer to the suit in Los Angeles Oct. 20.

Allen Produces

New 'Capitol' Series

INITIAL production of a new TV series, 'Capitol Idea,' featuring interviews with leading government authorities, was announced in Washington last week.

The series has been completed by Robert S. Allen, former member of the Pearson-Allen syndicated news columnist team. Programs make use of "on-the-spot" film clips, with Allen handling commentary. Format was devised by Al Kane, Philadelphia producer associated with radio-TV-movies the past 11 years. First interview dealt with prices, wages and rents, with an interview of Roger L. Putnam, Economic Stabilization Agency director.

TV Set Credit

Mack Sees Tightening

INSTALLMENT credit on purchases of TV receivers and appliances is tightening up with resultant higher down payments and shorter maturity payments, Mack Television Inc. reported last Tuesday.

The Meck branch of Scott Radio Labs made a city-by-city study, reporting varying conditions. John S. Meck, its president, said that banks and lending institutions are requiring better credit ratings by buyers, and that the government may ask Congress to renege Regulation W.

UTC Acquires Rights

August 21 Decisions... 

BY COMMISSION EN BANC

Advised of Hearing

KGPH Flagstaff, Ariz.—Is being advised that application for new AM station on 1520 kc, 50 kw power, and 10,000 watts of interference to KCVP-AM in Corpus Christi, Tex., and WAWC-AM in Matamoras, Tex., is denied. August 20.

KRCB Redding, Calif.—Is being advised that application for new FM station on 107.7 MHz, 100,000 watts ERP, and 75,000 watts of interference to KZOT-AM in Seaside, Calif., and KTHS-AM in Hollister, Calif., is granted. August 20.

KGCI Visalia, Calif.—Is being advised that application for new AM station on 1490 kc, 100 kw power, and 40,000 watts of interference to KBHT in Corpus Christi, Tex., and KDTR in Shawnee, Okla., is denied. August 20.

KTRK Houston, Tex.—Is being advised that application for new AM station on 1270 kc, 10 kw power, and 700 watts of interference to KLOC in Lancaster, Calif., and KICX in Hamburg, Me., is denied. August 20.

KCON San Pedro, Calif.—Is being advised that application for new FM station on 91.7 MHz, 1 kw power, and 8 watts of interference to KJOL in Downey, Calif., and K106 in Paramount, Calif., is denied. August 20.

KZEX Raton, N. M.—Is being advised that application for new AM station on 1350 kc, 10 kw power, and 350 watts of interference to KLGU in Taos, N. M., and KSDA in El Paso, Tex., is denied. August 20.

WGN-TV Chicago, Ill.—Is being advised that application for new AM station on 1300 kc, 10 kw power, and 150 watts of interference to KIFN in Dayton, Ohio, and KWWN in Danville, Ky., is denied. August 20.

WGTM Nashville, Tenn.—Is being advised that application for new AM station on 1540 kc, 10 kw power, and 90 watts of interference to KTFM in York, Neb., and KBCX in Corpus Christi, Tex., is denied. August 20.

KNOX Tupelo, Miss.—Is being advised that application for new AM station on 1270 kc, 1 kw power, and 35 watts of interference to KBBM in Hattiesburg, Miss., is denied. August 20.

KTOS Oklahoma City, Okla.—Is being advised that application for new AM station on 1400 kc, 5 kw power, and 50 watts of interference to KSWO in Ardmore, Okla., is denied. August 20.

KFLY Alexandria, La.—Is being advised that application for new AM station on 1560 kc, 10 kw power, and 95 watts of interference to KINM in Shreveport, La., is denied. August 20.

KELO Sioux Falls, S. D.—Is being advised that application for new AM station on 1490 kc, 10 kw power, and 150 watts of interference to KZND in Rapid City, S. D., is denied. August 20.

KTAZ Los Angeles, Calif.—Is being advised that application for new AM station on 1400 kc, 10 kw power, and 300 watts of interference to KFLY in Alexandria, La., is denied. August 20.

WICB Scranton, Pa.—Is being advised that application for new AM station on 1490 kc, 1 kw power, and 50 watts of interference to WICJ in Scranton, Pa., is denied. August 20.

KEAK St. Paul, Minn.—Is being advised that application for new FM station on 90.7 MHz, 100 watts ERP, and 5 watts of interference to WCCX in St. Paul, Minn., is denied. August 20.
Four More Grants
(Continued from page 69)
audience of educators of the need to supply complete information when filing TV applications with the Commission. This includes legal, financial and technical data, he indicated.

