In three weeks, the 1952-53 boxing season starts on New York's Number 1 sports station, WOR-TV. Boxing on channel 9 packs a sales wallop, delivering...

* the largest local sports audiences
* action-packed bouts, promoted by Joe McKenna and the Monahan Brothers

WOR-TV, channel 9, blow-by-blow and color by Stan Lomax and Dick Nesbitt

mass selling at one of the lowest costs-per-thousand on New York TV

serving more than 3,000,000 TV homes in the world's biggest market
Back in 1935...when Oshkosh B'Gosh, Inc., started advertising on WLS...their product consisted chiefly of overalls and their annual sales volume was quoted in six figures.

In 1952...after seventeen consecutive years of WLS advertising...Oshkosh B'Gosh products include more than thirty classes of work clothing such as jeans, matched shirts and pants, coveralls, coats, caps, etc., in addition to overalls...the floor space of their plant has been increased nearly fifty per cent, and the efficiency more than doubled...and their sales volume amounts to millions of dollars annually.

We don't claim that WLS did it all...but the very fact that Oshkosh B'Gosh, Inc., has advertised consistently on WLS for seventeen consecutive years, is convincing evidence of the part WLS has played in this progress.

WLS can get comparable results for you. See your John Blair man...or contact us...today.

CLEAR CHANNEL Home of the NATIONAL Barn Dance
890 Kilocycles, 50,000 Watts, ABC Network Represented by John Blair & Company
WSAR
Fall River-New Bedford
5000 Watts • ABC Affiliated

1 Delivers the Most Coverage
Four stations are in the combined market. WSAR is the only 5,000 watt station. All others are 250 watts or less.

2 Delivers the Highest Ratings
WSAR is the only station of the four which delivers large audiences in each city of the combined market.

3 Delivers Lowest Cost Per M Listeners
Factual proof that you pay less and get more listeners on WSAR than any other Fall River-New Bedford Station.

For Full Information About WSAR in the 49 Largest U.S. Market Contact Headley-Reed Company.

Represented Nationally by Headley-Reed Company
Fourteen-year-old Cynthia Mae Snyder of York, Pennsylvania, recently discovered just how important a name can be. In a contest to choose a new name for York's County Home, Cynthia won a fifty-dollar prize. Her prize-winning suggestion: "Pleasant Acres."

A sign bearing the new name was contributed to the County Home by Mrs. Lowell Landis, also of York.

When Cynthia appeared at the York County Court House to receive her prize from York County Commissioners Jennings B. Hartman, Walter L. Trout, and E. J. Fitzgerald, a WGAL-TV cameraman recorded the occasion for the television audience. WGAL-TV consistently demonstrates the thoroughness of its varied news coverage by bringing its viewers newsworthy happenings of interest to the area.

What's in a name?

Represented by

ROBERT MEEKER ASSOCIATES
New York  Chicago  San Francisco  Los Angeles
THOUGHT BEING given in official quarters to eventual sharing of presently reserved non-commercial educational channels, following pattern of early days of radio. Channels could be split, it's felt, so that commercial licensees could use half-time with balance licensed for non-commercial educational. But this is as far as possible some months hence—after opportunity has been given for picking up of educational reservations.

FIRST exhaustive analysis of radio management and rate practices soon to start under NARTB auspices, with professional management firm retained for field work. Identity of selected stations not to be divulged.

WHEN WILL FCC give green light to licensed TV stations to use maximum permissible powers? There's strong sentiment to lift lid by Nov. 1, permitting stations on VHF Channels 2-6 to go to maximum 100 kw ERP and on Channels 7-13 to 316 kw. In UHF, maximum authorized ERP is one megawatt (1 million watts) but there is no immediate prospect of generating that energy. In its temporary processing procedure, FCC said it will issue announcement on power boost policy "at earliest practicable date."

THAT 14% cut in network compensation that stations will take under NBC's new plan (story page 23), according to insiders, was not set purely in effort to go CBS Radio one better. CBS Radio's cut to affiliates, while put at 15% actually nets down to about 13.9% when next February's daytime rate rise for present advertisers becomes effective, NBC slide-rulers figured. So NBC rounded its figure to straight 14%.

KENYON & ECKHARDT, New York, understood to be about to get new account effective Oct. 1 with billing of somewhere between three and six million.

REVERE Copper & Brass may turn to alternating week sponsorship of NBC-TV Meet the Press when present contract expires. There's concern in some company quarters over show's cost. Gross time charges were $772,890 for 52 telecasts last year and $523,575 for first half of 1952—before discounts—according to PIB data.

LOOK for FCC to take wraps off Conelrad, permanent broadcast alert system, in next fortnight. Both Defense Dept. and National Security Resources Board have approved it. When announced, FCC will prescribe rules and regulations and take other action to remove plugging from present interim phase. Federal Civil Defense Admin. is reading Conelrad program format for use by stations.

HERE'S GOP prescription for radio-TV advertising program of Eisenhower-Nixon campaign: lots of time on NBC radio-TV; some on CBS Radio and Television; directionalized (Continued on page 6)

PETRILLO BANS VOICE RECORDINGS

JAMES PETRILLO, president of American Federation of Musicians, Thursday took his long- awaited step on cracking down on disc jockey programs by band leaders on programs. He served notice on booking agents licensed by Federation that all members and band leaders are barred from recording their voices on personal appearance transcriptions. Mr. Petrillo said voices of leaders on disc jockey programs create illusion they are in studio and taking part in broadcast and added that only disc jockey, and not live musician, benefits financially by practice.

REGISTER-VOTE GROUPS GET GOVERNORS' AID

CHAIRMEN of NARTB state Register & Vote Committees obtaining cooperation of governors in all states in campaign to get citizens to take part in November election, according to John F. Patt, WGAR Cleveland, national NARTB chairman.

Special registration week, Sept. 16-23, designated by Gov. Theodore McKeldin, of Maryland, for that state. John E. Surrick, WFBF Baltimore, is state chairman. California has just completed similar week, set aside by Gov. Earl Warren. Lloyd E. Yoder, KNBC San Francisco, is state chairman.

NEW SALES, RENEWALS AMOUNT OF $4,160,000

TWO NEW SALES and six renewals amounting to $4,160,000 in gross billings for NBC radio were announced Friday by John K. Herbert, NBC sales vice president.


Renewals: De Soto Motor Corp., Detroit, You Bet Your Life, Wednesday, 9:30-10 p.m. EST, starting Oct. 1, through BBDO, New York; R. J. Reynolds Tobacco Co., Grand Ole Opry, Saturday 7-9 p.m. EST, through Williams Esty Co.; Liggett & Myers Tobacco Co., New York, Dragnet, Sunday, 9:30-10 p.m. EDT, effective Sept. 14, through Cunningham & Walsh, New York; Anson of American Railroads, Washington, The Railroad Hour, Monday, 7-8:30 p.m. EST, starting Sept. 29, through Bowl and Bowles, New York; Gulf Oil Co., Pittsburgh, Countersday, Sunday, 5:30-6:00 p.m. EST, effective Oct. 5 through Young & Rubicam, New York, and Faultless Starch Co., Kansas City, Faultless Starch Time, Sunday 11-11:15 a.m. EST, beginning Oct. 5 through Bruce Brewer & Co., Kansas City.

RCA DIVIDEND

RCA announces dividend of 97 1/2 cents per share on outstanding shares of $3.50 cumulative first preferred stock for period from July 1 to Sept. 30, 1952, payable to holders of record at close of business on Sept. 15.

BUSINESS BRIEFLY

DUZ SPOTS • Procter & Gamble Co. (Du) through Compton Adv., N. Y., buying daytime minute announcements in South and Southeast radio markets starting Oct. 1.

NESTLE BUYING • Nestle Co., White Plains, N. Y. (Nescafe), buying radio spots in three states, starting Sept. 8, to run through end of year. Sherman & Marquette, N. Y., is agency.

BEST IN WISCONSIN • Best Foods, N. Y., buying radio spot campaign in Wisconsin only, starting Sept. 8 for 13 weeks to promote its mayonnaise. Benton & Bowles, N. Y., is agency.


OAKITE PLACING • Oakite Products, New York, through its agency Calkins & Holden, Carlock, McLintock & Smith, same city, placing radio spots on women's participation shows, starting end of September for 13 weeks in few selected markets.

COLUMBIA RECORDS • Fall advertising of Columbia Records will include radio plus series in magazines, designed to familiarize potential customers with top Columbia artists.

(Continued on page 85)

NATIONAL BROADCASTING

OFFICIAL FILMS CONTRACT

OFFICIAL FILMS Inc. announced Thursday signing of $10 million contract involving three filmed television programs and one radio program. Shows include: My Hero, starring Robert Cummings, to be sponsored by Dunhill cigarettes over NBC-TV (also radio version over NBC); Terry and the Pirates, Canada Dry Ginger Ale on spot network and Four Star Playhouse, Singer Sewing Machine Co., CBS-TV.

for more AT DEADLINE turn page

September 8, 1952 • Page 5
NAR TB GROUP TO STUDY ALL-MEMBER INSURANCE

NEW committee to investigate plans for joint NBC-will cover are the same. The new channel to allow NBC to operate independently of the networks.

WGN GIVES EQUAL TIME

NOT only has WGN Chicago given time to Wisconsin attorney Leonard F. Schmitt to reply to Col. Robert R. McCormick's endorsement of Sen. Joseph R. McCarthy in Aug. 23 talk (see page 20), but it has also set aside five minutes for Edward J. Finan, another contender for Wisconsin GOP senatorial nomination. Expected also to ask for time to reply are following Democrats who oppose Republicans endorsed by Oak. McCormick in same Aug. 23 talk: W. Stuart Symington, running against Sen. James P. Kem (Mo.); Michael V. DiSalle, opposing Sen. John W. Bricker (Ohio); Rep. Henry M. Jackson, opposing Sen. Harry P. Cain (Wash.); Gov. Henry F. Schricker, running against Sen. William E. Jenner (Ind.). All are to ask for time under revised FCC Mayflower ruling that broadcaster may editorialize but must also give opposite point of view. It is very clear that the network is interested in this question of equal time. The FCC has already ruled that a newspaper has the right to present its views on a controversial subject, and it is expected that the court will follow the FCC's lead.

WESTINGHOUSE PETITION

WESTINGHOUSE Radio Stations Inc., applicant for VHF Channel 8 at Portland, Ore., where it operates KEX, petitioned FCC Friday to enforce its petition to reconsider issues in competitive hearing on that channel to allow comparative consideration of various areas which Grade A and B contours of respective applicants' stations will cover. Both type of technical service that will be rendered by respective applicants within such contours, assuming areas to be covered are substantially identical.

FCC DENIES ACLU PLEA

REQUEST for revocation of FCC's renewal of licenses of ABC, CBS, NBC stations and WPIX (TV) New York by American Civil Liberties Union was denied by Commission Friday. ACLU asked for clarification of renewal action last June [B*T, June 16] and for rehearing on its original petition charging use of black-list by networks and station [B*T, April 14]. Commission said nothing in new petition justified change in its grant of license renewals. Commission still has not acted on call for investigation on use of black-list by networks and stations.

IN THIS ISSUE

NBC will adopt new radio discount plan to ABC's CBS Radio reduced price, if it can get enough acceptance from stations, which must take a straight 14% cut in revenue from network. Target date is Sept. 29. Page 28.

NIELSEN Coverage Service Survey finds that America is nearing saturation by radio. There are sets in 98% of the nation's homes. Page 25.

FORD Foundation grants $5 million to finance educational television. Part of it is earmarked to help build non-commercial stations, with between $100,000 and $150,000 of Ford money taken for each. Page 30.

IN a special article, a practicing telecaster gives future TV operators some tips on managing stations in markets of medium size. Page 38.

TALL TV towers are here to stay despite feared menace to aircraft. The working committee of representatives of government, air interests and broadcasters has concluded that tall towers are necessary. Committee recommends only slight changes in present specifications on painting and lighting. Page 52.

RCA argues to quash provisions of federal grand jury subpoena that is considered preliminary to anti-trust investigation in electronics industry. Page 28.

ONE-FOURTH of the TV audience in Iowa is annoyed by TV commercials. Most objections are aimed at tobacco and beer commercials. Page 25.


SIX more TV stations (all UHF) granted. Total grants since thaw: 49. Page 65.

SUMMARIES of TV grants and applications for the week begin on Page 66.

Upcoming

Sept. 8: BAB Sales Clinic, Cincinnati.
Sept. 8-9: NARTB District 16 meeting, Del Coronado Hotel, Coronado Beach, Calif.
Sept. 10: BAB Sales Clinic, Louisville.
Sept. 11-13: Western Assn. of Broadcasters annual meeting, Bonf Springs Hotel, Bonf, Alta.

OTHER UPCOMINGS, page 36.

Closed Circuit

(Continued from page 5)

use of ABC-NBC-MBS radio outlets, utilization of regional networks; flood of local spot, KASTOR, FARRELL, CHELŠY & CLIFFORD, N. Y., will be appointed agency for Vitamin Corp of America (Rybutol). Account was resigned by Duane Jones, New York, last month. VCA will sponsor quarter hour sports roundtable immediately preceding and following each World Series game broadcast on Mutual.

DEGREE of interest in FCC action on ABC-United Paramount merger being manifested in deluge of inquiries at FCC from members of Congress in behalf of broadcaster-constituents. Almost invariably, it's learned, inquiries are prompted by stations affiliated with ABC, which bemoan plight of ABC in lining up fall business because of merger pendency.

EVIDENTLY bent upon balancing its books on radio vs. TV, Fortune will run next month feature length article on WNEW New York as phenomenon among radio independents. Following by nine months piece it did on WTMJ-TV, showing rather fabulous figures, WNEW piece will reveal that station grosses in neighborhood of $3,000,000 with net of $900,000 before taxes. Another national magazine also doing profile on WNEW, probably to run in October too.

WITH Paul Dobin's resignation as chief of Broadcast Bureau's Rules and Standards Division (see story on page 66), there's speculation on successor. Believed in line is Arthur Scheiner, assistant chief, who back-stopped Dobin in getting out complex and voluminous "Sixth Report and Order" setting up TV allocations and rules. Scheiner is 1940 graduate of Columbia U. Law School, joined FCC after five years in Army.

JUST ABOUT busiest operation in Washington these days is Motion Picture Assn. of America, preparing case for theater TV, scheduled to get under way before FCC on Oct. 20 after half-dozen postponements. Heading up show is Edward George, MPAA's TV specialist and former communications expert of Senate.

IN CASE you wondered how long it takes non-commercial educational applicant to get its CP after filing . . . U. of Houston and Houston Independent School District, which jointly filed for VHF Ch. 8, had their application accepted for filing on Aug. 15. They got their CP on Aug. 20.

TEMPORARIES ISSUED

FCC announced late Friday that special temporary authorization has been granted WKRK-TV Cincinnati and WSAZ-TV Huntington to operate on new channels allocated when Commission adopted Sixth Report and Order [B*T, April 14]. WKRK-TV moved from Channel 11 to Channel 12, keeps present ERP of 24.5 kw visual, 12.3 kw aural with antenna 610 ft. above average terrain. WSAZ-TV, originally on Channel 3, but now on Channel 3, granted STA which specifies ERP of 84 kw visual in maximum direction and 16.8 kw visual in minimum direction, WSB-TV Atlanta, which has been on CP since 1948, was granted license for its Channel 2 operation with ERP of 50 kw visual.

for more at DEADLINE see page 98
Latest Hoopers show it again (or look at any for the past 5 years). KRNT (CBS Radio) delivers the BIG audience day and night in Des Moines. Morning—KRNT, 42.9% (that's 101.4% greater than No. 2 station). Afternoon—KRNT, 45.5% (that's 96.9% greater than No. 2 station). Evening—KRNT, 33.8% (that's 39.7% greater than No. 2 station). Proof again—KRNT is the BIG-time buy. You're right when you buy that very highly Hooperated, sales results premeditated, CBS affiliated, station in Des Moines.

Katz represents the Register and Tribune station.
“Indianapolis is proud of WIBC and its unmatched record of public service to the people of Indiana”

WIBC has won the praise of many prominent Hoosiers like Mayor Clark for its frequent contributions to the community. Hoosiers appreciate WIBC’s leading coverage of news, educational, religious, and farm affairs, and its marked emphasis on public forums. Other efforts such as the WIBC Civil Defense Manual, published recently in cooperation with national and local authorities, have also received widespread commendation.

Thousands of letters every week testify that WIBC’s civic-mindedness has helped build up the state’s largest following of loyal and regular listeners.

Page 8 • September 8, 1952
When an Indian brave got sick, the medicine man used a fancy buffalo-horn headdress to scare out the evil spirit.

Today, your physician uses insulin, cortisone, epinephrine and other "wonder drugs" that are considerably more effective, but come from the same source—meat animals.

This, and other examples in the cartoon above, shows that our first citizens depended on meat animals in many ways—just as we do today.

But there's a big, important difference (aside from modern efficiency and the fact that today's packers have to pay for their raw materials). The Indian tribe had to follow its meat supply from one hunting ground to another.

Now, more than 4,000 meat packing companies, serving as assembly points for livestock and distribution centers for meat, allow us to stay put, and let the meat come to us.

Meat packers not only provide meat where we want it—how we want it—when we want it, but they do so at the lowest service cost of almost any food.
Some Spots are Better Than

For the best spot, at the right time, at the
... but there is no need to guess where they are.

Agencies and advertisers are getting the habit of coming to NBC Spot Sales first for the last word on radio and television spot advertising problems.

When you want up-to-the-minute research information, market data, copy clearance rulings, and TV film and slide specifications — call NBC Spot Sales. And even if you're not a client — don't hesitate, pick up your phone and get the NBC Spot Sales service habit.

right place

NBC SPOT SALES
30 Rockefeller Plaza, New York 20, N. Y.
Chicago Cleveland Washington San Francisco
Los Angeles Denver Charlotte* Atlanta*

*Bomar Lowrance Associates

representing
RADIO STATIONS:

<table>
<thead>
<tr>
<th>Call Letter</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMAQ</td>
<td>Chicago</td>
</tr>
<tr>
<td>KNBC</td>
<td>San Francisco</td>
</tr>
<tr>
<td>WTAM</td>
<td>Cleveland</td>
</tr>
<tr>
<td>KOA</td>
<td>Denver</td>
</tr>
<tr>
<td>WRC</td>
<td>Washington</td>
</tr>
<tr>
<td>WNBC</td>
<td>New York</td>
</tr>
</tbody>
</table>

representing
TELEVISION STATIONS:

<table>
<thead>
<tr>
<th>Call Letter</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>WNBQ</td>
<td>Chicago</td>
</tr>
<tr>
<td>KNBH</td>
<td>Los Angeles</td>
</tr>
<tr>
<td>WPTE</td>
<td>Philadelphia</td>
</tr>
<tr>
<td>WBZ-TV</td>
<td>Boston</td>
</tr>
<tr>
<td>WNEK</td>
<td>Cleveland</td>
</tr>
<tr>
<td>WNBW</td>
<td>Washington</td>
</tr>
<tr>
<td>WNBK</td>
<td>Cleveland</td>
</tr>
<tr>
<td>WNBW</td>
<td>Washington</td>
</tr>
<tr>
<td>WRGB</td>
<td>Schenectady-Albany-Troy</td>
</tr>
<tr>
<td>WNBQ</td>
<td>New York</td>
</tr>
</tbody>
</table>

September 8, 1952
READY FOR MERCHANDISING
WITH A CAPITAL "M"

Recognizing the vital importance of merchandising, and its relationship to sales, "SPEEDY" has rolled up its sleeves for action. WSPD's newly augmented Merchandising Department, with its eye on every cash register in Toledo and close contact with retail and jobber outlets will become an integral part of every local sales organization. For 32 years this Pioneer Station has reached the consumer and created buyer's desire—now we are reaching out as a working partner to the point of sale. From shelf to cash register—Northwestern Ohio's leading sales station is ready to Merchandise your product with a capital "M"—to "RING UP" more sales than ever before.

WSPD
AM-TV
Storer Broadcasting Company

Represented Nationally by KATZ

GEORGE J. ZACHERY, Geyer, Newell & Ganger, N. Y., and FRANCIS C. BARTON, vice president at Federal Adv., to Lennen & Mitchell, N. Y., as head of radio-TV production and business manager, respectively.

ANTHONY LaSALA, production and traffic staff, Geyer, Newell & Ganger, elected vice president and assistant to general manager.


PETER J. SMITH, WDTV (TV) Pittsburgh program director, to Fuller & Smith & Ross, N. Y., as assistant production supervisor in charge of daytime radio and TV.

NORMAN AND IRVING PINCUS, package producers of Ellery Queen, Mr. J. Magination and Authors League Theatre, came to radio and television with roots planted firmly in the legitimate theatre. For a generation their family owned and operated the celebrated Longacre, Imperial and Alvin Theatres in New York.

Norman's first job after graduating from Columbia U. was managing the Alvin where, under his management, the theatre became known as the House of Hits. He was responsible for booking such classics as "Music in the Air," "I'd Rather Be Right," "Anything Goes," "Something for the Boys," and "Lady in the Dark."

Irving began his career as Howard Lindsay's assistant in "Anything Goes." He became stage manager of "Red Hot and Blue," and then with brother Norman produced his first play, "The Good," by Chester Erskine. With Joshua Logan, he co-authored the Rogers-and-Hart musical, "Higher and Higher," which later became a Frank Sinatra screen vehicle. He also was co-author, with Frank Gabrielson, of "The More the Merrier," which was directed by Otto Preminger and produced by the Pincus brothers. This later was made into a movie starring Jean Arthur and Joel McCrea.

The Army interrupted Irving's career in 1942. He spent three years in the Air Corps.

In 1945, after the war, he returned to civilian life and a job as general manager for Billy Rose's "Seven Lively Arts." He also started to write for radio. He was co-author of "Father, Dear Father," an original story which was sold to the Ford radio hour and

(Continued on page 42)
PHIL GRANT, advertising manager, Blue Moon Foods, N. Y., to copy staff, VanSant, Dugdale & Co., Baltimore.

WILLIAM F. BELLMAN, formerly announcer and producer of Canadian Bestg. Corp., Vancouver, to James Lovick Co., Ltd., that city, as manager of radio department.

DOUGLAS R. YOUNG has acquired sole interest in Taggart & Young Adv., L. A., following retirement from ad agency field of EARL L. TAGGART. Name will remain the same.


JACK CONWAY, program department of Canadian Bestg. Corp., Toronto, to William Gent Co., Ltd., Toronto as radio and television director.

ROBERT F. ERTELL returns from service with Army to join Casler, Hempstead & Hanford, Chicago.

ROBERT L. KORNHAUSER, Corday & Gross Co., Cleveland, to Lang, Fisher & Stashower, same city, as account executive.

FREDERIC A. KUMMER, chief copy and plans director, VanSant, Dugdale & Co., Baltimore, to Ross Roy Inc., Detroit as advertising copy supervisor.

JOHN C. STROUSE, Kenyon & Eckhardt, N. Y., to Cunningham & Walsh Inc., that city.


MARVIN S. REESE, new products editor, Tooling & Production magazine, Cleveland, to copy staff, Fred Wittner Adv., same city.

LAWRENCE F. CROWLEY, copywriter, Henri, Hurst & McDonald, Chicago, to Russel M. Seeds, same city.

JOSEPH BAUDINO (l), vice president-general manager, Westinghouse Radio stations, and W. C. Swartley (r), station manager, WBZ-AM-TV Boston and WBZA Springfield, present Harold Randol (2nd from l), WBZA chief engineer, with a 30-year service pin, and C. S. Young (3d from l), assistant to the station manager, with a 35-year service pin at a luncheon in their honor at Boston's Algonquin Club.

TO MOVE A PRODUCT AT LOW COST

Clockwise Women Only

MORT NUSBAUM

This master radio persuader provides the urge to buy and makes sales zoom. His low cost per thousand listener impression sales boosts have made business grow for sponsors on CLOCKWISE and FOR WOMEN ONLY.

Cinderella Weekend

ROSS WELLER

Offer of a free weekend in New York City and real entertainment lured 40,000 to attend this audience participation quiz show last year. Conversion of his audience to buyers and boosters of the products he sells comes natural to Ross Weller.

>/< Ask us about WHAM's high Pulse, low cost per thousand coverage of the rich 16-county primary market where most of the people listen 99.3% of the time to WHAM.

The STROMBERG-CARLSON Station

Rochester, N.Y.

Basic NBC - 50,000 watts
clear channel - 1180 kc

GEORGE P. HOLLINGBERY COMPANY, National Representative

September 8, 1952
new business

Spot


BOHEMIAN DISTRIBUTING Co., L. A. (Bulldog beer), started test spot announcement campaign on KENO KLAS KORK and KRAM Las Vegas for three weeks from Aug. 22. Agency: Foote, Cone & Belding Inc., L. A.

S. C. JOHNSON & Son Ltd., Brantford (floor wax), has started twice daily spot announcement campaign for five weeks on 45 Canadian stations. Agency: Needham, Louis & Brorby of Canada Ltd., Toronto.

MARLENES Ltd., Toronto (Nil-O-Nal hair shampoos), has started quarter-hour weekly programs on 60 Canadian stations. Agency: O'Neil, Larson & McMahon, Toronto.

Network

ARTONE COLOR Corp., N. Y. (Fabricolor), to sponsor segments of ABC radio's Top of the World and Postmark USA effective second week in September. This marks firm's first use of radio. Business is placed direct.

CHEMICALS Inc., Oakland (Vano liquid starch & Vano cleaner), starts five minutes of Bob Garred's newscast, Mon. through Fri., 7:30-7:45 a.m., PDT, and Chet Huntley's new analyses, Mon. through Fri., 5:30-5:45 p.m., PDT, on 36 ABC Western radio stations, for 13 weeks from today (Monday). Agency: Sidney Garfield & Assoc., S. F.


COLGATE-PALMOLIVE-PEET Co., N. Y. (Colgate Chorophyll toothpaste, Colgate brushless lather shave cream, Veto spray & cream deodorant), starts Mr. and Mrs. North, filmed by Federal Television Corp., on CBS-TV, Fri., 10-10:30 p.m. EST for 39 weeks from Oct. 3. Agency: Sherman & Marquette Inc., that city.

Agency Appointments

GENERAL MILLS, Minneapolis, names N. W. Ayer & Son, Phil., to handle institutional advertising.

HALICRAFTERS CANADA Ltd., Toronto, appoints E. W. Reynolds Ltd., Toronto.

Adpeople

HENRY C. BOTSFORD, assistant advertising manager of Buick Motor Div., General Motors Corp., named supervisor of advertising department of sales section of General Motors, succeeding DOLPH H. ODELL retired.

JACK WATSON, account executive, Phil D. McHugh Co., L. A., to American Concrete Reinforced Pipe Co., Southgate, as advertising manager.

SHIRLEY McWILLIAMS, sales division, Rose Marie Reid Inc., L. A. (women's bathing suits), promoted to sales promotion manager. PAUL HABERFELD, head of design department, Jantzen Knitting Mills Portland, to Reid firm as executive assistant to the president.
hooper says it...

Nationally accepted HOOPER Rating service says WBOK is the No. 1 Independent.

o'connor proves it...

O'Connor, well known survey organization, proved that WBOK, New Orleans, is the No. 1 Independent.

WBOX IS FIRST AMONG ALL INDEPENDENTS

Not only first in Audience ... but first in national advertising ... first in local advertising. WBOK has consistently been tops for advertisers for results ... tops for listeners in the money saving, valuefull offers on the station.

RATINGS OR RESULTS
WBOK HAS BOTH.

Ask the distributors, ask the food jobbers, ask the local retailer ... all will answer together that WBOK gets more sales ... more results at lower costs.

SUCCESS STORY #1. The largest furniture store in the city says, "I get more results per dollar invested from WBOK than any other media I use."

SUCCESS STORY #2. A large automobile dealer says, "I sold 10 new Studebaker Cars in 5 days.... This amazing result has never been equalled for advertising dollars invested."

SUCCESS STORY #3. A national food account says, "Your cooperation and merchandising program is the best that we have received anywhere on the promotion of this product."

SUCCESS STORY #4. A national drug account says, "We have surveyed this market and have found that more Negro listeners prefer WBOK than any other station in this area."

WBOX DIAL 800

Farjoe and Company, Representatives
TWO GREAT RADIO STATIONS

In The Midwest’s

AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of JOHN BLAIR & COMPANY, INC. as exclusive national representatives for its owned radio stations, WENR, Chicago, and WXYZ, Detroit, effective immediately.

The personality station of Detroit, WXYZ features top-grade local programming with established stars, well-known to the local audience, and the best in musical entertainment and service. To the audience, this formula means smooth and pleasant listening, reflected in WXYZ’s outstanding audience position. To the advertiser, it means sales, with a responsive audience and the implied personal endorsement of well-known local talent.

ABC’s Chicago Flagship, WENR’s 50,000 watts on clear-channel 890 kc. spreads its powerful voice over a four-state area with a potential audience of nearly 5,000,000 radio families. WENR, along with WLS which shares this same frequency, taps this vast sales potential with established local programming geared for a mass audience.
Two Greatest Markets

AMERICAN BROADCASTING COMPANY is pleased to announce the appointment of Blair-TV, Inc., as exclusive national representatives, for its owned television stations, WENR-TV, Chicago, and WXYZ-TV, Detroit, effective immediately.

One of America's pioneer television stations, an originator of the "Chicago School" of television programming, WENR-TV provides a fund of programming know-how and experience almost unmatched by any other television station. The result for advertisers—audience attraction and sales power which means that merchandise moves—and fast.

Detroit's "prestige" station, WXYZ-TV has, through top management and the best in technical facilities, provided Detroit with one of the country's outstanding television operations. And advertisers find that "prestige" pays off in an outstanding sales record.

BLAIR-TV, Inc... with offices in...

NEW YORK   DETROIT   DALLAS   LOS ANGELES
CHICAGO   ST. LOUIS   JACKSONVILLE   SAN FRANCISCO
HERE'S ARCHER!

WRC's Gene Archer, to be exact. With the individual music of the Cliff Quartette, plus Gene's own brilliant baritone style, "Here's Archer" is the only radio program in Washington regularly featuring live music.

Participation in this choice time period (1:45-2:15 PM, Monday through Friday) promises business in Washington. An impressive list of current national spots, including Cuneo, Sunbeam Bread, Johnson & Johnson, Maxwell House amply supports Gene's selling story.

Audience loyalty of "Here's Archer" offers an immediate association with a "Name Performer" in the Nation's Capital, for Gene is known about town not only as a radio artist but as a featured star in theatres and supper clubs.

There's a lot of SELL in a $22.50 participation on "Here's Archer" . . . contact the WRC Sales Department or NBC Spot Sales for the few remaining availabilities.

IN THE NATION'S CAPITAL YOUR BEST BUY IS

FIRST in WASHINGTON

WRC

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

---

**strictly business**

SIMPlicity, the key to good broadcast selling, is the most difficult approach to achieve, and also the most effective. Complexity just adds problems. This is a bit of the broadcast philosophy espoused by William Raleigh Wyatt, 30-year-old vice president in charge of the midwest division for Forjoe & Co., station representative firm.

Mr. Wyatt, who was reared in an advertising household and is now doing "exactly what I've always wanted to," stresses the creative side of radio sales, "which is more than merely selling time." Facts are primary, but the business is loaded with issues which cannot be resolved to blacks and whites. He believes the grays are preponderant, and include knowing what people like, how to hit them with...

(Continued on page 57)

---

**feature of the week**

GROUPED around Mr. Seigel as he signs the long-term contract are (1 to r) Messrs. Slater, Hoffer and Edwards, and Ruby Grenier, Skydel's advertising director.

THANKS to WICC Bridgeport, Con., another name has been added to the growing list of department stores which have learned of radio's worth through experience.

Skydel's in Bridgeport had a knotty problem it felt newspapers could not solve. The store had a "Big Fella Shop," which caters to extra-large sizes. Problem was how to increase traffic in this department, which had reached saturation in Bridgeport. Customers from neighboring communities were sought.

Ben Seigel, vice president at Skydel's, brought the problem to WICC. Manning Slates, WICC vice president in charge of sales, was contacted to suggest a solution. Mr. Slater conferred with Stan Edwards, WICC account executive, and Jay Hoffer, WICC sales promotion director.

Specially-tailored dramatic two-

(Continued on page 56)

---

Mr. Wyatt . . . Simplicity is the key

...in St. Louis your road to sales is KWK

...go the KWK way if you want the direct route to radio advertising results.

That Low-Low cost per thousand makes KWK THE radio buy in St. Louis.

Globe-Democrat Tower Bldg.
Saint Louis

---

BROADCASTING • Telecasting
To sell Coffee to inland Californians (and western Nevadans).

To sell Coffee to inland Californians (and western Nevadans).

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

THE MOST LISTENERS More audience than the eleven other leading local stations needed to cover inland California and western Nevada.

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners.

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

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative
Affiliated with Inland California's 3 Leading Papers
THE SACRAMENTO BEE • THE MODESTO BEE • THE FRESNO BEE

KFBK Sacramento (ABC) 50,000 watts 1530 kc.
KOH Kern (NBC) 5000 watts, day; 1000 watts, night 630 kc.
KERN Bakersfield (CBS) 1000 watts 1410 kc.
KKG Stockton (ABC) 250 watts 1230 kc.
KMG Fresno (NBC) 5000 watts 580 kc.

A million people listen to the Beeline every day

BROADCASTING • Telecasting

September 8, 1952 • Page 19
Posies

EDITOR:

Many thanks for the... article [Strictly Business, B•T, July 14] which has brought me many interesting letters from friends and strangers alike...

I find your publication very informative as well as newsy...

John W. Haley
Advertising Manager
Narragansett Brewing Co.
Providence, R. I.

EDITOR:

... I think I should mention the day-to-day mileage we get from the magazine each week in the office. For our money it's one of the best news sources around, and I assure you we all give it more than a cursory reading...

Roger W. Clipp
General Manager
WFIL Philadelphia

EDITOR:

I don't know who writes your editorials, but I, as a former newspaperman, want to hand a few orchids, roses and other beautiful bouquets of flowers to them for their very clear, clean-cut and timely editorials that appear from time to time. Of course, the magazine as a whole is good...

N. L. Royster
Commercial Manager
WGBR-AM-FM
Goldsboro, N. C.

EDITOR:

... All of us guys in this business have known for a long time that you fellows do a remarkable job...

Gene L. Cagle
President
Texas State Network
Fort Worth

Erie Story, Part II

EDITOR:

I never like to say that I have been misquoted, especially when your publication was good enough to write an article about the effective merchandising undertaken by our three operations in Erie, Pa.—the Erie Dispatch, television station WICU and radio station WIKK.

In view of the "squawks" of my newspaper competitor which appeared in your "Open Mike" columns [B•T, Aug. 25], I believe it would be only fair to suggest that in one or two respects your good reporter did misinterpret certain matters. He misstated the year in which I purchased the Erie Dispatch by two years.

Between 1945 and 1947, under my ownership, we did increase the circulation on the Sunday issue by over 10,000 and on the daily by over 5,000 copies. Verification of these figures can be obtained from the Audit Bureau of Circulation.

I would like to correct one other statement which might be misinterpreted by your readers. We do not have a joint rate card for the three media in Erie, Pa. But we are glad to sell time and/or space on any one of our operations to any person, including our competitors.

I deeply appreciate the attention you have given our effort to publicize the merchandising assistance rendered by the Erie Dispatch, TV station WICU and radio station WIKK.

Edward Lamb
President, Edward Lamb Enterprises Inc.
New York

Roundups & Cleanups

EDITOR:

Perhaps some of the readers might be interested in our cure for "summer listening." Rodeos via radio is our answer.

We've just finished promotion and broadcast of two rodeos, the last being our own Elks' Rodeo, and this is the third year we've promoted and aired it—the largest opening day as well as total attendance they've ever had with over-all increase of around 30% attendance.

The other rodeo is the one at Burwell, "Nebraska's Big Rodeo," with similar results, though this was the first year it has been aired as far as we know. They liked the way we've been doing the Elks' Rodeo so wanted theirs broadcast too. They, too, had their largest opening day and their fourth day they had to put the spectators on the grass.

Can't help but feel "we did it" since we note rodeos in other parts of the state are having a hard time making it pay.

We use announcers who have themselves been rodeo contestants and are broke, from our staff...

Bud Crawford
President
KCNKL Broken Bow, Neb.
10 customers for every penny! Transit radio delivers buying listeners at less than $1 per thousand!

You know exactly what you get when you buy TRANSIT RADIO — America’s booming new advertising medium. TRANSIT RADIO delivers your advertising message to a paid circulation audience—by actual fare count—at less than $1 per thousand! In addition, you get a bonus of thousands of home listeners to WWDC-FM! Get the unique story of TRANSIT RADIO from your Forjoe man.

<table>
<thead>
<tr>
<th>Transit Radio also available on these other good stations:</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXOK - FM — St. Louis</td>
</tr>
<tr>
<td>KCMO - FM — Kansas City</td>
</tr>
<tr>
<td>WKRC - FM — Cincinnati</td>
</tr>
<tr>
<td>WTOA — Trenton</td>
</tr>
<tr>
<td>WBUZ — Bradbury Heights, Md.</td>
</tr>
<tr>
<td>WGTR - FM — Worcester</td>
</tr>
<tr>
<td>WKJF — Pittsburgh</td>
</tr>
<tr>
<td>KCBO - FM — Des Moines</td>
</tr>
<tr>
<td>KTNT — Tacoma</td>
</tr>
</tbody>
</table>

WASHINGTON, D.C.

and all other Transit Radio stations represented by Forjoe & Co.
Like lemon goes with iced tea

That's how fast, profitable results go with W-I-T-H in Baltimore. And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any other station in town.

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

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

By RUFUS CRATER

NBC revealed last week its plan to regain competitive standing alongside CBS Radio's adjusted rate-and-discount structure [B&T, Sept. 1, Aug. 18, 25], and appeared assured of its acceptance after two days of conferences on it with affiliates.

Tabbed to become effective Sept. 29, coincident with the ending of daylight saving time, the NBC radio plan's overall result will be closely comparable to CBS Radio's, with one major deviation that shows NBC not only is following its rival's lead in adjusting time charges but is "going after" the rival competitively.

