Mrs. LaDonna Martin, of Xenia, Illinois, who was crowned Illinois State Fair Barn Dance Queen during the WLS National Barn Dance broadcast from the Illinois State Fair on Saturday evening, August 9th. Mrs. Martin was finalist from the WMIX, Mt. Vernon, region.

Selecting the winners ... and giving each due recognition ... is traditional throughout midwest America during the late summer and early fall. From home, field and barnyard ... farm, village and city ... the season's best, from among the nation's finest, vie for top honors at State, Regional and County Fairs.

WLS participation in many of these events is, likewise, traditional. WLS talent and WLS services frequently contribute to the success and accomplishment of these great and typically American institutions.

For instance, the WLS National Barn Dance was broadcast from the Illinois State Fair for the thirteenth year on Saturday evening, August 9th. 12,627 people ... close to an all-time record ... paid to see their favorite WLS stars in action.

The WLS National Barn Dance, with its tremendous following, is still but one of many WLS programs and services that consistently reach the very heart and soul of America ... the home and workshop of millions of the nation's most prosperous and progressive people.
Go where there's GROWTH...

Machinery and Milk

The machinery industry in Kentucky, in 1939, boasted of 57 machinery manufacturers who produced and sold $1 1/2 million dollars worth of machinery. Since then the record of growth has brought the total to 122 machinery manufacturers who made and sold 239 million dollars worth of machinery in 1951.

Go where there's GROWTH...

WHAS

Louisville, Kentucky

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

(Benson and Benson)

Kentucky's dairy farmers also have rung up impressive gains in the past decade. In national rank, Kentucky is now 16th as a butter producer, 8th in cheese production, and 4th in the production of condensed milk. In 1951, milk production on Kentucky farms reached 2,368,000,000 pounds.
When you use WKMH... YOU GET RESULTS!

Here's the PROOF

August 18, 1952

Mr. George Millar
Radio Station W K M H
15001 Michigan Ave.
Dearborn, Michigan

Dear Mr. Millar:

During the past months we have been conducting a survey in order to ascertain the relative merits of our advertising media. We are happy to inform you that this survey indicates our cost per inquiry is lowest on W K M H.

The Detroit office of North American Airlines has shown a decided increase in business, largely due to the fine selling job W K M H has done in this market area.

Thank you for your kind co-operation in the past, and may we continue to enjoy a successful business relationship in the future.

Very truly yours,

North American Airlines

Robert S. Block
Detroit Manager

North American Airlines uses many radio markets, but when they want to sell DETROIT METROPOLITAN AREA, Southeastern Michigan and Northern Ohio they buy...

5000 WATTS Daytime

WKMH

Represented by HEADLEY-REED

1000 WATTS Nights

Affiliated with WKHM Jackson, Michigan

Power...

KRLD-TV's superior picture and audio strength is demonstrated over and over again!

More Coverage Power
More Sales Power

KRLD-TV does not claim coverage of North Louisiana but voluntary statements from disinterested sources prove the greater efficiency of Texas' Most Powerful Television Station, channel 4, Dallas.

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

The Branham Company, Exclusive Representative

TEXAS' MOST POWERFUL TELEVISION STATION

EXCLUSIVE CBS TELEVISION OUTLET FOR DALLAS-FORT WORTH AREAS

Page 4 * September 15, 1952
STATION EXECUTIVES MEET WITH AP

COMMITTEE of executives representing AP radio stations will meet with AP executives in New York tomorrow (Tuesday) and Wednesday to discuss ways of improving AP radio news service. First order of business is selection of chairman. Committee members are: Matt Bonebrake, president KOY Oklahoma City; Joe H. Bryant, president KCBD Lubbock, Tex.; Tom Eaton, executive director WTC Hartford; Daniel W. Kops, general manager WAVZ New Haven; Jack Krueger, news editor, WTMJ Milwaukee; Les MacWhinney, news director KHJ Los Angeles; Jack D. Shelly, news manager, WBO Des Moines.

AP officials who will confer with committee include Kent Cooper, executive director; Frank J. Starzel, general manager; Alan J. Gould, executive editor; Oliver Gramling, assistant general manager for radio, and John Aspinwall, radio news editor.

STATE DEPT. APPOINTS MORTON VOA DIRECTOR

APPOINTMENT of Alfred H. Morton, former NBC executive, as director of State Dept.'s Voice of America, effective Oct. 1, announced Friday by Dr. Wilson Compton, International Information Administrator. He succeeds Foy Kohler, named to Secretary's Policy Planning Staff as deputy for U.S. in International Broadcasting Services [CLOSED CIRCUIT, Aug. 4].

Mr. Morton, who formed own TV station consultant firm (Alfred H. Morton Assoc.) last April, was vice president in charge of TV at NBC from 1938 to 1942. After service with RCA (1929-34), he was NBC program department manager and later vice president in charge of O.V.I. stations. Mr. Morton also is former TV director of 20th-Century-Fox Corp., and has been serving as special assistant to Mr. Kohler since Sept. 8.

COPYRIGHT COMMITTEE APPOINTED BY NARTB

NEW NARTB Copyright Committee named Friday by President Harold E. Fellows, with Edward Breen, KVFD Fort Dodge, Iowa, as chairman. Committee will consider copyright legislation proposed to Congress along with international copyright matters and relations with music licensing organizations.

Other committee members are: Donald G. Graham, KOMO Seattle; Robert T. Mason, WMRN Muncie, Ohio; Joseph A. McDonald, NBC, New York; A. J. Mosby, KGVO Missoula, Mont.; Lawrence H. Rogers II, WSAZ Huntington, W. Va., and James W. Woodruff Jr., WBRL Columbus, Ga.

JOHNSON ESCAPES INJURY

SEN. LYNDON JOHNSON (D-Tex.) escaped serious injury or death Friday when cub plane in which he was riding skidded during attempted takeoff from washed-out road near his Johnson City, Tex., home and crashed into trees. Area was hit by Central Texas flood.

BROADCASTING • Telecasting

CLOSED CIRCUIT
MORE THAN 50 NBC radio affiliates understood to have returned, by late Friday, signed affiliation-contract amendments accepting network's new rate-and-discount structure. (Also see earlier story page 23). Target date for returns is today (Monday). 

ATTESTING importance of radio-television in moulding of opinion is plan of Senate Internal Security Subcommittee to probe further into purported Red domination of Radio Writers Guild (B*T, Sept. 1). It's thought that executives of major networks and other organizations everywhere will be called to explain why personnel will be called when committee resumes closed door sessions. First explosive report states: "The series of hearings constitute just one facet of one phase of the work of the subcommittee which is conducting an investigation of Communism."

SIGNS appearing that next NARTB convention may bring repeat performance of historic 1948 code battle in Los Angeles, with 1953 version embracing both radio and television codes.

AS OF FRIDAY, CBS reported that all except two of its regularly-affiliated stations are now in fold on new network contract. Exceptions are Gehringer: KHJ Detroit and WGAR Cleveland), and negotiations are in progress with John F. Pat, president. Last week, it's reported, one-year contracts carrying 60-day cancellation period, received from Cowles stations (KRNT Des Moines and WNAX Yankton). 

NOW THAT way appears cleared for expeditious handling of ABC-United Paramount merger, there's speculation about personnel changes once United Paramount takes over control of operations. Assured is continued status of Robert E. Kintner as president of ABC Division, with Robert H. O'Brien, presently secretary-treasurer of United Paramount, becoming executive vice president and second in command at ABC. Leonard H. Goldenson, bright young United Paramount president, becomes chairman of board of fused company, with Edward J. Noble, ABC board chairman, chairman of finance committee of new corporation.

RADIO celebrities at Mayo Clinic, Rochester: Wayne Cook, president of KBBM-AM-TV, Abbe- querque and Time Inc. consultant, for routine checkup; Robert H. Hinckley, senior vice president of ABC, for minor surgery.

WHILE big space campaign of Broadcast Advertising Bureau to focus attention on saturation job done by radio is receiving plaudits of broadcasters throughout the country, new national job is concerned there are reactions from some broadcasters on proposal that same display ad be used in local newspapers on ground that it plays into hands of press at local level.

SHORTLY to be announced will be sale of WLWX Carlisle, Pa., by Philip Matthews, sole

BUSINESS BRIEFLY

RADIO SPOT BUY • Chase & Sanborn instant coffee, through Compton Adv., New York, buying radio spots in 125 markets and television announcements in 60 markets with staggered starting dates, contracts to run from two weeks on some stations to 52 on others.

PINEAPPLE DRIVE • Hawaiian Pineapple, on behalf of its new frozen fresh pineapple concentrate, on Oct. 6 starts participation on Food Fair five times weekly on WEEI Boston for 26 weeks. Firm also will use radio in New York, Columbus, Jacksonville, Miami and Memphis. As distribution opens up, market-by-market advertising campaign will be expanded. Agency: N. W. Ayer & Son, New York.

SOUTHWEST CAMPAIGN • General Foods (Corn-Fetti), N. Y., buying nine-week radio campaign using daytime minutes and breaks in 15 southwest markets. Young & Rubicam, N. Y., is agency.

USE RADIO AND TV • Flitill Products Co., Stockton, Calif. (Tasti Diet foods), placing eight-week market-by-market spot campaign using radio and TV in seven cities. Starting dates vary. More markets will be added as distribution increases. Agency: Bouthruff & Ryan, New York.

SOUPL CAMPAIGN • Lever Brothers (Lipton soups) placing daytime radio minute campaign starting Oct. 6 for six weeks through Young & Rubicam, N. Y.


NBC RADIO FOOTBALL

NBC Radio making coverage of 12-game college football schedule, starting Saturday and ending Dec. 6, available to affiliates for local sale of individual games, all games, or combinations. Lud Simmel, NBC co-op sales manager, announced games have been sold on 10 stations, six for full schedule, to such advertisers as Texaco Central Div. (WLCN Cincinnati), 7-Up Bottlers (KSD St. Louis), and Frontier Oil Refining Co. (WBEN Buffalo).

TELFORD TAYLOR RESIGNS

TELFORD TAYLOR submitted resignation as head of Small Defense Plants Adv. to President Truman Friday [B*T, Aug. 11]. He was credited by President with developing and putting into operation programs that "will be of great assistance in safeguarding the competitive position of small business in the period of mobilization for defense." Mr. Taylor is former PCC general counsel.

September 15, 1952 • Page 5
CRAMER, DUMONT, HIGHEST PAID IN 1951

LEONARD F. CRAMER, former executive vice president of Allen B. DuMont Labs., was assistant general manager of Crosley Div. of Ace Mfg. Corp., was DuMont's highest paid executive in 1951 with total $32,961.52 while Dr. Allen B. DuMont, president, was next with $30,400.00, proxy statement saying stockholders meeting showed Friday. Mr. Cramer's 1951 total, exceeding prior year's figure by $9,061.51, included $30,000 settlement of severance claim when he resigned to join Crosley in August, 1951. Research Director Thomas T. Goldsmith Jr. received $25,400.04 in 1951, report showed, indicating these three board members were only ones receiving more than $25,000 that year.

Notice to stockholders calls meeting Oct. 20 at DuMont's Clifton (N. J.) headquarters for annual election of directors and officers. Holders of Class A Common stock, headed by Dr. DuMont, president and vice president, while Class B stock, owned by Paramount Pictures Corp., elect three directors, secretary, treasurer and assistant treasurer; DuMont said it did not know whom Paramount will name. DuMont proposes to re-elect Dr. DuMont as president and director; Stanley F. Patten as vice president and director, and General Superintendent Bruce T. DuMont. Research Director Goldsmith, and Percy M. Stewart as directors.

ANA HIGHLIGHTS

FUTURE of TV from advertisers' standpoint, TV commercials' effectiveness, and review of radio-TV rating methods to be broadcasting highlights of Assn. of National Advertisers' 43d annual meeting Sept. 29-Oct. 1 in New York, spokesmen said Friday. In Sept. 30 afternoon session, McCann-Erickson will present findings of its study, "What Lies Ahead in Television?" and results of Gallup & Robin-son investigation of viewer reactions to television commercials will be presented in "What Makes TV Commercial Click?"

In Oct. 1 treasury, but DuMont said and Compatible TV's Today's Radio and TV Rating Methods" will be discussed as part of advertising research foundation presentation. CBS is in charge of entertainment for annual dinner Sept. 30.

RULE CHANGES

EXPLORATORY committee to study revision of certain rules of practice and procedure before FCC ordered by Commission Friday following morning conference of officers of Federal Communications Bar Assn., Commissioners and FCC staff. Commissioner Rosel H. Hyde named to head small group to be composed of representatives of FCC and FCBA. Changes in some rules required by passage of McFarland Bill and upcoming TV hearings.

NEW PRODUCT

NYLAST, new product designed to strengthen nylons as it washes them, will be launched nationally on September 8. Up to ten commercial announcements will be used in every television market and extensive use of network radio is in planning stage. William H. Weintraub is agency.

In this Issue

ABC reportedly is about to cut evening radio rates by 28%, in line with CBS Radio and NBC. It'll mean a straight 15% drop in compensation that affiliates get from the network. Page 22.

FIVE big advertisers will spend more than ever this fall in radio and television. Page 25.

TELEVISION is a prime topic on the agenda of the Theatre Owners of America annual convention beginning in Washington, D. C., today. Some theatre men figure to solve the TV problem by setting into TV themselves. More than 60 TV applications have been filed by theatre interests. Page 27.

TWO Macion radio stations file joint application for a TV station. It's con-sidered a pilot case to settle policy of whether rival AM operators can unite in a common TV venture. Page 79.

WOV and WHOM, both New York, team up to coordinate their radio program-ming and go in together on applying for a TV station. Page 29.

EVERYONE is telling broadcasters to face the facts in setting radio rates, but no one knows what the facts are. Edgar Kobak, one-time president of MBS and now consultant, makes a plea for finding out the facts, a necessary prelude to facing them. Page 42.

FILM is assuming a more important place in television every day. Here's a report on present and future use of TV film by David Savage, manager of the WOBS-TV New York film department. Page 82.

HOW WIBW Topeka uses three-dimen-sional direct-mail pieces to put itself and Kansas on the map with time-buyers. Page 28.

TV grants and applications of last week. Page 80.

Upcoming

Sept. 15: BAB sales clinic, Little Rock, Ark.
Sept. 17: Texas Assn. of Broadcasters, Fort Worth.
Sept. 17: BAB sales clinic, Birmingham.
Sept. 19: BAB sales clinic, Atlanta.

(Other Upcomings, page 38)

Closed Circuit

(Continued from page 5)

owner, to Richard F. Lewis Jr., owner of WINC Winchester, Va. Price is $70,000 and transaction was handled by Blackburn-Hamil-ton. Facility: 1320 kc, 250 w, Keystone affiliate.

LINCOLN-MERCUY placing 4-to-8 week spot announcement campaign on radio in about 400 to 800 markets, effective Sept. 29. Agency is Kenyon & Eckhardt, New York.

YOU won't hear it put so baldly, but TV trans-mitter manufacturers were caught with their uhf transmitters down by speed of FCC's grants since processing began July 7. General consensus is that manufacturers are two years behind on full-powered uhf transmit-ters, although low-powered drivers should be in good supply by year's end (See story, page 81). Of 52 post-freeze TV grants made by FCC so far, 40 are for uhf channels.

HOUSE Subcommittee investigating morality in radio and television programming, pursuant to Gathings Resolution, plans to take inside look at network operations during hearings on New York Sept. 23-24. Hearings resume in Washington tomorrow and Wednesday and Chairman Orren E. Cox, Jr. (NY) has arranged for tours of studios and transmitters of major network operations, radio and TV.

RE HOUSE morality subcommittee, ranking GOP member of full Interstate Commerce Committee, Charles A. Wolverson (N.J.) understood to want entire project called off at least for duration of election campaign. He evidently feels these side-shows in Presidential election year do no good and divert attention from big tent.

FATE of Australian TV depends on opinion of Australian Postmaster General H. L. An-thony after he completes inspection tour of England, Germany and U. S. Trip started Sept. 1. Last stop will be America, where he will watch network operations in New York, visit Chicago and then go to Washington where he will discuss problems with FCC. Australia agreed on 625-line standards in 1949 but later Menzies administration abandoned plan.

SLATED FOR appointment to General Eisenhower's strategy staff is Maj. Gen. Wilton (Slick) Persons, who was legislative represen-tative of Armed Services Committee in US Congress and a right-hand man to General Ike in NATO. He is brother of S. Gordon Persons, governor of Alabama, and former part-owner of WSFA Montgomery.

TWO 'VOICE' WINNERS ADDRESS NATIONAL GROUPS

TWO national winners in Voice of Democracy Contest will deliver winning essays this week before important gatherings. At invitation of Judge Justin Miller, NATB board chairman, Charles Kuralt, 1948-49 winner now attending U. of North Carolina, will address several Washington National Conference on Citizenship Thursday at Statler Hotel, Washington. Judge Miller is chairman of Attorney General's Committee on Citizenship and overall chairman of conference.

Dwight Clark Jr., 1951-52 winner and an-nouncer at KCOL Fort Collins, Col., will ad-dress American Bar Assn. convention in San Francisco Wednesday, presenting winning broadcast script before Section of Judicial Administration. He will enter Stanford U. this fall.

for more at DEADLINE see page 114

BROADCASTING • Telecasting
All It Took was Yew...

...Yew-wood longbows, lofting a barrage of arrows at Agincourt, to bring the armored horseman down off his "high horse" and revolutionize the science of warfare. The French, despite a five-to-one superiority in numbers, were forced to leave the English in full command of the battlefield!

Radio KOWH, faced with the same odds in a six-station market, dominates the Omaha, Council Bluffs field, too—as proven by the Hooper averaged below for the ten-month period from October, 1951, to July, 1952. It takes a steady barrage of talent to capture that big an audience!

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

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

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<th>Station</th>
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<td>KOWH</td>
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"America's Most Listened-to Independent Station"

General Manager, Todd Stern; Represented Nationally by The BOLLING CO.
AKRON'S TOP STATION

WAKR
TOWERS OVER AKRON

© 1949 WEAKER
Always on in Akron!

5000 WATTS
ABC
Represented by Weed & Co.

AKRON'S FAVORITE Music Station

Top Rated "Dee-Jays"

BROADCASTING

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NEW YORK BUREAU
488 Madison Ave., Zone 22.
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Bruce Robertson, Senior Associate Editor.

ADVERTISING: S. J. PAUL, Advertising Director; Eleanor R. Manning, Assistant to Advertising Director; Kenneth Cowan, Advertising Representative.

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HOLLYWOOD BUREAU
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TORONTO: 617 Harbour Commission, Empire 4-0775 James Montagnev.

SUBSCRIPTION INFORMATION
Annual subscription for 52 weekly issues: $7.00.
Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (24th issue): $9.00.
Annual subscription to BROADCASTING • TELECASTING, including 54 issues: $11.00.
Add $1.00 per year for Canadian and foreign post. and add $5.00 per copy, delivered for 52nd and 53rd issues: $5.00 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING • TELECASTING, National Press Bldg., Washington 4, D. C. Give both old and new addresses, including postal zone numbers. Post Office will not forward issues.

BROADCASTING Magazine was founded in 1931 by Broadcasting Publications Inc., using the title BROADCASTING. The News Magazine of the Fifth Estate, BROADCASTING was acquired in 1932 and Broadcast Reporter in 1933.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.

BROADCASTING • Telecasting
"9,000 HOURS FROM 2 G-E TUBES SAVED WJBK-TV $1,140!"

Says Paul Frincke, Engineer of Detroit's successful Temple Avenue station owned and operated by Storer Broadcasting Co.

"We have a pair of GL-9C24's in our transmitter that show over twice the normal life for final-stage power tubes. They represent a saving—at current prices—of $1,140 for two replacement tubes we haven't had to buy!

"Right through the list—power tubes, rectifiers, and receiving types—G-E tubes are paying their way at WJBK-TV, and adding dividends in extra hours of life. Another gain is the fast tube service which local General Electric distribution gives us on a 24-hour basis. It's real on-the-air insurance to back up our spares. Put us down as 100-per-cent satisfied!"

That's mighty fine to hear, Mr. Frincke, particularly from the experienced engineer of a busy metropolitan station! General Electric distributors offer the same economy tube operation—the same alert and speedy service—to all AM, FM, and TV stations from coast to coast.

Phone your G-E tube distributor today! He has on hand the tubes you need, is anxious to serve you well in order to cement a business relationship that will profit you both through the years.

FREE TO STATION ENGINEERS!

"Essential Characteristics", a handy pocket guide to all receiving tubes in common use, is yours on request. Ask your G-E tube distributor for this reference booklet you'll use daily...hourly! Or write to Section A, Tube Department, General Electric Co., Schenectady 5, N. Y.

GENERAL ELECTRIC

WJBK-TV's loyal motor-city audience likes home-making hints, news, the drama, and sports. By televising such events as the Kentucky Derby and football games of the Detroit Lions, WJBK-TV lives up to its motto "First in Sports". High standards of transmission sustain picture quality. From the day the station went on the air, General Electric tubes have helped to keep performance up, costs down.
THE GREATER PORTLAND AREA

where continued tremendous growth offers KGW-advertised national brand products the greatest listening audience in the Northwest!

MAYOR Morry Director of the Manhattan district declares, "KGW continues to be the leading advertising medium in this area with its proven merchandising plan and will always be the buyer's choice for listening popularity."

Radio still dominates this rich market! And KGW continues to dominate the radio medium in this Oregon-Southwest Washington area! KGW reaches more people, more often, than any other radio station in this area. This wide circle coverage plus program popularity and a successful merchandising program for KGW-advertised national brand products makes this the most desirable radio medium in the Columbian Empire! Reach the buyers you want to sell now with KGW, the pioneer station in its 31st year of continuous broadcasting!
DRUGGIST John W. Towsley, Jr., Foster Road Pharmacy, says, "KGW-advertised products are first in sales. We all know the value of good radio audiences in selling a product, and here in Portland we know KGW delivers the largest radio audience."

GROCER Omer J. Ferguson, manager of the largest Safeway store in the Portland area, reports, "In our Foster-Manhattan district, KGW continues to be the voice of the people. You can't buy a better radio medium in the Portland area."

CLERK Jean Murray, asserts, "More housewives call for products advertised on KGW than on any other local radio station. They remember KGW for its outstanding leadership, prestige, popularity... truly the 'people's choice' in Portland."

JEWELEH Samuel H. Rogoway of the Manhattan district, reports, "Successful merchandising plus the top radio audience makes KGW a 'must' for advertisers wishing to sell the Portland area. It is the outstanding choice of the people in our district."

LAUNDRYMAN Richard (Dick) Hatterick, owner-operator of Manhattan drycleaning business, states, "For our money you can't find a better way to deliver a message to the Portland area people than with KGW. It continues to bring us the largest audience with its program popularity and prestige. The choice in our area."

Foster-Manhattan....
Another outstanding Portland district where the people, business leaders and buyers alike, acclaim KGW the "People's Choice".

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.
has more audience, all morning, in Chattanooga than the next two network stations combined!*

CHATTANOOGA, TENNESSEE
WDEF
1370 KC • ABC
5000 WATTS

CARTER M. PARHAM, Pres. • KEN FLENNIKEN, Gen'l Mgr.

* According to the latest available Hooper study.

===>

J O H N T. S O U T H W E L L , formerly with BBDO and Young & Rubicam, both N. Y., to Hirsch & Rutledge, St. Louis, as vice president and director of radio-TV.

R O B E R T W E C H S L E R , public relations director of New York Mountain Hotelman's Federation, to public relations department, Anderson & Cairns, N. Y.

R H O D A R O S E N T H A L , assistant to general manager, WNBC-WNBT (TV) New York, to Rand Adm., that city, as director of television, in charge of all television production.

J O H N R. G I L M A N elected vice president of Roy S. Durstine Inc., N. Y.


D A V I D M. M I X T E R returns to Benton & Bowles, N. Y., as assistant account executive on Maxwell House Coffee account, after tour of duty with Marine Corps.

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===>

T H E A T T R A C T I V E blonde strode with confident grace through the plain wooden door marked "Criminal Attorney" and confronted the occupant of the desk with a manner that told him clearly she "belonged."

And she did, too. The "attractive blonde" was no character out of Raymond Chandler fiction but a respected member of the office force of the famous law firm of Broderick brothers, New York.

Today the girl, Helen Martha Wilbur, is equally respected as chief radio-TV timebuyer for Doherty, Clifford & Shenfield, New York.

Miss Wilbur, a native New Yorker, was educated at Brooklyn College and Columbia U. School of Business, and upon graduation from the latter school applied for and was accepted as a female functionary in the celebrated law office. There she learned more about life than she felt it was necessary to know, so she finally appealed to Columbia's Placement Service, which offered her rehabilitation in the shape of a job with the New York Times advertising department.

It was her first media post. After two years she qualified as a print expert and joined the advertising agency, Pedlar & Ryan, as an estimator on newspapers and magazines. A few years later she switched to the radio department and eventually worked her way up to the role of timebuyer.

In the spring of 1944 when five executives of Pedlar & Ryan broke away from the agency to form Doherty, Clifford & Shenfield, New York, she went with the new contingent as its one-girl time-buying department. Gradually the staff increased and Miss Wilbur was named chief of the division.

Among the radio and television accounts under her supervision are: Ipana Toothpaste, Ipana A. C., Vitalis and Vitalis hair cream, Mum, Borden's Instant Coffee, Welch Grape and Tomato Juice, the pioneer division of Borden's, Fren-a-Mint, Choco, and Standard Milling.

Miss Wilbur lives at home with her folks in Scarsdale, N. Y. Her hobbies include reading mystery stories, sketching in charcoal, and gardening.
JOHN W. DeWOLF and RICHARD H. TALMADGE, group account managers, G. M. Basford Co., N. Y., elected vice presidents of firm.


JAMIE HOLLAND appointed spacebuyer with Ad Fried Adv., Oakland, Calif.


PAUL VISSER, NBC Chicago agriculture staff, to Brown Bros. Adv., St. Louis, as Purina regional account executive.

SYBIL ROBERTS appointed account executive in charge of retail advertising division of Curtis Adv. Co., N. Y.

L. A. GOLDMAN & Co., Baltimore, moves to Goldman Bldg., 102 E. Pleasant St. Telephone is Lexington 7670-1.

milestones...

► CKAC Montreal celebrated its 30th birthday on Sept. 7. It claims to be the oldest Canadian station on the air.

► WBOW Terre Haute, Ind., climaxed its 25th anniversary celebration by going to the fair—the Vigo County Fair. Station set up a special booth and aired a program with Herman LaMasters trio. Highlights of backdrop display were white stars showing names of its key programs and these slogans: "Wherever You Go There's Radio," "25 Years Your Radio Host—25 Years Your Listening Post." WBOW is licensed to Banks of the Wabash Inc. and is an NBC affiliate.

► TWENTY-FIVE years of nutrition and public health broadcasting on WOR New York begun by Alfred W. McCann and continued after his death in 1931 by his son, Alfred W. McCann Jr., was marked during McCann's "Best Sausage in the World" program from 9:30-10 a.m. EDT Sept. 8. The program, titled originally "The McCann Pure Food Hour" became "McCann's Pure Food Hour" when Alfred Jr.'s wife, Dora, joined program in 1947.

► FRANK BECKLEY (BECK) SMITH today completes 25 years in radio, the past 17 years as newscaster on WJAS Pittsburgh under sponsorship of Kaufmann's department store there. After graduation from his home town high school in Huntington, W. Va., in 1927, he started selling radio receivers, shortly afterward becoming an announcer on WSAZ there. After seven years he went to WJAS.

► A GOSPEL-singing group in Richmond, Va., known as the Harmonizing Four, noted a double anniversary Sept. 7 with a special broadcast over WRNL that city. The group marked its 25th year of organization and also the beginning of its 15th consecutive year of broadcasts on WRNL.

► MUTUAL's "The Shadow," sponsored by Wildroot Co. (Sun., 5-5:30 p.m. EDT), celebrated its 20th anniversary with its broadcast yesterday (Sunday).
WHO PUT THE Punch IN THE BRUNCH?

• Punch did you say? Quite unusual—we agree—to have it at such an early hour of the day...for brunch! But the punch in this instance, happened to be the sales punch scored by WDSU for an exclusive New Orleans specialty store.

• The details ran something like this: a special sale of women's "Brunch Coats" was featured on radio spots over WDSU. An equal amount of money was allotted for advertising these coats in a competing medium.

• And what were the results? An impartial survey (by Audience Research Bureau, Inc.) showed that 91.7% of the customers who heard the news via WDSU made purchases. Only 46.2% of the customers attracted by the competing medium purchased the merchandise.

• And as if that isn't proof enough...WDSU's radio customers accounted for 44.6% of the total dollars spent, while customers of the competing medium spent only 21.5%!

• Dollar for dollar, WDSU adds extra punch (unspiked that is) to your sales picture in the "Billion Dollar New Orleans Market"!

*(Name and details on request)

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new business

WILDROOT Co., Buffalo (hair preparations), will sponsor Tues.-Thurs. broadcasts of Titus Moody Speaking series, starting Sept. 29 on Mutual. Program will be heard five times weekly, 7:55-8 p.m. Agency: BBDO, N. Y.

VOICE OF PROPHECY Inc., Glendale, Calif., renewing The Voice of Prophecy on ABC radio, Sun., 9:30-10 p.m. EDT, for 52 weeks effective yesterday (Sunday). Agency: Western Adv., L. A.


NATIONAL BISCUIT Co., N. Y (Mil-Bone dog food), started alternating Tues. and Thurs. Mr. Information on 17 CBS Pacific Network radio stations, 4:30-4:45 p.m. PDT, for 39 weeks from Sept. 2. Firm also sponsors three weekly The World Today on same station line-up, 5:30-5:45 p.m. PDT, for 39 weeks from Sept. 1. Agency: McCann-Erickson Inc., N. Y.

GENERAL FOODS Corp., N. Y. (Jello), renews Frank Goss News on 16 CBS Pacific Network radio stations, alternating days, Mon. through Sat., 5:45-5:55 p.m. PDT, for nine weeks from Oct. 7. Agency: Young & Rubicam Inc., N. Y.

Agency Appointments

REAL SILK HOSIERY MILLS Inc., Indianapolis, appoints Bozell & Jacobs Inc., Chicago.

AMERICAN CHICL Co., N. Y., appoints Dillon-Cousins & Assoc., same city, to handle advertising in Colombia.

GARDINER Mfg. Co., Oakland, Calif. (Waterspike), and MARTIN CONSTRUCTION Co., same city (High-Pressure paints), appoint Ad Fried Adv., Oakland. Radio and TV are being used for former; radio only for latter account.

WHITEHALL PHARMACAL Co. appoints Cecil & Presbrey Inc., N. Y., for new chlorophyll deodorant.

HELENE CURTIS INDUSTRIES, Chicago, names Ruthrauff & Ryan, same city, to handle national advertising for Spray Net, Milky Shampoo and Shampoo Plus Egg. Broadcast media are used.


PIERCE BROS., Santa Barbara, Calif. (abalone processors), names Rockett-Lauritzen, L. A. Radio is being used.

DEMOCRATIC PARTY OF SOUTHERN CALIFORNIA appoints Leonard Shane Agency, L. A. Radio-TV is being used.


Adpeople

LEONARD NELSON, associate editor, Apparel Arts, N. Y., to Prudential Insurance Co., L. A., as member of advertising-sales promotion staff.

WILLIAM H. HITCHCOCK, sales manager, Holsum Products Co., appointed sales and merchandising manager, Gettelman Brewing Co., Milwaukee.

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why

WICC is tops in the RICH BRIDGEPORT NEW HAVEN MARKET*

- WICC Promotion
  Contest produced largest movie house for '52

- WICC Merchandising
  Complete Sponsor Identification.

- WICC Personalities
  Wallie Dunlap, (left)
  area's highest-rated afternoon deejay.
  (2:30-5, Mon.-Fri.)

  Bob Crane, (right)
  pulls 65% share of audience.
  (6-9 AM, Mon.-Sat.)

* For confirmation of above claim, refer to New Haven Pulse, Jan. '52 and Bridgeport Hooper, March '52.

REPRESENTED NATIONALLY BY
ADAM YOUNG, JR.
feature of the week

It PAYS to radio-advertise on the hottest day of the year—even when you are selling ski chains, snow tires and anti-freeze. At least that’s what a New England warehouse proprietor found to his great satisfaction.

He is John E. Cambria, better known as “Friendly Jack,” owner of a warehouse in Lowell, Mass. The station that did the job “out of season”—like selling refrigerators to Eskimos—is WCAP that city.

Last July when the temperature hovered around 100 degrees for five days running, Friendly Jack reasoned that if anyone had enough ambition to turn on a radio, a summer sale to dispose of his winterizing specialties would be in order. He contacted WCAP for 100 spot announcements, to be aired strategically around the clock. Within a week, he disposed of carloads of items and resold himself on radio’s pulling power.

While the idea was, of course, novel in its concept, Friendly Jack also offers a diversified line of other products, including radios, seat covers, paint, gasoline, oil and trucking transportation service.

Mr. Cambria has been successful in business for more than 26 years. A firm believer in advertising, he first used radio and newspapers alternately. In recent years, according to WCAP, Mr. Cambria has shown a three-to-one preference for the broadcast medium.

For Bill Warren, WCAP manager, the summer sale proved gratifying. Only a month before the July sale he convinced Friendly Jack to use radio to advertise a raccoon coat for $5. A woman driving along in her car heard the spot and bought the coat literally before the echo of the announcement had died away. Another series of 20 one-minute spots brought a sellout of auto seat covers in five days.

Friendly Jack now uses WCAP six days a week for announcements when he wants to call attention to big doings at the warehouse. He recently signed a 22-week contract with Gerry Cronin, WCAP commercial manager, for 3,000 spots.

Mr. Cambria’s idea, like his warehouse, is off the beaten track but, apparently, it pays big dividends to himself and to WCAP.

strictly business

WILLIAM LINDSAY WALLACE, west coast manager of Adam J. Young Jr. Inc., station representatives, advocates strict adherence to the rate card and is quite rabid on the subject of “under the table” and special package deals entered into for business.

While Mr. Wallace, who headquarters in Hollywood, acknowledges that “maybe” some AM and TV stations should adjust their rates, he maintains that any station can be sold on a legitimate basis if it is worthy of staying in business.

Radio is still the greatest mass medium and when an advertiser buys station time he gets twice as much as that for which he pays, (Continued on page 54)
Diversified industry is the main reason why Milwaukee maintains top rank as one of America's leading markets.

Diversified local programming is the main reason more people in Milwaukee and in Wisconsin listen to WTMJ than any other radio station.

One example of listener pull: Annual early morning program promotion, a Gourd Give-Away, set a 1952 record of 23,435 packages mailed out.

Your Henry I. Christal representative will tell you, "You can't do a successful radio selling job in Milwaukee and Wisconsin without WTMJ, because only WTMJ gives you primary blanket coverage of 628,916 of Wisconsin's total of 968,253 radio homes." Ask him for all the facts on how WTMJ dominates in Milwaukee and Wisconsin.
Right Source
EDITOR: I have been reading your pages devoted to TV station grants and applications, and I would appreciate some information.

I want to keep in close touch with applications and grants and am wondering if I need to go to any source outside of your magazine? . . . If I can get everything in Broadcast ing + Telecasting, no need for me to spend time or money searching elsewhere.

