Like cream goes with cereal

More-listeners-per-dollar and W-I-T-H go together just like cream goes with cereal. It's a natural combination!

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

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

Let W-I-T-H produce for you too—at low, LOW cost!

Your Forjoe man will give you the whole story.

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

A PRODUCT OF Kentucky

Cigarettes and Corn

Kentucky produces 33% of the nation’s cigarettes. And Kentucky-made tobacco products should exceed the record 1951 income of $357,000,000 with recent plant expansions by Phillip Morris & Company, R. J. Reynolds Tobacco Company and the Brown & Williamson Tobacco Corporation.

Kentucky’s industrial gains are paralleled by farm production records. Kentucky’s corn crops have brought banner harvests since 1948. Kentucky leads the entire Southeast in livestock on farms and much of the state’s corn crop goes to feed the 3,917,999 head valued at $322,769,000.

Go where there’s GROWTH...

GO WHAS!

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

THE WHAS MARKET
105 Kentucky counties
25 Indiana counties

ASSOCIATED WITH THE COURIER-JOURNAL—LOUISVILLE TIMES • VICTOR A. SHOLIS, Director • NEIL D. CLINE, Sales Director
Represented Nationally by Henry I. Chirstal Co., New York, Chicago
You’re SAFE with WHIM in Providence...

and two Umpires behind the plate, prove it!

Whether in Hooper’s “City Area” or Pulse’s “Three County Area”-WHIM’S local programming leads all competition. Here’s proof!

### Hooper Box Score

**March - April 1952**
**Monday-Friday 6am-8pm**

<table>
<thead>
<tr>
<th></th>
<th>NET</th>
<th>NET</th>
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<td>5</td>
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<td>1</td>
</tr>
</tbody>
</table>

### Pulse Box Score

**March - April 1952**
**Monday-Friday 6am-8pm**

<table>
<thead>
<tr>
<th></th>
<th>NET</th>
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<tbody>
<tr>
<td>WHIM STA.A</td>
<td>17</td>
<td>7</td>
<td>0</td>
<td>1</td>
</tr>
</tbody>
</table>

1000 watts  **WHIM**  1110 kc  Providence, Rhode Island  
Represented Nationally by the Headley-Reed Company
Every summer, the physically-handicapped boys and girls at Pennsylvania's summer health camps celebrate “Circus Day.” The youngsters plan the entire event themselves — even make their own costumes and props. To bring viewers the heart-warming story of “Circus Day,” WGAL-TV's Kay Cuskey recently interviewed Robert H. Royer, Public Relations Director for Pennsylvania's Society for Crippled Children and Adults, on her regular Friday afternoon program, “Today with Kay.” Participating in the interview was Phylene Ressler. This is not the first time the health camps have been featured on WGAL-TV. On several occasions, WGAL-TV has shown the departure of crippled children for the camps, and in July, the station covered the dedication of a new camp at Highspire, Pennsylvania. WGAL-TV welcomes every opportunity to show its viewers the "inside" picture of Pennsylvania's summer health camps, where handicapped children are given an opportunity to enjoy the fun and excitement that are so important to "growing up."

WGAL-TV
LANCASTER, PENNSYLVANIA
A Steinman Station
Clair R. McCollough, Pres.

Represented by
ROBERT MEEKER ASSOCIATES
New York Chicago San Francisco Los Angeles
TRIPLE DAMAGES ASKED BY WMAN

TRIPLE damage suit for losses suffered because Mansfield (Ohio) News-Journal conspired to keep advertisers off air was filed by WMAN Mansfield, Ohio, in Cleveland U. S. District Court last week. Station, which asked $1,292,749 in damages, said Mansfield newspaper kept local merchants from buying air time by refusing to accept their space advertising if they advertised over WMAN. News-Journal accepted consent decree in government anti-trust suit on same charges early this year [B'T, Jan. 21]. Newspaper is owned by Samuel A. and Isadore Horvitz, also publishers of Lorain (Ohio) Journal which was found guilty of outside 15-mile rule and anti-trust against WEOL Elyria, Ohio, by Supreme Court last year [B'T, Dec. 17, 1951]. WEOL civil suit against Lorain Journal for $1 million treble damages is scheduled to be heard in Cleveland U. S. District Court this winter.

63 SIGN FOR FOOTBALL

DUMONT TV Network reports 63 stations signed to carry its telecasts of 28 regular games of National Football League teams this fall, starting Sept. 28. DuMont will cover as many as three contests in single day on split-network basis. Sponsorship being shared by Miller Brewing Co., Milwaukee; Atlantic Refining Co., Philadelphia; and Gulf Oil Corp., New York.

GAME OF WEEK CO-OP

MUTUAL to offer its Saturday football Game of the Week this fall for co-op sponsorship, officials said Friday. First game to be aired will be Purdue-Penn State contest Sept. 27. Scheduled to continue through Milk Bowl game Dec. 6.

FCC Proposes Channel 4 at Irwin, Pa.

PROPOSED rule-making proceeding looking towards assignment of VHF Channel 4 to Irwin, Pa.—thereby solving greater Pittsburgh bottleneck involving that channel—was announced by FCC Friday.

Action, by FCC Chairman Paul A. Walker and Commissioner George Sterling, Frieda B. Hennoch and Paul Bartley, was taken upon petition of Pittsburgh Mayor David L. Lawrence [B'T, Aug. 18]. Irwin is 17 miles from Pittsburgh, hence falls outside 15-mile rule and permits amendment of allocation table at this time.

Commission set Sept. 19 as deadline for filing of comments on proposal.

Pittsburgh now is assigned VHF Channels 2, 11 and 13 (reserved for education) and UHF Channels 16, 47 and 53. WDTV (TV), only operating station there, is presently on Channel 5, will switch to Channel 3 under provisions of Sixth Report finalizing TV reallocation [B'T, April 14].

Concurrent with action on Mayor Lawrence's petition, Commission by memorandum opinions and orders deferred action with respect to petition of WLOA Braddock, Pa., which seeks assignment of Channel 4 there, and denied petition of WCAE Pittsburgh which seeks deletion of VHF Channel 9 from Wheeling-Steubenville and assignment of Channels 9 and 4 to Pittsburgh [B'T, June 16, 6]. Court ruled in early August WLOA could seek relief before both court and FCC at same time and ruled FCC could act even though appeal was pending [B'T, Aug. 11].

Proposal to employ Mayor Lawrence's suggestion to add Channel 4 at Irwin was made by Commission on grounds petition "compiles with Sec. 3.808 of the Commission's rules in that it proposes an assignment of a television channel to a community which is not listed in the table and is not within 15 miles of a city so listed, which proposed assignment complies with the minimum separations set forth in the Commission rules and does not require any deletions or substitutions of channels in any community listed in the table."
HYDE EXPLAINS TV PLAN; HENNOCK SPEAKS IN TEXAS

TV RECEIVER unable to receive UHF is not offering complete TV service, FCC Commr. Rosel H. Hyde told Aug. 29 luncheon audience of IRE and Western Electronic Manufacturers Assn. at Long Beach, Calif. UHF is an "integral part of one TV plan," Commissioner said. Mr. Hyde cited five reasons for adopting TV allocation plan last week. He said a Commission did, stated it meant more simple and less costly applications and grants. Reasons: (1) Efficient use of spectrum; (2) service to all people in U.S.; (3) permitted educational assignments; (4) permitted border assignments without need for diplomatic negotiations on each grant; (5) administrative necessity—without fixed plan, one application could tie up hundreds of others in vast areas of country.

Meanwhile, Commr. Frieda B. Hennock, in speech scheduled to be delivered at Aug. 30 U. of Houston commencement exercises, called for combination of all educational, cultural and civic organizations to aid U. of Houston and Houston school system in operating its educational station (granted Aug. 20). She also urged formation of "Public Committee of Viewers" to act as advisors to station.

CHARGE TV APPLICATION NOT IN GOOD FAITH

WHAT should FCC do when there are two TV channels open in city, but applicant files for frequency already applied for? That was question posed for Commission last week by KGU-Honolulu Advertiser. KGU applied for Channel 4 June 4 and same wavelength was requested by KPOA Honolulu July 2—although Channels 9 and 13 were still unsought, KGU complained said.

In letter to Commission, after notification hearing must be held, 30-year-old KGU charged KPOA application not filed in good faith. Grounds given for suit, which was:

(1) KGU announced plans to file for Channel 4 May 11, well in advance of its filing and that of KPOA; (2) KPOA did nothing about amending application for available frequencies even after con-

(3) KGU was told by its engineering staff that applica-

(4) KGU was told that KPOA's application resembles KGU's in some instances and its proposed coverage, studio programs and engineering features were "an obvious attempt to outbid" KGU;

(5) KGU requested the FCC to make its application available to those interested in the area, but application was not made available.

Grant of its application without hearing was asked by KGU, with KPOA permitted to seek Channel 13 still unrequested. Or, KGU said, give it conditional grant pending hearing with KPOA, or dismiss KPOA application. KPOA is owned by John D. Keating and J. Elroy McCaw, who also own KILA Hilo.

Meanwhile, KGU amended its application to meet KPOA proposals and to comply with technical defect found by FCC engineers.

RECORDING FEES INCREASE

TOTAL contributions received by Music Performance Trust Fund, financed by phonograph record and transcription manufacturing fees, amounted to $46,000 for first half of 1952 compared to $370,000 during last half of 1951, according to report by Samuel B. Rosenbaum, trustee. Sum of $1 million was allocated June 1 for musical performances during last half of year. In first half, 3,567 separate projects calling for 3,555 performances involving 54,-

In this Issue—

WILL NBC be the next radio network to slash its charges to sponsors? The answer probably will be "yes" at NBC after this week at an NBC radio affiliates meeting in Chicago—not unlike the one at which the CBS Radio discount plan was worked out. Page 33.

THERE's no need for radio broadcast-

ers to head for the hills when TV comes to town. Here's a reassuring story from 22 midwestern radio sta-

tions that have not only survived but profited since TV competition developed. Page 30.

ABC will turn national sales representation of its 10 owned and operated stations over to Edward Petry & Co. and John Blair & Co. It will be the biggest representative appointment in history and a radical change from past network practice. Page 24.

TV networks still have 25 hours of time to sell by October if they are to match their business volume of Octo-


EIGHT big sponsors take on new agen-

cies; $10 million billings involved. Page 23.

THE commercial is 30 years old. A birth-
day salute to WNBC New York, where the first one was broadcast. Page 26.

POLITICAL parties buy $400,000 worth of time for campaign kick-offs. Page 29.


THREE more TV stations granted, mak-
ting total of 43 the FCC has okayed since the thaw. Page 57.

In July gross billings on radio net-

works were $2,956,794 and on tele-

vision networks $10,351,177. Page 22.

Upcoming

Sept. 3-4: NBC and affiliates — SPAE meeting, Chicago.

Sept. 4-5: NARTB District 15 meeting, Mark Hopkins Hotel, San Francisco.

Sept. 4-6: Board of Governors, Canadian Broadcasting Corp., Radio Canada Bldg., Montreal.

Sept. 5: BAB Sales Clinic, Chicago.

(Other Upcoming, Page 36)

Closed Circuit

(Continued from page 5)

Hope and Mayor Quigg Newton of Denver for $2,250,000 (story page 27). Don Searle, former ABC vice president and president of KMMJ Grand Island, Nebr. and KXXX Colby, Kans., will become directing head, moving to Denver from Los Angeles. Expected he will get with minority interest in station.

FINAL REPORT of industry-government ad hoc committee studying problems of tall TV towers and their potential hazard to air navigation is to be submitted this week to FCC Commr. E. M. Webster, FAA Deputy Administr-

ator F. B. Lee, who presided over special con-

ference on subject last spring [BT, April 28]. Members of ad hoc group studied draft over weekend, must make final comment by Tuesday to John R. Evans, chief of Aviation Division, FCC Safety and Special Services Bureau.

TALL TOWER fears of aviation people will be dissipated by one part of ad hoc report, compiled by Ben Kennedy, consulting engineer, which will show majority of proposed TV towers will be under 600 ft. [BT,T, June 23]. When Sixth Report was issued in April, aviation industry saw 2,000-ft. towers sprouting everywhere. Kennedy says that of first 600 TV applications, only one specifies tower over 1,500 ft.; 23 over 1,000 ft. Almost 80% are under 600 ft.

READY FOR filing is new application (third) for remaining VHF channel 10 in Norfolk area by Chesapeake Services Inc., in which General Teleradio (General Tire-Mutual-Don Lee-

WOR) will own substantial minority. Major-

ity to be held by prominent Norfolk area busi-

nessmen plus Ben Strouse, general manager of WWDC Washington, who serves as consult-

ant. Among Virginians are Harry Price Jr., members of Hofsheimer family, Pretlow

Darden, brother of former governor, and John Twoby II. Financing expected to show $200,000 paid in plus $400,000 in lease financ-

ing through General Teleradio.

MIGRATION of broadcast plants from down-

town city areas to suburban to acquire more elbow room for TV, as well as to effect economies through centralized operation, continues to spread. Following on heels of move of WMAL-AM-TV and planned construction by WTOP-AM-TV Washington in suburban area, WRC-AM-TV (NBC owned) contem-

plates moving its operations from downtown Trans-Lux Building to TV transmitter site at Wardman Park Hotel.

THAT Robert G. Venn, whose name is appear-

ing in news reports as originator of Talka-

thon, used so effectively by County Judge Cherry in Arkansas and Senatorial Candidate Schmitt in Wisconsin, is well known in broad-

cast circles. He was in venture which become WTVJ, Miami's pioneer TV station, and also was identified with ownership of WMIE Miami.

AT HELM of NARTB committee to revive radio Standards of Practice, with rate-cutting and other throat-slaying practices included, will be John F. Meagher, KYSM Mankato, Minn., long active in association affairs.

for more at DEADLINE see page 9

BROADCASTING • Telecasting
TRANSIT RADIO, INC.

Announces The
Appointment Of

FORJOE and COMPANY, Inc.

As

NATIONAL SALES REPRESENTATIVES

Effective August 1, 1952

WKRC-FM — Cincinnati, Ohio
WWDC-FM — Washington, D. C.
WBUZ — Bradbury Heights, Md.
KCMO-FM — Kansas City, Mo.

WKJF — Pittsburgh, Pa.
KXOK-FM — St. Louis, Mo.
KTNT — Tacoma, Wash.
WTOA — Trenton, N. J.

Narrow Town—Broad Outlook

The wife's cousin Wilson, and Susan his new bride are just back from honeymooning in the Rockies. Took them to dinner last night at the Garden Tavern. Naturally, Wilson told about his trip:

"Went through a town in Idaho that was only about 100 feet wide. No kidding! Built into a long, narrow canyon. And it shares those 100 feet with a railroad track that runs right through the hotel!"

"To get gas there we had to park right on the tracks. Suddenly Susan screams—'there's a train coming!' But the gas fellow just laughs and says we were there first. Blamed if the engineer didn't stop for us, too, and wait 'til we were through. That's the way they do things out there all the time."

From where I sit, it's a good illustration of how people can learn to "think of the other fellow" so that the whole community benefits. Railroaders and townspeople, Democrats and Republicans, malted milk fanciers and those who prefer a temperate glass of beer—we all have to share the same space. Let's maintain our neighbor's "right of way."

Joe Marsh

Copyrignt, 1952, United States Brewers Foundation
It's the new large-hub 7-inch professional reel of "SCOTCH" Magnetic Tape!

- CUTS TIMING ERRORS! New larger hub reduces tension changes, cuts timing errors 50%.
- REDUCES PITCH CHANGES! Lower hub-to-outside-diameter ratio means a marked reduction in pitch changes between spliced portions of broadcasts.
- LESS VIBRATION, FASTER REWIND! Bigger hub produces 10% faster rewind speed, yet rotational speed is lower than that of the standard reel. Operation is so smooth that wear on equipment is cut, with resulting maintenance savings.


New improved tape matches reel improvements!

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

- New "Dry Lubricating" process eliminates tape and head squeal, produces a tape that turns in a faultless performance in extreme heat and humidity.
- New thinner construction allows more than 1200 feet of tape to be wound on the new 7" reel despite larger hub. Magnetic properties of this new tape are identical in every respect to the older "Scotch" Brand #111-A tape, the industry's standard of quality.
- Tape supplied on the new reel is 100% splice-free.
- Output variation is guaranteed to be less than plus or minus ¼ db at 1,000 cps within the reel, and less than plus or minus ½ db from reel to reel.

Your supplier has the new "Scotch" Brand 7" professional reel with the new Dry Lubricated tape. See him today!
**new business**

**Spot***

EAGLE PAINT Co., N. Y., placing fall campaign in women's participation radio shows in half-dozen East Coast markets. Agency: Albert Weisberg, N. Y.

DURHAM LIFE INSURANCE Co., Raleigh, N. C., has signed to sponsor nine Southern Conference football games on WPTF Raleigh and WSJS Winston-Salem. Firm is placing business direct.


WONDER TRAY Co., Monterey Park, Calif. (household plastic tray), starts spot announcement and participation campaign on KTTV (TV) KNBH (TV) KNXT (TV) and KLAC-TV Hollywood, for 8 weeks from Sept. 1. Agency: Action in Advertising, L. A.

BU-TAY PRODUCTS Ltd., L. A. (Rain Drops water softener), on Sept. 9 starts one-minute participation in Chet Hunter's Tues. and Thurs., 5:30-5:45 p.m. PST, broadcasts on 29 Pacific Coast ABC stations, for 13 weeks. Agency: Dan B. Miner, L. A.

**Network***


SEABROOK FARMS Inc., Bridgeton, N. J. (frozen foods), to sponsor *Private Piles of Matthew Bell* on Mutual starting Sept. 7, Sun., 4:30-4:55 p.m. EDT. Agency: Hilton & Biggio, N. Y.

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: McCann-Erickson, N. Y.


CURTIS Pub. Co. renews *Keep Posted* on DuMont TV Network, Tues., 8:30-9 p.m. for 52 weeks, effective Oct. 7. Agency: BBDO, N. Y.


WINE Corp. of America (Mogen David wine) sponsoring *Where Was I?*, quiz show, on DuMont TV Network, Tues., 9-9:30 p.m. as replacement for *Charlie Wild, Private Detective*. Agency: Weiss & Geller, N. Y.

SHWAYDER BROS., Denver (Samsonite luggage), to sponsor quarter hour segment of *Welcome Travelers*, NBC-TV, Fri., 2:30-3 p.m. effective Sept. 26 (See story page 52). Agency: Gray Adv., N. Y.

SHIPSTADS & JOHNSON ICE FOLLIES of 1953 will sponsor its West Coast premiers on 60 ABC Radio stations, Thurs., Sept. 4, 9-9:30 p.m.

*(Continued on page 58)*

**IN SYRACUSE***

**TELEVISION SUPPLEMENTS RADIO***

...Does NOT Replace it as a Source of Entertainment and Information

Syracuse is a two-TV-station city. According to Niagara Mohawk Power Company monthly surveys, 71% of the homes in the Syracuse area have TV sets. According to the calamity howlers, radio in Syracuse should be a dead duck. But two separate surveys of television homes show that radio is alive and vigorously kicking. (Details, including methods of sampling, free on request). Here are the results:

<table>
<thead>
<tr>
<th>Survey</th>
<th>Date</th>
<th>Number of Homes Called</th>
<th>Number of TV Homes</th>
<th>TV Homes Only, Average Hours per Day</th>
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<tr>
<td></td>
<td></td>
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<td>Radio</td>
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<td>Oct. 51</td>
<td>763</td>
<td>493</td>
<td>2.90</td>
</tr>
<tr>
<td>No. 2</td>
<td>Dec. '51</td>
<td>704</td>
<td>493</td>
<td>3.24</td>
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<td>Combined</td>
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<td>1467</td>
<td>986</td>
<td>3.07</td>
</tr>
</tbody>
</table>

**The Survey Also Showed:**

1. An average of 2.4 hours per TV home.
2. 61 radios purchased after the homes had television.
3. Average of 4.4 hours per day of radio listening in non-TV homes.
4. Comparative loss of radio listening time in TV homes—only 30%.

The combined radio-listening and TV-viewing time of 7.59 hours per day proves that TV has not replaced radio—merely supplements it as a source of information and entertainment.

Another Significant Fact... WSYR BLANKETS, which central New York
WREC engineering perfection and high quality, diversified programming continue to draw the largest audience of any Memphis radio station. Adequate power for complete coverage of this $2,000,000,-000 market offers a powerful pull for advertisers, too. And, the cost is actually 10.1% LESS per thousand listeners than in 1946! WREC prestige is another magnetic factor in bringing in greater sales returns for every dollar invested.
If you had a real mouse problem you'd surely select an active, rather than a passive method of catching mice.

A baited spring trap will catch mice, but the mouse must come to it. The best method is the employment of the services of a lean, ill-disposed and aggressive cat, for the cat goes to the mouse and that gets results!

How about your radio schedules? Are you buying on baited traps or good active cats?

May we suggest the services of the biggest cat in the teeming Oklahoma City market? It’s 50kw KOMA, the CBS Radio equipped denizen that goes out and gets the listener with generous promotion, strong local programming and a 25 year old knowledge of their listening habits.

AMBITION broadcast plans are in the works at J. Walter Thompson Co., Chicago, where Peter J. Cavallo Jr., radio and television director, is reorganizing departmental functions and setting aloft a few trial balloons. An admixture of writer, musician, composer, producer and arranger for leading forms of mass communication media—radio, television, motion pictures and the concert stage—Mr. Cavallo has shuffled about a lot of theories to decide what the agency practice is to be. Initially, he will test the relative value of perpendicular (as opposed to horizontal) interdepartmental structure, adopting the former with members of his staff as client contacts on broadcast business. In this way, the delay of having a go between on the general account staff is eliminated, and a closer relationship established directly with the client.

The agency also will set up for the first time a research division within its broadcast department, where problems heretofore looked after by individual radio-TV staffers will be handled by one man and his assistants. The new research staff will, besides solving quantitative problems, conduct intensive qualitative analysis, seeking answers to such intangibles as the degree of compatibility between the commercial and the entertainment on a program, how this is reflected in sales, and why. Mr. Cavallo will make use of his knowledge of mass psychology to determine, for example, how members of an audience can be conditioned to greater receptivity for the commercial message, and spurred to actual purchase. With increased interest in and necessity for an understanding of merchandising and point-of-sale promotion by broadcast executives, he hopes to progress to the purchase of a radio or TV show with analysis of the client’s need, followed by study as to what product is to be sold, to whom, how the buyer needs to be stimulated, and by what methods. The final step would be development of the proper broadcast vehicle.

Allied closely to all phases of show business, Mr. Cavallo has been active in the music business since 1923. He worked with his father, a prominent symphonic band conductor, Peter A. Cavallo Sr., for many years. He also started the nationally-known Waa-Mu (Continued on page 50)

Mr. CAVALLO

BROADCASTING • Telecasting
beat

O. FREDERICK BATES, assistant to president of Fred W. Amend Co. (candy), to Henri, Hurst & McDonald, Chicago.


V. M. BARTON, assistant to president of Apex Film Corp., Hollywood, to Western Adv., L. A., as assistant to MILTON V. CARLSON, vice president in charge of radio-TV.

MAC REARDON, manager, Maxon Agency, Syracuse, to account staff, Gardner Adv., St. Louis, as manager on Monsanto Chemical account.

J. EDWARD COOMBS, account executive, Price, Robinson & Frank Inc., Chicago, appointed general manager.

KENNETH HOEL appointed director of public relations and promotion, G. Norman Burk Inc., Pittsburgh.


KENNETH TORGERSON, Knox-Reeves Adv., Minneapolis, to Benton & Bowles, N. Y., as media supervisor.

JOHN D. HALLAREN and DON SHELDON, vice president in charge of “Alert America” convoys and sales manager of Frederic Blank & Co., respectively, to Fuller & Smith & Ross, N. Y., as account executives.


ANN OGLESBY, WHAS Louisville, Ky., production staff, enters executive training program, McCann-Erickson Adv., N. Y.

DAVID H. UTLEY, Calif. Walnut Growers, L. A., to West-Marquis Inc., that city, as member of publicity department.


SAM HERMAN, copy chief, Gourfain-Cobb, Chicago, to copy staff, William Hart Adler agency, that city.

OLIAN Adv., Chicago, changes name to OLIAN & BONNER Inc., effective Sept. 1.


ROBERT P. HAUN to Lewis & Gilman Inc., N. Y., as account executive.

MANN HOLLNER, vice president, Lennen & Mitchell, N. Y., and PAUL MANNING appointed radio-TV directors for Republican National Committee account, Kudner Agency, N. Y.

RICHARD CAMPBELL, production staff, Erwin, Wasey & Co., N. Y., to Grant & Wadsworth Inc., same city.

ANDREW J. HENDRY to Caples Co., N. Y., as director of public relations.

IT TAKES MORE THAN RATINGS TO BE . . .

Obviously OUTSTANDING . . .

Sure we have 60.1% share of audience Monday thru Friday mornings . . . 55.3% share of audience Monday thru Friday afternoon . . . 49.6% share of audience Sunday thru Saturday evenings. BUT ratings alone don't RING THE CASH REGISTER . . .

LOCAL ADVERTISERS measure advertising by SALES RESULTS . . .

6 advertisers have used WMBD continuously for over TWENTY YEARS . . .
9 advertisers have used WMBD continuously for over FIFTEEN YEARS . . .
23 advertisers have used WMBD continuously for over TEN YEARS . . .
31 advertisers have used WMBD continuously for over FIVE YEARS . . .

That's PROOF that WMBD produces sales results. To SELL all Peoria area, BUY WMBD.

See Free & Peters . . .
Sailor Beware

EDITOR:

Being naturally much interested in any UHF TV grants in New York City, I noted the grant to the State Board of Regents for Channel 25, on page 74 of the Aug. 18 issue of Broadcasting • Telecasting, giving antenna height above average terrain of 880 feet, at the following coordinates:

Lat. 40° 32' 51" North.
Long. 74° 00' 84" West.

Breaking out the Coast and Geodetic Survey charts to see where this station appears to be 'smack in the middle of the Atlantic steamship lanes, in Ambrose Channel, Lower New York Bay, four miles south of Coney Island Light.

The 84° on the longitude is obviously a misprint for something below 60° (all there are in 1') but that is less than a mile. But I am wondering where the major error is . . .

William H. Pitkin
Chief Engineer
WNYC New York

[EDITORS NOTE: This was not a Broadcasting • Telecasting misprint. FCC staff members and the Board of Regents are revising the coordinates to (1) confine the minute to 60 seconds and (2) get the antenna site out of the steamer lanes and on dry (and high) land stop a building on the southwest corner of Broadway and Chambers street.]

Never Break a Habit

EDITOR:

To keep up with happenings in the industry I always set aside Wednesday evenings before and after dinner to read the most informative and my favorite magazine, Broadcasting • Telecasting. This Wednesday, however, due to extensive business meetings I just did not find the time and found myself involved in one of the strangest coincidental situations yet.

It happened this way: A few days ago Joe Stamler of WMGM New York and I sat down to discuss a cooperative across the board schedule for our client, Nylast Corp. of America, since New York was the first market we intended to use to introduce our client's new product, Nylast, a stocking deterrent and nylon strengtheners . . .

Four days later Mr. Stamler called me with this confusing information . . . the Nylast account is being handled by William H. Weintraub [B•T, Aug. 18] . . .

A quick investigation revealed the following: Seeman Bros., New York, clients of Weintraub agency, apparently are about to market the same product that our client is. Who has the first right to the name is something I am not sure of at the present time.

This probably happens once in a million years and will of course mean a complete rescheduling and repackaging of Nylast by either Seeman Bros. or our client. One thing is certain though: To keep informed day by day, hour by hour, minute by minute, never miss an issue of Broadcasting • Telecasting.

Joseph R. Warner
Vice President
Rand Adv. Agency
New York

Marketbook

EDITOR:

Because I have just finished using your new Marketbook for some very helpful information for a talk before the Arkansas Broadcasters Assn., I want to write to tell you, while it is fresh on my mind, of the helpful book you produced. I use this almost every day and I see it on the desk of many agency executives.

Lloyd George Venard
President
The O. L. Taylor Co.
New York

EDITOR:

The work of compiling the data in the Marketbook is prodigious and I know it is a valuable source of information to thousands of people who need broadcasting and television data in compact and accessible form.

I wonder how many people are drawn into a false evaluation of the St. Louis market by looking at the population and radio homes figures for St. Louis County in which the City of St. Louis is located. Most people know that Chicago is in Cook County, Ill. Therefore, reference to your market data by counties will show the Cook County population is 4,508,000. The Spot Rate Finder then shows that of the 4,508,000 residents in Cook County, 3,620,000 of them live in Chicago.

Now, look at St. Louis County, Mo. The population is 406,000. Refer then to the Spot Rate Finder and the population of St. Louis is shown as 866,000, or more than twice the population of the County in which it is located, geographically. The answer is, as you know, that St. Louis is not located in any county. Therefore, the total population of what appears on any map to be St. Louis County is not 406,000 as shown by the census (Continued on page 80).
No ifs, ands or buts!

Distribution and Display are now

GUARANTEED

for advertisers on "KYW FEATURE DRUGS"

In hundreds and hundreds of drugstores in the Philadelphia area, the "KYW Feature Drugs" program has become a merchandising tradition!

So solid is its acceptance, in fact, that we now feel more than safe in making this unique guarantee:

- **distribution** of each advertiser's product in 75 percent of all "KYW Feature Drug" Stores in the 5-county area
- **display** of these products in 90 percent of the stores in which stocked

That's our *guarantee*, mind you... and we're sure that actual performance will show even better figures. Moreover, the guarantee is only one of the advantages you get with this superbly successful program. Other advantages include:

- participation in a radio show that wins special favor from druggists twice each weekday - 2:00-2:30 PM and 6:25-6:30 PM
- merchandising and missionary calls at regular intervals by the "Feature Drugs" field staff
- regular reports on number and location of displays, rates of sale, competitive activity

Here, to be sure, is the promotional support you need in the Philadelphia area drugstore market! For full details of the guarantee terms, check Bob Teter at KYW, or Free & Peters.
Cousin Custis is Ma's first cousin, which explains why she won't let us tell him off—much less toss him out. We've just got to bear with him. And that's kinda hard when you consider some of the things Custis does....

Take the kippered catfish, for example. Pa's been kipperin' catfish for a good many years. No sooner does Custis come to live with us than he decides he's going to get in the catfish business, too.

Now Pa doesn't mind—at first. We're giving Custis free room and board, so Pa sort of has it in the back of his mind that Custis will come in with him to help out a bit in return for his keep.

But not Custis. He has other ideas. He's bound and determined he's going to be head man in the kippered catfish trade. And he starts actin' like he wants to drive Pa right out of business.

First off, he lays claim to some of the best fishin' spots on the river—after Pa points them out to him. Then he ups and builds a new smokehouse right next to Pa's—using Pa's pine boards—even though Pa's house is big enough for both of 'em. And, as if that's not enough, he high-tails it into town and lines up some of Pa's best customers on a cut-rate deal.

That's the way things stand now... Custis is living off us and cutting into Pa's business. To hear Custis tell it, he's a whoppin' success. But I just wonder how it would be with Custis if he suddenly had to shift for himself—and support a family—just like Pa does.

The other day, Custis begins rantin' and ravin' about Pa. Seems that Pa has been telling old customers about Custis, how he's trying to take over, and how come he can sell catfish so cheap. This makes Custis real mad. He claims Pa's got no right to talk about him that way. But let me ask you—since when is it wrong to try to save your business and your family by setting folks straight on the facts?

Tax-exempt federal electric power operates a good deal like Cousin Custis. It moves in, takes over, contributes little if anything to the public coffers and lures customers away from the tax-paying electric companies. These are some facts people need to be set straight on, despite the objections of the government power lobby. That's why this brief fable from America's Electric Light and Power Companies.*

*Names on request from this magazine.
When you hear the facts about NBC's Pacific Coast Network— you'll sure wanna stop playing hooky from the world's best market, and join the gang!

Did'ya know that NBC Pacific Coast Network reaches more Western homes than any other network or advertising media? Well, it's true—and that's only half the story. So get a grip on your scooter... here comes the other half!

NBC Pacific Coast Network gives you the tops in Western coverage at the lowest cost per thousand!

Now add 'em up and what've you got? Just the swelllest deal you'll ever get for your advertising dollar—that's all.

P.S. There's some crackajack network-time still open, so you oughta call your nearest NBC Sales Office today. Betcha a live frog you won't be sorry.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

TOP COVERAGE... for Super Western Sales!

Boy! what a swell deal!

When you hear the facts about NBC's Pacific Coast Network— you'll sure wanna stop playing hooky from the world's best market, and join the gang!

Did'ya know that NBC Pacific Coast Network reaches more Western homes than any other network or advertising media? Well, it's true—and that's only half the story. So get a grip on your scooter... here comes the other half!

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WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

TOP COVERAGE... for Super Western Sales!

Boy! what a swell deal!

When you hear the facts about NBC's Pacific Coast Network— you'll sure wanna stop playing hooky from the world's best market, and join the gang!

Did'ya know that NBC Pacific Coast Network reaches more Western homes than any other network or advertising media? Well, it's true—and that's only half the story. So get a grip on your scooter... here comes the other half!

NBC Pacific Coast Network gives you the tops in Western coverage at the lowest cost per thousand!

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WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK

TOP COVERAGE... for Super Western Sales!

Boy! what a swell deal!

When you hear the facts about NBC's Pacific Coast Network— you'll sure wanna stop playing hooky from the world's best market, and join the gang!

Did'ya know that NBC Pacific Coast Network reaches more Western homes than any other network or advertising media? Well, it's true—and that's only half the story. So get a grip on your scooter... here comes the other half!

NBC Pacific Coast Network gives you the tops in Western coverage at the lowest cost per thousand!

Now add 'em up and what've you got? Just the swelllest deal you'll ever get for your advertising dollar—that's all.

P.S. There's some crackajack network-time still open, so you oughta call your nearest NBC Sales Office today. Betcha a live frog you won't be sorry.

WESTERN NETWORK
NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
WOOPS!!

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

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

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

IN THE NATION'S CAPITAL
YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

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

feature of the week

SUCCESSFUL gubernatorial candidate and his family appear before the WSM-TV camera. They are (l to r) Mrs. Frank Clement, the Governor-elect, announcer Louie Buic, and sister Clement-Hall.

IN preparing for Tennessee's primary election returns broadcasts in early August, WSM-AM-TV Nashville realized that a major problem would be to maintain viewer and listener interest throughout its 7:30 p.m. to 3 a.m. period. It was decided that this hazard could be averted and that much visual material for television could be assured by making the event an election night party for both AM and TV.