Principal features of the plan are:

- A cut of about 22 to 30% in evening time depending on type and volume of the purchase, and costs, to be achieved—as in the case of CBS Radio's "average" 25% reduction—via revised discounts.
- Daytime rates to be raised 11.11% in order to restore, as CBS Radio did, the 10% rate cut of July 1951. Through revised discounts, however, the actual cost to advertisers will be kept to an average 4% increase for morning time (compared to 5.5% for Monday through Friday day periods in the case of CBS Radio) and will be unchanged for afternoon time.
- In the only basic departure from the effect of CBS Radio's plan, NBC is expanding its "contiguous rate" system in an effort to attract the purchase of day and evening time in combination.

The new discount structure for evening time, with gross rates unchanged, calls for the following:

1. A 10% annual rebate for 52 consecutive weeks of broadcasting (formerly it was 121/2%).
2. Weekly dollar volume discounts ranging from 32% to 42% (formerly they were 5% on weekly gross billings between $7,200 and $16,200).
3. An overall annual dollar volume discount of 47.76% in lieu of annual rebate and weekly discounts. Accounts amounting to an annual minimum of $1 million to $1.3 million will be eligible for this choice, it was estimated. In the past the discount has amounted to 22 1/2% and eligibility has started at $1,000,000 gross annual billings.

NBC officials, explaining the plan, said the 45% maximum weekly dollar volume discounts would go only to advertisers buying at least $50,000 worth of time per week. To get the additional 10% annual rebate, making a total of 52% off, they also would have to be on the air 52 consecutive weeks.

The new daytime rates—affording current advertisers the customary six months' protection—will be 11.11% higher at present and will be subject to the following schedule of discounts:

(1) Annual rebate of 10% for 52 consecutive weeks of broadcasting.
(2) Weekly dollar volume discounts ranging from 5 to 27.5%.

These discounts are adjusted down—

(Continued on page 24)

MTESSES CBS Radio

ERAN discussion of the plan by which NBC expects to get competitive with CBS Radio's new system of rates and discounts here holds the attention of (L to r) Sheldon Hickox, station relations director; Charles R. Denny, vice president, and Frank White, vice president and general manager.

TWO members of the three-man committee designated to translate the NBC rate and discounts plan from legalistic to simple terms, for distribution to affiliates via letter, are Richard Mason (L), of WPTF Raleigh, and Harold Essex, WSJS Winston-Salem. Third committee member was Robert Swasey, WDSU New Orleans.

September 8, 1952 - Page 23
Buckling Down to Business

BROADCASTERS can now buckle down to business.

The NBC revised radio rate structure is now "official." It meets the competition of CBS's rate-and-discount realignment of last month. What is important is that it does not go appreciably beyond.

Other networks will conform as a matter of prudent business. And the slight-of-hand, off-rate-card dealings should terminate for good. The rate-card should no longer be the first offer, but rather the first and last.

There were no surface recriminations at the Chicago NBC sessions. Affiliates and network alike were confronted with the cold realities. They were met head-on. There was no looking back at what might have been if radio had sold itself for what it's worth.

And there was the recognition that the network, essential and desirable as it is, no longer constitutes the major sources of revenue for the station. National spot and local are the major bread-winners, not only for the affiliates, but for the network owned-and-operated outlets too.

The realignments are not without their compensations. The unofficial and unannounced buyers' strike against the networks wasn't distracted wholly against station-network rates. It was the cost of talent that had opened the Pandora's Box. Today top talent is available at rates that approach sanity. Performers know that they won't be bought if they aren't heard. More and more of the better ones are being heard these days via recordings. They are being sold through spot, rather than networks.

Both networks and affiliates are wiser after the rate nightmares of the past two years. Both know that radio is underpriced. And they know it has been under-sold at the network level—because of the greater emphasis placed upon television. It is significant that of the four major radio networks, only Mutual has shown increases in over-all billings. It is the only network which isn't selling TV out of the same shop.

With the hoped-for stabilization of network rates there are two logical sequels. One is the project of Ted Storrs, of KOWH Omaha, to guarantee station rate cards. This has been picked up avidly at the current NARTB district meetings. And no time should be lost in getting it off the ground.

The second is harder selling and better programming in all facets of radio. The Zivas and the Worlds and the Langworths, as well as independent producers, have made prodigious strides. Broadcast Advertising Bureau is under way with its campaign to reach buyers of advertising everywhere.

These past events prove that the advertisers have been smart buyers smarter than the sellers. The bartering and bickering will end when the buyer knows that his competitor isn't getting it for less. The time to sell that truism is now.
THAT every U. S. home is a radio home is fast becoming the literal truth. Figures released last week by A. C. Nielsen & Co., based on the nationwide Nielsen Coverage Service Survey made during the spring, reveal that the country now contains 43,970,000 radio homes, 98% of all homes in the nation.

The new figure represents an increase of nearly two million radio homes over the 43,970,000 total reported by the 1950 census, when radio saturation stood at 98.6% of all homes in the land.

Nine individual states, as shown in the recent state-by-state list, approach the absolute saturation point, with percentages of 99 or greater. Iowa leads all other states with 99.5%. Five other midwestern farm states—Kansas, Nebraska, South Dakota, Wisconsin and Minnesota—are also among the nine 99-plussers, as well as Idaho, Maine and Oregon.

As a whole, the southern states show the largest increase in radio home saturation since 1950, with Mississippi up 9 percentage points, Louisiana an astonishing 8 and Texas and South Carolina almost 10 points ahead of 1950. The Nielsen report points out that these increases may stem from both the increased prosperity throughout the South and from the new rural electrification in the region during the two-year period.

The radio home figures and the county figures soon to be available are the first result of what

**AGENCY MERGER**

**G&G, Bothwell Plan**

Geyer, Newell & Ganger and W. Earl Bothwell Inc. have joined forces and will operate under the name of Geyer, Newell & Ganger.

B. B. Geyer will continue as president and Alden H. Kenyon, president and treasurer of Bothwell, will serve as chairman of the executive committee of G&G.

Geyer, Newell & Ganger, which recently lost two lucrative accounts, Embassy cigarettes and Conoco (B+E, Aug. 29), still has an approximate $18 million dollars worth of billing, with Nash-Kelvinator its largest user of radio.


Officers of Geyer, Newell & Ganger have been moving in the past two years. Early in 1950, Robert M. Freytag joined the firm, and John H. Geyer, partner, resigned to join P. Lorillard Co. as executive vice president.

H. W. Newell, another partner, left the agency in May of this year to join the Milan Radio Co., with which name will be changed to Lennen & Newell, effective Oct. 1. Latter agency handles P. Lorillard Co. B. B. Geyer, president, has stayed with G&G.

---

**THE NIELSEN ORGANIZATION BELIEVES that the most comprehensive single research job ever undertaken by a private organization. The Nielsen Coverage Service surveyed 100,000 representative homes throughout the country, using a probability area sampling technique.**

---

**THREE-FOURTHS of Iowa TV homes still spend 58.5% of total daily listening time tuned to radio, the Whan study went into the reaction of televiewers when they see commercial announcements.**

"Does any of the advertising on television annoy or irritate you?" Iowa TV homes were asked. The 25.5% who found annoyance or irritation in some TV advertising mentioned cigarette advertising as the top of the list (17.5%). Almost as many (17.4%) mentioned the amount of TV advertising, with 14.5% citing beer at other alcoholic beverage advertising. At that point the criticism fell off sharply with 8% mentioning "all or most of the advertising", 7.1% repetition, 6.7% interruption of programs; 4.7% "too long"; 2.7% soap advertising.

**Listening Choices**

Go into program types preferred by radio listeners, the Whan study shows a falling popularity of news broadcasts for both men and women, compared to the peak of 1951 when newscasts were at a high point. Featured comedians are holding their own, with sports broadcasts drawing more listener attention. Popular music, on the other hand, is off for the year, particularly in the case of male listeners. Audiences to program types were barely holding their own but market reports are up slightly in viewers have no objection to video commercial announcements, according to the "1952 Iowa Radio-Television Audience Survey" conducted for WHO Des Moines by Dr. Forest L. Whan. Second half of the survey of first half, B+E, Aug. 25.

With Iowans in TV homes still spending 58.5% of total daily listening time tuned to radio, the Whan study went into the reaction of televiewers when they see commercial announcements.

**"Does any of the advertising on television annoy or irritate you?" Iowa TV homes were asked. The 25.5% who found annoyance or irritation in some TV advertising mentioned cigarette advertising as the top of the list (17.5%). Almost as many (17.4%) mentioned the amount of TV advertising, with 14.5% citing beer at other alcoholic beverage advertising. At that point the criticism fell off sharply with 8% mentioning "all or most of the advertising", 7.1% repetition, 6.7% interruption of programs; 4.7% "too long"; 2.7% soap advertising.**

**Listening Choices**

Go into program types preferred by radio listeners, the Whan study shows a falling popularity of news broadcasts for both men and women, compared to the peak of 1951 when newscasts were at a high point. Featured comedians are holding their own, with sports broadcasts drawing more listener attention. Popular music, on the other hand, is off for the year, particularly in the case of male listeners. Audiences to program types were barely holding their own but market reports are up slightly in

---

**Honor Pittsburghers**

SYDNEY EIGES, NBC vice president in charge of press relations, and Walter Fra-mer, program producer, will be among the speakers today (Monday) at a dinner in Webster Hall, Pittsburgh, honoring Pitts-burgers who succeeded in broadcasting, Dinner, given in connection with the Television & Radio Exposition opening in Pittsburgh the next day, will feature the Kukla & Ollie troupe as entertainers and the group will also appear twice daily at the exposition.

---

**RADIO PITCH**

Re-embazoned by Founders

RADIO has never been stronger and will remain so, NARB Presi-dent Harold E. Fellows told mem-bers of the San Francisco Ad Club and NARTB District 16, meeting jointly Thursday at a luncheon in San Francisco.

The NARTB president said that although "newspapers will always prosper because they provide a permanent record" and "television ... because it provides demonstration—sight with sound—radio will always prosper because it gives greater saturation than all other media—because it is more intimate—because it is more flexible—because it is personal selling."

"And remember, too—that in the history of the world, no mass medium that has captured the imagination at such an interest the people has ever failed as an industry," he said.

---

**Nielsen Reports**

Cites TV Ad Acceptance

---

**September 8, 1952 • Page 25**
ABC APPOINTS Blair Firms, Petry to Represent

**APPOINTMENT of John Blair & Co., Blair-TV Inc. and Edward Petry & Co. to represent ABC owned and operated radio and TV stations was formally announced today (Monday) [B*E, Sept. 1].**

Slocum Chapin, vice president in charge of ABC's five owned TV stations, and Ted Oberfelder, director of the network's five owned radio stations, jointly announced the appointment.

All of the network's broadcasting properties are involved save its AM radio station, KECA, Los Angeles. Arrangements for representation of that station have not been completed.

Termed the most extensive spot representation agreement in broadcasting history, the deal is said to involve billings of some $8 million in annual sales which will be commissionable to the two station representative firms. Although not announced until today, the agreement became effective Sept. 1. Blair and Petry salesmen have been informing agency timebuyers of the advantages and availabilities of ABC owned stations for a week.

As anticipated [CLOSED CIRCUIT, Sept. 1], the Petry organization was given representation of WJZ and WJZ-TV New York, KGO and KGO-TV San Francisco and KECA-TV Los Angeles. John Blair & Co. got WENR Chicago and WXYZ Detroit, with Blair also representing WENR-TV and WXYZ-TV.

The outside station representatives will handle sales for the stations assigned them nationally except for the city in which each station is located. In these home cities

---

**DUNHILL OPENS Radio-TV Campaign in East**

PHILIP MORRIS & Co., New York, will sponsor a saturation radio and television campaign using spot and continuous programs to promote Dunhill King Size cigarettes in the key eastern markets this week. Company is also dickering for a TV network show.

Approximately 1,109 spots will be used for one week only—Sept. 9-15—in New York City on six television stations and five radio stations. In addition, Dunhill has bought spots and five- and ten-minute shows on a 52-week basis in seven markets: New York, Boston, Providence, New Haven, Baltimore, Washington and Philadelphia.

The new Dunhill King Size, successfully promoted in midwestern and West Coast markets, will be billed the same as regular-size brands.

Dunhill also is currently negotiating through its agency, Blau Co., New York, for sponsorship of the Robert Cummings comedy program on NBC-TV, Saturday, 7:30-8:00 p.m. [CLOSED CIRCUIT, Aug. 18].

---

**AGREEMENT for national spot representation for ABC O&O radio and TV stations is signed by principals. L to r, seated, Ted Oberfelder, director of ABC's owned radio stations; standing, Edward Petry, president of Edward Petry Co., and John Blair, chairman of John Blair & Co. and Blair-TV Inc.**

---

**ABC NAMES DIAZ National Program Head**

**APPOINTMENT of Ray Diaz as national program director for ABC radio, succeeding Leonard Reeg, who has resigned, was announced Wednesday by Charles T. Ayres, ABC radio vice president.**

Mr. Reeg, who was vice president in charge of ABC radio programs, has joined the John Gibbs agency as vice president and will establish a Hollywood branch for the firm.

Mr. Diaz joined ABC radio as supervisor of announcers at the time of its separation from NBC in 1942. He previously was night announcing supervisor for NBC, which he joined in 1930. In July 1956, Mr. Diaz was appointed national program director for ABC radio and program director of WJZ New York.

---

**DRIVE UNDERWAY In BAB Promotion of Radio**

BROADCAST Advertising Bureau today (Monday) launched its unprecedented paid-space campaign to promote radio as an advertising medium through 20,000 full-page advertisements in leading newspapers and business papers.

The first advertisement, captioned "Radio-TV Chicago Is Now Being Sold a Food Freezer," stresses the 1952 radio audience, the tremendous growth in extra sets and the low-cost coverage provided by radio advertising.


To back up the advertisements, BAB member stations will be running the same ads over their own signatures in newspapers throughout the country. Simultaneously, the stations will be conducting direct mail campaigns based on the same copy.

**Hausman Heads Committee**

The paid-space campaign was developed by a special subcommittee of BAB's advertising committee, headed by Louis Hausman, administrative vice president of CBS Radio. Committee members are:

Donald W. Thornburgh, president of WCAU Philadelphia and head of BAB's promotion committee; William B. McGrath, managing director of WHDH Boston; Robert A. Schmid, vice president of MBS; Winfield Leighton, president of WSNY-Schenectady, N. Y.; H. Preston Peters, president of Free & Peters; and William B. Ryan, BAB president.

McCann-Erickson, New York, created the extensive campaign, working directly with the committee.
NO VITAL changes in FCC or CAA handling of tall TV towers are proposed in the final report of the joint working group which studied the question. This followed the aviator's and broadcasting representatives' belief that there would be many 1,500 and 2,000-ft. TV towers throughout the country [B&T, April 28].

The report, which was released to the public today, was submitted to FCC Comr. Edward M. Webster and CAA Deputy Administrator F. B. Lee last week. They are studying the recommendations to see what should be done next. It is believed that another general meeting, such as held last April, may be proposed to officially "adopt" the report.

Any "official" action will have to be taken by the FCC and the CAA, it was emphasized.

Recommendations of the working group, which was composed of representatives of the FCC, CAA, broadcasting-television and aviation industry and military services, were:

(1) Existing procedures for special aeronautical studies of proposed antenna sites (FCC Public Notice 89-1472, Dec. 22, 1950) remain as is.

(2) Encouragement for the idea of TV tower "farms" or their location atop existing tall buildings or in well-defined landmarks.

(3) Recognition that tall towers are basic in the FCC's TV allocation plan.

(4) Establishment of lighting and painting specifications for towers up to and above 1,500 ft. above ground. This extends and revises Part XVII of the FCC's rules.

(5) Establishment of criteria regarding minimum en route altitudes for planes flying on airways which have TV towers above 500 ft. close by. This would require action by the CAA.

Present FCC requirements for lighting and painting antenna towers cover only those up to 600 ft. above ground. Towers above that height have lighting and painting recommended by regional air-space subcommittees which are authorized to approve or disapprove sites and locations. Airspace subcommittees comprise representatives of the CAA, military services, airlines pilots' associations, and others.

The recommended specifications regarding lighting and painting codify existing provisions already in effect in the various regions. In some respects they are more stringent; in others, less so.

New, however, are details for marking and lighting guy wires. The recommendations call for the placing of orange colored balls, lighted at night at intervals along the guy wires.

Excerpts from data gathered by the working group, which was under the co-chairmanship of the FCC's Herman Richards and the CAA's D. Thomas, follow:

(1) As of Aug. 1, among 700 applicants for stations for TV on VHF channel 3, a station application was received for a tower higher than 1,500 ft. above ground. It is for 1,350 ft.

(2) A 2,000-ft. tower would need 50 to 100 acres as a base to accommodate guy wires. A 1,200-ft. tower would need 60 acres; 1,000-ft. tower 30 acres, etc., the report states. A 500-ft. tower would cost between $1 and $1.5 million.

(3) Since Jan. 1, 1952, regional air-space subcommittees have received a little more than 400 requests for approval of antenna towers above 400 ft. Most were approved, of which 57 were rejected or reduced in height and another 57 required a revision upward in operation height. The applications were either withdrawn, or are pending or were informal inquiries. There were no denials.

(4) A Coast & Geodetic Survey is developing a special symbol to indicate the presence of TV towers on charts.

(5) Installation of a radio warning device on towers—which would alert planes if they came near—was under study, but technical and economic limitations made it difficult to set a date for testing early in the year.

(6) Planes using VHF omnidirectional ranges (VOR) will be flight-controlled and will not be permitted to fly at will.

Ethyl Names Agency

ETHYL Corp.'s Chemical Div., New York, has named H. B. Humphrey, Alley & Richards Inc., New York, to handle its advertising. H. O. Nedler, vice president of the agency, will supervise the account.

CBS RADIO PROMOTION

Louis Hausman, administrative vice president of CBS Radio, in his keynote address, stated that a peak in advertising sales and ratings in TV homes revealed not only that it has increased but that video families, like the rest of the population, listen to the top network radio and TV programs, and according to the Nielsen ratings, that is because they are pre-arranged to prefer TV. To show this, he told the audience at the convention meeting that the Nielsen ratings give the network a feeling of being close to the people. This, he stated, is solid proof that listeners are increasing their use of radio and are continuing to listen to network shows. The survey, he said, is the first step on the part of CBS to see what is happening to radio listeners. He also said that it is a step on the part of CBS to see what is happening to radio listeners.

John Karol, CBS Radio vice president in charge of network promotion (Continued on page 44).
RCA SUBPOENA

ORAL ARGUMENT was presented before Judge Edward Weinfield in the U. S. District Court, Southern District of New York, Thursday on a motion by RCA to quash or modify the consent decrees in the case of a grand jury subpoena that is considered the initial step into an investigation of possible anti-trust violations in the radio and television manufacturing industry [B*T, March 8].

After hearing argument by opposing counsel, Judge Weinfield granted a request by John Cahill of Cahill, Gordon, Zachry & Reindel, attorneys for RCA, for 20 days, time to reply to the Government's stand in opposition to the motion.

Cahill's Argument

Mr. Cahill based his argument for dismissing or modifying the subpoena on two main points: (1) it is inoperative insofar as it "covers matters already disposed of by the consent decrees of 1932 affecting the patent rights and activities of RCA" and (2) it is "so broad, sweeping, vague and indefinite that compliance herewith would be unreasonable and oppressive."

Referring to the consent decrees entered in to by RCA and the government in 1932, Mr. Cahill contended that these decrees were still binding today. He emphasized that RCA, seeking a final determination of the anti-trust issues raised at that time, consented to the decrees, as did the government.

He further argues that "the jurisdiction of the U. S. District Court (in this case, in Delaware) which enters a consent decree is exclusive and any action by a grand jury is merely another form of conduct in contempt of the decree of the court."

To buttress his position, Mr. Cahill cited an opinion of Justice in 1942 to reiterate the issues of RCA patents and licenses. At that time, Mr. Cahill said, the court (again in Delaware) held that RCA was entitled to set the consent decrees up as "a bar to any attempt by the government to reiterate the issues raised in the suit."

Cahill also asserted that the patent and license paragraphs of the subpoena served upon RCA could be "quashed solely on the ground that the volume of material thereby culled for—when added to the remaining paragraphs of the subpoena—is unconditionally broad in scope and incapable of submission within any reasonable time."

He insisted that these paragraphs would "unnecessarily impose this burdensome and prejudicial task of compliance upon RCA."

In opposing the motion, Malcolm A. Hoffmann, special assistant to the Attorney General, Anti-Trust Div. of the Dept. of Justice, ad

vanced two main arguments: RCA's contention that the 1932 consent decree operates as a bar to a grand jury investigation has never been held or intimated by the courts; and RCA compliance with the subpoena would not be "unreasonable, oppressive, unconstitutional or improper upon other legal ground."

In this connection, Mr. Hoffmann cited compliance with the subpoena by 15 other electronics manufacturing firms.

Mr. Hoffmann argued that the consent decrees principally required the General Electric Co. and Westinghouse to "divest themselves of stock and other interests in RCA and rendered non-exclusive certain exclusive patent cross-licensing agreements among the defendants. He claimed the decree did not purport to "legitimize RCA's patent licensing system in the radio and television industry."

Mr. Hoffmann contended that circumstances have changed radically from 1932, and the radio-televisi

on industry, as its exists today, is far different from the days of the consent decree. He declared that a modification of prior decrees is indicated by many complaints lodged with the Anti-Trust Div. and, he asserted, it was this situation that brought on the present investigation.

Mr. Hoffmann minimized the applicability of the 1932 consent decrees by his argument that none of the patents under which RCA presently grants licenses could have been in existence in 1932, since a patent is for 17 years.

"We understand the RCA contention to be that the effect of the old consent decree is to bar the grand jury in 1952 or at any date, until the end of time, from inquiring into RCA's patent and licensing policies," Mr. Hoffmann declared. He labelled this contention "frivolous" since it would have serious effect upon enforcement of anti-trust laws if it were supported by the court.

Mr. Hoffmann defended the subpoena as a "reasonable" document, claiming that RCA could comply with it, noting that 16 other companies had complied and had taken the opportunity of consulting with the Dept. of Justice on interpreta

tion. He claimed that compliance

with the subpoena was specified as within a reasonable period of time and it did not qualify with "particularity the subjects to which the documents called for relate."

Replying to RCA's contention that the volume of material sought would work a "staggering burden," Mr. Hoffmann said the volume is "in no way a measure of the reasonableness of the subpoena."

CAMPAIGNING

moved from stump to Fireside

SHORTS

Actual attendance at political rallies throughout the nation is no longer an accurate gauge of American voters' sentiments—in fact, such rallies may pass, along with nominating conventions, into the limbo of political history.

That was the consensus of veteran campaign observers last week, as the post-Labor Day drives of the Democrats and Republicans got into full swing, with fresh evidence of a new batch of networks and station time purchases [B*T, Sept. 1]. At the same time, TV's "bogeyman" role as an attendance-killer, which chronically plagued sports magnates and promoters as well as motion picture film producers and exhibitors, emerged in sharper focus on the political horizon.

As TV's prowess has haunted sports entrepreneurs in recent years, so inevitably its implications descended on the politicos for the first time as an aftermath of the Chicago nominating conventions that stimulated the televising audiences of the nation last July.

The two protagonists in this new political development were the two major candidates—Gov. Adlai Stevenson and Gen. Dwight D. Eisen

hower. As a sidelight, Gov. Stevenson and President Truman were

Mobile Television

ADVERTISING strategy takes the spotlight here as agency heads confer with GOP Presidential nominee Dwight D. Eisenhower. Talking over media plans are (1 to r): J. H. S. Ellis, president of Kudner Agency Inc.; Gen. Eisenhower, and Ben Duffy, president of BBDO. The two agencies aredevoting all their press work to the Eisenhower-Nixon campaign, working with the Republican National Committee [B*T, Sept. 1]. Scene was the Commodore Hotel, New York, the General's temporary headquarters.

Special Simulcast

SIMULCASTING with a new twist was reported last week by Harold Hough of WBAP-

AM-TV Fort Worth, who felt it may herald a new pattern in combination use of radio and TV. A local county po-
litical candidate, wishing to reach his electorate by all broadcast media, lined up a simulcast which used WBAP-

TV but not WBAP. WBAP's radio operation, a 50 kw outlet, reacted farther—and cost more—than the candi-

date wanted to pay. So he chose WBAP-TV and a lower-
powered radio operation—5 kw KFJZ Fort Worth—to tell the story simultaneously by radio and television to his voters.
Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes the announce-
ment was made at about 7:30 or 40. Since we have no news paper in Wesley, and the county papers would be published too late Thurs., so your service was perfect, covering Wesley—and burial at Metz—beyond Colfax.

The relatives and friends of the family are scattered—residing near Metz—Grinnell—Laure— and up here at Whittemore—Pt. Dodge—and Emmetsburg. Our church was well filled at 9:15 and more than 100 people from near Metz attended. The WHO service is greatly appreciated.

Sincerely,

(R.S.V.) J. A. RIGGS
Wesley, Iowa

Dear Mr. Loyet:

May I take this opportunity to thank you most sincerely for the interest taken by your station in giving news and broad-
cast time to the annual Hawkeye Boys State held at Camp Dodge. I want es-
specially to thank you for working in the important officers of Hawkeye Boys State on the regular Governor’s Hour program on Saturday, June 9th.

We have received several favorable comments on the program in addition to those expressed by Governor Beardsley, himself.

We have appreciated the hearty co-
operation of Radio Station WHO in the past and are grateful for the time which has been allotted for American Legion programs and activities.

Sincerely yours,

A. F. FABER
Director of Public Relations
Iowa Department
The American Legion
Des Moines 9, Iowa

Dear Mr. Woods:

On behalf of all our patients and
Special Services, may I extend sincere
thanks and appreciation for making pos-
sible the Barn Dance Frolic. It was a
very excellent program and one that all
patients enjoyed.

We appreciate the thoughtfulness and
interest of WHO on behalf of the hos-

tialized veterans. The cooperative and
unselfish attitude of the individual par-
ticipants created a warm feeling as well as
an excellent performance. Please extend
our thanks to all.

Very sincerely yours,

L. E. HUHN
Chief, Special Services
Veterans Administration Center
Des Moines, Iowa

Dear Mr. Shelley:

Just a little note of very sincere ap-
preciation to you and the WHO news
staff for being so kind in broadcasting
the announcement of the cancellation of the Simpson College Choir Concert at Hoyt Sherman Place last night.

This willingness on the part of your staff
to render such service is a very gracious
act and I want you to know that there is
one man over here who appreciates it.

Very sincerely yours,

EDWIN EDGAR VOIGT
Simpson College
President
Indianola, Iowa

Dear Sirs:

One of the finest things your station
has done in a long time was to broadcast
the concert by the Iowa Bandmasters
Band. The music was fine and it was a
thrill to hear them. With the large num-
ber of high school students interested in
band music there is a large listening audi-
ce. The Cities Service Band is making a
date in the habits of the Ameri-

can listening audience. Thank you very
much for these two concerts.

Sincerely,

CALVIN D. LOWELL
CWO 34th Inf Div Band
Iowa NG
Fairfield, Iowa

Dear Mr. Loyet:

As chairman of the Holy Week Noon-
day Services sponsored by the Ministerial
Association of Des Moines I want to
thank you for the assistance you gave us
in placing the facilities of your radio sta-
tion at our disposal. We sincerely ap-
preciate this cooperation in making pos-
sible one of the finest seasons we have
had.

Sincerely yours,

MARVIN O. SANSBURY
University Christian Church
Des Moines 11, Iowa

Dear Mr. Loyet:

Just a line to thank you and Herb
Plambeck for the wonderful time a group
of friends from my World War II outfit
had as guests of WHO Saturday.

Saturday was the first time in six
years we fellows and our wives have had
a chance to meet as a group. It was
through Herb’s efforts that the meeting
was such a huge success. We all enjoyed
every minute of it and want you to know
that you have gained several more staunch supporters for your fine station.

Sincerely yours,

WILLIAM A. BUCHHOLZ
Des Moines 7, Iowa

Few professional advertising men, we suppose, have ever written a personal letter to a radio station. Therefore it may be difficult for you to realize why WHO gets mailbags of personal letters—to understand the feelings of friendship and inter-dependence that exist between WHO and its listeners. . . .

Read these few typical letters, and we believe you’ll get some new ideas of what WHO means in Iowa Plus—what WHO can mean to advertisers, too. . . .

WHO

for Iowa PLUS+

Col. B. J. Palmer, President
P. A. Loyet, Resident Manager
FREE & PETERS, INC., National Representatives
American Corn announces the immediate appointment of EDWARD PETRY as exclusive national representatives for NEW YORK, CHICAGO, ST. LOUIS, SAN.
<table>
<thead>
<tr>
<th>City</th>
<th>Station</th>
<th>City</th>
<th>Station</th>
</tr>
</thead>
<tbody>
<tr>
<td>LOS ANGELES</td>
<td>WJZ</td>
<td>DETROIT</td>
<td>WJZ-TV</td>
</tr>
<tr>
<td>FRANCISCO</td>
<td>KGO</td>
<td>DALLAS</td>
<td>KGO-TV</td>
</tr>
</tbody>
</table>

Broadcasting Company, Inc.

September 8, 1952 Page 31
ATTENDING "WDSU Night at Pontchartrain Beach" are (1 to r) William Ellwell, prog. dir., WDSU New Orleans; Gay Batson, WDSU chief announcer; Edgar B. Stern Jr., pres., WDSU Broadcasting Corp., and Harry Baff, gen. mgr., Pontchartrain Beach.


ROBERT J. McANDREWS (II), com. mgr., KBIG Avalon, and radio-TV coordinator Adv. Assn. of the West, presents annual AAW "best spot commercials" award for cities of over 100,000" to A. E. DeYoung, pres.-gen. mgr., KERO Bakersfield.

DISCUSSING The Fred Waring Show, aired on KLZ Denver, are (1 to r): Dave Glisman, KLZ local star of show; Hugh B. Terry, KLZ pres.-gen. mgr.; Mr. Waring, Jack McMurray, pres., McMurray Mfg. Co., program's sponsor.

JOHN STEELMAN (I), acting dir., Office of Defense Mobilization, and Adrian Murphy, pres., CBS Radio, hold scroll presented by ODM to WCBS New York for weekly series, Defense Is Your Business.

MEDICAL VALUES

RISE of television offers an invitation to re-examine all media as well as to see how the visual medium may affect radio, Everett Zeigler, account representative for J. Walter Thompson Co., San Francisco, told the NARTB District 15 meeting Friday.

Concluding a two-day session at the Mark Hopkins Hotel, San Francisco, district delegates took part in a TV clinic conducted by Campbell Arnoux, WTAH-TV Norfolk, Va., a member of the NARTB TV Board (see summary of Mr. Arnoux's talk page 78).

Mr. Zeigler said the agency offers perspective to the advertising business. "Radio was the first to personalize the advertising message with the persuasive voice of the 'live' salesman right in the home," Mr. Zeigler said. "Now TV's great contribution is that it brings both the salesman and the products right into the home.

"Up to now the job of clinching the sale through product demonstration has of necessity fallen largely to individual calls or demonstrations. But individual personal selling isn't enough any more."

Need for Advertising Stressed

Pointing out that the number of salesmen hasn't increased with the amount of goods produced in the post-war period, Mr. Zeigler said, "We need everything advertising can offer us in the way of selling techniques. We need what radio and television together or any other media can offer in order to move the vast quantities of merchandise America has shown the capacity to produce. Sometimes today, though, it seems that radio is so concerned with TV that it loses sight of its positive assets.

"Radio didn't replace newspaper advertising. It filled a real need for a personal low-cost selling technique. It finally caused newspapers to go out and work a little harder for the ad dollar. In the final analysis it strengthened newspapers greatly as an advertising medium.

"Some of the advantages are so basic that we may overlook them. Every radio station representative worth his salt knows that he gets the best results with some of his prospects by talking to them and with others by writing to them. In other words, some people are 'ear-minded' and others are 'eye-minded'.

"There is no question basically of the effectiveness of radio. More often it becomes a question of when do you use one medium and when another. Most often two or three media are teamed together or in sequence to do the desired job.

"Radio gives good coverage, is an effective salesman and can be merchandised effectively. Radio is flexible and low in cost per person reached. But radio cannot show the product and the advertising life of radio is short-lived, limited to the spoken word.

"TV is a mass medium in some markets and combines sight, sound and motion. It is difficult to rule out desirable programs for advertisers with limited budgets.

"Keeping radio's strong points and limitations in mind is only logical. This approach may be likened to using a rifle rather than a shotgun."

Glenn Shaw, KLX Oakland, District 15 director, presided at the two-day meeting. He observed that broadcasters have been "misled regarding the industry's enemy". Instead of uniting to raise the stature of radio as an industry, he said, "we have engaged in a fratricidal conflict within the industry. We must give our attention to getting the most out of the advertising dollar in competition with other media."

In an attack on rate chiseling, Stanley G. Breyer, KJBS San Francisco, called on station managers in the San Francisco-Oakland area to sign a memorandum which would assure all advertisers that they are paying the same rates for the same schedule. Under this plan, any price concession not included in the published rate card would obligate the station concerned to advise all other signatories.

Mr. Breyer started a movement two years ago designed to bring an evaluation of radio audience survey techniques.

Warned About Special Taxes

Philip G. Laskey, KSPO-KPIX (TV) San Francisco, chairman of the legislative committee of California State Radio & TV Assn., warned broadcasters to be vigilant in the case of discriminatory legislation that singles out radio and TV for special taxes.

Harold E. Fellows, NARTB president, reviewed NARTB operations in his Thursday morning talk. Ralph W. Hardy, NARTB government relations director; William T. Stubblesfield, station relations director; William K. Tremor, West Coast representative; Thad Brown, TV director, and Richard P. Dobberty, employer-employee relations director, also took part in the meeting.

Participating in the TV panel conducted by Mr. Arnoux were Mr. Brown; Harold See, KRON-TV San Francisco; Mr. Laskey; Vince Francis, KGO-TV San Francisco.

BROADCASTING • Telecasting
JAMES E. MURLEY
producer
of
KEN — and — CAROLYN
Kitchen Program
FOR NEW ENGLAND'S TWO BILLION DOLLAR MARKET

announces the appointment of
The O. L. TAYLOR COMPANY
as exclusive national representatives
effective immediately

WLAB ABC Boston
WGAN CBS Portland
WGUY CBS Bangor
WTAG CBS Worcester
WSPR ABC Springfield
WPJB ABC Providence
WTHT ABC Hartford

7 key stations
Merchandising Coverage Area—2,385,420 radio families
Food Sales—$2,097,578,000
Full Time Merchandising Staff
Tie-in newspaper promotion with New England’s
Leading Food chains

Food advertisers have invested over $3,000,000 in this great
New England Food Program in the past twelve years.

James E. Murley,
8 Newbury Street,
Boston 16, Mass.

Please tell me how Ken and Carolyn merchandising can stimulate sales for our product.

Name .................................................. Product ..................................

Company .............................................. Address ..................................

September 8, 1952 • Page 33
counts, because they provided maximum flexibility and offer incentives to all types of advertisers, both large and small.

"The monthly dollar volume discount feature makes it economically attractive to advertisers to consolidate their station lineups on individual programs. This is accomplished without placing rigid requirements on the precise size or type of programs which can be purchased to gain discount benefits. We feel that the advantages of such a discount approach are particularly striking in comparison with a discount system based on annual volume [Editor's Note: CBS Radio's new plan uses annual volume as a basis]. We intend to use these advantages as an attractive, flexible sales tool in developing new business.

"At the same time, the availability of the 47.75% overall discount, in lieu of annual rebate and weekly maximums, provides additional inducements among advertisers. It also meets the requirements of the multi-program evening advertiser who seeks maximum viewing spot on network radio, but whose target arrangements, marketing practices or budget situation precludes a 52-week continuity on all programs. The overall discount offers such advertisers strong inducement to consolidate their radio network advertising on NBC..."

"By liberalizing the application of our rating procedure, rate policy, we are making it easier for daytime strip advertisers to buy evening strips or individual periods; and conversely we are making it attractive for spot program advertisers to add daytime programs to their broadcast schedule. In this way we are seeking to develop for advertisers the maximum value of both daytime and evening radio as a means of reaching a tremendous diversified and unduplicated audience.

"We have submitted this plan to our affiliates at the Chicago meeting and are very gratified at the response shown by them and their recognition of the merits of our proposals. We intend to proceed at once to send our stations amendments of the affiliation contracts designed to implement our plan, and we are looking forward to the unanimous acceptance of it."

Sugg Compliments Plans

P. A. Sugg of WKY Oklahoma City, chairman of the network's Radio Stations Planning and Advisory Committee, who presided over the meetings, also complimented the plan.

"Although the affiliates believe that in terms of values delivered, network radio is already underpriced, the minimum rates are still the competitive situation," Mr. Sugg asserted. "I think I can speak for practically all the stations represented at the Chicago meetings in saying that NBC has approached the problem with intelligence, imagination and sound business judgment.

"As a result, it has evolved a plan which is not limited to a re-pricing of network time, but makes provisions which should sell to build our network volume on the basis of a stable price structure, and open ways for using increased volume to the maximum advantage for advertisers, and with resulting benefits to the stations."

"There were several reasons for confidence that the plan would be successful.

"Foremost was the fact that CBS Radio already had made the plunge—a fact which affiliates generally accepted as making it necessary for NBC (as well as other national networks) to "do something" to regain competitive status.

"Another factor, at least in the minds of some affiliates, was the reduced stature of stations' earnings from the network as compared with local and national spot business.

"One station executive estimated that, of all the stations represented at the meeting of 'primary' affiliates, only a few (and perhaps none) receive more than 20% of their income from network business. Accordingly, he added, a reduction in this portion of total revenue is less repugnant than it first sounds.

"On the other hand, another affiliate estimated that NBC radio would use the new radio plan as a lever to support their bid for additional compensation for TV affiliates (also see story, page 67). One affiliate said he was telling NBC affiliates that if they wanted him to sign the radio agreement by Sept. 15, he had better make his move early, for any new TV compensation proposal no later than Sept. 14.

"The effect of the new network rate-and-discount moves upon local and spot business was received considerable attention. The consensus among station executives was that these two sources of income are running stronger now than at any time in the past two or three years.

McConnell Statement

President McConnell pointed out that this new plan was developed to fit the needs of NBC's New York key station, WNBC, is headed this year for the best year in its history [BT, Sept. 1]. Similarly, Mr. Rugh called attention to the strength of local and national spot, asserting that nighttime network radio is "only fly in the ointment."