Will you give me the lowdown?
John Orr Young, John Orr Young & Assoc.
New York

[EDITOR'S NOTE: Mr. Young, co-founder of Young & Rubicam, can save his time and money. Complete and up-to-the-minute reports of all TV activity at the FCC appear weekly in this publication.]

On the Map
EDITOR: I would like to express my personal opinion, which is shared by many other members of this agency, that your new map, "The Map of Telecasting 1952-1953," is one of the finest jobs of representation of television network coverage in this country that I have yet seen. The map is clearly drawn, easily studied and a pleasure to use in conjunction with television problems. My heartiest congratulations to you and your staff!

Ted Palmer
Lambert & Peasley Inc.
New York

Thank-You Note
EDITOR: Many thanks for the proofs of the "Strictly Business" sketch published in the Aug. 4 issue . . . I am deeply grateful for the honor bestowed upon me by your fine magazine.

Karl K. Voltmer
Vice President, Director of Marketing
Falstaff Brewing Corp.
St. Louis

Happy Birthday
EDITOR: Sunday, Aug. 31, was the third anniversary of Price, Robinson & Frank Inc.

For us, these three years have meant important new clients—companies such as Reynolds Metals Co., the Tonic Co., Allied Chemical & Dye Corp. (Swelr Products Division), J. F. Smith Shoe Co. (British Walkers), and also new assignments from the Quaker Oats Co., one of our original clients...

We believe that the growth of our agency is the result of not only a good deal of hard work on our part but also the close cooperation and friendship of people like yourself. . . .

Clinton E. Frank
Executive Vice President
Price, Robinson & Frank
Chicago

Self Confidence
EDITOR: Much as we respect BAB and its ideas, we can't go along with its suggestion that we insert BAB prepared ads on the best effectiveness of radio in our local newspaper.

If radio is so damned effective, why do we turn to newspapers to tell our story? We tell our clients they don't need newspapers; yet BAB asks us to set an example for the very clients by scheduling a page or half-page ad . . .

We think radio is as good as BAB's ads say it is. For that reason, we're going to use radio.

Frank C. McIntyre
Vice President-General Manager
KLIX Twin Falls, Idaho

Full Disclosure
EDITOR: I was interested in your quotation from Weibourn Kelley's testimony before the McCarran-Walter subcommittee investigating Communism, B+T, Sept. 1) as to the meaning of BBDO. I have been reading Broadcast ing + Telecasting for a number of years now and as far as I can recall this is the first time your publication has ever identified that agency by its full name. I suppose anyone who doesn't know what BBDO means has no business reading Broadcast ing + Telecasting.

John W. Wills
Washington, D. C.

[EDITOR'S NOTE: B+T does not wish to be obscure, but other news would be crowded to the background if all talk, Barton, Durstine & Osborne were written in every story mentioning that agency.]

Ghost Story
EDITOR: . . . an excellent article ("TV Specter Can't Bite," B+T, Sept. 1) and particularly timely now that agencies and national advertisers are being promoted by the networks to ask reductions in evening rates all along the line. . . .

Arch Shawd
President
WKBB Muskegon, Mich.
"HE'LL stuff in those GLADIOLA biscuits until he can just hardly see..." Ah, the lilt in those honeyed words! This has been the basic pitch for GLADIOLA Flour on WFAA—and for fifteen years it's stirred the heart of the housewife who stirs up those light, fluffy GLADIOLA biscuits.

Fifteen years ago, the Fant Milling Company—millers of GLADIOLA—was a husky country youngster with lots of vision, plenty of courage, and an excellent product to sell.

"Lady, your man'll love Gladiola biscuits!"

news and whoop-de-do help Texas housewives agree...

In 1937, the opener was a five-minute WFAA newscast. Today, our regular noon news across the board is GLADIOLA news—has been for many years! Add to this a walloping whoop-de-do known as the Saturday Night Shindig, 30 minutes once a week, in its eighth year! Then, another 4 shows a week with Murray Cox, WFAA Farm Editor, for SUNGLO Feeds.

Results? Today, more Texas housewives buy GLADIOLA flour than any other family flour!

Success? The Petry man sells it. Its call letters are WFAA!

"Lady, your man'll love Gladiola biscuits!

In 1937, the opener was a five-minute WFAA newscast. Today, our regular noon news across the board is GLADIOLA news—has been for many years! Add to this a walloping whoop-de-do known as the Saturday Night Shindig, 30 minutes once a week, in its eighth year! Then, another 4 shows a week with Murray Cox, WFAA Farm Editor, for SUNGLO Feeds.

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"Lady, your man'll love Gladiola biscuits!"

In 1937, the opener was a five-minute WFAA newscast. Today, our regular noon news across the board is GLADIOLA news—has been for many years! Add to this a walloping whoop-de-do known as the Saturday Night Shindig, 30 minutes once a week, in its eighth year! Then, another 4 shows a week with Murray Cox, WFAA Farm Editor, for SUNGLO Feeds.

Results? Today, more Texas housewives buy GLADIOLA flour than any other family flour!

Success? The Petry man sells it. Its call letters are WFAA!
Complete "Package"

It's all air-cooled!
1-kw UHF Transmitter, Type T1U-1B.
WITH THE UHF EQUIPMENT and accessories illustrated here, you can build a 1-kw UHF plant capable of delivering up to 20 kw, ERP. RCA has the transmitter. RCA has the antenna. RCA has the indispensable accessories needed to complete the installation—transmission line, mitred elbows, line transformers, spring hangers, dummy loads, wattmeters, frequency and modulation monitors, filterplexers, etc. In short, everything—from ONE responsible manufacturer!

What about a power increase later? The 1-kw transmitter can be used to drive an RCA 10-kw high-power amplifier.

Like this 1-kw package, RCA has UHF combinations to meet power requirements—up to 1000 kw! Your RCA Broadcast Sales Representative can tell you what you'll need for the power you use—show you a practical plan for a minimum outlay. Call him today.

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.

EVERY TECHNICAL ACCESSORY FOR A UHF TRANSMITTER PLANT
Like salt goes with pepper

Fast, profitable results and W-I-T-H go together just as naturally as salt and pepper. 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.
ABC’S RATE CUT PLAN

By RUFUS CRATER

ABC was reported set last week to follow the lead of CBS Radio and NBC by cutting its evening radio time charges an average 25% while boosting Mon.-Fri. daytime rates 5% but adjusting afternoon discounts to keep those charges at current levels. Morning costs go up about 5%.

The blueprint also was said to call for a straight 15% cut in the network’s rate of compensation to its affiliates. This is the same figure set by CBS Radio and one percentage point above that proposed by NBC.

Top officials whipping the plan into shape were understood to be planning to put affiliation-contract amendments and explanatory letters into the mails to affiliates over the weekend, in hope of securing station approvals within a week and of effectuating the changes Oct. 1.

NBC Gets Acceptances

While ABC was in the process of becoming third of the four national radio networks to revise its rates-and-discount structure, NBC was beginning to get back from its affiliates acceptances of the plan presented them a week ago calling for similar changes [B*T, Sept. 8]. NBC officials hoped to have signed contracts from “substantially all” of their affiliates by tonight (Monday), and to put their plan into effect Sept. 29. CBS Radio’s plan became effective Aug. 26.

As NBC officials awaited complete returns from affiliates (text of NBC rate letter, this page), anticipating no major turnabouts, critics leveled fire on effects of the plan’s extension of “contiguous rate” benefits to nighttime programs of daytime strip advertisers. Although affiliates at the network’s Chicago “rate convention” the preceding week had felt the new contiguous plan “can’t hurt us,” because any business it attracts will be new, critics last week sharpened their pencils and figured the affiliate’s “take” on a daytime strip program would be reduced considerably beyond his casual expectation for any day in which the advertiser added a nighttime program.

For instance, they said: An advertiser sponsors a quarter-hour daytime strip. Under NBC’s revised station compensation plan, the affiliate’s revenue from the network is cut back a straight 14%. But if the daytime strip advertiser adds, say, a weekly half-hour nighttime program, then, through the workings of the contiguous benefits plan, the affiliate’s compensation for the quarter-hour daytime program on that particular day is reduced not by the straight 14% figure but by a total of 41.67%. On the advertiser’s nighttime half-hour, these arithmeticians estimated, the affiliate’s reduction will amount to a total of 23.85%, rather than the straight 14%.

Mutual, meanwhile, gave no indication it intended to move on the rate question immediately, although it was conceded that as a competitive matter changes would be in order. There was some speculation final action might not come before Sept. 30, when MBS’ board meets. William H. Fineshriber Jr., Mutual executive vice president, asserted that “we are studying the situation very carefully—we are not going to get panicky.” He said the network has “many figure studies under way, but we have reached no decision yet.”

ABC’s plan, like those of CBS Radio and NBC, would achieve an average of about 25% reduction in evening radio time charges by increasing discounts rather than by cutting the published rate—although straight rate cuts of as much as 5% and even 45% were at one point considered.

Points at Divergence

Other features of the proposal were understood to contain several divergencies from the plans advanced by other networks, however. Among these were said to be:

1. Revision in Sunday afternoon discounts to bring the advertiser’s cost for these periods down to a level approximating those of NBC and CBS Radio.

2. Extension of the present day’s “vertical compounding” rates to include nighttime programs of the same sponsors, but on a more liberalized basis than the new day-night contiguous rate plan advanced by NBC.

(3) Increased weekday afternoon discounts to be made applicable to Saturday morning time, so that Saturday morning and Saturday afternoon charges become equal.

(4) Where NBC and CBS Radio boosted daytime card rates 11.1% to restore the 10% rate cut effected in 1951, ABC’s 5% boost in daytime rates puts this portion of the ABC card 5% ahead of its pre-1951 level. This results because CBS and NBC achieved the 1951 reductions by a straight 10% cut in rates, while ABC (along with Mutual) made equivalent cost reductions through increased discounts but left the gross rates unchanged.

Under the ABC plan, it was learned, affiliates will share in the benefits of the boost in both morning and afternoon rates as well as in such classification bears to the total amount of time. (e.g., an advertiser buys a morning half-hour period Monday-Friday and a night half-hour period on Wednesday. The total time on Wednesday is one hour and therefore the gross rate applicable to the advertiser is 100% of the hour rate. Since half of the time is at night and half in the morning, the rate applicable to the advertiser for the Wednesday evening half-hour is 50% of the daytime hour rate). Computation of station compensation as provided in the affiliation agreement as hereby amended shall reflect the application of the contiguous rate where an advertiser is given the benefit of the contiguous rate pursuant to the foregoing.

Very truly yours,

National Broadcasting Company Inc.

By:

Vice President

“Accepted and agreed”

“This ... Day of September, 1952”

“By”

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CITRUS BUY

Set for 17 Markets

FLORIDA Citrus Commission has authorized $350,000 to continue the citrus group has Evans TV present from the area, which will be sent from New York, as well as a quarter million to cover a cost of the program. The sessions are nearing the halfway point, with production costs of $500,000, or a quarter of its budget, to the southern and south central area, which represents a quarter of its market.

The 17 markets will be at Atlantic, Augusta, Ga.; Birmingham, Jackson, Miss.; New Orleans, Shreveport, Greenville, S. C.; Charleston, S. C.; Greensboro, N. C.; Nashville, Tenn.; Memphis, Knoxville, Nashville, Chattanooga, Houston, Dallas and San Antonio. Stations will be announced in about 10 days. Only six southern markets were used last year.

Don Francisco, J. Walter Thompson Co. vice president from New York, who was at the Lakeland meeting, termed the program as the best buy. David Corey, also present from the agency's New York office, said plans are under way for additional spot radio advertising east of the Mississippi.

The Commission revealed its Happy's Party, Saturday morning TV show for children, originating in Pittsburgh to four markets, will cost $48,179 for its 17-week test period Nov. 6 to Dec. 27, with test and production costs $1,500 a week.

Commission manager Robert C. Evans and Mr. Francisco said the citrus group has an option to continue the TV puppet show in 13-week periods, with production costs of $500,000 a week live or $5,000 on film. The Commission has an option to buy the show outright before July 1, 1954, for $350,000, Mr. Evans said.

RENEWS LICENSES 'Racing' Doubt Cleared

LICENSES of a group of stations put on temporary license early this year because of horserace programs were renewed Wednesday by the FCC. The licenses were removed from the hearing docket following evidence racing programs had been discontinued or curtailed.

Stations receiving renewals were KKKW Pasadena, Calif.; KJBS and KSAN San Francisco; KYSV San Mateo, Calif.; WWPB-FM Miami, Fla.; WAAP-FM Chicago; WLPX Lexington, Ky.; WITI Baltimore; WBNX New York; WGPA Bethlehem, Pa.; WRGB Providence, R. I.

The FCC also removed from hearing and granted application by WME Miami, Fla., for license to cover CP. It granted petitions of KLAC-TV Los Angeles, and WPIX (TV) New York for renewal as they involve removal from hearing of applications for licenses to cover CP.

Removal of the temporary license status for the 19 stations had been proposed by the FCC's Broadcast Bureau [B&T, Sept. 1]. Stations were said to have discontinued objectionable flash or running accounts of races.

Hills Buys 'Ashton'

HILLS BROS., San Francisco, will sponsor Rush Ashton, effective Sept. 29, on CBS Radio Pacific Coast stations (4:40-4:45 p.m., five times weekly). N. W. Ayer & Son, New York, is the agency.

JOINS K&E

OWEN & CHAPPELL Inc., New York, will dissolve and its officers and four major accounts will join forces with Kenyon & Eckhardt, New York, effective Sept. 1. They will add an approximate $24 million worth of billing [CLOSED CIRCUIT, Sept. 8] to Kenyon & Eckhardt's $39 million in four accounts now serviced by Owen & ChapPELL.

John H. Owen will become a K&E vice president and account supervisor while Charles ChapPELL will become a K&E consultant and vice chairman of the review board. O&E has a staff of 43 people, part of whom also will join K&E.

Effective the same time, K&E has been appointed to handle the advertising of four accounts now serviced by Owen & ChapPELL:

1. National Brewing Co. of Baltimore for National Premium and National Bohemian Beers (which spend approximately $700,000 in television); Browne-Vintners Corp., New York, for White Horse Scotch Whiskey; Frankfort Distillers Corp. of New York for Hunter & Wilson Whiskies; Renfield Importers of New York for Martini & Rossi Vermouths, Piper Heidsieck Champagnes, and Remy Martin Cognacs. Other accounts of Owen & ChapPELL amounting to about $400,000 are looking for new agency associations.

At a news conference last Wednesday, Mr. Owen explained that "60 days ago" he didn't know anyone at K&E but that at that time he decided to join forces with the agency because he believed that although his agency has had its best year last year, the rising costs made it important for a small agency to join a larger one to absorb the increase. Having great confidence in K&E, he said, he called Thomas D'Arcy Brophy, chairman of the board, explained his project and emphasized that he wanted a "good place for my people and clients for me and for the firm."

Mr. Brophy explained to the group that this was not a merger or a purchase and that "no money had passed" between the principals, but that the clients and personnel were simply joining K&E.

FRANKLIN M. DOOLITTLE (1), head of the WRDC-AM-FM Hartford, Conn., and Elliott M. Sanger, executive vice president, WQXR-AM-FM New York, sign agreement by which WQXR programs will be aired on WRDC-FM (see story, page 71).

Kids' Show

Owen & ChapPELL To Dissolve

NARTB moves on Rate Cuts

NARTB took its first major step against rate-cutting practice last week with announcement by President Harold E. Fellows that a Radio Standards of Practice Committee has been named [B&T, Aug. 9]. The committee will study revival of the broadcast standards and go into the ethical side of rate-cutting in line with a directive from the NARTB board.

Named chairman of the standards committee is John F. Magner, KYSM Mankato, Minn. [Closed Circuit, Sept. 1]. Other members are William B. McGrath, WTHO Boston; Carleton D. Brown, WTVL Waterville, Me.; E. R. Vedeboncoeur, WSTY Syracuse; Walter E. Wolfe, WLAC Nashville, Tenn.; Clyde W. Rembert, KRLD Dallas, and William P. Pabst, KFRC San Francisco.

First meeting of the new committee is expected to be held this fall but no date has been announced. The session will be held prior to the NARTB Radio Board's Nov. 20-21 meetings.

The broadcast standards, adopted in 1948 following clamors from civic and educational groups, are still in effect although the charge is made now and then that radio stations are ignoring widely the provisions.

Over 90 of the 100 U. S. television stations are conforming to the NARTB standards, reports the agency, on completion last March 1. Both member and non-member stations are eligible to subscribe. The TV Code carries a seal of approval to promote transportation but the radio standards carry no enforcement weapon.

NARTB district meetings, now nearing the half-way point, have discussed the rate-cutting problem at length. Todd Stors, KOWH Omaha, aroused industrywide interest in a proposal that a seal be adopted by NARTB for stations that stick to their rates.

NADA CAMPAIGN

Radio-TV Sales Seen

THERE may be a carload of business for broadcasters in the National Automobile Dealers Ass'n "get-out-the-vote" drive, according to J. Saxton Lloyd, NADA head.

The NADA has instituted a national public service program of offering association to and from the polls in November.

Mr. Lloyd, himself a new car dealer in Daytona Beach, Fla., said that he has urged NADA members to do all they can to make sure that the public is aware of the program.

For the benefit of dealers, the NADA produced radio spots and video slides. Mr. Lloyd believes that broadcasters would find it worthwhile to contact local NADA branches.
**FIVE ADVERTISERS**

**Launch 'Biggest' Campaigns**

By FLORENCE SMALL

FIVE important advertisers will be spending more money in more radio and TV markets this fall than ever before, according to special histories, according to a special broadcasting • telecasting check of industry action last week.

Ranging the field from candy manufacturers to retail clothing, three of the quintet of sponsors will rely heavily on spots in a series of campaigns variously described by their originators as the boldest, biggest, and most ambitious in their experiences. The two others will use network TV.

The clients include Robert Hall clothes, Peter Paulandy, National shoes, Scott toilet tissue, and Weston cookies.

Robert Hall has launched the "most ambitious advertising campaign" in the history of its agency, which services the 10th anniversary of the chain operation. The firm, which claims to be the heaviest retail user of radio advertising, divides its broadcast budget, with 50% applied to radio and TV and the other half to newspapers.

Jerry Beas, vice president of Frank B. Sawdon Inc., New York, agency which services Robert Hall, reported the campaign includes spot announcements on more than 180 radio stations in 70 markets throughout the country. He said "substantial TV coverage is being added for the New York and Chicago markets."

**Radio Big Factor**

"We find that radio is still a most important factor in carrying the Robert Hall 'low overhead' message to millions of potential buyers in markets from coast-to-coast," Mr. Beas said. He also conceded that his agency had reduced each market before renewing its radio commitments.

Advertising throughout September will concentrate on special 10th anniversary sales values, he said.

Peter Paul Inc. announced its fall and winter advertising plans, in support of Mounds, Almond Joy and the new Mounds Miniatures, emphasized a local impact.

John H. Tatigan, president of Peter Paul Inc., described the campaign as the "greatest localized-national advertising program in the history of the confectionery trade."

Highlights of the promotion include local 5-and-10-minute radio news programs plus spot announcements in support of TV in towns and rural advertising areas starting at various dates during September.

In addition, Mr. Tatigan said his firm would use television following the same basic principle by building up slow feeding and urban areas starting at various dates during September.

Along with many veterans on the technical side of broadcasting, Mr. Poppele learned the A-B-C of the trade from his father in Newark, where he was born Feb. 4, 1898.

Mr. Poppele studied electrical engineering at Newark Tech and was in the Army during World War I. After the war, he was an operator on commercial vessels and in the Army Transport Service during the war and this experience led to his affiliation with WOR in 1922.

Wide alive in broadcasting and engineering circles, Mr. Poppele was one of the founders and a director of the Television Broadcasters Assn. and its president for seven years until its merger into the NARTB last year.

Mr. Poppele is a fellow and director of the Institute of Radio Engineers, executive member of the Engineering Committee of the NARTB, president of the Radio Pioneers, chairman of the membership committee of Wireless Operators Assn. and a member of the American Television

**Johnston's Background**

Mr. Johnson, who joined the engineering department of MBS on Nov. 1, 1945, was named director of engineering following the War. He was appointed vice president and a member of the MBS board and in these capacities, has directed WOR-AM-FM-TV and facsimile engineering projects.

Mr. Poppele is credited with being one of the outstanding broadcast engineers in the country and one who has pioneered in the development of the field. He was an early explorer of the possibilities of FM and one of the pioneers in broadcasting FM programs.

In recent years, Mr. Poppele has been active in designing and direct- ing construction on several post-war projects—building of the then WOIC (TV) Washington, and the WOR-FM-FM (WOR-AM) transmitter at North Bergen, N.J., and its production building, Televis ion Square, in Manhattan.

Along with many veterans on the technical side of broadcasting, Mr.

8:30-9 p.m.). The show will have a variety format.

The budget for the television network show, it was understood, is a new money. Firm sponsored Dione Lucas on CBS-TV about three years ago. Scott also used a short-term radio spot campaign this past summer. J. Walter Thompson, New York, is the agency.

Weston Biscuit Co., through WEarl Bothwell (soon to be merged with Geyer, Newell & Ganger, New York), is contemplating a quarter-hour television network program for the first time in its history.

The program—still in the negotiation stage—probably would be presented on part of the NBC-TV network. Final details are expected to be resolved within a fortnight.

**SHOLIS NAMED**

To Assist Stevenson Drive

APPPOINTMENT of Victor A. Sholis, vice president and director of WHAS-AM-TV Louisville, as executive administrative assistant to Adlai Stevenson, personal campaign manager for Gov. Adlai Stevenson in the 1948 campaign, was announced last Monday by the Louisville Courier-Journal and Times station.

Mr. Sholis, sales director of WHAS-AM-TV, will assume charge during Mr. Sholis' absence the next two months. Mr. Cline has been sales director of the station since November 14, 1949.

As administrative assistant to Mr. Wyatt, who also hails from Louisville, Mr. Sholis will include in his duties the supervision of the Democratic Presidential nominee's radio-TV appearances. His leave of absence is slated to terminate Nov. 10.

The name of Mr. Sholis thus is another to be added to the growing roster of radio-TV personalities now active in the political campaigns [8B7, Aug. 4, et seq.]

Mr. Sholis, a political writer for the Chicago Times (now Sun-Times) in the '20s, was then director of WHAS Inc. since 1947. After service as special assistant to Harry Hopkins, former Secretary of Commerce, he became director of the Clear Channel Broadcasting Service in Washington. During World War II he served in New Guinea and the Philippines.

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AT&T COST DATA
Movie-TV Groups Ask Again

NOT satisfied with the AT&T answers two weeks ago [B*7, Sept. 8], counsel for the theatre-TV interests sent another formal request to the Long Lines Div. for cost information based on specifications furnished last April [B*7, April 26].

The figures are needed, it was emphasized, to prepare for the Oct. 20 accounting and engineering aspects of the FCC's theatre-TV hearings.

Referring to data submitted by AT&T, based on the use of present facilities, the motion picture response specified that they were of "no value in the proceeding." Letter went on:

"For the kind and quality of television our clients require and propose to make available in theatres, your existing service is wholly inadequate and unsatisfactory. Obviously if we could use, or expect to use, the existing quality of common carrier service for our systems, there would be no need to request cost estimates since the data could be easily computed from your filed tariffs."

Motion picture counsel chided the telephone company for questioning whether the requirements specified were necessary or practical for theatre TV. In bristling terms, motion picture counsel said:

"In the first place, a great many technical experts within, and without the motion picture industry have dwelt many, many years and hundreds of thousands of dollars in research on the utilization of what has been proved practical for a satisfactory theatre TV service. In the second place, it would appear self-evident that the motion picture industry is itself best qualified to judge what type of theatre television service should be supplied to its theatres.

In answer to the AT&T's protest that much of the equipment is not available and would have to be developed and manufactured, the motion picture counsel claimed that some of the equipment is available early so that and it can be developed and some estimate made as to costs.

Letter ended with assurance that cost estimates not be false quotations, but present best estimates.

Signing document were Vincent B. Hartman, Curtis Kenyon and Abe Guth, Washington, and James Lawrence Fly, Fly, Shuebruk & Blume, New York, counsel for Motion Picture Assn. of America; and Marcus Cohen, Cohen & Marks, Washington, counsel for the National Exhibitors Theatre Television Committee.

Duff Heads SWG Group
WARREN DUFF has been named chairman of the nominating committee of Screen Writers Guild by its executive board in Hollywood. Nominees are to be selected by Sept. 28 and the list mailed to SWG membership by Oct. 1. Serving on Mr. Duff's slate are Ivan Goff and Howard Green (executive board), Valentine Davies, Marvin Borowsky, Leonard Spiegel- gass, DeVailion Scott, Edmund Hartman, John Duff, Leonard Bracket, Wayne Buffleton (general membership).

COMPLETING plans for sale and syndication of new and established film properties of NBC-TV Film Div. are (seated, 1 to r) Don Curtis, salesman; Richard Cahill, Midwest sales supervisor; John B. Cron, national sales manager; Robert W. Sarnoff, vice president in charge of Film Div.; Stan Osgood, film production manager; Len Waragar, Eastern regional sales manager, and Bill Granger, salesman; standing, H. Weller Keever, salesman; Stan Yentes, traffic manager; Jack Kirieroer, assistant to Mr. Osgood; Robert Anderson, financial analyst; Jim Fuchs, sales trainee, and John Burns, salesman.

SMPTF MEET

SERIES of television meetings will feature the 72d semi-annual convention of the Society of Motion Picture and Television Engineers, meeting Oct. 6-10 at the Statler Hotel, Washington.

Group of papers, arranged by the cover visual and sound techniques used in television. Joseph E. Aiken, Naval Photographic Center, Washington, is chairman of the program committee.

R. D. Chipp, DuMont Television Network, will present a paper at the opening session on film projection with image orthicon cameras, rectifying experience gained in a 10-month experience at WABD (TV) New York. Frank Gillette and Louis Raitiere, General Precision Lab, New York, will discuss TV camera lens of variable focal length, described as having many superior features.

NTSC Data Slated
Work of the National Television Systems Committee in color TV, along with recommendations, will be presented by V. L. Lanzl, RCA's Hazeltine Corp. J. E. Hayes, Canadian Broadcasting Corp., will describe television facilities of Canadian Broadcasting Corp.

Influence of echoes on TV transmission will be explained by Pierre Mertz, Bell Telephone Labs.

The Tuesday television program includes a review of work on dichroic mirrors and their light-dividing characteristics by Mary Ellen Widdop, RCA Victor Division. Ralph E. Lovell, NBC Hollywood, will describe time-zone delay of TV programs by use of kinescope recording, based on 35mm film for the picture and magnetic recording for sound. The technique is said to insure high-quality reproduction.

Mr. Lovell and Robert M. Fraser, also NBC Hollywood, will discuss devices employed in the kinescope recording process including exposure control devices and 10-meter control. The devices are

TV Papers Include NTSC Report

FISHER NAMED
Succeeds McLaughlin at ABC
JOSEPH FISHER, sales manager of WENR-TV, Chicago, has been appointed manager of national spot sales of ABC's Central Division, succeeding the late Roy W. McLaughlin, who died last month [B*7, Sept. 1].

Mr. Fisher, who was named WENR-TV sales manager last April, will retain his present title for that station. He will direct local TV sales activity in Chicago and Milwaukee not covered by Blair TV Inc., who is named to represent nationally WENR-TV and WXYZ-TV Detroit [B*7, Sept. 8].

With ABC since 1948, Mr. Fisher joined the network's guest relations department before entering the service in 1944. He returned to the department in November 1946 and joined ABC-WENR spot staff and local radio sales in February 1947. Two years later he assumed similar duties with ABC-WENR-TV. Last April he was named sales manager.

72-76 mc Report
TECHNICAL background report was released by FCC last week pertaining to the Commission's proposed rule-making proceeding to establish a new policy governing the assignment of certain non-broadcast fixed stations in the 72-76 mc band [B*7, Sept. 8].

"Potential Interference From Operational Fixed Stations on 72-76 mc to Television Channels 4 and 5," the study was prepared by Arnold G. Skriveseth, chief, Technical Standards Branch; Harry Fine, chief, Low Frequency Propagation Branch, and William C. Bees, chief, Technical Research Div., and assistant chief engineer, all of FCC's Office of Chief Engineer.

Copy of the study, T.R.R. Report No. 5.5, will be made available by the Commission to interested parties. FCC's proposed new rules make the non-broadcast stations involved responsible for alleviating interference to TV reception.

RCA THESaurus Series

RCA THESARUS' annual football continuity series, Pigskin Parade, was sent to the transcription library's subscribers last week. First of the program's 10 quarter-hour scripts is scheduled to be launched Sept. 27.
TOA SIZES UP ITS TV PROBLEMS

By J. FRANK BEATTY

THE nation's major theatre operators, heartened by signs attendance is on the upsurge, open their annual convention in Washington today (July 25) with many exhibitors interested in ways to live with television.

Over 600 members of Theatre Owners of America and guests from related industries are assembled at the Washington Hilton Hotel to tackle major problems affecting their commercial lives.

Owners of TV stations, holders of construction permits for new TV outlets and over a hundred-station applicants come from the theatre industry's ranks. Mitchell Wolfson, president of WTVJ (TV) Miami and owner of Wometco Theatres, is president of the theatre association, with Gail Sullivan, executive director. Charles P. Skouras, National Theatre Amusement Corp., and S. H. Fabian, Fabian Theatres, chairman of executive committee.

Several critical theatre industry problems involving Washington legislative and regulatory agencies will dominate the agenda, a factor that influenced TOA in holding meetings right at the source of many difficulties facing today's exhibitors representing 10,000 theatres.

Seek Tax Repeat

High on the list of TOA projects is the industry-wide campaign to obtain repeal of the 20% federal amusement tax. This hatched over the heads of exhibitors is a relic of World War II that legislators haven't seen fit to remove. TOA has a committee working on the Washington front, and members are at the grassroots level to acquaint congressmen and Senators with their story.

Next, TOA members are interested in television and what to do about it. House and Senate members are working at the grassroot level to acquaint congressmen and Senators with their story.

An important discussion will center around the future of theatre television, with four-screen theatres in 56 cities already started to project TV programs. Consensus of exhibitors is that theatre TV is in its infancy. They cite fast growth in the past year along with proposed legislation of "selective communications" such as sales meetings.

As to TV's impact on the box office, exhibitors have not subjected this subject as a major item on the convention agenda. The matter probably will come up in informal panel and corridor discussions, judging by past TOA meetings. Most exhibitors see television as a rival consumer of the public's time and money.

Movie and Allied Interests Owning or Seeking TV Stations

At D. C. Convention

Mr. SULLIVAN...is executive director

Mr. WOLFSON...heads theatre group

BROADCASTING • Telecasting

EXHIBITORS and related theatrical groups will become an important segment of the TV station ownership industry, should their applications receive FCC approval.

More than 60 applications for TV stations have been filed by theatre exhibitors, according to an analysis of FCC records by BROADCASTING • TELECASTING.

In addition, several existing stations are owned by theatrical interests and some recent FCC grants of TV construction permits have theatrical representation in ownership.

List of TV station applications, construction permits and existing stations, based on a study of FCC records, follows:

At the end of each application listing is city priority status (group and number) by which FCC will handle that application, as set forth in the Commission's temporary processing procedure (B-T, May 26, April 14). Applications in Group A-2 (no present service) and Group B (various degrees of service, divided into sub-groups B-1, etc.) are being processed concurrently. All Group B cities are numbered consecutively, without regard to sub-group numbers. Other abbreviations: vhf—very high frequency; uhf—ultra high frequency; ERP—effective radiated power; kw—kilowatts.

EXISTING STATIONS

CHICAGO—WWEB (TV) owned by United Paramount Theatres (negotiations pending for transfer to CBS).

MIAMI—WTVJ (TV) owned by Wometco Theatres (Mitchell Wolfson), also holds interest in Florida-Georgia Television Co., TV affiliate for Jacksonville, Fla.; Orange Television Bcstg., Co., for Tampa, and Piedmont Electronics & Fixture Co., for Charlotte, N.C.

UTICA, N.Y.—WKTU (TV) owned by Kallet Theatres. (Also applicant for Buffalo, N.Y.)

TULSA—KOVY (TV) half-owned by D. W. Wraith Jr., president and 50% owner of Jack Wraith Productions, and 50% owner of Wraith TV Productions, both Los Angeles.

HONOLULU—Hawaiian Bcstg. System Ltd. (RGBM), vhf Ch. 9, ERP 107 kw (B-T, April 14), group A-2 (no present service) and VHF 170 kw (B-T, July 21). Stock owned by Consolidated Amusements Co., Ltd. (56%), Honolulu Star-Bulletin Ltd. (24%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (20%).

PEORIA, III.—West Central Bcstg. (B-T, Aug. 25). Principals include C. B. Akers, 25% stockholder in Theatre Enterprises Inc., Dallas (owns theatres in Kansas, Missouri, Nebraska, New Mexico and Texas) and 5.3% stockholder in Video Independent Theatres Inc., Oklahoma City ( owns theatres in Oklahoma and Texas), 5% in Kansas City.

ROCKFORD, III.—Winnebago Telecasting, Inc. (B-T, July 21), half-owned by H.E. Zuckerman, chairman; Henry Chang, president and secretary-treasurer; and Robert Hale, treasurer. Donn Dahlgren is the salesman in the Midwest for WCMTV and WCIV.

TULSA—KOTV, owned by Jack Wraith, president and 50% owner of Jack Wraith Productions, and 50% owner of Wraith TV Productions, both Los Angeles.

KOOL, owned by Jack Wraith, president and 50% owner of Jack Wraith Productions, and 50% owner of Wraith TV Productions, both Los Angeles.

VHF 5, owned by KOTV, vhf Ch. 4, ERP 100 kw (B-T, July 21), principal includes Dr. A. E. Kohn, 25% owner, and KXLY, 75% owner.

TV APPLICANTS

ARIZONA

PHOENIX—Independent Bcstg. Inc. (KOL), vhf Ch. 10, ERP 216 kw (B-T, July 21). President and 50% stockholder in Gene Autry, motion picture, radio and TV company, is a native of Tempe, Arizona. Has owned Old Pueblo Bcstg. Co. (KOP), TV applicants in Phoenix.


TULSA—KOVY, vhf Ch. 2, ERP 100 kw (B-T, July 21). Owner is D. W. Wraith Jr., president and 50% owner of Jack Wraith Productions, and 50% owner of Wraith TV Productions, both Los Angeles.

HONOLULU—Hawaiian Bcstg. System Ltd. (RGBM), vhf Ch. 9, ERP 107 kw (B-T, July 21), filed by Consolidated Amusements Co., Ltd. (56%), Honolulu Star-Bulletin Ltd. (24%) and Corporation of President of Church of Jesus Christ of Latter Day Saints (20%).

CP GRANTS

ARKANSAS

LITTLE ROCK—Great Plains Televis. and Sound Co., vhf Ch. 74 kw (B-T, Aug. 25). VHF owner is R. E. Whitmore, president. Donald L. Young, 5% stockholder in Transcontinental Properties Inc. in Texas, 20% stockholder in channel, and 5% interest in Transcontinental Telecasting Corp., a subsidiary of Transcontinental Properties Inc. in Texas, and will be president and managing editor of various newsreel theatres, president and 35% stockholder; Alfred G. Pierce, executive vice president and 10% stockholder.