“Our objectives,” said John H. DeWitt Jr., president of the stations, “was to assure our audience the quickest returns in the state, maintain interest throughout a

strictly business

Mr. Dorff

HENRY DORFF, advertising director, the Gruen Watch Co., Cincinnati, reflects:

“I have just recently completed negotiations to sponsor Walter Winchell on radio and television over the full ABC radio and TV networks. This will mark Mr. Winchell's television debut.”

With a suggestion of amusement, Mr. Dorff, who obviously considers the Winchell deal a major venture, is equally enthusiastic about another campaign:

“The most interesting radio deal I ever made was among the smallest. It still stands out in my mind because it was the first show that I really created and the first show my client had full sponsorship of.

“For Dif Washing Powder Co., we put on what we called The Biggest Little Music Hall in America. It was a five-minute extravaganza.

“The show started with the blaring of trumpets behind the announcer who came up full with the commercial. We played just one song—the most popular of the day, then closed out with as much grandeur as though we had just finished a full hour of music. We like to think it had the excitement of a big music hall packed

(Continued on page 78)

MELODY BALLROOM

WFBR crack disc jockey show—is the No. 1 radio record show in Baltimore in the afternoon!

Looking for a participation show you can brag about, instead of having to justify? WFBR's home-grown Melody Ballroom carries more audience than any other afternoon radio record show—more than high-cost TV shows! Make sure your radio dollar's well spent in Baltimore—buy Melody Ballroom on WFBR. Just ask your John Blair man or contact any account executive of

(Continued on page 12)
He makes Carolinians shell out for Shell

With a rating of 16, a 61% share-of-audience and triple the audience of the next most popular, competitive program, Clyde McLean really "activates" WBT's audience of 3,000,000 for Shell Oil Company. To lubricate your sales machinery in the Carolinas, use WBT and WBT local personalities.

WBT
CHARLOTTE, NORTH CAROLINA
JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Radio Spot Sales
Price No Object

EDITOR:
Your Blatt Story [Aug. 4] was, of course, a tremendous hit. This is the kind of thing to wake local broadcasters to their retail opportunities.

I want 100 reprints. They're worth their weight in gold—so any fee you want to charge is okay by me!

Winslow Leighton
Pres. & Gen. Mgr.
WSNY Schenectady, N. Y.

Registered Rates

EDITOR:
I must say I thoroughly agree with the . . . article on page 23 of the Aug. 18 BROADCASTING TELECASTING wherein [is described] the plan of Mr. Todd Storz, general manager of KOWH Omaha, for a guaranteed rate card. Mr. Storz proposes an "NARTB Guaranteed Rate Card Seal."

WWJ will happily go along with the idea. Especially so since the last time I was in Washington I had suggested a "Registered Rate Card" to the editor of your excellent magazine.

Edwin K. Wheeler
General Manager
WWJ-AM-FM-TV Detroit

Who's on First

EDITOR:
A full-page ad in the Aug. 11 issue of BROADCASTING TELECASTING heralds the "starting, new" montage effect of wedging the image of a commentator onto the same screen with shots of the Chicago conventions.

More than two years ago I was using the same "new" technique as a newscaster on KEYL (TV) San Antonio. My image was focused in the lower left-hand quarter of the screen while wire photos were flashed on the screen, interspersed with newsreel clips.

Program Director Bill Robb decided that showing the newscaster helped to bridge the gap between motionless still shots and newsreel clips.

Marvin Alisky
Ph. D. Candidate
U. of Texas

Pick-Up

EDITOR:
One of my more pleasant chores as president of the New Jersey Broadcasters' Assn. is the business of getting out a monthly newsletter to our members. I hate to contemplate what the job would be without having good old BROADCASTING TELECASTING to lean on.

Am I in order in using such items as appear applicable providing, of course, proper credit is given.

Thanks so much for the approval I am hoping for.

Paul Alger
President
N. J. Broadcasters' Assn.
Bridgeton, N. J.

[EDITOR'S NOTE: Permission granted.]
"Take a memo—'Some interesting facts about RADIO in LOUISVILLE'"

1. There are 690,140 radio sets within 60 miles of Louisville—an average of 2.4 sets per family. 69% of these families have radio sets in their living rooms... 47% have sets in bedrooms... 40% in kitchens... 7% in dining rooms!

2. In the WAVE area, people spend 5,141,760 home hours per week listening to radio. They spend 1,050,000 hours per week listening to car radios.

3. On WAVE radio, 37¢ will deliver 1000 sales impressions! 1000 television impressions would cost you $2.02—1000 by newspaper would cost you $10.25!

Enough said? Check with Free & Peters for availabilities!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.
"KWKH is uniformly satisfactory"

Says W. T. HANNA
General Manager, Andress-Hanna, Inc.
PROMINENT SHREVEPORT CAR DEALER

Selling big-ticket items such as Lincoln and Mercury automobiles, as well as bargain "leaders" such as service specials, Andress-Hanna, Inc. certainly knows the relative values of various media in Shreveport. That's what makes us particularly proud to quote from a recent letter from Mr. W. T. Hanna:

"We are now well into the fifth year of our daily newscasts over KWKH and our continued sponsorship stands as conclusive proof of the high value we place on this advertising. We have checked results repeatedly by switching from one department to another. Whether we emphasize new cars, used cars, service or parts specials, the returns have been uniformly satisfactory.

(Signed) W. T. Hanna"

KWKH DAYTIME BMB MAP
Study No. 2—Spring 1949
KWKH's daytime BMB circulation is 303,230 families, daytime, in 87 Louisiana, Arkansas and Texas counties. 227,701 or 75.0% of these families are "average daily listeners". (Nighttime BMB Map shows 268,590 families in 112 Louisiana, Arkansas, Texas, New Mexico, Mississippi and Oklahoma counties.)

A Shreveport Times Station

50,000 Watts · CBS Radio ·

The Branham Company
Representatives
Henry Clay, General Manager
NBC EYES RATES

By RUFUS CRATER

NBC's radio rates and its television station compensation formula took the center of the stage last week, highlighted by quickly drawn plans for a rate convention of NBC AM affiliates—comparable to the one at which CBS Radio's new rate and discount plan was approved three weeks ago [B&T, Aug. 18]—to be held Wednesday and Thursday in Chicago.

While CBS Radio officials concentrated on remaining loose ends of a station negotiation attending their already effectuated plan and other radio networks searched for berth to whin a plan into shape, NBC initiated a call for its radio Stations Planning and Advisory Committee and "primary" affiliates to confer at the Palmer House in Chicago Wednesday and be joined there by all NBC affiliates on the following day.

May Present Plan in Chicago

Network authorities said NBC's plan for meeting the CBS move—which cut evening, network radio time costs by an average 25% while raising Monday-through-Friday daytime charges about 5%, and which is generally accepted as the pattern which all radio networks will follow in one form or another—will be presented to the affiliates at Chicago if the plan is sufficiently advanced by that time.

It was generally accepted that the network, if not ready to propose a specific plan complete in all details, at least would offer broad outlines showing clearly the type of adjustment it plans to make. Observers speculated that the network almost certainly would have a definite plan ready, though there was still no indication as to whether it will involve an increase in nighttime discounts (as CBS Radio's did), a reduction in rates, or a combination of both.

High officials of NBC, it was understood, were planning Labor Day weekend conferences in an effort to get a specific outline to the station men as the subject for further discussion, and to get a plan to the station men in time for presentation to the stations.

Any rate reduction would be subject to approval of the affiliates, who twice before have thwarted projected cuts. Participants in discussions of the subject last week, however, reiterated the view that CBS Radio's move makes an adjustment by the other networks relative to NBC's, a competitive standpoint, as in the case when CBS Radio took the lead in the 10% reduction in mid-1961.

The call to NBC's "primary" radio affiliates to convene with the SPAC committee and network officials on Wednesday was issued by F. A. Sugg of WKY Oklahoma all budget of $2 million, which at the suggestion of NBC officials. His telegram went out Wednesday night. The following day Harry Bannister, NBC vice president in charge of station relations, issued the call to all affiliates to meet on Thursday.

NBC officials slated to attend the Chicago meetings are: Board Chairman Niles Trammell; President Joseph H. McConnell; Vice President Charles R. Denny; Vice President and General Manager Frank White; Station Relations Vice President Bannister; Sales Vice President John Herbert; Press Vice President Sydney H. Elges; Vice President and Attorney General Gustav B. Margraf; Financial Vice President Joseph V. Heffer; Advertising Research Director Hugh M. Beville; Special Projects Director David C. Adams; Station Relations Director Sheldon B. Hixco Jr.; Station Relations Manager Thomas G. Knol, and Alan D. Courtemay, Donald Mercer, Raymond O'Connell and Paul Hancock of the station relations staff.

SPAC Chairman's Telegram

Mr. Sugg's telegram to the "primary" (popularly referred to as "basic") affiliates—a total of about 40 outlets—read as follows:

"There will be a very important meeting of all basic radio affiliates, augmented by radio SPAC, at Palmer House, Chicago, on Wednesday, Sept. 5. Purpose is to consider network policy regarding radio rates. Very much regret this short notice but your presence is imperative. Please wire confirmation of attendance."

Dispatch of the telegram, it was reported, followed an informal radio conference of a group of radio-TV affiliates meeting in New York last week, particularly to discuss a proposed new formula for TV station compensation with officials of the network. The TV affiliates also will meet for what was described as a "quick conference" during the Wednesday deliberations in Chicago.

In the TV meeting with NBC President McConnell and other top network executives, headed by Walter Damm, WMJ-TV Milwaukee—submitted a plan designed to increase their compensation for commercial network programs. Approximately 30 affiliates were represented at the session, held Wednesday and described by network authorities as "friendly" and "fruitful." A broadcast committee was named to represent the affiliates in further explorations of the proposal with network officials, first of which was held the following day.

Devised by a committee headed by Raymond Welpott, WRGB (TV) Schenectady, the proposed new

AGENCY SHIFTS

Eight National Sponsors Change

By FLORENCE SMALL

In the most spirited action of its kind this season at least eight national sponsors, representing nearly $10 million in advertising, took on new agency affiliations last week.

One of the largest single transfers was that of Pharmaceutical Chemical Co., which has appointed Grey Ad., New York, to handle its entire advertising. Abbott Kimball, New York, was the previous agency. Account has used spot radio for all its products.

P. Lorillard Co., New York, for Embassy cigarettes, previously serviced by Geyer, Newell & Ganger, New York, moved its estimated $750,000 yearly budget to Lennen & Mitchell, same city. Embassy uses only TV and will sponsor The Web on CBS-TV this fall. Lennen & Mitchell also handles P. Lorillard's Old Gold promotion.

Another major advertiser to depart Geyer, Newell & Ganger, was Continental Oil Co. (Conoco brand products). It has named Benton & Bowles to take over its advertising effective Jan. 1. Conoco is a heavy spot advertiser.

The Mennen Co. for its newest product, Foam Shave, has appointed Cecil & Pressbrey, New York, for promotion. Mennen's other products are serviced by Kenyon & Eckhardt, New York. The new Foam Shave campaign starts in October. Radio and TV spots will be considered to follow up a newspaper schedule.


California-Texas Oil Co. named Erwin, Wasey & Co., New York, for both foreign and domestic advertising. Julian Snyder, former director of Erwin, Wasey's London office, is account supervisor. The London office also will service Regent Oil Co. of Great Britain, in which Caltex has an interest. Entire advertising budget is about $5 million. Spot radio is used in foreign markets.

BBDO Appointed

American Optical Co., for its sun glasses, including the Polaeid and Cosmetan Calobar lines, and for its institutional advertising, named BBDO, New York, for advertising. Federal Agency, which has been dissolved, formerly had the account. Polaroid once used a TV network show and has used extensive radio and TV spots. Future media plans will be decided within a fortnight, a BBDO executive said. Herbert West will supervise the account for BBDO.

Winston Cookies, Passaic, N. J., which recently left Geil & Pressbrey, New York, last week named Earl Bothwell, same city, for advertising. A television campaign is contemplated by the new agency, with a decision expected in 10 days.
PETRY, BLAIR

Named in ABC O&O Business Move

LARGEST station representative appointment in the history of broadcast, including the placement of the ABC owned and operated stations—five radio and five TV properties in five of the six biggest markets—with annual billings running into the tens of millions, is expected to be consummated within the next few days, it was learned last week.

Edward Petry & Co. and John Blair & Co. are expected to be named representatives of the ABC radio stations, with Blair-TV and Petry's TV division to handle the network's video properties, it is understood.

Stations owned and operated by ABC include: WJZ AM-FM-TV New York; WENR AM-FM-TV Chicago; WXYZ AM-FM-TV Detroit; KECA AM-FM-TV Los Angeles and KGO AM-FM-TV San Francisco.

Decision to add outside representation to the individual sales staff of ABC's O&O stations was not arrived at precipitously. A radical departure from previous network practice, the idea was premised on the view that the sale of time on individual stations is basically different from the sale of network facilities and calls for the kind of specialized selling which non-network owned stations have traditionally secured through their station representatives.

After extensive discussion by ABC's top management and sales executives, the plan was discussed with a number of leading representatives to get their criticisms of the proposal and their suggestions as to how it might best be carried out (B&T, July 14, 7).

From the outset the plan has been viewed as an extension of the station's local sales staffs and not in any sense a replacement. Following the normal practice, the new national representatives for the ABC stations will act for each one only outside its local sales area. Network plans call for an expansion of the station sales force in each city in a concerted effort to expand the non-network revenue of the O&O properties.

When the station representatives were first consulted, ABC was contemplating test appointments for only a few of the network-owned stations, but as the idea developed into a concrete plan, the network executives are understood to have come so convinced of its fundamental validity that they decided to launch it as an overall program for all of ABC's radio and TV stations.

BLOCKI JOINS BAB
To Manage Chicago Office

GALE BLOCKI, vice president of John Blair & Co. and with the Blair office in Chicago 16 years, has resigned to join BAB Sept. 15 as manager of its Chicago office.

He will head BAB's sales efforts in the Midwest, making presentations on radio advertising to advertisers and agencies.

William B. Ryan, BAB president, said that within a few weeks BAB will appoint an executive in charge of sales in its New York office, to supplement the sales activities of other BAB executives.

"By fall," Mr. Ryan said, "BAB will have tripled its sales effort, directed at national advertisers and chain retailers."

WJBK SUIT
Wins 'Bell Boy' Decision

A FEDERAL judge last Thursday ruled in favor of WJBK Detroit in litigation involving its claim to use the title, "Jack the Bell Boy," based on a program and character of that name.

Edmond T. McKenzie, a former employee, had used the title for a program while with WJBK over a period of years, then left and joined WXYZ Detroit, taking him with the name. He also had helped form a corporation bearing that name. WJBK filed suit, claiming the title was its own property.

Federal Judge Arthur F. Lederle of Detroit ruled in favor of WJBK, holding that "the conduct...and subsequent actions reveal a deliberate design to fraudulently conceal from Storer Broadcasting Co. (WJBK) the true situation as to ownership of the program," according to Gayle V. Grubb, vice president of Storer Broadcasting Co. and WJBK managing operator.

Judge Lederle also ordered an accounting on how much WJBK had lost through the "deception" and promised to award damages accordingly, Mr. Grubb reported. Sept. 8 was set for entry of injunctive relief.

WJBK charged that in 1947, when Storer Broadcasting Co. was awaiting approval of sale of WJBK, the former owners—Richard A. Connell and James F. Hopkins—and Mr. McKenzie had formed a corporation, Jack the Bell Boy Inc., in order to own and exploit the name and program.

ABC RENEWALS
Total $33⁄4 Mill. Gross

THREE renewal orders representing an approximate total of $33⁄4 million in gross time sales by ABC radio were announced Wednesday by Vice President Charles T. Ayers. They were:

Bristol-Myers Co., renewed Monday, Wednesday and Friday time slot of Break the Bank (Mon.-Fri., 11:30-12 noon) for 52 weeks, effective Sept. 22. Products to be advertised are Ipana toothpaste, Sal Hepatica, Trushay Bufferin, Mum, Mum lotion, Vitalis and Vitalis hair cream. Agency is Doherty, Clifford & Shenfield, N.Y.


Gillette Renews Bouts

THE GILLETTE Co., Boston, will sponsor Friday night boxing bouts from Madison Square Garden for the ninth straight year over ABC radio, beginning this Friday, from 10 p.m. EDT to conclusion. Agency is Mazon Inc., N.Y.

"It's just the cutest program! She tries to get dates for these boys . . . ."
**Fall Sales Lag 25 Hours**

GROSS revenue of the TV networks this fall will unquestionably top their last year's income by a comfortable margin. But the video network salesmen will have to hustle during September—nearly a top selling month for October to be one of the top selling months of the year and there is no indication that this September will be an exception.

The sales chiefs of the four TV networks are uniformly optimistic about the fall business outlook. The term, "highly encouraging," applied by Ted Bergmann, DuMont Network director of sales, is the most modest of the group who are in complete agreement that business is going to be good for them this fall.

Noting that NBC-TV's afternoon network program operation "is continuing at the same satisfactory level as last year," John K. Farrell, vice president in charge of radio and television sales for NBC, said this fall season holds promise of being even more "successful . . . than last year when we set a new record in gross billings." In afternoon programming, he pointed to new sales such as five-quarter hours on NBC's Welcome America! shows, that begins on TV this fall.

"Current sales activity should pyramid our gross time billings to more than 25% over last year," Mr. Herbert forecast.

**General Motors on NBC**

"The sale of the college football games to General Motors was a major achievement for the NBC sales staff because it brought into network television one of the greatest automotive advertisers for the first time," he added. [B&T, Aug. 25.]

Mr. Herbert said, "Our early-morning network feature, Today, is coming into its own with the tremendous rise in sponsor interest which has already resulted in several network orders scheduled for the fall.

"Buying started early this year, according to Ed- win Friendly Jr., national director of TV sales for ABC-TV. But despite the belated start, network has made several "important and substantial sales this past month."

Mr. Friendly gave as examples (Continued on page 86)

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**NETWORK RADIO-TV**

**July Sales at $20 Million**

<table>
<thead>
<tr>
<th>NETWORK RADIO</th>
<th>JULY, 1952</th>
<th>JULY, 1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>ABC</td>
<td>$2,826,666</td>
<td>$2,727,674</td>
</tr>
<tr>
<td>CBS</td>
<td>$2,358,256</td>
<td>$2,417,192</td>
</tr>
<tr>
<td>MBS</td>
<td>$1,299,176</td>
<td>$1,208,865</td>
</tr>
<tr>
<td>NBC</td>
<td>$2,779,194</td>
<td>$2,737,687</td>
</tr>
</tbody>
</table>

**TOTAL**

| $9,358,394 | $9,113,084 |

**NETWORK TELEVISION**

| ABC          | $4,163,245| $4,134,659|
| MBS          | $3,653,146| $3,614,329|
| CBS          | $2,708,016| $2,614,035|

**TOTAL**

| $10,571,357| $10,457,048|

**JULY NET BILLINGS**

| $4,909,138| $4,996,586|

**TOTAL**

| $14,545,177| $14,493,635|

**COMBINED gross time sales of the major radio and TV networks during July totaled $19,889,871—$9,538,394 for the four radio networks and $10,351,177 for the four TV networks—according to figures compiled by Publishers Information Bureau. These figures do not include, however, expenditures of Admiral, Philco and Westinghouse for their network time in sponsoring broadcasts and telecasts of the national political conventions, which are not yet available, PIB explained. It is hoped this information will be ready for inclusion in the next PIB report, a month hence.

Meanwhile, comparisons between the July time sales reported in the adjacent table and those of other months should be made only with the understanding that the July total will be increased appreciably when the convention coverage billings are added.**
THE COMMERCIAL IS 30 YEARS OLD

WNBC NEW YORK celebrated the 30th anniversary of the first radio commercial last week in as happy a fashion as a sales manager could want—with a schedule that was (and is) "almost sold out."

The New York key station of NBC radio, along with the network itself, staged a special show to commemorate the commercial's birthday, but the steady rows of black ink on WNBC's books were a matter of special pride—particularly in these times of doomsday talk for radio.

For the books show, as reported by NBC vice president Ted Cott, general manager of WNBC and WNT (TV), that WNBC business during the first half of 1962 ran 20.1% ahead of the same period the year before. Local business is 118.3% ahead. And to date, Mr. Cott reported, this year's business is running well in advance of WNBC's record year of 1950.

This in a time when radio is being down-talked and down-rated.

The shape of WNBC books today—and the techniques that put them in that shape—make a telling contrast to the story of that first commercial 30 years ago last Thursday on Aug. 28, 1922.

The station was then WEAF (now WNBC). The time: 5:15-5:30 p.m. A man now known to WNBC records as a Mr. Blackwell, representing the Queensboro Corp. of Jackson Heights, Long Island, faced a microphone and urged listeners to forsake the heat and crowds of New York and move out to a new tenant-owned system of apartment homes in Jackson Heights. The speech—the commercial—lasted 15 minutes. It cost $100.

The broadcast pulled enough results to cause the advertiser to schedule others, running through Sept. 21, 1922. "Several thousand" dollars worth of sales resulted.

But prohibitions against price mentions, package descriptions, and direct advertising cooled the enthusiasm of many potential advertisers. At the end of two months the station had sold a total of three hours of airtime, at a total price of $550.

Today billings on WNBC are estimated at approximately $4 million a year. What makes the difference?

Mr. Cott figures that WNBC today has the answer to that radio generally should have found a long time ago. It is, to him, also the answer that will restore radio's strength.

"You can't be just in the radio business any more," he says. "You've got to be in every business that your advertisers are in."

This is a philosophy of merchandising and promotion to which Mr. Cott attributes much of WNBC's present happy sales position.

"You're not selling time any more," he contends. "You're selling an audience—more than that, the attentiveness of the audience. And you have to sell the retailer as well as the consumer, for the advertiser buys the advertising that the retailer wants. Radio, which in the past has been a carrier of commercials, must become a partner with the retailer."

One of WNBC's key approaches to this problem, recognizing the continuing trend toward self-service retailing, is evidenced in its "Chain Lightning" merchandising plan. This involves a tie-up with some 1,800 stores, with which WNBC trades chainbreak commercials for preferential displays of its advertisers' products. The stores get the radio advertising, WNBC's advertisers get special in-store displays, and WNBC gets added satisfaction for its clients.

The stores often promote WNBC-advertised products prominently in their newspaper and magazine ads, frequently also giving WNBC a plug, which is a further plus.

In addition to the approximately 1,800 stores participating in "Chain Lightning" the station currently is in process of lining up independent supermarkets in the New York metropolitan area, which will give it a total of around 3,500 participating stores. These, Mr. Cott estimates, account for $1,250,000,000 of the food and drug business done in the area.

WNBC stars also merchandise and promote for their sponsors. All along the line, WNBC talent sends out promotion letters to product sales, are available for appearances in stores and for talks to sales meetings, and participate in openings of new stores. By recordings, they invite the public by telephone to tune to WNBC, and broadcast chainbreak plugs for station programs.

In another promotion device, WNBC took over responsibility for "programming" the public address system of a nearby amusement park whose visitors total about $5 million a year. In addition to putting on music, WNBC has the privilege of promoting its advertisers, including "P.A. commercials."

Mr. Cott also has organized "Lady Timebuyers Clubs" and "Children of Timebuyers Clubs," with gifts—products or promotional gimmicks of sponsors—sent regularly to the members.

From a programming standpoint, the station is getting away from the policy of scheduling strict 15- and 30-minute periods. Instead it is getting higher priced talent for longer programs and pro-rating the cost among a greater number of advertisers.

It's a far cry, this sort of thing, from the pioneering days when radio selling was confined to opening and closing announcements merely identifying the sponsor (in 1932, NBC yielded to the extent of allowing price mentions on daytime programs).

But in their 30th anniversary programs, NBC and WNBC paid tribute to both the old and the new. From 10:30-11 p.m. Thursday night, WNBC put on a program—sustaining—which featured their Bob & Ray team with a recreation of the "old days," plus radio celebrities of past and present. NBC's program, also sustaining, was a Bob & Ray show of the same sort, presented 10-10:30 p.m. in New York.
FURTHER revelations alleging Red influence in radio and TV which were recently made by the Radio Security Committee which last week charged the Radio Writers Guild is controlled by pro-Communists.

The committee deleted its opening statement that he could not say of his own knowledge that any member of RWG was a Communist.

He also said he used the term "Pro-Communist" at the urging of the committee counsel, Richard Arens. He had begun his testimony using the label "left-wing," he said.

Committee investigator Donald D. Connors Jr. replied that Mr. Kelley was asked to use "pro-Communist" because terms like "left-wing" were vague and susceptible to varying interpretations.

Reaction to Committee Report

Up to the present release of the Senate's committee's report was similar to that which followed publication of Red Channels two years ago [B.T., Sept. 4, 1950]. Red Channels purported to list pro-Communist affiliations of a long roster of radio and TV writers, directors, producers and performers.

Most of those accused of Red ties by the Senate report are also listed in Red Channels.

None of the networks, nor NARTB, had any comment on the latest revelations.

Gist of the charges in the Senate report are:

(1) That Communists in 1943 under order of Communist leader Alexander Trachtenberg began to infiltrate RWG and that the council of the Guild is a Communist front organization which has aligned itself in support of pro-Communist writers and directors.

(2) That RWG members write 50% or more of the material for stations and they also write for the Networks and write in Radio and TV Sections.

(3) That the leaders of the pro-Communist RWG faction are Robert C. Lyon, president, and Donald P. Campbell, vice president.

(4) That, according to information from "uninspeachable" sources, Messrs. Lyon and Campbell are "hard-core" Communists.

The report was signed by Sen. James O. Eastland (D-Miss.), chairman of the Senate Judiciary Committee of which the Internal Security Committee is a part.

The committee's newest one witness (Ruth Adams Knight) on how she thought pro-Communist propaganda was fed to the American radio audience:...

... You would find, I am sure, if you examined the work of these people, a constant derision of the capitalistic system, and a constant derision of the people, and a general derision of all the things, and...

no such thing in their scripts as a deacon or a banker, and a decent lawyer. The thing is subtle, and Communists are very, very good at complacency, they are very good at not raising the hand to lay down the party line, but it is constant in their thought, it is constant, it is constant, it is constant, and I feel that the FBI is the way we do it, and I am that attitude expressed that the undermining thing with the simple people who listen to radio who are so far away from their community."

Besides Mr. Kelley and Miss Knight, other witnesses were Vincent W. Hartnett and Paul R. Milton.

Among those charged with pro-Communist ideology were Ira Arens, president of RWG vice president, and the following members of the guild council: Sam Moore, Robert Cenedella, George Pass, Phil Higley, Ernest Konoy, Dave Kogan, Sig Miller.

KOAR SALE

FCC Approves; Transfer in Month

ACTUAL transfer of the physical property and assets of KOA-AM-FM Denver from NBC to Metropolitan Television Co. will be effected within a month, following approval Thursday by the FCC of the $2,250,000 sale.

The Denver group, including Bob Hope, May Quigg Newton of Denver, and their associates applied in late June for approval of the transaction. Metropolitan is owned 50% by Hope Productions Inc., and 50% by Mayor Newton and 15 Denver businessmen.

The new KOA owners have filed for a television station in Denver on VHF Channel 4 (B.T., July 1). KOA-AM also has applied for that channel and the two applications go to hearing.

KOAR is a 50 kw duplicated clear on 850 kc. Founded in 1924 by General Electric Co., it became an NBC affiliate in 1928. The network assumed operation and management in 1930, buying the outlet in 1941. KOAR continues as an NBC affiliate.

Robert E. Kopp, associated with Mr. Hope, will be general manager and a member of the Los Angeles law firm of Gang, Kopp & Tyre, said details of transferring KOAR to the new owners are well under way with possibility that the job will be completed by the end of September.

Officers and debenture holders of the Hope group, besides Mr. Kopp, include James L. Saphier, vice president, head of his own Holliday radio-TV production firm; Martin Gang and Norman R. Tyre, of Gang, Kopp & Tyre.

Hope Productions Inc., as 50% state of its assets, subscribes for the entire issue of 30,000 shares of Class B voting stock and $750,000 in debentures. The firm, organized in 1948 but relatively inactive, also owns 50% of the outstanding Class C stock in Metropolitan Television, but this stock will not have voting rights until July 1, 1959.

Mr. Hope was sole owner of Hope Productions until recently when he transferred 10% to Mr. Saphier, 2.5% to Mr. Gang and 1.25% each to Messrs. Kopp and Tyre.

Officers, the Class A voting stockholders of the Denver group who represent the Denver group include Mayor Newton (3.46%), who has no other business interests; President William Grant (10.16%), security director, Denver Bank of Commerce; Ralph Radetsky (6.31%), on leave of absence as administrator assistant, Mayor Newton; Secretary-Treasurer Harry W. Clough (1.34%), attorney and director of Denver National Bank; Mr. Newton's son, Paul, Denver manager of improvements and planning; William J. Arens (2.5%), merchandising manager, May Dept. Store, Denver; Mr. Arens' brother, B. Arens (9.2%), vice-president, Denver manager, May Dept. Store; Mr. Arens' brother, E. Kopp (6.32%), director, vice-president of Colorado Mutual Life Insurance Co.; Donald P. Campbell (1.82%), Denver director of budget and policy; Myron E. Emrich (1.34%), president and one-third owner Denver Advertiser Co. real estate; and one individual: Arnold B. Gurtler Jr. (2.7%), treasurer of Elich Gardens Co., Elich Amusement Inc., and Elich Greenhouse Inc., amusement park, summer stock theatre and greenhouse; Robert S. Bohnen, president of American Furniture Co., Denver; Morrison Simon (5%), attorney; Walter M. Simon (3.36%), attorney; Henry W. Bercher (5.8%), S. C. Finley (3.17%), general merchandise manager of Denver Radio Co. and vice president of May Dept. Stores Co. Messrs. Emrich and Saphier are currently president and secretary-treasurer of Yellow Cab Line, and general manager of Denver Advertiser Inc.

A new interest in the new owner is held by Hendrie & Brillioff Co., an advertising agency, and they have about $150,000 also. The firm for 75 kw transmitter and an issuance of $750,000 Class C stock in Metropolitan Television, but this stock will not have voting rights until July 1, 1959.

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The purchase agreement for KOAR calls for $1,500,000, of which $1,000,000 has been paid as down payment, and a promissory note in the amount of $1,250,000 by Hope Productions to NBC. The note is for five years at 4.56%.

The Denver group put up $875,000 of the purchase price in expectation of their accounts by the Denver and Colorado National Banks, while Mr. Hope and his associates as individuals put up $275,000 cash. The note is for $1,253,750.

The Denver group and the KOAR group have right to elect an equal number of directors. In addition, the Colorado National Bank group can give the Denver group rights it will give the to elect an additional director "who shall be a disinterested non-stockholder resident of Denver, subject to approval of the Board of Directors of Metropolitan Television Inc.

The assets acquired by Metropolitan Television include cash of $25,000 and total current assets over current liabilities, exclusive of cash, which are not to be less than $50,000 at the closing date.

September 1, 1952 • Page 27
CLEAN slate for all stations cited for horserace programs [B*T, March 5] was proposed by the FCC Broadcast Bureau to the Commission last week.

Recommendations that the licenses of the 16 stations put on temporary license earlier this year be cleared was made by the Broadcast Bureau on the grounds that all have discontinued the objectionable features—mainly flash or running accounts of races.

In a 17-page history of the four-year-old question, the Broadcast Bureau recounted:

1. The Commission's refusal to issue a declaratory judgment on whether a specific format would be objectionable, requested by WWDC Washington, D.C., in July by the City of Providence in 1955 on the ground that each case must be taken up separately and in the light of the station's overall program policy.

WTUX Case

2. The WTUX Wilmington case, where the Commission overruled an examiner's favorable decision on license renewal in 1950, but finally granted the renewal in 1962.

License Renewals Recommended

FCC announced Thursday an amendment to its rules to authorize its field engineers to handle applications for commercial radio operators licenses in cases where the applicant has been convicted of a crime for which he was fined $500 or more, or imprisoned for more than a year.

(TV) New York, the Broadcast Bureau said that it has not had time to check the applications for licenses to cover construction permits, but they should be removed from hearings.

In addition to the two TV stations, the recommended clearances would apply to the following:

- KKWK Pasadena, Calif.; KJBS San Francisco; KSD San Francisco; KYM San Mateo; KVSN San Mateo (for license to cover CP); WBBF-FM Miami, Fla.; WLAP Lexington, Ky.; WITE Cleveland; WBNX New York; WGPA Bethlehem, Pa.; WIRB Providence, R.I.

The Broadcast Bureau recommendation was signed by Bureau Chief Curtis B. Plummer, Renewals and Transfer Chief Walter R. Powell Jr., and Renewal Chief Sol Schilchman.

Communications

New Planning Group Announced by Pratt

Midwest Stations Discover

TV SPECTER CAN'T BITE

By J. FRANK BEATTY

SCARED of television? There's no need for radio stations to contemplate last rites in anticiaption of TV's arrival. Judecia, (Ohio, Ky.) and District 8 (Ind., Mich., and Indiana) held at Cleveland and Mackinac Island, Mich. [B*T, Aug. 25.] They represented all types of stations and all scales of operation—radio affiliating in delivery of much larger audiences than were enjoyed a decade ago, and rates haven't gone up much. Meanwhile printed media have raised their rates time after time.

Another anecdotal thought, for picks up, Santa Claus features. Enlarged - pull programs, with photos of announcers as inducement. Broadcasters should get off their fannies and go to work.

CARL E. GEORGE, WGAR Cleve
Radio Station

WBEN

of The Buffalo Evening News

announces that

THE HENRY I. CHRISTAL CO.

NEW YORK AND CHICAGO

will act as its national sales representative
effective September 5, 1952

WBEN's association with the HENRY I. CHRISTAL COMPANY is prompted by the Station's conviction that Radio's interests best will be served by a representative engaged exclusively in the sale of the Radio medium.

This will keep Radio in the strongest possible position to be competitive and dynamic in line with its potential and its obligation to render public service.

In making this move, WBEN is proud to join the company of a group of Radio Leaders:

WDAR, Kansas City                      WHAS, Louisville
WGAR, Cleveland                         WJR, Detroit
WGY, Schenectady                         WTMJ, Milwaukee

NBC BASIC WBEN BUFFALO

In Buffalo WBEN is preferred by most listeners most of the time
TV Specter Can't Bite
(Continued from page 30)

rely on material in which sound is complete, where sight is not needed. A record on radio is complete production but most half-hour TV dramas of necessity are skeletonized. Besides, they cost more. Music is usually better on radio, with TV detracting from its appreciation.