"Affiliates were hopeful, in view of the concessions NBC has made, that the fact that neither NBC nor CBS has actually reduced its card rate, that any carry-over effect of the new rate and discount structure on network business would be minimal.

"Participants said President McConnell was asking during the meetings whether he felt the current adjustment in nighttime rates would be "the last." He replied that this could not be guaranteed, but that network radio business this fall is stronger than in the past two or three and that one should not fear that it be necessary to cut below CBS Radio's average 25% reduction in order to sell and keep network accounts.

"The new "contiguous" rate plan was described as a move which will put NBC into stronger competition with CBS Radio without diminishing NBC income in any way.

"Under its present discount structure, NBC pays 100% to stations for reservations of spots on daytime strips—Monday through-Friday; the new plan provides similar "contiguous" concessions for programs which these advertisers buy in evening time. Or sponsors of evening "strips" can get "contiguous" rates for sponsorship of daytime programs.

"The plan, which pleased both NBC and affiliates is that, as of now, NBC has no daytime strip advertisers who also sponsor any local spot; nor does it have nighttime strip advertisers who also carry daytime programs. Accordingly, any additional business which the plan attracts is new—and if the affiliate puts it, "it can't hurt."

"Most unattractive feature of the plan, from the affiliates' standpoint, derived for them the fact that it would lead the network to encroach upon the national spot field. They feared that NBC would start selling, say, five-minute evening programs at the "contiguous" discount. Accordingly, they urged—and NBC authorities agreed—that the "contiguous" rates should apply only to programs of 15 minutes or over.

"Network officials, meanwhile, in citing the plan's advantages, emphasized that while NBC currently has no sponsorship in its expanded plan, a new rate plan could be applicable. CBS Radio does have daytime strip advertisers who also sponsor one or more evening programs. They thought they felt their new plan would prove to be an enticement to such advertisers to move over to NBC, as well as a lure to their own strip sponsors to buy extended time on the opposite segment of the broadcast day.

"Spade-work on the plan had been done in the weeks preceding the general meeting. Vice President Harry Hanner, and his staff. Calls had been made on many of the affiliates.

"While President McConnell made the key presentation of the new rate-and-discount plan to the affiliates, Sales Vice President John Herbert presented fall sales plans, pointing out that NBC is spending $1,000,000 on radio sales during the fall selling season."

"He broke down as follows: $25,000 for the recently released study of radio's sales effectiveness; $250,000 for A. C. Nielsen Co.'s radio coverage study, results of which are slated for delivery late this fall; $100,000 for promotion of these two studies, and the previously announced $500,000 budgeted for the network's new merchandising department [BT, Sept. 1]." Mr. Herbert also reported that a total of 156 (representing 82%) of NBC's radio affiliates are currently offering a merchandising service to advertisers.

RCA Training Program

More than 100 broadcasters from all parts of the nation are expected to attend the 12th in a series of five-day training programs at the RCA Victor plant in Camden, N. J., Sept. 22-26. The course covers basic theory, design, operation and maintenance of Station Broadcast Equipment.
A distinguished series of radio programs designed with respect—

FOR ALL AMERICANS

"the Jeffersonian Heritage"

When in the Course of Human Events it becomes necessary

for the people to reaffirm the principles of democracy, they look to the heritage of Thomas Jefferson—patriot, fighter for freedom, man of good will.

That is why, for these critical times and for all Americans, the National Association of Educational Broadcasters presents "The Jeffersonian Heritage," an authentic, engrossing, entertaining study of Jefferson's life and times, his philosophy and its meaning for us today.

"Heritage" is professional, using topflight creative talents. It stars Claude Rains. It was written by Morton Wishengrad, Milton Geiger and Joseph Mindel, with music composed and conducted by Wladimir Selinsky. It was produced and directed by Frank Papp. The credits of the production team embrace many of radio's most celebrated programs.

"Heritage" is public service at its best, its most effective. Research and advice of Professor Dumas Malone, foremost Jeffersonian authority, guided the project from start to finish. It has won enthusiastic endorsement from educators and civic groups, newspapers and the trade press. This is not a program to be played once and forgotten. Rather, it will be a permanent classic in your record library, to be used on many occasions and for years to come.

OTHER OUTSTANDING SERIES OF PROGRAMS TO FOLLOW ARE:

"People Under Communism"
"The Ways of Mankind"
"The People Talk Back"
"Voices of Europe"

Send check or write for further information.

National Association of Educational Broadcasters
Mr. Frank Schooley, Treasurer. Dept. BT
University of Illinois,
Urbana, Ill.

Because these presentations are made possible under a grant from the Fund for Adult Education, established by the Ford Foundation . . .

"The Jeffersonian Heritage" programs are now available to commercial radio stations on a sustaining basis for just the cost of the pressings, $25.00.
THE FORD Foundation has appropriated $5 million to help finance construction and programming of non-commercial, educational television stations.

The grant was announced by Paul F. Heims, chairman of the board of directors of the Fund for Adult Education, which was set up and is financed by the Ford Foundation and which will administer and distribute the $5 million.

Though this was not mentioned by Mr. Heims, it was learned that C. Scott Fletcher, president of the Fund for Adult Education, has already offered to put up one-third of the cost of building stations in several communities, if those who are to run the stations can raise the other two-thirds.

Mr. Fletcher has met with educational and civic groups in such cities as Pittsburgh, San Francisco, Denver, St. Louis, Cleveland and Detroit. It was reported that the amount of the contributions which he has been offering were said to run between $100,000 and $150,000.

How much of the $5 million Ford grant would be allocated to construction projects and how much to programming could not be learned. In his statement Mr. Heims said that “whatever part of the total grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden.”

From other sources, it was understood that the Fund for Adult Education had in mind helping out in the building of perhaps a dozen educational stations—providing the educators could find the necessary two-thirds of the cost. That would mean that the Fund was prepared to spend between $1.2 million and $1.8 million for that purpose.

It was also learned that Mr. Fletcher will set up two committees, one to work with local groups in getting stations started and the other a central programming committee.

Program Facility Mulated

In his statement, Mr. Heims said the Fund had under consideration the development of a “central programming facility” which, though not described, was presumed to be conceived as a project for producing programs that would be distributed generally to educational stations.

Programming for educational purposes has been an interest of the Ford Foundation for some time. Grants totalling several million dollars have been made to the National Assn. of Educational Broadcasters, Iowa State College, and the Television-Radio Workshop which produces programs for broadcast on commercial facilities.

But the new interest in assisting the development of educational stations is a reversal of former policy. Until now the foundation has determinedly shied away from providing financial support for producing local programming and the exploration of general problems of educational television.

The 180-degree turn in Ford policy represents a victory for FCC Chairman Paul A. Walker and Commr. Frieda B. Hennock, the Commission’s champions of educational television. It is known that both have been assiduously cultivating the big foundations in hopes of obtaining the finances to build stations on some of the 242 channels in which the FCC, mainly at Miss Hennock’s behest, reserved for education.

Mr. Walker and Miss Hennock have even solicited the President’s backing in their efforts, and it is believed that White House pressure was exerted on the Ford Foundation.

In his statement, for release today, Mr. Heims said:

“The Ford Foundation has made a grant to the Fund for Adult Education to enable it to try to find practical methods for the development of television as an educational medium. Two main aspects of educational television are being studied.

“First, appraisal of the ability and willingness of educational institutions and other interested groups to raise the substantial sum necessary to erect television stations in those communities, and thus to take advantage of the channels the FCC has temporarily set aside for educational purposes. These channels may be lost for educational purposes unless they are financed and built within a matter of months.

“Second, appraisal of the means by which high quality program material can best be provided for these educational institutions or groups will be willing to make major investments in station facilities without some prospect of filling program demands at relatively low cost. One way of meeting this need that is under consideration by the Fund is some sort of central programming facility.

“The Fund is limited to an overall expenditure of five million dollars in these two fields. It is recognized that even this substantial sum can permit only a relatively small contribution to either problem. Whatever part of the total grant is spent in aiding station construction will be limited to those few strategically located communities where educational institutions and interested groups of citizens are themselves able and willing to carry a major part of the financial burden.”

Educators Receive $5 Million

Page 36 • September 8, 1952

BROADCASTING • Teletesting

NARTB District Meeting Schedule

Date Dist. Hotel City

Sept. 6-9 16 Del Coronado Beach, Calif.

July 11-14 14 Cosmo Denver

15-18 12 Lasca Wichita

19-23 10 The Elms Excelsior Springs, Mo.

26-30 9 Plankinton Milwaukee

Oct. 2-5 4 Carolina Pinehurst, N. C.

6-7 5 Biltmore Atlanta

10-13 6 Peabody Baltimore

13-14 3 Penn-Strates Harrisburg, Pa.

16-17 2 Westchester Rye, N. Y.

Country 20-21 1 Statler Boston

Sept. 6: BAB Sales Clinic, Cincinnati.


Sept. 10: BAB Sales Clinic, Louisville.

Sept. 11-15: Western Assn. of Broadcasters annual meeting, Band Springs Hotel, Banff, Alta.

Sept. 12: BAB Sales Clinic, Nashville.


Sept. 15: BAB Sales Clinic, Little Rock.

Sept. 17: Texas Assn. of Broadcasters semi-annual meeting, Fort Worth.

Sept. 17: BAB Sales Clinic, Birmingham.

Sept. 18: BAB Sales Clinic, Atlanta.

Sept. 22-25: National Electronic Distributors Assn. convention, Atlantic City, N. J.

Sept. 25-27: Television Authority special convention, Chicago.

Sept. 28-30: Adv. Fed. of America, 10th District meeting, Mayo Hotel, Tulsa.


Oct. 5-10: Society of Motion Picture & Television Engineers, 72nd semi-annual convention, Washington, D.C.

Oct. 8-9: Second annual High Fidelity and Audio Show, Broadwood Hotel, Philadelphia.

Oct. 9-10: AAA Central Council fall regional convention, Drake Hotel, Chicago.


are themselves able and willing to carry a major part of the financial burden. The Fund will have to be guided by geographers, sociologists and other considerations that will rule out any assistance whatsoever in most communities where channels for educational television are not available.

“Future announcements of the Fund’s efforts will be made by C. Scott Fletcher, president of the Fund, when specific projects materialize.”

NORTHERN ILLINOIS UNIVERSITY
WHUM-TV
Reading, Pa.

announces the appointment of

H-R REPRESENTATIVES, INC.

as exclusive national representative

Effective Immediately

WHUM-TV will be the World's Most Powerful Television Station with 260,000 watts effective radiated power on UHF Channel 61, from an antenna twice as high as the Empire State Building, on a 1,036-foot tower on a 1,650-foot mountain. A 62-mile primary coverage area will serve 750,000 Eastern Pennsylvania families in Reading, Harrisburg, Allentown, Wilkes-Barre, and Lancaster and York areas.

In operation by December 1952! Construction started Sept. 5. WHUM-TV mobile unit went into operation in Reading, Sept. 5!

100,000 receivers available for your sales messages!

For availabilities and rates, call or wire:

H-R REPRESENTATIVES, INC.

New York  •  Chicago  •  Los Angeles  •  San Francisco


FCC Statistics Book


Mr. Wilkey

appointed program director. In 1949 he was made assistant general manager and the following year became general manager. He continued in this post early last August when WTCO radio was merged with WTTC-AM under Midwest Radio & Television Inc. (B&T, Aug. 4). Before 1944 Mr. Wilkey was with WODD Chattanooga, Tennes. Sales, announced

The appointment of Mr. Wilkey was effective last Monday. It had been reported earlier that he would join CBS Radio in New York.

The addition of Mr. Akerman to the New York staff was dictated, according to Mr. Campbell, by "the increase in spot radio activity, plus the fact that CBS Radio Sales recently assumed the representation of WCBS in the New York City area."

Mr. Wilkey joined WCCO Radio Sales in January 1944 as assistant program director. A year later he was assistant

Mr. Akerman, KMOX general manager, joins CBS Radio Spot Sales in New York.

At the same time, Wendell B. Campbell, general sales manager of CBS Radio Spot Sales, announced that John L. Akerman, KMOX general manager, joins CBS Radio Spot Sales in New York.

According to Mr. Akerman, John L. Wilkey joined WBBM Chicago in September 1944 as an account executive. Five years later he became the station's eastern sales representative, with headquarters in New York. He was later appointed assistant manager of WBBM, another CBS 50 kw outlet, and joined KMOX as general manager in October 1960.

VIDEO DOLLARS

Lawrence Sees Half-Billion

PREDICTION that the total investment of American advertisers in TV time and talent would top the half-billion-dollar mark this year was made Friday by Rudnick Lawrence, NBC director of promotion, planning and development.

Speaking at the 59th annual convention of the Pacific Coast Gas Assn. at the Ambassador Hotel, Los Angeles, Mr. Lawrence said the $500 million estimate for 1952 compares with video time and talent expenditures of $385 million in 1951 and of $19 million in 1948.

NBC-TV network will have a substantial share of this year's total, he stated, reporting that during the first half of this year the combined advertiser expenditures on NBC-TV—time, talent, production and commercials—amounted to approximately $70 million. "This makes NBC-TV the single advertising medium in the world," Mr. Lawrence declared.

New York Survey

Reporting on a special survey of the political convention TV audience made for NBC by advertisers in the New York metropolitan area, Mr. Lawrence said that nine out of every ten persons in New York saw some part of the conventions on TV. A cross-section of 650 persons, he said, reported spending, on the average, nearly 12 hours watching the Republican Convention and nearly 11 hours with the Democratic sessions. More than half of non-TV owners managed to find a set where they could watch proceedings, he said. And when asked as to what medium did the best job of convention coverage, 68% voted in favor of TV.

Speaking to the subject, "Television Today's House-to-House Salesman?", Mr. Lawrence reported on many of the results of the Hofstra-NBC studies of TV sales effectiveness. He noted that many advertisers have failed to capitalize on the use of TV as a public relations tool. "They have concentrated on selling the end product, but they have failed to sell what stands back of their product," he said.

Just as smart advertisers appreciate the value of TV in public relations, so are they "beginning to recognize that radio and TV work exceedingly well in tandem," Mr. Lawrence stated. Both media, he said, makes use of house-to-house personal selling. Both make the deepest impression on the audience. Both provide the immediacy—an instantaneous and identical contact—possible with no other type of advertising. Both provide unmatched flexibility for your commercial, he said.

HARRY S. GOODMAN Productions, N. Y., announces availability of a series of half-hour comedy-adventures titled Meet Miss Terry, starring Greer Garson. Programs may be obtained for audition on a local, regional or national basis.

NEGOTIATIONS were underway last weekend to have Don Searle, Hollywood program maker and former ABC Western Division vice president, become vice president and general manager of KOA Denver. If arrangements are consummated, Mr. Searle will also obtain a 10% interest in Metropolitan Television Corp., the new company owning KOA. He will also spearhead the TV activities of KOA, if it is successful in getting a grant for Channel 4 from the FCC.

Mr. Searle was engaged in program production and packaging with James Parks for the last four years in Hollywood. From 1943 to 1946 he was ABC's West Coast executive.

With Herbert Hollister, Mr. Searle owns KMMJ Grand Island, Neb., and KXXX Colby, Kan. They are also applicant for a new AM station in Columbus, Mo. Several months ago, Messrs. Searle and Hollister offered to buy KOA [Closed Curnt, June 9], but the station was sold to radio-TV-motion picture comedian Bob Hope and a group of Denver businessmen headed by Denver Mayor Quigg Newton for $2,250,000. The FCC approved the sale of the NBC affiliate two weeks ago [B&T, Sept. 1].

Hearings on the applications for the two available Denver TV channels are scheduled for Oct. 1 in Washington. Competing with KOA for Channel 4 is KMTR.

Meanwhile, it is expected that NBC will shed interest in the purchase of a Los Angeles radio station. The network has been trying to buy its long-time affiliate, KFI, but with owner Earle C. Anthony repeatedly stating that the station is not for sale, NBC also has been negotiating for the purchase of KMPC.

Edwin Pauley, Democratic Party leader and southwestern oil magnate, with a group of unidentified associates has also sought to buy KMPC. A few weeks ago the deal was reported set, but since has "fallen apart," a KMPC spokesman said.

WEEK-long seminar at Westinghouse Educational Center, Pittsburgh, Pa., was held to climax job experience program for college professors and instructors who have been working since early summer at plants of the Westinghouse Electric Corp.

PAGE 38 - SEPTEMBER 8, 1952

BROADCASTING • Telecasting
Don Lee's Radio Audiences are going higher!

FIRST QUARTER AVERAGE...1952 vs. 1949*

Daytime audience 23.2% higher
Evening audience 11.0% higher

...and network rates are currently LOWER than they were in 1949!

*Pacific Nielsen Ratings, Full network average audience, Monday thru Friday.
On the Pacific Coast, only DON LEE has network facilities comparable to those used on the Eastern seaboard. Every East Coast network uses at least 40 stations to achieve local coverage for areas equal in size to the Pacific Coast. And only DON LEE can sell your customers locally in the 45 important Pacific Coast markets from their own local network station. DON LEE has the flexibility to match your distribution. You buy what you need, where you need it...without waste.

That's why DON LEE consistently carries more Pacific Coast regional business (with more regional shows in the top ten) than any other network. Advertisers who know the Pacific Coast best also know the best Pacific Coast sales medium...DON LEE.
**GRIDCASTS**

**Radio, TV Signings Announced By Networks, Stations**

**ADDITIONAL** radio and television football coverage schedules were announced last week by networks and stations.

An 11-game armed services football schedule will be telecast by CBS-TV, beginning Sept. 20 and ending Nov. 29. Grid teams from-

played in a different Texas city each year. The crossover games will come from some 500 small-fry teams in Texas, who will play off in 20 inter-county or satellite bowls, each of the ages limits of 14 and the 100-lb. weight limit. The 1952 classic is sponsored by the Lions Club.

Announcing two open dates, Nov. 5 and 29, MBS said other games set for coverage are: Oct. 4, Purdue at Ohio State U.; Oct. 11, U. of Washington at Illinois U. or Texas A. & M. at Michigan State; Oct. 18, Washington State at Ohio State or Notre Dame at Purdue; Oct. 23, Purdue at Illinois U. or Penn State at Michigan State; Nov. 5, Ohio State at Northwestern; Nov. 15, Notre Dame at Michigan State, and Nov. 22, Michigan at Ohio State.

WIND Chicago will carry Chi- cago Bears games, under sponsor- ship of Standard Oil of Indiana [B+T, Aug. 25] for the seventh year, and the full Northwestern U. slate is sponsored by Dodge Div. of Chrysler Motor Car Co. for the fourth year.

WSGN-AM-FM, Birmingham, Ala., will originate the Alabama Crimson Tide football schedule to at least 20 AM and 9 FM stations in Alabama, to be sponsored by General Electric Co., from Sept. 27 to Nov. 29.

KRMG Tulsa will air the 1952 Oklahoma A. & M. (Aggies) slate, from Sept. 20, with Deep Rock Oil Co. and its dealers sponsoring.

CKLW Detroit (Windsor, Ont.) will broadcast Michigan games under sponsorship of Sun Oil Co., according to E. E. Campeau, station president.

WSAI Cincinnati will air the complete 10-game U. of Cincinnati football schedule, beginning Sept. 20 and ending Nov. 27. Sponsor is Community Relations Dept. of the GE plant at Lockland, Ohio.

WBCK Battle Creek, Mich., will broadcast U. of Michigan grid games, with Post Cereals Div. of General Foods Corp. sponsoring. The $942,538 weekly commentary copy will be Foote Cone & Belding.

**NEW NPA POSTS**

**Clark, Potter Named**

KEY appointments to its electrical and communications divisions were announced by the National Production Authority last week.

Bonnell W. Clark, retired vice president in charge of sales for Westinghouse Electric Corp., is re- signed as NPA's Electrical Equip- ment Div. as director. He had held that post until last June. Mr. Clark retired as a Westinghouse executive in January 1952, is past president of the National Assn. of Electrical Distributors and National Electric Mfrs. Assn. Appointment of Charles W. Potter and Ralph F. Lucier as director and deputy director, respectively, of NPA's Communications Equip- ment Div. also was announced. Mr. Potter succeeds Everett C. Boys, who resigned as manager, General Telephone Co. of Pennsylvania.

**BROADCASTING • Telecasting**

**BLAIR INSTALLS**

**New Auditioning Equipment**

NEW custom-designed audition equipment has been installed in the quarters of John Blair & Co., national representative firm, and at Blair-TV, Inc., national TV representatives, in the Chrysler Bldg., New York.

The equipment permits screening of 16mm sound and silent film and auditioning tape at two speeds and electrical transcriptions at three speeds.

The unit now is located in a conference room, but may be moved intact to any site in or out of the building without altering any of the electrical arrangements. It contains the following: A tape re- corder and playback, turntable, 12- tube FM-AM tuner, amplifier, pro- toector and speaker.

**LOYD SIGMON (II), vice president- assistant general manager, KMPC Hollywood, shows approval at Jimmy Durante's creator, on the源于 signs for weekly commentary on Film- dom happenings. Mr. Sigmon also is president of the Multi-Lyte Corp., which will sponsor the Fidler show.**

**NARTB HISTORY**

**Project Now Underway**

HISTORY of NARTB is being compiled by David R. Mackey, assistant professor of speech at Pennsylvania State College, as a subject for his Ph. D. thesis. The history will be submitted to Northwestern U., say, probably will be published in book form.

Harold E. Fellows, NARTB pres- ident, said the association is offer- ing Prof. Mackey complete coop- eration in the project, which will require two years. Prof. Mackey plans to interview industry leaders who have figured in NARTB's 50- year history. He will continue his radio teaching at Penn State. He holds B. S. and M. A. degrees at Northwestern and has worked at broadcast stations as writer, direc- tor and announcer. He made his first industry contacts at the NARTB District 7 meeting held last month at Cleveland.

**WATG SPECIAL**

**Jaycees Sell 'Sustainers'**

WATG Ashland, Ohio, and the local Junior Chamber of Commerce celebrated "Operation Jaycee" with profit to both, producing a day packed with novel programming and new commercials.

Richard D. Leidy, WATG general manager, turned over all sust- aining time for a day to the Jaycee group. The Jaycees sold time to local merchants, receiving one- third of the card rate for all busi- ness. WATG assumed all produc- tion, promotion and advertising costs connected with the campaign. Novelty programs were staged and the main studio was jammed all day. Events included a horn blowing contest, secret desires panel, hospital interview, cooking show and disc jockey competition. About 50 announcers were used.

SALES of Capitol Records Inc. and its subsidiaries during the year end- ing June 30, 1952, totaled $13,976,768, an increase of approximately 5% over the same period in the preceding year.

September 8, 1952 • Page 39
OUT-OF-HOME

Ups Audience 18%—Pulse

OUT-OF-HOME listening has added 18% to the summer radio audience, according to Pulse studies made during July in 14 major markets, which show out-of-home Pulses ranging from 12.4% in Seattle to 21.5% in Philadelphia. Overall figures represent a gain over both the summer of 1951, when the out-of-home extra audience added 17% to the in-home listening total, and last winter, when away-from-home listening boosted the home rating figure by 15%. Market-by-market breakdown of Pulse data, all July except Hartford, which was checked in June, follow:

14 MAJOR MARKETS

**TUNERS**

Philadelphia... 17.2
Los Angeles... 4.3
San Francisco-Oakland... 23.3
Boston... 4.1
Baltimore... 17.4
Hartford... 20.1
Washington, D. C... 21.1
Cincinnati... 19.2
Chicago... 20.9
Miami... 32.3
Detroit... 30.5
Buffalo... 30.3
Syracuse... 34.5
Seattle... 33.1

*These figures cover 6 a.m. to 12 midnight,
Sunday through Saturday, expressed as per
cent of all homes surveyed.

**BONUS** LISTENERS

468 per 1,000 in Akron

AKRON, Ohio, has 468 “bonus” listeners for every 1,000 automobiles traveling on streets, according to a survey by Akron U. marketing students. The study was made under Prof. S. M. McKinnon, at the request of WCUE, independent station there. The survey indicated that of each 1,000 cars traveling, 269 had radios on, which multiplied by the average of 1.74 people in each car, gave 468 listeners. Of 2,014 motorists queried, 71.5% had had radios on and 27.6% had them turned on.

AWRT Mich. Meet

TV PANEL session was to highlight a two-day meeting of the Michigan Chapter of the American Women in Radio and Television at Port Huron this past weekend (Sept. 6-7). Panel was scheduled for Saturday, with Frank Harris of WWJ-TV Detroit presiding, and a talk by Franklin Sisson, WOOD-AM-TV Grand Rapids, for that evening. Bruncheon and meeting at the Black River Country Club was set for Sunday. Marion Ryan, Detroit Edison Co., was AWRT state president, and Muriel Hall, WJB Detroit, district representative. Convention chairman was Alice M. Anderson, WTHH-AM-FM Port Huron.

POLITICAL HCL

DiSalle Lists Radio-TV

JOHN Q. PUBLIC knows all about HCL—the high cost of living—and what he didn’t know about HCC—the high cost of campaigning, particularly by radio TV—was brought to his attention in at least one city the past fortnight.

Michael V. DiSalle, Ohio Demo- cratic candidate for the U. S. Senate, placed an advertisement in the Toledo Blade “to lay his problem before the voters in a po- litical appealing way,” the Washington Post noted editorially last Tuesday.

Limiting himself to a $165,000 budget raised by friends, Mr. Di- Salle, former OPS director, listed a number of expenditures. Among them were $40,000 for “television and radio time” and $5,000 for “radio alone in other communities.” Mail represented the largest single expense with $50,000. Mr. DiSalle last Wednesday launched his own radio-TV Talka- thon—a seven-hour program on eight Columbus AM and TV stations. He estimated it cost $6,600.

Mr. DiSalle is scheduled to in- vade Cincinnati with his Talkathon Sept. 16, with originations from studios of WLW and WLWT (TV) there. Crosley stations will feed five radio-TV outlets in the Queen City area, starting at 5 p.m. WLWT will teletcast an hour start- ing at 9 p.m. and WLW will broad- cast the Talkathon for another hour at 10 p.m.

FTC SETS HEARINGS

In Clayton Act Citations

COMPLAINTS charging interlock- ing directorates at four companies—two of them heavy users of broadcast media—have been filed by the Federal Trade Commission against Purity Bakersies Corp., Chicago, and American Bakersies Co. Inc., Atlanta, Ga., and against NESCO Inc., Milwaukee, and Ecko Products Co., Chicago, with hearings set Oct. 16 and 9, respectively.

Purity and Ecko have used Chi- cago radio on a heavy scale in recent years. Ecko also sponsored a part of the old Frank Sinatra CBS-TV program for its cooking utensils and housewares.

DuMont Tax Speedup

SPEEDY tax writeoffs have been approved for Allen B. DuMont Labs. and other electronic manufac- turers, according to the Defense Production Administration. Certificates of necessity (writeoffs) were issued to DuMont for expanding facilities at its East Paterson and Cliffson, N. J. plants. Amounts certified were $43,125 and $20,129—65% of the amount requested. Similar approval was given Ray- theon Mfg. Co. for $189,785 (65%).
IF YOU'VE GOT IT... A TRUCK BROUGHT IT!

THE MAN WHO SAID HE COULD LIVE WITHOUT TRUCKS

AMERICAN TRUCKING INDUSTRY
American Trucking Associations, Washington 6, D.C.
Yes, you should surely include the tremendous WGY coverage area in making your "candidate's" campaign plans.

WGY is a "must" market area for you and your sponsor. Covering 53 counties in Eastern Upstate New York and Western New England for the past 30 years, WGY is the top station in the area.

Not confined to a single city, WGY blankets 22 cities with a population of 10,000 or more. Just look at this market data!

Compared to the major metropolitan centers in the nation and based on figures in the 1952 Survey of Buying Power, the WGY area is exceeded only by New York and Chicago in population, total retail sales and food sales!

The WGY area ranks 4th in Furniture-Household, Drug and Automotive Sales and 5th in General Merchandise Sales when compared to the major cities of the country.

Containing large rural and urban populations, the 17th State* represents a true cross section of the country. Make sure your sponsor scores plenty of votes for his product in the form of sales by including the 17th State* in your campaign plans.

YOU CAN COVER THE 17th STATE* WITH ONLY ONE STATION

*The WGY coverage area is so named because its effective buying income exceeds that of 32 of the nation's States.

Represented Nationally by
HENRY I. CRISTAL

WGY
Studios in SCHENECTADY, N. Y.

On All Accounts
(Continued from page 12)

later was repeated on TV.

When the Pincus family sold the Alvin Theatre, Norman and Irving turned their talents to television. The first show they produced was Mr. I. and Godfrey. The children's program was an immediate hit on CBS-TV. The network has signed a five-year contract for the program.

They then decided to produce an adult show. Mystery programs seemed to have good acceptance, so they went after the best name possible. Eillery Queen books had been best-sellers for years. They were granted the TV rights by copyright owners on the basis of their theatre background and the success of Mr. I. Magination. They spent nearly a year developing the format and the program was sold to Kaiser-Frazer in 1950, on ABC.

Eillery Queen has won several awards, and is considered one of the top suspense shows in TV. In 1962 it was signed to a long-term contract by Bayuk Cigars through Ellington Co., New York, and is now seen once a week on ABC-TV.

Dramatic Series Next

The Pincus brothers' next television effort will be in the dramatic field. They have an exclusive tie-up with the Author's League of America for a dramatic series featuring top authors and composers. They also are working on a situation comedy series featuring a nationally known stage and screen star. Since they both were raised on musicals, they also are turning their hands to a series for television.

Norman and Irving are temperamentally different, yet complement each other in their organization. Norman handles production, casting and the business details. Irving directs the creative end, being responsible for scripts and ideas for new packages. They have a complete production set-up which handles and controls every detail of their shows, including scenic design and construction.

Norman's hobbies are tennis and photography. Irving likes to paint in oils. He also collects paintings and has a very valuable collection.

Washington NBC Move

NBC has announced consolidation of its radio and television stations in Washington, D. C. (WRC and WNBW (TV) [Closed Circuit, Sept. 1]. Offices and studios were moved to larger and more adequate quarters at the Wardman Park Hotel. This move, effective Oct. 1, is in step with NBC's overall plan to integrate its radio and TV activities. NBC said integration is in the interest of improved services to its advertising clients and to the public.

LEWIS MEYER, nationally recognized book reviewer, Sept. 14 will celebrate the 10th year of broadcasting his program, The Values We Live By, on KTUL, Tulsa where he began the program. One of the first books reviewed was Arthur Godfrey's Stories I Like to Tell.

WKY TEEN DAY
Youngsters Man Station

WKY-AM-TV Oklahoma City ran through a day of normal operation with but one "minor" change which caused the day's routine to be unorthodox. The entire station was manned by a battery of teenagers on Aug. 25, under the supervision of regular station personnel. The youngsters were given the opportunity to prove their skills in station operation on the day that the station set aside as "Radio-TV Teen Day."

Some 60 teen-agers were selected to fill posts at the station; posts ranging from announcing to operating the mike booms. The method for the selection was by a competitive letter-writing contest. The teen-agers who seemed to be most interested in making a career of broadcasting and telecasting were asked to write letters in which they were to state why they would like to fill the various positions at the station. A local newspaper gave the event four weeks' advance publicity and the day it was held, the experiment received a front page story and a follow-up half-page spread from the Oklahoma City Times.

The event was a complete success and proved to have a great amount of publicity and audience interest values, the station said. Because of this and also its public service WKB is making plans for a yearly "Teen Day."

Second Audio Show

SECOND annual High Fidelity & Audio Show, sponsored by Almo Radio Co., Albert D. Steinberg & Co. and Radio Electric Service Co., will be held in Philadelphia's Broadwood Hotel Oct. 8-9. More than 75 of the country's leading manufacturers are expected to show the public their newest high fidelity and sound equipment.
Whether for video or standard broadcasting, Engineers, with an eye to the future, will appreciate the exceptional versatility of GATES Speech Input Equipment. Here is equipment with unusual adaptability to the ever-changing demands of programming techniques. If you are planning a studio installation today — think of tomorrow, and consider the flexibility, the expandability of GATES Speech Input Equipment.

Space prevents fully describing the circuit handling capabilities of the three consoles shown. You are invited to write for the GATES SPEECH INPUT CATALOG where functional block diagrams and additional data will better acquaint you with these versatile GATES Consoles — truly, Speech Input Equipment With A Future.

52-CS STUDIOETTE

Ideally suited for small station studio applications or as part of larger master control type installation, the GATES 52-CS Studioette has all of the necessary facilities for complete studio operation and will fulfill the most rigid requirements of fidelity, low noise and distortion. Facilities include four mixing channels. Two preamplifiers, one program amplifier and one monitoring amplifier plus complete power supply are self-contained.

Send for GATES SPEECH INPUT CATALOG Today.

GATES SA-50 DUAL SPEECH CONSOLE

Typical of a comprehensive GATES Speech Input system is the SA-50 Dual Speech Console illustrated above.

Consisting of the main console, and power supply unit, the SA-50 provides almost unlimited facilities for smooth uninterrupted studio operation of the most complex nature. Nine mixing channels, five for microphones, two for turntables and one each for remote and network service. Separate PBX type keys allow selection of any mixing channel into one of two program amplifiers.

NINE AMPLIFIERS

Five two-stage preamplifiers and two four-stage high gain program amplifiers are contained within the console. A ten watt low distortion monitoring amplifier and a two watt cueing amplifier are part of the separate power supply and. Space is provided in console for two additional preamplifiers if needed. Sub-panels units are individually removable for servicing without disrupting operation of balance of console.

SA-40 SPEECH INPUT CONSOLE

Similar in size and symmetry to the SA-50, the SA-40 Console is characterized by its extreme flexibility of operation. In modern design, it is generously equipped for a most comprehensive installation.

Nine channels are provided: five for preamplifiers, three for turntables and one for remote. Seven amplifiers include live two stage preamplifiers, one four stage program amplifier and one three stage monitoring amplifier. Provision is made for connecting external cueing amplifier. Cabinet construction follows that of the SA-50 and features easy accessibility of all components.

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

2700 Polk Avenue, Houston, Texas  ■ Warner Building, Washington, D. C.  ■ International Division, 13 E. 40th St., New York City
Canadian Marconi Company, Montreal, Quebec
CBS Radio's Fall Promotion Unveiled
(Continued from page 27)

sales, reported that with advertisers beginning to analyze radio costs in comparison to those of other media, there is more excitement about radio than there has been for a long time. He pointed out that ratings and sales do not always correspond. Mr. Karol cited the renewal by Kingan Foods for a solid 52 weeks of Arthur Godfrey's Sunday afternoon show, with a rating of about 2. In the words of N. Bruce Ashby, Kingan advertising manager, "Our increased sales, directly attributable to our radio show, warranted a renewal."

Moss Credits Godfrey
In a recorded message to the clinic, Bud Moss, advertising manager of Holland Furnace Co., sponsor of the Godfrey Sunday show, credited the program with eliminating the summer slump experienced in past years and with putting Holland's sales this summer 18% ahead of 1951.

W. Eldon Hazard, CBS Radio network sales manager, announced that R. J. Reynolds Tobacco Co. has just signed Vaughan Monroe for a Saturday evening half-hour, putting the network's business a full hour ahead of last year in the evening and 25 minutes ahead in the daytime hours.

Lester Gottlieb, vice president of CBS Radio in charge of network programs, told the clinic that the network now has the double-barreled task of selling new programs first to the sponsor and then to the public. Admitting that money is one of the major considerations, he stated that CBS is doing its best to lower program costs while maintaining program quality. "We hope," he said, "to announce some substantial reductions in programming costs soon, to make our shows even bigger values than in the past."

Introducing a showing of the business documentary film, "More Than Meets the Eye," CBS Radio President Adrian Murphy reported that at least 5,000 advertisers and top client executives have seen the film and that there have been many unsolicited requests for showings from large companies such as U. S. Steel and Ford.

George Bristol, director of sales promotion and advertising, outlined newspaper advertising plans for the fall. Frank Neshitt, director of radio network sales presentations, spoke on "The Dimensions of Radio Today," emphasizing that no other medium can reach so many people so often at so moderate a cost as radio. George Cranfill, director of CBS Radio press information, described the publicity kits already mailed to editors on the network's daytime shows and publicity on the evening programs to go out shortly. He pointed out the need for hard selling of radio stories to counteract newspaper space-giving to television.

Autry is Surprise Visitor
Gene Autry, a surprise visitor at the Thursday luncheon, told the group that radio can live with TV just as the movies can, reporting that the sales of Doublemint gum, advertised on his radio show, are bigger than ever. When he began to tell TV programs, he said, the movie people objected strenuously, but with some TV films to his credit, he is still making his half-dozens features a year and their box office is just as good as before.

Resolution adopted by the executives of the CBS Radio affiliates follows:

Whereas, The promotion managers of the Columbia Broadcasting System affiliated and owned and operated stations, having participated in the 1952 CBS Radio promotion clinic—wish to express the following remarks to:

Mr. Louis Hausman
Mr. Charles Oppenheim
Mr. George Bristol

And Whereas, The aforementioned Messrs. Hausman, Oppenheim and Bristol, having accomplished, in the opinion of the aforementioned station promotion managers more than any mere words can express, the confidence in the medium of radio by their unfailing zeal and assurance of the type of promotional backing the several station affiliates may expect, these promotion managers wish to extend their vote of confidence that, as a result of this meeting, their assurance and participation in the future of CBS Radio has been bolstered and reaffirmed by the forward thinking of the aforementioned gentlemen in the 1952-53 fall campaign of the CBS Radio network.

Robert N. Pryor, WCAU, Philadelphia, chairman; Committee: Charles Vail, WEEI (Boston); Jack Stone, WRVA (Richmond); Roswell McPherson, WGR (Buffalo); James Barker, WTBY (Troy); Cody Pfanstiehl, WTOP (Washington); Fred Weber, WFGG (Atlantic City); Nate Cook, WBLX (Utica); Howard Rempe, WKBN (Youngstown, Ohio).

$135,000 KROW Plant
KROW Oakland, Calif., expects to complete by mid-November construction of a $135,000, 250-ft. Truscon self-supporting tower and modern, steel-girded, 30 x 40-ft. transmitting building to house a new Collins transmitter. KROW President Sheldon F. Sackett said the installation, to be located on a 14-acre island leased by KROW near the Bay Bridge toll gate, will give signal coverage of 6,288 square miles to the 1-kw station, assigned 980 kc.
These KEX Children's program advertisers participated.