Pointing up the need for better programming, Chairman Walker cited the report on children's radio and TV programs in Los Angeles issued by the National Assn. for Better Radio and Television. During one week in May, seven Los Angeles area TV stations carried 58 hours of children's programs, of which almost 70% were declared "objectionable", "poor" or "most objectionable" category. Shows in the "objectionable" category dealt mostly with crime, the report said.

Chairman Walker told the group of FCC's report to President Tru- man on the status of educational television and of the Chief Execu- tive's council. He also recalled that the Presi- dent's Commission on Higher Edu- cation found that the present status of TV ministry extension areas shows our colleges and universities do not recognize adult education as their potentially greatest serv- ices, and recommended that higher education "must take the university to the people wherever they are to be found and by every available and effective means for the communication of ideas and the stimulation of intellectual curiosity."

Chairman Walker observed, "I think the words have a special meaning today for all those of us who are participating in or observing the reaction of colleges to the opportunities offered by edu- cational television."

Dry Batteries

DRY batteries of the size and weight of a spool of thread will be available for portable radio trans- mitting equipment: the "solid electricity" graduate of RCA Institutes Inc. were told Aug. 15. Prediction was made by Dr. James O. Perrine, con- sultant to U.S. Army Signal Corps at Fort Monmouth, N. J., and retired assistant vice president of AT&T. He addressed 164 graduating students at commencement ex- ercises of the radio technical training school in New York.

TV Council Elections

MEMBERS of the Chicago Tele- vision Council held their regular weekly meeting this week by mail to elect a slate of officers for the coming year. Only one person was nominated for each office by the nominating commit- tee's support. They are: President, George Heinemann; TV program manager, NBC; vice president, Sterling C. Quinlan; program di- rector, WMAJ; secretary, Mrs. L. S. (Duffy) Schwarts, Chi- cago representative of the Adver- tising Council; and, treasurer, Jerry Stolzof, Foote, Cone & Belding.

AMONG those attending the semi-annual West Virginia Broadcasters Assm. meeting Aug. 15-16 at Hotel Green- brier, White Sulphur Springs, were (l to r) Alice Shein, WBTH Williamson, association secretary-treasurer; Mouy Long, business manager, BROADCASTING & TELECASTING; Elaine Shoot, Benton & Bowles, N. Y.; William Rine, WVWA Wheeling; George Clinton, WPAR Parkersburg; Mrs. Long; Jack Gelder, WCHS Charleston, association president; Bernard Pearse, Weed & Co., Detroit; Mrs. Virginia Cooper, WLS Beckely; Mrs. Gelder, and Joe Smith, WKNA Charleston.

WKOW LICENSE

SUSPICIONS of the FCC regarding control of WKOW Madison, Wis., holding a hearing on its application for license renewal, the FCC's Broadcast Bureau said last week.

Broadcast Bureau opposed a petition by the Wisconsin station for a renewal of its license without a hearing.

Owners of WKOW are limited in their control of the station's operations to what the Atlas Amusement Co., which has a management contract with the station, actually controls it [B&T, Nov. 12, 1961].

The Commission also intimated that WKOW got its CBS affiliation because of the relationship between H. Leslie Atlas Jr. and his father, who is vice president of CBS Western Div. Another issue is the relationship between Michael Henry, present general manager of WKOW, and Atlas Amusement Co., in the light of a contract between them.

Last April, WKOW petitioned for reconsideration and a grant after reoccupying the history of the station and its relationship with Atlas Amusement Co. [B&T, April 7].

The station offered to revise its

Canadian Advertisers

COMPLETE list of national ad- vertisers on Canadian radio sta- tions has been compiled by Pat Freeman, sales director of Canadi- an Assn. of Broadcasters, Toronto. The list has been broken down into 27 categories. Included among na- tional advertisers are 117 com- panies with head-offices in the United States, who place advertis- ing on Canadian stations directly or through Canadian subsidiaries. This is the first time such a list of national Canadian radio ad- vertisers has been compiled. The list also shows how many of the advertisers use networks in Canada.