ROBERT T. MASON, WMNR Mar-
on, Ohio—Keep working on clients who drop radio for TV, and many of them will come back. Programming should be diversified, with emphasis on local programs that TV can't provide. New radio talent should be developed because artists who go on TV don't have the same zest for radio.

HUGH O. POTTER, WOMI Owens- 
boro, Ky.—Radio must re-sell advertisers on radio, returning to the day when we showed advertisers they got their money's worth from radio. Local advertisers don't believe in surveys and should be shown actual results. See what interests listeners and build to them.

JAY WAGNER, WLEE Sandusky, 
Ohio—Strictly local coverage is the secret—covering local happenings as they happen. People are always interested in what happens in their community. Sandusky has TV reception from three cities but WLEE has lost only few advertisers who figure the radio audience has been cut.

WALBERG L. BROWN, WDKK Cle-
veland—Reasonable rates and good programming are the answer. Serious music is an effective weapon in the cutthroat TV. Advertisers are constantly amazed when we show them basic material on the extent of radio listening and the size of radio station audiences.

MORT WATTERS, WCPO and 
WCPO-TV Cincinnati—Radio stations in TV markets where TV has 80% penetration, as in Cincinnati, should hunt the nearest road for the hills. Radio should focus on auto sets and make it difficult to double efforts on simultaneous radio periods in Cincinnati.

VERNON NOLTE, WHZ Zanes-
ville, Ohio—Radio faces declining revenues after a steady climb for the last 15 years, and must keep down operating costs by cutting off the fat and they must develop smarter programming.

MIKE LAYMAN, WSPC Somercot, 
Ky.—If broadcasters keep on doing the local job they will still be listened to primarily. Local advertisers can't afford TV.

ROBERT W. FERGUSON, WTRF 
Bellaire, Ohio—Comb your list of accounts, spread out farther for business. You just can't say that TV is no good. More remotes and use of tape in covering meetings will hold audiences.

JOHN E. FEETZER, WKZO and 
WKAZ-TV Kalamazoo, Mich. — A lot of radio stations still sell on ratings against TV, even when he addressed the tide. Ratings should go out the window. Get qualitative studies showing how TV sells goods. These always "beat the pants off newspapers." Radio should show "how many papers it delivers to the doorsteps" and not show "how many people read an ad." In joint operations radio and TV salesmen should be prepared. Our radio salesmen have a high morale and work under an incentive plan. Local radio sales are up 20% over 1951.

DON DeGROOT, WWJ Detroit— 
Radio stations need more salesmen and more merchandising. They must revise programming and take advantage of every possible area. Radio listening in TV homes exceeds predictions, and radio has a lower cost-per-thousand than television. Depreciation of radio is anything but complete when TV enters. Radio still is 40% of the home after TV arrives.

C. BRUCE McCONNELL, WISH 
Indianapolis—Develop local business by cooperating with advertisers, improve programming and provide programs people can listen to while working.

ROBERT B. McCONNELL, WISH 
Indianapolis—Too much radio today is not programmed to build an audience, regardless of whether there is television in the area. Radio should sell advertisers on the basis of merchandise results. If we give good service, we'll get our share of the listener's time.

ARCH SHAWD, WZBB Muskegon, 
Mich.—Entrance yourself in the minds of regular listeners and re-
develop efforts to sell broadcasting as a medium. Radio is weak in selling. Broadcasters should get off their bottoms and tighten up both pro-
gramming and production. We've hardly scratched the surface in radio.

GEORGE MILLAR, WRMW Detroit— 
Radio must build home listening and go on as if nothing happened when TV enters. Radio salesmen have never sold—as they've just taken TV is priced out of the retail market.

JOHN F. WISMER, WPH 
Butler, Mich.—Newspaper and maga-
azine circulations have declined as their rates have increased. Radio rates are the same as in 1940 and we deliver as many listeners. If radio sells hard, there is no need to fear the arrival of television.

LES BEIDERMAN, WTCM Traverse 
City, Mich.—Radio stations in TV areas are doing close to 50% of their operation. The answer is aggressive management.

RCA THESAURUS

Sends Subscribers Bonus

SPECIAL bonus baseball show, "World Series Countdown," has been sent to RCA's Thesaurus transcription library subscribers, RCA Recorded Program Services announced last week. The show comprises 10 quarter-hour baseball programs of highlights and favor-
ite anecdotes of World Series games of former years and includes historical, transmissionFillup music.

Each program contains a mailing 
merchandising gimmick, RCA said, to stimulate sale to local sponsors. Accompanying promotion material offers cash tips and recommends concentration of sales on such advertisers as sporting 
goods stores, breweries, gas station and mens' clothing stores.

4th Anniversary

WREV AM - FM
REIDSVILLE, N. C.
Heart of the Old Tobacco Belt . . . diversified industries

OWNER-MANAGEMENT . . . PERSONAL ATTENTION TO EACH ACCOUNT

ANNOUNCERS WITH TALENT . . . BEST IN THE FIELD
REIDSVILLE AND RETAIL TRADING ZONE POPULATION . . . 101,500

CONSUMER DATA (May, 1952 release from research experts of Sales

1951 INCREASE OVER 1950

RETAIL SALES 50% INCOME PER FAMILY 13% INCOME PER PERSON 9.75%

Page 34 • September 1, 1952

BROADCASTING • Telecasting
MEET Seattle's Salemaker

SEATTLE'S SALEMAKER

is ready to sell your product, too. For Salemaker and Seattle market facts, wire Bill Simpson, KRSC National Sales, or call our nearest representative:

EAST: Geo. W. Clark, Inc.
Los Angeles: Lee F. O'Connell Co.
San Francisco: Western Radio Sales

Moves merchandise right now
... more results ... more listeners per dollar

That's the record already rolled up by the sensational KRSC Salemaker, a powerful but thrifty spot plan that is paying off handsomely in the rich Seattle market.

You can sell Seattle faster, cheaper with KRSC Salemaker. Use eight spots per day on this dynamic independent station: costs you no more than a one-per-day schedule on a network station but delivers terrific all-day impact. Even during the first week your product moves!

Merchandising? Man, KRSC is Seattle's First Merchandising Station.

KRSC

powered and programmed to cover the profitable Seattle trading area
A STEP-BY-STEP report on organization and first six months operation of NBC's merchandising department—set up first to service radio advertisers but now ready, it was disclosed, to help TV sponsors, too—was presented by its officials at a trade press luncheon in New York last Wednesday.

Asserting that the local nature of merchandising makes it a job which only a radio or TV network can handle in truly effective fashion, the network's merchandising director, Fred N. Dodge, sketched the frame work of his department's operations and emphasized that it approaches each advertiser's problems individually.

"Merchandising means to sell," he said, "and NBC's approach to the job is to hand-tailor the effort to fit the needs of the advertiser and the area involved."

He pointed out that any medium must constantly prove its selling power and said that merchandising, although not "an auxiliary sales force, can do just that."

Marshall Keeling, assistant manager of the department, reviewed the misconceptions which must be overcome in selling stations on the importance of their cooperation. He reported that as of now, out of 190 NBC affiliates, 47 are doing what is classified as a "Class A" merchandising job; 48 are doing Class B; 60 Class C; 24 are still undecided, and 11 are "holdouts."

But, he added, many of those not now actively participating in the merchandising program—which is conducted solely at network expense, with $500,000 budgeted for first year operation of the department—are still considering it and may yet participate.

In TV, Mr. Keeling reported, 22 stations qualify for Class A participation, 6 for Class B, 16 for Class C, while 11 are undecided, and 8 have not been contacted.

Gordon Lane, manager of merchandising promotion, demonstrated how point-of-sale promotional aids try to change the shopper's questions from "What brand should I buy?" to "How many should I buy?" He presented NBC-radio's merchandising symbol "Mike, the Happy Salesman," and NBC-TV's "Mr. C. Tee Vee," which appear, respectively, on all of NBC's radio and TV merchandising displays.

Aside from creating display materials, he noted, the merchandising department counsels and assists both stations and advertisers with their merchandising-promotion programs.

Stafford Mants, supervisor of material units, reviewed the three monthly publications which the department sends out each month: NBC Merchandising Memo, offering suggestions to affiliates in regard to merchandising; the Food Merchandising and the Drug Merchandising. These publications give "local stations a well-edited trade digest at cost," he said.

The sales of Adventures of Ozzie and Harriet to Hotpoint and Lambert Housewifical, Warner Winchell to Gruen watches and Mystery Theatre to Sterling Drug—all of these combination packages on both radio and television networks—plus Super Circus on TV to Kellogg.

"This amounts to an excess of $8,750,000 for time and talent," Mr. Friendly said. But beyond the number of these shows themselves, their sales will "attract other commercial programs to take advantage of the adjacencies."

Mr. Friendly predicted that Mr. Throemer, CBS-TV's vice president in charge of network sales, thinks his network's sales this fall will be roughly 90% bigger than for fall of last year.

One factor in the increased volume will be the arrival of new sponsors on CBS-TV including Singer Sewing Machine Co., Simmons Co., American Chicle Co., Thos. Leeming & Co., and Sealy Inc., all of whom are on the books for fall debuts.

Older Sponsors to Up Schedules

And older sponsors will be underwriting more ambitious schedules. America Tobacco Co. will increase the number of Jack Benny's appearances on CBS-TV and will add a new half-hour program, Big Baker, U.S.A., Thursdays at 9 p.m. (a program which started in October and hence is not listed in Table II in October 1951-October 1952 comparison).

The Burns and Allen Show, seen last year on alternate weeks, will become a weekly feature this fall under alternating sponsorship of Carnation Co. and B. F. Goodrich. General Foods, Lever Bros., and Colgate-Palmolive-Peet are expanding their CBS-TV programs, Mr. Throemer said.

CBS-TV this fall also will increase its daytime TV network programming.

"Arthur Godfrey, who was not in daytime television a year ago, will be seen in hour long shows on Monday through Thursday," Mr. Throemer pointed out. "With Mr. Godfrey starting off the day for CBS Television—under the sponsorship of Owens-Corning, Frigidaire and French Furniture, as well as Lever Bros. and Pillsbury—the base for expanding CBS daytime television is solidly set, and is more than amply strengthened by General Mills' everyday sponsorship of Bride and Groom."

"Colgate-Palmolive-Peet, having already established the success of daytime audience participation shows with Strike It Rich last year, will continue that program this season."

"Campbell Soup brings Double or Nothing to CBS-TV, and Art Linkletter's House Party joins the CBS-TV daytime family during the coming year under the sponsorship of Pillsbury, Kellogg, Lever Bros. and Green Giant."

"Coming through the 1952-53 season there will also be such daily dramatic shows as American Home Products' Love of Life, Procter & Gamble's Search for Tomorrow and its recently introduced Guiding Light. On Sunday afternoons, the Cat's Paw Rubber Co. (also new to television) will sponsor the Quiz Kids for an entire week basis."

At DuMont, "most of last season's sponsors are back this fall and, without exception, they are using more extensive networks than they used last fall," according to Mr. Bergmann, director of sales.

Mr. Bergmann said that an increasing number of sponsors were finding that "DuMont will find a network of stations to fit an advertiser's distribution system—that they don't have to buy several stations they don't need to get the few that they do."
In addition to the large and faithful audience who know Miss Shirley Barbour as KVOO's charming voice on "For Feminine Ears", this versatile young lady has a new and admiring following — the boys are rallying 'round these days! Miss Barbour swept a large and lovely field before her to become "Miss Oklahoma" and the State's official entry in the Atlantic City Talent and Beauty Pageant in September! Beauty of face and form are not too easily reflected over a microphone, but the charm and talent of this intelligent young lady have won for her a large and friendly following for KVOO's popular woman's program, "For Feminine Ears", heard Monday through Friday at 8:45-9:00 A.M. It's a great show!

Let Shirley do it with a participating announcement on "For Feminine Ears". Call, wire or write KVOO or your nearest Petry office for availabilities.
Spotlighting another engineering triumph by Continental

...the new 314-2 1 KW AM TRANSMITTER*

Here's a brand new 1,000 watt transmitter that sets the pace in streamlined simplicity. It's the Type 314-2 Transmitter, engineered with up-to-the-minute features to meet the rigid requirements of modern AM broadcasting.

Conventional high level modulation type of circuitry is even more simplified and improved in performance. Only three tuning controls are used. Two of the new CONTINENTAL crystal oscillator units are incorporated in the design of the 314-2. Only two RF amplifiers, including the output stage, are employed. These amplifiers utilize modern, high gain tetrode type tubes that eliminate the necessity of neutralization and require very low driving power.

A high quality push-pull audio amplifier, utilizing fixed audio feedback, drives the modulator, which employs the same type of tubes used in the Power Amplifier. Only 17 tubes of but eight types are used in one complete set! Of these eight types, four are the inexpensive radio receiver version. Tube costs are sharply reduced.

For Equipment above and beyond the usual standards

NOW AVAILABLE FOR IMMEDIATE DELIVERY

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas Phone EVERgreen 1137
BARRING unforeseen disruptions, radio-TV broadcasters can obtain all the critical materials they need for new or potential television station grants, particularly those who have not ordered materials to erect new structures or to alter existing ones now under construction for radio operation only.

Building-minded broadcasters are not promised any further relief on the amount of materials they may self-certificate for new construction, or for recreational, entertainment and amusement projects. But broadcast projects are to be accorded this treatment. But broadcasters who desire to gain generally on applications for larger projects are expected to be accorded the line.

These developments portend heartening news for new or potential television station grantees, particularly those who have not not yet ordered materials to erect new structures or to alter existing ones now under construction for radio operation only.

Easing of copper and aluminum curbs also offers promise for adequate output of new TV receivers, especially in new TV station markets.

Under action last week by the National Production Authority, entertainment and related enterprises now not obligated to self-certify orders for copper, aluminum and steel. Radio-TV, in the industrial category, will continue eligible for self-certification up to 25 tons of copper, 1,000 pounds of aluminum and 4,000 pounds of steel.

In this connection, NPA also liberalized its rules for new or to new applications, and now approves orders for steel towers, copper and aluminum (unspecified) for larger projects. Two committees to serve during the coming year have been named by A. D. Plamondon Jr., board chairman of Radio-Television Mfrs. Assn. Dr. W. R. G. Baker, General Electric Co., was reappointed chairman of the RTMA Television Committee, which directs association television activities. John W. Craig, Crosley Div., was named chairman of the FM Policy Committee, which is developing close cooperation with NARTB.


Serving with Mr. Craig on the FM group are: Mr. Bonfig; Mr. Elliott; H. R. Ingersoll, Bendix Radio Corp.; E. H. Vogel, General Electric Co. Ex-officio members are Dr. Baker and Mr. Plamondon.

AUTO RADIOS

Surveyed in Pittsburgh

A FURTHER light has been shed on radio's bonus audience—the auto radio listener—in three surveys compiled by Guide-Post Research for the National Association of Radio Stations, Inc., to determine the number of people owning car radio ownership, the firm claims.

The telephone survey covered 1,000 homes in July and revealed that 71% of passenger cars in the Pittsburgh district were equipped with radios. A second study, involving 500 autos at bottle-neck traffic points, found 70% with radios, of which 50% were broken.

A third analysis, involving 1,800 families, reported 66% of radio-equipped cars, of which 6% were not in working condition. All surveys were concurrent.

The traffic survey found that 27% of the cars on the road between 4 and 4:30 p.m. had a radio in working use, with 39% actually turned on. The 1,800 families study reported ratios of 23% and 37%.

In the traffic study, cars with radios on averaged 1.9 persons per auto compared to 1.7 for those with radios off. In one-person autos, 49% of radio autos had their sets on, compared to 28% for those occupied by persons other than the driver.
In One Ear...

...but NOT out the other! Central Ohioans listen to WBNS-Radio with both ears. We know they pay attention to commercials as well as popular CBS and local programs.

It pays to point selling messages at an audience of 1-1/2 million which responds to selling messages because it hears them. Products advertised over WBNS earn impressive sales figures and a large share of this 24-county Billion Dollar market.

OFFICERS OF NEW MEXICO Broadcasters Assn. discuss recent effort of state high schools to levy fees for radio coverage (1 to r): H. DeWitt Landis, KICA Clevis, treasurer; A. M. Cadwell, KOAT Albuquerque, president; Ivan Head, KUSF Santa Fe, vice president.

'FALSE' ADS CITED
By FTC Against Two Firms

TWO firms were charged by the Federal Trade Commission last week with using radio broadcasts and printed media for false and misleading advertisements for their products.

FTC issued complaints against Ar. Winanrick Inc., New York (Jers hair tonic), and Mme. C. J. Walker Mfg. Co., Indianapolis (hair and scalp treatment), for alleged misrepresentations. Hearings were set for each city Oct. 14. The stations which carried the broadcasts were not identified.

ELIGIBLE VOTERS
Now Nearly 95 Million
CITIZENS aged 21 and over numbered 94,802,019 when the decennial U. S. Census was taken in 1950, comprising 97.3% of the total population in that age bracket, according to Roy V. Peel, director, Bureau of the Census. This group represents the voting population of the country.

About 131 million civilians will be old enough to vote for the first time in the Nov. 4 Presidential election, according to a bureau estimate, with a total of 98.4 million persons old enough to vote compared to 94.9 million in 1948.

LIBEL LIABILITY
TAB to Review Legislation

PROPOSED legislation to relieve Texas broadcasters of libel responsibilities in political campaigns will be reviewed by Texas Assn. of Broadcasters, meeting Sept. 17 in Fort Worth. Head of the discussion committee is Kenyon Brown, KWPT Wichita Falls.

Phil McHugh of Tracy-Locke, will discuss the Advertising Research Bureau Inc. studies showing radio's superiority as a medium for retailers. Wes Izzard, KGNC Amarillo, will discuss the topic, "What Is Wrong With Radio," Fred Palmer, management consultant of Worthington, Ohio, will speak on the subject, "How to Close a Sale."

COMEDY WORKSHOP
Gagwriters to Feature

NATIONAL Assn. of Gagwriters is expanding regular sessions of the Gagwriters Institute to include a series of "Comedy Workshops."

The new course, to start Sept. 15, is designed to "foster new funsters" and features varied studies touching on pantomime, improvisation and elocution, with top comedians, program directors and producers from radio-TV and other fields serving as consultants.

CBS CLINIC
To Talk Radio Promotion

CBS Radio's 1952 fall promotion campaign will be outlined to an expected 125 CBS Radio promotion managers and station executives at a two-day clinic Thursday and Friday at the Hotel Pierre in New York.

In announcing clinic plans last week, Charles Oppenheim, administrative manager of sales promotion and advertising for CBS Radio, said the first day will feature talks by CBS Radio executives and the second day special seminars dealing with specific station promotion topics.

CBS Radio executives who will speak include:
President Adrian Murphy; Louis Hausman, administrative vice president; John Karol, vice president for network sales; Lester Gottlieb, vice president for network programs; W. Eldon Hazard, network sales manager; Mr. Oppenheim; George Bristol, sales promotion and advertising director; Harper Carraine, research director; Frank Nesbitt, network sales presentations director; Wells Church, news and public affairs director, and George Crandall, press information director.

A similar clinic is set for some 25 CBS Radio Network affiliates on the Pacific Coast Sept. 11 with Messrs. Hausman, Hazard and Oppenheim as speakers.

WEEU DISPUTE

NLRB Approves AFRA Unit

WEEU-AM-FM Reading, Pa., has been ordered by the National Labor Relations Board to bargain collectively with American Federation of Radio Artists (AFL) as agent for the station's staff announcers.

The order was contained in a board decision last week upholding preliminary findings of an NLRB trial examiner. WEEU-AM-FM is licensed to Hawley Broadcasting Co., against which the union filed a complaint a year ago that the station refused to bargain after November 1950.

The board sustained most of Trial Examiner John H. Eidle's early findings in favor of AFRA and overruled another in which he claimed WEEU had not refused to bargain in good faith.

WEEU has held that a unit of staff announcers, without inclusion of continuity writers, was inappropriate and that it had good cause to question the union's majority in December 1950 when it claimed only four announcers. AFRA filed its complaint Sept. 19, 1951, citing this and other labor practices it termed unfair.

Sets Unit Aside

In its final decision, NLRB set aside a unit comprising all staff announcers, including a special announcer for women's programs, but excluding the program director and all other supervisors over which NLRB claims no jurisdiction.

In reply to WEEU's request for a decision based on precedent in a case involving Westchester Broadcasting Corp. (WFAS-AM-FM White Plains, N. Y.), the board noted it "recently repudiated the dictum... that an appropriate unit in the broadcasting industry necessarily includes all program department employees." It cited that reversal in disputes involving continuity employees excluded from units at WGH New- port News and WNOR Norfolk, Va.

In these instances, AFRA also emerged victorious when the board placed emphasis on a new criterion for unit designations—that groups be limited to those radio-TV em- ployees who appear "regularly or frequently" before microphones and cameras. The policy elicited strong minority dissent from board members [B*T, July 21].

Open but Confidential

BROADCAST stations last week received an "open letter" from Gerald L. K. Smith titled "Editors Confidential," in the form of a booklet. The author claims American radio has been influenced by Anti-Defamation League and American Jewish Committee, refusing him a chance to buy time for expression of opinion.
HOUSTON'S FIRST PULSE REPORT  
(APRIL - MAY 1952)  
CONFIRMS HOOPERATINGS!

Daytime 1/4 Hours  
8:00 A.M. to 6:00 P.M.  
Nighttime 1/2 Hours  
Monday through Sunday

KPRC  26  40
Network Station B  10  22
Network Station C  4  4
Network Station D  0  18

There's NO CONTEST between the rating services in Houston! Hooperat- 
ings through many years have been positively confirmed by Houston's 
First PULSE REPORT (April-May 1952) showing that now, as it has been for 
27 years, KPRC is FIRST!

NBC and TQN on the Gulf Coast
JACK HARRIS, General Manager

Nationally Represented by EDWARD PETRY & CO.
WECHSLER BAN

ACLU Criticizes Removal

DROPPING of New York Post Editor James A. Wechsler from the Starring the Editors series on WABD (TV) New York [3*], Aug. 11] was branded by the American Civil Liberties Union last week as "a flagrant violation of the civil liberties principle of non-censorship."

In a separate development last week Mr. Wechsler was returned to the program, following expiration of the sponsorship cycle of the Grand Union Co. The decision to continue the program as a sustainer for the present, and to re-instate Mr. Wechsler, resulted from negotiations between DuMont and Badger & Browning & Horsey, owners of the show, following Grand Union's decision not to renew.

Mr. Wechsler was dropped from the show after publication of a newspaper article reviewing his 1934-37 membership in the Young Communist League. He countered that his former association with the group had been a matter of public record since 1937, that he has been a "militant anti-communist" since that time, and that pressures had been applied to the Grand Union Co., to have him removed from the panel after the newspaper story appeared.

ACLU, in a letter to Grand Union President Lansing P. Shield, asserted that dropping of Mr. Wechsler "is more than a technical violation of civil liberties. It is a distressing demonstration of the lack of faith of a major American business in the principle of freedom, which has permitted American business to flourish and grow under our democratic system."

Grand Union's sponsorship of Editors terminated Aug. 20. Meanwhile, Mr. Wechsler appeared as a panelist on NBC-TV's Aug. 24 edition of Meet the Press.

Strictly Business

(Continued from page 18)

into five minutes."

In discussing this early campaign, Mr. Dorff also reminisces: "My early life seems to have been one of protecting three younger brothers from all the bullies on the streets. Through necessity, they had to take care of me. My fists came very handy with my fists at an early age."

"Otherwise, my early life was undistinguished; I went to school, played football, and was on the track team of every school I ever attended.

"I completed two full years of college in the evening session of New York U., specializing in advertising and mathematics. When I left the university, I was on the honor roll."

"Although I did not graduate from college, I was appointed to the faculty at the City College of New York where for seven years I taught advertising in the evening college on advertising campaigns and direct mail advertising."

Mr. Dorff said that his first business experience was acquired in a hangout in Wall St., where he dealt in advertising for about five years. However, an advertising man he would be, so Mr. Dorff studied advertising at night.

"I finally obtained a sales promotion post with the Waterman Fountain Pen Co. He was there a couple of years, during which he sold the Gold Medal Award, one of the best sales letters written in this country in 1940.

"After serving as advertising and sales promotion manager for a large beauty products concern, Mr. Dorff went into the agency field, spending several years with the Grey Agency. Most recently, he was an assistant to the president of the Silverstein-Goldsmith Advertising Agency. At the agency last year, he says, one of the advertisements he created for Marshall Field's was selected as being among the best national advertising of the year."

Mr. Dorff's explanation as to how he went to Gruen is both frank and simple: "I heard the position was available and I asked for it."

In his present post, Mr. Dorff has complete charge of all advertising, promotional and public relations activity for the company and dealer organizations.

Away from his office in Cincinnati's Time Hill, Mr. Dorff has two hobbies: Playing with his children and creative writing.

"I have a daughter, age 10%, who will wind up being a great dancer and a very poor singer. She has appeared on television many times as a ballet dancer. My son, who is 3½, will probably wind up like his father—a very poor singer and a poor dancer, as well."

"I really don't have much in the way of hobbies except that every now and then I like to write songs and plays which everyone has the good sense not to produce."

It is generally true that one of the insights into a man's sense of values are the things in which he takes pride. Mr. Dorff's proudest boast is that "I have never taken unfair advantage of anyone else or hurt anyone in trying to achieve success for myself."

GOP CONVENTION

Nielsen Reports on Audience

MORE THAN 33 1/3% of the nation's radio homes—roughly 15 million—listened to four-network coverage of the Republican National Convention in Chicago last July, according to a special Nielsen Radio Index Report.

The NBI audience analysis, compiled by A. C. Nielsen Co., also revealed that Gen. Dwight Eisenhower's acceptance speech was heard in 5,560,000 radio homes, and Gen. Douglas MacArthur's keynote in 5,307,000.

The Nielsen Television Report on the GOP Convention indicated that MacArthur's keynote speech was viewed in 8,285,000 TV homes to top the 7,688,000 figure for Gen. Eisenhower's acceptance address [BT, Aug. 18].

Peak half-hour radio network audience during the GOP conclave was 7,576,000 homes at 2-2:30 p.m. July 11, toward the end of the final balloting. Peak days were Monday and Thursday. The analysis was based on measurement of "every minute" of the convention coverage, according to the Nielsen report.

Number of radio homes reached by Nielsen that were following 15,666,000, Monday and Thursday; 14,124,000 on Tuesday; 16,622,000, Wednesday, and 15,536,000 on Friday.
The Tunnel That Was Floated 180 Miles

They didn't "hole through" the Elizabeth River Vehicular Tunnel in the usual way. This tunnel, which connects Portsmouth with Norfolk, Virginia, was built in a shipyard, then towed 180 miles to the construction site and sunk into a trench across the bottom of the river.

Seven huge double-shelled steel tubes, each as long as a football field, were built on the shipways at Bethlehem's Sparrows Point Shipyard, near Baltimore. The tubes were plugged with watertight bulkheads so they would float. Then they were launched like ships and towed down the Chesapeake Bay to the Elizabeth River.

When each tube arrived at the tunnel site it was lined with concrete while it was still afloat. The concrete roadways were poured inside of the tube and the completed unit was sunk into position. Each tube was then joined to the end of its neighboring tube on the bottom of the river until all seven formed a continuous tunnel section.

Although this is not the first vehicular tunnel to be built by this method, construction of the tunnel tubes in a shipyard is an interesting example of adaptation of facilities to work of a highly special character.

General contractors were Merritt, Chapman & Scott Corporation, New York.
OPERATOR RULES
NARTB Cites Irrelevant Issues
IRRELEVANT issues have been injected into the proposed change of FCC operator rules requirements and remote control operation of certain AM and FM stations, NARTB declared last week in its reply to oppositions fired with the Commission [B&T, Aug. 11, July 28, June 30, 9].

NARTB asserted the only relevant issues in the case are discussion of technical standards, safety and national defense under the Conelrad project. The irrelevant arguments raised by those who protest the rules changes, NARTB claimed, deal chiefly with operator shortages, wages and "alleged loss of employment opportunities." None of these, however, was without merit, the petition charged.

"The NARTB and many broadcasters have conclusively demonstrated why the proposed rules should be adopted," the petition said. "General undocumented oppositions to those rules have been based upon conspicuously unsupported contentions. These oppositions piously urge that broadcasters, in the course of seeking to have rules adopted consistent with the development of the art, should be denied the benefits of these rules because they may also obtain an incidental economic benefit.

"Yet these same oppositions would retard that development and bring about a result in clear conflict with the public interest by maintaining an obsolete status quo to protect private interests, having no relationship with the Communications Act, from being imagined injury. Surely the Commission cannot ignore its duties to the public for such unjustifiable and unsupported purposes. The Commission cannot do so legally. Even if it could, the Commission must not do so unless it wants to relegate broadcasting to horse and buggy concepts while allowing other communications services to take their rightful place in the electronics age."


NCCJ AWARD
Truman, Radio-TV Praised
INTERNATIONAL Brotherhood Award of the National Conference of Christians and Jews will be presented in person to President Truman at a luncheon in Washington, D. C., Nov. 11. The award and the broadcast media have cooperated extensively on annual Brotherhood Week.

In a letter to the Chief Executive, NCCJ President Everett R. Clinikey commended him and his administration for its advances in human relations. He also credited the assists from radio, television, press, film and other individual leaders. Mr. Truman has served as honorary chairman of Brotherhood Week the past seven years.


MISS ELAINE SNOOT
TIME-BUYER'S BEAUTY QUEEN
BRIAN & BONNIE
NEW YORK CITY

DEE BLAINE:
'TH' bos' and his staff just came back from that meeting where you give a talk about radio and how Tide swept across the country like a Tides, just like WHCS with 3,000 on 550 smears across West Va. Of course, you knowed for a long spell that WHCS gets into more homes in W. Va. than any other adv. medium, accordin' to my boss and have got a hole dachful of figures to prove that. I hope th' boss lets me git to th' next meetin' where you air 'cause I share'd in the business.

YES, ALP

WHCHS
Charleston, W. Va.
A GOOD PLATFORM TO RUN ON

for the ASSOCIATION OF AMERICAN RAILROADS
The year was 1892. The place was New York City. The executives of the recently organized telephone company watched anxiously as Dr. Alexander Graham Bell closed the circuit that connected him with Chicago. The words he spoke that eventful day traveled 800 miles over a thin wire to be heard for the first time at such a distance. The event, coming only 16 years after Bell's first successful experiments in voice transmission, is a tribute to the genius and courage of a man whose unwavering belief in a principle revolutionized communications and speeded progress throughout the civilized world.

To the discoveries of Bell we owe not only the telephone but radio as we hear it today. Started commercially in 1920, radio was dedicated to broadcasting in the public interest . . . a principle that the STORER BROADCASTING COMPANY has staunchly guarded throughout a quarter century of service. Popular programming, guided by this public trust, has gained faithful listeners for STORER STATIONS in the seven rich markets they serve. Those are the stations where wise buyers hear what wise sellers have to say.
Commercial

AT FIRST GLANCE, the 1951 financial record of television, as reported a fortnight ago by the FCC, looks extremely favorable, especially for so young an enterprise.

As a whole, telecasters made a profit of just under 18% (before federal income taxes) on their $235.7 million business volume last year.

But first glances can be misleading. Of the 106 TV stations covered in the report, 14 lost more than they gained. Two were on the air throughout both years lost more in 1951 than they did the year before.

Where were the losers situated? Eight were in the two markets where the most vigorous competition within television exists—in Los Angeles and New York, each of which has seven TV stations. Two were in three-station markets, three in two-station markets and only one in a monopoly market all to itself.

To judge by these statistics, it would seem that television is its own toughest competitor. If this continues to be so, and if the television population increases as much as is now anticipated, some people may lose their shirts.

The gamble becomes particularly hazardous in those secondary markets to which, because of geographical conditions, the FCC has allocated several channels each. In such communities television overpopulation can prove unfortunate.

It is, of course, the FCC's business to decide how many stations a market can support economically. Happily, that decision still resides with the businessmen who want to risk their money in this new and fascinating art.

It will help these businessmen, in evaluating the risks involved, to read closely the loss as well as the profit sides of the 1951 TV financial report.

TV is not a gold mine where the nuggets lie around waiting only for the picking. It is a big business, just an infinitely bigger one. And it will be rewarding to skillful management.

...and Sustaining

AS NOTED ABOVE, it is not within the FCC's authority to restrict the number of television channels in a given community because of economic considerations.

In fact it is the Commission's duty to allocate the absolute maximum of channels that good engineering standards will allow—not only to allocate these channels but to make it possible for them to be put to early use.

We cannot help but feel that it is not carrying out this duty.

It is being distracted from its principal job—enabling the television system to grow normally—by the insistent effort of at least two Commissioners to find educational institutions able and willing to flit the 242 channels reserved for non-commercial use.

If the same amount of effort was being used in expediting the handling of commercial applications already on hand, the processing lines would be more rapid.

Both Chairman Walker and Comr. Hennoch have been busier than bird-dogs trying to flush educational telecasters. They are even engaging in fund-raising activities, lending the pressure of the federal government to appeals for money to build and run the stations which, as far as the FCC is concerned, can be had by any educational institution just by asking.

Chairman Walker has made three trips to the White House in three months, a record unmatched by any former chairman, for the announced purpose of keeping the President informed of the tremendous job the FCC is doing for education.

So eager is the FCC to avoid the embarrassment of winding up with 242 unused educational channels on its hands that it has discarded its own rules in granting eight stations of the 14 for which applications have been made.

In at least one of these cases, no showing whatever of financial ability was made. And in all seven cases, the financial resources seem extremely dubious.

Yet a primary rule for any applicant for a commercial facility is that he must prove he has the money on hand to build and run the station.

In their zeal to create a non-commercial, educational television system, the Commissioners are failing in their obligation to assist the expansion of the system that already exists and is, by the vote of 18-odd million TV set owners, eminently satisfactory.

Colorful Topic

THERE'S MAGIC in the word color.

Last week there was printed far and wide a story about the FCC being called upon to consider standards for a new color system. It even had the experts stumped. Calls came from the halls—right and wrong—for the men who know where things stand. They know, moreover, that color is about as far from the minds of the FCC as smellovation.