The third annual "KEX KIDDIES DAY" on July 15 at Jantzen Beach Park attracted an estimated 20,000 people who were entertained by KEX stars.

KEX SEARCH FOR STARS presents Portland's show devoted to discovering and developing adult talent. It is sponsored by Portland's Star Furniture Company.
Campaigning From Stump to Fireside

(Continued from page 28)

with “permission” to telescast the General’s speech at Bayfront Park as a public service, “when you have time.”

When WTVJ received word last month of Gen. Eisenhower’s proposed visit to Miami, it wrote to Republican National Committee headquarters offering free TV coverage of the speech. The request was referred to the local GOP organizations.

One group agreed to WTVJ’s request, without any strings attached. That same day another organization informed WTVJ that under no circumstances would it allow the speech to be televised . . . “they wanted to make sure of a large crowd and were afraid television would kill it,” the station reported.

Following day, another GOP group pleaded with WTVJ to “televise the speech so that as many people as possible could see and hear the General.” Thus, confusion reigned for days—from Aug. 29 until last Tuesday, when the speech was delivered.

On the day, at 4 p.m., WTVJ sent its remote equipment to the park and made necessary technical arrangements, after getting approval of the Florida GOP Committee. At 7 p.m. one of the GOP groups called WTVJ and said they would use force, if necessary, to keep the TV cameras from the Republican nominee, the station recounted. At 9 p.m. the telecast went on without incident. Reportedly there also was local radio coverage.

WTVJ quoted an Eisenhower spokesman as explaining later that the General had no idea of the middle and that, doubtless, he would have authorized video coverage if he had been aware of the situation. As it developed, Gen. Eisenhower reportedly had no idea that his speech was covered by television—in fact, in the blur of the lights, he even mistook TV cameras for motion picture equipment—a not uncommon occurrence in the medium’s experience.

A GOP National Campaign Committee spokesman later told BROADCASTING • TELECASTING that the national organization had jurisdiction over local political groups, and that the incident wouldn’t have happened if the speech had been a national network commitment, purchased by the GOP National Committee. He drew a sharp distinction between strategy devised on the national level for best nation-wide coverage, and that set by local political groups which are mainly interested in building high attendance for political rallies.

The cut-offs on Gov. Stevenson and President Truman, the latter speaking over CBS Radio from Milwaukee on the same day (10:30-11 p.m.), were not questioned directly by Democratic campaign planners. In such instances, the networks are guided by policy governing all commercial broadcasts. Their 30-minute segments had simply expired.

A CBS spokesman explained that each was a “paid political broadcast as distinguished from a state address. On such a broadcast, it’s perfectly understood by the speakers themselves that they can’t run over.”

The attendance and cut-off aspects highlighted a week of campaign developments, chief of which were these:

• Both the Democrats and Republicans announced further radio-TV appearances and mapped plans for others, to be released when speaking schedules are set.
• The Democrats held a strategy pow-wow in Springfield, Ill., to discuss additional radio-TV plans.
• The Republicans revealed plans for at least 10 national network simulcasts throughout October.
• BBDO New York, which is handling the GOP political account jointly with Kudner Agency Inc. (BVT, Sept. 1), named three executives to work on the Eisenhower-Nixon advertising program.

The campaign officially got underway last week with the Stevenson Detroit speech and the Eisenhower address from Convention Hall, Philadelphia, Thursday, on the full NBC radio and television networks. Gov. Stevenson spoke from Denver Friday with full national coverage by ABC radio and TV.

On Saturday the National Plow-

(Continued on page 48)

BROADCASTING • TELECASTING

Page 46  •  September 8, 1952
"This country is, and must remain, uninhabited forever," said one Captain R. B. Marcy in 1849. He was reporting on the Texas Panhandle, and he is one of the earliest recorded Texas liars.

More in character was the circus gentleman whose honest enthusiasm led him to proclaim that we have the largest midgets in the world.

Captain Marcy was just plain wrong. The man from the circus was an authentic liar—one who knows whereof he speaks and knows that his audience knows too, so nobody's fooled.

When we tell you the Panhandle temperatures range from 103° summergrade to −15° in the winter, that's neither wrong nor authentic lie. It's weather bureau true, and the plus-two-million people in KGNC's trading area have a fat stake in our live forecasts presented from the U. S. Weather Bureau: Weather is a vital factor in the everyday lives of our citizens. It can and does change violently—as much as 40° in a few hours. Advance warning enables cattlemen to protect herds; it enables mothers to know how to dress their school-bound offspring; it helps out-of-doors workers plan their activities.

Weather reports, flash! and routine, help KGNC merit the loyalty of the folks who give Amarillo the highest retail sales* in the U. S. Exclusive regional and national programming help make KGNC the one (and only) ad medium which covers Amarillo's 78-county trade territory. You reach a hot market, air-conditioned with wherewithal, when you use KGNC.

* This is an authentic truth, courtesy of Sales Management: $5400 per family per year; $1728 per capita per year. Amarillo also leads the nation's cities in percent of gain in business volume over last year.

710 KC • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY
Campaigning From Stump to Fireside

Continued from page 46

ing Contest in Kasson, Minn., com-
manded political attention. With
Gen. Eisenhower using full NBC
and ABC radio networks live, plus
500 KBS stations for a rebroad-
cast. Gov. Stevenson's talk there
was to be tape-recorded and rebroad-
cast by NBC that evening at 8 p.m.

These commitments, plus the
General's scheduled talk in Indi-
anapolis tomorrow (Tuesday), rep-
resent at least $400,000 worth of
network business. Last week, other
business was revealed by both
parties, involving expenditures by
the national committees and local
organizations.

The Democrats bought time on
CBS Radio and Television for the
Governor's San Francisco talk
Sept. 2, slated for 10:30 p.m. EDT.
Speeches in Seattle Sept. 8 and
Los Angeles Sept. 11 will be car-
ried locally and regionally but not
nationally. The Democrats also
have bought CBS-TV time for Sept.
23, Oct. 7 and 21.

The Springfield strategy meet-
ing last Tuesday was attended by
Mr. Wyatt, Gov. Stevenson's per-
sonal campaign manager; Ken Fry,
radio-TV director of the National
Committee, and Sam Brightman,
publicity director. Mr. Fry now
will operate out of Springfield,
traveling in advance of the Stev-
enson entourage in order to set
up radio-TV arrangements. Lou
Frankel, former radio-TV director
for Averell Harriman, and general
manager of WFDI (FM) New
York, will handle radio-TV activi-
ties in the Washington office dur-
ing Mr. Fry's absence.

GOP broadcast plans include
speaking activities of both Gen.
Eisenhower and his running mate,
Sen. Richard Nixon (R-Calif.).
Sen. Nixon's New England tour
last week featured local radio and
TV origination in New Haven and
elsewhere.

Republican schedules were being
withheld pending completion of arrange-
ments with local party
leaders. But indications were
that networks and local stations will
realize considerable business.

Ten national network simul-
casts—from Oct. 3 to Oct. 31—are
on order with either the General or
the respective candidates, scheduled
spokesmen. Expenditures were unoffi-
cially estimated at about $1.2 million,
but local committees are expected to
subsidize some of the costs.

Sen. Nixon's West Coast swing
calls for national TV network cov-
erage and local radio-TV in Po-
mona Sept. 17, and a simulcast on
Eisenhower has national simulcast
dates for Sept. 19 in Kansas City
and Sept. 25 in Baltimore. Net-
works were not final.

An ABC radio is setting
aside time on a staggered basis
(two or three times weekly) for a
new program, It's Up To You,
with gloria Edwards, director of
the Women's Division of the Dem-
ocratic National Committee, who
is to explain campaign issues.
Series was to start today.

The Joseph Katz Co. is handling
the Democratic advertising pro-
gram, while Kudner Agency and
BBDO are cooperating for the
GOP. Kudner has devised a sophis-
ticated technique for television to
show Senators introducing either
Gen. Eisenhower or Sen. Nixon
prior to the televised speech via
local stations.

Three executives of BBDO, New
York, appointed to work on the
radio and television advertising
program for the Eisenhower-Nixon
campaign are Jock Elliott, who is
account executive for the New
York State Republican Party, and
who will perform a similar service
for the national party; Carroll F.
Newton, vice-president of the
agency, who will be in charge of
radio-TV timebuying, and Walter
Tibbals, TV-radio producer, who is
accompanying Gen. Eisenhower as
BBDO's representative.

**Political Policy**

Is Presented by WGCC

WGCB Red Lion, Pa., "will not
accept any paid or non-paid po-
tical speeches or time" during the
1952 campaign. John H. Norris,
Stopp's administrator for the
Republican Party, said:

"It is imperative that our sol-
ders, sailors, airmen and women in
service know that an alternative
to war is offered by the Progressive
Party. Negro GIs should be given
the opportunity to hear that for the
first time in American history a Negro
man of the National Committee of
the United States. This is the only
way American GIs can obtain facts
necessary to make up their minds on
how to cast absentee ballots.

"As 31 New York Times carried
speeches especially prepared for
and requested by the Progressives.
Request that I be given opportunity
to address troops over same facil-
ities over the radio broadcast. Re-
quest immediate answer.

### Election Series

**Nightly five-minute See You at the Polls series will be broadcast on**
**NBC radio, Mon.-Sun., 11:30-11:35 p.m.**

"Prominent citizens will speak each night on the importance of registering,
knowing the candidates, and voting, with Harold Fellowes, NARTB president,
opening the series."
Atomic Tests Prove New Motor Oils Can Triple Car Engine Life

A revolutionary new testing method, using radioactive materials, proves that today's high quality motor oils, developed since the end of World War II, can actually triple the life of your car engine.

These atomic tests show that today's new motor oils substantially reduce engine wear—actually make it possible for you to drive your car many more thousands of miles without costly major repairs. Atomic tests, now being conducted by many oil companies, also open the door to the future development of even finer motor oils.

Increase in motor oil quality is one direct result of the constant competition among U.S. oilmen to get to you first with new and improved products. Today's gasoline is another example—2 gallons now do the work 3 did in 1925, although today's gasoline is priced about the same—only taxes are higher.

In peace or war, you benefit from the competition among America's privately managed oil companies with the finest petroleum products at the lowest prices in the world.

Oil Industry Information Committee
AMERICAN PETROLEUM INSTITUTE
50 West 50th St., New York 20, N.Y.
IN CINCINNATI
ON WCKY'S DAILY HIT PARADE
6:15 to 7 PM

More Cincinnatians listen to the Daily Hit Parade with Nelson King than to any other program at this time.

Here are the latest Pulse Ratings*:

<table>
<thead>
<tr>
<th>STATION</th>
<th>RATING</th>
<th>COST PER 1000</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCKY</td>
<td>6.3</td>
<td>$1.48</td>
</tr>
<tr>
<td>Station A</td>
<td>2.5</td>
<td>$2.92</td>
</tr>
<tr>
<td>Station B</td>
<td>4.5</td>
<td>$1.85</td>
</tr>
<tr>
<td>Station C</td>
<td>3.0</td>
<td>$2.88</td>
</tr>
</tbody>
</table>

(*May-June Cincinnati Pulse)

FOR THE LARGEST AUDIENCE
AT THE LOWEST COST,
USE THE DAILY HIT PARADE
"Say, Peg...
We've got a date!

"We go down to Town Hall first thing tomorrow."

"What on earth for, John?"

"To register, of course. The paper's full of reminders. Can't vote if you don't register first, you know."

"Yes, of course. But what brought this on?"

"Well, Peg, a lot of us were holding an indignation meeting this afternoon down at Tony's barber shop."

"About Tony?"

"Course not. Bob Carson was sounding off on the subject of corruption and inefficiency in local, state and national government. Stan Dukas was turned up about high taxes, like Pete Orson was about the high cost of living."

"And what did Tony have to say, John?"

"Well, he didn't say much at first. But finally Tony asked us if we'd voted in the last election. Had to admit we didn't. Then he asked if we'd registered yet for this year's. We had him there, too. Then he said this was a pretty good country as far as he was concerned... and it was our job to keep it that way. He said if we wanted honesty and integrity in America we should apply it to our own personal lives, to our own business, too. And see to it that honest and patriotic men got elected to office."

"I suppose you men got mad at Tony?"

"Heck no! I even over-tipped him. He was right, wasn't he?... reminding us, both as citizens and businessmen, that we've got a mighty important stake in whether this country prospers or not. Like Tony said, that goes for today, tomorrow and twenty years from now."

"Anyways, I'm going to register first thing in the morning. And, by golly, it's a man's duty to see that his wife registers, too. So don't forget we have a date!"

"Don't be silly, John. I registered weeks ago!"

"Oh."

REPUBLIC STEEL
Republic Building  Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free... an America whose mighty truck fleets speed the many products of factories and farms to every corner of the land. Through the Trucking Industry, Republic serves America... with alloy steels for tough, wear-resistant moving parts; with high-quality pig irons for motor blocks and cylinder heads; and with carbon, stainless and electroplated steels for truck bodies and cabs. Yes, with as much of the nation's productive might dependent upon trucks, Republic is proud indeed that its steel helps keep them rolling.

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telexcast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
**BUSH NOMINATED**

In Conn. Senate Race

CONNECTICUT Republicans last Friday nominated Prescott Bush, banker and minority stockholder in CBS Inc., as their nominee for the seat of the late Sen. Brian McMahon (D.-Conn.) whose term covers four more years [B+T, Sept. 1].

Mr. Bush, a partner in an investment firm with Averell Harriman and holder of 10 shares of Class A stock in CBS Inc., will compete against a nominee to be chosen by the state's Democrats the past weekend.

Mr. Bush is expected to line up a sizable radio-TV advertising campaign before the November elections, perhaps comparable to his schedule of two years ago when he lost to Sen. William Benton (D.-Conn.) by a narrow 1,000-vote margin.

Sen. Benton also is expected to rely heavily on broadcast media in his fight against William A. Purtell, who was nominated on an interim basis to fill Sen. McMahon's seat until Nov. 4. Actually, he will run against Sen. Benton for the full six-year term. Both Mr. Bush and Sen. Benton may announce their campaign plans shortly.

It was Mr. Purtell who defeated Mr. Bush in the GOP state convention last May. It is conceivable that Mr. Bush, rather than Mr. Purtell, might emerge victorious in the fight for a Senate seat next January.

---

**Chicago AAAA Slate**

CLINTON E. FRANK of Price, Robinson & Frank has been elected chairman of the board of governors of the Chicago AAAA group, organized to carry out 4A activities locally. Other officers are James Cominos, Needham, Louis & Brody, vice chairman, and Hervey L. MacCowan, MacCowan Adv., secretary-treasurer. Board of governors includes the officers plus George Bogart, J. R. Pershall Co., and Robert Burton, Young & Rubicam. Membership represents 44 Chicago agencies. Work was handled previously by a Central Council headed by John Willem of Leo Burnett.

---

**Far-Sighted TV**

A PUEBLO, Col., dairymen claims a world's record for long distance reception with his new television receiver. According to Joe Marty Jr., Admiral Corp., Chicago, Leslie Donley has reported receiving more than 20 distant TV stations, including one in Mexico and one in Cuba during the past three months.

Mr. Donley, who lives at a location that is at an altitude of 4,000 feet, bought his 20-inch console set in June when the nearest video stations were located at Albuquerque and at Salt Lake City, about 300 miles away.

---

**Graybar Recommends**

**AMPEX SERIES 400 TAPE RECORDER**

*in convenient console model*

Here it is! The high-fidelity performance and extra convenience of a console recorder...at the price you'd expect to pay for a portable model! It's all yours with this new Ampex Series 400 console model distributed by Graybar.

The most versatile magnetic tape recorder ever built, the Ampex 400 (in console, portable, or rack mount model) offers you long-term recording dependability through simplified operation and freedom from breakdown.

Ampex recorders are but a single item in the complete line of AM and TV equipment available through your near-by Graybar office. From mike to antenna, it will pay you to discuss your needs with an experienced Graybar Broadcasting Representative. Graybar Electric Co., Inc. Executive Offices: Graybar Building, New York 17, N. Y.

---

**Check these Ampex 400 features!**

1. **DUAL SPEEDS** — 71/2 & 15 inches per second...half or full track models.

2. **REMOTE CONTROL** — push button operation permits full remote control.

3. **BUILT-IN PREAMPLIFIER** — for microphone & bridging low-level line.

4. **PRECISION TIMING** — within 3.6 seconds per 30 minutes.

5. **FULL AUDIO RANGE** — 15,000 cps at 71/2 inches per second.

6. **MINIMUM MAINTENANCE** — built for heavy-duty service.

7. **WIDE DYNAMIC RANGE** — low noise level with low distortion.

8. **EXTRA LONG-LIFE MAGNETIC HEADS** — initial performance retained for thousands of hours.

9. **COMPLETE ACCESSIBILITY** — components and electronic assembly easily inspected even during operation.

---

**EVERYTHING ELECTRICAL TO KEEP YOU ON THE AIR...**

**IN OVER ONE HUNDRED PRINCIPAL CITIES**

[BROADCASTING • Telecasting]

Bob Poole, originator of network show, Poole's Paradise, returns to staff of WHIG Greensboro.

Jane Christopher named merchandising manager for Calen Drake Housewives Protective League and Startlite Salutes programs on WCBS New York.

Lee Jordon, WSB-TV Atlanta, to announcing staff, WHAS-TV Louisville.

Harvey Murphrey, announcer, KLAC-TV Hollywood, and Ralph Jones were married Aug. 16.

Francine Stutz, promotion director, KLAC-TV Hollywood and television, and Lee Stanley Amster, Los Angeles toy manufacturer, were married Aug. 31.

News

Clayton B. Holm to KIHO Sioux Falls, S. D., as news editor after discharge from U. S. Navy.

Mal MacIntyre, announcer, KLAC Hollywood, to ESR California, as news director and editor.

Jack Boston, public information officer at Edwards Air Force Base, to public information ESR Santa Ana, as head of local news casters.

4. Premium Ad Meeting

NBC Comedy team Bob and Ray will make a 5 minute appearance at the morning conference of the Premium Advertising Assn., to be held Sept. 16 at the Hotel Astor, New York, C. E. Armstrong, general manager of merchandising of Kroger Co., will talk about premium promotions in super markets and Douglas Taylor, vice president of J. P. McKinney, will discuss premium promotions in newspapers at the meeting, which will run from 9 a.m. to noon.

NARTSR Name Change

Proposed name change of the National Assn. of Radio & Television Station Representatives to the shorter one of Station Representatives Assn., is expected to be approved by NARTSR members at the group's quarterly meeting Sept. 10 in New York. Besides being unwieldy, the present name is too often confused with NARTB, a spokesman said. After approval by the group itself, an amendment in the charter must be filed in Albany and certified by the Secretary of the State of New York before it becomes official.

Strictly Business

(Continued from page 18)

as much impact as possible, and how to sell the best product to the people in that market. In addition to advertising, new media buying has become more specialized. As the importance of specific market growth has become a major consideration, there is a need for the specific market to grow, so that the success factor in the sales department, is the factor in the success of the company.

Mr. Wyatt, who was born in Chicago, moved there for the first time and has been in the industry for most of his early years on Long Island and in Westchester County. He first worked in New York as vice president of Erwin, Wasey & Co., of Brookline, Mass., and, after a few years, went on to serve as advertising manager of Calvert and sales training manager for Schenley. (The male Wyatt's still prefer bourbon to Scotch). A brother, Jack, is partner in Wyatt & Scheubel, New York.

Bill Wyatt has had a long and varied career in broadcasting, entering radio in 1940 as an announcer, later in advertising, and later, when he decided to move into sales,which he feels he can do better, to work up through the ranks into broadcast sales.

After attending Peekskill Military Academy in New York and Nichols College in Massachusetts, he enrolled at a small coeducational college, Elson, in Burlington, N. C. It was there he went to work as a part-time announcer for WBBI. He later went on to work as a part-time announcer and later, when he decided to move into sales, which he feels he can do better, to work up through the ranks into broadcasting sales.

In the next six years, he worked at WCBT Roanoke Rapids, N. C., to KCWB New York, where he was night guide supervisor and, later, an announcer. After a year in New York, he changed to sales, and later, to advertising, and later, to sales. He prefers the job, and he feels he can do better, to move into broadcasting sales.

Mr. Wyatt's home is in south suburban Park Forest. His wife, whom he met in New York and married in Charleston, is the former Helen Finkle of Philadelphia, a singer, dancer and actress.

September 8, 1952 • Page 57
NEWS IN CANADA

New Distributor Proposed

INDEPENDENT Canadian broadcast- ing stations will be asked at forthcoming regional meetings to join a new co-operative news distributing company which will retain its news from Canadian Press. The new company will succeed Press News Ltd., Toronto, subsidiary of Canadian Press, which now sells news to Canadian stations.

On the nine-man board of the new company Canadian broadcasters will have four regional representatives, tentatively one each from the Atlantic coast area, French language stations in Quebec and Ontario, English-language stations in Ontario and Quebec and western Canada. Five directors will be elected by Canadian Press, and may include owners of newspaper affiliated radio stations.

Basic reason for the new set-up is to give Canadian stations a voice in the news gathering and distribution organization.

Preliminary work by mail indicates most stations contacted favor the new operation. First presentation to a regional group will be made at the Western Assn. of Broadcasters' annual meet at Banff, Sept. 11-13. Other meetings will consider the plan before Canadian Assn. of Broadcasters meets at Montreal next March.

JOINT PROMOTION
Planned by Movie, TV Groups

AGREEMENT calling for a reciprocal promotion project between WBNC-WNBT (TV) New York and the Organization of the Motion Picture Industry of the City of New York was signed Wednesday by Ted Cott, vice president and general manager of WBNC-WNBT (TV), and Fred J. Schwartz, chairman of the motion picture trade group [B&T, Aug. 18].

Both Mr. Schwartz and Mr. Cott expressed the belief that the alliance would work out to the benefit of both the television and motion picture industry. The campaign, which will run for a trial period of three weeks, begins Sept. 15.

U.S. Buys $539 Million

MEMBER companies of Radio-Television Mfrs. Assn. received orders in excess of $539 million from the U.S. government during the first half of 1962. This compares with $609 million during the first half of 1951. Radar equipment topped the 1962 list, totaling $268 million. Second was navigational gear, totaling $45 million.

WOMEN'S Auxiliary of American Legion has presented a special award to Strike it Rich, CBS-TV and NBC radio show sponsored by Colegate-Palmolive-Umbrella. Walt Disney, producer of series, accepted on behalf of sponsor.

MBS FARM SHOW
Panel Series Begins

FIRST question in the Successful Farming-MBS 13-week farm panel series was "Does It Really Matter to the Farmer Who Wins the Election?"

The Farm News Conference program, moderated by author-farmer Louis Bromfield, featured Agriculture Secretary Charles F. Brannan, Rep. Clifford Hope (R-Kan.), Maryland farmer Joe Blandford and New Jersey farmer Leo Towen. It was tape-recorded in the studios of WWDC, Mutual's Washington affiliate last Thursday, and was scheduled to be broadcast on MBS stations at 11:30 a.m. Saturday.

Second in the series, which will be broadcast at the same time every Saturday, will originate from Lafayette, Ind., Sept. 13. Mr. Bromfield will act as moderator for the full series.

Successful Farming is published by the Meredith Publ. Co., owner of WOW-AM-TV Omaha, KPHO-AM-TV Phoenix and WHEN (TV) Syracuse, N. Y. Meredith also publishes Better Homes & Gardens.

NBC Radio Dude Martin's Western Jamboree, new hour-long Saturday night program, replaces Tex Williams and His Orchestra. Dude Martin also has his own KTTV (TV) Hollywood and WBIG-Avalon shows.

WBIG DISPUTE
Terminated by NLRB

NINE-MONTH OLD labor dispute involving WBIG Greensboro, N. C., which began with the walk-out last January of 14 NABET members, was terminated last Thursday with the cryptic announcement by NLRB Regional Director John A. Penello that charges of unfair labor practices had been "withdrawn without prejudice."

The 14 employees, engineers, control operators and announcers, walked out Jan. 22 after NABET had made its charge. The station continued operation, however, with non-NABET employees.

Gilbert M. Hutchinson, president and general manager of WBIG, last Thursday announced receipt of the notice from Regional Director Penello terminating the case. Mr. Penello said that "with my approval" the charge had been withdrawn without prejudice. Notice also was sent to NABET national representative, Clifford L. Gorusch, in New York.

O-CEL-O Co., Buffalo (cellulose sponges) and General Mills, Minneapolis, are negotiating a merger with transfer of stock. General Mills, which would wholly own O-CEL-O, is slated to exchange stock worth $3,-420,000, with O-CEL-O stockholders, getting one share of Mills common for 3 1/2 of O-CEL-O common, and 10 shares of Mills common for 13 shares of O-CEL-O preferred.

SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

SOUTHWEST VIRGINIA?

Southwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia's total buying power.

WBIG BUY why Buy

SPOT RADIO? Spot radio lets you hand-pick the station which will do the best selling job for you—market-by-market.

WBIG BUY why Buy

WDBJ?
WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ's weekly coverage represents 110,590 families daytime, and 8,830 families at night. WDBJ's average share of audience in Roanoke is phenomenally high. Ask Free & Peters!
IN THE SOUTH
ON WCKY'S FAMOUS JAMBOREE
7:05 to 11 PM

BMB shows WCKY has more families listening 3 to 7 times a week at night to the Jamboree than to any other 50,000 watt station covering the South.

Here are just a few of 1952's results to date for advertisers:

<table>
<thead>
<tr>
<th>Product</th>
<th>Orders</th>
</tr>
</thead>
<tbody>
<tr>
<td>JUNEX</td>
<td>20,048</td>
</tr>
<tr>
<td>HOSPITAL INSURANCE</td>
<td>23,658</td>
</tr>
<tr>
<td>HARMONICA</td>
<td>34,360</td>
</tr>
<tr>
<td>CURTAINS</td>
<td>18,917</td>
</tr>
</tbody>
</table>

FOR RESULTS IN THE SOUTH,
PUT YOUR ADVERTISING ON WCKY'S JAMBOREE
50,000 WATTS OF SELLING POWER

CALL COLLECT:
Tom Welstead
Eastern Sales Manager
53 E. 51st St., New York City
Phone: Eldorado 5-1127
TWX: NY 1-1688

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: CI 281
The Old Show

THE OLD SHOW, but with a new script and new lead performers, is being enacted at the FCC. The staff lawyers are still trying to run the Commission—and they're often succeeding.

Examiners are frequently this stage of the intent of Congress to approve the new McFarland Bill—to restore policy directions to the seven members of the Commission by spelling out functions of staff and by seeking to build an administrative barrier between staff and Commission.

The lawyers, however, have contrived means of circumventing the law, after having failed to get the White House to veto the McFarland Bill—inaugurating almost unheard of in Government, but which was all but ignored by the Commission.

Here's how the lawyers are working it now. They cooperate closely with Chairman Paul A. Walker and with Comr. Frieda B. Hennock. Their present interest, almost to the exclusion of all else, is the forthwith licensing of educational TV stations. The staff greases the way, as in the past, by ensuring that out of 14 applications filed since the thaw, in return, the Chairman and Madame Commissioner support the lawyers.

Petitions who seek to have the FCC move even on routine matters may be summarily informed that the McFarland Law precludes such action without time-consuming and expensive procedures, such as letter-writing, advance notice, conferences and numerous other devices. This is an obvious effort to flush out complaints to the Commission and to Congress, so that the path may be cleared for amendment of the statute through proof of its unworkability.

The proposed new rebroadcast rule is another example of this mischief-making. Last May, without warning, five of the seven members adopted the rule, and sent it to the FCC which would permit an originating station to refuse permission to other stations to rebroadcast its programs, but only under the threat of the FCC within 10 days why it refused. It the refusal is "unreasonable" the network or station would be penalized. That could mean termination of its license—because the originating station refused to share its property or the product of its genius with competitors.

The legality of this "legalized larceny" proposal was promptly challenged. The FCC postponed the effective date of its order for 60 days from July 1, whereas the petitioners requested a stay until the question of legality had been decided. Prior to the new Aug. 30 effective date, further petitions for postpone ment were filed. The lawyers suggested only a 15-day extension. Fortunately, an alert Commissioner proposed a month, and that carried.

Nowhere do we discern another effort by the lawyers to slip one over. They are constantly contriving means to harass the licensees, when their sworn duty is to enforce a law, the purpose of which is to encourage fullest development of communications media.

How long they will get away with it we won't venture to guess. We're led to believe, however, that it won't be as easy for them this time. First, Congress is more diligent and the public would be willing to be bothered matters. Second, this crop of FCC staffers just isn't as sagacious as their immediate prede cesors in office.

Red Writers

THOSE angry denials of the Senate Internal Security Committee report alleging Communist domination of the Radio Writers Guild should surprise no one. That's par for the course in the anti-Communist activities of the union.

The committees of Congress customarily exaggerate the degree of Red infiltration, and this is true with special fervor, without any issue indignant blanket denials. It all started about two years ago with the publication of Red Channels, under private auspices.

But even if there were only one Communist of influence in RWG it would be one too many. It has been evident for years that one of the cardinal objectives of the Reds in the U. S. has been control of access to that which goes over the air. The writers, hired, are in the key position. They can contrive situations and veal scripts to fit the ideological line. And that's precisely what the Senate subcommittee charges have been done. The responsibility, in the first instance, devolves upon ownership and management. That goes for networks, stations, programming syndicates and packagers. The screening of talent, from writer to performer, is not an easy task.

Does anyone know a stupid Commie?

Headlines from Hunger

IN THE TWO months that Congress has been in adjournment, broadcasters have enjoyed the blissful tranquility of a couple of political conventions, the resultant campaigns, diatribes of the left-wing Progressives, TV's birth as a mass medium, the usual grit of radio, controversies, FCC forays, TV post-freeze processing, air-space committee squabbles, district, state and county meetings and union elections.

But this relative calm is about to be shattered. The House Subcommittee to investigate the morals of radio and television programming, which quit with Congress last July, resumes its hearings Sept. 16 in Washington. Then it will shuttle between New York and Washington.

The headline writers can warm up for another field day. "Blood and Thunder," "Plunging Necklines" and "Shimmying Savants" will return to stud-horse type. The editorial writers and the pundits will let go with roundhouse swings at the ether traffic. The cartoonists will depict pink elephants emerging from the TV screens, and beer bubbling from the speakers.

But these proceedings, if precedent means anything, will develop into little more than a sounding board for the prohibitionists. They will fight against alcoholic beverages advertising on the air. It's great stuff in a campaign year. It's part of the campaign to ban all liquor (and beer) advertising in the quest for a return to prohibition.

This time, we hope, the adversaries—representing all media—are adequately forewarned. Certainly the broadcast media are prepared to handle their end. So are the brewers. The distillers, it would appear, have no problem. Ditto the radio and TV hard liquor advertising is non-existent in the 48 states. That isn't so, however, in the territories.

We imagine that when the final gavel sounds, there won't be any serious thought about legislation involving broadcast programming. This is a small matter. The real question is a reasonable wager that there won't be a final gavel until the committee has exhausted the headlines.

When the FCC in 1951 faced the proposed merger of ABC with United Paramount Theatres Inc.—first major case of the "marriage of broadcasting and motion picture interests" since the advent of commercial TV—it knew it had a hot potato.

From TV's start, the union of broadcasters and movie interests had been predicted. Although many within the Commission and the industry it regulates adamantly opposed the Hollywood influence in broadcasting, fully as many in both camps believed fusion of broadcasting and the cinema was the logical step in fulfilling TV's destiny.

To hear the merger case—whether it was in the "public interest, convenience and necessity" the FCC designated slight, sandy-haired, 35-year-old Leo Resnick.

The hearing began in January 1952, consuming 90-odd hearing days, 13,000 pages of testimony and 950 exhibits, and closed Aug. 20. Mr. Resnick's decision—which may or may not be affirmed by the Commission—is expected sometime this fall.

It has been a grueling experience for witnesses and counsel. And it has been no less arduous for the hearing examiner.

Mr. Resnick has listened to every word of testimony. He ruled on complex legal questions, with few precedents to guide him. He assuaged ruffled tempers, of which there were many.

Yet, of all immediately concerned, Mr. Resnick has been the most unperturbed by the hearing's complexities, its labored length and more recently by its speeded-up course.

Qualities the government seeks in its hearing examiners, considered in many respects like judges, are spartan.

Among them are injunctions "to conduct hearings in a dignified, orderly and impartial manner," and to exercise "sound judgment, judicial temperament and poise."

The soft-spoken Mr. Resnick epitomizes these qualities. He is also precise, meticulous, methodical and hard working. His ability to absorb a mass of detail and to express himself cogently have been remarked upon by those appearing before him.

Some Washington attorneys who know him are impatient with what they call his academic attitude. Others feel that his high sense of judicial decorum makes the aura of his hearings more like a court room than an administrative agency appearance. But during the long and sometimes bitter Paramount hearing his (Continued on page 88)
This man is now being sold a food freezer

Today radio entertains, informs and sells people wherever they go.

*In fact, the average American spends more time with radio than with magazines, TV, and newspapers combined.*

People listen to radios in cars, kitchens, yachts, bedrooms, living rooms, trains, canoes, bars, terraces, hotels, restaurants, beaches, deserts, mountain-tops, airplanes.

Right now there are 105,300,000 radio sets in the country. From coast to coast, virtually every home is a radio home—and over half of them have two or more sets.

In automobiles alone, there are 27,424,500 radios. At any given moment, over one-third of the radio-equipped cars on the road have their sets in use.

And last year Americans bought 12,775,000 new radio sets!

Radio reaches its vast audience at far lower cost than any other medium—whether by nation-wide networks or local stations.

No doubt about it: The smartest buys in all advertising are being made in radio. And they're being made right now.

Broadcast Advertising Bureau, Inc.
BAB is an organization supported by independent broadcasters, networks and station representatives all over America.

270 PARK AVE., NEW YORK CITY

BROADCASTING • Te lecasting

September 8, 1952 • Page 53

BROADCASTING • Telecasting
Feature of the Week
(Continued from page 18)

scriptions, prepared and produced at WICC, told the story of the “Big Fella Shop.” Live tags gave travel directions to the store from suburbs. Twelve carefully selected adjacencies a week, over a 13-week period, comprised Skydel’s initial campaign over WICC.

Success of this campaign was not instantaneous but gathered momentum. Skydel’s was satisfied with final results and said WICC obtained results were newspapers failed, the station reported.

Mr. Seigel then asked Mr. Edwards to prepare a year-around campaign embracing both institutional and sales approaches. In the process of preparing this drive, Mr. Edwards joined the Skydel’s sales staff several hours a week to apprise himself of the store’s basic marketing programs. Then, with Messrs. Slater and Hoffer, he formulated a campaign. Well pleased, Skydel’s signed for 52 weeks.

Institutional aspect of the campaign is built around a half-hour Sunday afternoon program, the Wayne King Show. There is no commercial copy as such used on this show. Only three short announcements—15 to 40 seconds duration—are aired. These expound the friendliness, courteous service and quality to be found at Skydel’s.

Sales aspect of the campaign consists of five Class A morning spots each week, rotated among various departments at Skydel’s. Heretofore, Skydel’s had not realized radio’s potential force as a selling medium. Now, however, the store is sold on radio, thanks largely to Messrs. Slater, Edwards and Hoffer.

Ralph Cattell
FUNERAL services for Ralph Cattell, 39, former sales manager of Jerry Fairbanks Productions, Hollywood, and more recently a freelance TV writer, were held Sept. 4 in Glendale, Calif., with burial at Forest Lawn Memorial Park. Mr. Cattell died Aug. 30. Survivors are his wife, Selma, and a daughter.

Most Everyone in HANNIBALAND* Listens to KHMO

* HANNIBALAND—the large 41 county area surrounding Hannibal, Mo., Quincy, Ill. and Keokuk, Iowa.

Hours on end, day after day, KHMO offers a variety of drama, news, sports and music to the 240,470 radio families who live in the rich Hannibal area. The majority of these families tune and stay tuned to KHMO, because KHMO gives them what they want in radio. For satisfying results and service in the mid-west put your sales message on KHMO. Write, wire or phone KHMO or Pearson today for availabilities.

Representative
John E. Pearson Company

Mutual Network
Hannibal, Missouri

5000 watts day • 1000 watts at night

front office

SHERMAN HEADLEY, TV director, appointed assistant manager, WCCO-TV Minneapolis-St. Paul.

TED TENPENNY, commercial manager, KEYD Minneapolis, promoted to assistant general manager there.

WILLIAM BAYER, sales representative of Keystone Broadcasting System on West Coast, elected a vice president. ESCHEN & ROE named to represent network on West Coast.

HAL COOKE, manager of CKYE Toronto, adds duties of vice president in charge of sales of all Jack Kent Cooke enterprises, Toronto.

Dave BAYLOR, general manager, WJMO Cleveland, to WEWs (TV) that city, as general executive in programming and advertising sales activities.

EVERT S. PETERSON, director of public relations, McClatchy Newspapers and McClatchy Broadcasting Co. of Calif., to Rotary Offset Printers, Sacramento, Calif., as general manager.

ROGER LA REAU, commercial manager, WTVN (TV) Columbus, named regional sales manager of Edward Lamb Enterprises with headquarters in Erie, Pa. Duties include co-ordination of sales and commercial activities of WTVN, WICU (TV) and WINK Erie, WHOO Orlando, Fla., WTOD Toledo and The Erie Dispatch.


MEG ZAHRT, assistant director of retail advertising, B&N, New York, to sales staff, WGAR Cleveland, to serve department stores and specialty shops in that area.

WILLIAM K. BRUSMAN, sales staff, WHK Cleveland, promoted to general sales manager.

avery-KNODEL, N. Y., appointed national representative for WHOO Orlando, Fla.

Personals...

Miss Zahr

George B. Storer, president of Storer Broadcasting Co., is under doctor’s orders to “rest and relax” which may keep him away from full time duties for several months. He is recuperating in Birmingham, following temporary of hearing suffered on eve of CBS affiliates meeting in Chicago last month, probably due to excessive air travel in his non-pressurized plane.