FCC Broadcast Bureau Is for Hearing

WGFG SALE

Announced by Gross

AROL F. GROSS, owner of WGFG Kalamazoo, last week an- nounced sale of the station, which operates on 1360 kc with 1 kw full- time. Buyer is Howard D. Steere, former WQRC Miami owner who sold that station last June. Price was in excess of $100,000, accord- ing to Mr. Gross.

Mr. Gross built WGFG and has been general manager for the last five years. He announced his plans to sell the station a fortnight ago when Tri-City Television Corp., of which he is president and 50% stockholder, applied for UHF Ch. 51 in Saginaw, Mich. [B&T, Aug. 18]. Mr. Gross also is majority stockholder of WJIM-AM-TV Lansing.

Mr. Steere said that he expects to actively participate in the opera- tion of WGFG, which is affiliated with NBC and ABC, after the transfer is approved by the FCC.

WMRO RENEWAL

Recommended by Plummer

WMRO Aurora, III, was recom- mended for renewal of license by FCC's Broadcast Bureau last week in a decision in which the bureau's chief, Curtis B. Plummer, said he was of the opinion the grant was in the public interest, convenience and necessity, despite WMRO's acknowledgement of tardiness in filing required reports with the Commission, and of operating past sign-off time on two occasions last winter.

Mr. Plummer's opinion was given after WMRO filed a petition Aug. 11 [B&T, Aug. 18] asking for renewal of license without hearing. The station reported it had insti- tuted new office procedure to assure prompt attention to FCC rules on such matters in future.

BENJAMIN ABRAMS, president of Emerson Radio & Phonograph Corp., left for Europe Aug. 22 to visit Emerson distributors in France, Italy and Israel.
Transit FM

(Continued from page 81)

'transcasting,' as well as all other specialized uses to which FM has been put, raises serious legal and policy questions of deep import to all of broadcasting and the listening public which should be promptly and completely investigated and determined by the Commission.

"Therefore, the Commission should forthwith institute general rule making proceedings to determine whether or not such FM operations are in the public interest and otherwise legal. I do not in this case, however, believe that this individual licensing proceeding is the appropriate occasion to initiate such an investigation. For this reason, I concur in the result of the Commission's decision herein."

Comr. Hennock concluded, "However, I am firmly of the opinion that the Transit Riders Assn. Inc. is a party with a clear interest in the problems involved herein and that its petition should be considered to show an adequate basis for ordering an all-inclusive proceeding upon the general question of the propriety of 'transcasting' operations."

TV SETS SHIPPED

Drop 15% for Half-Year

TOTAL of 2,118,510 TV receivers were shipped by manufacturers to dealers during the first half of 1952, Radio-Television Mfrs. Assn. reported Wednesday.

That figure was 15% less than the 2,470,964 TV sets shipped out during the January-to-July period of last year. TV set production for the first half of this year previously was placed at 2,918,236 (8-bit, July 28).

Set shipments:

State Total

Alabama 24,278
Arkansas 6,174
California 218,412
Colorado 2,658
Connecticut 40,553
Delaware 7,806
District of Columbia 12,773
Florida 35,447
Georgia 23,987
Idaho 119,563
Illinois 83,545
Iowa 37,718
Kansas 13,481
Kentucky 27,666
Louisiana 27,020
Maine 6,174
Maryland 35,318
Massachusetts 61,673
Michigan 88,816
Minnesota 29,001
Mississippi 5,986
Missouri 55,052
Missouri 18,135
Montana 111
Nebraska 3,530
Nevada 15,576
New Hampshire 61,854
New Jersey 81,054
New Mexico 2,554
New York 255,341
North Carolina 44,048
North Dakota 541
Ohio 169,745
Okahoma 20,578
Oregon 191
Pennsylvania 182,399
Rhode Island 14,443
South Carolina 7,557
South Dakota 281
Tennessee 38,997
Texas 72,467
Utah 1,346
Vermont 2,120
Virginia 26,204
Washington 39,929
West Virginia 32,864
Wisconsin 74
Wyoming 75

Grand Total 2,118,510

ABC'S IN D. C. ON TV

Latest Curriculum Addition: Languages

DISTRICT OF COLUMBIA school system, for the third consecutive year, has arranged an in-school TV schedule over the facilities of WNBW (TV) Washington.

When Washington school children return to their desks Sept. 15, they will be fed science, music, French and Spanish via video. Each will be the subject of a 30-minute program, once a week. Lesson plans will be furnished to participating classes. Also contemplated is the continuance of a story-telling program which the D. C. Board of Education sponsored on WNBW during the summer.