(Continued on page 90)

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POSTMASTER,
PLEASE BE CAREFUL

By BEN LUDY
General Manager, WIBW Topeka and KCKN Kansas City, Kan.

The man who presented himself at the offices of our advertising agency was obviously a business executive and also obviously curious. He introduced himself as the president of a large nail polish company.

"Would you mind telling me," he asked politely, "why on earth a radio station wants several thousand bottles of red nail polish?"

Although this incident happened in the early 1940's, the explanation of why a radio station (you guessed it—WIBW) needed a large quantity of nail polish goes back even further. The story really begins on a spring day in 1937, when several hundred executives in advertising agencies and advertising departments looked at their mail.

In that mail was a large envelope, inscribed, "Enclosed is a small, useful gift—plus some valuable facts about how to sell Kansas!" The envelope contained a four-page folder, and attached to the folder was a plastic desk ruler. On the ruler and the folder were printed these words: "By the yardstick of LISTENERS ... WIBW is No 1."

This was the first of WIBW's three-dimensional direct mail pieces—the first in a long and consistent campaign that is still maintained today. The idea of three-dimensional direct mail was originated for WIBW by our advertising agency, The Carter Advertising Agency of Kansas City, and through the years The Carter Agency has continued to create and prepare for WIBW an average of six three-dimensional mailings a year. Refinements and additions to the original formula have developed, but the basic idea steadfastly remains the same.

A WIBW three-dimensional mailing consists of a printed piece (box, folder or other form) plus a "gadget." The gadget is completely integrated with the rest of the mailing and serves to illustrate a specific sales point we want to make about WIBW. For example, when we used plastic holders—to hold hot ears of corn—in a 1946 mailing, the copy told us, "There's No Kansas Sellers Problem too Hot for WIBW to Handle."

During the early years of the campaign, a single gadget was attached to each mailing, and no offer of free "extras" was made. About 1939 we began the practice (still continued) of sending extra gadgets free of charge to those requesting them. A postage-free business reply card attached to the mailing gives the recipient an opportunity to send for extra gadgets and/or to inquire about WIBW time availabilities. We think that the offer of extras both creates goodwill for WIBW and gives us a chance to check on the attention-getting power of our mailings.

Since WIBW did pioneer in this type of direct mail advertising, the early mailings not only caused considerable excitement but resulted in some unusual—and amusing—situations. The incident of the red nail polish is just one. As you may have guessed, the polish was purchased for a mailing, in a quantity sufficient to take care of both initial needs and anticipated requests. In those days the use of such products for promotional purposes was still very rare and the company president, being unaware of the real purpose of the order, evidently felt that he might have been overlooking a market opportunity—red nail polish for radio stations!

Since every executive is deluged with mail, one of the problems of any direct mail program is to make sure, first, that the mailing gets to the executive's desk and, second, that he opens and reads it. We have always been proud that so many people on our mailing list have written to say, in effect, "Over my desk pass countless mailing pieces, but yours is one of the few which do not go into the wastebasket."

An integral part of the WIBW campaign has been to produce mailing pieces that are well worth reading, and we have also made every effort to see that each mailing looks interesting, so that the busy executive will be encouraged to open it. As the WIBW direct mail campaign snowballed during the late 30's and early 40's, our

(Continued on page 109)

BROADCASTING • Telemarking
New local 50-50 foreign-language stations jointly apply for TV outlet

The alliance brought WOV and WHOM, independent and veteran foreign-language stations, together on a blueprint to broaden their combined program services to specialized radio audiences while their respective owners joined in an FCC application for a TV outlet which they would own on a 50-50 basis.

The announced plan for a joint TV application added impetus to the already developing pattern of "marriage of applicants" whereby local radio stations combine forces, for reasons of economics or channel scarcity, in seeking TV outlets.

The WOV-WHOM television application, prepared by the Washington law firm of Cohn & Marks and expected to be filed this week, will seek the only vacant commercial channel allocated to New York—uhf channel 31—which the City of New York (WNBC) also is seeking. It is the only uhf commercial channel in the area, where seven uhf stations currently operate and one non-commercial uhf channel is planned.

The proposed TV station would be owned in equal shares by the Fortune Pope interests, which own WHOM and also publish the influential Proceedings. ABC's New York and San Francisco stations, as well as its Los Angeles television property, also became effective on that date. At that time John Blair & Co. was named by ABC to represent its WENN Chicago and WXYZ Detroit, while Blair-Tek took on representation of WENN-TV and WXYZ-TV. Arrangements for representation of ABC's only other owned station—KECA Los Angeles—had not been completed last week.

The changes became effective and music as "the international language" would be stressed through a number of features.

The stations' radio programming plans provide for WOV to continue to emphasize Italian-language programming and to add evening hours in this language while WHOM develops its early-morning and Sunday Italian time but otherwise gives primary attention to Spanish, Polish, German, and Negro programs.

No change in the ownership of the respective stations is contemplated.

Effective today (Monday), WHOM will start Italian programming at 7:30 a.m. and continue until 9:30 a.m., at that time advising Italian listeners that WOV for further programs directed toward them. WOV's Italian programming will run from 9:30 a.m. until at least 8 p.m., at the conclusion of which WOV will advise its audience to tune WHOM for further Italian fare at 7:30 a.m. the next day.

WHOM also will carry Italian broadcasts on Sunday from 9 a.m. to 7:30 p.m., with features produced by WOV facilities in Italy being made available for WHOM's use during this period.

Weekdays, WHOM is expanding its Spanish and Negro programs, which will extend from 2 p.m. to 1 a.m. During the morning, Polish and German segments will be increased.

The tie-up also extends to II Progresso, the six-hour WHOM President Fortune Pope is publisher. The newspaper, described as largest Italian-language daily in the U.S., and WOV will share news-gathering facilities for coordinated Italian news coverage on WOV during the weekend and on WHOM on Sunday. II Progresso's English and WOV's shortwave monitoring setup will be used. Additionally, WOV will use the newspaper for promotional campaigns and the newspaper will feature WOV Italian-language promotion.

Opposes McFarland


HENRY LADNER
Former NBC VP Dies

HENRY LADNER, 51, president of Ballantine Labs. Inc., Boonton, N.J., and formerly administrative vice president of NBC, died Wednesday in Morristown, N.J., General Hospital.

Mr. Ladner was a native New Yorker who was graduated with an electrical engineering degree from Brooklyn Polytechnic Institute in 1921 and with a law degree from New York U. Law School in 1935. He worked with AT&T and the Cruikshank Co. New York realty firm, before joining NBC's legal department in 1935.

In 1943 Mr. Ladner was named assistant general counsel of NBC and in 1948 was elevated to administrative vice president. He resigned from NBC in 1949 to take up private practice of law in New York for one year before assuming his position with Ballantine Labs., an electronics research firm.

Surviving is his wife, Mrs. Virginia Gibson Ladner of Boonton.

HARRY FOX, agent and trustee, representing some 460 publishers for electrical transcription purposes, last week sent a letter to all U.S. radio stations notifying them that if they buy the Standard library service under the new outright purchase plan, they will have to "obtain proper clearance of the mechanical and other rights involved from the owners and publishers thereof" before they can use the Standard recordings on the air.

Standard Radio Transcription "On-air Plan, in essence, is to discontinue the monthly releases of its library service after October and to offer the library, complete or in part, to station operators on a "pay per play" basis. Fox will vary in accordance with number of discs each station buys as well as with the rental price previously paid by the station for the library service.

Mr. Fox's office estimated that some 500 musical compositions for which he handles the mechanical (recording) rights are included in the Standard library. The only form of license now issued, it was explained, is the one which has been taken by Standard and the other library services, calling for annual payments of $10 for each composition, which may then be used on an unlimited number of pressings and by an unlimited number of radio stations.

Such a fee, amounting to some $50 for a year's subscription, is prohibitive for a single station, and presumably a new type of license will have to be worked out for station use if the proposed 'outright sale' of the Standard library is to go through. Mr. Fox's office, however, said that no such new license is yet in preparation.

Milton Blink, a top level executive of Standard, told Broadcasting • Telecasting Friday that the company had been advised by a "top copyright attorney" that it is not right to grant an outright sale of its recorded library if it so wishes. The stations purchasing the library, Mr. Blink said, are not liable for the mechanical rights fees but only for the performance fees paid to ASCAP, BMI and other performance right associations.

According to Mr. Fox would collect the annual mechanical license fees previously paid by Standard, Mr. Blink replied "that is strictly his problem."

Letter, dated Sept. 10, reads as follows:

We understand Standard Radio (Continued on page 38)

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'MISS AMERICA'
WOND Bows to IBEW Threat

BLACKOUT of the "Miss America" pageant in Atlantic City Sept. 8 was avoided at the last minute when WOND Pleasantville, N. J., withdrew its microphones following threat of IBEW workers to pull stage lights. WOND had set up facilities along with WMID and WPFG Atlantic City.

Don Rich of WOND said the dispute resulted from a complaint made to the union by Fred Weber, owner. MR. Weber said WPFG had called attention of the local Central Trade Council, which participates in Atlantic City union negotiations, to the fact that the station's IBEW contract carried protective provisions.

E. M. Thompson, Convention Hall manager, informed WOND late Sept. 6 that auditorium electricians had been instructed to pull the switches if WOND opened its microphones. Mr. Rich said the station withdrew rather than embarrass the city and pageant. John Struckell, WOND manager, said the station had sold the broadcast to Motorola and Goodyear, asserting station's engineering staff "is paid comparable with union scale."

BALFOUR JOINS IKE
Will Be 'Advance' Man

ROBERT L. BALFOUR, formerly with the Booth radio stations and Forjoe & Co., station representatives, has been named an "advance" man for Gen. Dwight Eisenhower, GOP Presidential candidate.

Mr. Balfour will travel throughout the country, setting up arrangements for the nominee's speaking engagements [CLOSED CIRCUIT, Aug. 18]. Mr. Balfour was Illinois campaign manager for Harold Stassen earlier this year.

Now president of Protect-0-Seal Waterproof Paint Corp., Mr. Balfour was vice president and general manager of Forjoe in Chicago from 1940 to 1951. In 1947 he helped build and assumed management of WBBC Flint, Mich., one of three outlets owned and operated by Booth Radio Stations Inc. He also was vice president of Booth stations from 1947 to 1949 when he joined Forjoe. He left the station representative firm in June last year, going on to special assignment for the Navy in Korea.

New KFAC Service

KFAC Los Angeles is now equipped to edit and revise already recorded commercial material to gear clients' messages to the station's serious music audience, Calvin J. Smith, KFAC general manager, announced last week. With the addition of two Model 300 Ampex Tape Recorders, Mr. Smith declared that commercials will be tailored, free of charge, to fit each client's need.

SUCCESSFUL summer marked the Columbus, Ga., Chamber of Commerce and affiliated Junior Chamber, as "Miss Georgia," sponsored by Columbus Jaycee unit, won the "Miss America" title at Atlantic City.

Since Allen M. Woodall, WDAK Columbus president, became C. of C. president earlier in the year the Chamber has enjoyed these successful projects also:
1—Sunshine Biscuit Co. selected Columbus for $5 million plant.
2—Chamber's candidate for National Soap Box Derby won.
3—Jordan High School, Columbus, won national band championship at American Legion convention in New York.

Mr. Woodall and "Miss America"

RATING STUDY
Work on ARF Plan Underway

WORK on a "detailed overall plan" for the Advertising Research Foundation's study of the controversial subject of radio and TV rating methods is underway, President Edgar Kobak reported last week in the ARF September newsletter.

E. L. Deckinger of Biow Co., heads the committee in charge of the study, expected to cost about $25,000. Other members of the committee, which met in late July and has been split into four subcommittees, to work on various phases of the overall planning, are: Hugh M. Beville, NBC; Harper Carraine, CBS Radio; Wallace D. Drew, Bristol-Myers; Gordon A. Backen, General Mills; Fred B. Manchee, BBDO; J. James Naile, Dancer-Fitzgerald-Sample; Richard J. Puff, Mutual; Oliver Treys, ABC, and G. Maxwell Uie, Kenyon & Eckhardt.

To meet the estimated $25,000 study cost, BAB has contingently earmarked $15,000 as radio's contribution, with the rest expected to come from the television industry.

Mr. Kobak reported that ARF, reconstituted a year ago, had grown from two subscribers at that time—American Assn. of Advertising Agencies and Assn. of National Advertisers—to a total exceeding 150 now and, "We hope to top the 200 mark in the next few months."

BROADCASTING • Telecasting
PACIFIC NORTHWEST'S BEST SALESMAN!

NATION'S TOP PULSE-RATED INDEPENDENT

SEATTLE'S FIRST STATION IN OUT-OF-HOME LISTENING

Pulse, Inc. surveys
In-Home, May-June, 1952
Out-of-Home, July, 1952

SEATTLE - TACOMA, WASHINGTON
50,000 WATTS -- 1090 KC
JOHN BLAIR CO. - National Sales Representative
OTTO BRANDT - Vice President & Gen. Mgr.
PLANS for CBS Radio’s fall program promotion campaign were outlined in New York tonight and by these net-
work executives standing before a display of CBS Radio
material pictures (1 to r): W. Eldon Hazard, CBS Radio sales manager; George Bristol, director of sales promo-
tion and advertising; John Karol, vice president in charge
of network sales; Louis Hausman, administrative vice
president; Adrian Murphy, CBS Radio president; Charles
Oppenheim, administrative manager for sales promotion
and advertising, and Lester Gottlieb, vice president in
charge of network sales. Keynote of fall drive is “Whenever
You Do, You Enjoy It More With Radio,” with
promotion aimed at selling CBS Radio’s program lineup
as well as network and affiliated stations and radio in
general. Clinic was in New York [B-TV, Sept. 8].

LIBEL RELIEF

BROADCASTERS were urged Thursday by Sen. Edwin C. John-
son (D-Colo), chairman of the Senate Interstate & Foreign Com-
merce Committee, to ask Congress to 
Sec. 315 of the Communi-
mations Act, covering political broadcasts.

Speaking at the NABR District 14 meeting at the Cosmopolitan Hotel, Denver, Sen. Johnson said the Horan proposal to give broad-
caster relief from political libel was dropped from the McFarland

NEWS LISTENING

WOR Claims Pre-TV Level

A SURVEY which it said showed radio news listening is as strong
as ever, despite TV’s claimed in-
roads, was released last week by
WOR New York.

Conducted by Pulse Inc. and an-
nounced by WOR Research Direc-
tor Robert M. Hoffman, the survey showed that 68.1% of New York
families surveyed had listened to radio newscasts during the first
week in August—when, Mr. Hoff-
man said, news listening is nor-
mal at the year’s low point—
and that among TV families the
total was 32.6%.

Mr. Hoffman said the study dem-
strated that news listening is
“almost a must among New York-
ers, TV or no TV.”

Asserting that the results showed WOR dominance in the news lis-
tening field, the report said WOR’s average audience per newcast,
Monday through Friday, was 133,-
100 families for the January-June
period this year as compared to
138,750 for the same period in
1946, when TV sets were few.
These figures are based on “at-
home” listening, due to the absence of 1946 data on the out-of-home
audience, the report said. It added:

“. . . With the big jump in
‘out-of-home’ listening in recent years, the 1945 WOR news audience
would undoubtedly be well above
the 1946 level if that audience had been included.”

John Johnson Urges Broadcasters’ Action

Bill (now law) became no hear-
ings were held on the subject.

William C. Grove, KFBC Cheyenne, Wyo., District 14 di-
rector, presided at the Thursday-
Friday meeting. Wayne Coy, KOB Albuquerque, former FCC Chair-
man who was to have joined Sen.

Johnson in a discussion of radio regu-
lation and legislation, was un-
able to attend. He is at the Mayo Bro’s clinic, Rochester, Minn.

Sen. Johnson said he did not 
feel radio-TV coverage of Con-
gress was a legislative problem.
He found opposition to the regu-
lation and telecast of witnesses when serious charges are involved but
agreed it would be proper if the
witness did not object.

Speaking of political broadcast rates, Sen. Johnson declared some
stations were charging double for
such programs, and sometimes
such rates were highest on the sta-
tion’s books. Candidates with “large 
cash resources” could pay high
rates, he said, but most could not afford them.

McFarland Law

The McFarland Law is not per-
fected, he said, but he believes it
will work out. Later he told

BROADCASTING • TELECASTING the objective of the legislation was
to clarify and speed up FCC action
and bring about better relations
between Commissioners and the
staff. He said he had heard, via
the grapevine, however, that some
persons are fighting the new law
and are giving it “unsympathetic
observance.”

Congress isn’t interested in per-
sonnel problems of the FCC, he
said, but in giving good service to
the public.

The entire act is “a trial and error experiment,” he said, and
the original objectives will not be abandoned “because some one feels
it is cramping his style.” He hoped for
a “sincere and honest adminis-
tration” of the law.

Koten: Washington

attorney and special counsel for
NARTB’s special committee study-
ing proposals to amend FCC opera-
tor requirements, reviewed develop-
ments in that field.

NARTB President Harold E. Fellows reported to the member-
ship on association affairs.

WREC MILESTONE

Outlet Marks 30 Years

WREC Memphis celebrates its 30th anniversary today.
The station, now on 600 kc with
5 kw, began life as a 10-wattter in Coldwater, Miss., some 40 miles
south of Memphis on Sept. 15, 1922.

Throughout the three decades of its existence, the station has been
owned by Hoyt B. Wooten, who
today serves as general man-
ger. Other staff members include
Hollis R. Wooten, commercial man-
ger; Roy Wooten, program direc-
tor; Jack Michael, promotion man-
ger, and Wilson Raney, chief engineer.

WILSON EWING

Held KWKK, KTHS Posts

WILSON EWING, 50, vice presi-
dent and a director of KWKK
Shreveport and a director of KTHS Little Rock (formerly at
Hot Springs), died last Monday at
Monroe, La., after a heart attack the previous Friday.

Also chairman of the board of the
Shreveport Times and the
Monroe News-Star and Morning
World and editor-publisher of the
Monroe newspapers, he was elected
to the board chairmanship last
fall, the death less than four months
ago of his brother, John D. Ewing,
on May 17 [B-TV, May 26].

The late was president of KWKK and
KTHS, editor - publisher of the
Shreveport Times and president of the Monroe publishing firm.

WTNJ LICENSE

FCC Rescinds Revocation

FCC has given WTNJ Trenton, N. J., a clean bill of health, re-
siding a 20-month old order
which had revoked the station’s license for alleged unauthorized
transfer of control and other prac-
tices.
The Commission rescinded its
order of Dec. 20, 1960, covering
WOAX Inc., licensee of WTNJ
which had voluntary transferred
its license to WTNJ Oct. 13 in
response to a 20-month-old FCC
order the day before.

The station, at WTNJ said it
found that Eirling C. Olsen did not as-
sume control of the licensee, as
originally charged, but “only acted
as the lawfully designated agent
of Charles E. Loew and Julie V.
Loew, major stockholders. He also
was found to be the duly-elected
vice president, treasurer and di-
rector of WTNJ.

FCC claims evidence had shown
initially that Mr. Olsen has as-
sumed control of the station with-
out Commission consent, and that
he has continued to operate the sta-
tion without control of the stockholders through transfer of 65
shares from the Loews.

William T. Pickering

FUNERAL services for William T. Pickering, 64, president from
1933-45 of Heints, Pickering & Co., Los Angeles advertising agen-
cy, and more recently publisher of Sea Magazine, were held at Pas-
dena, Calif., Sept. 10, with burial
at San Gabriel cemetery. Mr.
Pickering died Sept. 6. His wife,
Margaret, survives.

Everything to Gain

WWDC Washington has an all-night radio and news show, Night Beat, with Jack
Rowie, an ex-cop, as m.c. Show has a standing practice of sending $1 to listeners who
call in an usable news tip. Best news tip of the week gets $6. Last Wednesday A.
Leo McGreery, night manager of
the Paramount Hotel, Washing-
ton, was robbed of $7. He
called police, then WWDC.

Prize money $1. A few min-
utes later, police arrested a suspect. Mr. McGreery, be-
ing a witness, was informed immediately. He
called WWDC again. Another $1. Then
was another call and police arrested
another $20. Result: McGreery
had turned in the best news tip of
the week and awarded him another $5. Result: McGreery
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the week and awarded him another $5. Result: McGreery
had turned in the best news tip of
the week and awarded him another $5.
Why do some songs lead the parade — and remain popular throughout the years?

Why do other songs flare up like a rocket — and then fade into oblivion?

Nobody knows the answer. Popularity cannot be predicted. The man who could guess right even 25% of the time could command any reward he asked from the entertainment industry.

But, Mr. Showman — you don’t have to pick hit songs in advance!

Impartial surveys show that ASCAP composers and authors wrote 9 out of 10 of the top tunes over the past 10 years. Your ASCAP license assures your patrons of being able to hear the music they demand — the tunes that are tops in listener appeal — today — tomorrow — always.

A single ASCAP license gives you the right to use quality music — the music that continues in popular demand. These are the tunes created and published for you by the more than 2,500 composers and authors, and 450 publisher members of ASCAP.

Your ASCAP license is the smallest item in your entertainment budget. Yet it brings you the biggest return in customer satisfaction and goodwill.

Give your patrons the finest music available — give them ASCAP Music.

This is the third of a series of advertisements telling the story of ASCAP.
DuMont Control

By EARL B. ABRAMS

WHETHER Paramount Picture Corp.'s $300 million offer for Allen B. DuMont Labs. constitutes control was argued last week in proposed findings submitted to FCC Hearing Examiner Leo Benick by these two companies and the FCC's Broadcast Bureau.

Both Paramount and DuMont urged that the examiner find that Paramount does not control DuMont and that DuMont is capable of exercising negative control over Paramount.

Also last week, the FCC turned down a DuMont petition which sought to have the three-year-cut-off period to begin whenever an affiliate of DuMont and that Paramount exercises negative control over DuMont.

At present, Paramount Pictures owns only the Los Angeles TV outlet, the three WBKB (TV) New York, WTTC (TV) Washington and WDTV (TV) Pittsburgh. Among the issues in the case is the license renewal of WABD and the stations of WAG and WABD (both now are operating under a special temporary authority from the Commission).

DuMont is also a TV applicant for Cleveland and Cincinnati, but has indicated that it will drop these and apply for Boston and St. Louis if it is permitted to own the maximum number of TV stations.

FCC regulations limit the number of TV stations owned by the same entity to five.

Paramount Pictures owns all of the 560,000 Class B shares of DuMont and 1,801,054 outstanding and issued Class A shares. It paid $164,000 for these stockholdings.

Twice previously, Paramount was adjudged in control of DuMont. The first time was in 1948 when the Commission granted Paramount what is now KTLA (TV) Los Angeles. The second time was in 1948 when then FCC Hearing Examiner Jack F. Blume found that Paramount controlled DuMont. This was a proposed decision, never affirmed by the Commission, in a special hearing on the subject involving Paramount TV applications for Boston, Detroit and San Francisco, and DuMont TV applications for Cleveland and Cincinnati.

Stockholder Control

According to the organization of the DuMont company, the Class A stockholders (who owns 3% in his own name) elect the president and vice president of the company plus five members of the eight-man board of directors. Paramount, as sole Class B stockholder, elects the secretary, treasurer and assistant, plus three board members.

Bulk of the argument that Paramount does not control DuMont was made by DuMont. Its main arguments were:

(1) Neither the controlled officers perform only "ministerial" duties.

(2) Quorum of board is four members, and Paramount operates a television network, a television network, and the eight members of the board are more than the United States could add new restraints to competition in the television industry. The ABC television network division of DuMont is so operated that it very well has a television programing and distribution rights that Paramount has been accused by the Federal Communications Commission of exercising negative control over the network.

(4) Paramount has tried to sell its stock, but was unsuccessful because Paramount bought the stock that it could not obtain control of DuMont.

(5) Paramount's ownership of DuMont through its interests in Chroma- tite and Paramount Pictures Inc. (both owned by Paramount, itself) also made an issue on the ground that it was necessary to trace the history of Paramount's holdings as far back as possible.

DuMont also has asked that the three-year-cut-off not apply to United Paramount Theatres, since it is not a licensee in the meaning of lesser, than Washington's August 3 opinion (B'T, Aug. 4). The Commission held that UPT was an offshoot of Paramount Pictures, which was a licensee. It therefore denied the DuMont request.

The Commission also denied DuMont's further request for severance of the control issue from the rest of the Paramount case and for revocation of Ha Aug. 1 opinion.

FCC's Opinion Cited

In its Aug. 1 opinion, the FCC ordered the hearing examiner to disregard evidence of Paramount's anti-trust activities which antedated August 1948. This was after ABC, UPT, Paramount Pictures and CBS petitioned the Commission to speed up the hearings.

DuMont's proposed findings were filed by attorneys William A. Randolph, Beat S. Morton and Morton R. Galbraith of Robert & McInnis; Paramount's, by Paul A. Porter and Reed Miller, of Arnold, Fortas & Porter; Broadcast Bureau's, by Frederick W. Ford, Max D. Pullin and James O. Juntilla.

BOSTON SQUABBLE

TV Induces Stormy Session

A BITTER political squabble erupted last week over telecasting of a special session of the Massachusetts legislature.

The special session had been called to consider repeal and revision of pensions and lunch and travel allowances for legislators. "Repeal" sessions have lasted since "special privilege" legislation whirled through in the closing hours of the 1962 session.

In a pool telecast, WBZ-TV and WGBH, for the 90-minute afternoon address by Gov. Leverett.

After the session had recessed, the burning question became whether voters who called for the repeal to air the debate, which promised to be tense.

Rep. Robert F. Murphy, Democratic floor leader, offered an order to "take further and race coverage of meetings of the special session, subject to approval of the rules committee. This order was opposed by Rep. Charles Gibbons, GOP House floor leader, who said that all sessions of the legislature open to both broadcast media.

The wrangling ended with the House adjourning whole the question of TV coverage over to a bipartisan committee for study. In the past two years, bills filed to permit telecasting in Massachu- setts legislative committee hearings have failed.
Remember the thrilling mystery story ... "7 Keys to Baldpate"? . . . and the amazing and captivating circumstances surrounding the holders of each key? Well, if you've read the story fine, if not, forget it, for I have a story to tell you that will keep you awake day and night, packed with all the suspense of any first rate thriller.

There's a station up in Maine, call letters WIDE . . . right in the heart of that State's resort area, plus a prosperous year-round manufacturing payroll from the famous textile plants of Pepperell, Bates and Saco-Lowell. Last year's retail sales $30,000,000. And then there's WHLM . . . in Bloomsburg, Pa. right smack in the center of a rich manufacturing and agricultural area. Such famous plants as Magee Carpet Co., American Car and Foundry, Wise Potato Chips and the widely known Bloomsburg Fair are located in this trading area.

Traveling over the mountains and through the beautiful Cunningham Valley, we come to Hazleton, Pa., Where WAZL . . . is located in Pennsylvania's highest city of wealthy anthracite mining and manufacturing plants. This station from 8:00 in the morning 'til 10:30 at night gives you 70% of the radio listening audience. The final key that unlocks a wealth of thrilling sales results for the advertiser is WHOL . . . located in prosperous, progressive Allentown, Pa. where there's a payroll every day from any one of the hundreds of industries in Lehigh Valley . . . Bethlehem Steel Co., Mack Trucks, cement, paint, rugs, textiles, tools, etc., plus a rich farming area.

Any one or all of the keys on my ring will open unlimited sales for your client's products. Sales results are no mystery to us, we produce the thrillers.
help absorb the evening cut. Their daytime increases and evening reductions would add up to a 52.5% figure for overall reduction in compensation, it was said.

On this point, NBC's plan calls for a 14% cut in station compensation, which rates not sharing in the increased daytime rates to advertisers (actually, as a result of adjusted discounts, NBC morning charges will go up while afternoon costs are not changed). CBS Radio's plan calls for about a 6.5% increase in daytime charges to advertisers, this to be passed along to affiliates, while the network absorbs the remainder of the 11.1% daytime card rate hike.

Taking into consideration this new 5.5% increase in station compensation when it becomes effective next February (when the daytime rate increases take effect for current advertisers), it is figured that the 3% of the numerous NBC affiliates' compensation will average out at about 14.9% for the full year.

No Affiliate Meet Called

In another departure from both other network systems, ABC officials decided against calling a general meeting of all affiliates to acquaint them with details before soliciting their acceptance. A special meeting was conveyed, "indefinite" that the network must "get competitive" with NBC and CBS Radio, and that the affiliates are aware of the fact. Thus, they feel attendance at a general, special meeting would be an unnecessary expense for the stations—and that more can be accomplished, in any event, at the smaller, annual regional meetings with affiliates, which start Sept. 29.

The network accordingly was preparing to distribute the revised contracts, with accompanying explanations, over the weekend. Today, the stations are to be notified personally by ABC officials in a conference call. Affiliates are asked to put the signed contracts into the return mail not later than Friday.

The first of the regional meetings— which are not being held for the sole purpose of rate discussions, although rates obviously are expected to be an important part of the agenda—is slated to be held in Hollywood Sept. 29 for West Coast and mountain states affiliates. The rest of the schedule has not been completed, but about a half-dozen sectional sessions are contemplated, following previous years' custom.

The revision in Sunday afternoon charges, it was understood, would put these rates to the advertiser at 82.50% of the evening rate for the New York area from Monday through Friday. Thus, affiliate is expected that many old movie films will shortly be released to video.

The new contract contains also a provision for a 5% trust fund royalty formula, to be paid by the distributor or producer, should the producer negotiate his film sale directly.

NARTS "Register & Vote" Committees in various states have been meeting with the states' governors to spur the program. Victor C. Dihn (4th from I), WAZI Hazleton, Pennsylvania committee chairman, confers with (l to r) John Briskin, Croation Fraternal Union; B. Carl Wharton, National Assn. of Life Underwriters; Gov. John S. Fine of Pennsylvania; Mr. Dihn; E. Brooke, Life Underwriters, and Ellsworth Brininger, American Library Assn.

WHUM-TV CLAIM
Sees 100,000 Sets by Doc.

WHUM-TV Reading, Pa., uhf station currently under construction, claimed last week that 100,000 receivers would be operating in the area by time it goes on the air in December.

To answer to the numerous questioners who wanted to know how they expect to accomplish this uhf feat, spokesmen for the Channel 61 station broke down their figures as follows:

About 40,000 sets are there now, tuned in on community antenna setups, and arrangements have been made for the community antennas to tune WHUM-TV for these sets. WHUM-TV officials also have arranged with General Electric to supply 15,000 uhf converters and uhf-uhf combinations each month for 10 months. And Admiral Corp. was said to have 15,000 converters in that area now, not to mention the activities and plans of other receiver-converter manufacturers, plus uhf-equipped sets already sold there.

U.S. JOB SPOTS

"Politics," Says Candidate

WCBS-TV New York last week cancelled three public service announcements by the U. S. Civil Service Commission designed to assist recruiting of personnel for a New Jersey political candidate protested they constituted "political propaganda."

Craig Lawrence, station manager, said the cancellation would be in effect only for the rest of the present political campaign and was ordered because the films might "prove too controversial." He disagreed they constituted "political propaganda," as was charged on Monday by Alexander J. Matturri, Republican candidate for Representative from New Jersey's 10th Congressional District.

HOOPER DATA

NEW "Complete" TV Audience Reports

"Complete" TV audience reports continued Pocketpick without announcement today (Monday) by C. E. Hooper Inc. Starting next month, it will be produced regularly in 40 major TV markets, containing 90% of the television sets.

Characterizing the new service as "not only the most extensive market-by-market coverage but also the most extensive analysis to date of individual cities," C. E. Hooper, president of the research firm, said that the service's features include:

Sampling of homes throughout a TV station's full service area; dual ratings, expressed in terms of Hooperings (based on all homes), Teleratings (based on TV homes only) and sets-in-use, based on both all-homes and TV-homes; projection of ratings expressed in number of viewing homes, and share of audience for each program.

Others are composition of audience and number of viewers per rating consumer; audience data on all telecasts from sign-on to midnight, or 24-hour data if required; ratings for individual half-hour periods by individual days and evenings; weekly cumulative audience measurements as well as daily audiences for programs broadcast more than once a week; family size; program duplication city area versus outside and similar source material; optional summary of findings, compiled up to three times a year in regional reports.

Technique for collecting the "TV Area Hooperings," as the new service is called, is the combination coincidental and home diary method previously tested in "Radio Area Hooperings," Mr. Hooper said. New service, he said, will fill the gap for a single uniform standard audience-size measurement.

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Just released...

a comprehensive survey

of adult radio-television

listening habits in New England..

compiled by Dr. Forest L. Whan

A partial list of contents

Ownership of multiple sets in the home
Rooms in which sets are located
Simultaneous use of radio and TV
Share of audience going to radio and TV, by quarter-hours
Stations preferred for news, weather, early morning entertainment, auto listening
Ownership of automobile radios
Car radio ownership by counties
Use of car radios, different days of week
Recalled use of time spent with various media
Media preferred for broadcast news
Location of TV sets, by counties
Extent of TV reception
Size of the daily television audience
Share of audience by stations
Homes equipped to receive FM
Location of FM sets by counties

This complete, fully documented, up-to-date report is of tremendous value to advertisers interested in New England sales.

Copies are limited but you may see one by getting in touch with Free & Peters, NBC Spot Sales, or

WBZ / WBZ-TV

BOSTON

WESTINGHOUSE RADIO STATIONS Inc

KYW • KDKA • WOWO • KEX • WBZ • WBZA • WBZ-TV

National Representatives, Free & Peters, except for WBZ-TV:

for WBZ-TV, NBC Spot Sales

September 15, 1952 • Page 37
**BANKERS TRUST**
*Names TV Loan Specialist*

RECOGNITION of the growth of the television broadcasting field to that of a major industry was evidenced last week when Bankers Trust Co., New York, announced appointment of Herbert L. Golden, trade newsmen, as administrator of loans to firms in television, radio, films and related fields.

A spokesman for Bankers Trust declared this move represents, to his knowledge, the first time a major financial institution has ap-
pointed a specialist to supervise financing in the television field. He indicated the appointment was based largely on the tremendous growth of the industry, although he noted that Mr. Golden would be responsible for activity in radio, films and related fields.

"Bankers Trust has specialists to supervise and administer loans in diverse fields, such as petroleum, steel and so on," he explained. "The bank feels that the television broadcasting industry has reached the point where a specialized fi-
ancing program is justified."

In the past, Bankers Trust has financed motion picture produc-
tions and, on occasion, television shows, the spokesman said. These, however, were not processed by a specialist but through regular bank channels.

Mr. Golden, a staff member of Variety 14 years, resigned from the amusement trade publication last week and assumed his new duties today (Monday). He will serve in a new entertainment in-
dustries division of the bank, headed by Vice President Harry Watkins. His headquarters will be at the bank's Radio City branch, 51 Rockefeller Plaza.

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**EVANS TRIBUTE**

Submitted by BAB Board

A RESOLUTION in tribute to the late Walter Evans of Westing-
house Radio Stations, member of the BAB Finance Committee, and board of directors until his death may 28, was adopted by the BAB board of directors last week.

The resolution expressed "deep personal sorrow and bereavement at his untimely demise." It will be presented to Mr. Evans' widow by Joseph E. Baudino, Westing-
house vice president and administrator of the BAB board of directors.