The facts: An enterprising feature writer of the United Press went after a routine story on the status of color. She called the RTMA and was told there wasn't anything new since the NPA pulled the plug last year, after a Supreme Court decision upholding the FCC's annual review of OBS's field sequential system.

She was referred to Dr. W. R. G. Baker, GE vice president and chairman of the National Television Systems Committee. He reported on the experiments with compatible methods evolved by RCA and patented in by others.

The tone of the news story that came out of this interview indicated that the NTSC was on the verge of requesting a reopening of the color case before the FCC.

The truth is, of course, that the committee has not reached that point. It is progressing with its experiments and one day will be ready to submit its color system to the FCC. That day, however, is not at hand. Reports to the contrary can only mislead the public.

At the moment, the non-viewing public is interested in getting TV, black and white or yellow and chartreuse. Look at what has happened in Denver, where KFEL went on the air last month as the first post-freeze TV station! Television dealers popped up in mortuaries and jewelry stores and hotel showrooms. Sets were moved in by plane, truck, train and bob-sole. Antennas were installed at scalpers' prices. Anything that would work was sold.

For a quarter-century prior to the advent of commercial TV, video was "just around the corner" in the minds of the laboratories and the manufacturers. And for the foreseeable future, compatible color will be "just around the corner."

STANLEY RANDALL PRATT

AS THE Presidential campaign approaches the customary election eve agitation, calming influence at Eisenhower headquarters will be Stanley Pratt, president and manager of WSOO Sault Ste. Marie, Mich.

No broadcaster around NARITS District 8, including Michigan and Indiana, was surprised last July 30 when word went out that the district's director had been named personal representative of the Republican National Chairman assigned to Gen. Eisenhower.

Nor was it news around the upper and lower peninsulas of Michigan when Arthur E. Summerfield, GOP chairman, announced his selection of Mr. Pratt for this key campaign assignment. After all, Stanley Pratt is no novice at politics, as any Michigan politician can testify.

This is the second Presidential campaign in which he has been active, the first dating back to 1948 when he was active on behalf of the Dewey forces as assistant to Mr. Summerfield, then Michigan state chairman. He later became campaign manager for the Republican State Central Committee.

Mr. Pratt isn't what you would call a professional politician. His interest goes far deeper than the breast-beating harangues of the legislation, the glad-handing of the office holder. It's a sincere interest in the problems of government and politics, and despite his active work in Michigan campaigns he doesn't seek public office.

Right now he's about the most active politician in sight as he flits from Denver to Washington to New York and then westward again. The 8 a.m.-midnight strategy planning gives him little time for his favorite occupation—reading.

Stanley Pratt reads constantly, in more normal times. He reads books and periodicals on government, politics and economics whenever he is away from his desk at WSOO.

Combining business, politics and serious reading, this smiling broadcaster from the north brings a refreshing influence to the GOP campaign. "His experience, excellent judgment and integrity recommend him to serve as my representative in Dwight D. Eisenhower's headquarters," Chairman Summerfield said in announcing the appointment.

There were a number of other traits the chairman didn't mention—traits familiar to fellow broadcasters, his close friends and his political competitors. He's the friendly sort and has the knack of making everyone around him feel at ease. This type of approach is the (Continued on page 58)
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

AMERICAN RADIO
SALUTES
CENTENNIAL FLOURING MILLS CO.
SERVING THE PEOPLE OF THE PACIFIC NORTHWEST OVER THE XL STATIONS

KXLY

EACH STAR DENOTES FIVE YEARS OF CONTINUOUS RADIO SPONSORSHIP
IN THE PUBLIC INTEREST

RESULTFUL ADVERTISING
on the XL Stations Pays Big Dividends Continuously.

KXL - PORTLAND
KXLY - SPOKANE
KXLF - BUTTE
KXLL - MISSOULA
KXLJ - HELENA
KXLK - Great Falls
KXLQ - BOZEMAN

New York 17, N. Y.
347 Madison Avenue
The Walker Company

Hollywood 28, Calif.
6381 Hollywood Blvd.
Pacific Northwest Broadcasters

San Francisco 4, Calif.
79 Post Street
Pacific Northwest Broadcasters

Chicago 1, Illinois
360 North Michigan
The Walker Company
On All Accounts

(Continued from page 12)

tical Funds drive headquarters Army

Mr. Rogers

Mr. Kilpatrick

Mr. Gilbert

Dr. Thomas, Aug.

Mr. Cavallo was born in St. Louis, and is descended from a long line of philosophers and lawyers in Italy, his great-grandfather having been legal adviser to Garibaldi. He was schooled in Chicago, entering the U. of Chicago at 16. After graduation with a B.S. in commerce and business administration, he took professional music and speech courses at Northwestern U.

Mr. Cavallo has been a member of Beta Theta Pi, Beta Epsilon and the Masonic order.

One of his greatest ambitions is to produce a successful Broadway musical; another is to tour Europe next year. Mr. Cavallo is unmarried, drives to work daily from the city's north side, where he lives with his mother and sister.

more VOA programming from New York will be exchanged during the hearings by State Dept. officials and subcom- mittee members.

Front Office

JOSEPH E. O'CONNELL, CBS communications department, to WOR New York sales staff.

LAURENCE H. ROGERS, general manager, WSAZ Huntington, W. Va., and LEROY E. KILPATRICK, chief engineer there, elected vice president-general manager and vice president - technical director, respectively.

BLANEY HARRIS, WOR New York sales account executive, to WPIX (TV) New York sales staff.

MARTIN E. CALLE Jr., WHAS-TV Louisville sales staff, to WLWT (TV) Cincinnati, in same capacity.

LONNIE EDWARDS to sales staff, WDDO Chattanooga, Tenn.

GILL-KEEFE & PERNAL appointed national representative by WMRY New Orleans.

GLENN W. GILBERT rejoins WGAR Cleveland sales staff, after 18 months with Ohio Air National Guard.

HUB TERRY, sports director, WJS Columbia, S. C., transfers to sales staff.

WILLIAM G. RAMBEAU Co. appointed national representative for WICE Providence, R. I.

FRANK RICE, account executive, WOR-AM-TV Chicago, and ROBERT REARDON, sales staff, Scoalo, Meeker & Scott, that city, to Harrington, Righter & Parsons, Chicago, TV station representative firm.

CHARLIE GATES appointed western sales manager for WGN Chicago with headquarters in that city.

JOSEPH GOODELL appointed eastern manager of NBC's Radio Spot Sales Dept., replacing WILLIAM N. DAVIDSON, national manager of NBC's Radio Spot Sales.

HUSTIN V. McMILLAN, news editor, WJNO West Palm Beach, Fla., appointed general manager there.

CARVIN MEADOWCROFT, district advertising manager, Central Div., Household Finance Corp., to sales staff, WJBJ Detroit.

MAURIE WEBSTER, executive assistant in program department, CBS Pacific Network and KNX Hollywood, named director of operations.

PERSONALS

ROGER W. CLIPP, general manager, WFIL Philadelphia, appointed to city's Board of Trade.


DAVID R. ALLEN Jr., salesman, WSYR-TV Syracuse salesman, father of boy, David. . . . TOM HENRY, salesman at MBS Chicago, father of boy, Thomas, Aug. 8. . . . WILL DOUGHERTY, assistant sales manager, WSRS Cleveland, father of boy, Claude Willard, Aug. 19. . . .

E. R. VADEBONCOUER, vice president-general manager, WSYR-TV Syracuse, presented with certificate in recognition of station service to U. S. Army on presentation of 'The Big Picture.'

‘VOICE’ LOOK

Indicated by Senate Unit

SPADEWORK for a friendly Senate look into the State Dept.'s shows America and other foreign information programs will be initiated on Capitol Hill this month.

Sen. Robert Byrd, Senate Foreign Relations sub-committee is slated to meet under the chairmanship of Sen. William Fulbright (D-Ark.) and set its course for the forthcoming inquiry, which is a series of open hearings sometime this fall (8T, Aug. 11).

The decision of the group to convene during September coincides with the return from Europe of Sen. William Benton (D-Conn.). The Senator devoted his attention not only to mutual security matters but also to a first-hand inspection of VOA reception in various countries.

Sen. Benton, a major supporter of the U. S. “Campaign of Truth,” is one of six other members of the sub-committee which was set up to act on the Benton-Wiley resolution. The resolution calls for an inquiry into the “objectives, operations and effectiveness” of all U. S. international information work.

Subcommittee Members

Other subcommittee members are Sens. Guy Gillette (D-Iowa), Alexander Wiley (R-Wis.), Bourke Hickenlooper (R-Iowa) and Karl Mundt (R-S. D.). Sens. Wiley and Benton co-sponsored the resolution (S Res 74), and Sen. Mundt, an ardent VOA booster, is a proponent of global television.

Composition of the subcommittee is “bi-partisan,” Foreign Relations Committee spokesmen note. It is held “quite likely” that open hearings will be held later this year, perhaps six weeks or perhaps after the November election.

The possibility of a departmental reallignment involving the Voice of America now operates semi-autonomously under the International Infor- mation Administration—to the degree “necessary or desirable to accomplish [certain] objectives in the present world crisis,” also is spelled out in the resolution. Sen. Benton has suggested, while not insisting upon, a complete divorce of VOA from the State Dept. as one possible answer to the question of increasing overseas radio effectiveness.

With Sen. Mundt on the sub-committee, television’s role as a counterpart to the radio Voice may be broughed although this method is not mentioned in the resolution. Sen. Benton’s recitation of his observa- tion in Europe—he favors a stronger, more expensive Voice program—are certain to be dis- cussed.

Views touching on the appointment of a radio industry executive to oversee the commercial broadcasting operations, now under study within the State Dept.’s IIA, and on the feasibility of transferring musical shows at Northwestern U., and produced the Blackfriars’ shows at the U. of Chicago.

Mr. Cavallo Jr. was musical di- rector for Judson Radio Programs, Chicago, and worked there also as musical director and program producer for World Broadcasting, McJunkin Adv., and Blackett, Sample & Hummert. In 1943, he joined NBC Chicago as radio production director, working also for Wilding Pictures as composer, arranger and conductor. He went to J. Walter Thompson Co. as production director of radio, television and films in 1945. He was appointed radio-television director last month.

Translating his show business experience into television, he believes the ideal TV person has a combination of motion picture and radio training. TV, he says, is merely a means of distributing motion pictures electronically. And good judgment and taste are basic in turning out a successful television production, he believes.

The power of broadcasting TV especially will be backed in client presentations by factual research which “proves what we can do, and doesn’t try to outdo other media,” he says. All media are good when used properly, and the “proper” use of the electronic media is a blending of both, according to Mr. Cavallo. For this reason, he likes daytime simulcasts, believing a properly-priced, well-designed simulcast is a good vehicle for a new client.

Talent Interests

Enthusiastic about the talent TV is developing, he nevertheless is frustrated by the medium into which brains and talents are poured, only to be washed away on a live production. Minus of great talent is a pet peeve, and the acquisition of new ideas is a favorite hope.

Mr. Cavallo was born in St. Louis, and is descended from a long line of philosophers and lawyers in Italy, his great-grandfather having been legal adviser to Garibaldi. He was schooled in Chicago, entering the U. of Chicago at 16. After graduation with a B.S. in commerce and business administration, he took professional music and speech courses at Northwestern U.

He is a member of Beta Theta Pi, Beta Epsilon and the Masonic order.

One of his greatest ambitions is to produce a successful Broadway musical; another is to tour Europe next year. Mr. Cavallo is unmarried, drives to work daily from the city’s north side, where he lives with his mother and sister.

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Broadcasting • Telecasting
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

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!

Station WJW
WJW Building
Cleveland 15, Ohio

Please send me____copies of your Northern Ohio Market folder.

NAME:________________________

ADDRESS:____________________

CITY:________________________

ZONE____STATE______________

BROADCASTING • Telecasting
New Business
(Continued from page 10)

PDT, 9:30-10 p.m. MDT, and Fri., Sept. 5, 9:30-10 p.m. EDT. Agency: Walter McCreery Inc., Beverly Hills.

Agency Appointments

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. Ferguson Inc., Richmond. Account executive is RICHARD NALL.

GUITARE Inc., L. A. (In-Dello lipstick), and CALIF. REMODELING Co., that city (home remodelers), appoint Raymond Keane Adv. Inc., that city. TV spot campaigns will be scheduled.

J. F. KERNS Co., Chicago (Liquaquin varnish remover), names Burlingame-Grossman, same city. Broadcasting may be used later.

NEW MEXICO TOURIST BUREAU, Santa Fe, names McCann-Erickson Inc., L. A., effective Jan. 1, 1953.


Adpeople

CHARLES S. ROEVER, advertising manager of Skyways, to national advertising staff of The Journal of Commerce, N. Y.

WILLIAM E. GEIDT, advertising manager of Inland Steel Co., elected president of Chicago Industrial Advertisers Assn., local chapter of NIAA. Other officers: RAYMOND P. WIGGERS, first vice president; CHARLES O. PUFFER, second vice president; WILLIAM W. BROWN, third vice president, and RICHARD C. CHRISTIAN, secretary-treasurer.

BRUCE WATSON, assistant director, promoted to manager of public relations of General Foods Corp., effective today (Monday).

P&G, Shwayder Buy

PROCTOR & GAMBLE, Cincinnati, and Shwayder Bros., Denver, will sponsor a television version of the Welcome Travelers radio show effective Sept. 8 (3:30-4 p.m. Mon.-Fri.) on NBC-TV. P&G has sponsored the radio version since June 1947 and will sponsor the second-quarter of the telecasts Mon.-Thurs. Second-quarter of Friday will be sponsored by Shwayder, manufacturers of Samsonite baggage. Dancer-Fitzgerald-Sample, New York, is agency for P&G, while Grey Adv., also New York, services the Shwayder account.

Legion Poll

Radio-TV Winners Named

WINNERS of the American Legion Auxiliary's poll to select outstanding radio and television programs of 1952 were announced Wednesday during the Legion's convention in New York.

In radio, winners were listed as Arthur Godfrey's Talent Scouts (CBS Radio), Dr. Christian (CBS Radio), and Cavalcade of America (NBC radio). Television program winners were Arthur Godfrey's Talent Scouts, I Love Lucy and Strike it Rich, all on CBS-TV.

Lobbying Data

House Clerk Reports

LOBBYING activities for the second quarter of 1952 by the following persons and firms of interest to the broadcasting industry have been reported by the clerk of the House and the secretary of the Senate:


Clear Channel Broadcasting Service-Spent $524.92 for quarter, $1-202.63 for half year. Ward L. Quail, director (now resigned), reported spending $503.62 for quarter, $4-061.64 for half year.


NARTB-Harold E. Fellows, president; Ralph W. Hardy, government relations director; Vincent T. Wasiell, Walter F. Munsen (fed. comm. reps.) reported accounts, no expenditures, on legislation affecting broadcasting.

Pien & Ball (Washington attorneys who represent a number of radio clients) - Representing Bridgeport Brass Co., Bridgeport, Conn., and Radio-Television Manufacturers Assn., Washington, D. C., excess profits and excise tax bills. RTMA (Glen McDaniel, president, resignation effective Oct. 1)-Spent $5-193.76 for quarter, $4-754.69 for half year.

Francis M. (Scoop) Russell (NBC Washington station president)-Spent $223.20 for quarter, $461.55 for half year.

George Y. Wheeler (NBC Washington Office)-Spent $30 for quarter, $45.50 for half year.

Wheeler & Wheeler (Washington attorneys who represented RTMA before FCC in color hearings and also represent a number of radio-TV clients)-Representing Contract Carrier Conference, spent $12.75 for quarter, $24.45 for half year.

Edward K. Wheeler (Wheeler & Wheeler, see above)-Representing Shore Line Oil Co. and Caw Co., Las Vegas, spent $34.35 for quarter, $75.60 for half year.

Wilkinson, Boyden & Cragun (Washington attorneys who represent a number of radio-TV clients)-Representing a number of Indian tribes in Utah, California and Wisconsin, spent $55.60 for quarter, $114.73 for half year.

The following registrations indicated new representations:

Arnold, Portas & Porter-Federal Republic of West Germany.

Glen A. Wilkinson (Wilkinson, Boyden & Cragun)-Textile Broadcasting Co. (WMMC) Greensville, S. C., opposing newspaper anti-discrimination clause of House version of S-668, McFarland Bill. This was dropped in the conference report and is not contained in Public Law 554.

Steetle to Speak

RALPH W. STEETLE, executive director, Joint Committee on Educational Television, will address the opening fall meeting of the National Capital Forge of the American Public Relations Assn. Sept. 8 at Washington's Hotel Lafayetette.

WWIN Plans

Return to Music 'Classics'

WWIN-AM-FM Baltimore will return to "good music" programming Sept. 15, Lenore Feldman, manager, announced last week.

Miss Feldman said the shift is being made because, "Broadcasters and advertisers, who tend to underestimate the potentialities of FM radio as a much needed service for the unexplored audience of good music listeners, might heed the recent development of WWIN."

"WWIN began its broadcasting career as an FM station with a program policy of good music. When the station was granted its AM license, the classical program was continued, for the most part, in favor of a balanced schedule with greater mass appeal. But... no one had taken into consideration the jilted good music listeners who had regarded WWIN-AM as an oasis in the desert." Immediately and with determined consistency, the station was bombarded with letters and phone calls requesting a return to fine music.

"Surveys indicated AM listeners were responsible for WWIN's increasing popularity and advertising success. As a result, it was decided to resume the good music beginning Sept. 15. At that time, WWIN-FM will remain a 16 hour a day operation. WWIN-AM will continue its present broadcast schedule."

Guest Star Lineup

SEPTEMBER lineup for the U. S. Treasury's Guests Star Show was announced last week. Stars include Margaret Whiting (Sept. 7), Gene Lockhart (Sept. 14), Jack Smith (Sept. 21) and Rhonda Fleming (Sept. 28).
BROADCASTING

STANLEY's network was linked to will the

improvements raising and he Episcopal

was elected year term as District

tax sources and sales fees, protection

of group Michigan governor, Chase Osborn.

was school bilized soon career. Pratt's

for short his college career. His early business forays

soon focused on radio and he went to work at KHSL Chico, Calif.

When his business affairs had stabilized in 1936 he married his

school sweetheart. Ann Osborn was the granddaughter of former

Michigan governor, Chase Osborn.

Shortly before World War II a group of Sault Ste. Marie business-

men started WSOO, with Mr. Pratt as manager. When Michigan Assn.

of Broadcasters was founded five years ago, he took an active part

in its affairs, including such problems as political libel liability,

sports fees, protection of news sources and sales tax exemption

for disc libraries and equipment. Libraries have been exempted from

tax by the state and the libel law is on the statute books. Mr. Pratt

was elected MAB president in 1950.

Besides managing WSOO he is owner and operator of the three-

station Northern Network. Last year the membership of NARTB

District 8 elected him to a two-

year term as district director. He

took office last spring.

His activities include a prominent role in affairs of St. James

Episcopal Church, Sault Ste. Marie, and he recently directed a fund-

raising campaign to finance major improvements in the church structure.

The Pratts have three children, who won’t have much chance to see their daddy until the November elections are over.

Spalding Sponsors

FOR the tenth consecutive year, the A. G. Spalding & Bros. Co.

will sponsor the National Tennis Matches directly from Forest Hills,

Long Island, N. Y., over a coast-to-coast custom-built network. The

network was linked together by Stanley G. Boynton & Son, Bir-

mingham, Mich., for Hanly, Hicks & Montgomery, New York, the

Spalding agency. Matches take place Sept. 6-7. [B&T, Aug. 25.]

CONGRATULATING Iris Anne Fitch, "Miss Washington of 1952," are these station representatives from John Blair & Co. (1 to r): Richard Gerken, Edward Whitney and William Reed. WWDC-AM-FM Washington has sponsored the beauty-talent contest for the past 12 years. Miss Fitch will represent the nation’s capital at the “Miss America” finals [B&T, Aug. 25.]

KNOLLIN AGENCY

Takes Wakefield Accounts

KNOLLIN Adv. Agency, San Francisco, has negotiated an agree-

ment involving the Carl Wakefield Agency and will service all Wakefield accounts “desiring to partici-

pate in these arrangements.”

When Carl Wakefield, owner of the agency bearing his name, died July 27, Knollin signed an agree-

ment with his widow, special ad-

ministratrix, to service the ac-

counts. Agreement was announced jointly by James C. Knollin and Mrs. Carl Wakefield.

A number of changes were re-

vealed. Dallas C. Coors, former vice president, and Bernice Rosen-

thal, account executive—both of the Wakefield staff—will join the Knollin agency. The Wakefield office will close about Sept. 15 and agency’s current operations will be moved to Knollin headquarters at 391 Sutter St.

Radio Still Dominates

THIS RICH MARKET

Radio delivers MORE sets-in-use in the South Bend market than before TV! . . . Hooper Sur-

veys for Oct.-Nov. 1951 compared with Oct.-Nov. 1945 prove it. Morning up 6.8, afternoon up 8.0 and evening up 4.4. Television is still insignificant here because no consistently satis-

factory TV signal reaches South Bend. Don’t sell this rich market short. Wrap it up with

WSBT radio.

30 Years on the Air

WSBT SOUTH BEND

5000 WATTS • 960 KC • CBS

PAUL H. RAYMER, COMPANY • NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting

September 1, 1952 • Page 53
ALBERT HEISER
WLEC Pres.-Gen. Mgr. Dies
ALBERT ERNEST HEISER, 48, pioneer broadcaster and president-general manager of WLEC Sandusky, Ohio, died Aug. 23 after a long illness. Burial was at nearby Mansfield.
Mr. Heiser helped establish WLEC and was general manager from the date it went on the air, Dec. 7, 1947. He also was vice president of Lake Erie Broadcasting Co., operator of WLEC, from 1947 to 1950, when he was named president.
Born in Camden, N. J., Mr. Heiser was associated with radio nearly 40 years. Even before entering high school he held an amateur operator's license. He was a graduate of Philadelphia College of Engineering.
He served many years as an engineer with RCA. Later he managed WLVA Lebanon, WBTM Danville and WSLS Roanoke, all in Virginia. He left Virginia during World War II for the Navy, serving as lieutenant commander and for several years was resident inspector of naval material in Mansfield. He was a board member of Ohio Assn. of Broadcasters, and belonged to the Rotary Club, American Legion, AMVETS, Sandy Lake Chamber of Commerce, Plum Brook County Club and the Sandusky Yacht Club.
A strong advocate of "local level" broadcasting, one of his favorite expressions was: "Radio stations should live for a community, not off of it." Survivors include his wife, the former Kathryn Davidson of Mansfield, and a son, Albert E. Heiser Jr.

Marvin Welt
FUNERAL SERVICES were held Wednesday in Toledo for Marvin Welt, 70, former manager of the talent division at WGN Chicago, who died Aug. 23 in Chicago.

DIEHM NAMED
To Special Fete Post
VICTOR C. DIEHM, WAZL Hazelton, Pa., has been named by Gov. John S. Fine and Secretary of Commerce Andrew J. Sordoni, of Pennsylvania, to act as state radio and television chairman for the 1952 "Pennsylvania Week" celebration. He served as chairman in 1951.
Roger Clipp, WFIL Philadelphia and president of Pennsylvania Assn. of Broadcasters, will head the Philadelphia area. Leonard Kapner, WCAE Pittsburgh, NABTV District 3 director, heads the Pittsburgh area. Other regional chairmen are: David Baltimore, WSCR Scranton; Robert Williams, WHLM Bloomsburg; William Thomas, WCQA Clearfield; David Potter, WNAE Warren; Thomas Cassel, WDAD Indiana; Thomas Metzger, WMRF Lewistown; A. K. Redmond, WHP Harrisburg; Frank Altdoefler, WLAN Lancaster.
The district chairmen named the following county chairmen:
Mr. Charles Kinny, WDRK Erie; Kenneth Bottoms, WJBN Cleveland; John Trace, WMGW Meadville; LeRoy Schoenberger, WJEZ Warren; Art Graham, WKST New Castle; John Fahnline, WPIC Sharon; Tom Martin, WEEU Reading; William S. Halpren, WJHJ Coatesville; James Chambers, WJOL Altoona; William Lynch, WHUX Doylestown; Herbert Scott, WPAX Pottstown; Arthur McCracken, WLOM Bethlehem; William Wilkes-Barre; Barry Sherman, WSCR Scranton; WHLE Wilkes-Barre; Ray Calabrese, WHIL Bloomsburg; George Podeyn, WBKJ Greensburg; Charles Petri, WIRL Shamokin; Jason Gray, WCDO Dunmore.
C. H. Simpson, WKII St. Mary's; Harris Lipez, WBPZ Lock Haven; Eliza Lay, WMAD State College; Joe Pelletier, WACB Kittanning; Philip B. Hedges, WJIR Harrisburg; James as B. Price, WSVF Beaver Falls; Harry Burwell, WMSB Uniontown; Boyd Siegel, WJPA Washington; Robert R. Nelson, WARD Johnstown; William E. Germain, WKUH Huntingdon; John S. Booth, WCHA Chambersburg; Jack Snyder, WFBG Altoona; Lynn Bloom, WJPA Lewistown; T. H. Copepaul, WJSC Somerset; Murray L. Goldsberry, WJNA Indiana; Robert E. Judkins, WJRH Altoona; John D. Rothensies, WSBA York; Ed Smith, WCMJ Lemoyne; Herb Kendrick, WGBS Harrisburg; Philip J. Reiley, WBLR Lebanon.

WANTS DAYTIME
And WVOP Gets it, Too
MOST daytime stations want full time. WVOP Vidalia, Ga.—an unlimited 250 watt on 1450 kc—bucked that trend. It sought to change that, and is a daytime-only station on 970 kc with 1 kw. Past fortnight, the FCC issued a final decision upholding the grant proposed by an FCO examiner in July.
Commission approval was granted when the station showed it would serve more people in its area, with better signals, than before. According to its engineering, it could serve 110,000 people in the daytime on 970 kc compared with the 30,000 it served on 1450 kc.
Nighttime service would be lost to between 3000 and 5000 people, it was admitted, but all those get service from big city clearers:
WHAS Louisville, WBT Charlotte, WSM Nashville, WWL New Orleans, WLW Cincinnati, etc.—and hardly ever listen to WVOP at night.
Some 37 local citizens testified in favor of the change during a three-day hearing in Vidalia last December (B&T, Dec. 10, 1951).
On the better frequency with higher power, WVOP officials testified they could render greater service to towns and villages not now served by a local radio station.
Figures submitted by station owners indicated present expenses run $3,327, revenues $3,625 per month, while proposed expenses would run $5,885, revenues $4,640 per month.
Counsel for WVOP is John H. Miditen, Washington.

HERMAN E. FAST
WKRC Gen. Mgr. Succumbs
HERMAN E. FAST, 57, general manager of WKRC Cincinnati, died Aug. 24 after a long illness. He had been with the Cincinnati station nearly two decades.
Before joining WKRC Mr. Fast had been with Charles W. Brennan Co., General Outdoor Adv. Co. and his own advertising firm, Fast & Carroll.
Born May 23, 1896 in Cincinnati, he received his education there. During World War I he served in the Signal Corps and then the air force. He joined WKRC in 1918 as a salesman, becoming sales manager in 1939 and station manager in 1944.
Surviving are a sister, Miss Elsa Fast, and three brothers, Michael, Fred and Herbert Fast.

DEPT. STORE SALES
Drop Sharply in July
DECLINE in the Federal Reserve System's seasonal index of department store sales for July was the greatest monthly drop since March 1946 because of radio-TV political convention coverage—FRS' Board of Governors reported Wednesday.
Indices are based on daily average department store sales during any given month in each federal reserve district, and show an adjusted index of 105% for July compared with 111% for June and 105% for July 1951. While no percentage was given for March 1951, the July 1952 index was reported considerably lower.
"Generally high temperatures during July had a depresssing effect on sales and the extensive radio and television coverage of the political conventions was also a contributing factor," the board explained.

ROY McLAUGHLIN
ABC Executive Dies
ROY W. McLAUGHLIN, 57, manager of national spot sales of ABC's Central Div., died last Monday in his Chicago home after a long illness. Funeral services were held Wednesday in Chicago.
Mr. McLaughlin, noted among midwest broadcasters and agency people for his easy-going, sprightly wit and Mr. McLaughlin's abilities as a master of ceremonies, entered broadcasting in 1942 with the Blue Network (now ABC) as a spot salesman in Chicago. The following year he was named manager of the spot sales department there.
He was named as station manager of WENER, the network's AM outlet in Chicago, and in September 1948 became manager of WENER-TV at the time it took the air. In April 1951 he was named manager of national spot sales.
Mr. McLaughlin spent many years in newspaper work before entering radio, serving both as an editorial and advertising executive for the Hearst papers and the Chicago Herald-American. Born in Chicago, he was graduated from Lake View High School there.
He held several offices in the Chicago Television Council and the Chicago Radio Management Club, serving as president of each during his time with that group. He is survived by his wife, Kathryn.
among menswear advertisers...

WHO WEARS THE PANTS?

The showman does . . . by displaying his styles in eye-catching fashion.

Menswear advertisers use this showmanship efficiently on Spot TV.

New style ideas, displayed on Spot TV, produce direct retailer support. And profitable sales.

Boost your brand's sales, too. In markets that fit your distribution, at a cost that fits sales potentials and your budget.

Tie-in now with Spot TV's extra showmanship on these eleven leading TV stations.

WSB-TV ............ Atlanta
WBAL-TV ............ Baltimore
WFAA-TV ............ Dallas
KPRC-TV ............ Houston
KHJ-TV ............ Los Angeles
KSTP-TV ............ M'p'l's-St. Paul
WSM-TV ............ Nashville
WTAR-TV ............ Norfolk
KPHO-TV ............ Phoenix
WOAI-TV ............ San Antonio
KOTV ................. Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
I was amazed!

At the sales results produced by WTVJ, Channel 4.

QUOTE

"Your station deserves credit for achieving immediate results."*

"The number of leads received the day following our WTVJ telecast is always double the number received from our ads in other media."*

"Our outstanding results from WTVJ, compared to daily newspapers, is such that we hesitate to quote true figures."*

SEE YOUR FREE & PETERS COLONEL TODAY FOR THE AMAZING FACTS ABOUT WTVJ!

* SPONSORS NAMES ON REQUEST
BY LARRY CHRISTOPHER

THREE MORE new station grants—two commercial and one educational—were issued by FCC last week, bringing total post-thaw grants to date to 35 commercial and 8 noncommercial educational authorizations.

The Commission last week also notified 20 additional applicants that their bids are mutually exclusive with those of others, hence comparative hearing will be required. This brings to 132 the total number of applicants designated or notified for hearing.

The construction permits for new stations were issued to:

Peoria, Ill.—West Central Broadcasting Co. (WEEK), UHF Channel 43, effective radiated power 175 kw visual and 88 kw aural, antenna height above average terrain 550 ft. 

South Bend, Ind.—South Bend Tribune (WBT), UHF Channel 34, ERP 170 kw visual and 88 kw aural, antenna 540 ft.

Los Angeles—U. of Southern California, Allen Hancock Foundation, UHF Channel 28 (reserved), ERP 46 kw visual and 25 kw aural, antenna 680 ft.

Applicants notified respecting comparative hearings included:

South Bend, Ind. (Group A-2, No. 28)—South Bend Telecasting Co., and South Bend Broadcasting Corp. (WHOT), both seeking UHF Channel 46, are being notified comparative hearing is necessary.

Baton Rouge, La. (Group A-2, No. 19)—Tom Potter and Capital Television and Broadcasting Co., both seeking VHF Channel 46, notified re hearing.

Montgomery, Ala. (Group A-2, No. 25)—Alabama Television Co. and Montgomery Broadcasting Co. (WSFA), both seeking VHF Channel 32, notified re hearing. Southern Enterprises and Southern Broadcasting Co. (WJJS), both seeking UHF Channel 27, notified re hearing.

Little Rock, Ark. (Group A-2, No. 27)—Arkansas Television Co. and Arkansas Radio and Equipment Co., both seeking VHF Channel 11, notified re hearing.

Corpus Christi, Tex. (Group A-2, No. 25)—Gulf Coast Broadcasting Co. (KRIS) and Baptist General Convention of Texas, both seeking VHF Channel 6, notified re hearing. Superior Television Co., Corpus Christi Television Co. and KEY-TV Inc. (KEYS), all three seeking VHF Channel 10, notified re hearing.


HEARING PROBLEMS

By ROBERT SWINTZ

Can FCC lawfully exclude from consideration in its forthcoming TV hearings the comparison of populations—and in some cases, areas—which would receive service under the various applicants’ proposals?

This problem—which involves basic legal reasoning supporting the final allocation plan contained in the Sixth Report and Order [BT, April 14]—emerged as Washington attorneys and Commission counsel exchanged views on Tuesday at the pre-hearing conference for the Portland, Ore., comparative hearings and recalled similar problems which arose a fortnight ago at the pre-hearing conference for the Canton, Ohio, case.

The Portland and Canton cases have been scheduled by the Commission to commence Oct. 1 in Washington, as have the hearings for Waterbury, Conn., and Denver [BT, Aug. 25]. Pre-hearing conference for the Waterbury case is scheduled Wednesday.

Another legal point which has arisen is whether or not certain of the hearings, designated before the McFarland Act became effective, are legally constituted under the procedural provisions of the new law. Some attorneys feel the designations for hearing should be set aside and notices that hearings will be necessary, allowing 30 days for reply, should be issued as required by the new law.

If this is not done, they contend, an unsuccessful applicant later may contest the proceeding in court and overthrow the case, thus putting to no avail the long time and effort spent in the hearing. Such a ruling also might set a precedent for similar cases, they note.

Should Be Excluded

FCC counsel indicated generally that comparative consideration of populations served should be excluded from the TV hearings because the Commission’s rules and standards provide no method for determining specific service to people and the final allocation contained in the Sixth Report took care of equitable distribution of channels as set forth by Sec. 307(b) of the Communications Act.

To exclude such consideration, however, constitutes radical departure from the long-established pattern by which standard broadcasting competitive cases have been decided, they admit.

Counsel for broadcasters point out that the same situation occurred in the AM field in the early days and now, as then, data on populations and areas served can be presented through the testimony of expert witnesses (consulting engineers). It was noted that the consulting engineers in their early AM testimony developed the methods of measurement now contained in the AM rules and standards. Perhaps the same might take place in TV, they contend.

Some industry attorneys argue the exclusion of such data from the hearings is merely a move by the Commission for administrative convenience—to keep the proceedings free of highly technical and controversial evidence.