The D. C. school system two years ago began using TV with a music series. Last year it added science instruction, feeding both courses to 60 classes. Now this year — to the elementary school curriculum as well as to TV — are French and Spanish.

Most of the schools have TV sets donated by Parent-Teacher Assns. Washington distributors have donated installation and service work.

Although children exposed to TV instruction and their parents were enthusiastic about the use of TV for teaching, D. C. Associate School Superintendent Carl F. Hansen was somewhat less sanguine.

"In a report on the music experiment Legion Cites 'Youth'

WINNERS of the American Legion first annual television award are the Youth Wants to Know program (NBC-TV, Wed., 8-8:30 p.m., EDT) and NBC, it was announced last week. Citations will be presented on Wednesday's program to Theodore Grani, founder-modulator of the series, and to Frank Folsom, RCA president, on behalf of NBC.

WTYN (TV) Selected

WTYN (TV) Columbus has been selected as a workshop center by the National Council of Churches of Christ, it was announced last week. Warren F. Warner, WTNY program director, said that arrangements for meetings for training seminars at the station were made with Charles H. Schmitz, director of education for the council.

CANADIAN SET SALES

May, June Totals High

EARLY OPENING of first Canadian TV transmitters at Toronto and Montreal has prodded the sale of TV receivers, according to the Radio-Television Mfrs. Assn. of Canada.

Sales of TV sets in June totaled 6,760 units valued at $2,442,791, of which about 25% were sold in Montreal, which has had no TV reception until CFTF Montreal test patterns started. Sales in May totaled 6,683 sets for a value of $2,784,212, highest monthly sales record on record. Most sets sold had picture tubes of 17 inches or less.

Dominion Bureau of Statistics, Ottawa, shows production of 15,900 TV sets in first four months of 1952, and 113,800 radio receivers in that period.

DEMONSTRATING B-16mm synchronizer is Lafayette M. Hughes Jr. (r), president of Hughes Sound Film Corp. at Hughes-KLZ Denver TV film production clinic in that city. From left are Jack Tipton, KLZ account executive; Bill Prescott, vice president, Ball & Davidson Adv., and Curt Freiberger, president of agency of same name.

SCREENLESS TV

Adapted for the Blind

SCREENLESS television set adapted for blind persons was demonstrated at a news conference last week at WPIX (TV) New York. The set was designed by the Television Service Co., New York, for the New York Guild for the Jewish Blind and will be distributed by the American Foundation for the Blind.

The set measures 12 inches long, 8 inches wide and 8 inches high and looks like a small radio. The unit receives FM stations as well as the television band. A small Braille disc placed over the dial indicates the channel number.

Mrs. Sidney E. Pollack, administrative director of the guild, explained the significance of the new set, which completely eliminates the visual portion of a standard TV receiver. She pointed out that the set can be made with $50 to $65, depending on the demand, and its small size will be convenient for blind persons who usually live in small apartments. Most blind persons, Mrs. Pollack noted, cannot afford regular TV receivers.

Mrs. Pollack stressed its value to blind persons as another means of maintaining contact with the sighted world. She cited the example of many elderly blind people who felt "put out" if they missed Milton Berle's TV program or other serials which followed the progress of Hopalong Cassidy along with their sighted contemporaries. Like radio, movies and the theatre, television will provide another medium to broaden experiences of the blind and enable them to participate more fully in community life, Mrs. Pollack commented.

Other speakers included Herbert Abrams, president of the Service Co. who devised the new unit, and Mrs. Robert L. Williams, for special aids and appliances. The American Foundation for the Blind, the New York Library for the Blind, and the Braille Institute at the Guild.

AFA CONTEST

Tucker Heads Committee

ADVERTISING Federation of America is sponsoring for the sixth consecutive year a national essay contest for high school students. Subject this year is "A Teen-Ager Looks at Advertising." Prizes are $50, $200, and $100, respectively.


PRICES have been raised on the entire line of TV receivers of Muntz TV in New York. W. Muntz, president, has announced.

August 25, 1952 • Page 89
STEVENS TRIBUTE TO BROADCASTERS

ILLINOIS Gov. Adlai E. Stevenson, Democratic Presidential nominee, last week paid tribute to nation's broadcasters, in letter to Harold E. Fellows, NARTB president. Equally laudatory messages were sent to F. O. Sims, Chicago, by Gen. Dwight D. Eisenhower, Republican candidate (see story, page 38). Text of Gov. Stevenson's letter follows:

I am deeply moved by your sincere and moving testimonial of dedication to your profession.