BAB also presented a special citation to Edgar Kobak, chairman of BAB's Executive Committee, for "distinguished service and out-
standing leadership" in the organi-
zation. Charles C. Caley, BAB's board chairman, made the presenta-
tion.

Mr. Kobak, one of the five in-
corporations of BAB and its first chair-
man of the board, was cited for "envisaging the necessity for the organization of BAB within the radio industry" and for providing "the dominant leadership in bringing about its incorporation."

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**NORTH District Meeting Schedule**

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<tr>
<th>Date Dist.</th>
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<th>City</th>
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<td>Wichita</td>
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<td>Oct. 18-19</td>
<td>Texas</td>
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<td>22-23</td>
<td>The Elms</td>
<td>Excelsior Springs, Mo.</td>
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<td>25-26</td>
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<td>7-10</td>
<td>Biltmore</td>
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<td>9-10</td>
<td>Peabody</td>
<td>Memphis</td>
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<td>3 Peabody</td>
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<td>16-17</td>
<td>2 Westminster Bye, N. Y.</td>
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<td>20-21</td>
<td>1 Statler</td>
<td>Boston</td>
</tr>
</tbody>
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**Standard Radio**

(Continued from page 20)

Transcription Services Inc., 140 North La Brea, Hollywood, Calif., is offering their electrically tran-
scribed library service for sale on an outright purchase basis.

"This is to notify you that certain musical compositions owned and controlled by the publishers which I represent, as per the en-
closed listing have been licensed to Standard each month on a yearly basis, and although some of these compositions have been in the lib-
ary for more than one year, renewal fees have been paid. How-
ever, such transcriptions are for use on lease only by the subscribers to this service and the agreements do not cover the outright sale of any of the transcriptions containing any of the copyrighted musical works owned by my principals.

"If you plan to purchase any of these transcriptions, please understand that your use of the same will be subject to your obtaining proper clearance of the mechanical and other rights involved from the owners and purchase basis.

"I shall be glad to arrange such clearance in behalf of those pub-
lishers who have authorized me to act on their behalf and I shall be pleased to give you any information in my possession relating to this subject. If there is any additional data you require, please feel free to communicate further with me."

---

**WORD of Spartanburg on 910 KC with NBC**

Now serves 84,000 Radio Homes in Rich Carolina Piedmont Section

**92.3% of Spartanburg Homes Listen to Spartanburg Stations—Ten-Year (1942-52) Hooper-Conlan Average**

**47.3% Listen to WORD and its FM affiliate WDXY—June 1952 Con-
lan Report**

---

**WORD 910 KC 1000 Watts Spartanburg, S. C.**

Established 1940, bringing to Spartanburg area its first full-
time and first network station.

See Hollingbery

WDXY-FM • 10,000 Watts

Page 38 • September 15, 1952
His future is our Responsibility

The life of Johnny, an average KOIN listener, has been directly influenced by the sound local programming of Portland’s top station!

In order to bring Johnny and the whole community the finest in entertainment and information, KOIN for more than 25 years has maintained the largest staff of local artists of any station in the Pacific Northwest. Musical productions presented by KOIN’s staff orchestra provide Johnny and the community with music they desire.

The educational and entertainment programming by KOIN’s staff of expert, experienced radio personalities provide the cultural stimulus that is necessary for the proper growth of every community.

Now, Johnny probably isn’t aware of the powerful impact of radio upon him and his future . . . but KOIN is! This thought has dominated KOIN’s policies . . . to consider sincerely and honestly the interests of listeners first and at ALL times.

Therefore, the value of a station depends not only upon the number of its listeners but also upon their FRIENDSHIP and RESPECT.

Throughout the years, this policy has been safeguarded and developed to such a point that today its soundness is permanently proven by KOIN’s enviable position as first choice of radio listeners. The value of a station to its community is measured by the services it performs.

JOHNNY’S FUTURE as an individual and the future of his community IS KOIN’s RESPONSIBILITY!
New Thesaurus Money-Makers

New star on

MUSIC HALL VARIETIES

Half-hour show with top names of old-time vaudeville

NEW
NEW
NEW
sponsor-selling brochure!

NEW
NEW
NEW
audience-building promotion kit!

NEW
NEW
NEW
sales-clinching audition disc!

Actors, singer and
writer of musicals... composed “I Wonder
Who’s Kissing Her
Now.” Joe E. Howard
emcees the show with
the real pep and
flavor of the
Gay Ninety days when
he was already a
seasoned performer.

Starring

JOE E. HOWARD

Starring

IRVING KAUFMAN

Co-starring in “Passing Show of
1918.” One of the great per-
sonalities in show business, he
delights today’s listeners with
the original punch and sparkle
of vaudeville at its best.

Starring

ALLEEN STANLEY

Singing the great old vaudeville
numbers in the great old vaude-
ville way. Billed as “The Girl
with the Personality” in the
heyday of the Keith and
Orpheum circuits.

All these top radio shows in the complete

“The Freddy Martin Show” “Date in Hollywood” “Music by Roth”
Phil Spitalny’s “Hour of Charm” “The Wayne King Serenade”
“The Tex Beneke Show” “Swing and Sway with Sammy Kaye”
“Hank Snow and His Rainbow Ranch Boys”

... the library that pays its own way with more than 30
easy-to-sell shows... with a complete range of show-making
and sales-making aids [sound effects, time and weather jingles,
holiday and special-events features, commercial and
shopping announcements, etc.] all ready for use.
for Fall selling!

New complete Commercial package!

SONS OF THE PIONEERS
Quarter-hour show with America's favorite Western group

with NEW sponsor-selling brochure!
NEW audience-building promotion kit!
NEW sales-clinching audition disc!

Now, a complete library program series starring the famous SONS OF THE PIONEERS who for over 15 years have built tremendous listening audiences and moved merchandise for sponsors across the country. Familiar favorites of movie, radio and TV audiences, they've averaged over a million record sales a year since 1944!

Familiar favorites of movie, radio and TV audiences, they've averaged over a million record sales a year since 1944!
Radio Rate Facts

Mr. Kobak

Kobak Urges Cost Study

“Everyone is telling the broadcasters to face the facts of present day conditions in setting rates for stations and networks,” Mr. Kobak told Broadcasting & Telecasting last week. “But,” he declared, “neither the broadcasters nor their critics have pinned down the facts which must be faced.

Certainly, a major set of essential facts comprises the cost of operating radio stations and networks and the allocation of these costs among time units,” Mr. Kobak said. “Yet, to my knowledge, no such data are generally available.”

While the base rate dollar charges set by radio broadcasters have more or less corresponded with the number of radio homes within the station’s or network’s service area, the formulas for setting rates for the various time periods have in the main been the result of guesswork rather than for any really factual reasons, Mr. Kobak noted.

He admitted to his share in the responsibility of this, as during his long career as NBC and ABC vice president and as president of MBS he played more than a small part in establishing network practices. Even before that, in the late 20s when he was still a McGraw-Hill executive and network broadcasting was in its infancy, Mr. Kobak recalls sitting in on rate-setting discussions with officials of NBC.

“Why should the time charge of a half-hour program be 60% of the hour rate?” Mr. Kobak asked. “Why should a quarter-hour cost 40% of the hour rate? Is there any cost-of-operating reason why these percentages are the right ones, or should they perhaps be 5% or 10% lower—or higher?”

“Why should the daytime charges be exactly half the nighttime rates? Maybe it once was logical to say that when the man of the house came home from work the audience in front of the family loudspeaker was doubled, but it hardly seems to fit today’s multi-set home.

“Let’s face it: The traditional radio rate structure is an out-of-date, out-of-place piece of machinery which is not going to be improved by any across-the-board slashes of 10% or 25% or more.”

“What radio needs is an accurate analysis of costs, made not by a broadcaster who is sure he has a reason for everything he does although he can’t quite explain it to an outsider of advertising experts who would like to buy radio time more cheaply, but by a cold-blooded, unprejudiced cost accountant. The printing industry and other large publishers, make such audit-analyses on a frequently recurring basis and it is no secret that increases in space rates, regardless of circulation changes, and in some instances rates are lowered. Other lines of business constantly study and adjust their prices, based on cost studies. Why not radio?”

“Radio broadcasters,” Mr. Kobak stated, “should act as if they were going into radio for the first time, as if there had previously been no radio industry. With the benefit of their experience, they should then decide which of the industry’s customary practices make sense today and which should have been discarded years ago. An exhaustive, analytical, industry wide audit should be the first step in the procedure.”

Conduct of Study

Mr. Kobak said he did not know whether the study should be conducted under the auspices of BAB or NARTE (he is a member of both boards stemming from his ownership of WTWA Thomson, Ga.) or neither. He said he did not feel such a study falls within the purview of the Advertising Research Council, which he serves as president. He stressed his conviction, however, that the sponsoring body should be representa-tive of the radio industry as a whole including networks and stations and perhaps station repre-sentatives as well and not of any special group of broadcasters, so that the results of the study may be generally applicable to all stations.

Once the study is agreed on, Mr. Kobak said, it should be widely publicized to all advertisers and agencies as well as to all radio station operators. The buyers of radio’s facilities, he said, should be made to understand that when the study is complete it will be used as the basis for radio rate revisions and that until it is fin-ished no further general rate ad-justments will be made, and no deals.

The study, as Mr. Kobak envisages it, should investigate radio’s discount structure as well as its price policy. "Why", he
Every **Fourth One Belongs!**

*EVERY FOURTH RADIO STATION IN AMERICA IS A KEYSTONE AFFILIATE.... AND YOU MAY USE ONLY A PART OR ALL 615 OF THEM TO REACH HOMETOWN AND RURAL AMERICA!*

Only the Keystone Network offers real flexibility—only the number of stations you actually need, where you need them and announcements or programs at the time of day—that produces the best results for you in reaching the purses of this RICH market—Hometown and Rural America!

**BONANZA!**

Read more about this rich hometown and rural market—where more than half of the nation lives and buys. Send for **BONANZA**, our informative brochure on this market!

**KEYSTONE BROADCASTING SYSTEM, INC.**

New York: 580 Fifth Avenue • Chicago: 111 W. Washington
**HILL INQUIRY**

PROBE into radio and TV programming resumes in Washington tomorrow and Wednesday with representatives of NATLB, ABC, MBS and DuMont to be heard.

Next week, Sept. 23 and 24, the seven-man House Commerce subcommittee under the chairmanship of Rep. Oren Harris (D-Ark.), will hear testimony from CBS and NBC witnesses, and from the National Television Film Council.

Meetings will be wound up in Washington Sept. 25 and 26 with the following scheduled to testify: U.S. Brewers Foundation, American Civil Liberties Union, National Assn. of Catholic Men, National Assn. of Gagwriters, and the FCC.

Other witnesses, who have indicated a desire to testify, may be from National Academy of Broadcasting, Rhode Island Committee on Radio & TV, and the Radio-TV Committee of St. James Parish, Falls Church, Va.

Scheduled to appear are the following:


**New GE Tube**

DEVELOPMENT of a new 27-inch rectangular TV picture tube was announced last week by General Electric.

**Radio Rate Facts**

(Continued from page 48)

asked, does radio give an advertiser a discount for staying on the air for 13 consecutive weeks while many leading magazines follow a 'flat rate' policy of so much a page, regardless of the number of insertions? Why should the advertiser who buys five quarter-hours in five days pay 200% of the hour rate (5 x 40%) when the advertiser who buys five continuous quarter-hours pays only 125% of the hour rate? Doesn't this really need so many discounts and so many kinds of discounts?"

The cost analysts should also cast a careful eye at the networks stations relating payment policies, Mr. Kobak suggested. Is the traditional method of stations paying for network sustaining service in free commercial hours still valid today? Wouldn't it be better for the networks to pay their affiliates for all the time they devote to network commercials and to charge them for each network sustaining program they broadcast? Wouldn't this latter policy lead to a rapid improvement in the quality of network sustaining, perhaps enabling them to become successful co-op shows or even network commercials?

"These are only a few of the questions which should be included in what might well turn out to be radio's most important quiz show, with the industry's gross annual time sales of three-quarters of a billion dollars as the jackpot, to be won or lost by all radio broadcasters," Mr. Kobak stated. "I don't know what form the study would finally take. All I know is that some study of this kind must be made, and must be made soon.

"Don't strangle radio with old-fashioned rate-making," he concluded. "Follow the lead of other industries and develop new methods. I'll match my time as a broadcaster to help get the job under way and get it done fast."

**Harbach Renamed**

OTT0 A. HARBACH was elected president of ASCAP for a third term, ending next April, by the board of the society at its meeting Thursday. Mr. Harbach, who is 79, wished to leave the office at the end of his second term and has been serving pro-tem while the board unsuccessfully has sought to find a successor on whom it could agree. Mr. Harbach has served as a director of ASCAP since 1920, as vice president since 1936 and as president since 1950.

**RADIO SHACK Corp., Boston (mail order distributor of radio and electronic equipment), has published its 30th anniversary catalog. Book contains 32-page rotogravure section devoted to components of high-fidelity custom music systems.**

**New AL Ad Champs**

McCANN - ERICKSON defeated Kenyon & Eckhardt 5 to 4 for the softball championship of the American League of the New York Advertising League, in a post-season play-off game in Central Park, New York, last Thursday. McCann-Erickson will meet the champions of the Nationals of the Advertiser League for an advertising "world series," as soon as the latter team is decided upon.

WITH 100 sponsors in 100 days as its goal, KBIG Avalon, Calif., which has been on air since June 1, counted 307 active clients Sept. 8, in addition to 46 others whose contracts have been completed, according to Robert J. McAndrews, commercial manager.

**17 OUT OF 18 PREFER WDAY, FARGO!**

"To what radio station does your family listen most?" As part of an independent survey made by students at North Dakota Agricultural College, this question was asked of 3,969 farm families in 22 prosperous counties within 90 miles of Fargo. 74.6% of the families named WDAY, 4.4% said Station "B", 2.3% Station "C", 2.1% Station "D", and so on.

**WDAY was a 17-to-1 choice over the next station . . . a 3½-to-1 favorite over all other stations combined!**

In Fargo's home county, WDAY was the first choice of 87.2% of the families, as against 5.8% for Station "B". Here WDAY was a 15-to-1 choice over the next station . . . a 6½-to-1 favorite over all other stations combined!

BMB figures, Hoopers and mail-order returns all tell the same amazing story on WDAY and the rich Red River Valley. Get all the facts. Write us direct, or ask Free & Peters!
This wide circle represents Northern California coverage pattern of radio KNBC's 50,000 watt transmitter, non-directional

...while this narrow ellipse represents the coverage pattern of the other two dominant 50,000 watt San Francisco stations, both directional

...and this tiny circle represents Northern California's TV coverage.

Now put them all together, and you get a complete and accurate picture of radio and TV coverage in the great Northern California markets—a coverage pattern like this

KNBC's wide circle coverage...plus KNBC's low frequency (680 KC) which gives more "muscle" to its 50,000 watts...plus KNBC's program popularity...all combine to make...

KNBC in San Francisco the No. 1 Advertising Medium in the thriving markets of Northern California

big game takes big gun

Let's not beat about the bush. There's big game at stake in "Non-TV America".

Here is a 45-state tract of over 17,000,000 radio-only families, dwelling beyond reach of TV—more, in fact, than there are TV families in the rest of America.

Here are some 60,000,000 people—as many, in fact, as there are in all 477 U.S. cities of over 25,000 population.

Big game...worthy of the best gunning equipment available to advertisers today.

And the big gun needed for this big game has now been identified.

A 1,000,000-interview research into all of "Non-TV America" (by J. A. Ward, Inc.; Feb.-Mar., '52) reveals that Mutual is the name of the network regularly dialed by 41% of all the radio sets in these 45 states...compared to 22% for the next-best network.

Over on the opposite page, the trophies won by all four networks are hung up—
together with the gun-rack revelation of why Mister PLUS bags the best:
Mutual serves "Non-TV America" with 416 stations...more than all other networks combined. (MBS serves all America with 560 stations, don't forget.)

If you agree that a prime sales trophy would decorate your board-room nicely,
we invite you to sight along the gun barrel of the Mutual Network.

the Mutual network of 560 affiliates

THE NUMBER ONE ROUTE TO NON-TV AMERICA...AND THE LOWEST-COST ROUTE TO ALL AMERICA
GREAT D.J. SHOWS! ON KLRA

"SUNNYSIDE UP"

The oldest d.j. show on this station, now in its eighth year. This is a sightly, easy-to-listen-to across the board early morning show. The time, the temperature, and the weather news is given between each musical selection. It's Arkansas' "get ready for work and school" listening habit. Sorry, nothing's open now, but you never can tell.

"TIME AND TUNE PARADE"

A later version of "Sunnyside Up," this record show gives the time and temperature for late risers, and housewives who have just gotten up and the kids on their way. It takes off at 6:30 A.M. and it's open to everyone or program sponsors. All sold out at present.

"MERRY GO ROUND"

Here's a Monday thru Friday half hour (11:30-12:00 noon) show that sells the goods. A daily merchandise prize is offered for the correct answer phoned in to us for a simple musical question. "You should hear the phone in every morning—and advertisers say the goods move out—but fast. Availability is scarce, but you might ask.

"AROUND THE TOWN"

Monday thru Friday from 5:00 to 5:30 P.M. Jim Key spins the platters people want to hear. A feature of each program is a guest—a prominent visitor, a well-known merchant man or club woman, or just ole John Q. Public who is interviewed briefly and introduces his or her favorite record. It's our newest d.j. show but it is catching on fast. Minute participations are available.

"A LA CARTE"

Here is the only show of its type in town. Broken into segments, Bob has hour of "Hot Jock," a "Moment with Miller," (Goes that is), his eighty "Collector's Item," featuring an old-time recording, and a segment of "Sweet" music. It's a grand late night (10:00 to 12:00 midnight) across-the-board buy that has a large teen-age and adult audience. Competition is limited to colored d.j.'s and network dance bands. For low cost participation it can't be beat in Arkansas.

For the Complete KLRA Story, Ask any O. L. Taylor Office
What's YOUR Cut on a Six Billion Dollar Deal?

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

CHIEF SAYS:
FOR BETTER RESULTS, IT'S

- Cleveland's Strongest Signal
- Best Local Programs
- Favorite Network Shows
- Sales Minded Merchandising

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

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

WJW
CLEVELAND'S Chief STATION
5000 WATTS
WJW BUILDING
CLEVELAND 15, OHIO

BROADCASTING • Telecasting
September 15, 1952 • Page 4
WASHINGTON, D. C.—New car dealers in nearly every community in America will offer voters free transportation to the polls in this year's important presidential election.

The country's new car dealers are local businessmen close to the people of their communities, and are in the unique position of being able to offer free transportation to those who'll need it.

Dealers are being urged by their national association to use all available cars for bringing to the polls voters who might otherwise not be able to get there and thousands are responding!

New car dealers offer this public service in a wholehearted belief in the privilege of the ballot. This is a non-partisan effort to turn out a record breaking vote. Key-noting action is their slogan . . . "Vote as you please, but VOTE!".

Participating dealers recognize that voters must know of the availability of transportation and many will use posters and window strips to catch public attention. Many new car dealer-groups will use promotional kits, being prepared now, containing suggested newspaper ads, logotypes, radio copy, press and radio releases, etc. Mats for ad-use will be made available to these groups.

W. J. FITZGIBBON,
Executive Vice President,
Auto Dealers Association.
To a radio advertiser who saw a headline like this instead of this.

Disaster Regions Named As A Step To Drought Loans
Crop Losses Are Rising, Livestock Endangered; Is Worst Hit

Many farmers still had anxious eyes turned skyward at the end of the week as the U. S. Department of Agriculture took steps to grant emergency loans in areas badly hit by this summer's drought.

The most serious dam

IOWA CORN OUTLOOK BEST EVER

Cedar Rapids, Iowa

...where the everything-outlook is great

600 KC 5,000 WATTS
BASIC CBS RADIO NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY
WWL—South’s Greatest Salesman

NEW ORLEANS

WWL New Orleans sells to more Southerners than any other advertising medium, because WWL reaches more Southerners...
Moves All These Famous Brands . . .

50,000 watt clear channel coverage over 4-state area still unquestionably radio dominated.

Highest ratings earned by brightest CBS stars and home-grown personalities.

Extras for advertisers — Drug Store and Super Market displays, newspaper ads, 24-sheet posters, streetcar and bus signs — more selling support than from any other station South.

Let WWL, South’s Greatest Salesman, Sell for You!

WWL
NEW ORLEANS
CBS Radio Affiliate 50,000 Watts Clear Channel
A Department of Loyola University • Represented Nationally by the Kotz Agency
Mr. Wallace says. Upholding his statement with survey figures showing the tremendous out-of-home listening which radio gives its advertisers, he declares that "radio's cost to an advertiser is based on last month's ratings which are confined to a small portion of the actual tune-in."

A veteran of some 29 years in the broadcasting business, he maintains that in radio and TV, all sales are local. He theorizes that a station representative must try to be the best local salesman in the office of each station he represents.

Mr. Wallace believes that in order to carry out his assignment successfully, the station representative must know the market, buying habits and station's programming and be able to translate this knowledge to meet the desires and needs of a national advertiser.

Born in Burlington, N. D., Jan. 12, 1912, Bill Wallace obtained his early public schooling there. He was graduated from high school in Fargo where his family had moved. He enrolled in Moorhead State Teachers College at Moorhead, Minn., in 1932.

Mr. Wallace was an active student at college and found time in the summers to work in a bank and a department store. He sold space as advertising manager for all the campus publications. An English and drama major, the youth engaged in campus theatrical activities and during one summer he traveled with a stock company. This led to dramatic roles with WDAY Fargo and KGFK Moorhead (now KDAL Duluth) while he still was a student. He did a bit of announcing, handled an occasional sportscast and sold time in addition.

With more than a taste of radio behind him, Mr. Wallace left college after 2½ years to become commercial manager of KGFK. There, he handled play-by-play baseball and started his Uncle Bill birthday bell's program, a daily feature on KGFK and other stations as well.

To KFJM Next
With sale of KGFK to Dalton L. Masters in 1936, Mr. Wallace was transferred to KFJM Grand Forks, N. D., as an account executive. He doubled as sportscaster and also handled special events for the next couple of years.

Despite his heavy schedule, Mr. Wallace found time to court Adelphia Brackley, a Moorhead school teacher. They were married on July 3, 1937. With Craig, aged 10, and an important member of the household, they make their home today in suburban La Canada, some 14 miles from Hollywood and Vine.

In the fall of 1938 Mr. Wallace became manager of KOVC Valley City, N. D. Two years later, when KFBB Great Falls, Mont., needed a national sales manager, the enterprising Mr. Wallace was chosen.

A year later, however, he returned to Minneapolis to become sales manager of the now defunct North Central Broadcasting System, consisting of 35 midwest stations.

These were war years and in 1943 Mr. Wallace left the radio business for the next 12 months to operate a family-owned farm in Minnesota.

Fully of vigor, he returned to the industry in fall of 1944 to join Weed & Co. in Chicago as account executive. Two years later he was made sales manager for John E. Pearson Co. in that city.

Because of his family's health, he returned to Minneapolis in 1948 to join Frederick W. Ziv Co. transcription sales division for 18 months as Minnesota representative. Then he became sales manager of Broadcast Services Inc., franchise holders of Transit Radio in the Minneapolis-St. Paul area, resigning in 1951 to establish West Coast offices for Adam J. Young Jr. Inc., in Hollywood, on Oct. 1 of that year.

For much the family man, Mr. Wallace lays claim to no particular hobby. If there be one, he says, it might be the sport of the season. He is a faithful baseball, basketball and football follower. He also continues his interest in the theater.

He is a member of the Hollywood Advertising Club, Sigma Tau Delta and Alpha Phi Omega (national dramatic fraternity).

Everyday Listening
A WFAA Dallas local favorite, "The Early Birds," on Sept. 7 began a seven-day-a-week program schedule. The program until that time had been heard six days weekly. Alex Keese, program manager, comments, "I believe a seven-day week is one of the factors overlooked in radio. Favorite entertainment programs, like "The Early Birds," will also become a daily habit by being available every day in the week." He adds that WFAA's national representative, Edward Petry & Co., has indicated that the seven-day schedule is a definite first for WFAA.

In the picture, left to right

JAMES A. HAGAN
Sales Manager
14 years

JAMES M. LOIRCK
Control Room Chief
24 years

WILLIAM H. HAMRICK
Chief Engr.
13 years

CECIL R. HOSKINS
General Manager
23 years

READ WILSON
Announcer
19 years

STELLA B. BRITT
Acct. Exec.
13 years

WILLIAM F. MELIA
Prog. Mgr.
13 years

NBC EMPLOYEES attended company's 11th annual outing Sept. 6 at Bear Mt. State Park, N. Y. ABC employees held their annual outing Sept. 4 at Webburn Country Club, Darien, Conn.
Without tax, license or dues, paid only by support of their products, advertisers give the people of America the finest radio programs in the world.

**AMERICAN RADIO SALUTES COLGATE-PALMOLIVE-PEET COMPANY**

SERVING THE PEOPLE OF THE PACIFIC NORTHWEST OVER THE XL STATIONS

![Plaque Image](image)

**RESULTFUL ADVERTISING**
on the XL Stations Pays Big Dividends Continuously.

<table>
<thead>
<tr>
<th>KXL</th>
<th>KXLY</th>
<th>KXLF</th>
<th>KXLL</th>
<th>KXLJ</th>
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<td>PORTLAND</td>
<td>SPOKANE</td>
<td>BUTTE</td>
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<td>Great Falls</td>
<td>BOZEMAN</td>
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**Broadcasting** • *Telecasting*  
September 15, 1952 • Page 35
TOA Sizes Up Its TV Problems
(Continued from page 27)
of the convention events.

TOA President Wolfson said the industry's problems add up to a
fight for industry survival and pre-
dicted the Washington meetings
would lead to concrete steps de-
signed to bring eventual solution of
many of these issues.

TOA's business program started
Sunday with registration, commit-
tee meetings and opening of the
1962 trade show at 8 a.m. Execu-
tive Committee and Nominating
Committee met, the last-named to
draw up a slate for election of
officers.

Monday morning's agenda in-
cludes registration and the trade
show, followed by a 11 a.m.-p.m.
brunch. The TOA board meets at
2:30. This meeting is open to all
members. A meeting is scheduled
by the Legal Advisory Committee.
World premier preview of the 20th
Century-Fox motion picture, "The
Snoils of Killimanjaro," is sched-
uled for 8:30 p.m., with high Wash-
ington officials to be TOA's guests.
Ava Gardner, a star of the pic-
ture, is expected to head a Holly-
wood talent group.

First convention business ses-
sion at 9:30 a.m. Tuesday will find
A. Julian Brylawski of Washing-
ton, convention chairman, presid-
ing. President Wolfson will del-
liver the opening address. Elmer C.
Rhoden, Fox Midwest Theatres,
will give the keynote address, fol-
lowed by Herman M. Levy, general
counsel, with a discussion, "What
to Do About ASCAP."

The Tuesday luncheon will in-
clude a Will Rogers Memorial
Christmas salute by Abe Montague.
Myron Blank, United Detroit The-
atre, is luncheon chairman.

Second business session Tuesday
will deal with the arbitration plan,
with discussion in charge of the
Exhibitor-Distributor Relations
Committee. Walter Reade Jr., of
Walter Reade Theatres, is chair-
man. Speakers are Mr. Wolfson;
Mr. Fabian and Mr. Levy. The dis-
tributor side will be presented by
William F. Rodgers, Loew's Inc.

Evening feature is a "Show Boat
Party" boat trip to Mount Vernon
with Coca-Cola Co. as host.

Theatre television will be dis-
cussed at the Wednesday morning
meeting, with Robert O'Brien,
United Paramount Theatres, pre-
siding as chairman of the TOA
Theatre Television Committee. On
the panel will be Mr. Fabian and
Marcus Cohn, TOA television coun-
sel and general counsel of National
Exhibitors Theatre Television Com-
mittee. Other morning topics will
be led by the 16 mm committee,
with Chairman Walter Morris,
Knoxville, presiding, and a discus-
sion of the government's 16 mm
anti-trust suit by Messrs. Wolf-
son and Levy.

Concessions will be discussed at
the Wednesday luncheon, with Har-
old J. Fitzgerald, Fox Wisconsin Div.,
chairman of the concessions

subject of concessions will be taken
up at a business meeting. Other
topics follow: Drive-ins, Jack
Braunagel, chairman; admission
taxes, Alfred Starr, chairman, and
Pat McGee, TOA director and co-
chairman of the Council of Motion
Picture Organizations tax commit-
tee. Sam Pinanski, American The-
arres, will lead the COMPO dis-
cussion. A seafood dinner con-
ccludes Tuesday's agenda. Pepsi-Cola
is host.

A closed business session is sched-
uled Thursday morning, with Sam
Kirby, Missouri, TOA board
member, presiding. Research prob-
lems, a topic to be led up at the lun-
cheon, with C. E. Cook, midwestern
operator, presiding. Speakers are
R. H. McCullough, representing
Mr. Skouras, and Nathan D. Gold-
en, director of NPA's Motion Pic-
ture & Photographic Products Divi-
sion.

Final business session Thursday
afternoon will cover the national
registration, with Robert O'Brien,
United Paramount Theatres, presid-
ing. Other topics will be handled by
Mr. Levy, chairman of the
National Advertising Council; Mr.
Cohn, chairman of the National
Exhibitors Theatre Television Com-
mittee; and Al Levy, general coun-
sel for Warner Bros. Theatres.

O'Brien Report
In his report as chairman of the
Theatre TV Committee, Mr.
O'Brien will point to the rapid ex-
pansion of this medium in the past
year. A highly specialized medium,
theatre TV is not expected to com-
pete seriously with broadcast tele-
vision. Thus far sports events have
comprised a major part of the
service, with the greatest future
foreseen in the fields of business and
public service.

More than 80 theatres in 50
cities are expected to carry the
Walco-Martianco fight Sept. 28,
with radio and TV broadcast serv-
ces blacked out. Theatre admis-
sion will run up to a peak near
the $5 mark.

Since availability of programs that
will draw theatre TV audiences is limited, holdout of the medium point to its advantages for
conventions of national organiza-
tions. This selective communication
may be used by the home office of
color manufacturers to contact field

GE Amateur Award
EDISON Radio Amateur Award
is to be given to an amateur radio
operator who in 1962 performs "a
meritorious public service on be-
half of an individual or a group
in a disaster area, in civil defense or
in similar situations," has been
announced by General Electric
Co."s Radio Dept. Judges are E.
Roland Harriman, American Red
Cross president; Comr. George E.
Sterling, FCC, and G. L. Donlan,
American Radio Relay League
president.
30 years of skilfully fitting a top-quality medium to a top-quality market is ringing cash registers all over rich Central New York for WSYR's and WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WSYRACUSE
AM • FM • TV

NBC AFFILIATE — The Only Complete Broadcasting Institution in Central New York
ALL AMERICA IS VOTING FOR ZIV'S NEW RADIO SHOW

Starring
Tyrone Power
America's Favorite

Featuring
Edwin C. Hill
Humanizing the WHY and HOW of Government!
THE PROGRAM 154,000,000 AMERICANS AMERICANS WANT TO HEAR!

REEDOM U.S.A

THE NON-PARTISAN INSIDE STORY OF WASHINGTON, D.C.

ACCLAIMED BY STATIONS, AGENCIES AND SPONSORS AS THE NO. 1 PROGRAM ON THE AIR!

PERFORMING A GREAT PUBLIC SERVICE! TAKING Listeners RIGHT INSIDE THE U.S. SENATE!

WITH DAVID ROSE • JIMMY WALLINGTON AND AN ALL-STAR SUPPORTING CAST

TRANSCRIBED FOR LOCAL AND REGIONAL SPONSORS

FREDERIC W. ZIV COMPANY
Radio Productions
1529 MADISON ROAD • CINCINNATI 6, OHIO
NEW YORK• HOLLYWOOD
The Stout-Hearted

Best Regrets

HORSE-SENSE and Hollywood are not invariably thought of together. Perhaps that is why we, took particular delight in a recent news item from the western wonderland reporting that four television stars neglected to appear at the annual in which a fan magazine hoped to give them awards and, in return, collect some publicity.

The sensible elements in broadcasting owe a vote of praise to Groucho Marx, Lucille Ball, Red Skelton and Jack Webb of Dragnet. Let it be remembered that they sent their regrets when invited to receive an award.

If we were disposed to present awards, we’d give them to those who decline awards, and we would not run out of our stock of plaques, scrolls, statuettes or whatever immediately.

Homes Sweet Homes

IT WOULD be hard to imagine a more significant and cheering bit of news for radio broadcasters than the radio homes figures turned up in the Nielsen Coverage Survey and reported in this publication a week ago.

The survey, of national scope, found that the number of radio homes in the U.S. increased by nearly three million between the time of the 1956 survey and last spring. Two years ago 95.6% of all homes were radio-equipped. Now 98% have radios.

Considering how near total saturation radio was in 1956, it is remarkable that it could gain so much by 1958. The phenomenon is all the more extraordinary for having taken place in a period of rapid television development, which was supposed by some to have arrested the growth of radio.

There is no doubt that television has distracted some attention from radio. It is no less certain that radio still occupies an important place in people’s lives, even in television homes, else why should the degree of radio saturation be increasing in television areas? Not even the most rabid television partisan would claim that people are buying radio sets, not television sets.

As statistical evidence accumulates, it becomes obvious that the American radio and television systems are destined to be considered as complementary media and not as an old technique being cannibalized by a new. It is encouraging to note that this view is cropping up among radio-TV customers. A speech by Everett Zeigler, account representative of J. Walter Thompson Co., to the NARTB District 15 meeting Sept. 5 is in point.

The agency and advertiser “need everything advertising can offer us in the way of selling techniques,” Mr. Zeigler said. “We need what radio and television—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.”

It is unfortunate that radio broadcasters have to be reminded by their customers that they are selling their own medium short. Perhaps such basic revelations as the Nielsen Coverage Survey and such clear-headed advice as Mr. Zeigler’s will introduce needed rationality among both buyers and sellers of broadcast advertising.

Sholis in the Slot

SOMETHING new is being added to the Presidential campaign. Conceivably, it could invade nearly every radio set, at a cost of talent and just about every issue that has beset the broadcaster in the last decade.

Vic Sholis, vice president and director of the WHAS stations in Louisville, has joined the Stevenson campaign—latent of the broadcasters to become a political tycoon. High in the councils of the Eisenhower camp is Stanley R. Pratt, owner of WSOO Sault Ste. Marie, Mich.

Vic, who flashed across the radio-TV firmament since he left the government in 1941 to become director of the Clear Channel Broadcasting Service, became executive assistant to his fellow Kentuckian, Wilson Wyatt, Stevenson campaign manager, 10 days ago. But he had joined the entourage on the West Coast even before formal announcement could be made of his appointment. He returned to Louisville long enough to kiss his family and give his secretary the combination to the safe. He left management of the stations in the able hands of Neil Cline, sales director, until Nov. 10—after the elections.

We have a hunch that Vic was drafted, not so much because of his expert knowledge of politicking, but because he’s another gent who has a way with words and phrases—just in case the Governor runs out of gas.

A REQUEST for a pair of passes to a hockey game in 1939 placed Gerald Harrison, then an ambitious young bank employee, into the ranks of radio pioneers.