Daniel W. Kops, vice president-general manager, WAVZ New Haven, Conn., named to membership on Public Relations Committee of National Travelers Aid Assn. . . . Klaus Landsberg, vice-president and general manager KTLA (TV) Hollywood, named talent chairman for Cancer Society’s City of Hope Telethon on KNBB (TV) KLAC-TV KTTV (TV) and KTLA (TV) Sept. 27-28. . . . John H. Perry, owner of the Perry group of radio stations in Florida, is resting in American Hospital in Paris, following interim operation on his hip, which he broke in fall on liner United States Aug. 11. . . . Edgar Stern Jr., president, WDSU-AM-TV New Orleans, father of third child, Monte M., Aug. 27. . . . Charles E. Salik, president, KCBO San Diego, father of girl, Aug. 17. . . . Ken Cowan, New York advertising representative, Broadcasting Telecasting, father of boy, Aug 17. Bill Queen, salesman, WTAO Cambridge, Mass., and Alice Lee Lane were married Aug. 23. . . . Donald J. Quinn, vice president and general manager, KXOC Chico, Calif., elected chairman of Chamber of Commerce Merchants Committee, that city.
**FOR ALL FREQUENCIES**

Mycalex, the ideal insulation, offers low loss and high dielectric strength. It is impervious to oil or water, free from carbonization, withstands high temperature and humidity. Mycalex remains dimensionally stable permanently and possesses excellent mechanical characteristics. In its present high state of development, Mycalex combines every important insulating advantage — including economy. Mycalex is available in sheets and rods, can be injection or compression molded to close tolerance, is readily machineable, can be tapped, drilled, threaded and ground.

### INJECTION MOLDED GRADES

<table>
<thead>
<tr>
<th>MYCALEX 410</th>
<th>MYCALEX 410X</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Factor, 1 megacycle</td>
<td>Power Factor, 1 megacycle</td>
</tr>
<tr>
<td></td>
<td>0.0015</td>
</tr>
<tr>
<td>Dielectric Constant, 1 megacycle</td>
<td>9.2</td>
</tr>
<tr>
<td>Loss Factor, 1 megacycle</td>
<td>0.014</td>
</tr>
<tr>
<td>Dielectric Strength, volts/mil</td>
<td>400</td>
</tr>
<tr>
<td>Volume Resistivity, ohm-cm</td>
<td>1 x 10^15</td>
</tr>
<tr>
<td>Max. Safe Operating Temp.</td>
<td>125°C</td>
</tr>
<tr>
<td>Water Absorption, % in 24 hours</td>
<td>0.30</td>
</tr>
<tr>
<td>Tensile Strength, psi</td>
<td>6500</td>
</tr>
</tbody>
</table>

### MACHINABLE GRADES

<table>
<thead>
<tr>
<th>MYCALEX 400</th>
<th>MYCALEX K-10</th>
</tr>
</thead>
<tbody>
<tr>
<td>Power Factor, 1 megacycle</td>
<td>Dielectric Constant, 1 megacycle</td>
</tr>
<tr>
<td></td>
<td>0.0018</td>
</tr>
<tr>
<td>Dielectric Constant, 1 megacycle</td>
<td>7.4</td>
</tr>
<tr>
<td>Loss Factor, 1 megacycle</td>
<td>0.013</td>
</tr>
<tr>
<td>Dielectric Strength, volts/mil</td>
<td>300</td>
</tr>
<tr>
<td>Volume Resistivity, ohm-cm</td>
<td>2 x 10^15</td>
</tr>
<tr>
<td>Max. Safe Operating Temp.</td>
<td>170°C</td>
</tr>
<tr>
<td>Water Absorption, % in 24 hours</td>
<td>0.30</td>
</tr>
<tr>
<td>Tensile Strength, psi</td>
<td>6500</td>
</tr>
</tbody>
</table>

### LOW-LOSS MINIATURE TUBE SOCKETS

ECONOMICAL — Comparative in cost to ordinary phenolic sockets, but far superior electrically. Dimensional accuracy unexcelled.

**AVAILABLe IN TWO GRADES** — Mycalex 410 fully approved as Grade L-4B under N.M.E.S. JAN-1-10 “Insulating Materials, Ceramics, Radio, Class L.” Mycalex 410X offers lower cost with insulating properties exceeding those of general purpose phenolics. Both Mycalex 410 and 410X Tube Sockets are supplied in 7 pin, 9 pin and subminiature. All are precision molded for highest accuracy.

**MYCALEX CORPORATION OF AMERICA**

Owners of 'MYCALEX' Patents and Trade-Marks

Executive Office: 30 ROCKEFELLER PLAZA, NEW YORK 20 — Plant & General Offices: CLIFTON, N.J.

---

BROADCASTING • Telecasting

September 8, 1952 • Page 59
"RADIO delivers the greatest mass audience... in the history of mankind" and remains "the swift, most flexible and instantaneous way of reaching the people of the 48 states," Army public information officers have been told.

At the same time, the Army Dept. has found "a new and hereto-fore unavailable personal means of reporting the Army story in the front parlors of American families."

These observations were conveyed to U.S. Army domestic and overseas PIOs by Col. E. M. Kirby, chief of the Army's Radio-TV Branch during a conference Aug. 25 at the Pentagon in Washington, D. C.

The officers were briefed on plans for a series of radio and television "hometown" interviews, to be offered to stations throughout the country by the Far Eastern Command (FECOM).

The importance of public information—and particularly the continuing value of radio and potential of TV—was detailed by Col. Kirby; Maj. Gen. Floyd Parks, chief of information; Gen. J. Lawton Collins, chief of staff, and Brig. Gen. Frank Dorn, deputy chief of information.

The Army will intensify its drive to develop hometown interviews with U.S. soldiers overseas for playback on radio stations in pertinent communities. Also under study is a plan to prepare a similar series for video use, with stations asked to provide film to FE COM. Reciprocal arrangement is necessary because of lack of funds. The Army Dept. was cut 50% in fiscal 1963 appropriations.

Meanwhile, Col. Kirby revealed that the third series of The Big Picture programs will be available for distribution to video stations around Oct. 15. The documentary series currently is in production. Some 80-plus stations have been carrying Big Picture programs throughout the year, with some repeating the films.

Col. Kirby noted estimated audience (60 million) on the recent political conventions and felt the Army could capitalize on "any significant portion" of viewers in "homes which have yielded hundreds of thousands of sons and daughters to the armed forces.

Tracking radio's history, he asserted that American radio "can never be ignored... even though some of the commercial broadcasters themselves—in my opinion—quite blindly are willing to let it go by default."

He concluded: "Radio has developed the ears to listen, television the eyes to see. In our democratic form of society, the Army has a right to be heard and seen."

DUANE JONES SUIT

Minor Action by Judge

JUDGE Sidney Sugerman of the U. S. District Court for the Southern District of New York signed an order Aug. 28, striking out several paragraphs from the complaint in the $3,150,000 slander suit filed against Duane Jones, president of Duane Jones & Co., New York.

The paragraphs in question reportedly do not alter the body of the complaint.

Judge Sugerman's action came after a motion by counsel for Mr. Jones to dismiss the suit. The action against Mr. Jones was filed on June 4 by nine of his former employees, most of them now with Scheideler, Beck & Werner (B&T, July 14).

NBC radio Father Knows Best will be taped in various cities for 1952-53 season for General Foods, as star Robert Young is on 40-week theatrical tour with "Country Girl." Cast will fly from Hollywood at regular intervals, wherever Mr. Young is and will tape as many programs as possible. Agency is Benton & Bowles Inc., Hollywood.

SET RECTIFIERS

Shortage May Continue

RECTIFIERS for radio-TV sets may continue in still shorter supply as a result of military requirements; the government has been told by a manufacturers' industry group.

The National Production Authority was advised that FCC authorizations for new television stations may presage a 100% increase in demand for rectifiers next year. A large part of the industry's output now goes into rectifiers for smaller sets where they convert alternating to direct current.

NPA reported that demand for selenium probably will extend beyond supply indefinitely, and promised it would continue its study of shortage problems. September allocations of the material (a by-product of coal tar processing and refining) are set tentatively at 85% of industry requests. Selenium also is used for a variety of other civilian and military electronic applications.

SCBA STAG DAY

Is Scheduled Sept. 24

EIGHTH annual "Whishing" will be held by Southern California Broadcasters Asso., Sept. 24 at Inglewood Country Club, with Hal J. Taylor, Los Angeles manager of KFOX Long Beach, named general chairman.

Heading the committees for the all-day, all-night stand get-together are: Loyd C. Sigmon, vice president and assistant manager, KMPC (attendance); Dick Woolen, director of program operations, KTTV (TV); Howard F. Homme, manager, KFW (radio); Jane McHale, manager, KFIV (radio); Leo D. Isbell, managing director, SCBA.

Event, originally scheduled for Sept. 19, was moved to Sept. 24 because of conflicts with Rosh Hoshana the weekend of the 19th.
CONCERT SERIES
SERIES of concert music programs, featuring critic Paul Hume (of the Washington [D.C.] Post) was launched last Wednesday by WGMS Washington, the “Good Music Station,” under sponsorship of Thompson’s Honor Dairy. The Post music critic is producing three half-hour programs on Monday, Wednesday and Friday, and a 90-minute show on Sunday. Series, Listening with Paul Hume, will feature outstanding record releases (including LPs) and guest conductors. Program got underway last Wednesday.

FOOTBALL QUIZ
QUIZ show tailored to coverage of Notre Dame football games will be started by WERE Cleveland with opening of pigskin season. Show will precede games and feature members of Notre Dame Alumni Assn., and alumni of opposing schools each week, with quiz scored like an actual football game and designed to foretell actual score. Prizes will be awarded victors, with WERE program director Ed Stevens firing questions. Half-hour weekly program will be sponsored by Sandusky Brewing Co. (Gold Bond beer).

WKGI-WKAH, INC.
Columbus, Ohio
5 kW
850 AM
100,000 Watts

KCVO-KAKA
Missoula
7 kW
1100 AM
30,000 Watts

KAOT
Sioux Falls
14 kW
1290 AM
100,000 Watts

KHJ
Los Angeles
1500 kW
930 AM
1,000,000 Watts

KBYO-AM
Pocatello
4 kW
1290 AM
100,000 Watts

KCOM
Midland
15 kW
1230 AM
100,000 Watts

KBAT
Billings
10 kW
1480 AM
50,000 Watts

WANK
Fort Myers
14 kW
1400 AM
30,000 Watts

WADD
Shreveport
15 kW
530 AM
50,000 Watts

WMBG
Baton Rouge
15 kW
610 AM
50,000 Watts

WIMI
Miami
1 kW
590 AM
50,000 Watts

WBBG
Butte
14 kW
1440 AM
50,000 Watts

WRAZ
Spokane
15 kW
1230 AM
100,000 Watts

WCHS
Covington
100 kW
1520 AM
1,000,000 Watts

WBBA
Boca Raton
15 kW
1240 AM
100,000 Watts

WLAX
La Verne
14 kW
1400 AM
30,000 Watts

KXFT
Helena
10 kW
1480 AM
50,000 Watts

WMDR
Huntsville
14 kW
1240 AM
100,000 Watts

WPLK
Pembroke Pines
1 kW
1700 AM
50,000 Watts

WSSR
San Francisco
10 kW
580 AM
50,000 Watts

WPTV
Davenport
10 kW
1230 AM
50,000 Watts

WAVG
Columbus
15 kW
760 AM
100,000 Watts

WHOM
Troy
1 kW
1270 AM
50,000 Watts

WKVI
Ithaca
1 kW
1480 AM
50,000 Watts

WBCA
Boca Raton
1 kW
1450 AM
50,000 Watts

WLS
Chicago
50 kW
820 AM
2,500,000 Watts

WDAF
Omaha
5 kW
580 AM
100,000 Watts

WIXP
Carson City
1 kW
550 AM
50,000 Watts

WHRM
Memphis
1 kW
1240 AM
50,000 Watts

WFFG
Everett
1 kW
1420 AM
50,000 Watts

WKNK
Knoxville
1 kW
1240 AM
50,000 Watts

WOC
Des Moines
10 kW
980 AM
1,000,000 Watts

WALK
Gainesville
1 kW
1380 AM
50,000 Watts

WAST
Sacramento
1 kW
1470 AM
50,000 Watts

WETM
Baltimore
1 kW
1230 AM
50,000 Watts

A COMPLAINT over faulty re- ception contrasted to some million-plus families who “prefer” the 56 kw station, is the peg on which KCBS San Francisco, Calif. hangs its newest brochure on coverage. Pointing out that “very often,” it’s the little things that count,” Arthur Hull Hayes, KCBS vice president and general manager, calls attention to a retired couple who complained that “it was almost impossible to hear Geng- busters tonight” because of “noise and interference.” A station engi- neer investigated and found “some faulty neighborhood wiring.” Brochure notes that couple “is prob- ably the only one of . . . 1,093,250 families to feel desperate about us . . . the others just prefer us . . .

PROGRAMS PROMOTION PREMIUMS

SIGNOFF SOLD
WINTER signoff spot has been sold by WSIV Pekin, Ill., to a local restaurateur, Harry Sarnes. W. Kenneth Patterson, WSIV presi- dent, general manager and chief engineer, reported that the an- nouncement says “. . . the next 10½ hours of silence are brought to you by Harry Sarnes, the only silence the offers throughout the entire day.”

DAILY ALMANAC
NEW program, The Daily Almanac, was begun on WAAM (TV) Baltimore Sept. 1. The Mon-Sat. feature is shown at 5:56 p.m. It has a folksy humor, imparts such information as historical happen- ings on that date and closes with a famous quotation. The Daily Almanac is a John H. Thompson Co. production.

AUTUMN PROMOTION
WTVN (TV) Columbus, Ohio, is keeping its fall promotion to an “Autumn Harvest” theme. In ad- dition to tying in all identifications, spots and live show themes with the autumn motif, windows of all advertisers and store interiors are to be decorated by the WTVN art department with corn shocks, pumpkins and colored leaves. To top off the event, a Festical Queen will be selected with the final judging telecast.

WHAS HEAVY SCHEDULE
WHAS Louisville is airing 43 pro- grams in nine days at the Kentucky State Fair, which began Sept. 5. The programs are originating from the WHAS “Big Top” tent which seats 350 persons. Last year, WHAS programs drew 22,000 persons to the “Big Top.”

HOME AND GARDENS
WGAR Cleveland on Aug. 30 began broadcasting Home and Gardens as a winter’s replacement for the Home & Gardens Roundtable. Bob Smiley, WGAR personality, handles both shows. On his new show, Mr. Smiley will emphasize home construction and maintenance.

WLW AT STATE FAIR
STARS of WLW and WLWT (TV) Cincinnati Midwestern Hay- ride were featured Sept. 6 in a big Centennial Jamboree, celebrating the 100th anniversary of the Indiana State Fair. The stars last made a personal appearance at the Indiana State Fair in 1942. Acting as m.c. for the program was Louie Innis. Mr. Innis was supported by such stars as the Kentucky Boys, Judy Perkins, Ernie Lee, the Swanee River Boys, “Lazy” Jim Day, the Pine Mountain Boys, Bonnie Lou and Buddy Ross.

SCORECARD PROMOTION
WMLS Sylacauga, Ala., is promot- ing Auburn football broadcasts by means of a combination schedule and score card. The folding card bears the names of several spon- sors of both the Auburn broadcasts and the program Football Score- board which follows immediately after the game. “Cards are being placed at sports locations for free distribution,” Robert M. Duck, promotion director at WMLS, said.

FOOTBALL CONTEST
GENERAL Electric Supply Co. has contracted with KEK Portland for a series of daily programs, Pigskin Prognosticator, to be aired during the football season. Pro- gram will sponsor a contest in which participants will pick the winner of the eight football games scheduled for the coming Saturday as well as the score of two of the games. At the end of the season, there will be a run-off for all the weekly winners. Winner will be awarded a free trip to the Rose Bowl.

KHQ CLUB
SIDEWALK Superintendents’ club has been organized by KHQ Spokane in connection with the eclec- tion of KHQ-TV. A card is issued to those who have “satisfactorily completed primary course in street excavation watching.” Station refers to its TV tower as “82ft. high—a million listeners wide.”

ANNOUNCER CONTEST
AMATEUR announcer contests were staged by WAGE Syracuse in connection with New York State Fair Aug. 30-Sept. 6. Winners of the contest were awarded a “glamour weekend in New York.”
Our Respects to  
(Continued from page 58)

established its examiner system of hearing cases, Mr. Resnick was in the first 10 to become the agency's judicary. Seven still are in har-
ness.

During his five years as an ex-
aminer, Mr. Resnick has sat in a number of significant cases.

One of the most important, from a broadcast view, was the Crosley-
WHAS case. In this, Crosley Broadcasting Co. was denied a
50-kw WLW Cincinnati, contracted to buy the Louisville Courier-
Journal's 50-kw WHAS. Mr. Res-
nick recommended that the FCC
grant approval on grounds that the overlap of signals between WLW and
WHAS conflicted with the FCC's multiple ownership rule prohibiting
one company from owning more than one station in the same area.

Memorable Cases Recalled

High in Mr. Resnick's estimate of significant cases he has heard is the 1951 hearing on the com-
plaints of the International Bank
for Reconstruction and Develop-
ment and of the International
Monetary Fund. These agencies
protested that overseas communi-
cations carriers (RCA Communica-
tions, Western Union, Mackay
Radio, etc.) proposed to charge
them commercial rates instead of
rates equivalent to those charged
a U. S. government agency.

Since this dealt with interna-
tional treaties as well as the U. S.
and FCC regulations, Mr. Resnick's
decision—holding in favor of the
complainants—was unique in FCC
annals.

Although FCC policy is to get
away from special lower rates for
government agencies, Mr. Resnick
held that "policy must yield to in-
ternational obligation."

In another case which made FCC history, Mr. Resnick ordered equip-
ment type approval withdrawn
from the Garfield Medical Appara-
tus Co. on a disathermachine. He
found that the company had

made changes in production units
without notifying the Commission.

This was to in-

volve the withdrawal of a type
approval of equipment. The Com-
munications Act requires the Com-
mision to approve all electronic
deVICES which radiate under its
authority to oversee electro-mag-
netic equipment.

Mr. Resnick is justifiably proud
of his record as an examiner. None
of his initial decisions have been
reversed by the Commission.

When Mr. Resnick isn't at

a hearing, or studying the record
of cases, he is "at home" in the
Woodland Silver

Spring, Md. Mrs. Resnick is the
former Vita Nathanson of New
Haven. Their son, James Lawrence,
is 17, and daughter, Susan Re-
beca, 21 months.

On sunny weekends Mr. Resnick
plays tennis, and on many week-

days attends local PTA meetings,
where he is chairman of the con-
struction and finance committee.

He is a member of the New York
and Supreme Court bars, and also
of the Federal Bar Assan., Ameri-
can Society of International Law,
Federal Trial Examiners' Confer-
ence, and the Columbia U. Law
School Alumn Assn.

RAYMER POSTS

Eshleman, Tremaine Named

APPOINTMENT of E. E. (Jim)

Eshleman Jr. and Iarry Barnes
Tremaine to sales executive posts
with the New York office of the
Paul H. Raymer Co. Inc., national
representatives, was announced
last week by Paul H. Raymer,
company president.

Mr. Eshleman transfers from
the Chicago office where he has
served since 1949. He previously
was associated with the Steinman
stations in Pennsylvania and with
supervision of the Chicago office of
a national sales representative.
Mr. Tremaine previously was a
space salesman for Esquire maga-
azine and the Reuben H. Donnelly
Co. He is a graduate of Amherst
College.

Maine Music Contest

FAUST COUTURE, president-
treasurer, WCOU-AM-FM Lewis-
ton, Me., and president, Maine
Broadcasters Assn., was host Aug.
14 and 15 at a renowned music
contest. The contest is sponsored
by Broadcast Music Inc., and state
broadcasters

associations throughout the nation.
The decision of the Maine judges
is to be released this month.

UNLIKE most broadcasters, who
operate within sound-proofed stu-
dios, J. Walter Kynes, newscaster
for WOF Dothan, Ala., broad-
casts from a studio with no walls.

This circumstance enabled WOF
twice within a month in-
advertently to air explosions.

Both explosions occurred in near-
by Marianna, Fla. On Aug. 14 an
explosion injured seven persons,
causing an estimated $200,000
property damage. On July 22, a
six-engine Air Force jet bomber
exploded in mid-air and plummeted
into a residential section, killing
six persons.

Coincidentally, both explosions
came during Mr. Kynes' newscast.

The microphone picked up the
blasts through the open windows.
The BIG buy in New York

Channel 5, WABD, New York

Big in Dollar Time Value
Big in Program Value
Big in Facilities Value
Big in Production Value
Big in Audience

Key Station of The

DU MONT
TELEVISION NETWORK

515 Madison Avenue, New York 22, N.Y., MU 8-2600
A Division of the Allen B. DuMont Laboratories, Inc.
Always in Front
CHANNEL 5
LOS ANGELES

By An Overwhelming Margin

MONDAY thru FRIDAY
4:00 P.M. TO 6:00 P.M. . . 27.5

SUNDAY
12:00 P.M. TO 6:00 P.M. . . 28.5

SATURDAY
8:00 A.M. TO 6:00 P.M. . . 51.6

SUNDAY thru SATURDAY
6:00 P.M. TO 11:00 P.M. . .

<table>
<thead>
<tr>
<th>STATION “A”</th>
<th>STATION “B”</th>
<th>STATION “C”</th>
<th>STATION “D”</th>
<th>STATION “E”</th>
<th>KTLA</th>
<th>STATION “F”</th>
</tr>
</thead>
<tbody>
<tr>
<td>10.6</td>
<td>9.3</td>
<td>13.4</td>
<td>14.1</td>
<td>13.6</td>
<td>25.0</td>
<td>15.2</td>
</tr>
</tbody>
</table>

Share of Los Angeles Television Audience

HOOPER TELEVISION AUDIENCE INDEX

JULY 1952

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

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

KTLA—THE BEST ADVERTISING BUY IN LOS ANGELES

Page 64 • September 8, 1952
TV GRANTS NOW TOTAL 49
Six More UHF's Authorized

By LARRY CHRISTOPHER

CONSTRUCTION permits for six more UHF television stations were granted by FCC last week as processing of pending applications continued at a steady pace and two new UHF grantees—Empire Coil Co. at Portland, Ore., and WHUM Reading, Pa.—appeared to be racing toward top honors as the first such stations to commence operation.

WHUM, granted UHF Channel 61 on Thursday, is expected to commence construction within a matter of hours and hopes to begin operation from its mountain-top 1,000-ft. antenna with full effective radiated power of 25 kw by visual without later than December 10. Expecting delivery of General Electric’s first full power UHF transmitter and special UHF wave guide design, WHUM plans to complete its transmitter site by December 1, barring unforeseen delays in construction due to weather conditions.

Empire Coil Co., which received its Permit in April, has filed for UHF Channel 27 at FCC’s initial post-thaw action in July (BT, July 14), purchased RCA-NBC’s experimental UHF station at Bridgeport, Conn., a fortnight ago has reported plans to commence interim operation by Thanksgiving Day and possibly by Election Day (BT, Sept. 1).

First UHF Start

While Empire Coil’s KPTV (TV) Portland may become the first commercial UHF outlet to begin operation, WHUM’s TV outlet would become the first UHF outlet to commence with full power. Both Portland and Reading are seen as UHF “guinea pig” markets, to be closely watched by set makers and broadcasters alike.

Last week’s grants, all in the Group B-1 city priority listing, brought processing in that grouping to Worcester, Mass. No. 110 in that list, a city which now receives three TV services. Concurrent processing of Group A-2 bids has now reached Wheeling, W. Va., No. 31 in that list.

The new authorizations, which bring to 49 the total of new station grants since lifting of the freeze (41 commercial and 8 educational CPAs), included:

Fall River, Mass. (Group B-1, No. 8)—New England Television Co., granted UHF Channel 66 with effective radiated power of 19.5 kw visual and 9.8 kw aural and antenna height above average terrain 400 ft. Estimated commencement date: Unknown. (Comr. Robert F. Jones and Robert Bartley voted for dissenting action.)

Reading, Pa. (Group B-1, No. 4) Eastern Radio Corp. (WHUM), granted UHF Channel 61, ERP 260 kw visual and 135 kw aural, antenna 1,700 ft. Estimated commencement date: Not later than Dec. 10.

New Castle, Pa. (Group B-1, No. 14) Hasky Television Co. Inc. (WEDT), granted UHF Channel 33, ERP 322 kw visual and 120 kw aural, antenna 1,030 ft. Estimated commencement date: By mid-summer of 1953: plans to start with full power.

Massillon, Ohio (Group B-1, No. 27)—Midwest TV Co. (Edward Lamb), granted UHF Channel 22, ERP 89 kw visual and 50 kw aural, antenna 430 ft. Estimated commencement date: Unknown. (Comm. Jones voted for hearing.)

Akron, Ohio (Group B-1, No. 109)—Summit Radio Corp. (WAKR), granted UHF Channel 49, ERP 145 kw visual and 73 kw aural, antenna 320 ft.

Hearings Set

In concurrent action, the Commission scheduled Oct. 15 for commencement of comparative hearings involving competitive applications for new stations at Harrisburg, Pa., and Saint Petersburg, Fla. Oct. 20 was designated for commencement of comparative hearing for Jackson, Mich., and Wichita, Kan. All hearings are to be held in Washington, D. C., because FCC’s limited budget prevents hearings in the field.

FCC last week also noted an additional dozen applicants that their bids are mutually exclusive with others and hence comparative hearings will be required, while two additional applicants previously so notified were formally designated for comparative hearing. These included:

Portland, Ore. (Group A-2, No. 2)—Northwest Television Co. Inc. (KCHV), granted UHF Channel 8, was notified it is mutually exclusive with Portland Television Inc. and Westhinghouse Radio Stations Inc. (KXL), hence consolidated hearing is required. Following earlier notifications, FCC also designated for hearing application of Mt. Hood Radio Inc. for VHF Channel 6 and application of Northwest Television & Broadcasting Co. for VHF Channel 15. Bid of Mt. Hood Radio, new owner of KON in Portland (BT, Sept. 1, Aug. 10), succeeds KON Inc. application in connection a booster for KGW and KXL, while Northwest Television is put into consolidated proceeding with Oregon Television Inc. and Columbia Empire Telecasters Inc.

Jackson, Miss. (Group A-2, No. 26)—Lamar Life Broadcasting Co. (WJDX)

IN TWO actions concerning TV allocation, FCC last Thursday issued:

1. An interpretation and order clarifying its TV rules in cases where a transmitter is in one zone and the community to which the channel is assigned is in another zone. The Commission declared the zone in which the transmitter is located determines the applicable rules for co-channel mileage separation and maximum power and antenna height.

2. A notice of proposed rule making to establish a new policy governing assignment of certain non-broadcast fixed stations in the 73-76 mc band. Responsibility to prevent interference to TV stations on adjacent VHF Channels 4 and 5 would be placed on such non-broadcast fixed stations.

In other TV allocation developments last week, FCC released its formal notice of proposed rule making to add VHF Channel 4 to Irwin, Pa., as suggested by Pittsburgh Mayor David L. Lawrence, to overcome the maximum spacing problem precluding assignment of the channel to Pittsburgh (BT, Sept. 1, Aug. 18).

The Commission also issued companion memorandum opinions and orders which (1) defer action on the petition of WLOA Braddock, Pa., which seeks Channel 4 at Brad-

ock, and (2) deny the petition of WCAE Pittsburgh, which seeks deletion of VHF Channel 9 at Wheeling-Steubenville and addition of Channels 4 and 9 at Pittsburgh.

In its opinion on WCAE’s petition, the Commission indicated stations of less than minimum power and spacing, as well as satellite or booster outlets, are not precluded for all time by conclusions of the Sixth Report and Order finalizing TV reallocation (BT, April 14), FCC said it will “be appropriate” to reconsider such proposals when new technical and propagation data is obtained and the art advances.

Clarification Wanted

In issuing its interpretation and order on transmitter location the Commission majority noted it received a number of requests for clarification of this situation. Comrs. Rosel H. Hyde and Frieda B. Henock did not participate in the ruling and Comr. Robert F. Jones dissented.

The order, effective immediately, amends Sec. 3.610 of the Commission rules relating to minimum co-channel separations by adding the following new subdivision:

(d) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to co-channel mileage separations where the transmitter is located in a different zone than the channel to be employed is located.

Section 3.514, on power and antenna height, is amended by addition of the following new subdivision:

(c) The zone in which the transmitter of a television station is located or proposed to be located determines the applicable rules with respect to maximum antenna height and power for VHF stations when the transmitter is located in Zone 1 and channel to be employed is located in Zone 1 or the transmitter is located in Zone II and the channel to be employed is located in Zone I.

Section 3.518, on co-channel assignment for each zone, according to FCC, are:

Zone

Ch. 2-13
Ch. 14-83

I
8

170 miles
555 miles

II
51 miles
355 miles

III
200 miles
385 miles

The Commission’s order noted

(Continued on page 70)

FCC Further Clarifies Rules

September 8, 1952  Page 65
television grants and applications

Digest of Those Filed With FCC Aug. 29 through Sept. 4

Grants Since April 14:

**Commercial**

<table>
<thead>
<tr>
<th>TVCH</th>
<th>NSF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>13</td>
<td>83</td>
<td>96</td>
</tr>
<tr>
<td>14</td>
<td>10</td>
<td>24</td>
</tr>
</tbody>
</table>

**Educational**

<table>
<thead>
<tr>
<th>TVCH</th>
<th>NSF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>14</td>
<td>12</td>
<td>26</td>
</tr>
</tbody>
</table>

On the Air

1 Includes XELD-TV, Matamoras (Mexico-Brownsville).

**New Applications Since April 14:**

<table>
<thead>
<tr>
<th>Channel</th>
<th>Type</th>
<th>City</th>
<th>State</th>
<th>Owner</th>
</tr>
</thead>
</table>

**NEW GRANTS FOR EDUCATIONAL FACILITIES**


**NEWACK, N. J.**—Couns. Granted UHF Ch. 5 (300-304 mc): ERP 2 kw visual, 2 kw audio; antenna height above average terrain 530 ft., above ground 440 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $20,000, first year operating cost $2,300, total operating cost $26,000.

**NEWARK, N. J.**—Couns. Granted UHF Ch. 8 (308-312 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 2 (68-72 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 19 (64-68 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.

**NEWARK, N. J.**—Couns. Granted VHF Ch. 44 (300-304 mc): ERP 1 kw visual, 1 kw audio; antenna height above average terrain 450 ft., above ground 350 ft. Engineering conditions. Comm. Grady voted for hearing. Estimated construction cost $15,000, first year operating cost $1,600, total operating cost $20,600.
PICTURES ON TAPE? New Developments Cited

TWO recent developments in the field of recording pictures on magnetic tape for TV as well as for movie-making hold out hope that the commercial accomplishment of sight in sound pictures may not be too long in coming.

The first is the announcement by Frank Shoup, executive director of the Electronics Division, Bing Crosby Enterprises, that a second demand for Bing Crosby TV tape pictures will be held “before year’s end.” Crosby Enterprises showed a working demonstration of its system last year in Hollywood [B*T, Nov. 19, 1961]. Although the pictures were hazy, they were viewable.

The second is the report by Allen Shoup of Shoup Engineering Co., Chicago, that he has recorded 5-mc signal successfully for a short duration. A TV signal is 4 mc in bandwidth. Mr. Shoup also said that he has recorded up to 15 minutes on microfilm for the National Bureau of Standards. In one such test, he said, he had 30 minutes playing time on a 6,000-ft. reel. No doubt the other reports are less sanguine.

Much progress has been made in the physics of sight-sound recording, but the general consensus of engineers contacted by BROADCASTING is that there is still a year or two before the practical and economical picture-tape recording system is still years away.

Recording pictures on tape as a dream of electronic engineers for years—is under development in various laboratories in the country.

When finally laboratory-proved and commercially developed, sight-sound tape recordings will eliminate the present cumbersome and expensive method of reproducing pictures optically on film.

Dr. Elmer W. Engstrom, vice president in charge of RCA Labs., said that RCA was working on the project, but that taped pictures seemed many years away. He said that RCA Labs. men expect to work on it for some time, that the critical point is the economic practicality of the apparatus. The two keys to successful taped pictures are, he said, (1) development of multiple track recording and (2) higher speeds.

A General Electric Co. spokesman said GE engineers are working on the problem, but no definite indications are that success is still years away.

A spokesman for Audio & Video Products Corp., New York, acknowledged that the company is cooperating with Bing Crosby Enterprises in its development. Bell Telephone Labs. reported that they had worked on the problem, as the idea seemed extremely impractical.

It was learned that Ampex Electronic Corp., Redwood City, Calif., is associated with Bing Crosby Enterprises in its taped-TV development work.

Others understood to have research on sight-sound recordings in various stages are Armour Research Institute, Chicago; Minnesota Mining & Mfg. Co., St. Paul; Brush Development Co., Cleveland; General Precision Laboratory, Pleasantville, N. Y., and the military services.

The Bing Crosby Enterprises magnetic tape recording system was developed over a three-and-a-half-year period by John T. Mullin, chief engineer, and his assistant Wayne R. Johnson.

Expense of making a TV or feature “film” will be reduced to between one-fifth and one-tenth of its present day cost, Mr. Healy explained following the first preview last November. Revolutionary improvements have been made in the process since it was first demonstrated, he implied. It is not expected to be available commercially until mid-1965.

A filmless-camera system eliminates the need for using motion picture film by recording directly on magnetic tape the electronic impulses scanned by a TV camera. The original tape and duplicates can then be used for “projection,” thus completely eliminating film processing and a separate sound track.

AFILIATE PLAN

NBC wants to cooperate with its TV affiliates in any move that will strengthen its television network.

That was the substance of a talk Mr. McConnell at a 15-minute meeting last Wednesday (see page 23 for rates story).

He was referring specifically to a move by NBC-TV affiliates that their rate of compensation from the network be increased by adoption of a new formula reducing, in proportion to network sales, the number of “free hours” they give to the network (B*T, Sept. 1, Aug. 4, July 28).

The proposition, officially presented to the network by the Premier for the recruiting week, is slated for further consideration by an affiliates committee and NBC officials at a meeting in New York in the next few weeks.

The affiliates committee is composed of Raymond Welpott, WRGB (TV) Schenectady; Walter Dannm of WTMJ-TV Milwaukee, chairman of the NBC-TV Affiliates Assn.; WSKY-TV Syracuse, chairman of the network’s TV Stations Planning and Advisory Committee; P. A. Sugg of WKRC, Cincinnati; and Edwin K. Wheeler, WWJ-AM-TV Detroit.

In his talk to affiliates, who numbered about 30, Mr. McConnell did make a move by NBC President Joseph H. with NBC TV affiliates in Chicago not indicate either acceptance or rejection of the proposal.

The plan’s main provisions provide for “free hours” to be reduced by 15 minutes for each hour that the network sells beyond a total of 174 hours per month.

At present, under the standard NBC-TV affiliation contract, the affiliate gives to the network, free, the first 24 hours of network operation time each month. This is considered compensation for the station for line charges and sustaining programs provided by NBC-TV.

For each hour of network commercial programming beyond 24 a month, the station receives 33 1/3% of the network’s “take.”

The affiliates’ proposal would complete network contracts and through the point where the network has sold 174 hours a month. For every hour sold by the network beyond that point, the commission of the reception 15 minutes of their “free hours.” Thus when NBC had sold 270 hours a month, the affiliate’s “free hours” would have been cut back to zero.

Rebellion by TV

TELEVISION history has been created in Cuba. Emilio Ochoa, head of the Orthodox Party which opposes President Fulgencio Batista, urged at the close of a 24-hour strike that the half million members of his party’s youth movement march against the Cuban Military Command. When asked about his exhortation, Cuban police marched in and juggled him. He was ordered to stand trial September 5 for incitement to rebellion by television.

CHURCH FILMS

DuMont Starts Series

A NEW series of TV dramatic shows entitled This is the Life, to be presented under the auspices of the Lutheran Church-Missouri Synod in cooperation with the National Council of Churches of Christ, was premiered last Thursday at the Park Avenue Theatre in New York.

The 13-week series will start this week in 36 cities. Additional stations will be added starting in October with the return of daylight saving time. The DuMont Network will produce the series program, Tuesdays, 10:10-10:30 p.m. to a number of its affiliates, with the balance of the stations carrying it on a spot basis.

The purpose of the program, produced by Family Films, Hollywood, for the Lutheran Television Productions Committee at a cost of $50,000, is to inspire the more than 65 million non-church-going Americans to attend church, it was announced by Rev. L. C. Wuerffel, dean of Concordia Seminary, and chairman of the Lutheran Television Productions Committee, at the premiere.

The entire cost of the films provided by NBC, plus the distribution cost for the past two years in Hollywood, was borne by the Lutheran Church-Missouri Synod. Rev. H. W. Goeckel, president of the Board of Missions, said: “We have turned to television for the vast project in an effort to reach the un-churched in their homes, in the same way that the Lutheran Hour blazed a trail in radio 20 years ago.”

The TV distribution and public relations is handled by the agency, W. R. Wrigley & Co., St. Louis, with Frank Block of that agency servicing the account in St. Louis and Reggie Schuebel in New York City.

RCA Color Test

NBC was granted special temporary authority by FCC last week to use facilities of WNTB (TV) New York for the purpose of testing the RCA color TV system with color subcarrier frequencies of 3.58, 3.75 and 3.89 me to provide the best black and white pictures. Test period is specified is Sept. 15-20.

September 8, 1952 • Page 67
TIPS ON TV OPERATION IN CITY OF MEDIUM SIZE

Like most existing television stations, KPHO-TV Phoenix has been swamped with requests for information from TV station applicants wanting to find out how it's done. Julian M. Kaufman, KPHO-TV sales manager, thought it would be helpful to reduce to writing the tips which he and other members of that station's management have given orally to TV aspirants. Anybody who intends or hopes to run a TV station in a medium-sized market will find the article useful.

By JULIAN M. KAUFMAN

IN RECENT months we, along with probably many other TV stations, have received numerous visits from applicants for TV stations-to-be. Without exception these neophytes, aware only of the favorable balance sheets currently reported by existing stations have, in the main, been carried away by their enthusiasm blunted by the cold reality of the man-sized problems indigenous to TV station operation. Since most of these applicants are from the radio ranks, they are nonplussed at finding mountainous detail, costly and specialized, attempting to absorb a completely new concept and a seeming legion of personnel employed, as opposed to their own AM operation.

To attempt to blue-print a model TV station at this transitory period would be a thankless task. However, I feel that by approaching the matter on a more modest note, that of touching on basic problems, this article may prove to be of value to those about to embark on a new enterprise. (As a starting point we are basing our calculations and figures, wherever noted, on a television station serving a community of approximately 300,000 people.)