Others point out that once FCC begins to consider data on service to populations and areas, including signal shadows and interference, the way will be opened eventually to break down the fixed allocation plan. This would occur when an applicant sought to waive the plan or its minimum separations in order to add a channel to a community on grounds no interference (or relatively slight harm) would occur to other established stations and a large number of people would gain a new service, it was explained.

Another possibility, they note, (Continued on page 70)
COLOR TV

CBS-Columbia Joins NTSC

CBS, which won the bitter color TV fight before the FCC but has been unable to get industry cooperation for development of its system, has joined the industry-wide National Television Systems Committee which is working on development of a compatible technical system along the lines of the system of CBS' principal rival, RCA.

Its membership is through its majority subsidiary, CBS-Columbia Inc.; however, and officials said, "no implications whatever" should be read into the fact of joining.

They pointed out that CBS-Columbia Inc. has for a long time been a member of Radio-Television Mfrs. Assn., through whose membership it has been in the national committee investigating progress of the committee in field tests on the so-called "composite" compatible color TV system.

The field tests, which committee members agreed had to complete by late summer, now appear apt to continue at least until 1952, the year he said.

After they are completed, it is assumed that FCC will be asked to consider the system for commercial standardization.

"The whole industry is working to get a compatible system," Dr. Baker asserted. "As the engineers develop the system, the industry tries it out with its own equipment under normal broadcasting conditions."

Meanwhile newspapers accounts quoting unnamed authorities in high praises of pictures being produced by the composite system cited NBC's Aug. 26 announcement of a deal with A. B. DuMont, of DuMont Labs, in the course of a talk on TV development at the convention of the Assn. for Education in Journalism, held last week at Columbia U. in New York.

He said he did not "agree altogether" with the "glowing reports yesterday about color television" that he thought the color pictures were "pretty good but not good enough... not as clear as black and white."

In the meantime, an official of the National Production Authority reported that no applications have been received from manufacturers seeking permission to produce colorcasting equipment.

NPA eased its original manufacturing ban some months ago, permitting production where applicants can meet certain requirements—notably, that present materials be used and that technical man power be diverted from defense work.

In another color development, last week, WOR-TV New York reported that it is one of the stations which have been conducting tests of the NTSC system, transmitting live programs originating in NBC's New York studios.

MOVIE-TV WEDDING?

Will Help Both—Halligan

THERE rapidly is developing a "happy shotgun wedding" between TV and the movie industry, William J. Halligan, president of the Hallidaleers Co., Chicago, manufacturer of radio and television receivers, has told newsmen in Los Angeles.

Last week that "wedding" is coming about through government action in seeking to eliminate combinations in restraint of trade, he believes the results will be beneficial to both industries and to the public in general.

"Motion pictures are rapidly taking an important role in television—and in fact Hollywood will in time become the TV capital of the world," Mr. Halligan predicted. "The big film producers already are developing TV and have indicated that they will help in its development," he added.

PORTLAND

KPTV (TV) Buys RCA Bridgeport Station

SALE of RCA's experimental UHF TV station, KC2XAK Bridgeport, Conn., to Empire Co. Ltd., for commercial operation in Portland, Ore., was announced Thursday by Dr. C. B. Joliffe, RCA vice president and technical director.

Empire Co. holds a CP for UHF land station in Portland, as well as KPTV (TV). After two and a half years of operations as a focal point of research and engineering development, the RCA station in the UHF band, the station has successfully completed its mission, Dr. Joliffe said.

Receiving numerous requests from broadcasters for the equipment, RCA decided to "place it where it will do the most good for the most people," he stated. "Portland, Ore., is the largest unserved TV market in the country."

Dr. Joliffe said Empire already has begun construction of a transmitter building in the city-owned park, Council Crest, and that RCA is modifying the transmitter for the Portland channel, constructing a new antenna and making other needed changes.

He estimated the Portland UHF station could be in operation no later than Thanksgiving and possibly by Election Day. Bridgeport operations concluded Aug. 26.

Prototype for UHF installations, KC2XAK was built and operated by RCA and NBC to prove practicality of the higher spectrum for TV. Research and development in

GINSBURG NAMED

Succeeds Brown at DuMont

APPOINTMENT of Norman S. Ginsburg, stations promotion manager of DuMont Television Network, as advertising and program promotion manager for the network, was announced Wednesday by Edward Ketter, DuMont's director of merchandising and business development. Mr. Ginsburg succeeds Walter Brown, who recently joined the Broadcast Advertising Bureau.

Before joining DuMont in October 1950, Mr. Ginsburg was a member of MBS' promotion department for three years. He served from 1947 to 1947 with the public relations staff of Trans-World Airlines Inc.

Page 58 * September 1, 1952

UTP LIBRARY

Distribution Scheduled

UNITED Television Programs shortly will distribute a musical film library it considers a boon to stations—old and new—that have tight budgets.

The films run from 2½ to 4 minutes and employ a story line in presenting standard and hit tunes, light opera selections and variety numbers. Such singers as Connie Haines and Bob Haymes are represented, plus dancers, comedy singers and novelty artists.

"The important thing about this library is that it combines quality and freshness of material at low price," said Aaron Beckwith, UTP sales manager. "We believe it will appeal to stations as well as to sponsors and provide a big lift to new TV stations coming on the air both UHF and VHF."

Mr. Beckwith said the library could be used by a station to program five 15-minute or half-hour programs with a time segment allotted for local sponsorship. UTP for some time has negotiated for such a product at the suggestion of many TV stations, Mr. Beckwith explained. He believes the library, produced by Studio Films, Cleveland, meets the safety and technical requirements of station operators.

Initial distribution will include a large basic library with monthly additions providing fresh material and new talent, Mr. Beckwith said.

NBC PROMOTIONS

Announced in Press Dept.

APPOINTMENT of Don Bishop as television manager of NBC press department and Auriel Macffe as magazine editor was announced last week by Frank Young, NBC press department director.

Mr. Bishop, who has been magazine editor, succeeds Allan H. Kalmus, who resigned to join L. B. Roth, Inc., Br. A. Bishop, Mr. Bishop [B-T, Aug. 25].

Miss Macffe was promoted to her new post from that of assistant magazine editor. Both will report to Mr. Young.

Joining NBC's press department in 1947 as a staff writer, Mr. Bishop was named magazine editor in 1946. Miss Macffe became assistant magazine editor in the network press department in 1949. She formerly was publicity director for United Artists Theatres in Los Angeles and a publicity director for Robert Holley Adv., New York.

Broadcasting * Telecasting
AFRA-TVA UNION

URGED AT N. Y. CONVENTION

RESOLUTIONS by the American Federation of Radio Artists (AFRA) convention in New York Aug. 21-23 urged a merger with Television Authority (TVA), improved member wage and work conditions, a health and welfare plan financed by employers and a conference with Screen Actors Guild (SAG) in a TV film jurisdiction dispute.

The convention elected Alan Bruner, New York president of AFRA for two years. Other officers chosen: Vice presidents as indicated, Frank Nelson, Los Angeles, first; Robert Bruce, Los Angeles, second; Janet Baumhover, Portland, Ore., third; Travis Jackson, Chicago, fourth; Arwin Schweig, Los Angeles, fifth. Ed Maxwell, Cleveland, was named recording secretary, and Vicki Vola, New York, treasurer.

The resolution on merger with TVA referred to long-standing negotiations for a consolidation by AFRA and TVA, with the four other members of Assoc. Actors & Artists of America (4AAs) — Actors Equity, Chorus Equity, American Guild of Variety Artists, and AFRA. It said AFRA had proposed the five-branch merger plan offered by UCLA-Cornell U. professors and that this proposal was rejected by BE and CE. The resolution also stated that an AFRA-TVA merger long had been contemplated and approved by TVA if the larger merger plan was not accomplished.

Merger Desire Cited

The resolution said that "in the absence of agreement by all . . . to the five-branch merger plan . . . we . . . desire to merge with TVA under the American Federation of Television and Radio Artists (AFTRA) constitution, regardless of the failure by the 4-A's international board to take action."

TVA will hold a convention in New York Sept. 28-29 and is expected to approve the merger with AFRA.

The convention approved a motion for a flat 15% increase for union and free-lance announcers in transcription and live broadcasts for network stations. It also prescribed a flat $150 a week salary for network staff announcers in New York, Los Angeles, San Francisco and Chicago.

A resolution to establish an employer-financed health and welfare plan urged delegates to seek a settlement covering sickness, death and retirement. Several proposals were offered but no plan adopted.

AFRA called for a meeting of member unions of the 4-As with SAG to settle a long-standing wrangle over television film jurisdiction. The dispute centers principally between SAG and TVA.

On the dotted line...


VERN GOLDBERG, v. p-gen. mgr., Oak Lawn Appliances Co., Dallas, signs contract with KRLD-TV Dallas for United Televisions Programs' Movie Quick Quiz, Mon.-Fri. Standing (l to r): John Rohrs, UTP midwestern sls. mgr.; Jack Blake, slsn.; William A. Roberts, asst. gen. mgr., KRLD-TV.

J. P. OSBORN, of Cincinnati Sales Assn., representing Dairy Milk Cooperative Farmers, renew Loco the Clown on WCPO-TV Cincinnati, for 26 weeks. Standing (l to r): Pat Crafton, WCPO-TV acct. exec.; Harry Le Brun, WCPO-TV mg., and "Loco," portrayed by Bob Williams.

television grants and applications

Digest of Those Filed With FCC Aug. 22 through Aug. 28.

Grants Since April 14:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>9</td>
<td>0</td>
</tr>
<tr>
<td>Educational</td>
<td>26</td>
<td>2</td>
</tr>
<tr>
<td>Total</td>
<td>35</td>
<td>2</td>
</tr>
</tbody>
</table>

On the Air

(1) Includes XELD-TV Matamoros (Mexico)-Brownsville.

Applications Since April 14:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>TOTAL</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>467</td>
<td>313</td>
</tr>
<tr>
<td>Educational</td>
<td>14</td>
<td></td>
</tr>
<tr>
<td>Total</td>
<td>481</td>
<td>313</td>
</tr>
</tbody>
</table>

One applicant did not specify channel.

NEW STATION GRANTS

LOS ANGELES, Calif.—U. of Southern California Foundation, recipient. Granted UHF Ch. #39 (544-560 mc); ERP 45 kw visual, 26 kw audio; antenna height above average terrain 2,910 ft. above ground 127 ft. Engineering conditions: Estimated construction cost $195,000. Post Office address: 2121 Vine St., Los Angeles 28, Calif. Studio location to be determined. Transmitter location at 1211 S. Alston Ave., Los Angeles.

Georgetown, Tex.—Board of Trustees of Co., recipient. Granted VHF Ch. #5 (230-232 mc); ERP 1 kw visual, 5 kw audio, antenna height above average terrain 450 ft. above ground 500 ft. Estimated construction cost $260,000; first year operating cost $52,000. Post Office address: 1011 West University Ave., Georgetown.

GEOGRAPHIC COORDINATES

34° 13' 43" N., 127° 46' 11" W., Transmitter location at 2275 30th Ave., New Post Office Building, Waco, Tex., at 10 a.m., Wednesday, Sept. 14.

APPLICATIONS (Listed by States)

† Indicates pre-sale application referred (amended)

† BASSFORD, Cal.—KBOO, Inc. Granted VHF Ch. #14 (546-548 mc); ERP 39 kw visual, 14 kw audio; antenna height above average terrain 1,970 ft. above ground 150 ft. Engineering conditions: Estimated construction cost $295,000, first year operating cost $46,000, annual cost $40,000. Post Office address: 3200 San Vicente Blvd., Los Angeles.

† FRESNO, Calif.—J. E. O'Neill, licensee. Granted VHF Ch. #12 (566-568 mc); ERP 39 kw visual, 14 kw audio; antenna height above average terrain 1,930 ft. above ground 300 ft. Engineering conditions: Estimated construction cost $300,000, first year operating cost $50,000, annual cost $40,000. Post Office address: P. O. Box 1832, Fresno, Calif.

† PENSACOLA, Fla.—WCTV, Inc. Granted UHF Ch. #33 (378-382 mc); ERP 30 kw visual, 5 kw audio; antenna height above average terrain 415 ft. above ground 800 ft. Engineering conditions: Estimated construction cost $305,000, first year operating cost $50,000, annual cost $40,000. Post Office address: 2211 S. Sante Fe Ave., Pensacola.

† MASON CITY, Iowa—WTVI, Inc. Granted VHF Ch. #2 (546-548 mc); ERP 39 kw visual, 14 kw audio; antenna height above average terrain 550 ft. above ground 475 ft. Engineering conditions: Estimated construction cost $305,000, first year operating cost $50,000, annual cost $40,000. Post Office address: 200 4th Ave., Mason City.

† MASON CITY, Iowa—WTVI, Inc. Granted VHF Ch. #2 (546-548 mc); ERP 39 kw visual, 14 kw audio; antenna height above average terrain 550 ft. above ground 475 ft. Engineering conditions: Estimated construction cost $305,000, first year operating cost $50,000, annual cost $40,000. Post Office address: 200 4th Ave., Mason City.

Hearings

FCC on August 28 notified 29 applicants for TV stations that their applications indicate the necessity for hearings. Full details, see story, page 57.

Hearing Examiner Herbert Schraff informed American Republican Inc. and WAPI Inc. that a joint pre-sale application for VHF Ch. #25, located at 2230, New Post Office Building, Waco, Tex., at 10 a.m., Wednesday, Sept. 14.

APPLICATIONS (Listed by States)

† Indicates pre-sale application referred (amended)

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Hearings

FCC on August 28 notified 29 applicants for TV stations that their applications indicate the necessity for hearings. Full details, see story, page 57.
Someone's in the kitchen with Skinner...

AND "someone" is a TV army of home-makers who have boosted WPTZ's program "Let Skinner Do It" to a 7.8 ARB—the highest kitchen show rating in Philadelphia.

At 9 A.M. every weekday, George Skinner sits down in his TV kitchen, brews himself a pot of coffee and makes like a next door neighbor. He tells Mom what's new—in roses, food and grocery items, in headlines or human interest happenings. He plays music—a "Memory Tune," a "Hymn of the Day."

Working with George is his fabulous "Mechanical Man," whose merchandising possibilities have fascinated advertisers . . . and whose shenanigans have helped give Skinner a bigger audience every weekday than Franklin Field's on the day of the annual Penn-Cornell football classic.

Advertisers of home products can buy a full minute of live demonstration on this program for only $135 (one time rate). And this includes commercials by Skinner—whose persuasive voice you've heard time and again on We the People, Camel Newsreel, Today, and doing the Fab commercials on The Big Payoff, Strike It Rich and The Comedy Hour.

As for results, well WPTZ, Philadelphia's food station, has a happy reputation for sales surprises. Phone LOcust 4-5500, or your nearest NBC Spot Sales representative and let's talk about your product or your client. You may be amazed, too.

PHILADELPHIA WATCHES WPTZ
MORE THAN ANY OTHER TV STATION*

*Per ARB for entire year 1951.

WPTZ  — Philadelphia
1600 Architects Building, Philadelphia 3, Pennsylvania
## Comparative Network Showsheet

### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>ABC</td>
<td>Production For Freedom</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>CBS</td>
<td>Man of the Week</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>DuMont</td>
<td>The American Scene</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>NBC</td>
<td>The Week in Religion</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>ABC</td>
<td>Men in Blue</td>
</tr>
<tr>
<td>7:00 PM</td>
<td>CBS</td>
<td>The Secret Life of Surly</td>
</tr>
<tr>
<td>7:15 PM</td>
<td>DuMont</td>
<td>Everybody's Business</td>
</tr>
<tr>
<td>7:30 PM</td>
<td>NBC</td>
<td>Everybody's Business</td>
</tr>
<tr>
<td>8:00 PM</td>
<td>ABC</td>
<td>Everybody's Business</td>
</tr>
<tr>
<td>8:15 PM</td>
<td>CBS</td>
<td>Everybody's Business</td>
</tr>
<tr>
<td>8:30 PM</td>
<td>DuMont</td>
<td>Everybody's Business</td>
</tr>
<tr>
<td>8:45 PM</td>
<td>NBC</td>
<td>Everybody's Business</td>
</tr>
<tr>
<td>9:00 PM</td>
<td>ABC</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>9:15 PM</td>
<td>CBS</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>9:30 PM</td>
<td>DuMont</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>9:45 PM</td>
<td>NBC</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>10:00 PM</td>
<td>ABC</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>10:15 PM</td>
<td>CBS</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>10:30 PM</td>
<td>DuMont</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>10:45 PM</td>
<td>NBC</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>11:00 PM</td>
<td>ABC</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>11:15 PM</td>
<td>CBS</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>11:30 PM</td>
<td>DuMont</td>
<td>American In Stereo Council</td>
</tr>
<tr>
<td>11:45 PM</td>
<td>NBC</td>
<td>American In Stereo Council</td>
</tr>
</tbody>
</table>

### Monday

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>12:00 AM</td>
<td>ABC</td>
<td>Prologue to the Future</td>
</tr>
<tr>
<td>12:15 AM</td>
<td>CBS</td>
<td>Breakfast Party</td>
</tr>
<tr>
<td>12:30 AM</td>
<td>DuMont</td>
<td>Mrs. U.S.A. Show</td>
</tr>
<tr>
<td>12:45 AM</td>
<td>NBC</td>
<td>Florida Citrus Corp. Party</td>
</tr>
<tr>
<td>1:00 AM</td>
<td>ABC</td>
<td>Family Party</td>
</tr>
<tr>
<td>1:15 AM</td>
<td>CBS</td>
<td>Family Party</td>
</tr>
<tr>
<td>1:30 AM</td>
<td>DuMont</td>
<td>Family Party</td>
</tr>
<tr>
<td>1:45 AM</td>
<td>NBC</td>
<td>Family Party</td>
</tr>
</tbody>
</table>

### Tuesday

<table>
<thead>
<tr>
<th>Time</th>
<th>Network</th>
<th>Show Name</th>
</tr>
</thead>
<tbody>
<tr>
<td>5:00 AM</td>
<td>ABC</td>
<td>National Dairy Association</td>
</tr>
<tr>
<td>5:15 AM</td>
<td>CBS</td>
<td>National Dairy Association</td>
</tr>
<tr>
<td>5:30 AM</td>
<td>DuMont</td>
<td>National Dairy Association</td>
</tr>
<tr>
<td>5:45 AM</td>
<td>NBC</td>
<td>National Dairy Association</td>
</tr>
</tbody>
</table>

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**Notes:**
- The schedule above is a simplified version of the Comparative Network Showsheet. For a complete and detailed schedule, refer to the original publication.
- This sheet compares programming across different networks on various days of the week.
<table>
<thead>
<tr>
<th>SATURDAY</th>
<th>MONDAY - FRIDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>THURSDAY</th>
<th>Saturday</th>
<th>SUNDAY</th>
<th>MONDAY - FRIDAY</th>
<th>TUESDAY</th>
<th>WEDNESDAY</th>
<th>THURSDAY</th>
<th>FRIDAY</th>
<th>SATURDAY</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>Shark Club</td>
<td>Up To Parr</td>
<td>Kellie</td>
<td>General Food\ Cap\ Video</td>
<td>General Food\ Capt\ Video</td>
<td>6:15 PM</td>
<td>6:30 PM</td>
<td>6:45 PM</td>
<td>7:00 PM</td>
<td>7:15 PM</td>
<td>7:30 PM</td>
<td>7:45 PM</td>
</tr>
<tr>
<td>Mr. Wizard</td>
<td>Miles Labs, Queen's Family</td>
<td>8:00 PM</td>
<td>8:15 PM</td>
<td>8:30 PM</td>
<td>8:45 PM</td>
<td>9:00 PM</td>
<td>Rca demon Day Studio</td>
<td>9:15 PM</td>
<td>9:30 PM</td>
<td>9:45 PM</td>
<td>10:00 PM</td>
<td>10:15 PM</td>
</tr>
<tr>
<td>Mr. Klinger</td>
<td>All Star Revue</td>
<td>9:00 PM</td>
<td>9:15 PM</td>
<td>9:30 PM</td>
<td>9:45 PM</td>
<td>10:00 PM</td>
<td>10:15 PM</td>
<td>10:30 PM</td>
<td>10:45 PM</td>
<td>11:00 PM</td>
<td>11:15 PM</td>
<td>11:30 PM</td>
</tr>
</tbody>
</table>

**Explanation:** Programs in italics, sustained: Time, E.D.T. L, Live; F, Film. L. Independent station; E. Eastern network; M. Midwest, N. Non-Independent station.
BALTIMORE is a National Leader

81% SATURATION of Baltimore Families

Number of TV Sets


395,888 TV SETS
324,993 TV SETS
222,186 TV SETS
87,676 TV SETS
22,020 TV SETS 1,600 TV SETS

and WMAR-TV LEADS IN BALTIMORE

In Rating after Rating, Month after Month, WMAR-TV attracts More Viewers than any other Station in Baltimore.

In April of 1952 WMAR-TV scored 164 quarter-hour firsts to a combined total of 169 for the other two Baltimore stations.

In May it was 165 to 167.

In June, 168 to 152.

When July rolled around with the Republican National Convention, WMAR-TV, continuing its unchallenged leadership, drew an average rating 50% higher than the combined average for the other two Baltimore television stations.*

*Figures derived from April, May and June ARB for periods 11 A.M. to 11 P.M.; from July ARB for Convention periods.

WMAR-TV
SUNPAPERS TELEVISION
CHANNEL 2 ★ BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES ★ TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
MEDICAL educational television programs have a definite place on television and should be expanded, according to survey results announced last week by NBC-TV.

Three surveys were conducted by the American Medical Assn. and Smith, Kline & French Labs., Philadelphia pharmaceutical firm which sponsored two NBC telecasts of annual AMA proceedings in Chicago last June. Surveys were based on the telecasts, which included part of a surgical operation.

One survey was conducted by telephone among 143 Philadelphia doctors, and of 31 who viewed the first program, only one had a negative comment. In the second survey, doctors were questioned in person about the programs and of 121 who had seen at least one telecast, 116, or 96%, considered it worthwhile.

The third survey consisted of 8,574 questionnaires sent to doctors. Of 1,373 replies, 722 reported viewing one or both of the programs; of these, 94% found the programs interesting; 74% believed the programs useful to doctors; 62% said their patients commented on the program, and 86% favored repeat telecasts next year.

Meck TV Studies Washington Viewing
WASHINGTONIANS (D.C.) without television in their homes see almost as much TV as those owning receivers. This is the conclusion of a survey recently conducted by Meck Television, which checked viewing habits of 340 residents. Set owners averaged 19% hours of viewing per week, compared with an average of 12 hours for non-set owners. High and low range for those without sets were 38 hours and 3 hours, spent with time spent in a friend's home.

Fifty-three percent of the 340 queried did not own sets, but said they would choose a set primarily on the basis of a clear picture. Respondents favored Milton Berle as the star TV attraction, followed by Arthur Godfrey, ball games, the floats, movies, news, Footlight Theatre, the political conventions and Amos 'n Andy.

**First Canadian 'Teleratings' Issued**

**First 'Teleratings' report for television-equipped homes in Canada has been issued by Elliott-Haynes Ltd., Toronto, for August. It covers TV reception in the Toronto-Hamilton-Niagara area, and shows that "virtually all TV viewing in the Toronto-Hamilton-Niagara area is directed at WBEN-TV Buffalo. WHAM-TV Rochester accounts for somewhat less than 1% of the TV homes."

There are about 70,000 TV homes in the area, and each rating point in the report therefore represents 700 viewing homes. The TV sets-in-use index (from 7-10 p.m., Mon. thru Sun.) shows 26.7%, as compared to 23.6% for AM radio sets-in-use in Elliott-Haynes national evening program ratings for July. Following the pattern of radio listening, TV viewing appears highest on Monday and Wednesday evenings (30.8% and 30.5% respectively), lowest on Saturday and Sunday evenings (22.4% and 24.1% respectively). This may be due to summer weekend vacationing.

Highest rating in current report is My Little Margie, 43.0%, followed by Arthur Godfrey, 39.2%, The Best of Groucho, 37.2%, Crusade in Europe, 27.1%, and Circle Theatre, 26.1%. Thirty-one programs are listed in the report.

**Weekly Television Summary—**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Louisville</td>
<td>WAVY-TV, WHAS-TV</td>
<td>179,820</td>
</tr>
<tr>
<td>Morganton</td>
<td>WMBF-TV, WMBF-FM</td>
<td>23,000</td>
</tr>
<tr>
<td>Raleigh</td>
<td>WVEC-TV, WRAL-TV</td>
<td>140,300</td>
</tr>
<tr>
<td>Miami</td>
<td>WTVJ</td>
<td>126,300</td>
</tr>
<tr>
<td>Milwaukee</td>
<td>WTMJ</td>
<td>340,200</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KRON-TV, WCCO-TV</td>
<td>356,780</td>
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<tr>
<td>Nashville</td>
<td>WSMV</td>
<td>75,638</td>
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<tr>
<td>Bronx</td>
<td>WJZ-TV, WTV</td>
<td>310,400</td>
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<tr>
<td>New Orleans</td>
<td>WOAS-TV, WKZZ-TV</td>
<td>108,880</td>
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<td>Kansas City</td>
<td>WBUR</td>
<td>138,562</td>
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<tr>
<td>Rockford</td>
<td>WIFH</td>
<td>151,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJGT, WJXT-TV</td>
<td>224,000</td>
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YESTERDAY and TODAY in Central Indiana at WFBM-TV

"First in Indiana"

On May 30, 1949 there were 2500 Sets in WFBM-TV's coverage area.

Today there are 251,000

Sets in use in WFBM-TV's coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED by WFBM-TV.

Represented nationally by The Katz Agency Inc.
CBC BALKS
Over CBS, NBC TV Programs

CANADIAN television may begin without NBC and CBS sponsored network programs because of a deadlock over payments between these networks and Canadian Broadcasting Corp., according to an announcement Thursday.
However, negotiations between DuMont and ABC are going satisfactorily, the announcement said.
Involved is the proportion of commercial revenue to come from Canadian sponsors for American network programs.

Two and a half hours weekly will be affected when CBC begins programming at Toronto on Sept. 8—Goodyear TV Playhouse, Robert Montgomery Presents (Johnson's Wax), Studio One (Westinghouse), Aldrich Family (Campbell Soup).
The CBC commercial rate for TV stations at Toronto and Montreal includes time and facilities to attract Canadian talent. CBC refused to break the rate into time and facilities segments because it feels NBC's and CBS's claim for 70% of the affiliate rate is too high, it was reported.

CBC executives state unofficially they have offered the American networks considerably more than the usual 15% commission of the combined rate.

Canadian sponsors of American commercial network shows have no alternative programs arranged for telecast to date. It was reported they hope for a settlement before Sept. 8 when the first commercial program, Studio One, is scheduled.

CANADIAN SCALE
Temporary Pay Rates Set

TEMPORARY union pay rates have been established at Toronto for TV announcers and artists, with a committee of two unions and five locals working out arrangements which roughly apply a scale of twice radio rates for work on TV. Rates will be reviewed in February when TV has had some months of operation at Toronto through CBLT. Minimum pay for any show or commercial of any length is $25.

AFL Musicians Union at Toronto has submitted demands to Canadian Broadcasting Corp. for first musicians TV contract in Canada, requiring $5 over the present AM $10 rate for half-hour commercial programs, and combined radio and TV rate if program is simulcast.

Protests Camera Ban

BARRING of TV cameras from hearings of the Civil Service Board in Miami, Fla., has been protested by National Assn. of Radio News Directors. Jim Bormann, NARND president, challenged the board's position that coverage by WTVJ (TV) Miami would serve no useful purpose, asking the board to re-evaluate its responsibility to the people and open its doors to all bona fide news media.

NUPTIAL MASS
Telecast at WBZ-TV Studio

PERHAPS the first Roman Catholic Nuptial mass ever to be celebrated on television, with an altar built right in a TV studio, was telecast by WBZ-TV Boston Aug. 24.

The occasion was the inter-faith religious series, Our Believing World, which has been initiated in a move to combat religious prejudice. More than a million viewers in the New England area watched the telecast, with Archbishop Richard J. Cushing officiating at the mass.

WBZ-TV erected an altar in its studio to accommodate wedding guests there and in adjoining Studio B. For guests unable to witness the ceremony, TV monitors were set up.

Commentary was given during the ceremony by Rev. Walter Flaherty, archdiocesan radio-TV director.
The religious series is coordinated for WBZ-TV by Richard V. McCann and produced and directed by W. Lawrence Baker.

DRAMATIC SERIES
Debuts Over NBC-TV

PREVIEW performance of The Doctor, a new half-hour dramatic series, was held fortuitous ago for newsmen in New York. The series made its debut Aug. 24 over NBC-TV, 10-10:30 p.m. EDT.

First film in the series shown at the preview was entitled "The Inquisitor," and depicted the inner struggles of an official of the communist government in Czechoslovakia. The doctor does not appear in the drama but is used as a device to introduce the story. This will be the pattern of the 44 dramas in the series.

Procter & Gamble (Camay) is sponsoring the series. Benton & Bowles is the agency. Marion Parsons is producing the series, which is being filmed at the Parsons Studio, New York.

Canadian Fee

CANADIANS are expected to pay an annual license fee of $15 for viewing Canadian government-operated television, just as for many years they have paid a $2.50 annual radio receiver license fee.

How to collect the TV license fee and to determine who will have to pay it, since it is not to be charged where Canadian programs cannot be seen, is worrying not only Canadian government authorities, but also some of those who must pay the fee, it is reported.

NBC-TV Those Two, sponsored by Procter & Gamble Co. (Tide, Drano, Camay), shifts to the West Coast and will emanate live from Hollywood, effective Sept. 8, 7:30-7:45 p.m. EST. Agency is Benton & Bowles Inc., Hollywood.
Cops Convinced
WHAT has happened to "that vanishing American—the cop on the beat!" This question, explored recently over NBC-TV's American Inventory in a drama titled The Cop on the Beat, struck a sympathetic chord in the cities of Minneapolis and Milwaukee. Police officials there requested kinescopes of the telecast for showing before businessmen's clubs and police training schools. Wrote Minneapolis' Chief of Police Thomas Jones: "The story as depicted in the film you presented is particularly apropos of the problems we face in the city of Minneapolis." NBC-TV is forwarding the kinescopes.

MCA Expands
Its Midwest Operation
MUSIC Corp. of America, believed one of the biggest talent agencies in the world, is bolstering its television operation in the Midwest by reorganizing its present staff with new sales personnel in Chicago.

The three people in the radio, TV, and syndication department in Chicago are Maurice Lipsy, vice president; Raoul Kent and Layton Bailey. Mr. Lipsy, who formerly supervised work in all departments, will concentrate on TV. Mr. Kent has worked at MCA Chicago for several years as a broadcast specialist, and Mr. Bailey, who has transferred from the band and act departments, spent several months this year studying television in the East.

They plan to sell MCA packages, as well as those owned by artists whom the company represents, in the area covering Toledo and Denver, Canada and Tennessee and Oklahoma. The staff will handle live as well as film shows. Many of the film programs will be produced at Review Productions in Hollywood, an MCA subsidiary. Two of the packages now being offered locally star Abbott and Costello and George Raft, both on film.

Theatre TV Talks
ENGINEERING and accounting testimony on theatre TV will be submitted by NARTB Oct. 20 at FCC hearings on the status of this medium in the TV spectrum. Committee members are Raymond F. Guy, NBC; Rodney Chipp, Allen B. DuMont Labs.; J. E. Mathias, WGal-TV Lancaster, Pa.; John Leitch, WCAU-TV Philadelphia; Carleton G. Nopper, WMar-TV Baltimore; Jack R. Poppele, WOR New York, and R. J. Rockwell, Crosley TV stations.

KANSAS GRANT
NARTB Questions Handling
FCC was asked last week by NARTB to reconsider its grant of a television CP to Kansas State College of Agriculture & Applied Science, Manhattan, Kan.

Harold E. Fellows, NARTB president, said after polling the association's board [Circuit Circuit, Aug. 26] the petition is in a no way "in opposition to the grant to Kansas State College but instead is expressing opposition to the manner and method of the handling of the grant by the FCC.

He added that in NARTB's belief "the Commission has adopted special rules without giving interested parties the opportunity of a hearing [B•T, July 28]. The departure from long-established rules was made on the basis of the college's identity as a state tax-supported institution. The Kansas State application states it is a land grant college 'supported primarily from appropriations made by the State Legislature supplemented by federal and student fees.'"

NARTB Cites FCC Rules
NARTB contends that CP grants to all television stations must be made in conformance with the Communications Act and FCC Rules & Regulations.

The association argues the Kansas State application was granted without hearing "despite the fact that the college has no funds currently available or committed from any source for television construction; funds for television construction would require a legislative appropriation for which a request has never been made; in fact, the board of regents has never approved such a request to the Legislature for television construction funds."

NARTB maintains FCC "has either violated its own rules or intentionally amended them without proper procedures. The petition specifically cites the Communications Act and the FCC's Rules & Regulations which provide that no license shall be issued unless the financial ability of the applicant is proved."

Telemeter Rights
CANADIAN rights for 25 years to Telemeter and Telemeter antenna have been obtained by J. J. Fitzgibbon, president, Famous Players Canadian Corp., Toronto, from International Telemeter Corp., Hollywood. Manufacturing rights for Canada for Telemeter equipment are included, but no arrangements have as yet been made for production. No date has been set when Telemeter service will start in Canada. Famous Players Canadian Corp., has also applied for a TV station license at Toronto, but no action has been taken.

"The better to see you with"

YESTERDAY when television was just a novelty in broadcast circles, RCA tube engineers foresaw the need for a tube that could produce clear pictures with ordinary lighting—indoors and outdoors. They solved the problem with the Image Orthicon—and a new world of TV program opportunities opened overnight.

Today, RCA Image Orthicons can deliver superior pictures over a wide range of illumination—from a brightly lighted studio to virtual outdoor darkness. And continued top performance is assured—because every RCA Image Orthicon delivered by your RCA Tube Distributor is backed by a special RCA engineering consulting service for your protection!

Your local RCA Tube Distributor is ready to give you prompt, reliable service. Phone him any time.

RADIO CORPORATION OF AMERICA
ELECTRON TUBES
HARRISON, N. J.

September 1, 1952 • Page 67
AROUND TV SERIES

Awards to 7 N. Y. Outlets

Representatives of seven television stations in the New York area have received Dept. of Army certificates of appreciation for public service. They were awarded for telecasts of the Army film TV program "The Big Picture." A number of other TV outlets received similar certificates earlier this year [BTN, March 31].