Still a hockey enthusiast, Mr. Harrison is now president of WLLH-AM-FM Lowell, Mass. in Springfield, Mass., which this month is celebrating its 20th anniversary.

While employed at the Federal Reserve Bank of Boston in 1925, young Mr. Harrison was vice president of the Bankers Athletic Club of Boston and manager of its amateur hockey team.

The following year there was no amateur hockey team and Mr. Harrison, having become accustomed to free tickets, stopped in at the Boston Arena and asked for a pair of passes for a scheduled game.

When George V. Brown, Arena manager, quipped, “Once a dead-head, always a dead-head,” Mr. Harrison volunteered to be a timekeeper. Mr. Brown had one. A goal judge? Mr. Brown had two. Mr. Harrison had been listening to Gorman McNamee broadcast a football game and suggested that he air the hockey game. Mr. Brown liked that idea and peeled off two passes.

Passes in pocket, Mr. Harrison went to see John Shepard 3d, owner of WNAC Boston, told him he represented George Brown who wanted his hockey games broadcast.

Mr. Shepard made the usual queries about schedule details, cost of the broadcast rights (they were free), and then asked who was to do the play-by-play. Mr. Harrison replied that he himself would.

Then Mr. Shepard had a few more questions. Had Mr. Harrison ever done any broadcasting before? The answer was no. Had he ever been in a radio station? No. Had he ever seen a microphone? No. Did he own a radio set? The answer to that also was no.

That was enough for Mr. Shepard. “You’re honest and you’ve got plenty of nerve,” he told Mr. Harrison. “Go ahead and do them.”

The engineer who operated the remote pickup on the first broadcast, Jack Dodge, had a 10 w station of his own, WAGS. Within three months that station was moved to the home of Cari Wheeler (now WMAS vice president) in Lexington and together with Messrs. Dodge, Wheeler and Mr. Harrison was one-third owner of a radio station.

Mr. Harrison was working in the bank in the daytime and broadcasting at night. The hockey games led to broadcasts of boxing.

(Continued on page 68)
YES, WMAQ is the Chicago Radio Station that Sells and Sells

No matter what the product, more and more advertisers daily get new proof that Station WMAQ delivers sales.

For example, DOWNTOWN NASH, a Chicago automobile agency, currently sponsors 75 minutes weekly on Station WMAQ and according to Mr. M. Barkas, president of Barlit Productions, Inc., the DOWNTOWN NASH advertising agency, the results have been more than satisfactory. In fact, he wrote:

"We know that many, many people are hearing about DOWNTOWN NASH and their automobiles through... WMAQ. Comments from DOWNTOWN NASH customers prove that."

Yes, SOME SPOTS ARE BETTER THAN OTHERS in Chicago and they're on WMAQ. A WMAQ or NBC Spot salesman has the details.

Represented by NBC Spot Sales
WILLIAM L. CLARK, account executive, ABC-TV, to WPIX (TV). New York in newly-created post of eastern sales manager.

MATTY BRESIA, former director of press and public relations for LBS, appointed general manager and promotion director of Southern Television & Radio Sales Inc., with headquarters at KWEN West Memphis, Ark. Other stations which Mr. Brescia will be associated with are WEAS Atlanta, WJY Savannah and WGOV Valdosta.

JACK McLEAN, program director, WJPS Evansville, Ind., promoted to sales manager there.

SUMNER PEARL, program director, WICE Providence, R. I., promoted to station manager.

Mr. Brescia

JIM MIGSON, director, KHZ-TV Hollywood, named operations coordinator. He succeeds WILT GUNZENDORFER, temporarily shifted to WOR-TV New York in similar capacity.

WILLIAM G. RAMEBEAU Co. appointed national representative for WVEC Hampton, Va.

JOSEPH H. McGILLIVRA Inc. appointed national representative for WDOX Cleveland.

V. HAMILTON WEIR, vice president-general manager, WLEU Erie, Pa., has resigned. Future plans have not been announced.

CHARLES HUGHES, commercial manager, KPOL Los Angeles, adds duties of general manager. He succeeds HUGH R. MURCHISON, who continues as president and owner.

L.T. COL. LESTER W. LINDOW, general manager, WDFD Flint, Mich., has completed two-weeks active duty with Radio-TV Branch, Office of Chief of Information, Dept. of the Army, Washington, D. C.

WILLIAM KIRKWOOD McDaniel, sales manager, ABC Radio Western Div. to NBC Hollywood, as manager of spot sales. He replaces WALT DAVIDSON, recently named manager of spot sales, NBC-TV Hollywood.

ALAN TORBET, manager, KROW Oakland, Calif., to KSFO San Francisco, as general manager.

BILL JOHNSON, sales staff, KOIL Omaha, to WISN Milwaukee, in same capacity.

MAJOR EDGAR L. TIDWELL, USA, chief of operations, Far East Network, transferred to Armed Forces Radio Service, L. A., in similar capacity.

J. G. SANDISON, sales staff, WTMI Milwaukee, transfers to WTMJ-TV in same capacity.

Mr. Torbet

JESS LAND to sales staff, KONG Visalia, Calif.

JACK MARKWALTER, New York News advertising staff in Chicago office, to WHAS-TV Louisville, on sales staff.

PERSONALS...

JAMES M. GRIFFITH, co-owner, KARE Atchison, Kan., named vice president of city's Chamber of Commerce in charge of civic affairs.

DON PARK, account executive, Kiew Glendale, won his fifth sales contest held annually by station.

DONALD J. QUINN, vice president-general manager, KXOC Chico, Calif., elected chairman of Merchants Committee, Chamber of Commerce there.

ROBERT J. McANDREWS, commercial manager, KBIG Avalon, Calif., will head entertainment division of Hollywood Chamber of Commerce membership campaign beginning Sept. 22.


LEE RUITZ, vice president-general manager, WTVJ (TV) Miami, last week addressed Civic League of Miami Beach on "Economic Prosperity Through Television." . . . WILLIAM E. FARRAR, owner of WRAG Carrollton, Ala., and manager of Pickens Theatre, Reform, Ala., appointed district governor of Rotary International for 1962-63 fiscal year.

OMAR F. ELDER Jr., ABC attorney, father of girl, Betty Ann, Sept. 8.

PHILCO FORMS New Radio Division

PHILCO Corp. is establishing a separate radio division in recognition of the size and importance of its radio business, William Balderston, Philco president, said last week.

The new radio division will allow Philco to place greater emphasis on all phases of the company's activities in the home and auto radio field, Mr. Balderston said.

Larry F. Hardy, president of the radio division, announced appointment of William H. Chaffee as vice president. Frederick D. Ogilby will continue to direct the separate television division.

Mr. Chaffee, who was graduated from Princeton U. in 1932 and who joined Philco's purchasing department in 1934, served in the Air Force from 1942 to 1945, and in 1949 was named vice president and purchasing director of Philco. In 1950 he was elected to the board of directors. Last year he headed a special RTMA committee to study the outlook for new TV stations and receiver sales.

HUTCHISON QUITS

President of WBIG

GILBERT M. HUTCHISON has resigned effective Oct. 1 as president-general manager-director of WBIG Greensboro, N. C., it has been announced. He joined WBIG, licensed to North Carolina Broadcasting Co., owned by Jefferson Standard Life Insurance Co., in 1939, becoming general manager in 1949 and later elected president and director.

Mr. Hutchison said he has several offers under consideration but will make no plans until he takes a long vacation and rest. He had postponed his resignation until WBIG's labor case before NLRB was settled [B&T, Sept. 8]. If a permanent WBIG manager is not named by Oct. 1, Larry Walker, vice president of Jefferson Standard Broadcasting Co., licensee of WBT Charlotte in addition to control of WBIG, will fill the position temporarily. Mr. Hutchison and his family reside at 114 Home- wood Dr., Starmount, N. C.
In 1922, the year WREC was born, the first commercial program was broadcast. From those pioneer days through 3 decades of constant growth WREC prestige has been built upon superior service to listener and advertiser alike. Engineering perfection, quality programming and adequate power continue to gain an ever-increasing audience of interested listeners. Through this policy of operational superiority we shall continue to grow.

REPRESENTED BY THE KATZ AGENCY • AFFILIATED WITH CBS, 600 KC. 5000 WATTS
EMPHASIZING a change of pace in fireside campaign techniques, the Democrats will use a documentary format on network radio-TV this week.

At the same time, the party was putting the finishing touches on "an extensive" spot drive, mostly radio but including some TV announcements.

This is the latest development as the Presidential candidates move along in high gear [B&T, Aug. 4, et seq.].

Meanwhile, the Republicans were equally active. The GOP National Committee announced it had bought radio-TV time for three talks this week—two by Gen. Dwight Eisenhower, Republican Presidential nominee, and one by Sen. Richard Nixon (Calif.), his running mate.

GOP county committees also purchased time on local levels as political revenues accrued in larger quantities to individual stations and networks alike.

With a number of talks by Democratic nominee Adlai Stevenson behind them, his campaign planners have prepared a film sequence encompassing highlights from the Governor's talks, plus color and human interest shots. A similar package has been transcribed for radio. John Vandercook will serve as commentator.

The Democratic National Committee bought time on NBC-TV and MBS radio (full network) from 10:30 to 11 p.m. EDT for the program, as yet untitled. The purchases represent at least $45,000 worth of time.

If successful, the documentary format will be used periodically after Stevenson speeches as a varied pace for the voters. The Democratic Presidential candidate is expected to appear on radio and/or TV at least once a week up to election eve. A number of time segments tentatively have been reserved on national networks.

The party's Finance Committee is still seeking contributions for its Radio-TV Victory Chest. Beardesdale Rum, committee chairman, plans a nationwide drive for funds for all media, noting high cost of radio-TV appearances and claiming that most of the money in the party treasury (about $800,000) had been spent for time before he became chairman of the committee.

"Electioneering in 1952 isn't a matter of a soapbox and a torch parade. When a candidate talks he talks to millions—before a television camera and a microphone," Stephen A. Mitchell, chairman of the Democratic National Committee, explains to party workers. "We need the money—badly. We've got to buy more television, more radio."

Local Buying Urged

Local political groups are being urged to cooperate with the national committee and community-area stations. An example: The Johnson County, Iowa, Democratic Committee has bought $500 worth of time on KXIC Iowa City for eight 5-minute programs and one half-hour show starting Oct. 21.

The Joseph Katz Co., Boston, and New York, is now working on the spot announcement program, to be issued in a fortnight. There was no estimate on the proposed spot campaign but a goodly sum will be expended, it was learned.

Money problems also plague the Republicans. Robert McFonnel, member of the GOP National Finance Committee, called for a vigorous all-out advertising campaign, adding the election will be won or lost on television. He said $8 million for TV time alone is a minimum, counting expenditures at all levels.

Commitments for Eisenhower-Nixon talks next two weeks represent well over $100,000. Schedule calls for talks by Gen. Nixon in Pomona, Calif., this Wednesday (11:30 p.m. EDT) on 32 ABC-TV stations and the Don Lee Network, with simulcast in California only; by Gen. Eisenhower in Kansas City, this Friday (10:45 p.m. EDT) on twin radio and television; and by the general again in Baltimore, Sept. 25 (9:30 p.m. EDT) on DuMont TV Network and CBS Radio. The Nixon talk is under auspices of the Eisenhower-Nixon Committee of Southern California.

The Republican Presidential nominee also was slated to speak in St. Louis this Saturday, though there was a possibility that a jurisdictional labor dispute of the AFL might prevent any radio or TV coverage. The appearance is not listed as a major network commitment by the GOP National Committee.

Television will be used by the New York Republican County Committee for the first time in its history to present national, state and county issues of the present campaign, according to Thomas J. Curran, Republican county chairman.

Mr. Curran revealed that the county committee will sponsor seven TV programs over DuMont, starting this Wednesday and continuing through Wednesday, Oct. 29. The programs, scheduled for 8:30 p.m., will make use of film and live action shots by professional actors and public figures to dramatize campaign issues.

For the kind of promotion you treasure

Use the station that has the right bait*

And provides the best listening pleasure

in the 6th New England State

WTAG and WTAG FM • 580 KC • BASIC CBS
WORCESTER, MASSACHUSETTS

See Raymer for reasons
"We would pay a premium for these 50,000 Air Shipments yet we actually saved thousands of dollars!"

Robert S. Woolf, Mgr., Teletranscription Dept., Dumont Television Network

"When we ship TV film, we're interested in service. We can't afford to take any other attitude. We've bought program time all over the country, and those programs must be filled.

We at Dumont use Air Express. It's the fastest. It has all-point coverage. Above all, it is DEPENDABLE.

"As to cost — Air Express costs Dumont less than other air services would, by thousands of dollars per year! For instance, on our regular shipments to Detroit, other services cost 37% to 337% more than Air Express. And we can't duplicate the service at any price!

"The Air Express people have carried upwards of 50,000 shipments for Dumont in the last four years. Their ability to trace shipments — especially when being shuttled between stations — is almost uncanny! It has helped us out in many an emergency.

"It pays to specify Air Express — in more ways than one!"
matches, wrestling and major league baseball.

On the subject of 10 watters, Mr. Harrison will never forget the time he phoned Greates Caldwell of the old Federal Radio Commission and requested a power increase. The following day he received his reply in a telegram addressed to "General Harrison" at the Federal Reserve Bank. Mr. Harrison often wonders if Mr. Caldwell misunderstood or whether the telegraph company inadvertently changed "Gerald" to "General." At any rate, the wire authorized an increase to 100 w.

In 1928, Messrs. Harrison and Wheeler became multiple-station operators with the purchase of WBET for $5,000. They transferred the outlet to Lexington, changed the call letters to WLEX, did some extensive promotion, and in 1930 sold the station to John Shepard for $125,000. During the two-year ownership of WLEX, Mr. Harrison recalls that they experimented with television, using a whirling disc with concentric holes.

Joins Yankee Network

Needless to say, Mr. Harrison had forsaken banking by that time and at that point joined Mr. Shepard's Yankee Network as director of station relations. When Mr. Shepard bought WLEX, he moved it to Boston and, as WAAB, it became the key station of a second regional, the Colonial Network. Mr. Harrison was director of station relations for Colonial too.

Because Yankee and CBS needed a link in Springfield, Mr. Harrison persuaded his friend, A. S. Moffat, to apply for what is now WMAS. Per Lowell and nearby Lawrence, they moved the 100 wattiner in Lexington to Lowell, increased its power to 200 watts and added a synchronous transmitter at Lawrence. Mr. Harrison left Yankee in 1944 to take a more active part in management of the stations of which he is now president.

When FM began to hit its stride after World War II, it found Mr. Harrison right in step. Mr. Harrison is convinced that FM has been a dormant giant which some day will come into its own as the ultimate in the broadcast art. Both WMAS-FM and WLLH-FM operate fulltime with full power.

Mr. Harrison was born Sept. 21, 1899, in Somerville, Mass. He attended Lawrenceville School in Lawrenceville, N. J., and was graduated from Yale U. in the 1920s. In 1921, he married the former Janet Hoch of Belmont, Mass. They have three children, Ted, who is a freshman at Yale, and Geraldine and Stanley.

As for hobbies, Mr. Harrison lists sailing, skiing and swimming. He is a member of the Advertising Club of Boston, the Radio Executives Club of Boston, the Radio Pioneers, Yale Club of Boston and New York, the Boston Yacht Club, and is a past commander of the Croscup-Pishon Post, American Legion, of Boston.

Mr. Harrison still finds time for an occasional hockey game. He doesn't mind buying the tickets now. But he's awfully glad he sought those passes back in 1926.

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Our Respects to
(Continued from page 60)
NEW LARGE HUB on the “Scotch” Brand 7-inch professional reel produces a marked reduction in tension changes as tape is spooled off; this, in turn, reduces pitch changes remarkably. You can splice and dub from reel to reel with hardly noticeable changes in pitch. Timing errors are also reduced as much as 50%.

Diameter of the new hub is 2¼", compared with the 1¼" diameter of standard 7" reels. This gives it approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel.

Another feature of this new reel is the single small threading slot instead of the usual three. This minimizes mechanical distortion of the layers of tape nearest the hub.

SEE YOUR DISTRIBUTOR FOR A SUPPLY OF 7" PROFESSIONAL REELS AND NEW DRY LUBRICATED TAPE!

A greatly improved tape to match this greatly improved reel!

- "DRY LUBRICATING" process gives you a tape that practically eliminates sticking, squealing and cupping . . . a completely dependable tape that turns in a flawless performance in extreme conditions of heat and humidity!

- THINNER CONSTRUCTION allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with “Scotch” Brand 111-A, the industry’s standard of quality.

- 100% SPLICE-FREE! Tape supplied on the new 7" professional reel is guaranteed to be completely free of splices.

- GUARANTEED UNIFORMITY! Output variation of tape wound on the new 1200-foot reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.
WAAB SALE

FCC Approval Asked

SALE of WAAB Worcester, Mass., by Bruff W. Olin Jr. for approximately $160,000 to Wilson Enterprises Inc., was reported last week as transfer papers were filed for FCC approval.

Wilson Enterprises, former licensee of WCNT-AM-FM Centralia, Ill., is owned by George F. Wilson and his wife, Kathleen. Mr. Wilson formerly was commercial manager of WQFL Chicago.

Wilson Enterprises has pending a television application for uhf Channel 14 at Worcester and, according to the transfer application, plans to amend this request and consolidate it with the pending television application of Olin Corp. for uhf Channel 20 there after approval of the WAAB purchase. It is not known which channel will be sought then. Mr. Olin is sole owner of Olin Corp., WAAB licensee.

Mr. Olin, who will be retained by the new owner as consultant for a period of four years at an annual fee of $8,280, has not announced future plans other than that he intends to rest in Florida for some time.

WAAB, assigned 1440 kc with 5 kw fulltime and now an ABC affiliate, is one of the oldest radio stations in New England. Operated for many years by the Yankee Network as a Boston outlet, WAAB was moved to Worcester in 1942. Mr. Olin purchased WAAB in 1950 from the Yankee Network.

Wilson Enterprises sold WCNT-AM-FM earlier this year to Southern Illinois Broadcasting Corp. for $150,000 [B&T, May 26].

The WAAB sale was handled by Blackburn-Hamilton Co.

FAIR’ MEDIA

Urged by Truman

RADIO, TV, newspapers and magazines “have a great responsibility to be fair” in reporting political campaigns, President Truman told his Thursday news conference.

Singing out newspapers for criticism, the President said he won in 1948 with only 10.3% of newspapers supporting him “and almost all the big circulation magazines were pro-Republican.”

Authorizing direct quotation of his views, the President said, “If democracy is to work properly, the people must be able to read and hear not only the Republican story but the Democratic as well.” He termed it “a rather pitiful situation—the small amount of political influence that the great free press of the United States has. Newspapers—especially daily newspapers—have become big business, and big business traditionally has always been Republican.”

The President said he thought “fairness has been increasing” since Gov. Adlai Stevenson’s speech criticizing newspapers, delivered a few days before in Oregon.

MELODY BALLROOM

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

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

ABC BASIC NETWORK

WFBR

5000 WATTS IN BALTIMORE, MD

Page 68 • September 15, 1952
CANADA PREMIER
Private TV 'Considered'

CHANGE in Canadian government thinking appears to be under way on allowing independent broadcasters to operate television stations, Prime Minister Louis St. Laurent indicated at Vancouver, "The part to be played by privately-owned stations in extending national television services in Canada is being actively considered by the government," he said.

Only months ago Revenue Minister J. J. McCann had told the House of Commons at Ottawa there would be no independent TV station licensee in Canada until there was at least one government-owned TV station in each of Canada's 10 provinces.

Mr. St. Laurent told Vancouver citizens an early start is to be made on a TV station for their area, and also for the prairie and Atlantic Coast provinces. He said that at the next session of the Canadian Parliament the government would recommend a loan to the Canadian Broadcasting Corp. for three more TV stations.

For TV viewers the Canadian premier also had a few happy words, when he said there would be no TV receiver license fee for the remainder of the fiscal year, which ends March 31. He would not announce the amount of the annual license fee (CBC has suggested $18), or if there would be a license. But he did say that those who look at CBC TV programs will have to pay for them, that the costs should not be financed out of the general Canadian treasury since all could not see them.

Dunton Forecast

Commenting on the premier's announcement, CBC Chairman A. D. Dunton at Montreal, said it may take up to two years for the three stations to get into operation. He intimated CBC may suggest a loan of $3 million for the West Coast, prairies and Atlantic Coast stations promised by the Canadian premier. Sites, buildings and equipment must be planned and ordered after Parliament grants the loan.

Canadian independent broadcasters, through T. J. Allard, general manager of the Canadian Association of Broadcasters, Ottawa, welcomed the premier's announcement that private TV stations are under consideration, and said he hoped private stations "will not be surrounded by controls so stifling that provision of proper service will be impossible."

TREATY DRAFT

Copyright Protection

DRAFT of a new international treaty consolidating copyright protection in the free world was completed last week by representatives of 40-odd nations, meeting in Geneva, Switzerland.

Known as the General Universal Copyright Convention, the treaty is designed to assure in each country uniform protection for its own creative and artistic works and those of other countries. Literature, scientific and artistic works are covered.

The convention was drafted under auspices of the United Nations Educational, Scientific & Cultural Organization. Luther Evans, Librarian of Congress and U. S. delegate, said American ratification would require repeal of the clause in the present law limiting protection of English language books published abroad to five years unless the book also is published in the U. S. during that period. Universal minimum of 25 years protection is established.

Bar Assn. Report

THE TWO "outstanding events of the year were the lifting of the television 'freeze' and the passage of the McParland Bill," according to the annual report of the Standing Committee on Communications of the American Bar Assn. The report, issued last week, covers highlights of FCC actions of the past year as well as relative highlights of the courts and Congress. It was submitted by Neville Miller, committee chairman, and Ben S. Fisher, Barnmore P. Gambrell, Eugene L. Garey, John T. Quisenberry and Carl J. Wheat, Washington attorneys.

WMRO RENEWAL

FCC Grants Without Hearing

APPLICATION for license renewal of WMRO Aurora, Ill., without need of hearing was granted by the FCC in an order issued Sept. 4. The Commission granted the renewal bid of WMRO Inc., licensee of WMRO with 250 w daytime on 1280 kc, after a favorable recommendation had been issued by FCC Broadcast Bureau Chief Curtis Plummer [BT, Aug. 25, 18].

Earlier the Commission had set the application for hearing, later postponed, to determine whether WMRO had filed timely reports (ownership, financial, etc.) and had operated in compliance with FCC rules and engineering standards. WMRO acknowledged tardiness in filing some reports but said new office procedures had been adopted to assure greater attention. Engineering-wise, it had been charged with operating beyond signoff time on two occasions.

In announcing its order, the Commission noted that "the licensee is aware of its lack of diligence in the past" and "has taken steps to insure timely compliance with the Commission's rules and regulations in the future."

Coverage:

where it counts--in the 37 counties surrounding Atlanta with 313,320 radio homes.

Programming:

the best availabilities in top locally produced shows featuring Atlanta's outstanding radio personalities plus the high powered ABC programs.

Merchandising:

our advertised wares to the consumer, retailer, jobber. An alert staff that makes certain each schedule pays off all down the line.

WGST is the winner everywhere because she's got CPM.

WGST ABC • ATLANTA

5,000 WATTS 920 KC

NATIONAL REP.

JOHN BLAIR

5,000 WATTS 920 KC

IN SOUTH EAST

JAMES S. AYERS

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Mr. Walling, managing the station in their absence.

LARRY KRUPP, announcer, WJW Cleveland, appointed night supervisor of station operations there.

DAVID GROVER appointed program director, KUSD Vermillion, S. D.

VERNE PAULE, chief announcer, WJJS Evansville, Ind., promoted to program director.

BILL LEWIS, production manager, KRIZ Phoenix, Ariz., promoted to program director.

RAY STEWART named executive producer, WOIT-TV Ames, Iowa.

J. NEWTON YATES, Southern California music authority, to KPLO Los Angeles as music director. JIM BARZ, announcer-disc jockey, WLW Lexington, Ky.; JACK STANLEY, announcer, KFAC Los Angeles, and MALCOLM CLAIRE, children's program producer, WMAQ Chicago, to KPOL in similar capacities.

MARK SHEELEY, KJSO San Jose, Calif., to KYA San Francisco, for Blue Chaser Club program.

CHARLOTTE BRAINARD to WBZ Boston as continuity writer.

BILL ERVIN to KARE Atchison, Kan., as sports director.

IRVING CUMMINGS, motion picture producer-director, succeeds WILLIAM KEGHEL as producer-m.c. of CBS Radio Lux Radio Theatre.

LEW SIRGAS, Ohio Adv., Cleveland, to WHIH Warren, Ohio, as promotion-publicity man. LEN MOENKER, station announcer, WKST New Castle, Pa., to WHIH in same capacity.

AL GOODMAN, art director, KECA-TV Los Angeles, elected to represent TV on executive board of Society of Motion Picture Art Directors. SEYMOUR KATE and CARL MACAULEY, both KECA-TV, elected chairman and secretary of TV section.

JAY SOMMERS and JOHNNY GREENE, radio-TV comedy writers, set as regular writing team on CBS-T.V. My Friend Irma.

DORATHA J. CHISHOLM, publicity director, WBT Charlotte, N. C., to WIRC Hickory, N. C., as continuity editor and promotion director.

LEE GERONI, traffic manager, KPOL Los Angeles, adds duties as women's director.

MIKE KIRMeyer, sports director, KTUR Turlock, Calif., to KONG Vincennes, in same capacity.

AL DIKIAN, promotion manager for International Food & Home Shows, to WBWW Chicago as assistant to sales promotion director.

ROLAND SPONGBERG to WBEI Beloit, Wis., to head new promotion-merchandising department.

REX KOURY, staff organist and assistant music leader, ABC Western Div., promoted to director of music. He succeeds BASIL ADLAM, resigned to concentrate on presidential duties with Bel Air Music Corp., Beverly Hills publisher of school band music. MICKEY GILLETTE, practicing lawyer and former saxophone soloist and conductor, KNBC San Francisco, to ABC Western Div. as staff publicist and manager.

WILFRED LOTT to WLW and WLWT (TV) Cincinnati, on public relations staff. HELEN DALY, secretary to R. E. DUNVILLE, president, appointed assistant to GIL KINGSBURY, public relations director.

DANY THOMAS, star of NBC-TV Colgate Comedy Hour, awarded bronze plaque of appreciation by California Chapter of National Multiple Sclerosis Society.

HARRY BABBITT, star of CBS Radio Pacific Network Second Cup of Coffee Club, named "Man We'd Most Like to Take Care Of" by Calif. State Nurses Assn.

NORM PALMER, m.c., WBWM Chicago, to KMOX St. Louis where he will have several shows of his own.

JUSTINE BRALEY, WGN Chicago production staff, and J. James Nael were married Aug. 30.

AGNES CAROL ODDO, accounting department, ABC Hollywood, and Vincent J. O'Boyle were married, Aug. 20.

(TEXAS) ERNIE FORD, star of ABC radio Tennessee Ernie and KPLA-TV Hollywood Homecoming Jubilee, father of boy, Brian Leonard, Sept. 3.

AUDREY TOTTED, star of CBS Radio Meet Millie, and Dr. Lee Fred, Los Angeles physician, will be married this month.


FRANKLIN BOND and ARTHUR MILLNER to news staff of WILLI Hempstead, L. I.

PAUL HARVEY, ABC news commentator, became first recipient of American Legion's annual radio award in recognition of his "continuing interest in the welfare of the American veteran."

JOHNA. A. GAMBLING, MBS-WOR New York commentator, father of girl, Ann Bradley, Sept. 5.

BERNIE GILLESPIE named news editor of CHML Hamilton, succeeding RAY HILL.

ABA MEETING
Scheduled for Oct. 9-11
ALABAMA Broadcasters Assn. will hold its annual fall meeting at the U. of Alabama Oct. 9-11, T. E. Martin, president-general manager, WAPX Montgomery, and association president, announced last week. Henry Johnston, WAJA-AM-FM Memphis, is program committee chairman. Plans include an Oct. 9 FM meeting with John Smith, director, FM Dept., National Association, and discussion. FCC Comm. Robert B. Bartley is to address a luncheon Oct. 10. A BAB sales clinic also is scheduled for Oct. 10. A business meeting is slated for Oct. 11.

Gray Beaten
DISC JOCKEY Barry Gray was beaten by two men in New York Sept. 4 as he was walking to his car after his midnight-to-3 a.m. broadcast on WMAC New York. On his WADD program that night Mr. Gray said the attack might be result of his criticism of growth of Nazi-like activities in the Yorkville section of New York.

Mr. Richard Bean P&G Media Dir.
Dancin', Dixie-Sumpalp Inc.
New York City, U.S.A.

Mr. Frank Dick
My boss has jist jiggled up 'n' total number of radio sets in our county and he sez there are more homes with radios than daily newspapers in our county. Now, he sez he wants you to show the list to the folks. Accordin' to Mr. B.M.B. we regularly to into more homes than any other advertisin' medium. To put it lotta zest in your comin' out, you scare can't do better than WCHS with 3,000 on 160. Mr. Boss sez you Brumham Boys kin tell people all 'bout 'em in speech 'bout WCHS and home it in work for you. Yours, Alog.
FOOTBALL SLATE

Stations Report Schedules

NEW ANNOUNCEMENTS were made last week on radio coverage of football games across the nation for the coming season.

ABC radio will cover a total of nine college games on its "Football Game of the Week," starting with the Ohio State-Indiana contest Sept. 27 and extending through Nov. 29. The games are being offered for cooperative sponsorship.

Second game will be Kansas-Oklahoma. Full schedule has not been set; early-season performance will guide the scheduling of later games.

Under sponsorship of Miller High Life Beer and Atlantic Refining Co., WMGM New York will broadcast the entire official 12-game schedule of the New York Giants professional team. First game is Sept. 28 Giants-Dallas Texans contest. The station also is broadcasting a number of Giants preseason games.

WFIL Philadelphia reported Canada Dry Ginger Ale Inc. has signed to share sponsorship of broadcasts of the nine-game U. of Pennsylvania schedule, plus the Princeton-Dartmouth game Nov. 22. The Penn schedule starts Sept. 27. J. M. Mathes Inc., New York, is the agency.

WWJ Detroit will air the U. of Michigan football schedule, under sponsorship of the Chrysler Dealers of Metropolitan Detroit.

WCAX Burlington, Vt., reported it will broadcast 10 outstanding football games in which four Vermont institutions, U. of Vermont, Middlebury College, St. Michael's College and Norwich U., will participate. The radio schedule, which begins Sept. 27, will be sponsored by Vermont Structural Steel Corp.

WSIX Nashville, which reported sale of 168 quarter-hours of special football programs for the coming football season, will air U. of Tennessee games over the "Vol Network." The other features include several local and transcribed shows.

WKNA Charleston, W. Va., will carry the West Virginia U. schedule beginning Sept. 27. The broadcasts will be sponsored by Ashland Oil Co.

KOL Seattle announced it will air all Seattle high school football games for the season, including a Thanksgiving Day game when the Seattle champion high school team plays a visiting team. KING-TV Seattle will telecast a football jamboree Friday in which all eight local high schools will play 15 minutes each in a round-robin style game.

DETROIT Archdiocesan Council of Catholic Men has commended ABC and its owned stations WXYZ-AM-TV Detroit "for the generous contribution of its time and facilities in the presentation of The Christian in Action."

80%—Plus Collection

WBZ Lock Haven, Pa., not only received $12,000 in pledges during a polio cavalcade program Sept. 6, but set a high standard for collections and quick action. As listeners telephoned in pledges, members of the Bald Eagle Motorcycle Club drove to their homes, if in the city, and picked up the money. By Monday noon more than $10,000 had been collected as result of Saturday night broadcast and stacks of mail delivered were unopened. Equipment was bought with funds Sunday morning and insect spraying was started only few hours after end of program, according to Harris Lopez, WBZ general manager.

WRXW (FM) STOPS

Equipment Given WFPL (FM)

GEORGE W. NORTON Jr., president, WAVE Inc., licensee of WAVE-AM-TV and WRXW (FM) Louisville, announced last week that it discontinued broadcasting over WRXW.

Mr. Norton said that among other reasons, "Experience has shown FM not to be economically adaptable for commercial broadcasting, and WAVE Inc. feels it wiser in the long run to channel its investments, facilities and efforts into standard radio and television." He added that WRXW is donating all its broadcast equipment to WFPL (FM) Louisville public library station.

Joins FM Network

WDRC-FM Hartford was scheduled to become the sixteenth station to join the FM network of WQXR New York yesterday (Sunday). Under the arrangement, WDRC will receive the hourly news bulletin and the music programs of WQXR. WDRC programs will be rebroadcast by WDRC-FM daily and Sunday from 3-11:06 p.m. The FM network organized by WQXR in 1950 now covers all of New York State, all of Connecticut, most of New Jersey, northeastern Pennsylvania, and the western part of Massachusetts.

Red Cross Series

THE AMERICAN Red Cross transcribed public service radio series, Errand of Mercy, now is available to stations in a new issue of 26 14-minute human interest programs based on facts from Red Cross files. It may be obtained from local Red Cross chapters. Louis Graf, Hollywood, produced the series.
GENERAL meeting to discuss the recommendations of the working group committee on tall TV towers [B+T, Sept. 8] is scheduled for Sept. 29 at 10 a.m. in Room 2250 of FCC headquarters, Comr. Edward M. Webster announced last week.

Copies of the recommendations, formulated by an "ad hoc" committee which comprised representatives of the FCC, CAA, radio-TV broadcasters and aviation interests, were mailed to all who attended the informal meeting to discuss the problem last April [B+T, April 28].

Comments on the suggestions were requested by Comr. Webster by Sept. 22.

The impact of tall TV towers on air navigation arose earlier this year when the aviation industry was warned what it believed to be thousands of 1,500 and 2,000-ft. towers springing up over the landscape.

Findings of the working group indicated this was erroneous. Almost 80% of the first 700 TV applications were found to specify towers less than 600 ft. in height. Only one application requested a tower higher than 1,500 ft.—and that was 1,585 ft.

The "ad hoc" committee recommended that present procedures governing approval of towers above 500 ft. be left as is. Only changes recommended are (1) an extension of specifications for painting and lighting high towers and (2) a set of criteria for minimum flight altitudes for planes operating on airways near which tall TV towers may be located.

Current Procedure
At the present time, broadcast applicants proposing towers higher than 500 ft. must secure regional airspace subcommittee approval. These subcommittees are composed of representatives of the CAA, military services, aviation interests and others.

The working group divided itself into subcommittees to take up various facets of the problem. The report of the subcommittee which studied the core of the question—whether there should be nationwide standards governing the erection of towers more than 500 ft. in height—is as follows:

The subcommittee, as a result of its study, doubts that general standards can be developed for use in special aeronautical studies which can be applied to all tower applications, for towers over 500 feet in height. The report concludes that in a purely mechanical manner to determine whether or not a specific tower could or could not be approved from an aeronautical viewpoint, it must be determined if the tower would introduce an additional hazard element, and that such determination would require a joint effort by the air navigation and television subcommittees.

In the report, the subcommittee states that the臺alls of the proposed tower would be located on well-defined landmarks when such location reduces the hazard element and is practical from a television and aeronautical point of view.