Management & Financing

It is a safe statement to say that no commercial enterprise, whatever the corporate structure, boasts of as many partners as the small television station. Beyond the purchase of a television set, John Q. Public seems to become another Darryl Zanuck and as such assumes part of the management of the stations he receives. This intimacy between community and station, whatever its shortcomings, provides the station owner with a ready-made and ever-present barometer of efficiency.

As with all business, a proper return on the investment is to be expected. Early reports tend to indicate that although a loss period of a year may be anticipated, a net return of 30 cents on the dollar, once into the black, is not an unreasonable expectation. Even this healthy return may be readily increased in direct proportion to a top cost factor—the percentage of local live programming. It is conceivable that there will be stations manned by skeleton staffs whose sole function is to project film shows. Unquestionably this is the backbone of any organization—will be difficult to employ and in short supply. But even when key people in all departments, it is a faulty conception to believe that a TV station operation can be, initially, a smooth function. Indeed, at the risk of appearing negative, it is probable that even with trained people at every post in a station, it would be fully three months before a semblance of trouble-free operation would emerge.

Sales

Assuming that you are not in the TV business for a philanthropic reason, it is logical to predict that considerable importance will be attached to your sales department. Although it is axiomatic in sales work that a good salesman can sell anything, the television salesman hardly fits into that category for he requires just enough technical know-how to be of some special value to be a thing apart from, say, the average radio or space salesman.

Since time charges on TV are far more costly on local level than other media, you may rest assured that the local advertiser, straining his budget to spend $40.00 for a 20-second spot announcement as opposed to $3.00 an announcement in radio, must realize results in some tangible form quickly, if he is to remain on the air. As a consequence, it is mandatory that your local salesman be creative enough to think visually on behalf of his client, for it is principally his burden to see that an effective presentation is made. To do this he must, among many things, have a working knowledge of television mechanics such as the costs of slides and films, knowing the advantages and disadvantages of both.

The absence of advertising agencies in smaller markets places an additional burden on the station in general and the salesman in particular. For whereas in large markets the station is relieved of commercial treatment of a product, in a smaller market it becomes their direct responsibility (at no additional cost to an advertiser). Further, where programs are involved, local advertisers have come to expect complete merchandising helps over and above the normal commercial treatment. The sales department bears the brunt of these demands.

It might be well to point out here and now (and this cannot be too often repeated) that all creative personnel in the smaller station must be versatile to the extent that only the finest line separates sales and programming personnel. This is contrary to the modus operandi of a large station where depth of personnel is so established as to preclude a similar overlapping. In the more modest operation it is not uncommon for a salesman to create the program idea, script the show, plan a merchandising campaign, as well as sell the package. By the same token it is not out of the question for the sales manager to be charged with the responsibility of such miscellaneous tasks as film buying in addition.

(Continued on page 85)

FISCAL Q'S AND A'S FOR FUTURE TELECASTERS

Q: How much money must I invest in equipment and installation charges in order to get a picture on the air?

A: In your market area (serving about 300,000 persons) an outlay of $500,000 (in conjunction with equipment manufacturers) would be a fair estimate. This figure represents transmission, camera, film and slide projectors and the use of one mobile unit. In short, satisfactory equipment to telecast a picture, live or film.

Q: What would be monthly operating costs?

A: In a normal situation, using as a guide a gross of $30,000 monthly billing, your break-down could be something like this: personnel (30 people), $9,000; administrative expense, $3,000; depreciation expense, $2,500; insurance expense, $400; agency commissions (25% of billing is national spot), $2,750; engineering maintenance, $3,000; film costs (sustaining), $500; total, $21,150. Add to these property taxes and capitalization items of approximately $5,000.

Q: On that basis my profit on $30,000 would be only 10%?

A: That is correct, but note that most of the expenses above are constant, requiring little change should your billings be higher. Therefore, in this sized operation the $3,000 might readily become, say, $30,000.

Q: After one year of operation can I gross $500,000?

A: It is possible, but only if a proper rate structure is established at the outset. An initial rate of $200.00 per hour would be an excellent starting point to use for a limited circulation. Under no circumstances should the rate be protected beyond six months.
Five big bouncing baby spots—in addition to your one-minute commercial—and it costs you nothing extra. It's your "economy buy" on TV in Baltimore on PICTURE PLAYHOUSE* (11 to 12 p.m. daily).

Here's how it works: Besides your regular one-minute commercial you also get five extra billboard announcements. This means complete sponsor identification throughout the entire hour show. Use your billboards as you see fit—either to repeat one selling message or for multiple product promotion.

* This same package is available on HOLLYWOOD PLAYHOUSE (2 to 3 p.m. daily).

WBAL-TV
Television Baltimore • NBC in Maryland
Nationally Represented by Edward Petry & Co.
that Sec. 3,610 "provides further that where the boundary line between two zones passes through a community, that community shall be considered to be located in the lower-numbered zone. The rule also provides that the minimum channel separation between a station or assignment in one zone and a station or assignment in another zone shall be that of the zone requiring the lower separation.

Sec. 3,614 of the rules provides that VHF stations in Zones II and III may employ maximum power with antenna heights up to 2,000 ft. and in Zone I up to 1,000 ft. Maximum effective radiated power for VHF Channels 3-6 is 100 kw; VHF Channels 7-13, 316 kw; UHF Channels 14-83, 1,000 kw.

The order also pointed out that the Sixth Report "determined that the transmitter site shall be used where available in measuring all separations both for rule making purposes and licensing purposes. The Commission's determinations with respect to minimum mileage separations and the utilization of maximum power at specified antenna heights were predicated upon the operation of stations at the separations and heights and powers specified in the rules."

Although the principle applies equally well to UHF, the Commission set forth the following situations to explain its interpretation:

(1) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone I, the station is required to maintain a separation of only 170 miles to all other stations and assignments in Zones I and II.

(2) Where a VHF station employs a channel assigned to a city in Zone III and locates its transmitter in Zone II, the station is required to maintain a separation of only 190 miles to all other stations and assignments in Zones II and III.

(3) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone II, the station is required to maintain a separation of only 190 miles to all other stations and assignments in Zones II and III.

(4) Where a VHF station employs a channel assigned to a city in Zone II and locates its transmitter in Zone III, the station is required to maintain a separation of 220 miles to all other stations and assignments in Zone II, and a separation of 190 miles to all other stations and assignments in Zone II.

(5) Where a station employs a VHF channel assigned to a city in Zone II and locates its transmitter in Zone I, the rules governing the utilization of maximum heights and powers for Zones I and II apply.

(6) Where a station employs a VHF channel assigned to a city in Zone II and locates its transmitter in Zone II, the rules governing the utilization of maximum heights and powers for Zones II and III apply.

The notice of proposed rule making on the new assignment policy for fixed stations in the 72-76 mc band, to which Conr. Jones also dissented, designated Oct. 15 as deadline for comments with an additional 10 days thereafter for replies.

The notice stated, "Footnotes NG-8 and NG-9 to the table of frequencies permit the assignment of frequencies in the band 72-76 mc to operational fixed stations and fixed stations in the Domestic Television Service (DTS) Band, at Pic Sales under certain conditions," and commented that lifting of the TV freeze "and the adoption of an engineered table for fixed TV stations makes it desirable that the standards for making assignments in this band be revised and made more definite.

It is said it believes certain fixed stations can use the 72-76 mc band and "at the same time give adequate protection to TV reception."

"To this end," the notice said, the Commission "is proposing the establishment of standards for such [fixed station] assignments which do not attempt to eliminate completely all possibilities of [TV] interference, but do embrace such which minimize its probabilities."

Present Use of Band

One FCC spokesman stated there presently are more than 1,000 operational fixed stations using the band, plus a much smaller number of public safety and miscellaneous use.

Both types are of an auxiliary nature. The former type includes industrial and public safety stations while the latter include common carrier carriers. Virtually all are point-to-point relay stations with powers of 50 w or less, he said. Airway marker beacon stations are also employed.

Present criteria for protection of TV stations would be deleted, the notice stated, and the following proposed criteria substituted:

(a) Whenever it is proposed to locate a 25-56 mc fixed station 50 or more miles from the site of a TV transmitter operating on either Channel 4 or 5, or from the post office of a community in which such channel is assigned but are not in operation, the fixed station will not be required to afford any protection to the reception of such channel in such community.

(b) Whenever it is proposed to locate a 25-56 mc fixed station more than 10 miles from the site of a TV transmitter operating on either Channel 4 or 5, or from the post office of a community in which such channel is assigned but are not in operation) such stations will be authorized only if:

(i) the proposed station is the only suitable location.

(ii) it is not feasible, technically or otherwise, to use other available frequencies.

(iii) the applicant has a plan to control any interference that might develop from such fixed stations.

(4) The applicant is financially able and agrees to make such adjustments in the TV receivers affected as may be necessary, and to maintain such receivers, or, if necessary, to cause them to be operated under such conditions as may make such adjustments necessary.

(5) The proposed fixed station separations between transmitters of 10 miles or more, the preliminary data indicate there are important secondary effects which may make the separation distances either necessary or otherwise predictable. The Commission currently is reviewing and when completed conditions for the fixing of fixed stations, taking into consideration completion of the study. All applications seeking authority to operate such stations with a separation of 10 miles or more will be returned without action.

(6) A 72-76 mc fixed station has been authorized, a TV station operating Channel 4 or 5. For any reason, permitted to operate with a separation of 5 miles or less. Where the proposed fixed station falls within the interference parameters described above, the fixed station must permit the stations, its operators, and any other stations using the same band to be returned without action.

As defined by the U. S. Bureau of Census.

Family dwelling units 10 or more miles distant from the TV antenna site are not included in the study.

The special chart attached to the notice for determining interference to TV stations shows, for example, that a proposed fixed station with an antenna height of 160 ft. and power of 100 w, spaced 50 miles from an adjacent channel television station having an ERP of 100 kw and antenna height of 500 ft., would cause interference in 5.5 miles of the receiving locations within a radius of 5.5 miles of the fixed station to lose the TV service through interference.

Sets Sept. 19 Deadline

In issuing its notice of proposed rule making to add Channel 4 at Irwin, Pa., 17 miles from Pittsburgh, the Commission set Sept. 19 as deadline for comments and Sept. 29 as deadline for replies thereto.

Pittsburgh now is assigned VHF Channels 2, 7, 11 and 12 (reserved for education) and UHF Channels 16, 47 and 53. WDTV (TV), only operating station there, is on Channel 12, and Channel 2 under provisions of the Sixth Report.

WLOA Braddock, one of the first to protest FCC's failure to assign Channel 4 to a Pittsburgh area because it falls short of the 170-mile minimum co-channel spacing rule by only a fraction of a mile with respect to WJWC (TV) in Penn Hills, has appealed to the U. S. Court of Appeals for the District of Columbia.

WSWV Pittsburgh has a similar appeal before the U. S. Court of Appeals, Third Circuit, Philadelphia [B*7, June 16, 9].

KQV Pittsburgh, owned 46% by CBS, has announced it will file

(Continued on page 72)
New smooth action...new stability...new convenience and ease of operation are offered in the new Houston-Fearless Television Camera Pedestal, Model PD-3. Camera is accurately counter-balanced, making it possible to raise and lower quickly, smoothly by simply lifting or pressing on steering wheel, even with pedestal in motion. Three pairs of dual-wheels assure smoother rolling-dolly shots. Two types of steering: for straight tracking or sharp turning. All controls are within easy reach of cameraman for maximum convenience. Dependable Houston-Fearless quality throughout. Makes possible better, more showmanlike productions in any studio. Write for details today.

The HOUSTON FEARLESS Corporation

DEVELOPING MACHINES • COLOR PRINTERS • FRICITION HEADS
COLOR DEVELOPERS • DOLLIES • TRIPODS • PRINTERS • CRANES

11807 W. OLYMPIC BLVD • LOS ANGELES 64, CALIF.

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
Allocations Rules Further Clarified

(Continued from page 70)

an application for Channel 4 at

Irwin.

FCC's notice of proposed rule-

making set forth the following pro-

posed amendment to the table of

allocations:

CITY CH. NO.
District of Columbia Wash-64, 7-4, 9-20, +26-
Ohio Columbus 4-6, 10, +35, 46-
Pennsylvania

Irwin 4-

The changes concern only the offset

specifications for Channel 4 at

Columbus and Washington.

The Commission noted that

Mayor Lawrence's petition complies

with Sec. 609 of its rules "in

that it proposes an assignment of

a television channel in a community

which is not listed in the table

and is not within 15 miles of a city

so listed." FCC also observed the

proposed assignment "complies

with the minimum separations

forth in the Commission's rules

and does not require any deletions

or substitutions of channels in any

community listed in the table."

Pointing out the need and feasi-

bility of assigning Channel 4 to

Irwin, Mayor Lawrence's petition

said in part:

"... As a result of the failure of the

Commission to make an assignment in the

Pittsburgh metropolitan area, a

serious inefficiency in the use of spec-

trum space has arisen since, in a wide

area on Channel 4 generally in the

Pittsburgh metropolitan area, no tele-

vision station will be permitted to be

constructed and operated."

This resulting inefficiency in use

of spectrum space is, of course, of seri-

ous consequence to the residents of the

Pittsburgh metropolitan area who are

highly desirous of receiving as many

television signals as can be made

available to them consistent with the

Commission's rules and regulations.

It is to be noted especially that if the request

of petitioner is granted not only would a

电视台 station be permitted to serve

primarily the City of Irwin, be able to

be constructed, but also under the

Commission's rules other communities

such as McKeesport, Braddock and Dugu-

quesne would be afforded an additional

opportunity to secure a local tele-

vision service from a local television

station.

Most important of all, however, is the

fact that Channel 4 cannot be as-

signed, consistently with the Com-

mission's rules, to any community in

Pennsylvania larger than Irwin and to

very few other communities at all.

The memorandum orders and

respects the petitions of WLOA Braddock and WCAE Pitts-

burgh were adopted by Chairman

E. Commentary, 4-E, 55, 6-3, 67.

E. Sterling, Frieda B. Hennock

and Robert Bartley. Comrs. Rosel

H. Hyde, E. M. Webster and

Robert F. Jones did not participate.

In deferring action on the WLOA

(Mattas Broadcasting Corp.) petition, the

FCC majority stated:

"... In the event that the proposal to

assign Channel 4 to Philadelphia

fail, it will be necessary to examine

the rules for application in the city of

Brad- dock as well as others. Sec. 3.067

of our rules provides, in part, that a

channel assigned to a community lis-

ted in the Table of Assignments is

available upon application of a com-

munity listed in the Table of Assignments is

located in the same geographical 

unit. Accordingly, the adoption of

the change in rule set forth in the said

notice of proposed rule-making would

render moot the petition filed by Matta Broadcasting Co.

The majority's memorandum

opinion, denying the petition of WCAE Pittsburgh to delete Chan-

nel 4 from the Table of Assignments and add Channels 4 and 9 at Pitts-

burgh, constitutes a detailed de-

fense of the Sixth Report as

it relates to that area.

The Commission pointed out

that in consideration of the in-

stant petition filed by WCAE Inc., it

is important to bear in mind

that petitioner does not claim that

an inadequate number of television

channels has been assigned to

Pittsburgh or that the number of

channels assigned to Pittsburgh

compares unfavorably with assign-

ments made to other communities

of like size, population and eco-

nomic importance. An examination

of the table of assignments adopt-

ed in the Sixth Report and Order

of the FCC in 1952 indicates that

it assigned its fair share of the avail-

able channels and that there is no
disparity between the number of

assignments made to Pittsburgh

and other cities of comparable size

and importance."

Other Markets Compared

FCC cited the following list to

show "the manner in which Pitts-

burgh was treated as compared to

the other major cities" in the U. S.

| New York | 7,891,537 | 2* | 7% | 5* |
| Chicago | 5,245,305 | 2* | 7% | 5* |
| Philadelphia | 2,671,053 | 2* | 7% | 5* |
| Los Angeles | 1,997,715 | 2* | 7% | 5* |
| Detroit | 1,649,568 | 2* | 7% | 5* |
| San Francisco-Oakland | 1,519,932 | 2* | 7% | 5* |
| Boston | 949,708 | 2* | 7% | 5* |
| Columbus | 855,936 | 2* | 7% | 5* |
| St. Louis | 552,461 | 2* | 7% | 5* |
| Minneapolis-St. Paul | 507,802 | 2* | 7% | 5* |
| Washington, D. C. | 494,176 | 2* | 7% | 5* |
| Pittsburgh | 467,903 | 2* | 7% | 5* |
| Kansas City, Mo. | 437,923 | 2* | 7% | 5* |
| Milwaukee | 398,326 | 2* | 7% | 5* |
| Cleveland | 393,390 | 2* | 7% | 5* |
| Buffalo | 376,462 | 2* | 7% | 5* |
| Columbus | 369,000 | 2* | 7% | 5* |

* One assignment reserved for use by non-commercial educational stations.

In defense of its Pittsburgh

allocation, the Commission noted

that "Detroit, Baltimore, Cleveland

and Washington, all of which are

larger in population than Pitts-

burgh, have the same minimum

number of assignments, and that

cities larger than Pittsburgh have

the same number (3) of VHF as-

signments, namely, Philadelphia,

Detroit, and Washington, in each

and accordingly.

Concerning WCAE's contention

that "the unedited engineering
testimony in the record demons-

trates that because of the highly

irregular terrain in Pittsburgh and the

terrain of the greater Pittsburgh

city cannot be utilized to provide

a television broadcast service con-

trary to that of VHF channels

for that area," the Commission

stated:

"It is our view, however, that

petitioner's assertion is not su-

portable by the facts of record.

In this connection we note that

during the hearing periods.

As to WCAE's proposal that a

UHF channel be substituted for

VHF Channel 9 at Wheeling-Steu-

enberg, the Commission observed

that the VHF channel would be

given on the basis of its larger

area and not on the basis of any
difference of terrain which would

make Wheeling-Stuebenville more

suitable for UHF.

This proposal of preference for

the larger community with respect

to the transmission of a television

channel was not adopted by the

FCC, said, "does not in view of

that constitute a fair, equitable or effi-

cient principle of assignment."

FCC also said that both of

WCAE's arguments for the assign-

ment of Channel 4 at Wheeling

were "previously considered by the

Commission in this proceeding."

The first argument, FCC said, is

that Channel 4 could be used in

Pittsburgh from a specific trans-

mitter site which is 170 miles

from Columbus, thus raising the

question "whether we can use a

specific proposed transmitter site

as the basis for calculating assign-

ment spacings in a rule-making

proceeding." This suggestion

was rejected by the Sixth Report, it

was said.

The request that proposed an-

tenna sites, rather than the standard

reference points, be used in the

commission, should be utilized in ascertaining channels available for

assignments is, we believe, wholly impractical for the as-

signment of television channels on a

nationwide basis.

In view of the public interest in

that a proposed antenna site will

actually be a site better suited to

one operator than the other who

proposes it. As a consequence, if

the Commission were to accept

its rule-making pro-

cesses, we would, of necessity, preceive the

affect of licenses to assign-

ting applicants. Such prejudgment

would be unfair and unwise.

Hence, the Commission should

be compelled to suspend its rule-

making procedures and undertake

a full competitive administrative

licensing proceedings to determine

if any site is feasible and appro-

priate, and if so, to which station

the site should be assigned.

By the same token, however, no

licensing procedures can ever fully

completeness of the rule-making

provisions of licenses to assign-

ting applicants. Such prejudgment

of channels.

The result would be chaotic pro-

ceedings in which no applicant

would be certain of the result.

And the delays in establishing an adequate

system would be enormously

increased.

WCAE's other argument, FCC

noted, was that Channel 4 could

operate from FCC's reference point

(main post office) in Pittsburgh with

the same power and antenna height so that inter-

(Continued on page 74)
You know how much television demands of a movie camera. The 16mm. Cine-Kodak Special II Camera gives you that versatility—coupled with precision craftsmanship and professional features to meet such a variety of requirements. As proved in America's TV stations, this easily portable 16mm. camera gives you everything you need, inside the studios as well as outside.

✓ Check THESE IMPORTANT FEATURES

- True reflex finder for easy, accurate focusing and framing through the lens. No rack-over. Scenes are sharp...always.
- Variable shutter gives you full control of exposure and depth of field.
- Accepts either single- or double-perforated film.
- Additional and readily interchangeable film chambers are available in 100- and 200-foot sizes.

- Fades, dissolves, mask shots, double and multiple exposures, montages, stop-motion—all are built-in effects of this super-versatile camera.
- Clear, crisp movies...even under difficult light conditions...are obtainable with Kodak's series of superb rare-element Ektar lenses, one of which comes with the basic twin-turret camera.

Let your Kodak dealer show you all the features the "Special II" offers...or mail the coupon below for free descriptive booklet.

EASTMAN KODAK COMPANY, Rochester 4, N. Y.
Please send me more information about the Cine-Kodak Special II Camera.

NAME ____________________________ POSITION ____________________________
COMPANY ____________________________
STREET ____________________________
CITY ____________________________ (ZONE) ____________________________
STATE ____________________________

Kodak TRADE-MARK
Your Best Buy

... in CHICAGO TELEVISION

- On the basis of Telepulse figures, a comparison of the top ten programs telecast nightly in Chicago (including both network and local), showed one or more of WGN-TV's locally originated programs among the first ten programs six nights of the week. Here's additional reason why WGN-TV is your best buy... proof again of the power of WGN-TV in the Chicago market.

*June-July Telepulse

The Chicago Tribune Television Station
Again GPL Lead the field with FULL REMOTE CONTROL

TV'S OUTSTANDING CAMERA CHAIN

provides PAN TILT FOCUS LENS change IRIS adjustment

...from 1000 feet away...

Compare

THESE CAMERA FEATURES WITH ANYTHING ON THE MARKET TODAY

• Three Compact Units
• Equal Flexibility in Studio or Field
• Push-button Lens Change
• Right or Left Hand Focus Knobs
• Iris Control at Camera and CCU
• Iris Indication at Camera and CCU
• Turret, Focus and Iris Controls from remote location if desired
• High Resolution Integral View Finder
• Four-section Integral Filter Wheel

Now, with the GPL Remote Control Pedestal, your cameraman can work at full efficiency a fifth of a mile from his camera...make any lens or focus adjustment instantly...control pan and tilt with a pan handle that works as if it were physically attached to the camera...or, at the touch of a button, swing the camera to any of six pre-set positions, with lens and focus automatically correct. As with all GPL camera chains, the CCU operator has full control of iris setting to assure finest picture reproduction.

This remote control makes possible the location of cameras where they could never be placed before—for better coverage in auditoriums, at sports events, in the center of "round-table" discussions. For military or industrial use it offers outstanding advantages.

Use Remote Control Now— or install it later

All GPL cameras are adaptable to the new remote control pedestal, yet there is no cost premium. Equip your studios now with TV's finest camera chain, add remote control at any time later on. Before you make any camera investment, be sure to investigate GPL—the industry's leading line, in quality...in design.

Write, Wire or Phone for specifications and complete details on GPL cameras and GPL remote control.

General Precision Laboratory INCORPORATED

PLEASANTVILLE NEW YORK

TV Camera Chains • TV Film Chains • TV Field and Studio Equipment • Theatre TV Equipment

BROADCASTING • Telecasting

September 8, 1952 • Page 75
TELEVISION doesn't make children grow up to be gangsters, cowboys, private eyes or blues singers, the American Psychological Association was told at its 60th annual convention in Washington last week.

Far from being a psychological monster, TV actually may help overcome the teacher shortage and teach children the better things in life, the psychologists were told by David Komisar, director of guidance at Champlain College, Plattsburg, N. Y.

Mr. Komisar said experience has taught him there is no evidence of difference in personalities and behavior of children exposed to television and those in non-TV areas. Neither does it hurt homework, he said. "Children living in homes where there is television react just like adults do to radio. They grow up and away from all but their favorite programs," he said.

Mr. Komisar's high opinion of TV was backed by M. J. Asch of Utica College, Syracuse U. The psychologists agreed TV programs such as the science program sponsored by the Johns Hopkins U. were as effective as real teachers. Mr. Komisar said TV's effectiveness in education now is being demonstrated in certain rural areas of New York, where TV instruction is more practical than sending in teachers.

Boxing Bouts Lead Nielsen July Report

WEDNESDAY night boxing bouts sponsored by Fabot on CBS-TV topped the national Nielsen list of video programs during the two weeks ended July 26 both in number of TV homes reached and percent of TV homes reached in program station areas. Top 10 in each category follow:

**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fabot Blue Ribbon Bouts (CBS)</td>
<td>6,014</td>
</tr>
<tr>
<td>2</td>
<td>My Little Margie (CBS)</td>
<td>5,173</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends (Lippert &amp; Myers Tobacco) (CBS)</td>
<td>4,061</td>
</tr>
<tr>
<td>4</td>
<td>Dragnet, 7:30 p.m. (CBS)</td>
<td>4,184</td>
</tr>
<tr>
<td>5</td>
<td>Rocket Squad (CBS)</td>
<td>3,786</td>
</tr>
<tr>
<td>6</td>
<td>General TV Programs (NBC)</td>
<td>3,786</td>
</tr>
<tr>
<td>7</td>
<td>Hunter, The (CBS)</td>
<td>3,746</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends (Pillsbury Mills, Inc.) (CBS)</td>
<td>3,544</td>
</tr>
<tr>
<td>9</td>
<td>What's My Line (CBS)</td>
<td>3,544</td>
</tr>
<tr>
<td>10</td>
<td>Original Amateur Hour (NBC)</td>
<td>3,544</td>
</tr>
</tbody>
</table>

**PERCENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Fabot Blue Ribbon Bouts (CBS)</td>
<td>30.2</td>
</tr>
<tr>
<td>2</td>
<td>Arthur Godfrey &amp; Friends (Lippert &amp; Myers Tobacco) (CBS)</td>
<td>30.2</td>
</tr>
</tbody>
</table>

**Weekly Television Summary**

September 8, 1952—TELECASTING Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>16,500</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLTV</td>
<td>215,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBFO-TV, WKBW-TV</td>
<td>403,874</td>
</tr>
<tr>
<td>Birmingham</td>
<td>WBAM-TV, WBCR-TV</td>
<td>85,000</td>
</tr>
<tr>
<td>Boston</td>
<td>WBZ-TV, WNEA-TV</td>
<td>118,000</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBFO-TV, WBEN-TV</td>
<td>225,700</td>
</tr>
<tr>
<td>Charlotte</td>
<td>WTVT</td>
<td>279,890</td>
</tr>
<tr>
<td>Chicago</td>
<td>WCPX-TV, WCKX-TV, WJIT</td>
<td>361,600</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WLEX</td>
<td>437,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WAFA-TV, WBAP-TV</td>
<td>186,031</td>
</tr>
<tr>
<td>Denver</td>
<td>KTVU, KBCW, KOA</td>
<td>225,961</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV, WJAZ-TV</td>
<td>321,999</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>169,675</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX-TV</td>
<td>110,000</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WPTA-TV, WWLW, WRTV</td>
<td>193,000</td>
</tr>
<tr>
<td>Jacksonville</td>
<td>WJAX-TV</td>
<td>110,000</td>
</tr>
<tr>
<td>Kansas City</td>
<td>WDAF-TV</td>
<td>193,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>WJLA-TV, KJH-TV, KLAC-TV, KNX</td>
<td>324,088</td>
</tr>
<tr>
<td>Minneapolis</td>
<td>WCCO-TV, WSB-TV, WTVI</td>
<td>324,088</td>
</tr>
<tr>
<td>New York City</td>
<td>WLW-TV, WOR-TV</td>
<td>433,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPXI-TV, WWAX-TV</td>
<td>355,000</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV</td>
<td>460,000</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>460,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>460,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>460,000</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>W6F-E-Davenport, Moline, Rock Island, E. Moline</td>
<td>193,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WUSA, WTVH</td>
<td>186,001</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV, KPIX, KRON-TV</td>
<td>153,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV</td>
<td>219,400</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDK-TV</td>
<td>219,400</td>
</tr>
<tr>
<td>Toledo</td>
<td>WTPD</td>
<td>191,000</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOLD</td>
<td>191,000</td>
</tr>
<tr>
<td>Washington, D.C.</td>
<td>WJLA-WTV</td>
<td>222,822</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WPTV</td>
<td>222,822</td>
</tr>
<tr>
<td>Winchester</td>
<td>WJLA-WTV</td>
<td>222,822</td>
</tr>
<tr>
<td>Wrightsville</td>
<td>WJLA-WTV</td>
<td>222,822</td>
</tr>
</tbody>
</table>

**Total Stations on Air 110**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Albuquerque</td>
<td>KOB-TV</td>
<td>179,830</td>
</tr>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLTV</td>
<td>35,500</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBFO-TV, WKBW-TV</td>
<td>114,334</td>
</tr>
<tr>
<td>Chicago</td>
<td>WCPX-TV, WCKX-TV, WJIT</td>
<td>346,385</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WLEX</td>
<td>335,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WAFA-TV, WBAP-TV</td>
<td>5,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV, WJAZ-TV</td>
<td>325,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>179,830</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WPTA-TV, WWLW, WRTV</td>
<td>355,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>WJLA-TV, KJH-TV, KLAC-TV, KNX</td>
<td>324,088</td>
</tr>
<tr>
<td>New York City</td>
<td>WLW-TV, WOR-TV</td>
<td>433,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPXI-TV, WWAX-TV</td>
<td>355,000</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV</td>
<td>460,000</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>460,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>460,000</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>W6F-E-Davenport, Moline, Rock Island, E. Moline</td>
<td>193,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WUSA, WTVH</td>
<td>153,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV, KPIX, KRON-TV</td>
<td>453,000</td>
</tr>
<tr>
<td>Seattle</td>
<td>KING-TV</td>
<td>453,000</td>
</tr>
<tr>
<td>St. Louis</td>
<td>KSDK-TV</td>
<td>453,000</td>
</tr>
<tr>
<td>Toledo</td>
<td>WTPD</td>
<td>191,000</td>
</tr>
<tr>
<td>Tucson</td>
<td>KOLD</td>
<td>191,000</td>
</tr>
<tr>
<td>Wilmington</td>
<td>WPTV</td>
<td>191,000</td>
</tr>
<tr>
<td>Winchester</td>
<td>WJLA-WTV</td>
<td>191,000</td>
</tr>
<tr>
<td>Wrightsville</td>
<td>WJLA-WTV</td>
<td>191,000</td>
</tr>
</tbody>
</table>

**Total Markets on Air 65**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Atlanta</td>
<td>WAGA-TV, WSB-TV, WLTV</td>
<td>35,500</td>
</tr>
<tr>
<td>Buffalo</td>
<td>WBFO-TV, WKBW-TV</td>
<td>114,334</td>
</tr>
<tr>
<td>Chicago</td>
<td>WCPX-TV, WCKX-TV, WJIT</td>
<td>346,385</td>
</tr>
<tr>
<td>Cleveland</td>
<td>WEWS, WNBK, WLEX</td>
<td>335,000</td>
</tr>
<tr>
<td>Dallas</td>
<td>KRLD-TV, WAFA-TV, WBAP-TV</td>
<td>5,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WJBK-TV, WJAZ-TV</td>
<td>325,000</td>
</tr>
<tr>
<td>Houston</td>
<td>KPRC-TV</td>
<td>179,830</td>
</tr>
<tr>
<td>Indianapolis</td>
<td>WPTA-TV, WWLW, WRTV</td>
<td>355,000</td>
</tr>
<tr>
<td>Los Angeles</td>
<td>WJLA-TV, KJH-TV, KLAC-TV, KNX</td>
<td>324,088</td>
</tr>
<tr>
<td>New York City</td>
<td>WLW-TV, WOR-TV</td>
<td>433,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WPXI-TV, WWAX-TV</td>
<td>355,000</td>
</tr>
<tr>
<td>Phoenix</td>
<td>KPHO-TV</td>
<td>460,000</td>
</tr>
<tr>
<td>Portland</td>
<td>KPTV</td>
<td>460,000</td>
</tr>
<tr>
<td>Providence</td>
<td>WJAR</td>
<td>460,000</td>
</tr>
<tr>
<td>Quad Cities</td>
<td>W6F-E-Davenport, Moline, Rock Island, E. Moline</td>
<td>193,000</td>
</tr>
<tr>
<td>Richmond</td>
<td>WUSA, WTVH</td>
<td>153,000</td>
</tr>
<tr>
<td>San Francisco</td>
<td>KGO-TV, KPIX, KRON-TV</td>
<td>453,000</td>
</tr>
</tbody>
</table>

Editor's Note: Totals for each market represent estimated sets within the television area. Where coverage areas overlap set counts may be partially duplicated. Sources of set estimates are based on data from dealers, TV circulation committees, electric companies and manufacturers. Since many are compiled monthly, some may remain unchanged in successive summaries. Total sets in all areas are necessarily approximates.
WSM-TV pumps up 20% sales increase for SHELL

On February 9, 1952, the American Oil Company (local Shell distributor) contracted for a half hour film show (Roller Derby) over WSM-TV. At the end of thirteen weeks two highly significant things had happened:

1. Shell stations had handed out 10,000 copies of Roller Derby News.

2. Shell gas sales were 20% ahead of the corresponding 13 week period in 1951.

If you like advertising results you can measure at the cash register, let Irving Waugh or any Petry Man tell you how WSM-TV has rung up equally impressive results for many advertisers.

Nashville *WSM-TV* Channel 4
they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!

you can see the difference on WBNS-TV

they came! they saw! they BOUGHT!
Bendix Series

COMPROMISE is underway by NBC and RKO Radio Pictures to make the proposed TV version of "Life of Riley," starring William Bendix, available for sponsorship. Series was to have been combination live and film because of Mr. Bendix' motion picture commitments with RKO. Network has learned that since a clause in the studio contract prohibits the re-releasing of any TV films after one showing.

LANDIS ELECTED

Named to Skiatron Board

ELECTION of James M. Landis, prominent attorney and former government official, to the board of directors of Skiatron Electronics & Television Corp. (Subscriber-Vision) was announced by Skiatron's President Arthur Levey, last Tuesday. Mr. Landis has been serving as special counsel to the firm.

The election of Mr. Landis, formerly with the SEC, OCD, CAB, FTC, the War Department and National Power Policy Commission, is pegged to prospective Skiatron developments.

With FCC approval, the firm hopes to begin public tests in the homes of 300 individual subscribers in New York and will call on his "invaluable advice and counsel," Mr. Levey announced.

Thus, Mr. Landis joins J. R. Poppele, vice president of WOR-TV New York and MBS director, as another prominent figure elected to the Skiatron board in recent months. Subscriber-Vision is a form of subscription "pay-as-you-see" television.

Harrington, Righter & Parsons, Inc.

The only exclusive TV Station Representative

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

FOLLOWING the trend, independent movie producers and major studios are using TV to promote and advertise new and revived films in the Los Angeles area.

LATEST is Joseph Kaufman, producer of the RKO feature film, "Sudden Fear," with eight one-minute and four 20-second TV trailers, budgeted at $10,000.

Republic Productions has started a radio-TV campaign to herald "The Quiet Man." One 53-second and two 45-second trailers plus live guest appearances on both media are scheduled.

For Stanley Kramer's production, "High Noon," the $10,000 budget was divided between video and newspapers.

John L. Edwards & Assoc., Los Angeles, scheduled TV trailers and 20-second spots on KLAC-TV and KTTV (TV) in a 10-day saturation campaign. The film completed its first week with an estimated $53,500, compared to its runner-up, "Affair in Trinidad," a reported $29,300.

For Skiatron, Mr. Levey has been named as special counsel.

The election of James M. Landis, formerly with the SEC, OCD, CAB, FTC, the War Department and National Power Policy Commission, is pegged to prospective Skiatron developments.

With FCC approval, the firm hopes to begin public tests in the homes of 300 individual subscribers in New York and will call on his "invaluable advice and counsel," Mr. Levey announced.

Thus, Mr. Landis joins J. R. Poppele, vice president of WOR-TV New York and MBS director, as another prominent figure elected to the Skiatron board in recent months. Subscriber-Vision is a form of subscription "pay-as-you-see" television.

Robert Landis, former chairman of Telecasting, has acquired Skiatron.

Bendix Series

COMPROMISE is underway by NBC and RKO Radio Pictures to make the proposed TV version of "Life of Riley," starring William Bendix, available for sponsorship. Series was to have been combination live and film because of Mr. Bendix' motion picture commitments with RKO. Network has learned that since a clause in the studio contract prohibits the re-releasing of any TV films after one showing.

PKI-TV Inc., producers and distributors of TV film programs, announced opening of new offices at

(Continued on page 88)
**CBC SPONSORS**

**All Canadian Programs Seen**

Canadian advertisers with Canadian programs will likely be the only commercial shows on CBLT (TV) Toronto, when the station goes on the air today. Negotiations with NBC and CBS on possible use of four U.S. origins for sponsorship have so far resulted in the decision of the American sponsors to break off [B&T, Sept. 1]. Only other commercial business on CBLT will be a number of 20-second flashes and one-minute announcements.

Canadian sponsors have no firm commitments for programs and no contracts have been signed as yet, it is understood the Canadian Broadcasting Corp. commercial department had no contracts ready as late as one week ago.

On the air this week are a half-hour variety show on Tuesday, sponsored by Addison-MacLaren Ltd., Toronto (electrical appliances), through James Lough Co., Toronto; British American Oil Co., Toronto, with either a half-hour or full-hour sports program, through James Lovick Ltd., Toronto; Canadian Industries Ltd., Montreal (paints, chemicals), with hour-long_1_ program through Cockfield Brown & Co., Toronto, and Canadian General Electric, Toronto, Your Host program simulcast through MacLaren Adv. Ltd., Toronto.

Later in the month, Maple Leaf Milling Co., Toronto, will sponsor a one-hour variety show, and Ford Motor Co. of Canada, Windsor, will air monthly 60-minute dramas, both through Cockfield, Brown & Co.

The national spot advertisers, having given up their 60-second annousers, are Imperial Tobacco Co. Ltd., Montreal, through Young & Rubicam Ltd., Toronto; Macdonald Tobacco Co. Ltd., Montreal, through Connell & Co., Toronto; Montgomery Wards, Montreal; Mofatt Ltd., Weston, Ont. (furniture), through E. W. Herndon Ltd., Toronto; People's Credit Jewelers, Toronto, through MacDonald & Maclean, Canadian Bread Ltd., Toronto, through James W. Haggarty & Co., Toronto; Optical Co., through Walsby Adv. Ltd., Toronto, and Bulova Watch Co., Toronto, through MacLaren. Local advertisers are Connell & Co., Montreal, because Canadian Locke, Johnson & Co., Toronto; and Canadian Television, Toronto, through O'Neill, Larson & MacMahon Toronto.