Accepting the Army's award for their organizations were: Clarence Worden, program director of WCBS-TV New York; Frank Freeman, assistant television film director of WJZ-TV New York; John R. Popope, vice president of WOR-TV New York; Mitchell Benson, NBC network program manager, for WNBT (TV) New York; Sam Posner, assistant program administrator of WABD (TV) New York; Nat Shoehalter, film assignment director of WATV (TV) Newark, N. J., and Louis Ames, program director of WPIX (TV) New York.

Distribution on the 13-week series has been temporarily discontinued but production is underway for the programs to resume Oct. 15. Production is under the direction of Col. Edward Kirby, chief of the Army Dept.'s radio-TV activities.

WPX (TV) FILMS

Booked Five Nights Weekly

EMULATING standard motion picture theatre practice, WPIX (TV) New York is inaugurating a new policy of showing movies on a five-week schedule. Starting Sept 17, the station has set aside 7:30 to 9 p.m. on weekdays for uncut feature films, to be shown on a week-long basis, with Saturday and Sunday omitted.

Tentatively titled "The First Show," the series will present films purchased from Standard Television Co. of Hollywood, including "Winterset," "Moon and Sixpence," "Sleep, My Love," "Girl from Manhattan" and "So Ends Our Night," which will launch the series. Program is being offered for sale to participating sponsors, with live announcements available preceding and following the program and film commercials integrated during the feature.

Fight Closeup Device

NEW portable television camera device, designed to facilitate closeups from ringside level during fight telecasts, was used for the first time by CBS-TV last Wednesday at the Madison Square Garden bouts in New York. Called a "Sammonscope"—after its creator, Robert Sammon, assistant manager, technical operations for CBS Television—the unit consists of an image orthicon tube from a standard CBS-TV camera and a special housing.

RELIGIOUS SHOWS

Lack Production—Boyd

TOO many religious TV programs suffer from poor production and inadequate planning and are merchandised simply on the claim that they are "religious."

This opinion was expressed by Mal Boyd, former partner of Mary Pickford in PRB Inc., program packagers, when speaking to members of the National Society of Television Producers at their monthly luncheon meeting in the Hollywood Brown Derby Restaurant.

Lack of planned utility on the local level in conjunction with local churches is held by Mr. Boyd to be the primary flaw in the majority of religious TV programs.

"Although filmed shows with a religious base are in fact gradually emerging for the TV field, the backbone of religious television activity continues to be found in live video programs," he said.

A distribution pattern for religious TV programs is now apparent, Mr. Boyd said, pointing out that it is shaping up along lines of establishing a time ratio system for non-Christians. "If we have a Jew with whom we can deal, a pattern of non-sponsorship of religious programs is also discernible, yet a parallel can be found in the commercial sponsorship of Cathedral Films' backlot, edited for TV, which is now being shown in five national markets," he said.

CBS-TV SUBSCRIBES

To Nielsen Coverage Service

CBS-TV has subscribed to Nielsen Coverage Service, nationwide measurement of weekly and monthly audience coverage of radio and TV stations and networks being conducted by A. C. Nielsen Co. Arthur C. Nielsen, firm's president, in a Thursday announcement noted that CBS-TV is the first video network to sign for this survey, for which field work has been completed and tabulations are now in the final stage, with reports scheduled for early fall delivery.

SOUTH TELEVISION SYRACUSE

A MEREDITH TV STATION

Page 68 • September 1, 1952

WHEN TELEVISION

GETS RESULTS

Here's a rich market...and here's Central New York's most looked at television station—ready to present your story to a "buying" audience. More top shows...more local advertisers...greater results.

say "WHEN"

CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION

Represented Nationally
By the KATZ AGENCY

CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE

PORT ARTHUR

Smith Radio Hits KPAC Bid

SQUARABLE for TV Channel 4 in Port Arthur rose to greater heights last week when Smith Radio Co. amended its petition to have the FCC strike the KPAC application from hearing [AT DEADLINE, Aug. 25] and put the existence of the 18-year-old Port Arthur College station in jeopardy.

Smith Radio Co.'s position is that Port Arthur College is a religious, nonprofit school under the Texas laws is ineligible to operate a commercial business.

It asked the FCC to force the college to withdraw its Channel 4 TV application under existing, reserved non-commercial, educational TV Channel 37.

In its amended petition last week, Smith Radio Co., which comprises Mr. Smith, a student, and his uncle, Joe B. Carrigan, trustee for his daughter, Laura C. Fitzsimmons, amplified its arguments that Port Arthur College is not legally qualified and cited Texas court and opinions of the state's attorneys general in behalf of its position.

It also insisted that the only purpose of Port Arthur College's radio and TV stations was to train transmitter operators. Construction and operation of a TV station would improve the college, the Smith Radio Co. petition declared.

Referring to the fact that the college's application shows that with the addition of a TV station it would be doing a half-million-dollar-a-year business, Smith Radio petition added:

"It is apparent from the face of the said application that this is an unreasonable, ridiculous and unlawful attempt on the part of this "strictly educational" church institution to maintain a small technical trade school for licensed transmitter operators as an excuse to engage in a vast commercial enterprise free from taxes, and free from all other normal corporate restraints...."

The Methodist-endowed college in its answer to the first Smith petition two weeks ago claimed to have eviction under law to engage in radio and TV broadcasting.

Third applicant for TV Channel 4 is Lufkin Amusement Co., Beaumont. Port Arthur and Beaumont are considered one.

KPAC operates on 1250 kc with 5 kw day, 1 kw night, directional. It is an MBS affiliate.

TV Publicists

JOEL CHASEMAN, director of public service and publicity, WAAM (TV) Baltimore, has announced that "about one quarter" of the nation's TV stations have replied to his letter suggesting an information-exchange professional association of public relations men of the 108 pioneer video stations. Mr. Chaseman added that "more replies are anticipated."
NEwSPAPER COSTS Young Says They Must Decrease

IN THE FACE of television and radio competition, newspapers must decrease costs to deliver circulation to the advertiser for less cost per thousand, John Orr Young, president of John Orr Young Assn., advertising agency management consultant firm, told the convention of the Assn. for Education in Journalism at Columbia U., New York, last week.

Mr. Young advanced the belief that adjustments by newspapers should be in the realms of management and finance rather than in their editorial format. To support this contention, Mr. Young pointed out that newspaper readership and circulation had increased since before World War II while its share of the advertising dollar had dropped to 30%, as compared with 37% in the same time period.

"Would Have Been Richer"

"If newspapers had been able to retain their pre-war percentage," Mr. Young declared, "they would have been $119 million richer (in 1951) which would have been just about enough to equal the last two newspaper price increases."

Mr. Young blamed this downward trend on the inroads made primarily by television and noted that higher production costs were a contributing factor. But he warned newspaper publishers that a solution did not lie in imitating television's editorial format and thereby competing more closely with it.

Citing the success of the tabloid newspapers, the pictorial weeklies, comic books and the visual training programs by industry and the armed forces, Mr. Young indicated that the public craving for picturized information extends to television. He claimed, however, that newspapers were less affected by TV than other media but conceded they "are having their troubles."

"At the June meeting of the Newspaper Executives Asso. at Daytona Beach (Fla.) a rather grim picture was presented of costs still rising and advertising linkage off 12%," Mr. Young recounted. "Costs have advanced 35% faster than revenue. Advertising lineage was off 6% in 1951. And so far this year, it is off 12%. Also, newspapers have slipped in their percentage of the advertising dollar, mostly due to radio and television."

"Touching upon future changes in advertising budgets caused by television, Mr. Young prophesied that "an increasing slice will go to TV unless the medium prices itself out of the market, as it may do."

He said that television is becoming so expensive, despite its attention value and productivity, that many large advertisers are cutting their television appropriations. He drove home the point that no matter how well a medium produces, an advertiser still considers cost per thousand prospects important and accordingly adjusts his budget.

In summing up, Mr. Young offered this observation of the newspaper industry: "If it is to survive it must give readers and advertisers more for their money as compared with the newer and more sensational means of communication."

MAILED congratulations from VIP's and enthusiastic listeners are read by (1 to r) Mr. Ballentine, Mr. Greer and Mr. Kelley after the program's premiere.

'R. D. PIEDMONT' WFMY-TV's Farm Show

PROGRAM that demonstrates farming in the South is the new boast of WFMY-TV Greensboro, N. C. The show is called R. F. D. Piedmont.

According to the station, purpose of the program is to bring to North Carolina's farmers all the news and information of importance or of interest to them. Premiere program (it is telecast 11:45 - 12 noon Monday, Wednesday and Friday) featured prominent agriculture leaders of the state, including State Agriculture Commissioner L. Y. Ballentine; L. L. Ray of the State College; W. H. Rogers, director of organization, North Carolina Farm Bureau; Dr. W. E. Reed, dean of agriculture, A. and T. College; Betty Daniels, Guilford County home demonstration agent, and Gaines Kelley, station's general manager. Ben Greer, station's news and farm director, was mc.

Programs include demonstrations of better farming methods, live stock shows, seed demonstrations, talks by State College extension specialists, county farm and home demonstration agents, 4-H leaders and fair officials.

BRITAIN's new 750-foot transmitter at Cardiff brings 3,500,000 more people into viewing range, making TV available to 80% of the population.
Hearing Problems  
(Continued from page 57)

would be argument for the granting of station A's less than minimum power in certain areas, not meeting separation requirements, on the thesis that the lower power would absolve the interference problem and yet render new service to the public.

Indy attorneys, however, are not in full agreement on this view respecting the effect on the Sixth Report.

One further important effect of the exclusion of population and area service data, it was said, would be to put at a disadvantage the applicant who plans initially to invest large sums of money to render the maximum service by seeking full power and using the highest possible transmitting site, while a competitor might propose only low-budget minimum operation on the same channel.

Under FCC's view, both applicants would be on equal footing as to area and population served, it was contended.

Center of the argument is Issue No. 2 in all of the cases designated for hearing, which reads:

To determine the type and character of the program services proposed to be afforded and whether they would meet the needs of the communities and areas within the Grade A and Grade B field intensity contours.

A number of petitions already have been filed with the Commission to enlarge and clarify the issues in various hearings and most of these seek inclusion of an issue to permit comparison of populations and areas to be served. FCC's Broadcast Bureau has been granted extension of time until Sept. 15 to answer the petitions.

Additional similar petitions are forthcoming in more cases, it was indicated last week.

Asks Enlargement of Issues

One presentation of the argument is contained in the petition of Head of the Lakes Broadcasting Co. (WEBC) Channel 8 applicant at Duluth, Minn., whose bid is mutually exclusive with that of Red River Broadcasting Co. (KDAL). WEBC asks enlargement of the issues.

"It is apparent from inspection of the above-styled mutually exclusive applications that there is a disparity in the areas and populations which would be included within the respective proposed Grade A and Grade B field intensity contours," the WEBC petition states. Since the Commission's rules and technical standards do not provide any method for determination of interference with respect to television broadcast stations operating at locations and on channels specified by Rule 3.506, it follows perforce that the proposed stations would provide television broadcast service within their respective proposed Grade A and Grade B contours — to the extent, of course, of 50% of the time to 70% of the locations at the limits of the Grade A areas, and 90% of the time to 50% of the locations at the limits of the Grade B areas.

"Nevertheless, the issues designated for hearing in the instant proceeding do not require or permit evidence to be taken with respect to the areas and populations which would be served by the applicants, and comparative consideration of the applications on the basis of difference of service to area and population is, therefore, impossible in the proceeding."

WEBC proposes effective radiated visual power of 100 kw with an antenna height above average terrain of 677 ft. while KDAL proposes ERP of 23 kw and antenna 814 ft.

Petition Charges

The WEBC petition charges the "failure of the Commission to institute issue with respect to the applicants' proposed service to areas and populations and to permit comparative consideration of the applications on the evidence adduced with respect to such an issue constitutes an unlawful and arbitrary disregard of the provisions of Sec. 1 and Sec. 309 of the Communications Act."

"Thus, the Commission has disregarded the mandate of Sec. 1 of the Act which requires promotion of radio service to all of the people of the United States," the petition charges, and "has disregarded the standard of Sec. 309 of 'public interest, convenience and necessity', since the public interest is served by greater rather than lesser average of area and population by broadcast stations."

The WEBC petition further points out that the Court of Appeals for the District of Columbia in a case of Boston Pub. Co. v. FCC ruled the Commission must explore the factual situation fully in cases involving comparative consideration of two applications or two communities.

A similar petition to consider population area service has been filed by WIBM Inc. (WIBM), Jackson, Mich., which contends that its bid for Channel 48 there specifies simultaneously the power and many times the antenna height as its competitor, Jackson Broadcasting and Television Corp. (WKHM).

In the Portland proceedings — involving separate hearings for four different channels — the applicant already has petitioned for enlargement of the issues to permit comparative consideration on the basis of Sec. 307(b) of the Act. That is Vancouver Broadcasting Corp. UHF Channel 21 applicant at Vancouver, Wash., whose bid is in conflict with that of Mt. Scott

"TV STUDIO OPERATIONS"

New, Non-Mathematical CREI Course Prepared with Complete Cooperation of all 4 Major TV Networks

Station executives pondering the problem of where to find trained personnel for anticipated TV operations may expect help from a new home study course just announced by Capitol Radio Engineering Institute of Washington, D. C.

"TV Studio Operations," was developed by CREI, in cooperation with all 4 major television networks. Because of the chains' help, the course will train station staffers the way networks want them trained.

CREI suggests to station executives that they "recommend the new non-mathematical course to their own personnel so as to have trained people available for forthcoming TV operations."

The home study method by which this course will be completed is the same plan by which CREI has successfully trained many thousands of men for industry and for the armed services.

For further information write to Mr. E. Corey, Capitol Radio Engineering Institute, 3224 Sixteenth St., N.W. Washington 10, D. C.

ABC-TV ADVISORS

Affiliates Men New Group

FORMATION of an ABC Television Advisory Committee with five executives from affiliated ABC-TV stations in key market areas of the country as charter members was announced Thursday by Ernest Lee Jahneke Jr., ABC vice president and assistant to the president.

The charter members are: Kenneth Berkeley, vice president-general manager, WMAL-TV Washing- ton, D. C.; Officer, Brandt, vice president-general manager, KING-TV Seattle; William Lane, vice president-general manager, Wnitey-TV Minneapolis; W. D. Snyder, vice president-station manager, WXEL (TV) Cleveland, and Mort Watters, vice president-general manager, WCPO-TV Cincinnati.

Mr. Jahneke noted a similar committee has been operating successfully "many years in behalf of the ABC radio network," and expressed the belief that the committee would assist similarly in the growth of the ABC television network.

Will Assist Network Groups

"Formation of this committee recognizes the impending growth of the ABC-TV network," Mr. Jahneke said, "and at the same time is designed to bring to our network the practical knowledge and skills of leaders in the television broadcasting industry from widely separated areas of the country."

First meeting of the newly formed Committee will be held at an early date, Mr. Jahneke said.

DuMont-CBC Pact

FCC last week granted Allen B. DuMont Labs. Inc., N. Y., an informal application for a permit to furnish the Canadian Broadcasting Corp., licensee of CBFT (TV) Montreal and CBIL (TV) Toronto, with kinescope recordings, live intercommunication, and other transac- tions of TV programs. CBFT is to make its debut Sept. 6. CBIL will make its bow two days later (*B&T, Aug. 25).

Telecasters Inc. (KCON), Oregon City

The petition noted that while the applicants do not seek use of the channel at Portland, "no different provision was made by the Commission in its issues for this factually different type of proceeding."

FIVE hundred converters to permit TV sets to receive the UHF channels on UHF channels have been distributed throughout southern California by Jack H. Pole, owner-operator of UHF experimental station KMEXZ Los Angeles. Recipients will supply reports on reception for compilation into study of UHF characteristics to be presented to FCC.
Television Grants and Applications

(Continued from page 60)


SIoux City, Iowa—Great Plains Television Properties Inc., UHF Ch. 39 (754-764 mc); ERP 162 kw visual, 66.6 kw aural; antenna height above average terrain 946 ft., above ground 1046 ft. Estimated construction cost $165,825, first year operating cost $44,000, revenue $125,000. Post Office address c/o Radio Station WPIT, 218 South 5th St., Sioux City, Iowa 51101.six.


Niagara Falls, N. Y.—Frontier Television Inc. (WJFL), UHF Ch. 7 (174-180 mc); ERP 216 kw visual, 18 kw aural; antenna height above average terrain 538 ft., above ground 638 ft. Estimated construction cost $405,600, first year operating cost $405,600, revenue $405,600. Post Office address 21 Main St., Niagara Falls, N. Y. Studio location to be determined. Transmitter location on Long Road, 5.9 mi. east of expressway on Grand Island. Geographic coordinates 43° 08' 52" N. Lat., 79° 28' 01" W. Long. Transmitter and antenna R.C.A. Legal counsel Pier- son & Ball, Washington. Consulting engineers Paul Godley Co. Company: Frontier Television Inc.; President and Secretary Herbert Scherle, Trenton, N. J. City priority status: Gr. A-3, No. 1.

Elmira, N. Y.—Elmira Television (modification of application), UHF Ch. 24 (530-536 mc); ERP 5 kw visual, 29 kw aural; antenna height above average terrain 446 ft., above ground 446 ft. Estimated construction cost $241,368, first year operating cost $300,000, revenue $275,000. Post Office address c/o Sayes & Evans, 413 E. Water St., Elmira, N. Y. Studio location Mark Twain Hotel. Transmitter location R.F.D. 2, Watkins Glen, N. Y. City priority status: Gr. B-1, No. 126.

Now I know why Alexanders are the film commercials that made Colorado Springs famous!

Yes, no matter where you are... New York, California, or neither one... you'll still find the best source of television film commercials in Colorado Springs... Alexander Film Co., that is, world's largest producer of short advertising films. With 17/½ acres of modern facilities, Alexander is completely geared to serve every film commercial need.—The quality?... Ask of the 125 major national advertisers who use film commercials by Alexander!
Formation of Swift-Chaplin Productions Inc., headquartered at 4316 W. Jefferson Blvd., Los Angeles, for the production of TV film commercials, has been announced by Harry Babbitt, general manager and former business manager of George Pal Productions. Charles F. Chaplin and Howard Swift, creative director and animation-art director of Five Star Productions, are president and vice president, respectively.

Firm already is in production on a minimum of six 20 to 60-second commercials for the following accounts: Dodge Bros. Corp., Detroit (automobiles); J. A. Folger & Co., Kansas City (coffee); Wunder Co., Chicago (Ovaltine), through Grant Adv. Inc., that city; W. T. Babbitt Inc., New York (Bab-O cleaner), through Dancer-Fitzgerald-Semple Inc., that city; Helen Curtis Industries Inc., Chicago (cosmetics), through Babbitt & Ryan Inc., that city; Miles Labs. Inc., Elkhart (Alka-Seltzer), through Geoffrey Wade Adv., Chicago, and Miles California Co., Los Angeles (One-A-Day brand vitamins), through Wade's Hollywood office.

Preceding commercials are a combination of live action, stop motion, photo and cartoon animation. The staff includes Miles Pile, production supervisor; Dale Tholen, in charge of design and construction of models, sets and stringless puppets, and John Abbott, head photographer. These three, formerly with George Pal Productions in similar capacities, were among others as an animation unit in 1943 and 1951.

Betty Burton, assistant to Walter Craig, executive vice president in charge of radio-TV for Benton & Bowles Inc., New York, joins firm in similar capacity. Gini Swift, ink and paint, and Jay and Beverly Sarberry, animation, formerly with Five Star, have joined the new firm.

CBS-9 TV Film Sales has sold two programs, Files of Jeffrey Jones (to Army Show, for showing over KPIX TV), and KGO-TV, both San Francisco, respectively. Jeffrey Jones was bought by the Sprechels-Russell Dairy Co., San Francisco, for 29 weeks, starting yesterday (Sunday) and Gene Autry by the Bell Brook Dairies, San Francisco, for 26 weeks, effective Oct. 2.

Craige Kennedy, Criminologist, half-hour TV film series, has been sold to Bronson Productions through Foote, Cone & Belding to air over KFMB-TV San Diego, for 26 consecutive Friday nights. Series, which will be seen in southern California for the first time, is produced by Adrian Weiss Productions and distributed by Louis Weiss & Co., Los Angeles.

Sales

Cascade Pictures of Calif. Inc., Culver City, is filming 15-20 TV live action commercials for Hall Bros. Inc., Kansas City (Hallmark cards), varying from 60-60 seconds. Joe Cunningham, director of broadcast operations for Foote, Cone & Belding Inc., Chicago, agency servicing account, is on West Coast to supervise.

KLAC-TV Hollywood has acquired seven action serial films from Motion Pictures for Television, that city, now being telecast as The Game-Away Show, a half-hour TV program, Mon.-Fri. One episode from each of two serials comprise show, featuring daily contests and prizes.

Distribution

Tevee Co., Beverly Hills, has purchased Invitation Playhouse, TV series of 26 quarter-hour films, from Williams Productions Inc., Hollywood, for $250,000. Series will continue to be distributed by Syndicated Television Productions, subsidiary of KLAC Hollywood, for balance of year. Tevee produces Little Theatre, five-minute TV film series. Films will be distributed by Guilf Films Inc., Hollywood. The contract was negotiated prior to transfer of ownership.

T. J. Corradine & Assoc., headquartered at 5746 Sunset Blvd., Hollywood, has been formed by T. J. Corradine, former film director of KTTV (TV) that city, to represent New York TV film distributors on the West Coast. Lyle Clark, N. Y. night club packager, has joined the new firm as package producer.

Hollywood Films International, Los Angeles, division of Manufacturers Ice Cream Co., has announced that it is acquiring foreign rights to old 16mm motion pictures that have been released to American TV stations. Purpose is to sell them to individuals for home and private use only.

Availabilities

Negotiations have been concluded by Don Norman for management of KNBH (TV) Hollywood; Dan Reeves, president of Los Angeles Rams, and Jack Douglas Productions, Hollywood, whereby station will telescast films of the Rams' 1952 games. Starting Sat., Oct. 4, for 13 weeks, each program will feature the game played during preceding week-end. Package will be offered to sponsors in 20-minute segments.

Production

Paul Garrison, headquartered at United Producers Studios, Beverly Hills, has completed the quarter-hour pilot film in Love Scenes, TV series that is producing-writing-directing. Story line is drawn from love scenes from classical literature augmented by original scripts. Each film is budgeted at $5,000.

United World Films Inc., New York, has started production on The Lady Wore Barn, number 10 in the company's The Fighting World series. Michael Thomas and Cliff Clark are starred in the half-hour TV film, which is directed by George Blair.

Random Shots


Pictorial Films Inc., New York, has announced signing of a contract with Thomas Alva Edison Foundation Inc. for a motion picture on the life and times of Thomas A. Edison. The script is being written by Lester Cooper, documentary writer formerly with the J. Arthur Rank Organization. Julian Roffman will direct.

Film People

Henry Ginsberg, NBC television motion picture manager and former head of Paramount Pictures, will open offices at 188 N. Canon Dr., Beverly Hills tomorrow (Tuesday), with plans to invest in and produce motion picture pictures.

Bernard I. Miller, former manager of WMOR (FM) Chicago and assistant to the president of Academy Films there, joins Herbert S. Laufman & Co., Chicago TV production firm, as general educational adviser on special features. His first assignment is writing and on three of the company's packages on NBC.

Billie Burke, Arnold Stang and Hope Emerson have been signed by Key Productions Inc., Hollywood, for permanent roles in NBC-TV Eddie Mayehoff Show, which premiers Oct. 5 for 26 weeks. On three of the company's packages on NBC.

Ben Bronson, with Russ Harte, Los Angeles art studio, has opened own studio, Ben Bronson & Assoc., at 659 S. Rampart Blvd., that city. The firm makes story boards for TV film commercials.

Peggy Lee, singing star of CBS Radio Peggy Lee Show, has been signed by Murphy-Thomas Productions Inc., Hollywood for Dream Awhile With Peggy Lee, a quarter-hour TV musical series to be filmed in color. Production starts in October at General Video Studios.

Don de Fore, motion picture picture actor, has been signed to a five-year contract as Thornty in ABC-TV Adventures of Ozzie and Harriet, being filmed by Volcano Productions, Hollywood, for alternate weekly, being filmed by Volcano Productions, Hollywood, for alternate weekly, being filmed by Volcano Productions, Hollywood, for alternate weekly, being filmed by Volcano Productions, Hollywood, for alternate weekly.
Advertiser Program
American Tobacco Co. This is An Show Business
American Vitamin Assoc. Frosty Frolles
Anheuser-Busch Inc Ken Murray Show
Anthrachile Institute Better Home Show
Armstrong Armstrong Circle Time
Atlantic Refining Co. Pro Football
Avco Mfg. Corp. Chance of a Lifetime
Bakeryman & American Forum of The Name Thatame
Borden Co. Versatile Varities
Borg-Warner Corp. Kate Smith Evening Hour
Brewing Corp. Pro Football
Bristol-Myers Co. Foodlini the Great
Brown Shoe Co. Say It With Acting
Burr Co. Patricia Bowman
Byrnest-Timant Southampton U. News
California Packing Co. All Star Revue
Campagna Corp. Kathryn Lynn
Campbell Soup Co. Aldrich Family
Canada Dry Ginger Super Circus
Cannon Mills Co. Kate Smith
Carnation Co. Burns and Allen
Carte Products Inc. Songs for Sale
Charles Co. You Bet Your Life
Claude Neon Inc. Homemakers Exchange
Cluquot Club Co. Frances Langford
Clinton Foods All Star Revue
Cloroxy Chemical Co. Jessie DeBolt
Cnnett, Peabody & Shriner Co.
Colgate-Palmolive Peet Co. Strike It Rich
Cory Corp. Langford-Ameche
Cumington-Main Kate Smith Evening Hour
Continental Baking Howdy Doody
Corn Products Refining Co. Garry Moore
Crawford Clothes They Stand Accused
Curtis Publishing Co. Keep Posted

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American Tobacco Co. This is Show Business
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Clinton Foods All Star Revue
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Colgate-Palmolive Peet Co. Strike It Rich
Cory Corp. Langford-Ameche
Cumington-Main Kate Smith Evening Hour
Continental Baking Howdy Doody
Corn Products Refining Co. Garry Moore
Crawford Clothes They Stand Accused
Curtis Publishing Co. Keep Posted

TV Networks' Commercials Signed
(Continued from page 95)

<table>
<thead>
<tr>
<th>Advertiser Program</th>
<th>Gross Time Charges Oct '51</th>
<th>Net-work Stations 1951</th>
<th>Hours Per Week 1952</th>
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<tbody>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>$77,140</td>
<td>CBS 33</td>
<td>0:30</td>
</tr>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>68,150</td>
<td>NBC 54 61</td>
<td>0:30</td>
</tr>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>72,900</td>
<td>NBC 47 48</td>
<td>0:30</td>
</tr>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>88,850</td>
<td>NCB 58 60</td>
<td>0:30</td>
</tr>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>72,900</td>
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<td>NCB 58 60</td>
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</tr>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>91,440</td>
<td>DuM 25</td>
<td>1:00</td>
</tr>
<tr>
<td>American Tobacco Co. This is Show Business</td>
<td>68,150</td>
<td>NBC 54 61</td>
<td>0:30</td>
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<td>American Tobacco Co. This is Show Business</td>
<td>91,440</td>
<td>DuM 25</td>
<td>1:00</td>
</tr>
</tbody>
</table>

Washington Watch
Washington News

Here's news for you . . . 1951 total retail sales for the Washington Metropolitan area was estimated at $1,745,500,000 and the population estimate is 1,512,100. TV sets in operation have climbed to 382,912, your sales can climb too, when you're advertising on WNBW.
Additional Station Grants
(Continued from page 57)

23 is Edward Lamb’s Midwest TV Co. Mr. Lamb is owner of WICU (TV) Erie, Pa., and WTGN (TV) Columbus, Ohio.

There is no request for UHF Channel 59 at Kanopolis, N. C. (No. 28), but two groups seek UHF Channel 15 at Lebanon, Pa. (No. 30). They are Lebanon Television Corp. and Stitzl Newspapers Inc.

For the next 10 cities, until East Lansing, Mich. (No. 41), in the B-1 list, there are no applications pending for the channels in those areas. At East Lansing, the Michigan State College has filed for UHF Channel 60, a commercial facility. The school operates AM station WEYK there, a non-commercial outlet.

After East Lansing in the B-1 list, there are no bids pending until Bethlehem, Pa. (No. 80), where West Easton, Pa., seeks Channel 51.

In all, after Ashland, Ky., there are some 17 applications in Group B-1 which have not yet been acted upon by the Commission. Group B-2 contains applications from cities already having one TV station in operation.

Meanwhile, in other actions last week, the Commission granted KPEL-TV’s progressively expanding interim operation following its advent as the first post-thaw grantee to commence commercial telecasting [B&T, July 21, 14].

The Commission also issued an order finalizing its earlier proposed rule change to add UHF Channel 14 to Palm Springs, Calif., as requested by Dr. Forbes Farms Inc., prospective applicant there [B&T, June 30, 9]. The amendment to the allocation table becomes effective 30 days after publication in the Federal Register.

Similar UHF channel changes specified earlier for the Baltimore-Harrisburg-Reading area and the Youngstown-Warren area became effective last Monday, Aug. 25, following publication in the Federal Register. The changes, ordered upon the request of applicants to correct channel spacing errors [B&T, July 28], are as follows:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
<th>Delete</th>
<th>Add</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baltimore</td>
<td>7</td>
<td>50</td>
<td>60</td>
</tr>
<tr>
<td>Harford, Pa.</td>
<td>33</td>
<td>35</td>
<td>33</td>
</tr>
<tr>
<td>Reading, Pa.</td>
<td>33</td>
<td></td>
<td></td>
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<tr>
<td>Youngstown, Ohio</td>
<td>33</td>
<td></td>
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<tr>
<td>Warren, Ohio</td>
<td>29</td>
<td></td>
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</tr>
<tr>
<td>City</td>
<td>Channel Number</td>
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<td>---------------</td>
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<td></td>
<td></td>
</tr>
<tr>
<td>Maryland</td>
<td>21-4, 7-7-3, 18, 234-7, 60-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Baltimore</td>
<td>21-4, 7-7-3, 18, 234-7, 60-12</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Ohio</td>
<td>67-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Youngstown, Pennsylvania</td>
<td>21-27, 7-7-3, 14-4, 6-3-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Harrisburg</td>
<td>27-5-5-14, 13-3-4, 6-3-1</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Reading, Pa.</td>
<td>33</td>
<td></td>
<td></td>
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</tbody>
</table>

Before FCC first ordered the substitution of Channel 33 for Channel 55 at Reading, both pending applicants petitioned the Commission to make that change in view of the channel separation problem which would make immediate grant of their bids.

Eastern Radio Corp. (WHUM) originally filed for Channel 55 at Valley Borough, Conn. (WEFU) sought Channel 31, but when Channel 55 was found to be in error, Eastern amended to Channel 61. Both were set for late July 11 when initial post-thaw actions were taken [B&T, July 14].

Last week, to clear the way for granting of the two bids now that the channel changes have been made, the Com- missionally requested its amendment to its request to specify Channel 33 in lieu of 61 while Eastern petitioned to correct the geographic coordinates of its proposed transmitter site. Eastern continues to seek Channel 61. Reading is No. 4 on the Group B-1 list.

Meanwhile, FCC granted the petition of Northeastern Indiana Broadcasting Co. (WKJG), applicant for UHF Channel 33 at Fort Wayne, Ind., to amend its bid to move its transmitter site and antenna height.

Effective radiated power is changed from 203 kw to 270 kw and antenna height above average terrain from 505 to 775 ft. Estimated cost of the construction is changed from $292,000 to $360,000 and first year operating cost from $344,295 to $564,000.

WKJG’s bid has been designated for comparative hearing with the Channel 33 applications of WGL Fort Wayne and WJTT Fort Wayne Telecasting Corp.

Brush-Moore Newspapers Inc. (WHBC), UHF Channel 29 applicant at Canton, Ohio, has pending before the Commission a similar petition to amend its bid, which has been set for comparative hearing with the Channel 29 request of Stark Broadcasting Co. (WCMW).

WHBC wishes to change effective radiated power specified in the application from 107 kw visual to 22 kw visual and show a new transmitter location and increased antenna height. Cost of construction is estimated at $245,000 to $329,500, with first year operating cost revised to $162,000 and revenue to $120,000.

WFMJ-TV Youngstown, Ohio, granted for UHF Channel 73 which seeks FCC permission to switch to newly assigned Channel 21 there (substitution for Channel 33, see above), has replied to Polan Industries’ opposition to the proposal [B&T, Aug. 25] with the charge that Polan Industries is an outsider and has no “equity” in the facility. WFMJ-TV said it can commence operation sooner on the lower channel because of technical advantages.

Polan Industries, Channel 21 applicant, claims it has prior right since it suggested the facility when the Channel 33 allocation was found to be in error. The firm also

Somerset Channel
BLUEGRASS Broadcasting Co., Channel 33 applicant at Lexington, Ky., submitted alternative plan to correct allocation deficiencies in that area and opposed FCC’s proposed plan of correction [B&T, Aug. 25]. The Commissions proposed a typographical error in the Bluegrass plan. Bluegrass said its substitution of Channel 27 for 22 at Somerset, Ky., should correctly read substitution of Channel 67 for 22.

contended the WFMJ-TV proposal would unlawfully tie up two channels at one time. If approved, WFMJ-TV through its owner, Vindicator Printing Co., pointed out it has rendered local service to Youngstown for many years and has had extensive experience in the operation of WFMJ-AM-FM there. On the other hand, WFMJ-TV contended Polan Industries is a nonresident, multiple television applicant which has no other identity with Youngstown than its TV bid.

KTBC-TV Status
RCA Promises Interim Unit
KTBC-TV Austin, Texas, new TV station grantee, has completed an agreement with RCA for an interim TV transmitting unit to enable it to start television operation sooner than originally expected—sometime this year.

The station, licensed to Texas Broadcasting Corp. (KTBC), has been authorized VHF Channel 7 and is operating with effective radiated power of 110 kw visual and 55 kw audio. FCC issued the grant early in July and KTBC executives later promised interim operation providing it could obtain a 100 kw signal [B&T July 21, 14].

The KTBC-TV and RCA contract calls for a 10 kw transmitter on which the manufacturer was unable to guarantee delivery until early 1955. RCA suggested an interim unit, which delivery date was Sept. 15. Even with interim equipment, KTBC-TV claims it will enjoy power equal to that of any TV station in Texas. A 12-section antenna is a 500-ft. tower, plus a strategic mountain-top location, will give the equivalent of 100 kw ERP.