The FCC table of assignments of television channels contemplates the use of very high towers to provide maximum coverage of the United States. The television industry in attempting to provide the service is expected to bid for channels and propose very high towers. Both the aviation and television industries must cooperate toward the end that neither industry is expected to accept unreasonable restrictions. The subcommittee considered a suggested criteria concerning antenna heights over 500 feet in height located off of but in close proximity to existing airways, and concluded that this suggested criteria related solely to the establishment of minimum en route altitudes and there-

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**Set for Sept. 29**

**RADIO REACHES PEOPLE...**

**COVER the NASHVILLE MARKET with**

**WSIX**

Celebrating A Quarter-Century of Service

"WSIX delivers .53% share counties in Tennessee and Southern Kentucky. Sell this billion dollar market with WSIX / Better Buy."

ABC Affiliate 5000 Watts 980 kc and WSIX FM 79.5 Mc

GeP. Hollingsberry Nat Rep

NATIONAL REPRESENTATIVE

BROADCASTING • Telecasting
before were not pertinent for inclusion in Part 17 of the FCC rules. The incident of this suggested criteria would be implemented more appropriately if they were included in the CAA Aviation Safety Manual of Procedure governing the establishment of minimum en route instrument altitudes. Prior to publication they will be coordinated in the normal routine manner and the comments of the TV industry will be solicited. It was noted that neither Part 17 nor TSQ-N18 includes criteria for the establishment of radio range, ILS, and VOR instrument approach procedures, nor do they relate to the establishment of minimum en route altitudes on the civil airways. The subcommittee recommends that the suggested criteria be withdrawn from consideration by the joint group and published by the CAA in the appropriate part of the CAA Aviation Safety Manual of Procedure.

In the painting and lighting specifications, the subcommittee extended details to cover towers above 500 ft., not now covered in Part 17 of the FCC rules.

Report Workers
The following people helped prepare the report of the working group:


KITE-HOOPER RIFT

A DISPUTE between C. E. Hooper Inc. and KITE San Antonio over a promotional campaign conducted by the station has resulted in the cancellation of KITE's subscription.

Heart of the dispute was a newspaper advertising campaign in which, according to C. E. Hooper, KITE urged readers to answer calls from telephone interviewers by saying they were tuned to KITE, and thus win $5. Mr. Hooper claims Charles W. Baltrope, station manager, admitted the objective of the promotion campaign was to influence the Hooper survey.

Mr. Baltrope contends that "we believe Mr. Hooper was drawn into invoking cancellation on us by the other subscribing stations," and that the dispute started when KITE, in a letter to Mr. Hooper on April 1, pointed out alleged inconsistencies in the survey and claimed deterioration in its service.

"Mr. Hooper has been aware of the meeting adjourned. The promotion was then renewed and I cancelled his subscription in line with company policy . . . ."

The ratings executive said his publication of the June-July report occurred after the July 22 meeting and was done to maintain continuity of record because he thought KITE had been persuaded to cease the promotion in question.

The station maintains that "the charges [in its April 1] letter have never been directly answered by Mr. Hooper although they state that he admitted 'wobbly ratings' and the need for larger samples in a later letter, copy of which was sent to all San Antonio subscribing stations by Hooper." Mr. Hooper said that in the July 22 meeting Mr. Baltrope was satisfied as to all "particular" complaints he had made in his letter.

WGR flattens out advertising costs throughout Western New York, Northwestern Pennsylvania and in Ontario . . . for WGR is the most listened-to radio station in the Buffalo area.

WHEREVER YOU GO THERE'S WGR RADIO

RADIO VS. TV POLL
Runs Dead Heat in Detroit

RADIO and video ran neck-to-neck in a poll of six Detroit women by the Free Press there, with the women answering the question: Which would you rather give up, your radio or your television set?

The three favoring radio were housewives and all agreed they liked radio because they could continue to do housework while listening.

The three who preferred television, including one housewife, said they liked TV because it "seems more real."
JOHN T. TRAVER
WSGW's Chief Engineer Dies

JOHN T. TRAVER, 30, chief engineer, WSGW Saginaw, Mich., died Sept. 4, reportedly of poliomyelitis, at Saginaw County Hospital. A native of Detroit, Mr. Traver went to Saginaw in September 1949 to set up WSGW facilities for the Booth Radio & Television Corp. He had served as chief engineer since. He was a graduate of the Detroit Institute of Technology.

During World War II, Mr. Travers served with Pan American Airways as a radio operator. He served in the crew which flew the late President Franklin D. Roosevelt to the Casa Blanca conference.

Johns was reportedly an improved method of increasing power and efficiency of high frequency generating tubes for radar operation. Presentation was made by J. H. Findlay, manager of power and special tube engineering. Mr. Volz has been in the Electronic Tube Div. since 1951.

Mr. Volz.

Patent Award

AWARD for the best patent disclosure by engineers in its Electronic Tube Div. has been made by Westinghouse Electric Corp. Winner of the "Most Meritorious Disclosure" award ($200) was Philip E. Volz, section engineer in the division. He submitted an entry dealing with an improved method of increasing power and efficiency of high frequency generating tubes for radar operation. Presentation was made by J. H. Findlay, manager of power and special tube engineering. Mr. Volz has been in the Electronic Tube Div. since 1951.

Mr. Findlay.

This Clock gives you correct time

STYLE 37-15* S.S.
Sweep Seconds
Self-winding

- Can be Synchronized Hourly
- Not Affected by AC Power Failures (Self-Powered)
- Install Anywhere (AC Power Line Not Required)

One Clock or a Complete Synchronized Clock System

Independent broadcasting stations and the major networks rely on Self Winding Clocks for Defendable, Exact Time-keeping. Western Union synchronization optional.*

Write today for full particulars and free estimate for recommended installation to meet your requirements.

*Naval Observatory Time

Self Winding Clock Company, Inc.
Manufacturers of Standard and Specialty Clocks and Clock Systems for 65 Years
207 WILLIAMSBURG AVE. • BROOKLYN 5, NEW YORK

C. P. BOGGS, vice president-director of manufacturing, Sylvan Electric Products Co., to Brush Development Co., Cleveland, Ohio, as vice president in charge of manufacturing. DOUGLAS C. LYNN, senior staff executive, Willys Overland, Toledo, to Brush as vice president in charge of sales.


JOSEPH H. RABINOVITZ promoted to production manager, Gould, Glenn & Benn Inc., Chicago, marketing consultant firm.

SPONSOR COORDINATING AGENCY, N. Y., opens West Coast headquarters at 197 N. Canon Dr., Beverly Hills, with BON JOHNS transferring as manager. Firm coordinates store-wide promotion with clients' radio-TV programs.

FREDERIC G. BERNER and RUSSELL S. TANAKA elected vice presidents of Market Research Corp. of America, N. Y. .

LEON A. WORTMAN, director of advertising and sales promotion, Audio & Video Products Corp., N. Y., to Fine Sound Inc., Tomkins Cove, N. Y., as general manager.

STANLEY BERNSTEIN, owner of Aero Engineering Co., Feoira, Ill., elected executive vice president and appointed general manager of Electrical Tower Service Inc., same city.

CRANE PUBLICATIONS, Hollywood, BMI affiliate music company, moves to 6000 Sunset Blvd. EDDIE TRUMAN, staff musician, ABC Western Div., heads firm.

ROBERT J. WADE, executive coordinator of TV development for NBC-TV, to P. J. Rotondo Co., N. Y., as set building firm, as production director.

JERRY HORWIN resigns at Nat Goldstone TV Productions to open offices in Beverly Hills as consultant on TV materials and properties.

LESLEY G. KENNON, former news editor at KWTO Springfield, Mo., to UP Bureau, Kansas City.

RAYMOND J. THOMAS, former professional baseball player, and BERNAIRD MACKALL, sales manager of Leobetter Signs, Sacramento, to Frederic W. Ziv Co. as district representatives. Mr. Thomas will report to TOM PRIVETTE, Zip southwestern division manager, and Mr. Mackall to N. L. Rogers, western division manager.

DELOS PARSONS, salesman for Randall Kriel Co. in Louisville and Southern Ohio, to Frederic W. Ziv Co., as district representative for West Virginia, eastern Kentucky and Ohio.


BENN L. WEINER, general sales manager of the Robert D. Weiner Co. Providence, R. I., manufacturer's representatives of radio, television, electronics devices and appliances, to TeleKing Corp., N. Y., as sales representative of same kinds of products in assigned territories in New England.

DR. CARL F. MOEN to Electro-Voice, Inc., Chicago, as vice president and engineering director. NORMAN FRIEDMAN, LYNN TALBOTT, JAMES WENDT, and FRANK W. FREDERICK appointed junior engineering engineers. JOHN ENGLISH named mechanical designer.

R. A. HUMPHREY, to Mylex Corp. of America, Clifton, N. J., as engi neer in research and development.


Equipment . . .

CONRAD Inc., Glendora, Calif., announces production of new "Tuner-Kleen-r" for installation in TV tuners. Units control stations, both rotating and stationary contact points for improved reception.

INSULINE Corp., of America, Long Island City, N. Y., announces availability of渲 distributors of counter display cabinet of TV servicing tools called "Tele-Bin." It contains assortment of 165 various alignment and adjusting tools.

Technical . . .

CHARLES WARNER, engineer, WWB (TV) Chicago, on leave of absence to Adai Stevenson to serve as TV technical consultant during campaign.

NORMAN DUNCAN, engineer, KRTN Des Moines, appointed assistant to chief engineer, CHARLES QUINTIN.

GEORGE A. ARABAK, engineer, WBZ No. 10, Boston, to United States.

CRAIG PICKETT, supervisor of engineering operations, NBC radio, Hollywood, father of girl, Susan.

STORM DANGERS

Stations Alert Listeners

WHEN the season's first hurricane whiplashed the Atlantic Seaboard and a tornado struck a state fair in Missouri, broadcasters performed their invaluable tasks of public service.

In the ebbing hours of August, violent winds swept in from the Atlantic and headed straight for Charleston, S. C. Staffers of WCCS Charleston kept listeners up to the minute on progress of the storm. WMJ, Philadelphia, N. C., 22.5 kw outlet, lived up to its public service potential when the hurricane hit the Carolinas' coast, 250 miles away.

By the time the hurricane reached New York City, much of the storm's fury had been spent. Nevertheless, high winds swept away TV house antennas as though they were matchsticks. Metropolitan stations there kept their millions of listeners and viewers informed.

Halfway across the nation, stations in the Sedalia, Mo., area alerted the populace when a tornado struck the grounds of the 1952 Missouri State Fair there.

The tornado hit at 1:30 a.m. Aug. 21, after most morning newspapers had gone to bed. State policemen asked radio stations to warn listeners to keep away from the fairgrounds made dangerous by exposed live wires. Radio's opportunity to be of such service to the fair came in the year that the Missouri Broadcasters Assn. sponsored its first exhibit there. Luckily, the broadcast exhibits was undamaged by the tornado.
fans honor wins

baseball fans have honored many ball players with a "day" in the past, but new york yankees fans have come up with a twist—a tribute to wins new york in appreciation of home-and-away broadcasts of their favorite team. saturday has been designated "wins day" by the fans and they will meet and talk with station personalities, including jack laely, martin starr, josephine halpin, charlie starr and jack lightcap in pre-game ceremonies. a feature of "wins day" will be the awarding of gifts, including a european-type sports car and a trip to bermuda, to the most popular yankees player selected in a station poll of its listeners.

nbc radio stars
program, column to promote

nbc radio is promoting its programs and personalities on a new weekly series, radio city previews (fr., 10:35-10:45 p.m. est) and in a twice-weekly paid column of the same title to run in newspapers across the country. debut of the radio show was set for last friday and the column for tomorrow (tuesday).

a newly-created nbc personality, bob mackenzie (not an actual person), will headline the radio program and write the newspaper column. he is described by nbc radio officials as "the man who knows all about nbc radio programs and stars" and as "the embodiment of the network's new concept of radio promotion—the nbc salesman who will give listeners inside information about the stars with the stars of those programs."

plans for the mackenzie promotion were formulated by jacob a. evans, nbc director of advertising and promotion, and clyde l. clem, supervisor of radio audience promotion. they noted that the value of the plan lies in its timeliness and close integration between the radio series and newspaper columns.

to back up the weekly show and the columns, which will be rotated so as to cover every day of the week and every show on the network, nbc radio will schedule mackenzie spot announcements several times daily.

credits on radio city previews include: bob haag in the role of mackenzie; parker gibbs as director, and jack c. wilson as writer.

brochure outlining methods of increasing company prestige and adding advertising impact through effective check design has been prepared for radio-tv industry by todd co., rochester, n. y., check manufacturer.

bab member meet
set for mid-november

annual membership meeting of the bab probably will be held about mid-november in new york, president william b. ryan reported last week after meetings of the executive and finance committees.

the date was placed tentatively at nov. 10 or 11, but is subject to change if it proves conflicting with other major meetings of broadcasters. this is the annual meeting required by bab's constitution and by-laws, and is not to be confused with the convention traditionally held during nartb's.

the committee meetings, held monday, were attended by president ryan, bab board chairman charles c. caley of wmbd peoria, and the following committee-men:

finance committee—john part of the goodwill stations, chairman; h. yon brown, kwf wchita falls, tx.; edward r. blacking, westinghouse stations; h. preston peterson, free & peterson; and adrian murphy, css radio. executive committee—edgar kobak, chairman; william b. quarton, wmyt cedar rapids; robert d. swezey, wbbn new orleans; william fine and b. m. beville, nbc (representing john herbert, nbc).

lucky strike
sets college campaign

american tobacco co., new york (lucky strike cigarettes), will sponsor a daily newscast and a sports and music show (mon.-fri.) on 50 college radio stations during the school year, with scripts by station staffs.

united press news teletype machines will be installed in each station. the lucky strike schedule is the first large scale venture by a cigarette firm into college radio and is in addition to the company's extensive campaign in college newspapers and sports programs. bbdo, new york, is the agency.

alert equipment

electronic signalling equipment for automatic control of civil air raid warning instruments will be supplied to police radio stations throughout delaware by general electric co., the firm has announced. equipment produces tones which are useful to special civil defense radio receivers connected to air raid warning devices. receivers activate the devices to produce standard warning signals prescribed by the federal civil defense administration. twenty radio receivers already have been ordered, with prospect of more than 200 throughout the state.

nbc radio december bride, created-produced-directed by parke levy, is scheduled for full season, starting sun., oct. 5, 6:00 p.m. est. program, preceding our miss brooks, stars spring byington, hal march and doris singleton. tv version is in preparation.
ANCHORED VOA

'Courier' Programs Begin

REGULAR schedule of Voice of America programs in nine languages was begun Sept. 7 by the U. S. Coast Guard Cutter 'Courier,' the State Dept.'s first sea-going radio relay station.

The cutter station will transmit nearly six hours of programs daily in medium and shortwave, some of them to the Soviet Union, others to the Near and Middle East. Station is equipped with a 160 kw medium and two 35 kw shortwave transmitters.

The ship has been operating on a test basis in recent weeks since it anchored at the Greek Island of Rhodes in the Eastern Mediterranean. Earlier it had visited other ports. Rhodes operation is provided under a site and frequency agreement between the U. S. and Greece.

Reports received by the State Dept. indicate wide broadcast coverage and promise of increased penetration "of the electronic curtain erected by Soviet jamming stations," according to Dr. Wilson Compton, head of the International Information Administration under which VOA operates.

RADIO-TV INTERNS

To Get Stanford Credits

UNIQUE "internship" during which students will work three months in a commercial radio or TV station is one requirement for the new M.A. degree in radio and television at Stanford U., according to Prof. Hubert Keiffer, head of the university's speech and drama department.

San Francisco stations participating are KRON-TV KGO-AM-TV KPIX (TV) KSFO KCBS and KNBC. Students will work at stations fulltime without pay, moving from one department to another.

WCPS Opens FM Outlet

WCPS Tarboro, N. C., last week reported its new FM facility would supplement its AM operations beginning yesterday (Sun.). WCPS-FM, licensed with WCPS-AM to Coastal Plains Broadcasting Co., will operate from 6 a.m. to 11 p.m. on 104.3 me with 10 kw effective radiated power, using a Westinghouse FM equipment. Station's president is V. E. Fountain, and general manager, J. T. Snowden Jr. Lee Hodges, chief engineer, supervised the FM installation.

'Opdy' Renewed

R. J. REYNOLDS Tobacco Co., Winston-Salem (Prince Albert pipe tobacco), has renewed Grand Ole Opdy on NBC radio for the 1952-53 season, through William Esty Co., New York. Program originating at WSM Nashville, has been on air for nearly 27 years.

How to sell a bank ...via radio *

These banks are sold on radio because they sponsor an ad in your local paper.

Fulton Lewis, Jr.

NAME OF BANK
Covington County Bank
First National Bank
Dothan Bank and Trust Co.
Traders & Farmers Bank
American National Bank & Trust Co.
Barnes National Bank
Colorado Savings and Trust Co.
Security Trust Co.
Florida National Bank
First Trust and Savings Bank
Continental American Bank & Trust Co.
Jackson City Bank
First Peoples State Bank
Commercial National Bank and Trust Co.
American National Bank
Fremont National Bank
Chase National Bank
Union Trust Company of Shelby
City National Bank and Trust Co.
First National Bank
First National Bank
Union Bank of Erie
Northern Bank of Tennessee
Carter County Bank
National Bank of Commerce
Laredo National Bank
Peoples National Bank
Waggoner National Bank
American National Bank & Trust Co.
Peoples National Bank
Fifteenth National Bank
merchant National Bank
First National Bank

LOCATION
Andalusia, Ala.
Anniston, Ala.
Dothan, Ala.
Haleyville, Ala.
Mobile, Ala.
Durango, Colo.
La Junta, Colo.
Wilmington, Del.
Lakeland, Fl.
Davenport, Iowa
Shreveport, La.
Jackson, Mich.
Traverse City, Mich.
Laurel, Miss.
St. Joseph, Mo.
Fremont, Neb.
New York, N. Y.
Shelby, N. C.
Columbus, Ohio
Ironon, Ohio
Chickasha, Okla.
Erie, Pa.
Clarksville, Tenn.
Elizabethton, Tenn.
Jackson, Tenn.
Laredo, Texas
Tyler, Texas
Vernon, Texas
Aberdeen, Wash.
Bluefield, W. Va.
Montgomery, W. Va.
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STATION
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KENT
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Cooperative Program Department
Mutual Broadcasting System, Inc.
1440 Broadway, New York 18, N. Y.

Please send data on Fulton Lewis, Jr.

Name..............................
Company...........................
Address...........................
City..............................Zone........State...........

Page 76 • September 15, 1952
In August, more people watched "BROADWAY TV THEATRE" than any other program on New York television!

It's the first time ever that a local show has topped every program on every N.Y. station. More than 1,950,000 people saw it. (Telepulse)
Center of attraction at WGAL-TV one evening recently was the Philadelphia Athletics' star pitcher, Bobby Shantz, who was in Lancaster as the special “Knot Hole Gang Guest” of Frank Spair, General Manager of the Lancaster Interstate League team. Following Bobby’s visit to WGAL-TV studios where he was surrounded by admiring young baseball fans, the “Gang” together with Joe Astroth and Les McCrabb of the Athletics saw the Lancaster Red Roses and the York White Roses battle it out in an important Interstate League game. The Knothole Gang is sponsored by WGAL and WGAL-TV. Members are admitted free to specified home games of the Lancaster Red Roses. The Knotholers have their own program on WGAL-TV every Saturday morning, with various sports figures as guests of honor.
J O I N T A P P L I C A N T S F O R V

By LARRY CHRISTOPHER

POLICY QUESTION of whether two or more AM station operators in the same market can unite in a common TV venture—while continuing independent, competitive AM operations—was put before FCC last week in what is considered a pilot case.

WBML and WNEX Macon, Ga., separately owned and operated local stations, filed with the Commission a joint TV application for uhf Channel 47 and asked the FCC to waive its duopoly rule, Sec. 3.35, which precludes common ownership or operation of two stations of the same class in a single community.

WBML and WNEX assured the Commission that the joint TV station would in no way effect their respective AM operations. They affirmed that no combination advertising rates nor facilities would be instituted, nor would the policies of one outlet be affected by or contingent upon those of the other. In short, they promised continued separate and independent competitive AM operations.

Meanwhile, it was reported that two New York foreign language stations, WOV and WWHM, propose a joint TV application for uhf Channel 31 there, with the request expected to be filed with FCC this week (see story page 29).

Macon Case Important

The outcome of the Macon case is considered to be of importance to many broadcasters who have long waited for the Commission to issue some sort of a policy statement respecting joint TV applications. The industry had hoped for a ruling before July 1, when processing of TV bids commenced.

Heretofore, FCC has said merely that such matters will be considered on a case-to-case basis.

Broadcasters in many markets have been faced with the decision to delay filing and possibly lose out in the television race, or to file and be set for lengthy comparative hearing with a local competitor.

In the latter situation, as WBML and WNEX pointed out, the hearing delay for the uhf channel would be further burdened by a prompt grant of the uhf facility there, thus giving the uhf service a several-year jump on the eventual uhf station which would have a difficult time obtaining uhf set circulation and listeners.

If both the vhf and uhf stations could start out together, it was pointed out, the public also would have a choice of competitive services and would save money on installation of vhf-uhf equipment at the outset, rather than piecemeal.

The joint application explained the Sixth Report allocated both vhf Channel 13 and uhf Channel 47 to Macon, with WMAZ there, a 16-kt low out on 940 kc, already on file for Channel 13. WBML has pending a bid for Channel 47, but this would be dropped if the joint WBML-WNEX application is accepted.

WBML is assigned 250 w on 1240 kc and WNEX 250 w on 1400 kc.

Macon is No. 54 in Group A-2 of the Commission’s city priority list under its temporary processing procedure.

The joint application was filed in the name of Macon Television Co., a new corporation equally owned by Middle Georgia Broadcasting Co. (WBML) and Macon Broadcasting Co. (WNEX).

It specifies effective radiated power of 101 kw visual and 50.5 kw auroral on Channel 47 with an antenna 496 ft. above average terrain.

Estimated construction cost of the joint station is $256,300 with first year operating cost estimated at $240,000 and first year revenue $300,000.

Company’s Officers

Officers of Macon Television Co. include the following: President Ernest McKenzie, who is vice-president, secretary-treasurer and one-third owner of WBML; Vice President Edward M. Lowe, president and 51% owner of WNEX; Vice President Peyton Anderson, vice-president of WNEX; Vice President Ernest Black, who died after application was filed.

NEW GRANTS

GRANTS for new uhf stations at Rockford, Ill., and Jackson, Miss., and a new vhf station at Roanoke, Va., were issued by FCC last week as processing of Group A-2 applications extended to California, where No. 35 on that city priority list, where four bids were notified of the need for comparative hearings.

These three new construction permits raise the total to 52 of the new station authorizations awarded by the Commission since lifting of the TV freeze [B-T, April 14, et seq.]. This total includes 44 commercial and 8 noncommercial educational station grants.

In all, 11 applicants were advised of the necessity for hearing since their bids are mutually exclusive with others, bringing to 164 the total number of applicants designated for hearing or so notified under the provisions of the McFarland Act.

The new CPs were issued to:

Jackson, Miss. (Group A-2, No. 29) — Mississippi Publishers Corp. granted vhf Channel 29, effective radiated power of 205 kw visual and 105 kw auroral, antenna height above average terrain 814 ft. Estimated commencement date: Early 1953.

Rockford, Ill. (Group A-2, No. 32) — Winnebago Television Corp. granted uhf Channel 28, ERP 125 kw visual and 9.2 kw auroral, antenna 640 ft. Estimated commencement date: Unknown.

Roanoke, Va. (Group A-2, No. 34) — Roanoke Broadcasting Co., Inc. granted vhf Channel 30, ERP 250 kw visual and 125 kw auroral, antenna 1,579 ft. Estimated commencement date: Three to six months.

The following applications were notified of hearing:

Portland, Ore. (Group A-2, No. 7) — Cascade Television Co. is being notified its application for vhf Channel 4 is mutually exclusive with those of North Pacific Television Inc., Portland Television Inc. and Westphal Broadcasting Inc., the latter having completed the necessary hearing scheduled Oct. [B-T, Aug. 25].

Peoria, Ill. (Group A-2, No. 24) — TV and Radio Peoria Inc. (WJRL) and Hilltop Broadcasting Co. (WWXL), both seeking vhf Channel 19, are being advised of need for comparative hearings.

Rockford, Ill. (Group A-2, No. 32) — Greater Rockford Television Inc. and Rockford Broadcasters Inc. (WQRM), both seeking vhf Channel 13, are being advised of need for comparative hearings.

Rockford, Ill. (Group A-2, No. 32) — Greater Rockford Television Inc. and World Broadcasting Inc. (WGFI), both seeking vhf Channel 13, are being advised of need for comparative hearings.

Peoria, Ill. (Group A-2, No. 34) — Peoria Broadcasting Co., Inc. (WJRL), both seeking vhf Channel 4, are being advised of need for comparative hearings.

Fresno, Calif. (Group A-2, No. 35) — KARM, The George Harm Station (KARM), both seeking vhf Channel 7, are being advised of need for comparative hearings.

McIntyre, Ga. (Group A-2, No. 36) — McIntyre Broadcasting Co. (KFRY), both seeking vhf Channel 12, are being advised of comparative hearing.

Mahan, John Poole Broadcasting Co. both seeking uhf Channel 52, are being advised of need for hearing.

All processing completed last week was in the Group A-2 line. Additional grants in Group B-1 were issued a fortnight ago [B-T, Sept. 8].

Concerning the Channel 26 grant, applied for at Jackson to Mississippi Publishers Corp., Jacksonville, Fla., 11% owner of the grantee and editor of its Jackson Daily News, stated it is hoped to get the new outlet on the air by the first of the year.

Sullens reported he is going to the East this week to arrange for equipment and personnel. The grantee presently has contingent equipment orders with RCA.

Balaban’s Comment

Harry Balaban, theatre executive who is president of the Rockford Channel 59 grantee, Winnie- bago Television, reported it is planned to get on the air “as rapidly as possible.”

All RCA equipment has been ordered by WDIR Roanoke, Channel 10 grantee, and it is hoped to have the station on the air in three to five months according to James J. Swanson, vice president and general manager. Every effort will

(Continued on page 88)

FCC Gets Pilot Case

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television grants and applications

Digest of Those Filed With FCC Sept. 5 through Sept. 11

The following applications for grants and allocations have been received by the Commission:

**NEW STATION GRANTS**

ROCKFORD, Ill.—Winnebago Television, Inc. (WGB), 1730 East Martin Luther King Dr., Rockford, Ill.; ERP 15.5 kw visual, 9.2 kw aural; antenna height above average terrain 290 ft., above ground 949 ft. Engineering condition: non-ferrous tower, antenna cost $18,000, first year operating cost $8,000. Requester 's antenna position is 7 miles west of Rockford.

SAN BERNARDINO, Calif.—California Telecasting, Inc. (WCTF), 1131 E. 13th St., San Bernardino, Calif.; ERP 215 kw visual, 125 kw aural; antenna height above average terrain 600 ft., above ground 1,420 ft. Estimated construction cost $22,975, first year operating cost $6,000, revenue not estimated. Post Office address 1131 E. 13th St., San Bernardino, Calif.

**Hearings**

**ASSIGNMENTS**

$404,030, 5 kw visual, 2.5 kw aural; antenna height above average terrain 340 ft., above ground 349 ft. Engineering condition: first year operating cost $215,000, revenue not estimated. Post Office address 3619 Mathis Drive, N. E., Atlanta, Ga. transmitter location 1625 Mathis Drive, transmitter transmission included.

**APPLICATIONS**

Listed by States

*indicates predicted decision rendered (amended)

**MOBILE, Ala.—Papa Hefco Co., Inc., 107 E. 1st St., Mobile, Ala.; ERP 2 kw visual, 2 kw aural; antenna height above average terrain 460 ft., above ground 500 ft. Estimated construction cost $50,000, first year operating cost $25,000, revenue $25,000. Post Office address 107 E. 1st St., Mobile, Ala.*

**SAN BERNARDINO, Calif.—California Telecasting, Inc. (WCTF), 1131 E. 13th St., San Bernardino, Calif.; ERP 215 kw visual, 125 kw aural; antenna height above average terrain 600 ft., above ground 1,420 ft. Estimated construction cost $22,975, first year operating cost $6,000, revenue not estimated. Post Office address 1131 E. 13th St., San Bernardino, Calif.*

**Atlanta, Ga.**—WEA Inc. (WEA Dazart, G.A.), 5844 Peachtree Rd., Atlanta, Ga.; ERP 40 kw visual, 10 kw aural; antenna height above average terrain 500 ft., above ground 539 ft. Estimated construction cost $125,000, first year operating cost $45,000, revenue $45,000.

**GRANT UPHOLD**

NARTB Denied in School Bid

REQUEST OF NARTB for reconsideration of its grant of a television CP to Kansas State College of Agriculture & Applied Science, Manhattan, Kan., was denied Wednesday by the Commission.

NARTB had claimed the FCC's July 23 grant had violated the Commission rules requiring all TV applicants, without distinction between commercial and educational, to be legally, technically and financially qualified as a condition to grant without hearing. (8-7, Sept. 1, 29).

The Commission held the NARTB claim that the grant actually effected an amendment of the rules and was, therefore, a rule-making matter. In such case, NARTB had contended, the association and/or individual persons could be parties in interest.

FCC suggestion that protests under Sec. 309 must be filed under oath and that such protest be accompanied by a surety bond. On Tuesday, the Commission did not make any showing of injury which would permit it to appear as a person aggrieved.

NARTB had explained, after protest was filed, that it would advise the FCC was considering the protest, that the petition was not filed in opposition to the Kansas State College grant but to the manner and method of FCC handling.

Washington, Consulting engineer George C. Davis, Washington, Principal engineer, Wurlitzer Co., Shrewsbury, Mass., and Wurlitzer Co., Shrewsbury, Mass.; battle Creek, Mich. and Saginaw, Mich., respectively, owner of WURL and WSGW, respectively. (For applications, see TV Applications, B. T., July 11.)

**BROADCASTING**

**CALL ASSIGNMENTS**

FCC assigned the following call signs to the following stations:

KTBV (TV) Denver, Col. (Colorado Television Corp., (Livrod), 1509 Broadway, Denver, Col.; ERP 15 kw visual, 5 kw aural; antenna height above average terrain 600 ft., above ground 1,420 ft. Engineering condition: first year operating cost $250,000, revenue $250,000.


**ATLANTA, Ga.**—WEA Inc. (WEA Dazart, G.A.), 5844 Peachtree Rd., Atlanta, Ga.; ERP 40 kw visual, 10 kw aural; antenna height above average terrain 500 ft., above ground 539 ft. Estimated construction cost $125,000, first year operating cost $45,000, revenue $45,000.


**NORTHERN**

ATLANTA, Ga.—Robert W. Russnowski (WQXI), uhf ch. 63 (602-686 mc); ERP 260 kw visual, 150 kw aural; antenna height above average terrain 468 ft., above ground 471 ft. Engineering condition: first year operating cost $250,000, revenue $250,000. Post Office address 1017 W. Broad St., Atlanta, Ga. transmitting location 1702 W. Broad St., transmitting transmitter location 1702 W. Broad St., transmitting Antenna coordinates 33° 47' 35" N., 84° 23' 16" W. Legal counsel M. R. Russnowski, who also is owner of WQXI.

**WASHINGTON, D.C.**—L. C. Booth, 404 Sixth St., S.W., Washington; ERP 100 kw visual, 50 kw aural; antenna height above average terrain 360 ft., above ground 343 ft. Engineering condition: first year operating cost $200,000, revenue $200,000. Post Office address 1017 W. Broad St., Atlanta, Ga. transmitting location 1702 W. Broad St., transmitting Antenna coordinates 34° 36' 38" N., 84° 23' 16" W. Legal counsel M. R. Russnowski.


**REQUEST OF NARTB for reconsideration of its grant of a television CP to Kansas State College of Agriculture & Applied Science, Manhattan, Kan., was denied Wednesday by the Commission.

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TELEVISION transmitter manufacturers appeared last week to be getting into position to keep up with FCC's issuance of new TV grants. Spokesmen for RCA reported, meanwhile, that they are in production on 1 kw uhf transmitters and should be ready for shipments before the end of the year. Also in production at RCA are various uhf transmitters, with "substantial" shipments of 2 kw models expected within a month and delivery of 10 kw transmitters expected to start before the end of the year.

It also was noted RCA has recently shipped two 25 kw power amplifiers and two 29 kw models, and is ready to ship three other 25 kw models to stations not identified, at their own request for competitive reasons.

These shipments are in addition to RCA's flying of 500 w equipment to Denver to put KFEL-TV on the air; its subsequent shipment of 2 kw equipment to KFEL-TV; its shipment of its original Bridgeport (Conn.) experimental uhf station to Portland, Ore., for commercial operation by Empire Col Co., and its shipment of a 25 kw power amplifier to WAAT-TV Huntington, W. Va.

Paul Chamberlain, sales manager for commercial products, General Electric's Electronics Div., put it this way:

"The industry is now able to produce [both low and high-channel] uhf antennas and transmitters] at a rate sufficient to meet the demand set forth by the issuance of construction permits" and within six or eight months "should be able to meet the demand for low-power uhf transmitters."

He warned, however, that "there will be a shortage" of high-power uhf transmitters—those above 1 kw—"for some years to come," because "of the large number of CP's to be granted in the uhf, plus the extra long lead cycles necessary to tool up and produce the special tubes for this equipment."

Mr. Chamberlain said GE is in production on both low and high-channel uhf transmitters and antennas, plus uhf high-power amplifiers—35 kw for low channels and 20 kw for high channels—and "should be in a position to meet demand during the remainder of this year and next year."

He also reported that both low and high-power uhf transmitters are in production at GE, along with antennas. Without disclosing its overall production outlook, DuMont announced today (Monday) that it has delivered a 5 kw uhf TV transmitter for use by WATV (TV) Newark and has sold a 25 kw high power transmitter to WTVR (TV) Richmond.

WATV (TV) will use the new unit on Channel 13 when the station moves its transmitter site from West Orange, N. J., to the Empire State Bldg. in the near future. DuMont observed that WATV also has purchased a 50 kw DuMont transmitter, which will be installed when the FCC authorizes expansion to a higher power. At that time, the 5 kw transmitter will be "pushed into the far reaches of the radio spectrum." (Continued on page 84)

JEFFERSON BID

JEFFERSON Standard Broadcasting Co. (WBT WBTV (TV) Charlotte, N. C.) last Friday filed with FCC for uhf Channel 8 in Florence, S. C., listing a proposed investment of $500,000.

In announcing that the application, Joseph M. Bryan, Jefferson president, said that Melvin H. Purvis had been retained as managing director of the operation. Mr. Purvis is president and general manager of WOLS Florence, S. C., and a prominent attorney in that state. He is the former FBI agent who helped capture the notorious John Dillinger as well as chief counsel of the United States Senate subcommittee on federal manpower policies.

The Florence TV outlet would serve over 780,000 North and South Carolinians who now are receiving only fringe reception from distant stations, according to Mr. Bryan. He said he expects favorable action from FCC within the next few months.

Present plans outlined by Charles H. Crutchfield, executive vice president and general manager of Jefferson Standard (WBT), call for basic network affiliation with CBS, although no coaxial cable TV facilities are now connected to Florence. NBC, ABC and DuMont programs also may be available.