**CANADA’S STUDIES**

*Paper Comments on CBC-TV*

Canada’s studies of television, prior to actual operation, are incomplete because they do not show “how to make TV pay without government subsidies such as loans and license fees on individual sets,” the Buffalo Evening News (WBNF-TV) states editorially.

Noting that in the last 30 months the Canadian government has handed Canadian Broadcasting Corp. $8 million, the News said most of the money spent will provide facilities in Toronto, Montreal and ottawa. It said National Revenue Minister McCann “gauged” at a request for another $7 million for Vancouver, Winnipeg, Windsor, London, Hamilton, Quebec and Halifax.

The News said the new Toronto station will have a ready-made audience developed by WBNF-TV which in somebody’s judgment justifies a rate of $1,600 an hour for an expected 45,000 receivers in early September as against WBNF’s $700 rate for 275,000-old receivers in this area—Canada not included.”

**Gordon Group Sued**

*UP Photographer Cites TV* TELEVISION is involved in a $250,000 suit filed by Stanley Tretick, a United Press photographer, charging assault and “mortification” during the Republican National Convention in Chicago last July.

Mr. Tretick claimed, in a suit citing the GOP National Committee and filed in U.S. District Court, that his injuries were aggravated by telecast of the incident to 70 million viewers, and by newspaper publication of a picture of the incident.

The UP photographer said he was accredited to the convention but, he charged, was slugged by an alternate delegate from Indiana while on the floor of the International Amphitheatre. Instead of apologizing, he asserted, the Republican’s adopted a resolution banning newsmen and photographers.

**FILM EQUIPMENT**

*Ordered for Paramount Labs.*

Emphasizing TV requirements, 16mm printing and developing equipment totaling $150,000 has been ordered for Paramount Labs, Hollywood.

G. Carleton Hunt and Hans De Schultheiss, partners of Unicorn Theatres Inc., San Francisco, purchased the property for $500,000, May 26 [B&T, June 9], to process 16mm and 35mm film for video and motion pictures. Minimum of $300,000 is planned in 1963 for basic color television equipment, according to Mr. Hunt. Plant’s capacity for processing of 35mm film now exceeds 3 million feet per week with 38 film storage vaults able to handle 38 million feet.

**Strike for Play**

SCREEN Writers Guild four-week-old strike against Alliance of TV Film Producers didn’t catch video writer Betty Mears napping. She used the time to complete a three-act stage farce, “Hot Air.” Based on the TV industry in Hollywood, the play concerns itself with the role of the creative artist. It is to be tried out at Palm Desert Little Theatre, Palm Desert, Calif., the week of Oct. 16. A proposed Broadway production of the show is being discussed.

**CBS-TV PACIFIC**

Regional Network Formed FORMATION of a new five city CBS Television Pacific Network was announced Wednesday by William S. Edwards, general manager of KNXT (TV) Hollywood. It includes KPIX (TV) San Francisco, KFMB-TV San Diego, KSL-TV Salt Lake City, KPHO-TV Phoenix and KNXT.

Inaugural program is the Harry Ousna Show, sponsored by United Airlines starting Oct. 6. Agency is N. W. Ayer & Son, Los Angeles.

Named general manager of the tri-state western TV network, Mr. Edwards declared that for the first time more than 75% of the people in California, Utah and Arizona will be brought within the range of a single TV service.

“a momCB’s air time lost,” the station has reported. Station is licensed to Meredith Syracuse Television Corp., operating on Channel 8 (180-186 mc) with 27 kw visual, 180 kw audio.

Move put into effect a plan developed some months ago by Paul Adanti, WHEN (TV) vice president, and Eugene Crow, chief engineer. Transmitter building began immediately following station’s signoff Sunday at 12:22 a.m. Less than 11 hours later—at 11:17 a.m.—WHEN (TV) was opening from its new site at Sentinel Heights, nine miles from the old transmitter location.

WHEN (TV) will operate with 21 kw from a temporary 100-ft. tower prior to commencement of 50 kw about mid-November. The move gives the station an elevation of 3,000 ft.

**Oklahoma-Texas Cable**

NEW coaxial cable between Oklahoma City and Amarillo was placed into telephone service Sept. 1. The 270-mile, 4-channel, operated jointly by Long Lines Dept. AT&T and Southwestern Bell Telephone Co., will have four tubes equipped initially, two for telephone service and two for protection and maintenance.
MODEL 105-507
AUTO-DRYAIRE* DEHYDRATOR

SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
- Dewpoints below —40° F.
- Floor model—26” W x 22” D x 66 7/8” H
- Operating pressure adjustable up to 50 PSI
- Serves up to:
  - 40,000 ft. 1 3/4” Transmission Line.
  - 10,000 ft. 3 1/4” Transmission Line.
  - 3,500 ft. 6 1/8” Transmission Line.

MODEL 105-507 is fully automatic—this particular unit delivers 3 CFM. There are many others in the complete family of Auto-
Dryaire* Dehydrators having characteristics to meet all require-
ments—standard models with deliveries from .15 CFM to 3.0
CFM; larger capacities to specifications.

For performance plus, specify the following products of our manufacture:
SEAL-O-FLANGE *TRANSMISSION LINE, AM, FM and TV TOWER HARDWARE,
LO-LOSS SWITCHES, and COAXIAL DIPOLE ANTENNAS. Inquiries invited.
WFOX QUERY

TV in Milwaukee?

"WHAT about TV in Milwaukee?"—this and other questions are raised by WFOX Milwaukee, a television station applicant, in a recent full-page advertisement appearing in the Milwaukee Sentinel and signed by President-General Manager C. J. Lanphier.

Using the radio outlet's sixth anniversary as a springboard, Mr. Lanphier also posed these queries: (1) What is WFOX doing about TV? (2) How long do we have to wait for another TV station here? (3) What is holding it up?

The station executive explained FCC has allocated only one additional VHF channel, and that WFOX was the "first" applicant in Milwaukee after WTMJ-TV, TV could be on the air within 30 days of a grant but "it may be a matter of years," he observed.

Mr. Lanphier added that Milwaukee is in the FCC's B-1 priority category and that WFOX has questioned whether the Commission has acted "illegally" by refusing to give preference to applicants who went through hearings before the freeze.

WFOX filed its TV application March 18, 1948—six months before the freeze.

WAAM (TV) Facilities

ADDITION of new studio and control room facilities for production and rehearsal of local programs was announced last week by WAAM (TV) Baltimore. The new studio, some 400 sq. ft. in area, will have facilities for three camera chains and four micro- phone outlets. The new control room was custom-designed by Ben Wolfe, WAAM director of engineering, and Glenn Lehman, WAAM chief engineer.

Western Reserve U.

EXPANSION of its courses telecast was announced last week by Western Reserve U., Cleveland. The university will add a series of eight weekend non-credit tele- courses to its regular offering of two three-hour subjects on WEWS (TV) Cleveland during the winter and spring semesters.

UN Coverage

SEVENTH SESSION of the UN General Assembly, starting in New York Oct. 14, will be covered by NBC-TV daily from 11 a.m.-12 noon and by CBS-TV with daily pickups. Times are not definite. ABC-TV and DuMont are considering coverage. Likelihood is that network UN pickups will be available for sponsorship.

PR'S VIDEO ROLE

Article Outlines Services

"WHAT TV Wants From PR" is the title of an article by Lawrence McCracken, director of radio-TV, Dudley, Anderson & Yutz, N. Y., which was published in the August issue of Public Relations Journal.

Gist of the article is that public relations people can save TV time and money and it is worth the time of those connected with the TV industry to listen to their suggestions.

Points made by Mr. McCracken in his article are based on a series of interviews with TV executives to determine what service they expect from the public relations field.

Mr. McCracken urges PR men to lend TV a helping hand by providing stations with personalities for guest appearances as well as news material. Author also suggests that public relations people assume greater responsibility for good taste in a firm's advertising.

KPRC Center On TV

TELEVIEWERS in Houston got a first-hand preview of the KPRC-AM-TV's new $400,000 Radio-TV-Center fortnight ago. Viewers were taken on a tour of the new facilities which will be ready for occupancy shortly after Jan. 1. New site is six blocks north of the present building (Lamar Hotel) and is on the west side of Post Oak Rd. New center will house all operation and administration under one roof. Conducting TV tour were Paul Huhnowit, KPRC-TV chief engineer who helped design building; Herbert Voelcker, of Herbert Voelcker & Assoc., architectural firm; and Earl Gilbert, member of firm. Telecast was beamed to present studios by remote equipment.

EDWARD MEEHAN (l), owner-pres. Mehcan Motors, signs for Notre Dame gridcasts over WERE Cleveland. Others are (l to r) Len Trostler, WERE sls.., and Richard M. Klaus, WERE gen. mgr.


EDWARD MEEHAN (l), owner-pres. Mehcan Motors, signs for Notre Dame gridcasts over WERE Cleveland. Others are (l to r) Len Trostler, WERE sls.., and Richard M. Klaus, WERE gen. mgr.


JERRY SCHARER (l), gen. sls. mgr., Star-Kist Tuna Fish Co., signs for Arthur Godfrey daytime show on CBS Radio Tues.-Thurs. and alternate Fridays. Looking on are Robert Davis (c), owner, Rhodes & Davis ad agency., and John Karel, CBS Radio v. p. and Earl Moreland, stations' coml. mgr.
RTMA PUBLICITY
New Unit to Organize

Radio and TV set manufacturers will set up an enlarged publicity and sales promotion unit when members of Radio-Television Mfrs. Assn. hold a three-day meeting Sept. 17-19 at Roosevelt Hotel, New York.

James D. Secrest, RTMA general manager, said formation of a new Public Relations & Advertising Committee will be a highlight of the meeting. The new committee will replace the Advertising Committee. It is scheduled to organize Sept. 17 and to discuss plans to expand public relations activities of set makers, coordinating publicity and advertising activity.

A score of group sessions will be held the first two days of the New York meeting, culminating the third day with a meeting of the RTMA board at which Chairman A. D. Plamondon Jr. will preside.

Meeting of the Television Committee, headed by W. R. G. Baker, General Electric Co., is scheduled the second day. A separate meeting of the Technical Products Div. Executive Committee will be held Sept. 13 at Abercrombie, N. J.

Tentative schedule of section and committee meetings follows:

Sept. 17-Morning: Antenna Section, Parts Div.; Ceramic Capacitor Section, Parts Div.; Phonograph Cartridge & Pickups Section, Parts Div.; organization meeting of Public Relations & Advertising Committee; Service Committee; Wire Section, Parts Div.

AFTERNOON: Amateur Radio Activities Section, Parts Div.; Phonograph Industry Conference; Service Committee; Speaker Section, Parts Div.

Sept. 18-Morning: Amplifier & Sound Equipment Div. Executive Committee; Parts Div. Executive Committee and Section Chairmen; Set Div. Executive Committee & Educational TV Committee; Tube Div., membership meeting; Walsh-Healey Subcom.; Afternoon: Industrial Relations Committee; Tax Committee; Television Committee; Membership Promotion Committee; Finance Committee.

Sept. 19-Morning: Board of Directors, Board luncheon.

QUZ panel shows are finding a place however tenuous, in the regular programming in television nowadays. An advertiser, who apparently enjoys such programs, is the maker of Mogen David Wine. Last Tuesday, the firm saw its latest quiz effort, called Where Was I?, debut on the DuMont Television Network.

Like other programs of this type (they are ordinarily similar), there is a moderator or host, and members of a hopefully erudite panel. In Where Was I? the moderator is Dan Seymour, the show's most memorable is going in for the John Daly type; the panelists, Peter Donald of radio fame, Nancy Guild (pronounced as in Dial), a screen star, and David Ross, whose orchestral talent is well known to radio and TV audiences.

The format of this show is just a twist to each of the ingredients which usually are put in the quiz recipe. A photograph is flashed on a large screen directly behind the panelists, who fortunately don't turn around until (oh-mi-gosh-so that was the photo) the photo is identified correctly. A guest who sends in the photograph, is questioned by the panelists (cite What's My Line?).

One guest, a photographer's model, who wistfully asked "Where was I?" was settled smilingly in a bubble bath—in the photograph that is. Another picture was a photo of the guest and his wife at their wedding in the Bronx 13 years ago. That makes for oh so much fun—for the panelists.

While all these pictures were flashed on the screen and questions like, "Is it east of the Mississippi?" came knowingly from the panel, no Adams in one way or another, known comic and author of sorts, who made a guest appearance, brightened up the give-and-take with some humorous observations. It also gave each of the participants a chance to recall that "If I know Joely, I'd say that..." Aside from knowing Mr. Adams, the panelists fortunately were able to pass the answer (Mr. Adams and wife riding a camel in Palestine) with friendly assists from Mr. Seymour, like "Mary, grizzle..." or "You're close...very warm..."

A refreshing interlude was the commercial where one learned that wine is still a delightful part of the gourmets' diet today.

For all intents and purposes this reviewer waited patiently for the Detroit Lions vs. New York Giants professional football game which DuMont thoughtfully provided immediately following the close of Where Was I? Which is a good question: This reviewer had a living room seat on the 50-yard line. The game was great.

SHEEN PLANS
Drops Radio Role For TV

BISHOP Fulton J. Sheen has decided not to appear in his customary role of speaker on the Catholic Hour radio program (NBC Sunday, 2-2:30 p.m. EST) this coming season. A spokesman at his New York office Wednesday said that Bishop Sheen "preferred to give all his time to television" and explained that his duties have become too demanding for appearances on both radio and television.

The Catholic Hour is produced under the auspices of the National Council of Catholic Men and the program has been on the air for 23 years with Bishop Sheen appearing annually from January through Easter. A spokesman for the organization expressed the hope that Bishop Sheen's decision " isn't final and that he will reconsider."

An article in the New York World Telegram & Sun on Wednesday reported that while Bishop Sheen was in Europe, Gen. David Sarnoff, board chairman of RCA, and Milton Biow, president of the Biow Agency, approached the prelate regarding a television show to be sponsored by a cigarette firm over NBC-TV. Spokesman at NBC, RCA and Biow denied that there was any truth to the report, while officials of the Society for the Propagation of the Faith, of which Bishop Sheen is national director, said that no comment could be made until the Bishop returned to New York this week.

RATE TRENDS
KBA to Discuss Oct. 13-14

TRENDS in the network rate situation will be discussed by Kenneth Broadcasters Assn. at the annual fall meeting to be held Oct. 13-14 at the Henry Clay Hotel, Ashland. Victor Sholis, WHAS Louisville, who has been active in the CBS Radio negotiations, will address the opening day luncheon on network rate trends.

The first day's agenda opens with a business meeting. The afternoon will include a sales clinic with W. T. Isaac, WHR Danville, as panel chairman. Taking part will be Miller Welch, WLAP Lexington; Parker Smith, WKY Louisville; Richard H. Goodlette, WKIZ Hazard, and W. Prewitt Lackey, WPAD Paducah.

Officers for 1963 will be elected at the morning session of the second day. Speakers at the luncheon will be Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder Jr., WCHS Charleston, W. Va., president of West Virginia Broadcasters Assn.

Program clinic will feature the second afternoon, with Jean Clo, WKLO Louisville, as chairman. Other members will be J. Scott Traylor, WPTM Mayville; Richard Martin, WCMJ Ashland; Sam Liv- ingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington.

Ever Get That "Tired" Feeling?

Take a tip from little Bismarck—you'll sleep like a baby if you've put KFJR to work, selling families with the 4th highest buying power in the nation...in wealthy North Dakota.

*SM. 1951 Survey of Buying Power.

5000 WATTS—N.B.C. AFFILIATE

Rep. by John Blair

September 8, 1952 • Page 83
**AFA Contest Judges**

**THE FOLLOWING** five have accepted appointment by Elion G. Burton, president of Advertising Federation of America, as judges of the organization's 1953 national essay contest for high school students: Felix W. Coste, vice president, Coca-Cola Co.; John P. Cunningham, Cunningham & Walsh; Richard L. Matthews, East Said, editor, Ladies' Home Journal; D. C. Marschener, Shell Oil Co., and Dr. Glenn N. Merry, professor of marketing, New York U.

**Half-Year Ad Totals**

During the first six months of 1952 advertising investments in radio totaled $83.5 million, in TV $87.7 million, in magazines $279 million and in Sunday newspaper sections $29 million, according to figures compiled by Publishers Information Bureau. Complete product-by-product advertising analysis of the 1,749 advertisers spending $20,000 or more in these four media during the period is included in "National Advertising Investments in 1952, First Six Months," now being distributed by Leading National Advertisers Inc.

**Technical . . .**

**HARRY BARTOLOMEL, KROW Oakland, Calif., appointed chief engineer, KVAN Vancouver and KOOS Coos Bay, Ore., succeeding PAUL LEAKE who has resigned.**

**New Ad Course**

NEW course dealing with the basic principles of advertising, "Introduction to Advertising," will be given at Hunter College's School of General Studies, beginning Sept. 23. Fifteen Tuesday evening sessions from 6:30-8:30 p.m. will be conducted under the direction of Joseph Mendell Russakoff, president, Vanguard Agency, New York, and former president of the New York League of Advertising Agencies Inc.

**SUMMER SHOWS**

**CBS Radio to Continue Five**

FIVE out of six programs launched this summer by CBS Radio will be retained in the network's fall schedule: Lester Gottlieb, CBS Radio vice president in charge of network programs, announced last week.

The shows, which will become "regulars," are:

"December Bride," Sunday, 6-6:30 p.m. EST.
"Suspense," Saturday, 7-8 p.m. EST.
"Cary Grant Show," Saturday, 8-9 p.m. EST.
"Gaslight," Tuesday, 7-8 p.m. EST.
"Doris Day Show," Thursday, 10:05-10:30 p.m. EST.

Mr. Gottlieb revealed that the commercial outlook for fall programming is "particularly bright" with sponsors taking up open time periods and renewing other programs. Among renewals listed:

"Peggy Lee Show" (Tues., Thurs., 6-9:45 p.m. EST) for Oldsmobile;
"City Hospital" (Saturday, 12:30-12:55 p.m. EST) for Carter Products Co.;
"Carnation Comebacks" (Tuesday, 10-10:55 p.m. EST, starting Oct. 7) for Colgate-Palmolive Pet Co.;
"The FBI in Peace and War" (Wednesday, 9:30-10 p.m. EST, starting Oct. 8) for Electric Co.;
"City Hospital" (Saturday, 12:30-12:55 p.m. EST) for Carter Products Co.;
"Carnation Comebacks" (Tuesday, 10-10:55 p.m. EST, starting Oct. 7) for Colgate-Palmolive Pet Co.;
"The FBI in Peace and War" (Wednesday, 9:30-10 p.m. EST, starting Oct. 8) for Electric Co.;

Most of the 10:30 p.m. periods have been reserved for political broadcasts until Election Day, Mr. Gottlieb reported. Westinghouse will sponsor election coverage.

Return dates of some nighttime CBS Radio spots and sponsors, as announced by Mr. Gottlieb, follow:

"Arthur Godfrey's Talent Scouts," Thursday, 8-9 p.m. EST, NBC Network. (Sept. 28)
"Bob Hawke Show," K.J. Reynolds Tobacco Co. (Sept. 4)
"Wallmark Phonograph," Hall Bros. Inc. (Sept. 7)
"Lux Radio Theatre," Silver Screen Assocs., Inc. (Sept. 5)
"Dag汛," Electric Auto-Lite Co. (Sept. 14)
"Vallone Drug Co. (Sept. 25)
"Our Miss Brooks," Colgate-Palmolive Peet Co. (Oct. 5)
Tips on TV Operation
(Continued from page 68)

There are many instances of radio salesmen making the successful transition to TV selling, but management would be in serious error if it believes the change can be effected quickly and always effectively. It can be extremely awkward for some men to enlarge their thinking to a grand scale, as they must in selling TV. Too, the old days of being finished with a sale once a contract is signed is hardly applicable to TV. In many cases I have found that the major portion of a salesman’s work begins once the contract is signed! In point of numbers our theoretical operation boasts of a sales manager and four salesmen. In my opinion this is a maximum figure for the average situation.

The most satisfactory method of compensation—from a management standpoint—is a straight salary for all concerned. Although many stations have adopted a commission plan, we felt the newness of the medium obviated adequate experience in setting up a proper basis of compensation other than the salary standard. However, since all salesmen thrive on some kind of an incentive arrangement, contests and/or bonus arrangements, have been used to mutual advantage.

Production & Programming

Again versatility, more than anything else, insures a successful production department. This is not unknown to the radio station operator who utilizes his program manager as disc jockey, i.e., and for “running the board”. The same—only more so—is true in TV. Almost without exception, the economics of the situation demand that production personnel produce, direct and appear as talent on almost all studio originated productions. Finding such personnel may well become the No. 1 bottleneck of future successful operations. Basically, a production man would be ideal if he were in his 30’s, photogenic, fluent, imaginative, commercially alert with a film and radio background all built around ice-water veins. Most existing stations found these men in the radio ranks, not of choice but of necessity. In many cases it proved to be not only an expensive and embarrassing procedure, particularly where appearance before the cameras was desired. For there are few sights as pathetic as the old radio standby turned TV, without a script from which to read.

Actually it is the man with a theatre or film-making background who blends into the operation most readily. For he has a sense of drama, a passing familiarity with staging and picture composition. However, in this hydra-like function, ability represents but one of the necessary components. For his character, or more aptly perhaps, his characteristics are of paramount importance, because in production as elsewhere myriad detail must be faced. Thorough pre-planning of every assignment with its timing, music, art-work, camera effects and associated requirements are vital, be it on behalf of a one minute announcement or a full-hour production. A working compatibility with his colleagues, long a bugaboo of the broadcasting industry, insures an overall professional feeling to each presentation. This harmony removes, in part, the danger of too frequent human error, an omnipresent element in television.

For this is a business fraught with technical problems bringing with them numerous periods of operational crisis. During these periods, the need for instant and intelligent reaction to the unlooked-for problems of another facet of a competent production man.

Not to be overlooked in the requirements is the necessity for having a physical balance within the production department. Inasmuch, members are called upon to deliver commercials for countless local products, they must at all times believe their presence is that valuable nobody will do.

As for the actual presentation, the direction and talent must ever bear in mind the fact that the vision is the living room medium, and as such respect for the family at home must be in their consciousness. The director for his part must provide the maximum picture (closeup) wherever possible, while the talent’s approach should be keyed to naturalness and simplicity. If (although this is almost hoping for too much) in addition to these qualities he demonstrates a commercial awareness, it would be well to keep him under glass...he is the hydra.

Within the framework of the production department are the copywriters. In our hypothetically-sized station we would employ the services of one full-time writer plus two other individuals who double in such allied duties as sales services and traffic. (This latter department incidentally can be chaos compounded if the personnel concern are not detail minded. Paper work originating from this nerve center smacks of Army production, but is absolutely necessary. All departments must be advised by these means not only as to schedule changes, but the procedures to be employed by each sponsor’s telecast.

Compensation of all production people should, of course, be straight salary. However, production charges on live shows should be charged to the fee to be paid to the talent. This is not only a logical, but a mutually satisfactory arrangement between talent and management to assure the use of another facet of a competent production man.

Whereas in a large station you have specialists assigned to almost every function, in production, the small station economically demands that each man be capable of filling every known assignment on any given show. To have less than that on your staff is to be burdened with a luxury most operations can ill afford.

Programming

Telecasting on a seven-day basis will not only get a station off to an auspicious start from an audience standpoint, but will still allow for high priority commercial “must”, television set sales. A good starting point would seem to be an early afternoon test pattern period (for seven days) followed by several hours of daytime programming. This can be followed in early evening with additional test pattern time and several hours of nighttime programs ensuing until sign-off time at approximately 10 p.m.

Structurally it would be advisable to establish a programming goal in the respects that a quota is set for sales so that the program schedule may expand naturally and in a manner approved by the viewing public. Top shows can be spotted at choice segments, to be surrounded alternately by local live programs and network shows of lesser caliber. Failure to establish a definite pattern can result in having to frequently program stellar family entertainment in a late evening segment thereby excluding the children from the show. Conversely, the pet target of television critics—the whodunits—must be programmed late at night or the consequences from an irate and voluble group will be suffered. Some of the best programs available are films especially made for the medium. Unfortunately the number of these quality packages one can obtain is limited, but these offerings can compete successfully with the best network shows.

Feature films (of dubious vintage) are held in the highest esteem. Paradoxically even when they are bad they are still pretty good. Thousands of films circa 1935 is available, but in such demand that most lists contain a disproportionate number of inferior product, known in the trade as “turkeys”.

In addition to network and film
(Continued on page 87)
Trade Agreement

NEW agreement signed by the U.S. and Venezuela provides additional tariff concessions for a number of electronic products. Marked for "new or improved" duty concessions between the two countries are radio-TV receivers and phonographs (including parts) and phonograph records. Agreement supplements a 1939 pact and will go into effect 30 days after U.S. Presidential proclamation and ratification by Venezuela.

JOHN F. PATT, president, WJR Detroit, has announced the directors have voted a dividend of 10 cents per share to be paid Sept. 12 to shareholders of record at close of business Sept. 5.


Oregon City.

KPOL operation begins in mid-September

ADHERING to a policy of accepting no alcoholic beverages or tobacco advertising, KPOL Los Angeles, assigned 5 kw on 1540 kc, begins operations next Monday (Sept. 15), instead of Sept. 1 as originally scheduled [B+T, Aug. 28].

KPOL is leased to Coast Radio Broadcasting Corp., of which Hugh R. Murchison is firm president and general manager. Charles Hughes is commercial manager and Floyd W. Hall, director of engineering, operates the station.

KPOL's rate card No. 1 announces single rates: One hour, $70; half-hour, $45; quarter-hour, $30; one minute, $10; and half-minute, $8.

Truman to speak

AN ADDRESS by President Truman will provide the finale of the United Community Campaign's kickoff radio show to be broadcast Saturday, Sept. 27, over NBC, ABC, CBS and Mutual networks from 10 to 11 p.m. EDT. An all-star cast will include Ronald Reagan as m.c., Wendell Niles as announcer and such performers as Groucho Marx, Danny Thomas, Gordon MacRae, Loretta Young and Meredith Willson, with a large chorus and orchestra.
Tips on TV Operation
(Continued from page 85)
shows, the inevitable roster of local shows would include a forum-type show, as well as cooking, fashion, shopping, and amateur talent vehicles.

If your program schedule is not properly balanced, you will come to know it at once, for the same impact that motivates the commercial success of the medium tends to make your audience hypercritical—and outspoken.

Engineering
The new owner meets television's major expenses head-on when he begins to examine his engineering equipment. He quickly adds words to his vocabulary while subtracting dollars from his capital as he comes into contact with camera chains at $15,000 each, a field camera chain for a few hundred dollars less and a film camera chain for a few thousand less.

A low power transmitter, if suitable, and a 300-foot tower including all necessary installation will involve over $100,000. True these are the blue chip items basic to the operation, but nevertheless it is only the beginning. Such necessary and diversified items as control and film room equipments, lighting, microphone booms, film and slide projectors, mobile units, monitoring and recording equipment, all add up to an imposing sum. And if the initial expenses are formidable, and maintenance of the equipment also become a procedure involving daily reckoning.

Although the case history of equipment is still too new to be used as a guide, estimates have been set at $100 per day per camera as an operating expense! Camera tubes themselves have a short life expectancy (at $1200 per copy), curtailed even more by the fact that they cannot be ready for use until they have had a warming up (and deprecating) period of time.

Assuming, as we have right along, that about 20% of the programming is to be live, a minimum staff of 13 engineers is required. Their assignments place them in audio or video control, transmitter or maintenance work. Once again a station can ill afford to have specialists whose knowledge is limited to a single facet. Everyone in this department must be qualified for all engineering duties.

The Plant
The new station will do well to plan for two studios on a ground floor level. Most existing stations soon outgrew their modest quarters with the result that needless expense and problems were incurred. Physically the lack of studio space, storage space, film receiving and shipping space were listed among the most regrettable errors of early planning.

Proper facilities would insure studios of at least 35' X 50' proportions. Two studios would allow for adequate rehearsal space and thus reduce the all too common back-to-back live programming problem.

The building itself need not be elaborate or expensive. Naturally, any vehicle that produces more sales per advertising dollar spent, is assured of success. All the elements for that triumph, the "intimacy," the "sales receptivity," the appeal to the "audio and video senses," the zenith of achievement in the "palatable commercial," are present in the television medium. It remains only for station owners-to-be to pave the rough-hewn road already traveled by the industry's pioneers. Might be easy at that,... for in America the historical precedent for this type of progressive effort has long since been established. Indeed, we have witnessed in this industry for some time, may well expect to receive an education from oncoming stations. And if that is true, you won't mind if we monitor you... as we continue to learn.

in the public interest...

WBAL-TV Baltimore's cowboys, Jimmie and Leon Short, obtained a recorded wheel chair for a hospitalized little girl through their program, Silver Saddle Round-Up. The child's parents were unable to buy the girl a wheelchair and without one, she could not leave the hospital. The Mesars. Short told viewers of the child's plight. Within a few hours after the request was aired, a charitable organization came to the child's rescue.

* * * Records Donated

WDRS Hartford has donated 200 musical recordings of all types to the Connecticut Tuberculosis Society for distribution to various institutions in the state. Periodically, WDRS donates records to the society for any use it designates.

KECA-AM-TV Cited

KECA-AM-TV Los Angeles has been cited for "warmhearted participation in Celebrity Parade for Cerebral Palsy" by the United Cerebral Palsy Assn. of L. A. County. KECA-TV televised a 17-hour marathon and KECA publicized it.

* * *

Polo Interviews

ART HOLBROOK, studio manager, WIBW Topeka, took a microphone into an isolation ward of Vail Hospital in Topeka and recorded interviews with 17 polo patients. Broadcast was applauded by WIBW listeners, the station reported.

* * *

Blood Appeal

WLWD (TV) Dayton used Saturday Night Wrestling Coffee Club to help the local American Red Cross chapter meet its weekly blood quota in an emergency. Station made pleas on both programs and offered a free ticket to each wrestling fan who would donate his blood. Result: 120 tickets given, 150 pints of blood collected.

* * *

'Celebrity Parade'

WFIL-TV Philadelphia telecast Aug. 30 an 11-hour 'Celebrity Parade' on behalf of the United Cerebral Palsy Assn.

It's Happening in New Haven!

on

W N H C NEW HAVEN

NBC RADIO

Represented nationally by The Katz Agency

BROADCASTING • Telecasting

PASCHALL NAMED

is WNOE V., P., Gen. Mgr.

BENTON PASCHALL, vice president and West Coast manager of the defunct Liberty Broadcasting System, has been named vice president and general manager of WNOE New Orleans. He begins his new assignment today. Announcement was made by James A. Nee, station owner.

Mr. Paschall takes over duties of James E. Gordon, who resigned as president and general manager of WNOE to become general manager of WJMB and WRCM (FM) New Orleans [B&J, Aug. 25].

Before joining LBS, Mr. Paschall headed his own station representative firm in Los Angeles. Earlier, he was commercial manager of KROY Sacramento.

NEW mobile patrol unit has been placed in operation at WSRS Cleveland. Equipment used in remote broadcast coverage, includes an REL 50 watts, two-way telephone, public address system, two turntables, AM and FM receivers, Walkie-Talkies and miscellaneous cables.

82nd in POPULATION

among Sales Management's

162 Metropolitan Areas

Il people are consumers. But quality people are better customers. The depth of quality in the Quad-City market is an outstanding asset of 240,500 people who live here. Good ancestry, fine geographical location and diversified means of livelihood all contribute to the high standard of Quad-City living. WHBF is favored with the loyalty and friendship of Quad-Citians, accumulated during 25 years of service in radio broadcastiong.

Les Johnson, V.P. and Gen. Mgr.

September 8, 1952 • Page 87
Film Report
(Continued from page 79)

218 N. Canyon Drive, Beverly Hills, Calif., and appointment of Bernard Tabakin, formerly in charge of overseas operations on the West Coast for Music Corp. of America, as vice president in charge of the company's West Coast operations.

Production . . .

Authors & Players Co., Hollywood, headquartered at Motion Picture Center, has been formed to produce 26 half-hour TV films, based on nationally recognized literary works and starring Academy Award winning actors. Edward Lewis, producer of CBS-TV Sekitz Playhouse of Stars, heads group. Anthony Z. Landi, Meredith Productions, that city, is co-producer, and William Kozlenko, writer and story editor for National Repertory Theatre Inc., that city, is associated in similar capacity. Production starts sometime in November.

* * *

Revue Productions, North Hollywood, Calif., has completed filming of "Gold Mounted Guns," starring Rod Cameron, for inclusion in Orson Welles Theatre, half-hour TV series. Phil Ford, under contract to Republic Pictures, secured studio permission to direct the video film. "Iron Woman," starring Jorja Curtright, has been completed for Chevron Theatre.

Firm's story department is now headquartered at 4003 Radford Ave.

Availables . . .

Fall distribution line-up of United Artists Television includes five new television-film program series, according to UA-TV Vice President John H. Mitchell. The new packages are: Clete Roberts' World Report, 15-minute news and analysis program produced by U.S. Television, 264 programs now are ready, with number increased each week. Series is sold for telecasting one, two, three or four times a week. Also:

Cowboy G-Men new half-hour western series, specially made for TV by Mutual Television Productions. 13 programs already completed.

View the Clue, audience and home participation quiz show produced by Nat C. Goldstone Productions, with 13 programs finished.

Fun With Felis, audience participation magic show, produced by G & W Productions, with 13 shows completed.

ABC-TV will offer 30 minute filmed series National Professional Football Highlights, beginning Oct. 2. Series will be available for 13 weeks and can be presented on a local or regional basis at any telecast time or day after 7 p.m., local time, each Thursday of each week.

Random Shots . . .

Screen Gems Inc., Hollywood, has signed Herbert Marshall and Joan Caulfield to co-star in "Turnip's Blood" for NBC-TV Ford Theatre half-hour film series. Sheridan Gibney adapted the script from Rachel Maddux's novel of the same name. Robert Stevenson will direct for producer Jules Bricken.

Dick Haymes will play opposite Diana Lynn in "National Honeymoon" for same series. Betty Reinhardt based the script on a national magazine story by Paul Horgan. James Nelison will direct.

Screen Gems, also for Ford Theatre, has signed Will Rogers Jr. for the starring role in "Life, Liberty and Orin Dooley," a story of a Korean veteran who goes back to school in the fourth grade, and Ellen Drew for the feminine lead in "Birth of a Hero." Robert Stevenson also will direct these films.

* * *

Danny Cahn, film editor on CBS-TV 1 Love Lucy (Desilu Productions), named second quarterly TV award winner by American Cinema Editors, Hollywood. Other nominees were Daniel Nathan, CBS-TV Amos 'n' Andy (Hal Roach Productions); Robert Leeds, NBC-TV Dragnet (Mark VII Productions), and Norman Colbert, NBC-TV You Bet Your Life (Filmcraft Productions), first quarter winner.

* * *

Pilot TV film has been completed by Revue Productions, North Hollywood, Calif., subsidiary of MCA, starring Ray Milland. Richard Irving directed the situation comedy, as yet untitled.

With script conferences being held at MCA, plans are also underway for a video film series to star Joan Crawford.

Johnny Mack Brown, whose Western feature film series was recently discontinued by Monogram Pictures, may star in a video version, now in formative stage by MCA.

* * *

Filicraft Productions, Hollywood, has completed a special motion picture of behind-the-scenes filming of NBC-TV You Bet Your Life for showing at annual Desoto-Plymouth dealers conventions to be held in major cities. Program star, Groucho Marx, is narrator.

* * *

Film subsidiary has been set up in Chicago by McConkey Artists Corp., nation-wide theatrical booking agent. The film division, known as MAC Studios, will maintain production offices in Chicago only, with sale on commercials and shows handled nationally by men in McConkey offices.

Howard Grafman, who has been in charge of TV for McConkey in Chicago the past year, heads the new film division, assisted by Dick Brinkman, production director. He is a former director for Vogue-Wright Studios there.

This week the division will begin filming the remaining 12 episodes in a 13-minute dramatic series to be sold as a complete package.

* * *

Two eight minute films, one in English and one in French, were prepared by the British Broadcasting Corp. for the opening of Canadian television at Montreal and Toronto, and flown to Canada for use in the opening ceremonies. Films includes goodwill messages from the BBC to the Canadian Broadcasting Corp.

* * *

Peerless Television Productions has produced a brochure as a selling aid to stations which have purchased the Peerless group of twenty-six feature films. It contains a complete description and the talent credits of each feature film production.

Film People . . .

George E. Cameron, former owner of KOTV (TV) Tulsa, is completing plans to enter independent motion picture production with "Sam Bass, Desperado," dramatized life of the Texas outlaw, first on his schedule. KOTV (TV) was recently sold to Jack Wrather and Helen M. Alvarez (B&T, Aug. 4).

* * *

Don Flagg, president of Don Flagg Productions, San Francisco, has been appointed West Coast representative for DuMont's Film Syndication Department. A former still photographer and movie cameraman, Mr. Flagg in 1948 was named Pacific Coast man for Telesip Neware.

* * *

Cosman Productions, Culver City, has signed Milt Bronson, former associate of Abbott & Costello, as dialogue director on I'm the Law, half-hour TV film series starring George Raft.

* * *

Reub Kaufman, president of Guild Films Inc., has moved into New York headquarters at 610 Madison Ave., and will check into the Hollywood office only once every six weeks.

* * *

Nat Perrin, radio and motion picture producer-writer, has been signed as producer on CBS-TV My Friend Irma, second season of which starts Oct. 3. Mr. Perrin's last screenplay was Warner Bros.' Sally.
**WLW EXPERIMENT**

To Block NBC Programs

EXPERIMENT to test effectiveness of block programming has been launched by the NBC radio network and WLW Cincinnati. For the fall-winter-spring season, WLW will reschedule a number of NBC's nighttime programs to fit them into the station's block programming schedule.