May 29, 1952.

Dear Mr. Fellows:

I am writing to express my gratitude to the National Association of Radio and Television Broadcasters for their prompt action in presenting the NARTB's resolution to the American people.

The radio and television industries are contributing immeasurably to public understanding of the great issues confronting the American People in the current campaign. They will do so in the weeks ahead. As a result, more people should become aware of these issues and their candidates than ever before.

As governor of Illinois, I have relied heavily on radio and television to help bring to the people regular and accurate reports on the activities of the executive department. They have operated generously in the spirit of public service.

In closing I warmly commend the National Association of Radio and Television Broadcasters for their action in recognizing the American people.

Sincerely yours, Adlai E. Stevenson.

WALKER SEES TRUMAN ON 'EDUCATIONAL-TV'

EDUCATIONAL-TV was subject of talk be
tween FCC Chairman Paul A. Walker and President Truman Friday at noon, Mr. Walker told reporters. FCC chairman said he brought President copy of speech he (Walker) had made last Monday at Educators' Workshop in Ama, Iowa. President, Mr. Walker said, was greatly interested in educational TV as means of adult education and for those youths unable to complete secondary education. Progress of FCC in making TV grants, status of AM and other FCC matters were also discussed, Mr. Walker said. There was no talk of resignation, Mr. Walker said, adding, "I have no intention of resigning." This is Mr. Walker's third visit within three weeks. He saw him shortly after he was appointed Chairman last March and then again with all Commissioners last June [B&T, June 30].

ASK TAMPA HEARING

HEARINGS on mutually exclusive applica-
tions for TV outlets in Tampa, St. Petersburg, Fla., area should be held there and not in Washington. That is essence of petition filed by Tampa Bay Area Te lecasting Corp. with FCC Friday. If all its stockholders have to testify, cost would run from $5,000 to $8,000; even if depositions are taken, cost of processing applications would be increased by $2,000 to $3,000, petition states. Another argument: "To require the applicants, (who would enable a much more complete record to be developed and who are identical in every respect to TV station] applicants with respect to their radio facilities) to file sworn statements of operating their newspapers should be thoroughly presented to the Commission in order that they promise with respect to TV stations."

Tampa Bay Area Telecasting Corp. seeks Channel 8 for St. Petersburg; [TV APPLICATIONS, page 31, July 12], it has indicated that it plans to hold hearings for mutually exclusive applications in Washington [B&T, Aug. 11].
Here Are SIX Reasons Why WEMP is Milwaukee's Favorite and . . . .

"COFFEE CLUB"
Bob Larsen
6:00 — 10:00 A.M.

"CLUB 60"
Tom Shanahan
2:00 — 4:30 P.M.

"WIRE REQUEST"
Joe Dorsey
10:00 P.M. — 2:00 A.M.

"R-T" SHOW
Robb Thomas
10:00 A.M. — 12:00 Noon
"1340 CLUB"
4:30 P.M. — 7:00 P.M.

"OLD TIMER'S PARTY"
Bill Bramhall
7:00 — 10:00 P.M.
"MELODY MERCHANT"
12:00 Noon — 1:30 P.M.

MILWAUKEE BREWERS,
GREEN BAY PACKERS,
MARQUETTE UNIVERSITY FOOTBALL,
MILWAUKEE HAWKS,
PRO BASKETBALL
AND ALL SPORTS
BROADCASTS
Earl Gillespie

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

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

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

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

Yes, for $100, $200 per week or more, WEMP delivers 2 to 3½ times the audience of any Milwaukee network station. Before you complete your fall radio schedules, ask Headley-Reed for the complete facts, or call WEMP, today.

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

WEMP 1340 ON YOUR DIAL
24 HOURS OF MUSIC, NEWS, SPORTS
MerCHAINdising IN ACTION!

Sales boosts reported: from 31% to 200% on products ranging from soaps to cereals—from desserts and drinks to dog food!

With MerCHAINdising you contract for WGAR's effective selling, plus tie-in displays in 197 outlets of two leading national chains. It stimulates sales by powerful advertising; clinches sales at point of purchase.

Learn what WGAR can do for you. Send for the new MerCHAINdising plan book with all the answers.