Mr. Crutchfield said network shows will be fed to the station via two separate microwave relay systems, plus vhf high-power amplifiers—35 kw for low channels and 20 kw for high channels—and "should be in a position to meet demand during the remainder of this year and next year."

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 FILM: TV'S CELLULOID CELEBRITY

By DAVID SAVAGE
MANAGER OF WCBS-TV'S FILM DEPARTMENT

PICTURE a group of Hollywood executives sitting about a conference table, all looking rather glum. A gentleman in dark glasses at the end of the table is saying, "Our latest picture is so bad I'm afraid to release it . . . the only thing we can do is palm it off on television."

This published cartoon never fails to get a laugh from visitors who see the blown-up copy of it in my office. Like all cartoons it is an exaggeration. In spite of some rather sad film offerings that have been shown on television in the past, we can, with assurance, borrow the motion picture industry's own slogan and alter it slightly to read, "Motion Pictures [On Television]. Are Better Than Ever." Better in terms of quality, in terms of show ratings, in terms of all around entertainment value.

This is also true of films produced especially for television. The prime example of this is I Love Lucy, whose quality and ratings have established a target for all producers to aim at.

However, in terms of air-hours, feature films originally produced for theatrical distribution constitute the bulk of film used on television today. The following observations, then, refer mainly to the problems encountered in this type of film programming.

Decision of Programming Aims:

In programming feature films, some very important decisions must be made.

1. Type of Show. Shall we present a film show of various types of films, or shall we present a show of only one type? Television has room for both, and stations have been successful with both. There is, for example, the Mystery Playhouse (WABD New York). This show, as the name implies, presents only the better chillers and has attracted a loyal audience of considerable size. However, there is possibly more popularity in the general film shows—the most outstanding successes of which are probably The Early Show and The Late Show both (WCBS-TV New York) which have attained ratings of close to 20 (A.R.B.) in a seven-station market, competing against both live and film network and local shows. On these feature film shows we strive to present only the best and most recent films of all types—comedy, adventure, love, drama, mystery, both of American and British origin. Also to be considered from a programming point of view is the fact that such a show is much more flexible and allows a station to take advantage of various film offerings, rather than be restricted to one type.

2. Repeats. Shall we repeat a good picture, or play a second grade product for the same money? Inevitably, this question has to be answered. And if the answer is "repeat," the next question is, "How often can we repeat a film in a given time?" Here, there is no one formula. The people in a given market, the number of channels, the number of film shows, the audience composition for each show, the change in total audience for given shows—all these factors must be weighed. However, don't be afraid to ask for a mail reaction to a repeat or to any idea you may have for a new technique in film programming. You'll be happily surprised to learn how much people want to help you achieve better programming.

Purchasing:

Your answers to the above will...

(Continued on page 113)
Late evening, July 3, 72% of all TV sets in use in the vast Los Angeles area were tuned to KNBH ... Channel 4.

Why? Because, as late as midnight, KNBH was bringing to well over half a million viewers an exclusive telecast of the heroic attempt of Florence Chadwick to swim the Catalina Channel.

Again — on July 9 — KNBH was on the air with live shots of the dramatic fire at Warner Brothers' Studio one and one-quarter hours before any other station!

Still again — on July 21 — when the earthquake struck at Tehachapi, KNBH was the first station on the air with the news. And hours ahead with films taken by KNBH newsreel department, flown in by chartered airplane!

When you buy time on KNBH Channel 4 in Los Angeles, you're buying the complete world-wide facilities of NBC — the imagination, ingenuity and creative personnel which are making KNBH the most popular TV station west of the Rockies.

Consult KNBH, Hollywood, or your nearest NBC Spot Sales Office for complete details on availabilities.
A few excellent spot participations are still available on WAVE-TV's unique audience-participation show, "Merry Christmas To You!"

FORMAT: On-the-street interviews by Foster Brooks, Louisville's most colorful personality! Theater tickets and prizes awarded to people interviewed and to those who send in questions.

FOSTER BROOKS: A top-notch MC and wit — has appeared with Arthur Godfrey, Vaughn Monroe, Spade Cooley and others...

TIME: 11:45 to 12:00, Monday thru Friday — popular "rest period" in which thousands of extra housewives watch TV!

AUDIENCE: Large and loyal — a "guess-the-current-audience-by-phone" poll of the program had to be discontinued because it always swamped our switchboard for hours!

CHECK WITH F & P!

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WAVE-TV OFFERS TOP AVAILABILITY!
HIGHEST POWER TV AMPLIFIER PASSES TESTS

G-E factory production unit exceeds all FCC requirements

ELECTRONICS PARK, SYRACUSE—First off the production line and first of its kind ever built, General Electric’s 35 kw amplifier was inspected and approved recently by network people. CBS engineers Bill Wright and Joseph Stern witnessed exhaustive characteristic and power output tests of the highest powered amplifier in the industry.

The unit will enable broadcasters to reach their FCC limit on all low VHF channels at reasonable cost. A motor-driven tuning mechanism makes it possible to use the amplifier on any one of channels 2 through 6.

West Coast to get amplifier

In October, a G-E unit will be delivered to KHQ, Spokane, in one of the first postfreeze CP’s granted by FCC. This additional equipment will boost KHQ’s power to 100 kw ERP on Channel 2.

Production continuing

Orders from broadcasters are being given immediate attention at Syracuse. Frank P. Barnes, broadcast sales manager for G.E., stated that orders are being taken now for delivery.

New bulletin available

An illustrated descriptive bulletin X54-148 on the new amplifier will be mailed to station managers and engineers on request. Write: General Electric Company, Section 292-15, Electronics Park, Syracuse, N. Y.

G-E Broadcast Man 28 Years in Radio and Television

TV and radio broadcasters in New York State and northern Pennsylvania find their engineering and operational problems well understood by Bill Broughton, General Electric sales engineer in this territory. A veteran of the industry, Bill has been in electronics since graduating from Cornell with a degree in electrical engineering in 1929.

Some of his more recent TV equipment customers include WHC Rochester, N. Y., WKTV Utica, N. Y. and WQAN Scranton, Pa. Bill Broughton is a native of Schenectady, now makes his business headquarters at Syracuse.

September 15, 1952 * Page 85
These programs earned for CBS Television advertisers the highest average rating of all the networks for the broadcast season just past—from October through June.

In this period advertisers increased their investment on CBS Television by 95.2% over the corresponding period of the year before...

...a rate of increase 37% greater than that of any other network.

We've spent the Summer building an even stronger program schedule, adding new shows, new personalities, to last year's sturdy structure.

So keep your eye on CBS TELEVISION

Your customers do.
be made to commence with full power, rather than interim operation, he said.

Other television developments last month included:

- Issuance by FCC of changes in the allocation table to correct certain sub-standard uhf channel spacings in the Midwest, to become effective 30 days after publication in the Federal Register. The changes are substantially as proposed in July [B•T, July 28].

- FCC denial of petition by WVEC Pittsfield, Mass., for reconsideration of the Sixth Report and Order to substitute uhf Channel 65 for Channel 49 at Rutland, Vt., in order to accommodate the site proposed by WBC. Denial is without prejudice to refiling the request after a one-year waiting period. Comr. Robert P. Jones dissented.

Denies Petitions

- Commission also denied petitions of WHIS Bluefield and WOWO Oak Hill, W. Va., for reconsideration of the Sixth Report to substitute uhf channel and zone sub-assignments. Comr. Jones dissented in both instances. WHIS sought waiver of one-year waiting period or rule amendment to include entire state in Zone I, as well as substitution of Channel 4 for 6 at Beckley, thus allowing addition of Channel 6 at Bluefield. WOWO asked inclusion of Oak Hill in Zone 1 to allow assignment of Channel 4 there.

- WJDJ Jackson, Miss., uhf Channel 12 applicant, petitioned Commission to ignore as "illegitimate" the counter-proposal of WNOE New Orleans respecting FCC's proposal to add uhf Channel 10 to Lafayette, La. [B•T, Aug. 4].

- Amendments to pending applications to continue to move hearing Oct. 1 hearing date nears for Portland, Ore., and Denver. FCC approved some changes.

- FCC Broadcast Bureau recommended enlargement of one issue in Portland hearing concerning bids for Portland and Vancouver, Wash., which would permit a comparative Sec. 307(b) consideration.

- One Portland applicant, KXL, opposed issuance of another Portland applicant, Oregon Television Inc., for transfer of the hearing from Washington to the West Coast citing North West Coast hearings would make commuting of hearing examiner and FCC staff members participating. KXL argued applicants knew of hearing requirements when they filed for a license, hence should expect to meet them.

- Tri-State Broadcasting Corp., uhf Channel 12 applicant at Chattanooga, asked FCC to dismiss petition of "DFC there, competitive applicant, which sought exclusion of Tri-State's bid as well as that of another Channel 12 applicant, Southern Television Inc., on ground of nonpetition (B•T, Sept. 8). Tri-State pointed out its application was accepted by FCC for filing and any omissions were inadvertent. Southern Television was granted additional time to reply.

As a result of its proposed rulemaking changes announced in late July, to correct certain sub-standard uhf channel spacings, the Commission adopted the following channel changes, to be effective 30 days after publication in the Federal Register:

<table>
<thead>
<tr>
<th>City</th>
<th>Channel Number</th>
<th>Date Approve</th>
</tr>
</thead>
<tbody>
<tr>
<td>Wilmington</td>
<td>67</td>
<td>8/28/55</td>
</tr>
<tr>
<td>Cleveland</td>
<td>51</td>
<td>8/28/55</td>
</tr>
<tr>
<td>Fort Wayne, In.</td>
<td>21</td>
<td>9/15/55</td>
</tr>
<tr>
<td>Johnson City, Ky.</td>
<td>75</td>
<td>9/3/55</td>
</tr>
<tr>
<td>Somerset, Ky.</td>
<td>22</td>
<td>9/4/55</td>
</tr>
<tr>
<td>Anchorage, Wash.</td>
<td>45</td>
<td>9/26/55</td>
</tr>
<tr>
<td>North Adams, Mass.</td>
<td>15</td>
<td>10/7/55</td>
</tr>
<tr>
<td>Lima, Ohio</td>
<td>73</td>
<td>9/26/55</td>
</tr>
<tr>
<td>Allentown, Pa.</td>
<td>67</td>
<td>9/26/55</td>
</tr>
<tr>
<td>Newbury, S. C.</td>
<td>57</td>
<td>10/2/55</td>
</tr>
</tbody>
</table>

With the exception of the change at Somerset, Ky., and alteration in the offset requirements of Channel 24 already assigned to Orlando and Tallahassee, Fla., the changes are the same as those proposed in July. The WNOE New Orleans counter-proposal would add uhf Channel 8 to New Orleans, in addition to adding uhf Channel 10 to Lafayette as proposed by FCC. However, the WNOE plan involves substitution of uhf Channel 3 for Channel 10 at Baton Rouge.

It is on this latter substitution that WJDJ complains, since it earlier had sought unsuccessfully the addition of Channel 3 at Jackson and the assignment of the channel to Baton Rouge now would subdivide any future use made possible because of minimum co-channel spacing. WJDJ argues that the WNOE proposal is untenable and illegally seeks to go beyond FCC's proposal.

Pre-hearing conference for the four Denver applicants has been scheduled for today (Monday) by Examiner James E. Jones at 11 a.m. to preside at the hearings to commence Oct. 1 in Washington. KMVR and KODO Denver both seek uhf Channel 4 and KLZ Denver and Denver Television Co. both seek Channel 8.

Newly granted KFEL-TV Denver already is operating while KVOD-TV and KDEN (TV) there are under construction [B•T, July 14].

FCC last week granted KLZ authority to amend its bid to increase ERP from 75.5 kw to 316 kw, antenna height from 228 ft, to 930 ft above average terrain and to show changes in officers, financial data and increased hours of operation. KLZ competitor Denver Television Inc. has petitioned to amend its application to revise financial data, program and staff plans, increase antenna to 1,156 ft, and change main studio site.

The Commission also approved an amendment to the petition of Mid-Continent Television Inc. at Wichita, Kan., to specify uhf Channel 10 in lieu of Channel 3. FCC on its own motion removed Mid-Continent from the Channel 3 hearing in which applications are involved. These include KFK, KANS, Sunflower Television Co., and Wichita Television Corp. Mid-Continent is expected to be consolidated with the Wichita Channel 10 bids of WLY-Am-TV Oklahoma City and KAKE Wichita.

In the Portland hearings, also to commence Oct. 1, FCC granted permission to applicant KQON Oregon City to amend its request for uhf Channel 21 to change hours of operation and antenna of main studio. In the vhf Channel 6 hearing there, KGW, KXL and KOIN Portland all seek to amend to show higher antennas. KGW also would boost power and revise financial, program and staff data.

In the Portland vhf Channel 8 hearing, KEX seeks to lower its antenna on Holy Heights because of CAA objection, but transmitter power would be increased to provide full 316 kw ERP. KEX also would amend financial statement and staff data. Competitor Portland Television Inc. also would amend to change its antenna because of CAA objection, but will move to a new site when lower is possible. Portland Television also would amend respecting financial, program and staff data and increase minimum operating hours.

Oregon Television Inc., uhf Channel 12 applicant, would amend to specify its main studio at 21st and Burnside Sts. N.W., Portland. A hearing is slated for this week. An ex parte hearing is scheduled with Columbia Empire Telecasters and Northwest Television & Broadcast Co.

KPTV (TV) Portland, Empire Commission's recommendation to add uhf Channel 27 to the Oregon City application, is under construction and has purchased RCA-NBC's uhf experimental transmitter at Bridgeport [B•T, Sept. 1].

Respecting the competitive bids of KQON Oregon City and KVF Vancouver, Wash., for Portland uhf Channel 21, FCC's Broadcast Bureau recommended grant of KVF's petition to allow consideration of the applications under Sec. 307(b), an issue in dispute at the pre-hearing conference [B•T, Sept. 1].

FCC counsel indicated the Commission would not consider Sec. 307(b) or comparisons of populations and areas to be served in the TV hearings since this was the purpose of the fixed station plan under the Sixth Report. Most hearings involve applicants for a channel in the same city, hence coverage is considered comparative, it was noted.

Since the Portland Channel 21 applications are concerned with two different cities, the Broadcast Bureau's recommendation set forth the matter as follows:

The foregoing requests [KVF] present two questions for Commission consideration pursuant to the Commission's "Sixth Report and Order." As the plans and rules adopted therein, it is appropriate to

(Continued on page 90)
DEMOCRATS

During the Democrat Convention San Antonio was served by only one network line. Both TV stations carried the same programs simultaneously. C. E. Hooper reports on the entire convention show Daytime—WOAI-TV had 126.6% MORE AUDIENCE than the other station. Nightime—WOAI-TV had 89.9% MORE AUDIENCE than the other station.

REPUBLICANS

During the Republican Convention San Antonio was served by only one network line. Both TV stations carried the same programs simultaneously. C. E. Hooper reports on the entire convention show Daytime—WOAI-TV had 95.6% MORE AUDIENCE than the second station. Nightime—WOAI-TV had 26.2% MORE AUDIENCE than the other station.

OUR POINT IS . . .

Better Programming — Sharper Pictures have made WOAI-TV a viewing habit here in the Southwest.

. . . BETTER BUY WOAI-TV

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

SEPTEMBER 15, 1952 • PAGE 89
‘HOWDY DOODY’-LAND
Will Cover Canada, Mexico and Cuba

THEY'RE exporting Howdy Doody. The celebrated stateside puppet is going Pan-American in a continental expansion that promises to make him as well-known in Canada, Mexico and Cuba as he is presently in, say, Doodyville, U. S. A.

The Howdy Doody Show with Bob Smith will be launched on the full CBC Canadian radio network (Saturdays, 8:30-9 p.m.) for Ogilvie Flour Mills (hot cereal) and Kraft Caramels, starting with a firm 26-week contract that begins Saturday in September. Stanfield Ltd., Montreal, is the agency for both advertisers on the radio show.

In addition, the Howdy Doody television program will be introduced to Mexico about Nov. 1 (five times weekly, 6:30-7 p.m.), in a Latinized version on XEW-TV. The Mexican version will contain the present cast of characters and a few additions. The format will include the puppets along with circus acts and the old-time movie features.

Sponsorship interest has been high. American sponsors already underwriting the radio and TV versions of the program will be given first option on the Latin-American conception.

Following the kickoff in Mexico the program will also take off on CMQ-TV in Cuba, six times weekly, 5:30-6 p.m.

In order to service the program in Latin American countries, Martin Stone, president of Kagran Inc., owner of the program, has opened offices under the name of Producciones Mundiales S. A., in Mexico City with both a production and sales force.

The firm plans to film the programs and syndicate them throughout Latin America and then on a worldwide basis, Mr. Stone told Broadcasting * Telecasting.

The U. S. radio Howdy Doody Show is currently sponsored by Poll Parrot Shoes in 139 non-TV markets on NBC radio, 8:30-9:30 p.m., and is sold locally in the 60 TV markets on which it is carried.

The show has been on the net

New Station Grants
(Continued from page 88)

consider the above-entitled mutually exclusive applications for Channel 21 in the light of the requirement of Sec. 307(b) of the Communications Act. Second, if it is appropriate to consider the said applications in the light of Sec. 307(b), the further question is presented whether the scope of the issues in these proceedings permit the parties to adduce proof as to whether their respective applications would result in a more "fair, efficient and equitable" distribution of television channels.

With respect to the first question, it is clearly appropriate for the Commission to consider the above-entitled applications in the light of Sec. 307(b). . . . The Commission concluded in the Sixth Report and Order that the distribution of radio facilities in such a manner that the result is fair, efficient and equitable cannot be achieved by the adoption of a table of assignments. The table of assignments and the rules which implement it make clear that this method of channel assignment is not rigid or inflexible.

On the contrary, under Sec. 307(b) all channels are available for any unlisted community located within 15 miles of the community listed in the table. Thus, the table of assignments itself and the rules provide requisite flexibility for the consideration of all factors that are relevant to a determination of the assignment question. In addition, in the table of assignments particular channels are, in numerous instances, assigned to two or more communities.

Where conflicting applications request the channel in such "hyphenated" manner, with consideration with respect to the fair, efficient and equitable distribution of facilities is a relevant and necessary factor in the decision as to whether their respective applications should be granted. In the instant proceeding the applicants have, pursuant to the Commission's rules, requested authority to operate the same channel in different communities. The situation here is similar to that presented in the case of "hyphenated" communities; and in both cases, the determination as to which community should be licensed for the operation of the assignment is expressly held by the Commission's rules.

The further question is presented whether the issues in these proceedings are adequate to permit proof in the light of the requirements of Sec. 307(b). . . . It is the view of the Chief, Broadcast Bureau that it would be better practice to add the following specific issue, requested in the alternative, by petitioner:

An alternative term in the light of Section 307(b) of the Communications Act of 1934, as amended, which, if either of these applicants would provide the more fair, efficient and equitable distribution of radio (television) services.

Wherefore, in view of the foregoing, it is respectfully requested that the alternative request of Vancouver Radio Corp. for the addition of the foregoing issue be granted.

Washington Watches
Kid Shows

Washington

Among all cities of over 30,000 population, Washington has climbed during the past year from tenth to eighth place in food store sales, from sixth to fifth in drug store sales and from seventh to sixth in total retail sales (5th Survey of Buying Power) . . . and you know how much the kids can influence these purchases.

Washington

Represented by NBC Spot Sales

Washington

Watch Washington

Halsey Barrett Named

HALSEY BARRETT, New York manager of Consolidated Television Sales, distributors for filmed television programming, has been named Eastern sales manager. Before joining Consolidated in 1961, Mr. Barrett served as national spot sales manager for the DuMont Television Network. He was among the founders of the American Television Society in 1939 and was its president in 1941.

Represented Nationaly by Weed Television

IN NEW ENGLAND — Bertha Bonner

Page 50 * September 15, 1952
FOR A HIGH AUDIENCE RATING APPLY THIS FORMULA —

Use a good show. Put it on WSB-TV in Atlanta, Georgia.

WSB-TV’s ability to deliver huskier ratings than national averages again was publicized in a recent ad on the new Hopalong Cassidy films. Listing shown below is a reproduction from that ad. The city-by-city comparison of Hoppy’s fat ratings show WSB-TV leading the field ‘way up front. (New Orleans, the exception, is a one-station market). You get more for your money on WSB-TV ... far more.

CITY-BY-CITY RATINGS OF APRIL 1952*

<table>
<thead>
<tr>
<th>Source; ARB April City Report</th>
</tr>
</thead>
<tbody>
<tr>
<td>Boston</td>
</tr>
<tr>
<td>Philadelphia</td>
</tr>
<tr>
<td>Baltimore</td>
</tr>
<tr>
<td>Washington</td>
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<tr>
<td>New York</td>
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<tr>
<td>Detroit</td>
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<tr>
<td>San Francisco</td>
</tr>
<tr>
<td>Cleveland</td>
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</tbody>
</table>

<table>
<thead>
<tr>
<th>Source; Videodex</th>
</tr>
</thead>
<tbody>
<tr>
<td>Buffalo</td>
</tr>
<tr>
<td>Columbus</td>
</tr>
<tr>
<td>Atlanta</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Source; Pulse</th>
</tr>
</thead>
<tbody>
<tr>
<td>New Orleans</td>
</tr>
</tbody>
</table>

*As reported by stations

**Fustest With the Mostest**

**That's Florida's WTWW**

First and only TV Station in the South's fastest growing market

First TV Station in Florida—now serving over 85,000 year-round Residents

Most Up-To-Date TV Operation in the South

it's an amazing South Florida TV Sales Story. Call your Free & Peters Colonol, Today.

**Channel 4**

**WTWW Miami**

"Glib Thor Fustest With the Mostest"  — Lt. Gen. N. B. Forrest, C.S.A.

**Best TV Plays**

To Be Offered

SECOND annual volume of The Best Television Plays, edited by William I. Kaufman of NBC-TV's program department, will be published Sept. 26 by Merill Press.

The nine plays selected from the 1961-62 season include: "The Pharmacist's Mate," by Bud Schulberg (Pulitzer Prize Playhouse); "The Night They Made a Bum Out of Helen Hayes," by Billy Rose (The Billy Rose Show); "Rocker, Rocker," by Desiree Rogers and Edward Masly (Dangerous); "Son's Half," by Gurdon Berg (The Coldbergs).

The book also contains introductory remarks by well-known producers and directors as well as articles on behind-the-scenes activities by art directors, costume designers and other specialists.

**Demos Top GOP**

In Nielsen Rating

HIGH water-mark in convention viewing was July 25 when a total of 15,666,000 different television homes tuned in to the Democratic National Convention. This exceeded the Republican Convention viewing peak of 13,000,000 TV homes. These figures were released last week in a special Nielsen Television Index report.

**Weekly Television Summary**

September 15, 1952—Telecasting Survey

**August Pulse Rates for Godfrey, 'Howdy' Tops**

(Report 233)

**Latest 'Trends' Survey Released by Pulse**

PULSE INC.'s "Multiple TV Program Trends" for August 1952 showed that total quarter-hours of network time were 8% lower than in July 1952 but higher than in August 1951. The survey also indicated that about one-half of all TV time last month was devoted to programs in the 10 top-rated categories, which follow:

**AVG. RATING**

Talent 10.8
Comedy Variety 16.6
Drama and Mysteries 16.1
Beating 15.9
Comedy Situation 14.8
Westerns 13.4
Sports Participation 15.1
Feature Films 9.2
Wrestling 8.5
Music Variety 7.8
Kid Shows 7.0

**WHAS-TV Ups Rates Effective Oct. 1**

WHAS-TV Louisville's new rate card, No. 5, with an hourly basic rate of $600 for Class A time and $120 for Class A announcements, will go into effect Oct. 1, Neil Clark, sales director, said last week. The new rate structure is based on an increase in television homes in the Louisville market since Jan. 1, Mr. Cline said. Most significant feature is addition of a new time bracket, 12 midnight to 12 noon, Monday through Friday, as Class D time.

**TOP TEN REGULARLY SCHEDULED**

MULTI-WEEKLY SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>City</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Howdy Doody</td>
<td>Albuquerque</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Cornelia</td>
<td>Athens</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Captain Video</td>
<td>Baltimore</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Big Payoff</td>
<td>Boston</td>
<td>1,650,000</td>
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<tr>
<td>Eddy Arnold</td>
<td>Boston</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Those Two</td>
<td>Buffalo</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Liberate</td>
<td>Chicago</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Music Hall</td>
<td>Cleveland</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Playhouse</td>
<td>Dallas</td>
<td>1,650,000</td>
</tr>
<tr>
<td>Studio One</td>
<td>Denver</td>
<td>1,650,000</td>
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<tr>
<td>Chief of Staff</td>
<td>Detroit</td>
<td>1,650,000</td>
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<tr>
<td>Erie</td>
<td>Fl. Fort</td>
<td>1,650,000</td>
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<tr>
<td>Dallas</td>
<td>Ft. Worth</td>
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<td>Grand Rapids</td>
<td>Grand Rapids</td>
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<tr>
<td>Greensboro</td>
<td>Houston</td>
<td>1,650,000</td>
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<td>Huntsville</td>
<td>Jacksonville</td>
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<td>Charleston</td>
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<td>Indianapolis</td>
<td>New York</td>
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<td>Nashville</td>
<td>St. Louis</td>
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<td>Moline</td>
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<td>Minnesota</td>
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<td>Providence</td>
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<td>Moline</td>
<td>San Diego</td>
<td>1,650,000</td>
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</tbody>
</table>

**TOP FIFTEEN REGULARLY SCHEDULED**

ONCE-A-WEEK SHOWS

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
<th>Aug. July</th>
</tr>
</thead>
<tbody>
<tr>
<td>Godfrey's Talent Scouts (CBS-TV)</td>
<td>29.8</td>
<td>30.4</td>
</tr>
<tr>
<td>Batting (CBS-TV)</td>
<td>26.4</td>
<td>28.2</td>
</tr>
<tr>
<td>Godfrey and His Friends (CBS-TV)</td>
<td>27.4</td>
<td>29.9</td>
</tr>
<tr>
<td>Best of Groucho Marx (NBC-TV)</td>
<td>25.3</td>
<td>25.6</td>
</tr>
<tr>
<td>Robert Montgomery (NBC-TV)</td>
<td>25.1</td>
<td>25.7</td>
</tr>
<tr>
<td>My Little Margie (CBS-TV)</td>
<td>24.7</td>
<td>25.3</td>
</tr>
<tr>
<td>Who's Line Is It Anyway (CBS-TV)</td>
<td>24.0</td>
<td>24.4</td>
</tr>
<tr>
<td>TV Playhouse (CBS-TV)</td>
<td>23.1</td>
<td>23.5</td>
</tr>
<tr>
<td>Toast of the Town (CBS-TV)</td>
<td>21.5</td>
<td>23.6</td>
</tr>
<tr>
<td>Rocket Squad (CBS-TV)</td>
<td>21.3</td>
<td>21.3</td>
</tr>
<tr>
<td>Big Town (CBS-TV)</td>
<td>21.2</td>
<td>22.8</td>
</tr>
<tr>
<td>Kraft TV Theatre (NBC-TV)</td>
<td>20.6</td>
<td>20.6</td>
</tr>
<tr>
<td>Greensboro (NBC-TV)</td>
<td>20.8</td>
<td>20.0</td>
</tr>
<tr>
<td>Amos 'n Andy (CBS-TV)</td>
<td>19.9</td>
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</table>
make small fry friends with fred

WBTV's own contribution to the cowboy craze, Fred Kirby corrals an average Videodex rating of 19.0 on his "Junior Rancho" programs (M-W-F, 5-5:30 PM). Over 2,000 Carolina children have appeared on the program with Fred since its debut in September, 1951. Praised by parents, teachers and civic leaders for its sound contribution to juvenile ideals, "Junior Rancho" offers advertisers a happy, hair-trigger reaction to their product appeals.

WBTV SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

JEFFERSON STANDARD BROADCASTING COMPANY

Represented Nationally by CBS Television Spot Sales
NEW CHICAGO UNIT
Would Establish TV Center

TEMPORARY board of directors to promote the Chicago Unlimited movement was set up last Tuesday at a meeting of groups interested in developing Chicago as a television center. Meeting was held at the ABC Civic Theatre, Chicago.

The temporary board comprises S. C. Quinlan, WBBK (TV), for stations; Don Gallagher and John Weigel, freelance announcers, for talent; James Kellogg, Wielding Studios, and Dallas Jones, Dallas Jones Productions, for film groups; Alan Fishburn, freelance, and James Jewell, James Jewell Radio- TV Productions, for package; Marty O'Shaughnessy, TV Forecast, and Robert Hurleigh, WGN and WGN-TV news director, for news; Ray Jones, AFRA and TVA.

Seventy persons attended the Tuesday meeting of the non-profit organizations.

Over $10,000 was pledged, with WBBK offering to match the pledge of any other station.

THEY DON'T LIKE TV SET TAX

Massachusetts Town Levy May Become 'Cause Celebre'

THE little town of Stow, Mass.—population 1,600—found itself in the national spotlight last week because many of its residents don't like to pay a town tax of $4.50 on TV receivers.

This two-year-old levy is imposed by Stow's Board of Assessors, supported by a state ruling that TV sets are non-essential personal property, like watches and jewelry.

A few days ago a Stow resident inserted an ad in the neighboring Maynard Enterprise complaining against "taxation without representation" and protesting the tax as illegal. Boston newspapers took up the incident and found that other Massachusetts communities weren't interested in such a tax.

Stow's assessors are able to spot TV owners by their antennas, though in some cases house occupants are asked if they own a receiver. The town is located 10 miles west of Concord.

Herbert H. Long, state tax commissioner, ruled some time ago that TV sets were non-essential, removing them from the $5,000 exemption allowed on personal property. This inspired the Stow assessors, headed by Harold J. Priest, to slap a tax on television sets. The assessors put a flat value of $100 on all receivers, no matter what they are worth.

Delicate problem arises in the case of some residents whose houses are located on the boundary line separating Stow and Hudson.

Few attempts have been made to place municipal levies on radio or TV sets. A South Carolina law putting an annual license fee of $1 to $2.50 on radio sets was held invalid in 1931 by the U. S. District Court. WBT Charlotte, N. C., had asked an injunction to collect the tax, winning the case.

Three years ago a Pennsylvania Liquor Board tax on TV sets operated by apartments, on the ground they provided motion picture exhibitions, was killed by a state court. The Supreme Court denied certiorari. The tax ranged from $120 downward. Later the State Legislature amended the law to provide specific exemption for TV receivers.

RCA Slide Projector

RCA VICTOR Div. (broadcast equipment section) is making available a new automatic projector for convenient presentation of either glass or cardboard-mounted slides in studio television productions.

The RCA type TP-2A slide projector features a corrected, coated astigmatic five-inch F/3.5 lens; an integral rotatable turret, and a built-in forced-draft ventilating unit to cool the 100-w lamp.

TV & the Beanstalk

PATIENCE is no virtue when a TV fan lives in a non-TV area like Puerto Rico—but he can do something about it, according to President Frank A. D. Andrea of Andrea Radio Corp. One ingenious TV enthusiast living near San Juan, Mr. Andrea said last week, bought a television receiver and had it installed. After strenuous efforts, the man reports, he now receives programs from Washington, D. C., Jacksonville, Norfolk, Atlanta and Havana. He says reception is best from 6 p.m. to 9 p.m., although Havana has been tuned in up to midnight. To achieve this reception, he placed on the top of his one-family home a 74-foot tower with rotor antenna.

JUDGE RULES

Ohio Censorship Illegal

CENSORSHIP laws in Ohio covering motion picture newsreels are in violation of the Ohio and U. S. Constitutions, according to a Wednesday ruling by Municipal Judge Frank W. Wiley, of Toledo. The ruling was based on a "friendly" court action brought by the State Division of Film Censorship against Martin G. Smith, owner of a Toledo theatre.

Mr. Smith, it was stated, deliberately had shown a newsreel not yet cleared by the censors. Judge Wiley held him not guilty on ground the laws on which the warrant was based were invalid.

Judge Wiley observed, "A film can be run in a television studio at any place in the country and re-produced in every home in Ohio that has a television set, and there is no attempt at censorship or taxation." Self-censorship in the motion picture industry has removed much of the possibility for evil, he added.

He described censorship fees as taxing of films and "a form of prior restraint which violates the constitutional guarantees of freedom of speech and press."

"To subject a newscast to our present censorship is of itself a greater evil than the possibility of evil against which the statute was designed to protect," Judge Wiley concluded. The state charges $3 to censor newsreels, which Judge Wiley ruled was discriminating against one method of disseminating information in violation of equal protection clauses of Ohio and U. S. Constitutions.

Venezuela TV

VENEZUELA's first TV station to be operated by the Venezuelan government is under construction on a mountain top overlooking the city of Caracas, and is expected to go on the air this year. Meade Brummet, president of RCA and managing director of RCA International Div., announced. The station will be RCA-equipped.

Transmitters

(Continued from page 81) transmitter will be used as a standby.

WTVR (TV) will operate with a 500-w transmitter which will act as the driver for the new 25 kw unit when the station increases its power to maximum erp at a later date. A DuMont 5 kw transmitter has been in uninterrupted service since the station's debut in April 1948.

WTVR's transmitter is located in the metropolitan area of Richmond. The station recently completed construction of DuMont-equipped studios and its new transmitting antenna which is 1,044 feet above average terrain.

Page 94 * September 15, 1952
NEVER—NO NEVER
Good old Fido will never renege the dish "dogs try for"...muff his food-plug
...when you USE FILM
Complete information concerning film selection and processing available...also details concerning special Eastman technical services, equipment, and materials. Address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
**TV’s News Role**

**SDX Meeting to Discuss**

Role of television at news conferences is among leading topics scheduled for discussion at the national convention of Sigma Delta Chi in Denver Nov. 19-23.

The panel on newspapers also is expected to air such newspapermen’s complaints as the charge that reporters often are made into “unwilling actors” for the TV public.

Colorado chapter of the professional journalism fraternity, the host chapter, expects more than 800 delegates to the four-day meeting.

Among those slated to speak are Arthur Hayes Sulberger, publisher of The New York Times; Sen. Fred Seaton (R-Nebr.); Palmer Hoyt of The Denver Post, and Jack Foster of the Denver Rocky Mountain News.

Other key journalists and broadcasters have been invited to take part in the discussions.

**Television at Fair**

NEW TELEVISION equipment was on exhibit at the annual York Interstate Fair at York, Pa., last week.

Television demonstration was arranged by Allen B. DuMont Labs., and WNOW-TV York, new DuMont affiliate that will begin telecasting within next few months.

**Sales . . .**


Katz Drug Co., Kansas City, Mo., has renewed Invitation Playhouse on WDAF-TV Kansas City for 13 weeks from Sept. 9. Agency is Bruce B. Brewer & Co.

**Distribution . . .**

Reland Reed Productions, Culver City, has concluded negotiations with William Morris Agency to distribute the production firm’s half-hour TV film series, Rocky Jones Space Ranger. Former arrangement with Official Films has been terminated.

**Availability . . .**

Sterling Television Co., N. Y., is releasing for TV a new series of 13 quarter-hour film programs, Ghost Towns of the West, produced by Simmelm-McServoy Inc., Hollywood. Series is based on true stories of Gold Rush days and has been filmed in some of the West’s famous ghost towns.