J. C. Killiam, vice president and general manager of KTBC, said exact date of the TV debut “depends upon the delivery of this equipment and the speed with which we can work in the weeks ahead.” He said the station had welcomed RCA’s interim unit suggestion “which will enable us to start as soon much earlier than the first quarter of 1955 when the permanent equipment will be delivered.”

Canad In Post Office Dept., Ottawa, will start 26-second film spot announcements with Station WBMF on CBLTV (TV) Toronto and CBFT (TV) Montreal early in Sept. Waveney Adams Ltd., Toronto.

 WWTV BLOOMINGTON
Serving a 2 BILLION $ MARKET
34% of the PEOPLE
34% of the FAMILIES
accounting for
35% of the SALES
in ALL OHIO

WWTV affiliated with all nets maintains its own micro wave relay system between Cincinnati and Bloomington to bring LIVE network shows to viewers. WWTV is owned and operated by Sarks Tarzian and

Represented Nationally by ROBERT MEEKER ASSOCIATES, Inc.
New York · Chicago · Los Angeles · San Francisco
TV Grants and Applications

(Continued from page 71)

chorus. Consulting engineer, Bernard C. O'Brien, Standing (and application), UHF Ch. 21 (417-418 mc): ERP 120 kw visual, 60 kw audio; antenna height above average terrain 324 ft., above ground 394 ft., estimated construction cost $467,000, first year operating cost $200,000, revenue $150,000.

HENDERSONVILLE, N. C.—Radio Television Inc. (modification of application), UHF Ch. 3 (378-394 mc): ERP 25 kw visual, 10 kw audio, antenna height above average terrain 871 ft., above ground 946 ft., 1st year operating cost $250,000, revenue $200,000.

LYNCHBURG, Va.—Old Dominion Broadcasting Corp. (WODU), UHF Ch. 28 (462-468 mc): ERP 101 kw visual, 57.1 kw audio; antenna height above average terrain 590 ft., above ground 653 ft., estimated construction cost $196,835, first year operating cost $60,000, revenue $55,000.

KNOXVILLE, Tenn.—Television Services of Knoxville, UHF Ch. 25 (452-453 mc): ERP 130 kw visual, 65 kw audio; antenna height above average terrain 2,990 ft., above ground 3,384 ft., estimated construction cost $1,010,000, first year operating cost $400,000, revenue $350,000.

KNOXVILLE, Tenn.—Television Services of Knoxville, UHF Ch. 25 (452-453 mc): ERP 130 kw visual, 65 kw audio; antenna height above average terrain 2,990 ft., above ground 3,384 ft., estimated construction cost $1,010,000, first year operating cost $400,000, revenue $350,000.

MASSAPEQUA, N. Y.—Radio Television Inc. (modification of application), UHF Ch. 30 (474-476 mc): ERP 10 kw visual, 5 kw audio; antenna height above average terrain 210 ft.; estimated construction cost $16,900, first year operating cost $300,000, revenue $250,000.

MONTREAL, Que.—RCA. Legal counsel George O. Creutz, President. Consulting engineer J. C. McNally, Washington, D. C. Board of the Board, John F. Steinhem (50%), President E. C. Anderson, 1st Vice President and W. S. S. Mead (25%), Vice President Clarence E. Morgan (25%). President Bertrand McPhail (50%), Secretary Evelyn Rowe Mid- dl (5%) and Treasurer D. A. McPhail (5%). City status: Gr. A-2, No. 79.

NEW YORK, N. Y.—Polan Industries (modification of application), VHF Ch. 7 (174-176 mc): ERP 35 kw visual, 15 kw audio; antenna height above average terrain 590 ft., above ground 653 ft.; estimated construction cost $196,835, first year operating cost $60,000, revenue $55,000.

PENNSYLVANIA—Radio Television Inc. (modification of application), UHF Ch. 25 (452-453 mc): ERP 130 kw visual, 65 kw audio; antenna height above average terrain 2,990 ft., above ground 3,384 ft., estimated construction cost $1,010,000, first year operating cost $400,000, revenue $350,000.

PORTLAND, Ore.—North Pacific Television Inc. (application of modification), UHF Ch. 31 (478-479 mc): ERP 65 kw visual, 25 kw audio, antenna height above average terrain 316 ft., above ground 382 ft., estimated construction cost $702,897, revenue $654,000.

PORTLAND, Ore.—North Pacific Television Inc. (application of modification), UHF Ch. 31 (478-479 mc): ERP 65 kw visual, 25 kw audio, antenna height above average terrain 316 ft., above ground 382 ft., estimated construction cost $702,897, revenue $654,000.

PORTLAND, Ore.—Location of Studio to be Determined. Legal counsel MeKenna & Wilkinson, Washington, D. C. For earlier application, see VHF TV Applications, June 30, 1951.

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**DON LEE PACTS**

**National Sponsors Signed**

SIX national sponsors head the recent contracts signed with Don Lee Network, as announced by Norman Boggs, network vice president in charge of sales.

Standard Oil Co. of Calif., San Francisco, renews Let George Do It on 59 Don Lee, Arizona and Intermountain network stations, Mon., 1952, 11 a.m. (PST), for 52 weeks from today (Sept. 1). The firm has sponsored the program seven years. Agency is BBDJ, San Francisco.

Alternative television sponsorship has been renewed by Folger Coffee Co., San Francisco, of Frank Hemingway and the News on 59 Don Lee, Arizona and Intermountain Network stations, Mon. through Sat., 7:15 a.m., 4:15-4:30 p.m. (PST, MST), for 52 weeks from today (Aug. 1). Los Angeles Soap Co. (White King), alternating sponsor, started the program June 25 for 52 weeks. Agency on both accounts is Raymond R. Morgan Co., Hollywood.


**GATES, QUINCY, ILLINOIS**

Your ONE SOURCE Supply for ALL Broadcasting Equipment NEEDS

**OFFICES TO SERVE YOU**

- QUINCY, ILL. TEL. 8202
- HOUSTON, TEXAS TEL. 7171
- WASHINGTON, D.C. TEL. 7856
- MONTREAL, QUEBEC TEL. 7867
- NEW YORK CITY TEL. 7844
- CHICAGO TEL. 7820

**air-casters**

**G E O R G E P. D R O E L L E** promoted to program director, WCLI Corning, N. Y., succeeding C. R. L. BARKER, who resigns.

**M A R Y L O U I S E M O O R E**, assistant program director, WKLO Louisville, Ky., promoted to program director.

**T E D S A F F O R D**, WSTM Trenton, N. J., announced, appointed program director there.

**J O H N D O U G L A S**, WEAI Boston summer announcer, to WMER, Jackson ville, Fla., with permanent announce duties.


**L I S A B A T T L E** to latter station on copy and production staff.

**M A D D O W E L L K. S T A R K E N**-continuity editor, KTUR Torr;., Calif., to KONG Vissalia, Calif., as program director.

**T O M B. K A Y E** and M I L T O N S. R O B E R T S O N, WNEW New York programming department, appointed production manager and copy chief, respectively.

**C H A R L E S W R I G H T**, program director, WELI New Haven, Conn., and RICHARD MILLER, program director, WAV2 same city, will serve on radio-TV public information committee for 1952 United Fund drive there.

**G E O R G E D. M C G R A T H Jr.** to WYRA Richmond, Va., for All Night Roundup. Sam Workman rejoins cast of station's Old Dominion Barn Dance.


**A N N E M U E L E N B R O E K**, continuity editor, C JAV Port Alberni, to CKNW New Westminster, B. C., as writer, "The Golden City." R. L. BARKER, continuity editor and announcer, CKDQ Victoria, to staff of CKNW.

**R A Y B E N I N D O R F**, guest relations manager for KNXT Hollywood, shifts to KNXT (TV) that city as availability clerk.

**F R E D W. O B R I E N J r.** appointed merchandising and publicity manager for WWJ Detroit.

**H O W A R D B L A K E**, graduate of Calif. Institute of Radio & TV, Hollywood, to KAYT Bakersfield, Calif., as announcer. Other graduates and stations where they are now located are:


**M O R T O N L E V I N E**, public relations director, Los Angeles County Museum, to KFAC that city as director of network's continuity acceptance in addition to m.c. on Los Angeles Review, weekly quarter-hour program.


**T O M H A R V E Y**, announcer at CHML Hamilton, to same position at CKEY Toronto.

**J O H N E M M E L** appointed music director, KEX Portland, Ore.

**M A R I O R I E B E N E D I T T I** named TV critic editor, ABC Western Div., to WRCA Los Angeles as continuity acceptance editor, succeeding Ann. Publications, member of network's publicity rights department. REEGIE SHIGO, department member promoted to assistant to DOROTHY MILLER, network's continuity acceptance editor. MARY PUTNAM, New York free lance copywriter, to network's literary rights department.

**D A R L A H O O D**, singer on CBS-TV Ken Murray Show to KTLA (TV) Hollywood Spade Cooley Show as featured singer.

**D O U G L A S C R A M E R**, separated from U. S. Armed Forces, rejoins KGIL San Fernando, Calif., as record librarian, same stations.

**G L E N N H A R D Y**, newscaster on Don Lee Album-Seller Newspaper of the Air, assigned role in 20th Century-Fox feature film, "Taxi."

**B E R T L E E J r., former WMGM New York sportscaster, awarded American Spirit Honor Medal as outstanding "sport" trains at Marine Corps Recruit Depot at Parris Island, S. C.
## TV Networks' Commercials (Continued from page 77)

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<td>Minnesota Mining &amp; Mfg. Co.</td>
<td>Juvenile Jury</td>
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<td>Minute Maid Corp.</td>
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<td>Kate Smith</td>
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<td>Gaby Hayes</td>
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<td>Mohawk Carpet Mills</td>
<td>Mohawk Showroom</td>
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<td>Mules Moneter Inc.</td>
<td>What's My Line</td>
<td>61,560</td>
<td>CBS 43</td>
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<td>Gamble Co.</td>
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<td>Racket Squad</td>
<td>66,740</td>
<td>CBS 43</td>
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<td>Arthur Murray &amp; Arthur Murray</td>
<td>School of Dancing Party</td>
<td>30,960</td>
<td>ABC 13</td>
<td>13</td>
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<td>Mutual Benefit Health and Accident Assn.</td>
<td>Bob Caldwell</td>
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<td>Wamko Sales News</td>
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<td>Owens-Corning Fiberglas Co.</td>
<td>Godfrey Quirk</td>
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<td></td>
<td>Welcome Travelers</td>
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<td>Pastel Brewing Co.</td>
<td>Blue Ribbon Bouts</td>
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<td>Embrood</td>
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<td>Peter Paul Inc.</td>
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<td>Police Story</td>
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<td>Pepsi-Cola Company</td>
<td>Lights Out</td>
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<td>Luck Lynn</td>
<td>18,840</td>
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<td>Kate Smith</td>
<td>NCB 55</td>
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<td>Pepsi-Cola Co.</td>
<td>Film Highlights</td>
<td>22,720</td>
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<td>Short, Short Stories</td>
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<td>Pet Milk Co.</td>
<td>All Star Revue</td>
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<td>TV Rodeo</td>
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<td>Don McNelly</td>
<td>25,070</td>
<td>ABC 31</td>
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<td>Pittsburgh Mills</td>
<td>House Party</td>
<td>9,300</td>
<td>CBS 47</td>
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<td></td>
<td>Godfrey &amp; His</td>
<td>NCB 57</td>
<td>57</td>
<td>0:15</td>
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<td></td>
<td>Godfrey &amp; His</td>
<td>NCB 57</td>
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<td></td>
<td>The Doctor</td>
<td>NCB 60</td>
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<td>Travelers</td>
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<td>Those Two</td>
<td>NCB 52</td>
<td>52</td>
<td>0:45</td>
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<tr>
<td>Prudential Insurance Co.</td>
<td>Show of Shows</td>
<td>NCB 60</td>
<td>60</td>
<td>0:15</td>
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<td>Garbo Moore</td>
<td>26,000</td>
<td>NCB 33</td>
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<td>Gaby Hayes</td>
<td>52,325</td>
<td>NBC 28</td>
<td>28</td>
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<td>Gaby Hayes</td>
<td>60,700</td>
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<td>Zoo Patrol</td>
<td>66,460</td>
<td>NBC 44</td>
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<td></td>
<td>Boston Symphony</td>
<td>14,050</td>
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<td>Luck Lynn &amp; Aussie</td>
<td>24,130</td>
<td>NCB 52</td>
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<td></td>
<td>Dennis Day</td>
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<td>Quaker Oats Co.</td>
<td>Show of Shows</td>
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<td>ABC 53</td>
<td>53</td>
<td>0:15</td>
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<td></td>
<td>Ranger Joe</td>
<td>11,808</td>
<td>ABC 12</td>
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<td>Meet the Press</td>
<td>69,255</td>
<td>NCB 44</td>
<td>44</td>
<td>45</td>
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## SCRIPTS SUIT $125,000 Damages Asked

SUIT which may establish a legal precedent on re-use of scripts written for a radio series was heard last Monday in Los Angeles Superior Court by Frank H. Tausssig and R. T. Smith against Commerode Productions & Artists Inc., Walter White Jr., firm's president, and Shirley Thomas, a file director.

Dr. Ross Dog Food Co., and MBS also were named in the suit which asks $125,000 in damages.

Messrs. Tausssig and Smith claim scripts originally written for Clyde Beatty Show on MBS, and sponsored by the Kellogg Co., were reused on that network and by Canadian Broadcasting Corp. for the dog food company but without added compensation. The writers are asking $50,000 for that re-use.

Two other causes of action, asking an additional $75,000, are contained in the suit. The writers charge the defendants with distributing a brochure offering the scripts for TV, but despite use of their scripts in the video version was to have been turned out by "an inferior writer." Mr. Tausssig, in the suit, individually charged infringement on the copyrights of his story, "God of the White Nile," and in addition to asking that the defendants be halted in their TV production of it, requested the story's return.

(Continued on page 81)
SALES presentation drawing a parallel between its own audience and "the voter who cares" has been prepared by WQXR New York. Written by account executive William Travis on the basis of Pulse audience studies, it also points up the advantage of using the WQXR network of 12 FM stations to reach upstate audiences "almost identical in quality, in terms of income and cultural background, with those of WQXR."

ART TELECAST
WAAM (TV) Baltimore will contribute its facilities, time and personnel to a special telecast of a live program, Art in Your Life, for the Maryland Art Assn., a division of the Maryland State Teachers Assn. The special telecast will be beamed to the general public and to 500 Maryland teachers, to be assembled in Baltimore Oct. 17 for the annual state teachers' convention.

KCBQ OFFERS TV SET BY listening to five soap operas and 45-minute program, Koffee Klotch, daily on KCBQ San Diego, the listener may enter the "Listen and Win" contest featuring daily prizes. Questions asked on Koffee Klotch are answerable only if the listener has followed the preceding programs. Sweepstakes prize of a completely installed TV set is awarded every 15 weeks.

A WINNER AGAIN
In Jewel Shortening's RADIO STATION PROMOTION CONTEST
First in January 1951 Second in July 1952
El Paso's CBS Radio Network outlet not only takes advertisers' messages more effectively to more people in El Paso southwest, but it goes out on promotion, merchandising and service to advertisers—to make their advertising sell more goods.

INSIDE IRON CURTAIN
PHOTOGRAPHING anything behind the Iron Curtain is taboo but the rules don't mention anything about using recording equipment. Mark Evans, WTOP Washington personality, jumped through the hoop hole and tape recorded a running account of an auto drive through the Iron Curtain. Account was broadcast last Friday. Mr. Evans, touring Europe as guest of the Sabena-Belgian Air Lines, held the tape recorder between his knees and recorded an experience with a Russian guard as he examined his credentials.

STRAW BALLOT
TAKING advantage of interest in election-year, WECB Duluth-Superior drew crowds to a straw-ballot in its exhibit at the Tri-State Fair in Superior, Wis. Aug. 12-14. Station obtained cooperation of Superior officials to get six polling booths and a ballot box set up in the exhibit. Two judges from the Superior Board of Elections watched over balloting in the Presidential contest, and Democratic and Republican races for nomination of U. S. Senator from Wisconsin.

WLIE SERIES
NEW series of programs has been inaugurated by WLIE New York. Show, Eve Shabbos, meaning Sabbath Eve, is presented each Friday. Program in English is designed to bring the spirit of the Jewish sabbath into the homes of New York's Jewish-Americans via liturgical music and sermons on the Torah to be re-read each week.

COACHES ON TV

Looking for Radio & Television Technicians? RCA Institutes, Inc., graduates students in 14 radio and TV game programs, as technician operators and laboratory aids. Our men graduate with a first class Radio-Television License. Call on us for your technical personnel. Write to: PLACEMENT MANAGER RCA INSTITUTES, INC. A Service of Radio Corporation of America 150 West Fourth Street, New York 14, N. Y.
LIBERTY SUIT
 Moves Slowly in Chicago

LIBERTY Broadcasting System's anti-trust suit against 21 major league baseball clubs was moving slowly in Chicago last week as attorneys for both parties prepared to take further depositions.

Gordon McClendon, former president of the defunct network, and two of his associates were scheduled to appear for depositions early in October. In the meantime, attorneys for the American and National League ball clubs were checking LBS files and documents in the offices of the network attorneys.

The baseball clubs must file a formal answer to the Liberty complaint in Chicago's federal district court before Nov. 5. Meanwhile, they have a chance to file a motion for dismissal of the suit. They have a chance to file a motion for dismissal of the triple-damage conspiracy charge. The trial date is still set for Jan. 19, which is described as optimistic by attorneys handling the case.

They report that data for both plaintiffs and defendants will probably not be collected and in order by then, but that a spring trial date is possible.

SET DONORS
VA Relaxes Service Curb

DONORS of TV sets to Veterans Administration hospitals have to guarantee maintenance and service only for one year, it has been disclosed by Sen. Hugh Butler (R-Neb.). Until lately, the VA has had a policy of TV gift giving donors promised to take care of the servicing for three years.

The change in VA policy, announced to all 154 Veteran hospitals last June 27, was before Sen. Butler had taken the question up with VA authorities beginning last February. He also added the aid of several veterans organizations.

One story, told by Rufus H. Wilson, national service director of AMVETS, concerned an AMVETS auxiliary which wanted to take a defective TV set from a Veteran's Hospital, trade it in on a new set and donate the new set to the hospital. Regulations forbade this, the AMVETS group was informed.

SCIENCE documentary series, "The Endless Frontier," broadcast on NBC earlier this year in cooperation with the health information foundation, has been adapted into a series of articles by the AMVETS executive producer of the program, for distribution to schools and libraries.

TV Networks' Commercials Signed
(Continued from page 79)

<table>
<thead>
<tr>
<th>Advertiser</th>
<th>Program</th>
<th>Gross Time Charges</th>
<th>Network Stations Per Week</th>
<th>Oct 1951</th>
<th>1952</th>
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<td>Sky King</td>
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<td>Swift &amp; Co.</td>
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<td>Sylvana Electric Products</td>
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<td>Texas Co.</td>
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<td>Lake Water Associated Oil Co.</td>
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<td>Film Inc.</td>
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<td>Leida Inc.</td>
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<td>U. S. Tobacco Co.</td>
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<td>Union Carbide &amp; Carbon Corp.</td>
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D. C. CANCER CRUSADE
Stations Go 'All Out', Win Praise

RADIO-TV stations in Washington, D. C., "went all out" for the District of Columbia Cancer Crusade, availing their facilities unstintingly and drawing lavish praise from the local cancer organization.

As a result, the District not only met but exceeded its quota by a good margin when the final tabulations were compiled by the District of Columbia Cancer Society.

This success was reflected both in the amount of radio-TV publicity accorded the drive and in collections pledged by Washingtonians. The campaign ran from April through June.

Publicity for the 1952 Cancer Crusade was handled by Cody Pfannschl, director of press information and audience promotion for WTOP Washington, serving under Clayton Sanders, Peoples Drug Stores, publicity chairman. William Hannigan was general chairman for the local campaign.

Mr. Hamm was lauded local stations for their participation. He said stations "pulled out the stops" in cooperating with crusade officials, with the result that the campaign enjoyed double the publicity of last year. All outlets donated their facilities, enabling the society to capitalize on shows with ready-built audiences for spot and interview participations ranging up to eight minutes per program.

The D. C. Cancer Society reported doubling of spot coverage and at least five times as many interview type programs (around 60) as in 1951.

Mr. Pfannschl cited the success as evidence that the "personal, warm-voice effect of radio-TV is most effective in securing contributions. He claimed the crusade realized three or four times as much radio-TV publicity as last year.

One station, WWDC, informed the Cancer Society it had contributed $14,295.50 in time to the drive compared to about $7,000 last year. WWDC was the only station to report in such manner.

Cancer drive culminated with a final 30-minute telecast report on WMAI-TV, Bryson Rash, ABC White House correspondent, and other station personnel aided in helping the society to air the special program. Other stations also cooperated, although the society did not list them.

The success of the D. C. campaign is comparable on the local level to that of the national drive, with radio-TV stations throughout the country participating actively on behalf of the campaign to raise funds to fight cancer.

Heads License Div.

CLARA M. IELHI is chief of the License Div. of FCC's Broadcast Bureau and William P. Massing, who was chief of the division when it was under the Bureau of the Army, has been named executive producer of the program, for distribution to schools and libraries.

Hallmark Show Set

HALL BROS., Kansas City (Hallmark greeting cards), returns on the air with Hallmark Playhouse Sept. 7 on CBS, Sunday, 9 to 9:30 p.m. CDT, through Foote, Cone & Belding, Chicago. Show has been aired since September 1948. Company's TV show, Hall of Fame on CBS-TV, reverted to its 4:30 p.m. slot a fortnight ago.

FOR the sixth consecutive year, WTIC Hartford will operate a broadcasting studio at Eastern States Exposition, Sept. 14-21. Located on the balcony of the Connecticut Bldg., the studio will be open to visitors throughout the entire eight days of the exposition.

September 1, 1952 • Page 31
FCC seeks Engineers

FCC reported last week it is seeking two engineers to fill monitoring posts at Anchorage and Fairbanks, Alaska. Both positions are GS Grade 9, which pays $6,060 per annum. The position is now available.

---

August 22 Applications

**ACCEPTED FOR FILING**

**Change Studio Location**

*WAYA Ava, Ill. — Mod. license to change main studio location from N. 5th St., Ava, to 30 W. Main St., DuQuoin, 11.*

**AM — 1200 kc**

*KWRN Reno, Nev. — CP to change frequency from 1360 to 1290 kc.*

**Increase Antenna Height**

*WHAR Clarkeburg, W. Va. — CP to increase main antenna height and move ant. tower 20 ft.*

**Renewal of License**

*Following stations request renewal of license.*


**Extension of Completion Date**

*WAOJ-FM Augusta, Ga. — CP which authorized new FM for extension of completion date.*

**TENDERED FOR FILING**

**AM — 1430 kc**

*KALI Pasco, Wash. — CP to increase power from 1 to 5 kw and make changes in station's ant. 11.*

**AM — 1290 kc**

*WKMT Kings Mountain, N. C. — CP to increase power from 500 w to 1 kw.*

August 25 Applications

**ACCEPTED FOR FILING**

**License for CP**

*WTIB Tuskegee, Ala. — License for CP, as modified, which authorized new AM.*

*WLIB Carrollton, Ga. — License for CP which authorized change in ant. trans. and station's ant.*

*WHFC Chicago — License for CP which authorized changes in ant. syst. 1.*

*WKAQ San Juan, Puerto Rico — License for CP which authorized change in ant. trans. 1.*

*WJUG Puerto Rico — License for CP which authorized change in ant. trans. and installation of new trans.*

**AM — 1340 kc**

*KRPO Spokane, Wash. — CP to change frequency from 1250 to 1340 kc.*

**AMENDED** to change name of applicant to D. Gene Williams 11.

*KSBT Monticello, Pa. — Co-ownership of portable Hustler and station's ant. trans. 1.*

*WJGL Kissimmee, Fla. — License for CP which authorized changes in ant. trans. and installation of new trans.*

**August 26 Decisions**

**BY BROADCAST BUREAU**

**Granted Applications**

*Allen B. DuMont Labs. Inc. New York — Granted informal application for permit to file application for license to amend the Canadian Broadcasting Act, Ch. 2, Montreal, with kind of facilities to build trans. program, and teletranscriptions of television broadcasting programs originating in various cities of Canada.*

*Allen B. DuMont Labs. Inc. studio, Wilkes Barre, Pa.*


*Change ERP to Fort Wayne, Ind. — Granted petition to change ERP from 154 kc to 154.1 kc.*

*Change ERP to Youngstown, Ohio — Granted petition to increase power from 15 kw to 30 kw.*

*Change ERP to Erie, Pa. — Granted petition to increase power from 5 kw to 5.5 kw in order to operate during hours.*

*Change ERP to Punta Gorda, Fla. — Granted petition to change ERP from 154 to 154.1 kc.*

**Completion Date**

*WBMF Philadelphia, Pa. — Granted petition to change ERP from 154 to 154.1 kc.*

*WBNR New York — Granted petition to change ERP from 154 to 154.1 kc.*

*WMAL Washington, D. C. — Granted petition to change ERP from 154 to 154.1 kc.*

*WJZ Baltimore, Md. — Granted petition to change ERP from 154 to 154.1 kc.*

*WKGX Chicago — Granted petition to change ERP from 154 to 154.1 kc.*

*WAVL Atlanta, Ga. — Granted petition to change ERP from 154 to 154.1 kc.*

*WJMA Madison, Wis. — Granted petition to change ERP from 154 to 154.1 kc.*

*WJCI Solomons, Md. — Granted petition to change ERP from 154 to 154.1 kc.*

*WBOC Lewes, Del. — Granted petition to change ERP from 154 to 154.1 kc.*

*WMPX West Palm Beach, Fla. — Granted petition to change ERP from 154 to 154.1 kc.*

*WAKT Montgomery, Ala. — Granted petition to change ERP from 154 to 154.1 kc.*

**Commercial Radio Monitoring Company**

Precision Frequency Measurements

Engineer on duty all night every night

JACKSON 5302

P. O. Box 7037

Kansas City, Mo.
Broadcasting

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE

Everett L. Dillard, Geo. Mgr.
INTERNATIONAL BLDG.
D. 1331
WASHINGTON, D. C.
P. O. Box 7037
JACKSON 5302
KANSAS CITY, MO.

JAMES C. MCNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1505
Member AFCCE

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG.
WASHINGTON 5, D. C.
Member AFCCE

MCINTOSH & INGLIS
1216 WYATT BLDG.
WASHINGTON, D. C.
Metropolitan 4477
Member AFCCE

R. M. FOSS, Inc.
Formerly Cohen & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

JOHN C. CREUTZ
319 BOND BLDG.
REPUBLIC 2151
WASHINGTON, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Cohen & Foss, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

Lynne B. Smeby
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION,
FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-754S

GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television
Electronic Communications
1010 Eye St., N. W., Wash. 8, D. C.
Excellency 1224—Excellency 1221
(Rights-holidays, Lockwood 5-1819)
Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

GEORGE P. ADAIR
Quarter Century Professional Experience
Radio-Television
Electronic Communications
1010 Eye St., N. W., Wash. 8, D. C.
Excellency 1224—Excellency 1221
(Rights-holidays, Lockwood 5-1819)
Member AFCCE

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 2-0715

PELLINTON & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG.
REPUBLIC 2247
WASHINGTON 4, D. C.
Member AFCCE

GEORGE P. ADAIR
Consulting Radio Engineer
Quarter Century Professional Experience
Radio-Television
Electronic Communications
1010 Eye St., N. W., Wash. 8, D. C.
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Member AFCCE

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

BROADCASTING • Telecasting

Mercy petition for indefinite continuance of hearing now scheduled for Sept. 8, 1952 at Washington, D. C., re application for renewal of license of Synchronous Amplifier Silver Spring, Md.; application is pending for a change in facilities of WOL to 1460 kc 3 kw unl. DA-DN, grant of which would render instant proceeding moot.

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1505
Member AFCCE

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great notch, N. J.
Member AFCCE

GILLET & BERGQUIST
992 NATL. PRESS BLDG.
NA. 3373
WASHINGTON, D. C.
Member AFCCE

There is no substitute for experience

W.L. CARR
CONSULTING RADIO ENGINEER
WASHINGTON, D. C.
1603 Connecticut Ave.
Phone Republic 1297
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6646
Washington 7, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3733 Kenowa St. N. W., Wash. 9, D. C.
Phone Oldway 8071
Box 2488 Birmingham, Ala.
Member AFCCE

RAYMOND M. WILMOTT
1649 Church Street, N. W. October 1221
Washington 5, D. C.

WALTER J. STILES
Consulting Television Engineer
1002 Loyalty Building, Portland, Oregon
Atwater 4282
Washington, D. C.—Republic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, K.Y.
32 Elm Ave.
San Francisco 8, Calif.
Mill Valley, Calif.
Douglas 7-8504
Philips 6-4817

Member AFCCE

September 1, 1952 • Page 85
Help Wanted (Cont'd)

Manager

Manager for large independent metro-

politan station. Must have sales and man-

ager small town, also sales experience. Full

time. Box 7226P, BROADCASTING TELE-

CASTING.

Situations Wanted

$800 per week for good announcer at

local station. Good market. Must have

some experience. Box 925P, BROADCASTING

TELECASTING - TELECASTING.

Immediate opening for two combina-

tion announcer-engineers emphasizing

announcing. Sales and ticketing. New

city. Must have proven ability. Must

have experience in TV sales. Box 1999P,

BROADCASTING TELECASTING - TELE-

CASTING.

Wanted—Announcer-engineer with

TV experience. Start $80 a week. Require-

ments are flexibility, ability. Box 2159T,

BROADCASTING TELECASTING - TELE-

CASTING.

WANTED—WANTED—ANNOUNCER-

ENGINEER. Must have experience. Must

be located in New Orleans. Must be

able to work 1900 hours per month.

Box 2204P, BROADCASTING TELE-

CASTING - TELECASTING.

Wanted—Announcer-engineer. Must

have experience. Must be capable of

working 2000 hours per month.

Box 2216P, BROADCASTING TELE-

CASTING - TELECASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Eastern District. Box 2237P, BROADCASTING

TELECASTING - TELECASTING.

Immediate opening for announcer-

engineer. Proficiency in both announc-

ing and selling. Must be located in

Northern District. Box 2258P, BROADCAST-

ING TELECASTING - TELECASTING.

Wanted—Announcer-engineer with

TV experience. Must be proficient in

announcing and selling. Must have

experience in TV sales. Box 2269P, BROADCAST-

ING TELECASTING - TELECASTING.

Immediate opening for announcer-

engineer. Must have experience in

announcing and selling. Must have

experience in TV sales. Box 2280P, BROADCAST-

ING TELECASTING - TELECASTING.

Wanted—Announcer-engineer. Must

have experience in TV sales. Must

be located in Eastern District. Box 2291P,

BROADCASTING TELECASTING - TELE-

CASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Western District. Box 2312P, BROADCASTING

TELECASTING - TELECASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Western District. Box 2323P, BROADCASTING

TELECASTING - TELECASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Western District. Box 2334P, BROADCASTING

TELECASTING - TELECASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Western District. Box 2345P, BROADCASTING

TELECASTING - TELECASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Western District. Box 2356P, BROADCASTING

TELECASTING - TELECASTING.

WANTED—ANNOUNCER. Must have

some experience. Must be located in

Western District. Box 2367P, BROADCASTING

TELECASTING - TELECASTING.
Situations Wanted (Cont'd)

Want a combo man to fill a night shift? Would it be good enough recom- mendation with previous control? A good college or university. Send for information. Box 225R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Want a good announcer in western or oridex; writer, or director. Three years experience. Box 222R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Wants to fill a night shift or fill a slot during the day. Will also consider part-time. Box 226R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Top manager or estimated position. Successful sports, ad-lib selling specialist availableing college games. Box 229R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Top manager or estimated position. Successful sports, ad-lib selling specialist availableing college games. Box 229R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Top manager or estimated position. Successful sports, ad-lib selling specialist availableing college games. Box 229R, BROADCASTING • TELECASTING.

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Situations Wanted (Cont'd)

Top manager or estimated position. Successful sports, ad-lib selling specialist availableing college games. Box 229R, BROADCASTING • TELECASTING.

Situations Wanted (Cont'd)

Top manager or estimated position. Successful sports, ad-lib selling specialist availableing college games. Box 229R, BROADCASTING • TELECASTING.
WANTED – IMMEDIATELY, 3 long Collins FM antennas mounted on 3,000' line for 96.9 MHz. One low AM transmitter. Station in Alabama. Box 1050, BROADCASTING • TELECASTING.

All or any part of used equipment for 100 watt station. Let us know what you have to offer. Write Box 1426, BROADCASTING • TELECASTING.

Used 200 to 250 foot tower. State price conditions, location. Box 2089, BROADCASTING • TELECASTING.

WANTED – IMMEDIATELY need 1 kw FM transmitter and monitors. Reply Box 2500, BROADCASTING • TELECASTING.

1 kw FM equipment and side mount antenna. Must be cheap. WSOK, Nashville, Tennessee.

MISCELLANEOUS

FCC first-phone in 6 weeks. Both residence and correspondence courses available. Grantham University, 484 N. California Street, San Francisco, Calif.

HELP WANTED

HIGH POWERED

PROGRAM DIRECTOR

JOCKEY

with knowledge of news programming.

TWO CAPABLE OPERATORS

With first class tickets immediately. Good pay for clean, sober individuals.

1,000 watt clear channel station.

TV application pending in major Midwest market.

Box 2299, BROADCASTING • TELECASTING

FOR SALE

Several RCA image orthicon camera chains without lenses.

Box 224R, BROADCASTING • TELECASTING

FOR SALE

Equipment, etc.

FOR SALE

Several RCA image orthicon camera chains without lenses.

Box 224R, BROADCASTING • TELECASTING

PACIFIC NORTHWEST

$45,000.00

Profitable fulltime independent. In growing diversified industrial and agricultural community. Excellent opportunity for owner-manager operation. Liberal financing.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

James W. Blackburn

Washington Blvd.

Herling 3414-2

CHICAGO

Ray V. Hamilton

Tribune Tower

Chicago 11-2-2

SAN FRANCISCO

Lester M. Smith

215 Montgomery St.

Sells 2-3772

BUYING HABITS

Are Analyzed in Survey by WFMT (FM) Chicago

COMPOSITION of loyal listeners, and what they buy, has been analyzed by WFMT (FM) Chicago for its sales presentations to clients. Programming to a selective audience which has shown its loyalty to the station and its sponsors, WFMT found discovered characteristics advertisers are seeking more and more from media.