The WLW schedule calls for drama on Sunday, music on Monday, comedy-variety on Tuesday, mystery on Wednesday, situation comedy on Thursday and Friday, and hillbilly and popular music on Saturday. NBC programs not complying with this pattern will be taped and rebroadcast at appropriate times on WLW. Rating and audience flow of the station will be carefully studied and compared with those for the rest of the network to determine the advantages and disadvantages of the block-program system. To keep the comparison clean-cut and avoid statistical complications, the block programming will be confined to WLW for the period of the experiment, NBC said.

Harry R. Bannister, NBC vice president in charge of station relations, commented: "NBC has always been interested in continuously improving its programming service to its affiliates and to its audience. NBC welcomes this unique idea in programming and is enthusiastically giving its cooperation to the plan. We believe this is an extremely worthwhile experiment for our stations, our audience and our advertisers and will therefore be mutually beneficial."

"We want to thank the NBC advertisers for agreeing to certain rescheduling of their programs to make it possible for NBC and WLW to go forward with this plan."

---

**Board of directors of Admiral Corp. has declared a regular quarterly dividend of 26 cents per share on stock outstanding, payable Sept. 30 to stockholders of record Sept. 19, Ross D. Siragusa, president and board chairman, has announced.**

---

**THE RIGHT COMBINATION**

★ Most powerful radio voice (1000 watts day and night) in the Altoona area.

★ Most popular (CBS and Top Local Programs) with listeners.

Adds up to the right combination for sales results.

Weed and Co. Representatives

---

**Electronics**

**Labor Dept. Surveys Employment Prospects**

EMPLOYMENT opportunities for a career in the electronics industry are expected to remain "excellent" in the next few years. This conviction was expressed by Labor Statistics in a report on "The Employment Outlook in Electronics Manufacturing." Bulletin 1954 was released last Thursday in cooperation with the Veterans Administration. The report covers the wide range of electronics, including the radio-TV receiver field and other applications in science, medical practice and industry. It stresses the increasing importance of the industries which use or make electronics products.

Short-run prospects for employment are especially favorable," the Labor Dept. explains, because of the defense program the next two years. Additionally, civilian demand for radio and TV sets is likely to continue strong. The report notes:

- In the immediate future, employment opportunities depend upon continuation of high levels of military production. But in the long run, the increased demand for civilian electronics products will provide many jobs. Commercial and industrial electronics production is expected to increase rapidly. Licensing of additional television stations and introduction of color television will stimulate the demand for television receivers. However, the full effect of these developments upon employment may not be felt for several years.
- Tracing the growth of electronics employment from a few hundred persons in 1922 to almost 300,000 in 1932, the report notes that most equipment is manufactured largely by semi-skilled and unskilled labor, with assembly workers comprising the largest occupation group. Less than 5% of the industry's work-force is employed in metal-working and tooling occupations.
- Increased output the past 30 years is due more to improved manufacturing methods than any other factor, according to the report, and while workers probably have not increased proportionately in number, new manufacturing methods do have an impact on individual occupations. Number of professional and skilled workers is likely to jump, the report adds.
- Technological development within the industry requires a large proportion of engineers, with this group comprising over 5% of the total workforce. Substantially higher proportion is used by makers of military and commercial equipment rather than by radio-TV set and tube manufacturers.
- Long-run opportunities were reported favorable for engineers, electronics technicians, tool and die makers and skilled machine tool operators.
- Electronics workers are now most highly concentrated in large eastern and mid-western metropolitan areas—one-third alone in Chicago, New York and Philadelphia as March, 1941. But a trend toward decentralization has set in, with growth of branch plants in small communities. Electronics manufacturing has developed rapidly in the Far West, particularly in Los Angeles and San Francisco areas.

---

**Bragger's Club**

**Formed for Kansas by KJCK**

NOT to be outdone by others, notably Texas, California and Florida, the state of Kansas has formed a "bragger's club" designed to sing the praises of the Sunflower State.

The club was organized by KJCK Junction City and carried through by Jim Fink, station's commercial manager. "For years I've always heard people... bragging about the virtues of their particular state. I've wondered what was the matter with Kansas... after careful research, I discovered the only wrong was that they simply didn't brag enough about Kansas."

Thus, the idea for the Kansas Bragger's Club was conceived.


KJCK is furnishing a membership card to anyone sending his name and address to the station. There is no charge for membership.

Card-holders pledge that "no matter where I am I'll always brag about Kansas. I will brag all the more when in Texas, California or Florida."

---

**BRAGGER'S CLUB**

**There are Jons and Kans for AM, FM and TV**

**It's Marconi!**

The ingredients are blended to perfection! You'll be first with the latest equipment, first in performance, first in the benefits of the latest technical advances, because Marconi are specialists in broadcasting equipment.

**Operation**—Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the first radio stations in North America.

**Consulting Service**—Marconi can help you with engineering plans and surveys because Marconi has more experience in these fields than anyone else in Canada.

**Equipment**—Everything from microphone to antenna, designed, installed, adjusted and guaranteed... that's the experienced Marconi service.

**Marconi**

the greatest name in radio and television

**CANADIAN MARCONI COMPANY**

Established 1902

Vancouver • Winnipeg • Toronto

Montreal • Halifax • St. John's

---

**September 8, 1952**

Page 89
September 3 Decisions...

BY COMMISSION EN BANC

FCC actions

AUG. 29 THROUGH SEPT. 5

CP-construction permit
DA-directional antenna
ERP-effective radiated power
STL-studio-transmitter link
STA-special temporary authorization
SAA-special service authorization

Grants honoring new stations and transfers, accompanied by a
roundup of new station and transfer applications, begin on page 96.

September 3 Decisions...

BY COMMISSION EN BANC

Following stations granted renewal of licenses on a regular basis:

KZEM Nevada, Mo.; KVCB Arka-
delphias, Ark.; WAYS Charlotte, N. C.; WERE Harrisburg, Pa.; WFMJ Youngstown, Ohio; WFMJ-FM Findlay, Ohio; WFMJ-FM Dayton, Ohio; WFMJ-FM Columbus, Ohio; WFMJ-FM Youngstown, Ohio; WFMJ-FM Alliance, Ohio; WFMJ-FM Findlay, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Dayton, Ohio; WFMJ-FM Dayton, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lima, Ohio; WFMJ-FM Lime,
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCCE*

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DL 1319
WASHINGTON, D. C.
P. O. Box 7037
KANSAS CITY, MO.

James C. McNary
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE*

A. D. RING & CO.
26 Years' Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON, D. C.
Member AFCCE*

There is no substitute for experience

GILLET & BERGQUIST
982 NATL. PRESS BLDG. NA. 3373
WASHINGTON, D. C.
Member AFCCE*

RUSSELL P. MAY
John A. Moffit, Associate
1422 P St., N. W. Kellogg Bldg.
Washington, D. C.
Republic 3964
Member AFCCE*

KEAR & KENNEDY
1302 18TH ST., N. W. HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE*

GUY C. HUTCHESON
P. O. Box 32 AR 4-8721
1100 W. Abram
Arlington, Texas

GEORGE P. ADAIR
Consulting Radio Engineers
Quarter Century Professional Experience
Radio-Television-Communications
1610 Erie St., N. W., Wash. 6, D. C.
Executive 1139—Executive 8071
(Television Holidays, Lockwood 5-1919)
Member AFCCE*

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GRANT R. WRAITHALL
Apts. California
Appointments arranged for
San Francisco Seattle Bals Lake City
Los Angeles Portland Phoenix
Box 260
APTS—3352
Member AFCCE*

HARRY R. LUBCKE
CONSULTING TELEVISION ENGINEER INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESCENT WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

JAMES R. BIRD
Consulting Radio Engineer
Fairmount Hotel, KYA
35 Elm Ave.
San Francisco, Calif.
Member AFCCE*

September 8, 1952 • Page 91
**Help Wanted**

**Salesmen**

Florida coast station. Hard-working, salesmen, 500 watt AM, $150, to $225. No desk jobs wanted. $100 guarantee against sales. Need those who can deliver. Waiting to be used. Write Box 313R, BROADCASTING TELECASTING.

Senorita wanted immediately, single market money-maker. Live at home. $200 to $250. Air mail photo, experience KFPR, Livingston, Montana.

$5,000 pay TV station in Eastern Pennsylvania. Write Box 319R, BROADCASTING TELECASTING.

Announcer-engineer with TV background. Must have TV experience. $1,000 to $1,500. Write Box 319R, BROADCASTING TELECASTING.

Sales wanted. Must have good background. $500 watt full-time station. Immediate opening. Box 324R, BROADCASTING TELECASTING.

Salesman wanted immediately, single market money-maker. Live at home. $250 to $300. Air mail photo, experience KFPR, Livingston, Montana.

Immediate opening for good announcer-engineer-at-large. Must be of being chief engineer in short time. Send letter of application, KFRO, BROADCASTING TELECASTING.

Announcer wanted by KGHF 5 kW ABC affiliate. Must be qualified for all aspects of TV and radio broadcasting. This is a permanent position. Please send complete information including salary requirements. KFHP, Pueblo, Colorado.

Operator-announcer with first phone. Send recent personal photo, KPAO, Honolulu.

Announcer-engineer. Emphasis on advertising. Must have wide-rounded experience. Must be familiar with all aspects of TV and radio broadcasting. Send recent photo, applications and complete repertoire. No application considered unless accompanied by recent references. Box 357R, BROADCASTING TELECASTING.

Wanted. Combination man—start $25. 20 hours actual work board. Good voice. Must send full photos and tape to KRCG, Centerville, Iowa.

Immediate opening for good announcer-engineer-at-large. Must be of being chief engineer in short time. Send letter of application, KFRO, BROADCASTING TELECASTING.

**Help Wanted (Cont’d)**

Wanted—Network caliber announcer, late AM and after midnight. Tape broadcast. Call or write WHLF, South Boston, Virginia.

Wanted. Need first class announcer-at-large. Excellent opportunity. Write Box 353R, BROADCASTING TELECASTING.

Top play-by-play sports announcer wanted by 5000 watt Midwest CBS affiliate. Must have experience and tape. Send resume immediately to Merri Milligan, WTAQ, Quincy, Illinois.

Wanted—Experienced announcer. Good salary. WKEU, Griffin, Georgia.

WOWO, Fort Wayne, seeks night-time disc jockey. Must be able to show in mind for late hours. Excellent chance. Must write right away. Send complete information including salary requirements. Good salary. Box 148R, BROADCASTING TELECASTING.

Wanted—One first class engineer. WSBS, Lumberton, North Carolina.

First class engineer. No experience required. Box 325R, BROADCASTING TELECASTING.

First class engineer needed. $50.00 for minimum sale. Must have some experience. Must be willing to work at a 100 watt independent. Box 275R, BROADCASTING TELECASTING.

First class engineer wanted for North Carolina daytime station. No application will be considered. KWKH, BROADCASTING TELECASTING.

First class engineer and AM and expanding TV station. Send complete details technical and administrative experience, salary, recent snapshot. Address application T. G. Murryce, KFEL, Denver, Colorado.

Transmitter position open. No announcements. KFRO, Longview, Texas.

First phone, third man for daytime operation. Competent staff will teach you. $250 monthly, $500 after trial period. KVLH, Pauls Valley, Oklahoma.

First class engineer needed. Contact WBP, Booneville, Mississippi.


First class engineer for station now constructing new studios and tower. Will have 5000 watt direction. Pleasant working conditions. Excellent. Permanent, $60.00 week plus hospitalization, WGGA, Gainesville, Florida.

New York regional station, direction antennas, has opening for a good engineer. See WINS, Binghamton, N. Y., for interview. TV planned.

Engineer—announcer for new station, Pleasant working conditions. Excellent salary. Minimum 100 watt daytimer. WUTS, Tuskegee, Alabama.

First class engineer, no experience required. Must have some TV experience. Will work in a 1,000 watt independent. Rush for interview. Box 296R, G. O. Box 50, New Iberia, Louisiana.

**Production-Programming, Others**

Midwest NBC affiliate has opening for woman continuity writer. Excellent work. Must be willing to work nights. Box 302R, BROADCASTING TELECASTING.

Pennsylvania daytime thousand watt needs news editor who can do some production work. Must be able to work nights. Wage $25 R. Box 266R, BROADCASTING TELECASTING.

Florida coast station. Experienced girl to do all copy and traffic. Send experience, photograph and sample copy. Box 298R, BROADCASTING TELECASTING.

Experienced newsmen to run beat and write news for Sherman station. Must travel. Box 305R, BROADCASTING TELECASTING.

Announcer-copywriter, emphasis on Southern top. Must be good writer. Qualified to handle large volume. Experienced. Box 283R, BROADCASTING TELECASTING.


Midwest NBC affiliate has opening for woman to handle commercial traffic. Must have some experience. Competitive conditions. Box 310R, BROADCASTING TELECASTING.

Producer-director needed by 50 kilowatt Midwest major network affiliate. Excellent opportunity for growth and advancement. Must be a very capable individual. Important local programming. Prefer man with experience in directing and script writing and announcing. Excellent benefits. Box 304R, BROADCASTING TELECASTING.

**Classified Advertisements**

Payable in advance. Checks and money orders only.

Deadline: Unpublished—Monday preceding publication date. Display—Tuesday preceding publication date.

Situations Wanted 20¢ per word—$2.00 minimum • Help Wanted 25¢ per word—$2.00 minimum

All other classifications 30¢ per word—$4.00 minimum • Display ads: $15.00 per inch

No charge for blind box number. Send box replies to BROADCASTING TELECASTING, 301 Natick Pro. 507 Natick 4, D. C.

Applicants: If transcriptions or bulk packages submitted, $1.00 charge for mailing (For word count separately, please). All transcriptions, photos, etc. must to box numbers are sent at owner’s risk. BROADCASTING TELECASTING expressly repudiates any liability or responsibility for their custody or return.
Help Wanted (Cont'd)

**Television**

**Managerial**

Wanted—Television manager for new UHF station in South. Excellent opportunity. Please give complete background, experience, references, and salary expected. Write Box 31R, BROADCASTING • TELECASTING.

**Technical**

Wanted—Chief engineer for UHF television station in Southern metropolitan market. Excellent opportunity. Please give complete background, experience and references. Write Box 31R, BROADCASTING • TELECASTING.

Television broadcast technician wanted immediately for construction and personnel. Must have experience in television. No telephoning. Send complete information to Ed Talbot, KROD-TV, El Paso, Texas.

**Situations Wanted**

**Managerial**


Can't build into station profit each year. Age 32. Plenty experience. Like growth. Announce. Build. Box 30R, BROADCASTING • TELECASTING.

**Salesman**


Announcer, experienced. 25, single veteran. Strong on music, news and sports. Box 34R, BROADCASTING • TELECASTING.

**Announcer**

Announcer, experienced. 25, single veteran. Strong on music, news and sports. Box 34R, BROADCASTING • TELECASTING.

**Situations Wanted (Cont'd)**

Want western DJ with plenty of ability! Have ticket, musical talent, experience in western orks, DJ shows, board work, copywriting, news. Familiar with DJ shoulders. Has references. Has recorded with various stations. Box 21R, BROADCASTING • TELECASTING.


Versatile announcer three years. Important markets. Best references. Clean operation. Offering good future only. Box 20R, BROADCASTING • TELECASTING.


Morning man. Five years continuous on-air experience. Has gained confidence. Morning show in progressive, metropolitan station. Has ability to build and hold audience. Easy, sin- e, pleasant personality. Minimum salary, 10% commission. Must show both background, married, car, insurance. Box 28R, BROADCASTING • TELECASTING. Write all first letter. Salary, length hours, etc. Presently employed in Florida. Tape on request. Box 31R, BROADCASTING • TELECASTING.

Sports domination! Make your station tops in sports. Experienced baseball, football, basketball, boxing. Prefer West. Box 21R, BROADCASTING • TELECASTING.

Announcer, three years experience, top references. Southeastern, well-operated station offering permanent, worthwhile position. Box 30R, BROADCASTING • TELECASTING.

I'd like to run an all-night pop record show. May I help you? N6 hillbilly. Currently employed as a metropolitan. Box 20R, BROADCASTING • TELECASTING.

Announcer-engineer, strong on commercials and DJ work. Veteran, 28, married, $75.00 minimum salary. Box 20R, BROADCASTING • TELECASTING.


Announcer, 2 years Western N. Y. Capable all phases of broadcasting, including board work. Desires Florida position. Box 39R, BROADCASTING • TELECASTING.

Announcer, experienced. Write copy. Operate board. $8 draft exempt. Prefer New York or Newark. Box 34R, BROADCASTING • TELECASTING.

SRT graduate, 2 years indie experience—announcing, copywriting, traf- fic programming, technical. Desires Florida position. Box 34R, BROADCASTING • TELECASTING.

Sports announcer—To station that can offer a heavy play-by-play-play schedule. I can offer 4 days solid background as a radio-TV sportscaster plus the ability and willingness to handle other assignments. Can furnish excellent refer- ences. Presently doing sportscast with high Hooper in Major League city but want position that presents greater challenge and opportunity. Box 34R, BROADCASTING • TELECASTING.

Announcer, experienced. Young, single veteran. Good—music, news, sports. Box 35R, BROADCASTING • TELECASTING.

Good announcing reasons. $80. minimum. Midwest. Dependable, reliable. Box 30R, BROADCASTING • TELECASTING.

Attention—NARTB members who will be in Denver September 11-13. All-round announcer, major sports, seeking good pay position. Ward Goodrich, Phone Florida 0112, Denver, Colorado.


Staff announcer, 30, would like to try steady, smiling job at your mike. No illusions. Recommended positions I've worked. Lens Drake, 1102 West Edgemont, Phoenix, Arizona.

**Situations Wanted (Cont'd)**

Are you willing to give someone with ability, but no actual experience, a chance to get started? Thoroughly trained in radio technique. Strong on commercials, news, deejay, sports. Ed- ward Marshall, 5363 Sheridan Road, Chicago, Illinois.

I'm a neophyte in radio—sure! but would like a chance to prove I can stick! Thoroughly trained in radio tech- nique. Strong on commercials inter- deejay. Dollie May Miller, 1529 N. Kestig, Chicago, Illinois.

Trained beginner announcer desires staff position, 18, single, draft exempt. Oper. control, board, Jerome F. Nickels, 1528 W. Sunnyside Ave., Chi- cago 40, Ill. Armodine L-7997.


First class, experienced tapes, play- back construction. P. O. Box 411, Johnstown, Pa.

**Technical**

Engineer, first phone. Two years ex- perience. No announcing. Draft ex- empt. Prefer AM-WEBTELECASTING.

Radio operator, first class license, no experience. Family man, will travel. Box 25R, BROADCASTING • TELECASTING.

(Continued on next page)

**FARM DIRECTOR**

50,000-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 en- close picture. All inquiries will be in strictest con- fidence. Unusual opportunity for advancement. Box 25R, BROADCASTING • TELECASTING.

**Topnotch timebuyer**

10 years exceptional radio-TV experience. Now placing $7,000,000 annually of spot and network time on radio and TV for all types of accounts.

Excellent working relationship with col- leagues as well as with radio and tele- vision stations throughout the country.

BOX 305R,

BROADCASTING • TELECASTING
SALES ENGINEERS

Well known manufacturer of radio broadcasting and communications equipment has openings for sales engineers in several areas including New England, Southeast, Midwest and Southwest. This is a salaried job plus increased remuneration for more sales. We want only men who are looking for permanent work and want to grow with us. Send full information first letter, with salary expectations and references first letter. Box 360R, BROADCASTING - TELECASTING.

Box 360R, BROADCASTING - TELECASTING.
AUDIO ENGINEER

We have an opening for one or more men who can design and supervise manufacturing of speech input equipment, master control systems and prepare technical manuals for same. Position permanent in old established Midwestern company. Give all details first writing. Box 3328, BROADCASTING • TELECASTING.

Situations Wanted

ANNOUNCER-DIRECTOR


Situations Wanted

Announcers

4 Reasons Why
The foremost national and local ad
agency, now entering its fifth year after year to reach the vast

 Jewish Market of Metropolitan New York

1. Top adult programming
2. Strong audience impact
3. Inherent listener loyalty
4. Radio/TV package power

Send a copy of “WHO’S WHO ON WVOY”
Henry Goodale, Managing Director
WVOY 117-118 West 48th St.,
New York 18

September 8, 1952 • Page 95

TV Grants Now Total 49
(Continued from page 65)

and Standard Live Broadcasting Co. (WSL), both seeking VHF Channel 12, were decided by the FCC to be non-competing. Mississippi Broadcasting Co. (WBDC), both seeking UHF Channel 40, were decided to be non-competing. Mississippi Publishers Assn. for UHF Channel 5, was notified of a comparative hearing requirement. No action was taken on an appeal of Mississippi Publishers Assn. for UHF Channel 3.

Wheeling, W. Va. (Group A-2, No. 31) — WKWK Television Corp. (WKWK), seeking UHF Channel 39, was notified of a comparative hearing requirement. No action was taken on an appeal of WKWK Television Corp. for UHF Channel 3, which was not notified of a comparative hearing requirement.

Kalamazoo, Mich. (Group B-1, No. 15) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 15) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.

Kalamazoo, Mich. (Group B-1, No. 7) — WSBF Broadcasting Co., Inc., seeking UHF Channel 31, was notified of a comparative hearing requirement. WSBF Broadcasting Co., Inc. also was notified of a comparative hearing requirement. No action was taken on an appeal of WSBF Broadcasting Co., Inc. for UHF Channel 36.
For Television Grants and Applications, See Page 68.

Docket Action

OPINION AND ORDER

American Civil Liberties Union—By memorandum opinion and order, FCC denied petition requesting clarification and revocation of Commission’s order of June 11 granting applications for engineering construction of ABC, CBS, NBC and WPIX (TV). For reiterating on such action.

Non-Docket Actions

AM GRANTS

Monterey, Calif.—California Citrus, 630 kw, 500 w. daytime, antenna 150 ft.; engineering condition. Estimated construction cost $10,000, first year operating cost $75,000, estimated cost $12,000, estimated revenue $55,000. Principals include A. H. Tarkin, principal, and 49% owner of WPGF Ann Arbor, Mich.; Gail D. Griner (25%), president, and 9% owner of WGRB Bay City, Mich.; Frank Beuregard (25%), owner of Beuregard Department Store, Milwaukee, Wis., and four Michigan residents.

Extension of License

Changes in Existing FM


Extension of Authority

CBS Inc., New York—Granted extension of authority to transmit programs to stations having a service area within 15% of service area of stations under control of Canadian Broadcast Commission.

Extension of Completion Date

WARD New York—Granted mod. cp for extension of completion date to 3-13-43.

The Red’r Grange Football Show

ALL-TIME ALL-AMERICAN

† Predictions † Headline News † Features † Big Name Guests

 البيلإ! البيلإ! البيلإ!

WIRE! WRITE! PHONE!

For prices and information

GREEN ASSOCIATES

520 N. Michigan

WHiaski 4-0818

Chicago 11, Ill.

FCC Actions

(Continued from page 81)

for CP, as mod., which authorized new FM.

September 3 Applications

ACCEPTED FOR FILING

Renewal of License

Following stations request renewal of license:

KBYV Glendale, Calif.; KNJU New Ulm, Minn.; WTKK Columbus, Ohio; WPTF Pitqua, Ohio; KYBE Oklahoma City, Okla.; KRGK Tulsa, Okla.; KPDQ Portland, Ore.; WJGJ Tulsa, Okla.; WRAP Fort Worth, Tex.; KCNC Fort Worth; KRGB Seattle, Wash.

Change ERP

KPOJ-FM Portland, Ore.—CP to change ERP from 145 to 154.6 kw, to ground height above average terrain from 1,960 to 1,850 ft. No change in service area.

WIDQ Des Moines, Iowa—CP to increase ERP from 15.5 to 15.9 kw, ant. height above average terrain from 380 to 507.7 ft., and overall height above ground from 880 to 496 ft., 6 inches.

September 4 Decisions

BY COMMISSION EN BANC

Increase Tower Height

WIOD Miami, Fla.—Granted CP to increase height of south tower from .300 to .375 ft. engineering conditions.

Reinstatement of CP

WHVF Wausau, Wis.—Granted reinstatement of expired CP for new AM to operate on 1290 kc 250 w-und. with expiration date to be six months from date of grant.

Request Denied

WALD Denver, Colo.—By letter, denied request for waiver of Sec. 13.20 of Commission’s rules to permit WALD to operate on certain night time frequencies specified in license.

Petition Granted

KMLW Martin, Tex.—By Order, granting license for reconsideration of Commission action of April 17, 1952, denying application for extension of completion date for new station, set aside decision and granted extension of completion date to March 1, 1953.

By Broadcast Bureau

Change ERP

KTBC-TV Austin, Texas—Granted mod. cp to change ERP from 116 kw, vis., to 158 kw vis. to 182 kw vis., 51 kw down, 1 watt, 75 kw, 8.25 kw at 1025 feet.

Extension of Completion Date

WECS Chicago—Granted mod. cp for extension of completion date to 11-11-53.

Extension in Existing FM


Extension of Authority

CBS Inc., New York—Granted extension of authority to transmit programs to stations having a service area within 15% of service area of stations under control of Canadian Broadcast Commission.

Extension of Completion Date

WARD New York—Granted mod. cp for extension of completion date to 3-13-43.
of WKST’s AM towers will be employed. The year-old WKST transmitter building was designed to accommodate TV. Mr. Townsend stated, and TV service is expected to be rendered to an area encompassing Youngstown, Butler and Beaver Falls in addition to New Castle.

Edward Lamb, owner of Midwest TV Co., reported the Massillon UHF Channel 25 station may use intercom operation in order to present prompt new service to the area. Massillon is within coverage range of Akron and Canton. Transmitting equipment is on order from RCA and studio equipment is already on hand. Mr. Lamb already operates VHFs stations WICU (TV) Erie, Pa., and WTVN (TV) Columbus, Ohio.

WAKR Akron hopes to commence operation of its UHF Channel 49 station by the first quarter of next year, possibly with intercom to Youngstown according to S. Bernard Berk, president. Equipment will be obtained from RCA. WAKR originally ordered VHf equipment from RCA five years ago, he noted. Last week, however, they have petitioned FCC with respect to their comparative . . . WDEF Chattanooga, which Channel 12 there, last week asked the Commission to discontinue the competitive bids of Southern Television Inc. and Tri-State Telecasting Corp. on grounds that they are deceptive.

Lorain Journal Co., Lorain, Ohio, asked the Commission to deny petition of WEOL Elyria, neighboring town, for a conditional grant on Channel 31. The newspaper applied last June 30 for Channel 31 in Lorain and WEOL applied in August for the same channel in Elyria, which is within the 15-mile community radius. WEOL had replied to the Journal application by asking FCC to grant its own application conditionally and to set the Journal application for hearing [B*T, Aug. 25]. The Journal Co. last week replied that grant of one mutually exclusive application without a hearing on both would be prohibited by the Ashbacker decision, saying also that the decision points out that grant of one application and designation of the other for hearing places the applicant without a station on the air at an unfair competitive advantage.

Oscar Katz (I) to CBS Television, signs the network orders Nielsen Service. Arthur C. Nielsen, dent of audience research firm building, signs his name, looks on.

NASSER DECREE
Judge Orders Rehearing
U. S. District Court Judge Harry C. Westover has scheduled a rehearing today (Sept. 8) on his July 31 decision [B*T, Aug. 11] overruling an earlier decree by the referee in bankruptcy, Benno M. Brink, that four feature movies produced by James and George Nasser, be made available for television showings [B*T, Mar. 10]. The pictures are being theatrically released by United Artists.

The rehearing was brought by George T. Goggin, attorney for the brothers. Charles A. Loring, of counsel.

Maddux to Resign
RESIGNATION of R. C. (Pete) Maddux as vice president in charge of sales for WOR-TV New York will be announced shortly. Maddux follows last summer’s realignment of station’s executive personnel and integration of many WOR services with those of MBS when Mr. Maddux, fourteen years sales vice president for both radio and television at WOR, was assigned to TV sales exclusively, William Crawford becoming general sales manager. Prior to this, Mr. Maddux, now on vacation, has announced no future plans, nor has WOR-TV named his successor. He had been with WOR for a dozen years.

TV Grants Now Total 4
(Continued from page 95)

HEAVY TITLE BOUT
TNT Plans Nationwide
In the first coast-to-coast theatre TV hook up the Joe Walcott-Rocky Marciano heavyweight title fight will be telecast by Theatre Network Telephone from Philadelphia on Sept. 23.

With arrangements already made for AT&T Long Lines, Nathan L. Halpern, head of TNT, in Los Angeles last week said that deals for transmission of the event to theatres in that city, San Francisco, Seattle, Denver and other cities are being worked out. Efforts are also being made to have a Portland theatre TV installation ready for that telecast.

In the event anything should happen to prevent simultaneous telecasting of the fight to the West Coast, Mr. Halpern said arrangements have been made whereby the western telecast will be film-recorded and transmitted to each of the theatre screens within less than an hour.

The fight will not be fed to Philadelpha theatres nor to those in New England, challenger Marciano’s home territory, although it will be heard on radio he said.

TNT reportedly is paying International Boxing Club, promoters of the figh $150,000 for exclusive coverage rights.

TRANS-OCEANIC TV
Within Five Years Is Sarnoff’s Prophecy

BRIG. GEN. DAVID SARNOFF
RCA board chairman, is firm in his conviction that a nation-to-nation television circuit “if properly used . . . can cultivate better understanding . . . and help to reduce the tensions of misunderstandings.”

He reiterated his belief that international circuits can be within five years, while addressing the Weizmann Institute of Science at Rehovoth, Israel, July 27. He returned to the U. S. last Tuesday from his 18 days abroad.

During the course of a lecture on “Progress in Electronics” at the institute Gen. Sarnoff said:

“During the next five years we may expect to see television established on a international basis . . . international television will become a powerful aid socially, educationally and politically.

“I firmly believe,” he said, “that before too many years pass, New York, Chicago, San Francisco, in fact all the cities and towns of the United States will be able to tune in the panorama that television will present of Israel and the Mediterranean world. Similarly, you will be able to view America as the electronic cameras swing from nation to nation.”

Gen. Sarnoff was named an Honorary Fellow of the Weizmann Institute, the first so honored.

Upon arrival in New York aboard the S. S. United States, Gen. Sarnoff issued the following statement:

“In the free countries of Europe, some progress is visible on the surface. But as the surface problems thin out, the basic ones underneath rise to the top. In the main, they are financial, economic and political and, therefore, inseparable. To solve these, Europe needs most of all world peace and time. Given these, I believe that progress will continue to be made.

“Our two-month stay abroad, we visited England, France, Greece, Turkey and Israel. It feels good to be home again for there is no place like America. If I wish it were possible for all Americans to visit abroad, as I am sure they would return home with greater appreciation for the blessings and the privileges enjoyed in the United States.”

When It’s BMI It’s Yours
Another BMI “Pin Up” Hit—Published by Acuff-Rose

JAMBALAYA

On Records: Jo Stafford - Paul Weston—Columbia; Neal Hefti—Frances Wayne—Coral; Hank Williams—MGM; Rex Allen—Decca; Moon Mullican—King.

Exclusively licensed by

BROADCASTING • Telecasting

September 8, 1952 • Page 97
NETWORK LISTENING

SE's report on nighttime radio lis- 
ing in TV homes in New York area 
was, contrary to popular belief, that 
75% of radio listening was tuned 
to Mutual networks as against 47.4% for 
individually; that all radio listening has 
increased in past 15 months. Survey 
prepared for CBS Radio.

Business Briefly

(Continued from page 5)

as musicians and colorful personalities, according 
to Irving Townsend, advertising manager.

NAME CHRISTIANSEN - Jewel Food 
stores, Chicago, names Christiansen Adv. as 
agency; James Green, formerly of Herbert 
S. Laufman Co., is account executive. Radio 
used.

ARNOLD BAKERS CHANGE - Benton & 
Bowles, N. Y., has resigned Arnold Bakers 
account, effective Dec. 1.

KIX BUYS - General Mills (Kix cereal) 
signs for one-minute announcement, plus open- 
ning and closing billboards, in each of the five 
M-G-M Radio Attractions programs on Mutual 
which are available for network sale. Pur- 
chase, under Mutual's multi-message plan, is 
effective with return of shows on Sept. 29 
after summer hiatus. Agency for General 
Mills: Thatham-Laidc, Chicago.

FOWLER GETS DEFENSE POST

HENRY H. FOWLER, Defense 
Program Administrator, named Friday by 
President Truman as Defense Mobilizer, succeeding 
Dr. John R. Steelman, assistant to President, who 
occupied post since resignation of Charles E. 
White. Mr. Fowler continues production post 
until he can determine if office can be merged 
with new job. He told President he could not 
hold mobilization post longer than end of year.

CAMPAIGN SERIES

NEW CBS-TV program, Whistler Stop Cam- 
paign, scheduled to begin Sunday with film 
footage on each of two major Presidential 
nominees' campaign activities. First program 
set for 4:45 p.m. EDT but subsequent shows 
will be carried on Sundays, 3:30 p.m. EDT. 
Charles Collingwood to be narrator.

PEOPLE...

APPOINTMENT OF CHARLES E. WILSON, 
former director of Office of Defense Stabiliza- 
tion, as national campaign chairman for 1952 
Crusade for Freedom announced by Henry 
Ford II, giant chairman. Mr. Ford has left 
for six-week trip abroad to inspect Munich 
facilities of Radio Free Europe.

DAVID HALE HALPERN, vice president, 
Owen & Chappell, New York, in charge of 
radio and television, to Bicow, same city, 
as account supervisor on Pulitzer 
Festival.

LESTER S. ROUNDS, Benton & Bowles, N. Y., 
account executive, returns to the public rela- 
tions staff of Kudner Agency, N. Y., as director 
of promotion, Sept. 15.

BAYARD R. HAND, formerly with Elmer 
Roper and John F. Dunn, with Stewart Doug- 
al & Assoc. to Fuller & Smith & Ross, N. Y., 
as research associate.

ROBERT F. MESKILL joins the Chicago sales 
staff of O. L. Taylor representative firm, re- 
placing J. Gordon, who has resigned. Mr. 
Meskill is former general manager of WJBC 
Bloomington, Ill.

NOEL E. THOMPSON, former assistant of 
KGNC Amarillo, Texas, reappointed to staff 
as sales manager succeeding late John G. Bal- 
lard.Recently Mr. Thompson has been at 
KFPY Lubbock and KTSA San Antonio.

KELLY WADDIX, former NBC Chicago pro- 
duction director, named program manager 
of KFWA-TV, effective Oct. 1. He will be sta- 
tioned at WFAA-TV Dallas for training until 
March.

BECKMAN HEADS ABC 
STATION RELATIONS

ALFRED B. BECKMAN has been promoted 
to national director of ABC's newly integrated 
radio and TV station relations department, 
Ernest Lee Jahncke, vice president and 
assistant to president, announced Friday. Wil- 
liam A. Wyile, director of ABC's radio stations 
department, was named manager of new de- 
apartment and Don Buck, regional manager 
of TV stations department, becomes director 
of sales and traffic, position formerly held 
by Mr. Beckman.

Mr. Jahncke said integration of radio and 
TV station relations does not set pattern for 
other ABC departments, which will continue 
to function separately. Station relations in-
tegration seemed logical when research showed 
majority of new ABC TV stations going on 
air will be co-owned by ABC radio affiliates, 
he stated.

WNBC WNBTV (TV) CHANGES

WNBC and WNBTV (TV) New York this week 
reorganized their radio and television person- 
nel, Ted Cott, NBC vice president and general 
manager of WNBC-WNBTV announced, because 
of greater expansion of local programs. Under 
new plan, Richard (Dick) Pack, program di- 
rector of WNBTV, becomes director of program 
operations of WNBWNBTV. Jack Grogan, 
in charge of programs of WNBC, shifts to WNBTV 
production supervisor. Under Mr. Pack, 
Steve White, staff director and writer-producer 
of Kate Smith radio show, becomes program 
manager of WNBC, and Peter Affe, operations 
supervisor of WNBTV, becomes program manager 
of WNBWNBTV. WNBTV will have its own per- 
manent studio and its own engineering crew 
hereafter.
American industry is big with advertising-studded successes, yet none is bigger than Kellogg. Advertising, and especially air advertising, has taken Corn Flakes and other fine products of this Battle Creek firm into every nook and cranny of our country—and many other countries. Kellogg does a complete job, from farmer to miller to delectable product to dealer to consumer. And in the rich Virginia markets, Havens and Martin Stations help the assembly line move faster.

Havens and Martin Stations, WMBG, WCOD, and WTVR, are available to alert advertisers as the modern way to sell in the Old Dominion State. There are reasons aplenty! Havens and Martin Stations are the only complete broadcasting institution in Richmond; for more than a quarter century they’ve featured the kind of public service that builds loyalty and affection; they bring NBC to viewers and listeners; they’re a quality operation doing a job for quality products.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia’s first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
Once again Detroiters vote for
WWJ-TV... 2 to 1!

Whenever all 3 Detroit TV stations
telecast the same event . . .
such as the World Series or
the President's speech . . .
Detroit's TV advertisers get
additional visual proof of De-
troiter's preference for WWJ-
TV. The recent convention tele-
casts confirmed this again . . .
when more Detroiters saw the
conventions on WWJ-TV than
on both other stations com-
bined. Here are the survey
figures:

WWJ-TV's Share of the Audience
During Convention Telecasts

<table>
<thead>
<tr>
<th>Day</th>
<th>Time</th>
<th>Percentage</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>7/7 8:30-11:00 P.M.</td>
<td>48%</td>
</tr>
<tr>
<td>Tuesday</td>
<td>7/8 8:30-11:00 P.M.</td>
<td>53%</td>
</tr>
<tr>
<td>Wednesday</td>
<td>7/9 8:30-11:00 P.M.</td>
<td>50%</td>
</tr>
<tr>
<td>Thursday</td>
<td>7/10 8:30-11:00 P.M.</td>
<td>63%</td>
</tr>
<tr>
<td>Friday</td>
<td>7/11 7:00-9:00 P.M.</td>
<td>60%</td>
</tr>
</tbody>
</table>

Source: American Research Bureau

At all other convention ses-
sions—morning, afternoon
and late evening—viewers' pre-
ference for WWJ-TV was
in the same ratio.

Ask the Hollingbery man for
further facts, figures—and
availabilities.

FIRST IN MICHIGAN Owned and Operated by THE DETROIT NEWS

National Representatives: THE GEORGE P. HOLLINGBERY COMPANY
ASSOCIATE AM-FM STATION WWJ

WWJ
TV

NBC Television Network