Professional persons in WFMT's listening audience, for example, have discovered 27.2% managers, executives or owners, and 14.1% students or other non-working persons.

Programs of a mailed questionnaire proved what station manager Bernard Jacobs and his wife, Rita, who helps him, have believed for a long time. Since December 1961 they have operated a list of stations, programming serious unbridled music, poetry and high-level BBC and dramatic recordings. From 3 p.m. to midnight, they accept only two minutes of commercials hourly from selected sponsors. Program continuity is never broken by a commercial.

They're making money, Mr. Jacobs says, but in an effort to make more he decided to back up his hunches with more teeth for sales pitches. Research was based on a mailing list of persons who had sent $5 to WFMT for a one-year subscription to its monthly program listings. Of 1,380 persons contacted, 748 returned a four-page detailed questionnaire on such things as buying habits and buying plans. The return was 55.4%.

WFMT discovered its listeners are well-educated, and have above-average incomes. Education-wise, 86.7% have had some college training; 85.8%, some high school; and 23.3%, some grammar school. On incomes, 74.5% earn $5-$8,000 yearly; 31.6% earn $2-$5,000, and 29.4% receive more than $8,000. Only 4.6% earn less than $2,000.

Cars are owned by 83.4%, and non-owners number 36.9%. Television sets are in only 25.2% of the homes, not in 73.7%. Mr. Jacobs interprets this as an especially strong sales argument for his station, as Chicago is saturated heavily with TV. Telephones are found in 86.9% of homes.

To determine buying habits and frequency for products needed now and in the future, WFMT requested listeners to check items to be purchased the following week and month, and gifts to be bought. 55.4% of the items and 55.4% of the prices were printed as aids, with an open comment section also. Details were sought on the exact description of each item to be bought, the high and low price range and the shop where it probably would be purchased.

HOBBIES AND CRAFTS

Most popular hobbies, avocations and crafts follow: Music, concerts, 33.1%; painting, art, 16.9%; books, poetry, 27.9%; gardening, 12.5%; photography, 19.9%; needlework, 23.1%. General sports ranked a low 3.4% generally, and the highest single sport was golf at 6.2%.

Families with charge accounts totaled 61.9%, without, 38.1%. Marshall Field & Co. has the largest number of WFMT listeners as customers, with 46.6%, followed by Carson, Pirie, Scott & Co., 39.8%, both high-quality "loop" area stores. Next in order were Mandel Bros., 16.4%; The Fair, 15.4%; Charles A. Stevens, 11.0%; Saks Fifth Ave., 7.2% and Bonwit Teller, 5%. The last three are large women's specialty stores.

Results from analysis of "next week's" shopping list showed, for example, that 88% of the respondents planned to buy eggs; 26.2%, spices; 3.4%, canned poultry; 78.7%, soaps and detergents; 74.5%, dry cleaning, and 61.2%, cigarettes. On the monthly shopping report, 33.6% planned to buy flowers and candles; 44.9%, razor blades; 8.8%, perfumes; 7.7%, home permanents, and 21.7%, vitamins.

FARM DIRECTOR

30,000-watt network station interested in interviewing well established midwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and successful radio commercial background. In replying please give complete qualifications and enclose picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.
WHLI to Add Studios

WHLI-AM-FM Hempstead, N.Y., last week began constructing a tape recording studio and a fully equipped emergency studio. Chief Engineer Frank E. Knaack is directing the project. Station officials said the tape recording studio would enable WHLI to expand local coverage.

Radio Applications

KRMJ Eielson, Mod.-CP to change trans. and studio location from Eielson, to Goose Bay, Mod.

August 28 Decisions...

By COMMISSION EN BANC

AM—1380

WBEL Beloit, Wis.—Granted CP to increase power from 1 kw to 2 kw and change trans. and studio location.

Extension of SAA

KWWB Corpus Christi, Tex.—Granted renewal for extension of SAA for period ending April 28, 1953 on 100 kw, 5 kw kw.

Extended License

WBK Knoxville, Tenn.—Granted extension of license to operate on station on 800 kc 1 kw-D for 30 days after conclusion of proceedings in the Supreme Court, which have been instituted by applicant, whichever period shall be shorter.

Advisory Notice

WUST-FM Bethesda, Md.—Being advised that application for renewal of license for WUST-FM is pending. Whether station is being operated in public interest, convenience and necessity, which is necessary of hearing in order to determine the continuance of license to operate.

License Renewals

Following stations were granted renewal of license for regular period:

WAPA-FM Oak Park, Ill.; KPPC Pasadena, Calif.; WRLX Lexington, Ky.

Reinstatement of CP

WVOW-FM Logan, Va.—Granted application for reinstatement of expired CP for Class B FM, bearing expiration date of 3 months.

Federal Communications Commission

WHGCH Greenwich, Conn.—Extended renewal of authority to remain silent for period of time expiring Nov. 28, 1952.这样的申请包括了White Rock, Tex. (10.16%), 而且还有包括了Richard Grimes, Jr. (50%)

WHPL Dickinson, N. Dak.—Granted license to WPLI Bestg.

New Applications

AM APPLICATIONS

Denver, Colo.—Denver Boss Co., 996 kc, 1 kw daytime; antenna 226 ft. Estimated construction cost $45,200.

ADIOS

On Records: Giselle Mackenzie—Capitol; Andrea Andrews Decca; Glenn Miller—Victor (re-issuer); Stanley Black—London.

FCC Action

(Continued from page 83)

August 27 Applications...

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KWBW Mobile, Ala.; WGBS Miami; KHKI Honolulu; WASL Minneapolis, Minn.; KGPE Carlsbad, N. Mex.; WFCL Forest City, N. C.; KSRO Durham, Ohio; KKD Bu- num, Tex.

APPLICATION RETURNED

Following applications for renewal of license were returned:

KPOO San Francisco, Mod. CP to change trans and studio location from San Francisco, to Grinnell, Ia.

APPEAL TENDERED FOR

Following stations were granted renewal of license:

WGCH, Joplin, Mo.—Again granted license to WGCH Bestg. to operate in Jackson market.

SUMMARY THROUGH AUG. 25

For Television Grants and Applications, See Page 60.

Non-Docket Applications

AM GRANTS

Bartow, Fla.—William A. Avera

Wynne, Ark., Granted 1600 kw daytime, antenna 205 ft. Estimated construction cost $20,000, estimated operating cost $10,000, estimated revenue $10,000. Owners are Peel, Wynne, and Weer. Named in supporting statement is George V. Reedy, president and manager of Pothier Chevrolet Company, Fort Worth, Sept. 16, 1952.

Lincoln, N. C.—Lincoln County

WJCA, Lincolnton, N. C., Granted 1750 kw, 300 kw daytime, antenna 305 ft. Estimated construction cost $12,975, estimated operating cost $20,000, estimated revenue $20,000. Owners are Lincoln County, W. J. Hightower, president and manager of North Carolina Mutual Life Insurance Co., and owner of Smith Furniture Co., all in Jackson, Grant Aug. 18, 1952.

LaFollette, Tenn.—LaFollette Bestg. Co. Granted 1430 kc, 100 kw fulltime, estimated construction cost $10,914; first year operating cost $30,000, estimated revenue $45,000. Principals include President William LaFollette, and 5%, 75%, 25% owners of Sharps Distributing Co., 5% owner of WJZ, 25% President and Manager of Williams Radio Station, 25% Vice President, President William J. Hightower (8.7%), owner, and 7.5% owner of Oak Ridge Drive-In Theatre, Oak Ridge, Tenn., and 50% owner of Polkfield & Pelfren Edgewood, Inc. (Edgewood Steak House), Oak Ridge, Tenn., Secretary, Treasurer Edward F. Wheeler (6.9%), owner of Telco Rookery, Count Court, and Marvin E. Smith (8.1%), chief engineer at WATK Oak Ridge. Frank L. Smith, owner of M & H Real Estate Co., member of H-K Representatives Inc., 30% owner of Martinsville, Va., 20% owner of WATQ and Carl's French (6.7%), 29% owner of WJZ, and 33% owner of WATO, Filed March 15, 1951.

Waxahachie, Tex.—Cen-Tex Bestg. Co. Granted 1390 kc, 500 kw daytime; antenna 980 ft. Estimated construction cost $15,970, first year operating cost $20,000, estimated revenue $30,000. Principals are W. E. Shrove (president and general manager), and National Bankers Life Insurance Corp., Dallas, Tex. Filed Sept. 17, 1951; granted Aug. 28, 1952.

TRANSFER GRANTS

KOA-AM-FM Denver—Granted application to transfer license to WPLI Bestg. Co., for Metropolitan Television Station, application 900 kc, 1 kw daytime, antenna 226 ft. Estimated construction cost $45,200, first year operating cost $27,000, estimated revenue $40,000, first year operating cost $27,000, estimated revenue $40,000. Principals include general partners Frank Bensch (50%), owner of owner of Climax Oil & Supply Co., 50% owner of Western Distributors, Inc., Archie H. Yettter (16%), president at Ash Grove Community Church and Jack H. Roseno (10%), chief engineer of WJZ, Inc. Filed Aug. 15, 1952.

Greenbush, N. C.—Interstate Bestg. Co., 1560 kc, 500 kw daytime; antenna 166. D. Estimated construction cost $12,750, first year operating cost $4,200, estimated revenue $30,000. Principals include equal (50%) general partners John C. Greene Jr., commercial manager.
New Details Seen in 'Red' Probe
(Continued from page 87)

Ober, Addie Richton, Howard Rodman and Jack Bentkovker.

Mr. Marion is an ABC staff writer. Mr. Konyoe is an NBC staff writer. The others are free-lance writers.

Mr. Hartnett identified himself as a one-time Phillips H. Lord pro-
ducer, supervisor of Gangbusters, lecturer on Communist influence in the theatrical field and Navy intel-
ligence officer during World War II. RWG officials said he is not a member of the guild.

Mr. Hartnett's major target was radio-screen writer-novelist Millard Lampell. Mr. Hartnett termed Mr. Lampell the "triple-threat man of the Communist Party." He read a long list of purported subversive organizations with which he said Mr. Lampell was identified. Among the organizations was the People's Radio Foundation which unsuccessfully had sought an FM broadcast liz-
ence in New York.

Mr. Hartnett also named Robert C. Lyon Jr. (Peter Lyon) as pro-
Communist, claiming he, too, was affiliated with a large number of suspected organizations.

Mr. Hartnett likewise voiced his suspicions of a group of writer-
publishers. He named Angus C. S. Cumming (C. S. Lampell & Co.; Kenneth McCormick, executive editor of Doubleday & Co.; Jack Goodman, editor of Simon & Schuster; Joseph Barnes, assistant to Mr. Goodman and a former lecturer at Sarah Lawrence College for girls, Bronxville, N. Y. Mr. Barnes is a former foreign news editor for the New York Herald-Tribune.

Charges Left-Wing Blacklist

Miss Knight, identifying herself as an author and radio writer and a founder of the American Left-wing blacklist, existed of the black-
wing blacklist exist. She said there were important radio and TV shows "where it is quite impossible for anyone who is not a left winger to obtain a hearing and to work and to write."

She said the alleged pro-
Communist element in RWG had been trying to get a "stranglehold on the guild," rather than to put information or propaganda of their own in programs.

Mr. Milton, who said he was a radio writer, drew an analysis of RWG's activities and attacks on the Communist Party line. Most of this was in connection with RWG's activities on alleged blacklisting of leftists in radio-TV.

He averred RWG was urged to hire Clifford Durr, former presi-
dent of the National Lawyers Guild and an ex-FCC commis-
sioner to defend "blacklisted" men-
ers.

He also claimed purported left-
ing members attempted to foment a wildcat strike against the net-
works when the guild was on the eve of signing a contract in 1947. He said they obstructed a contract with advertising agencies and ad-\nvertisers because they did not wish to sign an anti-Communist affidavit to secure NLRB certification.

Mr. Kelley, regional representative of the RWG vice president and subsequently on the national coun-
cil until his resignation in 1950, recounted his knowledge of the agitation during negotiations with advertising agencies and adver-
tisers and certification by NLRB.

He also told how a resolution he introduced at a council meeting in 1948 offering the services of RWG members to the government in time of emergency failed for want of a second. A similar resolution he offered in 1950 at the start of the Korean War was tabled by the council majority, he said.

Cites Leadership Acts

Mr. Kelley said the RWG leader-
ship attempted to put the guild on record renouncing its former ties with Radio- Legion and the Brooklyn (N. Y.) Tablet (an anti-Communist Catho-
lie newspaper) and in support of the Communist Party. His threat to cut off the blacklisting of African American (Mississippi negro executed for rape of a white woman). He also said copies of the Stockholm Peace Petition, which has been identified as Communist-inspired, were cir-
culated at meetings.

Large majority of RWG mem-
ers are anti-Communist, Mr. Kel-
ley said, but most meetings are at-
tended by the 50-75 men who seem pro-Communist in sympathies.

Mr. Lyon testified that he had worked for Time Inc.'s Architect-
tural Forum and March of Time and had written scripts broadcast on all networks. He had been employed by the Office of War Information, the Coordinator of American Affairs and the Treas-
ury.

Mr. Lampell testified that he had written and produced many radio shows prior to World War II. Dur-
ging his service in the Army, he said, he produced and directed Air Force radio programs, wrote a special canvata for the Treasury Dept. and another for the Freedom Train tour of the U. S. After the war, he said, he wrote radio scripts and also worked as a screen writer for Warner Bros. and Columbia Pictures. He said he was author of a novel, The Hero, and of a novelette in Argosy.

Both Mr. Lyon and Mr. Lampell were repeatedly asked if they had worked with Norman Corwin, well-
known radio writer.

The RWG statement called the testimony, in the words of the organiza-
tion, "the final and irrefutable series of efforts by a self-admitted minority group to rule or ruin this organization."

"They will fail again because their charges are not true," the RWG answer declined.

RWG claimed the organization had never supported any political party, platform or candidate and "has never aligned itself with or supported any Communist or pro-
Communist organization."

The statement said that the pur-
purse of RWG and of the Authors League of which it is a part is the promotion of the professional and economic interests of its members. It said RWG has 1,200 members.

McCarran's Warning

Sen. McCarran warned in his statement that "those who are re-
sponsible for itself [TV's] development must also accept responsi-
bility for its character and the type of programs it channels into the homes of America."

The Senator's testimony taken by the subcommittee studying Red influence in radio and TV, Sen. Mc-
Carran added:

"We found, strategically placed to take advantage of television's progress, persons who refused to say under oath whether or not they or their parents were members of either the Communist Party or Guild but who were de-
signated in our investigation as either Communists or very active pro-Communists.

"In straight news coverage, such as that of the national political conven-
tions, there is little opportunity for subversive influence to work. How-
ever, the entertainment programs which, after all, provide the bulk of the screen offerings, are very suscepti-
bile in this respect."

The Nevada Senator also said:

"I must point out that the 1,700 to 1,800 men in the Writers Guild who have allowed less than 100 pro-Communists to take over their or-
ganization must share equality in re-
spnsibility for both the subversive activi-
ties of those few whom they permit to use their power and influence in their or-
ganization. Nor can the parent organization, if it is to preserve its charac-
ter and status, be absolved from blame, so long as it allows such a situation to exist."

LABOR RELATIONS

ABC Names Werne Director

DR. BENJAMIN WERNE, adjunct professor of industrial relations at New York U., has been appoint-
ed national director of labor rela-
tions for the newly created post, ABC Vice President Ernest Lee Jahmcke announced today.

Dr. Werne will be responsible for all of ABC's labor relations across the country, with the net-
work's offices in Chicago, Detroit, Los Angeles and San Francisco coordinating labor relations throughout the country. ABC has 74 contracts with radio and TV labor unions. Omer F. Elder, Jr., of the ABC legal department, continues as the company's attorney on labor relations.

Rollins Nominated

JOHN ROLLINS, owner of WFAI Fayetteville, N. C., WJWJ George-
town, Del., and WRAD Radford, Va., has been nominated by the Delmarva Regional Council for office of Lieutenant Governor of the state. Mr. Rollins, in ad-
dition to his radio interests, is head of Rollins Fleet Leasing, a firm specializing in the leasing of ear-
flots to business corporations.

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SWG-ALA HEADS

EXPLORE STRIKE AID STEPS

Steps to assist Screen Writers Guild in its strike against the Alli-
ance of Television Film Producers were explored at a meeting in New York Wednesday between Mary Robinen, head of the, Authors League of America of of-
ficials. The strike in Hollywood, affecting 13 production firms, be-
gan August 11 (B & T, Aug. 11).

ALA announced results of a referendum among ALA members on withholding m a t e r i a l from producers. It disclosed 1,139 mem-
bers approved such action and 62 opposed it. ALA spokes-
nounced, all members must abide by the proposal and violators will be subject to disciplinary action.

At the meeting were Rex Stout, ALA president, and Eric Barnow, secretary. An ALA spokesman said other means of aiding SWG were discussed but could not be revealed.

Two weeks ago ALA, in another move to assist the strikers, sent a letter to advertising agencies serv-
icing s p o n s o r s of ATFP films, warning of "the possible effect that such discrimination (support of the strike) will have upon you and your client."

Other unions in the entertain-
ment industry have not followed the ALA lead, Both the Radio Writers Guild and the Hollywood AFL Film Council refused to support the strike and a new union, Television Writers of America, was formed Aug. 20 (B & T, Aug. 25).

Royalties Main Issue

Main issue of SWG's dispute with ATFP is the union's demand for royalty payments to TV writers.

At first officers of the RWG western region were noncommittal on the union's claim that RWG had no choice but to abide by the will of the majority. An RWG meeting was expected to be called to discuss the order.

Mr. Rollins also stressed the two national efforts among TV writers at a luncheon Thursday in Hollywood.

Attacking efforts to form a new TV writers organization, SWG in an 11-page "white paper," received Monday, asked Radio Writers Guild members and 1,000 RWG members, listed "all the facts in the strike against Alliance of TV Film Producers and the controversy between the two guilds."

In urging RWG members to sup-
port the strike, the SWG "white paper" declared, "Our quarrel is not with you—not with the rank and file of the membership but with some of your leaders, their conduct and the course of action that they have recommended...."
Politico Outlay
(Continued from page 29)

crat National Committee, is serving as advance man, making necessary arrangements for major radio-TV speeches.

John Alexander, producer-director at WKBK (TV) Chicago for four years, has been loaned to Gov. Stevenson at the latter's request for the duration of his Presidential campaign. Mr. Alexander, who will serve as a radio-TV adviser and director, begins his tour with the Governor this week. Services of another staff man were offered to Gen. Eisenhower, but no reply had been received last week.

Pow-wow Tomorrow
Democratic powwow in Spring- field tomorrow (Tuesday) should provide a better weather vane on the party's radio-TV plans. Wilson Wyatt, Gov. Stevenson's personal campaign manager, Stephen Mitchell, national committee chairman, and Mr. Fry will air strategy. The Democrats are expected to spend around $2 million for radio-TV, matching GOP expenditures on timebuying.

The party's Radio-TV Victory Chest has been described as successful thus far, but Mr. Mitchell again has called on party supporters to get in their contributions. The expense of buying TV time is greatly emphasized.

Of course, allied groups will be expected to do their part—such as the Stevenson-Sparkman clubs, Volunteers for Stevenson and others being set up nationally, not to mention help from CIO and AFL, among others.

An example is the New Jersey Democratic organization which last Wednesday sponsored television coverage of Gov. Stevenson's speech on WJZ-TV New York: (6:30 p.m.) and on WJNR Newark—from the state Democratic rally at Ashbury Park, N. J.

Public service time was also afforded to Governor for his American Legion speech Wednesday, with coverage on WNYC New York, as was given to Gen. Eisenhower's last Monday. WMCA carried his talk before the state convention and WJZ-TV his speech to the Liberal Party Thursday.

A similar Democratic rally in Baltimore last Tuesday was carried by CBS-TV, 9:30-10 p.m., and also given radio coverage. It was presented by individuals, but the program was purchased by local Democrats.

Sen. Nixon, meanwhile, has promised to campaign without let-up throughout the U.S. starting in New York Sept. 26. Broadcast speeches have been scheduled for that date in Bangor, Me.; Sept. 3 in Rochester, Me. (reboard- cast); Sept. 4 in Hartford, Conn.; Sept. 7 in Boston. Radio and/or TV dates or networks are being set by Mr. Rogers, Hollywood advertising executive.

NEW OWNERS of KOIN Portland, Ore., comprising Mt. Hood Radio and Television Broadcasting Corp., confer on station plans following approval by FCC of purchase for $700,000 from Marshall Field's KOIN Inc. (B.T., Aug. 18). Officers and stockholders in Mt. Hood include Theodore R. Gamble (seated), chairman of board, and (l to r, standing): Harry H. Kahn, assistant secretary; Harvey S. Benson, director; Edward G. Burke Jr. (rear, dark suit), vice president; Harry H. Buckendahl (front, light suit), vice president; Sherill C. Corwin; Ralph E. Stolkin, vice president; C. E. Phillips, secretary-treasurer; C. Howard Lane, president, and Theodore W. Cook, director. Paul A. O'Bryan, Washington counsel, is at right. Same group, through different firm, also received approval for purchase of Mr. Field's KJR Seattle for $800,000.

CONSUMMATING sale of KJR Seattle Aug. 23 by Marshall Field to Mount Rainier Radio & Television Broadcasting Corp. for $800,000, companion transfer to that of KOIN Portland (see picture above), are these representatives of buyer and seller. Seated is J. Archie Morton, Mount Rainier vice president, who continues as KJR general manager. Standing (l to r): Harry H. Kahn, attorney; Edward G. Burke Jr., Mt. Rainier; Theodore R. Gamble, Mt. Rainier board chairman; W. Byron Lane, Seattle attorney and Mt. Rainier director; Carl J. Waisel, vice president of Field Enterprises Inc., Chicago; Ralph E. Stolkin, Mt. Rainier; Sherill C. Corwin, Mt. Rainier secretary, and C. Howard Lane, Mt. Rainier president. Mr. Kahn represents Stolkin, Burke, Corwin and Gamble. W. Byron Lane continues as local KJR counsel under new owner.

DEMOS TV USE
May Rise to Counter Press
'PRESS opposition' to Gov. Adlai Stevenson and Sen. John Sparkman (D-Ala.), Democratic Presidential and Vice Presidential nominees, may turn their supporters to greater use of television, according to a District of Columbia party official.

Melvin D. Hildreth, Democratic national committeeman for the District, claims 87% of the newspapers, representing "the controlled press," are aligned editorially with Gen. Dwight Eisenhower, GOP Presidential candidate. Sufficient money to "use the expensive medium of television" was offered as the answer "so our candidate can show his superiority."

'McCall's' Awards
JUDGES for the second annual McCall's "Awards to Women in Radio and Television," announced last week, include: Elizabeth E. Marshall, winner of last year's award and vice president of the Central Area of American Women in Radio and Television; Irene Dunne, motion picture and TV actress; Dr. Earl J. McGrath, U. S. Commissioner of Education; Mrs. Oscar A. Ahlgren, president of the General Federation of Women's Clubs.

EDWARD R. MURROW, CBS Radio and Television newscaster, received the annual Arts and Letters Award of Air Force Assn. for 1952 at a banquet in Detroit last Saturday.

NETWORK SHOWS
Chi. Meet Set Sept. 9

CHICAGO residents of radio and television row, long concerned over the future in network affiliations there, plan a mass organizational meeting in the Civic Opera House the night of Sept. 9. Called by the recently organized Chicago-area industry promotion group, Chicago Unlimited, the meeting will bring together all elements in both industries at ABC's Civic Theatre Studio.

Chicago Unlimited was established this year as a non-profit organization to promote Chicago as a broadcast center and exploit its production facilities and talent to network headquarters, agencies and advertisers. The group hopes for help from civic groups, such as Chicago Assn. of Commerce and Industry and the State Street Council. The latter includes merchants of stores on that street.

The original program, overambitious in concept, reportedly has been cut down, with emphasis now on a more generalized public relations campaign. A financial goal of $25,000 was set by organizers to pay an executive director $10,000 yearly, the remainder to maintain his office and costs of production.

By last week, more than $10,000 had been subscribed by individuals and companies, with Wilding Pictures, for example, donating $1,000, and Television Foremost and American Federation of Radio Artists, $500 each.

RADIO TALKATHON
Schmitt Invades Milwaukee

LEONARD SCHMITT, vying for the seat of Sen. Joseph McCarthy (R-Wis.), in the upcoming Wisconsin primaries Sept. 9, last week carried his radio Talkathon campaign into Milwaukee.

Initially, Mr. Schmitt, an attorney, stocked an appleton, using facilities of WHBY, planning other stations. Last Wednesday, at 8 p.m. CST, he undertook a 24-hour marathon on six of Milwaukee's seven radio outlets, talking himself out and setting a new Talkathon record. He also appeared on WTMJ-TV.

So successful was Mr. Schmitt's campaign, which he launched in Madison a fortnight ago (B.T., Aug. 18), that Sen. McCarthy hastily called a strategy meeting among his advisors. Result: The Senator said he would not change his campaign plans.

There were reports, however, that Sen. McCarthy had laid plans for a major radio address on 31 Wisconsin stations. Sept. 3 (Wednesday)—just to play it safe.

MAJOR shipment of electronic tubes by air began used by Airplane, Har- man Co, Boston, distributor, to help dramatize expected fall boom in New England replacement tube sales.

September 1, 1952 • Page 89
LEO BURNETT OPENS CANADIAN OFFICES

LEO BURNETT, Chicago, opens new Canadian office, Leo Burnett Co. of Canada, in Toronto this week. George B. Macgillivray, former executive with Kenyon & Eckhardt Ltd., Toronto, is vice president and manager of new office. A former member of the original world wide team, the firm's founder, Leroy V. Lever Bros. Ltd. Staffers include Stanley J. Ison, service manager and assistant, formerly of K. & E. Toronto; Ernest J. Trottier, production department manager, formerly of McConnell Eastman & Co.; and Ralph Draper, media manager, also from K. & E. First account is Canadian advertising on all Kellogg products. Offices are at 170 Bay St.

RADIO OUTPUT DECLINES DUE TO PLANT HOLIDAYS

PRODUCTION of radio receivers dropped to 441,736 sets in July, when factories closed for two-week vacations, according to monthly figures of Radio & Television Mfrs. Assn. TV production totaled 198,921 sets in July, according to RTMA, whose data cover entire industry.

Radio output was 5% under same month a year ago but TV figure was up 34% over July 1951. Of July radio production, 203,868 were home sets, 81,363 portables, 95,220 auto and 61,295 clock radios. Of home sets, 20,516 had FM tuning, with 3,021 TV sets having FM broadcast tuning.

Production for first seven months of 1952 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television Sets</th>
<th>Home Sets</th>
<th>Total Radio Sets</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jan.</td>
<td>404,935</td>
<td>268,773</td>
<td>673,708</td>
</tr>
<tr>
<td>Feb.</td>
<td>409,337</td>
<td>272,705</td>
<td>682,042</td>
</tr>
<tr>
<td>March</td>
<td>310,541</td>
<td>237,689</td>
<td>548,230</td>
</tr>
<tr>
<td>April</td>
<td>322,876</td>
<td>286,164</td>
<td>609,040</td>
</tr>
<tr>
<td>May</td>
<td>309,373</td>
<td>290,167</td>
<td>600,540</td>
</tr>
<tr>
<td>June</td>
<td>341,152</td>
<td>297,669</td>
<td>638,821</td>
</tr>
<tr>
<td>July</td>
<td>196,721</td>
<td>203,868</td>
<td>400,589</td>
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<tr>
<td>Total</td>
<td>2,317,157</td>
<td>2,034,745</td>
<td>4,351,902</td>
</tr>
</tbody>
</table>

FELLOWS SAYS TV IMPACT WON'T HURT RADIO VALUES

TELEVISION isn't apt to lower value of good radio stations, NARTB President Harold E. Fellows told District 17 broadcasters at Friday luncheon in Portland, Ore. Delegates met with City Club of Portland (early District 17 story page 31).

Speaking on topic, "Television Is Coming to Our City," Mr. Fellows predicted nearly every home in nation will have at least one video signal within few years; that TV rates won't go down but more circulation will be given advertisers; magazines will be affected by TV more than newspapers.

Radio revenues were up last year even in TV markets, according to Mr. Fellows, citing FCC revenue data. He advised caution in investing capital in TV enterprises.

FILE FOR RELAY CHANNELS

APPLICATION for two new northbound television channels from Dallas and New Orleans to permit network origination from those cities—including Cotton Bowl and Sugar Bowl football games Jan. 1, when scheduled completion date—filed with FCC Friday by AT&T. Dallas channel would interconnect with AT&T transcontinental microwave system at Omaha; channels from New Orleans at Jackson, Miss. Facilities will be available for occasional service only.

N. Y.—WASHINGTON RELAY

AT&T has completed outside construction work on radio-relay chain between New York and Washington which early this fall will replace coaxial cable connection between these cities for TV program transmission, telephone company announced over weekend. The 230-mile microwave route, with signals transmitted via 11 relay stations, will serve Philadelphia and Baltimore as well as two terminal cities.

Business Briefly

(Continued from page 8)

sponsorship by Democratic National Committee.

MEMPHIS SPOTS • Lincoln-Mercury, through Kenyon & Eckhardt, N. Y., preparing schedule of radio spot minutes and chain breaks, starting Sept. 29 for four weeks in Memphis district.


DODGE TRADEMARK • Grant Adv., N. Y., for Dodge cars has commissioned Phil Davis Musical Enterprises to originate 60-second musical trademark for new 1950 Dodge.

SERUTAN SPONSORS • Serutan Co., Newark, to sponsor Victor H. Lindlahr program of diet commentary on NBC radio (Mon. through Fri., 8:15-8:30 a.m. EDT) starting Sept. 8. Agency: Franklin Bruck Adv. Corp., N. Y.

BREAK BANK RENEWS • Bristol-Myers Co., N. Y. (Ipana ammoniated-chlorophyll) toothpaste and Sal Hepatica, renew Break the Bank on CBS-TV (Sun. 9:30-10 p.m.). Program is on 27 stations live and on kinescope in 25 other cities. Agency, Doherty, Clifford & Shenfield, N. Y.

TONI RENEWS • Toni Co., Chicago, renew It Happens Every Day ABC radio, effective Tuesday, and moves show into new time periods (Tues. and Thurs., 2:25-4:00 p.m. and 10:35-4:00 p.m. EDT). Agency, Tatham-Laird, Chicago.

CONTRACT FOR BOUTS

CONTRACT by which Cayton Inc., producer of Chelseborough Mfg. Co.'s Greatest Fights of the Century, Friday night, Sept. 25 show on ABC, acquires TV film rights for five years to bouts of International Boxing Club, announced Friday by William D. Cayton, president of agency. Contract is with Sports Films Inc. Quarter-hour fight is to be changed: Instead of films of old fights, it will present films of more recent bouts involving contestants scheduled to fight in near future.

PEOPLE...


PATRIC RASTALL shifts at ABC Chicago from network sales service manager to network A.M. sales manager. He is replaced by Edward B. scissors, vice president, who will work with Henry Schaefer, formerly of WENN-TV ABC sales.


DEWITT COPP and WENDELL S. GIBBS, writer and producer-director, respectively, who have joined Kudner Agency, N. Y., copy staff and are assigned to Republican National Committee.

ROBERT G. CRIAR, radio and television producer with Kenyon & Eckhardt Inc., N. Y., and previously with Maxon Inc., N. Y., as associate producer, to WINS New York as program director.


J. ARTHUR WEST, independent television film writer and consultant, to Wilbur Street Productions, N. Y., entertainment and commercial film producers, as director of client relations.

TV APPLICATIONS AMENDED

NO new TV station applications were filed at FCC Friday (see TV APPLICATIONS, page 60), but two applicants amended their already- amended applications and two existing stations want to make changes in power and antenna height, respectively. Following are amended applications and applications sought:

WANE Fort Wayne, Ind. (modification of application). UHF Ch. 69, ERP 99.1 kw visual, 49.5 kw audio; above average terrain 466 ft., above ground 484 ft. Estimated construction cost $397,800, first year operating cost $195,840, revenue $252,000. Application, see TV APPLICATIONS, B.T., July 28.

WFLK Wilkes-Barre, Pa. (modification of application). UHF Ch. 34, ERP 260 kw visual; antenna height above average terrain 1,012 ft., above ground 263 ft. Estimated construction cost $397,500, first year operating cost $235,000, revenue $250,000. For earlier applications, see TV APPLICATIONS, B.T., May 5, April 21.

Change in Existing Stations

WIZ-TV New York, VHF Ch. 7, ERP 110 kw visual, 85 kw audio; antenna height above average terrain 1,378 ft., above ground 1,465 ft. Estimated cost of new transmitter and installation $250,000. (Change from ERP 150 kw, antenna height 1,465 ft.)

WTRV-Norfolk, Va., VHF Ch. 3, ERP 100 kw visual, 50 kw audio; antenna height above average terrain 795 ft., above ground 800 ft. Estimated cost of new tower about $300,000. (Change from antenna height above average terrain 800 ft., above ground 800 ft.)

Indicates pre-thaw application which was re-filed.

THOMAS TO GET OUT VOTE


BROADCASTING • Tel e c a s t i n g
Salesmaker to the Central South

This past winter the Soltice Division of the Chattanooga Medicine Company used WSM's Grand Ole Opry and the extraordinary selling ability of the Grand Ole Opry stars as the basis for a two state test campaign.

The result — super-success! This fall the Chattanooga Medicine Company plans to extend this history making sales formula into the entire Central South area.
More of everything you want—and need—in a camera chain . . . greater versatility, dependability and finer performance—the Du Mont Universal Camera Chain.

The Du Mont Camera Chain is designed for triple duty and is equally qualified for use in the field, studio, or for film pickup. This is the proven equipment, now finer than ever.

For the full story write for your copy of the new Du Mont Camera booklet. Learn how you can utilize this equipment in doing more work, in cutting maintenance costs, in reducing obsolescence to the minimum and in effecting a drastic saving on spare parts. Read about the revolutionary new Du Mont development—a film pickup. Find out how you can get triple-duty from the Du Mont Camera Chain.

write for your copy today . . .

DU MONT
TELEVISION TRANSMITTER DIVISION
ALLEN B. DU MONT LABORATORIES, INC.
Clifton, N. J.

DEPT. UTVV