**Production . . .**

Deugfair Corp., Culver City, goes into production of 25 half-hour TV films in Terry and the Pirates series, Sept. 22, at RKO Pathe Studio. To be produced by Canada Dry Ginger Ale Inc., N. Y., the programs are being scheduled in 60 individual markets. Warren Lewis produces the films. Agency is J. M. Mathes Inc., N. Y.

**Film Report**


**A Men Productions Inc., Hal Roach Studios, Culver City, has been formed to produce science-adventure motion pictures which later will serve as basis for a TV series. Siodmak is president-director, Richard Carlson, vice president-star, and Ivan Tors is secretary-treasurer-producer. First script, “A Men,” co-authored by Messrs. Siodmak and Tors, goes into production tomorrow (Tuesday). Leonard Baumhaus, Atomic Energy Commission, has been hired as technical adviser. In 1958 the feature will be broken into two segments and used as first two films in a TV series.

**Availabilities . . .**

Gil Ralston, producer for Screen Televideo Productions, Hollywood, and Arthur Ripley, motion picture producer-director-writer, have formed partnership to produce TV films. Mr. Ralston recently completed four half-hour NBC-TV Cavalcade of America films for duPont, two of which were directed and co-authored by Mr. Ripley.

**Random Shots . . .**

Guild Films Inc., Hollywood, has formed a Television Research Dept. to be directed by Will L. Lane, (Continued on page 98)
POLIO FIGHT
WEWS (TV) Aids Campaign

AS OHIO's polio cases passed the 275 mark, WEWS (TV) Cleveland stepped up its campaign against the dread disease.

Kits and instructions for duplicating WEWS's Polio Pledge Day were sent to all Ohio TV stations and chapter chairmen of the National Foundation for Infantile Paralysis.

When polio cases began spreading through northeastern Ohio, local March of Dimes officials asked WEWS for a 15-minute program on polio precautions. Instead, WEWS devoted an entire broadcast day as Polio Pledge Day.

Beginning at 8:30 a.m. and continuing through the night, WEWS devoted almost every local program and about 12 spots to precautions to be taken against infantile paralysis. The WEWS Polio Pledge Day was termed "a dramatic and effective use of television for the good of the community."

ID ANNOUNCEMENTS
Petry Lists Advantages

COMMERCIAL advantages of TV station identification announcements are outlined in a presentation by the TV division of Edward Petry & Co., station representative, that currently is being distributed to advertisers and agencies.

Entitled "A Quickie on Quickies" and employing the format of a TV script, the report calls identification announcements TV's "talking billboards" and cites these commercial advantages: "Good availabilities between high-rated programs," "high frequency impact," "wide market coverage" and "low cost per customer contact."

The 15-page presentation cites specific examples of ID availabilities, with ratings, TV homes reached and cost-per-thousand figures in specific markets and for early evening, late evening and noon hours. It lists seven ways in which ID's can be used to achieve advertising goals and reports Class A costs on the 13 Petry-represented TV stations.

Media Control Course

COURSE at George Washington U. Law School, Washington, D. C., to include lectures, research and discussion on government regulation of the mass media of communication, with special emphasis on radio and television, will be conducted during the fall term on Thursdays and Fridays, beginning Oct. 2, by Ass't Prof. Louis H. Mayo. Information may be obtained at The Law School, 720 20th St., NW, Washington 6, D.C.

WOR-TV will telecast sessions of the UN's General Assembly in daily half-hour presentations starting Oct. 14. Telecasts will be public service features.

BROADCASTING • Telecasting

NCAA GAMES
Full Schedule Announced

COMPLETE schedule of 11 NCAA football games to be covered this fall by NBC-TV was to be announced last Wednesday (Sunday) on a special NBC-TV program, kickoff 1952 (3:30 p.m. EDT). The schedule of telecasts, to start this Saturday under the sponsorship of General Motors, follows:


Oct. 25, Purdue at Illinois; Nov. 1, Ohio State at Northwestern; Nov. 8, Oklahoma at Notre Dame; Nov. 15, Alabama at Georgia Tech; Nov. 22, USC at UCLA, and Nov. 29, Army vs. Navy at Philadelphia.

Sportscasters Mel Allen, Tommy Harmon, Russ Hodges and Bill Henry will cover the NCAA football schedule, the network also announced.

Mr. Allen will announce all games except that of Oct. 4 between Stanford and Michigan, which will be handled by Mr. Harmon. Mr. Henry will serve as commentator while Mr. Hodges will provide the color for the games.

General Motors will sponsor the telecasts in behalf of all its divisions, including Chevrolet, Pontiac, Oldsmobile, Buick, Cadillac, GMC truck & coach, Frigidaire and other units [B&TV, Aug. 25].

'QUICK' EXPANDS
More TV in N.Y. Editions

COMPREHENSIVE coverage of television will be included in Quick magazine, effective with the Oct. 20 issue when the publication expands its Metropolitan New York editions by 32 pages.

Included will be detailed listings of TV programs in the New York area, news and feature material on TV shows and personalities and news of developments in the industry from a business, scientific and entertainment point of view.

Johns Hopkins Bldg.

JOHNS HOPKINS U. announced last week that construction would begin soon on what the university believes to be the first academic auditorium to be built with permanent installation of television broadcasting facilities. The building, Shriver Hall, is to cost more than $1 million, and is slated to be completed by the autumn of 1953. It is to be equipped with video cabling facilities and microwave facilities, so that the university can broadcast nationally or locally from its stage.

The tube with the "built-in cash register"

If you operate a 50-kw AM transmitter using high-level modulation...if you still use older-type, pure-tungsten filament tubes...then this high-power triode can literally save you thousands.

Take tube cost per hour, for instance: In a number of 50-kw "AM's", RCA-5671's are still operating after serving over 30,000 hours. Here, as a result of the longer life of the RCA-5671, actual tube cost runs about 4 cents an hour per tube!

Take filament-power cost, for instance: The thoria-tungsten filament of the RCA-5671 takes 60% less power than the filament of comparable older type tubes—can save you $1300 or more a year. Take advantage of these major savings. For details, write RCA, Section P137, Harrison, N. J.

For tube service in a hurry, call your local RCA Tube Distributor.
Film Report
(Continued from page 96)

Edward W. Rinker joins the Chicago sales staff of Sarra Inc. He was with Bielefeld Studios, same city.

Richard Bare has resigned as director of NBC-TV's "Eddie Myghtoff Show," now being filmed by Key Productions, Hollywood. Irving Brecher resigned as producer two weeks ago. President Lou Place is serving in both capacities temporarily.

Norman Colbert, supervising film editor of Filmmart Productions, Hollywood, is serving as head editor on a series of five-minute Community Chest films to be telecast on all Los Angeles TV stations and Fox West Coast theatres. They will also be available to TV stations throughout the nation for use in Chest campaigns.

Bernard J. Proctor, president of Proctor Productions and chairman of PSI-TV Inc., New York, television film producers and distributors, has sailed to Europe for a five-week trip during which he hopes to arrange for TV film productions in Italy, France, England and Germany, and acquire rights for properties which will be produced in the U. S.


Robert de Sousa, regional sales manager for Major Television Productions Inc., Culver City, in the New York home office for conferences with Irving Lesser and Seymour Poe, executive heads of the firm.


WMAL News Maker

WMAL-TV Washington's Your Commissioner's Report made front page news in local newspapers when during its half-hour broadcast last Monday D. C. Commissioner Chairman F. Joseph Donohue answered a question by Bryson Rash, ABC White House correspondent and WMAL-AM-TV director of special events, on whether he would like to vote on salary increases of the heads of the fire and police departments from $11,130 to $12,000 yearly. Commission said yes, and Comm. Renah Camaleri, also on the program, seconded. The move was made official the next day.

COLUMBIA-NBC New TV Courses Listed

TV PROGRAM techniques and special effects will be included in the list of 1952-53 radio-television courses offered by Columbia U., New York, in cooperation with NBC. It has been announced by Erik Barnouw, who supervises broadcasting courses.

The Columbia-NBC series is starting its ninth year with provision made for the first time for students to major in either radio or TV. Study program leads to a bachelor of science degree in General Studies, Mr. Barnouw said. Winter and spring sessions start Sept. 25 and Feb. 4, respectively.

Among new courses are "Television Program Techniques," under William C. Hodapp, producer of NBC-Sloan Foundation's American Inventory, and "Special Video Effects" under James A. Glenn, head of NBC's special effects department.

MEDICAL MIDDLE Opinions Vary on Video

MEMBERS of the American Medical Assn. and The American Psychological Assn. seem to differ as to television's impact on children.

AMA's Journal, in its Sept. 6 issue, urged telecasters to "acknowledge the adverse medical and psychological implications found in many crime-and-horror programs."

That same week, however, the APA, meeting in Washington, was told that TV, far from being a psychological menace, may actually help overcome the teacher shortage and may teach children the better things in life [B&T, Sept. 8].

The AMA Journal said that the television industry would do well to sponsor medical research projects to determine the effects of crime shows on children:

"The television industry would be well advised to accomplish this (research project) voluntarily and as rapidly as possible in order to neutralize the growing hue and cry for governmental regulation and its attendant evils of censorship."

On the other side of the ledger, David Komisar, director of guilds at the American Film Producers Assn., Pittsburgh, N. Y., told the AMA that experience has taught him there is no evidence of difference in personality and behavior of children exposed to TV and those in non-TV areas.

NBC-TV to Air Operas

NBC-TV will present eight operas this coming season, broadcast monthly on Sunday, 5-4 p.m., starting Oct. 19, with Benjamin Britten's "Billy Budd," which will be given its American premiere on the telecast. Samuel Chotzinoff, NBC general music director, will produce the opera series, which will be given in English.
Movie Interests Owning, Seeking TV
(Continued from page 27)

in Telenews Productions Inc. and part owner of various newswire theatres, executive vice president and secretary and 35% stockholder. Mr. Schefelt is president and secretary of applicant; Mr. Burgers, treasurer. Applicant also seeks new TV stations in Springfield, Ill., Sioux City, Iowa, and Duluth, Minn. City priority status: Group A-2, No. 2.

LITTLE ROCK—Warner, Hill & Alves, vhf Ch. 11, ERP 250 kw (B-T, July 15). Principals include Jack Warner, Board Member of Warner Bros. City, president and 50% stockholder, Jack Warner Productions, Los Angeles, and president and 60% stockholder, Warner TV Productions, Los Angeles. Mr. Warner also is part owner of Superior Television Co., Columbus, Ohio, TV applicant. City priority status: Group A-2, No. 3.

CALIFORNIA

BAKERSFIELD—Lemert Bestg. Co., vhf Ch. 10, ERP 61.7 kw (B-T, July 12). Principals include Lewis F. Blumberg, President, and 100% stockholder; Jack Henry, motion picture, radio and TV star, 8%; William Geuza, production head, Universal-International Pictures, Los Angeles, 8%. City priority status: Group A-2, No. 2.

MONTREZY—Monterey Radio-Television Corp. (KMBY), vhf Ch. 5, ERP 42.7 kw (B-T, July 13). Principals include Harry B. Gipson, founding father, 85% stockholder, picture, radio and TV star, as vice president, and 8% stockholder, Mr. Crosby is also principal in KXLY-TV Spokane, Wash. City priority status: Group A-2, No. 2.

SANTA BARBARA—Santa Barbara Bestg. & Television Corp., vhf Ch. 22, ERP 106 kw (B-T, July 10). Principals include Ronald Colman, motion picture and radio star, 10% stockholder. City priority status: Group A-2, No. 54.

STOCKTON—KXOB Inc. (KXOB), vhf Ch. 13, ERP 299 kw (B-T, Aug. 4). Principals include Sherrill C. Corwin, owner of Corwin Theatres Corp. (owns theatre in California), secretary-treasurer and 18% stockholder in applicant; Edward G. Burke Jr., 25% owner of Screen Assocs. Inc., Los Angeles, 15% stockholder in applicant; Ralph E. Stolkin, 15.5% owner of Screen Assocs. Inc., Los Angeles, 5% stockholder in applicant; Messrs. Corwin, Burke and Stolkin also have stock interests in WMAY-TV Inc., TV applicant for Springfield, Ill. (See also Mid-Continent Television Inc., Winchester, Kan. City priority status: Group A-2, No. 32.

COLORADO

DENVER—Aladdin Radio & TV Inc. (KLZ), vhf Ch. 7, ERP 72.5 kw (B-T, June 22). Principals include Frank H. Rickerton Jr., president (no stock interest) of Fox International Theatres Inc. and 50% owner of Atlas Theatre Corp. (chairman of Colorado Theatres), treasurer and 13.5% stockholder in applicant; Theodore H. Gamble, president and with wife 80% stockholder in Gamble Enterprises Inc. (owns theatres in Indiana, Ohio and Pennsylvania and, through interest in Standard Theatres Inc. in Wisconsin), vice president and 20.3%. Mrs. Gamble has stockholdings in individual theatres in California. Mr. Gamble also has stock interest in Mt. Hood Radio & Television Bestg. Corp., TV applicant for Portland, Ore. City priority status: Group A-2, No. 1.

DENVER—Denver Television Co., vhf Ch. 7, ERP 72.5 kw (B-T, July 14). Principals include John M. Wolfberg, president and director of Denver theatre chain, president and 34% stockholder. Mr. Stewart, motion picture, stage and radio star, 19.6%. City priority status: Group A-2, No. 2.

DENVER—Metropolitan Television Co., vhf Ch. 4, ERP 100 kw (B-T, July 15). Principals include Bob Hope, motion picture, radio and TV star, 56% stockholder. City priority status: Group A-2, No. 54.

The new Gray Telep

Your Super TV Time Salesman!

The versatile, new Gray Telep 11 is one of the best time salesmen your station can have! With the Telep 11 you can make TV commercials exciting and interesting, even for retail stores. You can provide your professional studio effect of superimposition, lap dissolve, fade-outs—and at a big saving of cost, time and trouble. Gray Color Camera handles slide photographs, art work or cards . . . takes up little space . . . is easy to move around . . . costs only one operator. Write for Circular RD-9.

FLORIDA

FORT MYERS—Fort Myers Bestg. Co. (WINK), vhf Ch. 11, ERP 97.7 kw (B-T, June 30). Principals include Mitchell Wolfson, president; Jesse Burman, treasurer; Sidney Myers, vice-president and president of Shanghai Theatres (exhibition chain) which operates WTVJ (TV) Miami, president and 5% stockholder; Sidney Meyer, vice-president of Shanghai Theatres, 5% stockholder. Wometco Theatres, Inc. also owns 10% of applicant. Same interests have stockholdings in TV applications for Tampa and Charlotte, N. C. City priority status: Group B-4, No. 166.

JACKSONVILLE—Florida-Georgia Television Co., vhf Ch. 10, ERP 151 kw (B-T, Aug. 29). Principals include Mitchell Wolfson, president; Sidney Myers, vice-president and president of Shanghai Theatres, 5% stockholder and 53% stockholder, Sidney Meyer, president and vice-president, respectively. Meyer is 3.31% stockholder, along with 3.31% stockholder, in applicant; also is officers in action chain which operates WTVJ (TV) Miami. Same interests have stockholdings in TV applications for Jacksonville and Orlando, Fla. City priority status: Group A-2, No. 3.

GEORGIA

COLUMBUS—Martin Theatres of Georgia Inc., vhf Ch. 29, ERP 17 kw (B-T, July 8). Applicant is owned by Martin Theatres of Florida Inc., of which R. E. Martin is president and 351% stockholder, R. E. Martin Jr., 30% stockholder, C. L. Martin, vice-president; secretary and treasurer; E. L. Martin Sr, 33.1% stockholder. Applicant has 100% stockholder, of R. E. Martin Sr. is 33.1% stockholder and president of applicant. City priority status: Group A-2, No. 42.

SAVANNAH—WSAV Inc., vhf Ch. 35 kw (B-T, June 16). Principals include William K. Jenkins, president; Joe Davis, treasurer. Mr. Jenkins is 35% stockholder in applicant. City priority status: Group A-2, No. 3.

IILLINOIS


ROCKFORD—Greater Rockford Television Inc., vhf Ch. 12, ERP 500 kw (B-T, July 7). Principals include Donald Frederick Gran, one third owner of Turner Theatres Inc. (owns theatres in Wisconsin) 25.4% stockholder in applicant; president and 25% stockholder; Alfred G. Miraglia, executive vice-president and 16% stockholder; Wilton Meyer, 16% stockholder in Telenews Productions Inc. and part owner of newswire theatres, executive vice president and secretary of applicant; Mr. Burgers, treasurer. Applicant also seeks TV station in Little Rock, Ark., Sioux City, Iowa, and Duluth, Minn. City priority status: Group A-2, No. 32.


The Stage Is Set at WHEN

Here's a show tailored for ideal afternoon viewing...a daily full length feature film plus newscast and short subjects...a complete theatre program, combining drama, music and news.

When the curtain goes up on Movie Matinee you will reach a top audience of Central New York housewives.

A spot in this outstanding participating show will provide...

Results

Represented Nationally

by the Katz Agency

CBS • ABC • DUMONT

A MERIDIAN STATION

WHEN TELEVISION SYRACUSE

September 15, 1952 • Page 99
FOR SALE

For television micro-wave relay use—one 200 foot "Skyline" double guyed tower complete with required obstruction lighting.

Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

FOR DETAILS, WRITE

J. M. McDONALD,
Assistant Director of Engineering
Crosley Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio
WASHINGTON

WEST VIRGINIA
HUNTINGTON—Greater Huntington Radio Corp., White Rose Realty Corp., 8 Petr., 2344 kw [B.T., July 1]. Bloom-Longo Realty Corp. is 95% owner of applicant. In turn, it is owned by Greater Huntington Theatre Corp., President of all three firms is A. B. Hyman; first vice president and treasurer is R. J. Hyman; second vice president and assistant secretary-treasurer is Charles S. J. Hyman; secretary and assistant treasurer is Thomas S. Hyman. City priority status: Group B-4, No. 162.

WISCONSIN
GREEN BAY—Standard Theatres Inc., vhf Ch., 8 Petr., 55 kw [B.T., July 17]. Applicants are owned by same group of companies that own Rockford, Ill. City priority status: Group B-4, No. 162.

ERNEST D. BLACK
Had Three Station Interest
ERNEST D. BLACK, 59, principal in three Georgia stations, died Sept. 6 after a short illness. He was president of W BM L Macon and WRDW Augusta, and vice president of WDAK Columbus.

Mr. Black was president of the company that founded WPDQ Jacksonville, Fla., a decade ago, later selling the property. He also was president of WCOS Columbus, Ga., until last spring when he sold his interest to Charles Pittman, his son-in-law.

A native Georgian, Mr. Black was active in state, civic and business affairs. He was president of Central Cotton Oil Co., Macon, and past-president of National Cottonseed Crushers Assn. Last year he was president of the Macon Chamber of Commerce.

WTSA AUCTION
Aids Child Victim of Tragedy
WTSA Brattleboro, Vt., led a campaign which raised nearly $2,000 to aid a 4-year-old victim of a tragic accident.

Little Gary Smith of nearby Springfield, Vt., became locked in an abandoned ice box for eight hours Aug. 7. Last week he was still in a comat but doctors believed he would live. The following week, the second week of Gary's coma, WTSA made plans for a Gary Smith Day. Merchandise was solicited to be auctioned. Records were played for $1 donations. Response was so great, WTSA reports, that the $1 record requests were played for an entire week.

Some WTSA staffers worked as much as 18-20 hours daily for three days when the drive was at its height. Among those who helped were Philips G. Terhune, station manager; Edward Somes, chief engineer; Larry Simth and Bud Hawkins, disc jockeys, and Hal Shaw, program director.

PROTECT YOURSELF, your STAFF, your CLIENTS from the daily hazard of

LIE,L, Slander, Infringement of Copyright, Invasion of Privacy

Articles from Editorializing, Euphemism, Newswaste, Ad lies, Financial Mystery Plot, Ugly Anonymous, Main-on-the-air Interviews.

Hundreds of Broadcasters and Newspapers guard this continuous hazard with our special, tailored-to-the-task, Insurance.

USE CAUTION—LADY LUCK IS A DESERTER! IT COSTS SO LITTLE TO BE SURE WITH INSURANCE.

For details, write to the Pioneer in this line.

EMPLOYERS REINSURANCE CORPORATION
Insurance Exchange Bldg.
Kanasa City, Mo.
FARMERS

Postmaster Please Be Careful

(Continued from page 28)

as a result of the new regulation: the mailing envelope could be
opened for postal inspection if necessary.

Another time a WIBW mailing comprised a pint fruit jar which contained a rolled printed message. To be sure that the corrugated packaging containing the glass jar went to the addressee and not to some lesser employee, the mailing label was printed to read:

"Mail Clerk, please see that this is delivered unopened to addressee."

Unfortunately, the post office interpreted our message, intended for the mail clerk of the recipient firm, to be a request not to open the package for postal inspection.

The result was that many of the packages, intended for parcel post, were opened and then dispatched with deliver or 50 cents postage due. Since the great bulk of the mailings were delivered to addresses without interference or extra postage due, the Third Assistant Postmaster General arbitrarily decreed that the post office was due about $500 extra in postage and billed WIBW accordingly. A personal trip to Washington finally was necessary to settle the matter, which was done happily, quickly and with all courtesy on the part of the Postmaster General.

The teaser copy now used on the envelopes or labels of WIBW mailings generally reads: "Postmaster: Please handle carefully—There's a (name of gadget) inside." This message serves the double purpose of assuring careful handling and of encouraging the recipient to open the mailing and, in addition, all mailings are clearly labeled, "Fourth class mail, may be opened for postal inspection if necessary.

While we were learning from our successes and our mistakes, the very next mail order program was at all times greatly gratifying. No effort ever has or ever will be spared to make these mailings just as effective as we ourselves can think of and every usable gadget is continuously carried on. All of us at WIBW and at The Carter Agency are aware of the comparison done by the amine and consider many possibilities for every one we finally select.

One example of this unrelenting effort to make our mailings thoroughly authentic and effective occurred in connection with an April 1939 mailing piece. The piece announced WIBW's new antenna. One of the selling factors in the wide use of WIBW's strong signal is the unusually fine ground conductivity in this area. To make the signal even stronger, WIBW's transmitter was moved to a location near a farm in the Kaw River Valley. In order to dramatize this feature, an actual sample of the soil from the transmitter site was secured, placed in tiny boxes and used on the mailing. To get this soil, and to be dead sure that it was the actual soil itself, a representative of the agency staff made a trip to the Kaw River Valley and personally shoveled the dirt into a burlap bag, loaded it into the car and returned it to Kansas City, where the soil was packaged.

Gadgets by the Hundreds

Literally hundreds of gadgets have been used by WIBW since the first mailing in 1937, and never have we repeated exactly the use of any gadget. If any item has been used previously, it is used again unless it represents a new and different development in the same field. The gadgets that have been incorporated into WIBW's toy and gift mailings have ranged from strips of asbestos to heads of wheat.

Some of the many items we've mailed out include: Cigarettes, chewing gum, fish hooks, hard boiled eggs, candy suckers, sewing kits, coffee measures, crochet hooks, pot holders, screwdrivers, wind-shield wipers, lamb's wool utility pads, grapefruit sponges, tea pot tines, soap hoses, flower seeds, razor blade holders, Corborundum sharpening stones, plastic bowl covers, brass tacks, email labels, and even a wedding ring (imitation, of course).

Naturally some gadgets and some mailings have attracted more interest than others. We are particularly proud of the time-pulling power of our yardstick mailing. This was an excellent-quality, varnished hardwood yardstick which went out in December, 1940, and even today we get requests for extra yardsticks—requests we unfortunately are unable to fill.

The initiation or miniature wedding ring wouldn't have a chance of getting on our mailing list today. Through experience we have learned that useful, usable gadgets are most appreciated and best received. Of all the items we have sent out, the term "WIBW gadget" to us has no identification as to source, but the selection of useful gadgets helps assure that the name of WIBW will be remembered by timebuyers, and naturally that's a primary consideration with us.

During the past four and a half years, records have been kept of the number of requests for "WIBW gadgets. We feel that this helps to measure the interest in our campaign, and we also feel that the results have shown this interest to be more than ever. During the four and a half year subject period, the people on our highly selective national mailing list of 2,200 to 2,300 names have returned to us a total of 6,665 reply cards and we have sent out 37,305 gadgets in answer to these requests for "extras." That figure, of course, excludes the number of gadgets used in the initial mailings.

The breakdown into yearly totals shows a definite increase in 1951, but otherwise there hasn't been too much fluctuation:

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<th>Year</th>
<th>Total Cards</th>
<th>Total Returned</th>
<th>Average Gadgets Returned Per Card</th>
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<td>768</td>
<td>340</td>
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</table>

*--Total to date, including returns on the third of six mailings.
++Two mailings only.

The 1951 increase in returns can be traced to the last two mailings, particularly—a plastic snack tray and a Christmas Book. We had 393 reply cards requesting 1,287 extra plastic snack trays. With the late—November Christmas Gift Book mailing, however, we really beat our own record: There were 762 cards returned, asking for 4,925 extra books, and we distributed an additional 1,000 books on request in Topeka and Kansas City, where our affiliate station, KCKN, is located.

The Christmas Carol Book was sent to the usual list but was a

Looking for Radio & Television Technicians?

RCA Institutes, Inc., graduates of radio and television technicians, operators and laboratory technicians. Graduates of RCA Institutes have a first class Radio-Telephone License. Call on us for your technical personnel.

Write to: PLACEMENT MANAGER

RCA INSTITUTES, INC.
A Division of RCA A subsidiary of ASARCO
350 West Fourth Street, New York 1, N. Y.
ATTENDING NARTB District 15 meeting are seated (l to r) Lloyd Yoder, general manager, KNBC San Francisco; Glenn Shaw, general manager, KLX San Francisco, and NARTB District head, and William Pahst, general manager, KFRC San Francisco; standing (l to r) are Vince Francis, general manager, KGO-TV San Francisco; David McKay of KOLO Reno and KORK Las Vegas, Nev., and KGYW Vallejo, Calif.; Arthur M. Arlet, West-Marin Agency and San Francisco Ad Club president; Sheldon Anderson, KCOK Tulare, and Charles W. Collier, Ad Assn. of the West.

Combination mailing for both WIBW and KCKN. A Christmas Carol book had been used by WIBW and KCKN in 1946, and the continued frequent requests for extras (four years later) determined us to use a similar approach again.

For our 1951 mailing we followed our policy of never repeating, exactly, any previous mailing by securing a Christmas Carol book of a different format, larger and more complete in its selections.

Other gadgets that have pulled well in our mailing include: Silver-plated butter spreaders, plastic light cord pulls, window scrapers, razor-knives, egg timers, biscuit cutters and plastic salt and pepper shaker sets.

Integrated with our continuing campaign of three-dimensional mailings has been a yearly and sometimes semi-yearly report on the listening habits of the Kansas radio audience. The first such book, "Kansas Radio Facts," was issued in 1937, the year our campaign began.

These impartial surveys are conducted by Dr. F. L. Whan of the U. of Wichita, who this year is presenting the 16th annual survey of the Kansas radio audience. The importance of usefulness in direct mailings is forcefully illustrated by the big demand for these outstandingly popular surveys.

To sum up, we've had a lot of fun with the usual incidents that have happened since we began our three-dimensional direct mailings.

We enjoy and value the friends we've made. We're proud of the "fan mail" the mailings have brought us, and we appreciate the national recognition that has come to us for this campaign. Six times WIBW has received major awards for yearly phases of the campaign—most recently when the National Advertising Agency Network gave the May 1981-May 1983 WIBW campaign a high award in its national competition.

But the primary purpose of any kind of advertising is, of course, to get sales results, and without such results we would not have been justified in continuing the campaign. I'm happy to say that our direct mail campaign has played an important part in achieving for WIBW a proved nation-wide acceptance among its trade.

Our sales representatives consistently report to me that this advertising has helped them substantially in landing important specific new accounts, and in renewing contracts.

For all these reasons, you can expect to keep on seeing on your desk those envelopes and packages with the familiar words, "Postmaster, Please be careful. There's a Real WIBW Gadget Inside!!"
programs promotion premiums

ALL ABOARD
MORE than 1,200 people were aboard WGBR Cleveland's "Fair Train Special" on Sept. 9 for a trip to Columbus to join in the third annual Northern Ohio Day, according to station reports. WGBR offered special half-fare and free admission to the fair in on-the-air promotion preceding the event, which also served as a farewell party for farm director Bob Smith. Mr. Smith is now associated with the Ohio Shorthorn Breeders Assn.

MUSIC COURSE
MUSIC course for public school teachers will be offered by WQXR New York in cooperation with its parent, The New York Times, beginning Sept. 24 in New York Times Hall. Abram Chasins, music director of the station, will serve as moderator for 15 weekly lectures to be delivered by guests prominent in the music field.

UHF CLARIFIED
ANSWERS to many of the public's questions about UHF were given in a full-page newspaper ad that appeared in Denver fortnight ago. Ad was run as a public service by Raytheon TV with inquiries directed to Contractor's Heating & Supply Co., distributor of firm's sets in that area. Copy gave rules to be followed as guides to better TV buying and explained UHF in layman's language.

CORN PICKING CONTEST
MECHANICAL corn picking contest was sponsored by WLAW in cooperation with the Bloomington-Normal Junior Chamber of Commerce on Oct. 11 at Brokaw Farm near Chicago. Contest, station reports, is expected to draw 40,000 persons. Trophies, cash prizes, and merchandise will be awarded to the winners. The station has designated Oct. 11 as "Corn Harvest Day" and will feature farm-themed programs, some of which will originate at the contest scene.

NEW TALENT
YOUNG St. Louisans with musical talent will be given a chance to perform on radio in a program planned by WEW St. Louis. Stepping Stones to Stardom, scheduled for airing each Saturday, will feature boys and girls 18 years of age or younger. Five contestants will compete weekly for five weeks. Winners of each contest will meet on the sixth program when a winner will be selected. Music teachers have been asked to serve as judges.

WBEL STREAMERS
STREAMERS bearing WBEL Beloit, Wis., call letters are being carried on 1,000 cars and trucks in the outlet's listening area, according to the station. A safety slogan, endorsed by WBEL, is used on the streamers with police, trucking companies, taxicabs and filling stations cooperating to get the streamers attached to cars.

FOREMAN 'TOM' CONTEST
WITH six bicycles as incentive, Milwaukee youngsters took time out from summer vacations to write letters on the meaning of the pledge taken by members of the "Foreman Tom B Square Ranch Club," an activity of Foreman Tom program on WTMJ-TV Milwaukee. Three boys and three girls bikes were awarded to the six children who submitted the best letters.

PROMOTION ON INCOME
LATEST promotion brochure released by WOWO Pt. Wayne, Ind., concentrates on the fact that "the average man in WOWO-Land earns an income far above the national average." Claim is backed up with statistics on incomes in the station's market and points to advantages of reaching a well-heeled audience through WOWO.

WLW WINS CONTEST
WINNER of a promotion-publicity contest held this summer among stations over 5 kw which carried Pure Oil Co.'s News Time program is WLW Cincinnati. A wall plaque praising WLW's campaign on behalf of the oil company's "Name the Old Cars, Win a New Car" contest has been sent to the station.

There's More SELL on... WRTL

RICHMOND VIRGINIA
910 KC — 5 KW
ABC AFFILIATE

NATIONAL REP. — EDWARD PETRY & CO., INC.

the NBC station serving greater YOUNGSTOWN, O. 30th population area in U.S. 5,000 WATTS

WFMJ
Duplicating on 50,000 Watts FM

Page 104 • September 15, 1952
CREWS from WOKE Oak Ridge, Tenn., were more than slightly busy during the last week of August.

From Aug. 27 through Aug. 30, WOKE crews were gyrating between the woodland Shopping Center in Oak Ridge and the Anderson County Improvement Fair in nearby Clinton, Tenn. During that time, WOKE aired a total of 7½ hours directly from the shopping center and 6½ hours from the fair.

Some 5,000 shoppers filed through the new center between 7-9 p.m. Aug. 27, day of the formal opening. And fair officials are so pleased with radio results that already they are planning a WOKE-Fair promotion for next year.

WSB APPROVES
Wage Boost at Stations

AMERICAN Federation of Radio Artists' approval of a new Westinghouse Plant wage for production personnel was later reduced by the Wage Stabilization Board.

Retrospective to May 1, minimum weekly salaries for announcers at KWW were raised from $78.76 to $89; at KLAC from $96 to $107, and a flat $90 wage was established at KBIG, which started operations June 1.

Westinghouse Plant

WESTINGHOUSE Electric Corp.'s new electronic tube plant and division headquarters at Elmina, N.J., has been completed, E. W. Ritter, vice president in charge of the Electronic Tube Div., announced last week. The plant, on a 114-acre tract, houses headquarters executive offices, engineering laboratories, two separate manufacturing areas, warehousing and shipping facilities. Of steel, brick and concrete, it is fireproof and covers 65,000 square ft.

ALBERT J. JOHNSON (r), KOY Phoenix, NARTB District 16 director, was welcomed to the Coronado, Calif., meeting by these San Diegans (1 to r) Howard L. Chernoff, KFMB-AM-TV; Charles E. Solik, KCBQ; Mayor John Butler; Thomas E. Sharp, KFSD, and Rear Adm. John Roper, commanding, 11th Naval District.

OTHERS who attended the NARTB District 16 meeting were (front row, 1 to r) Robert J. McAndrews, KBIG Avalon; Norman Ostby, Don Lee Broadcasting System, Hollywood, and Lincoln Simonds, Weed & Co., Hollywood; back row, Lee Little, KTUC Tucson; Norman Nelson, Southern California Broadcasters Ass'n.; Charles E. Hamitlon, KFI Los Angeles; Phil Hoffman, KECA-TV Los Angeles, and A. E. (Gene) DeYoung, KERO Bakersfield.

Registration for NARTB District 16

(Ariz., Calif., Nev.)

Held at Coronado, Calif., Sept. 8-9

Dist. 16 story, page 48; Dist. 15 registration on page 103

the cornerstone of every advertising campaign in New Haven and New England

representation of the Xtra Agency

WNNH 1490

WNBC 1050

WNBC

Broadcasting • Telecasting

WWJ

NBC Affiliate

in Detroit

Owned and Operated by THE DETROIT NEWS

National Representative

THE GEORGE P. HOLLINGBERY COMPANY

September 15, 1952 • Page 105
**HENNOCK URGES**
Local Action in L. A. Talk
ACTION of the FCC in reserving the 25 commercial educational TV channels will not of itself bring educational television to the American people, FCC Comr. Frieda B. Hennock last Monday told members of the Los Angeles Educational Television Committee.

Speaking at a meeting called by the U. of Southern California's Allan Hancock Foundation, which was granted UHF reserved Channel 28 (B&T, Sept. 1), Comr. Hennock said the university's UHF station planned in Los Angeles "may yet become the first educational station to commence regular operations."

"In any event, it will likely be the first educational television station in the UHF band to go on the air," she said.

Although the FCC has reserved educational channels, "only local action on the city, county or state level directed toward the actual building of these stations as soon as possible can realize that opportunity and spread their benefits throughout each community," Comr. Hennock said.

Calling TV "a veritable lob. ETS and headaches FM, TV, educational operations." Hennock said that the state granted UHF of all types of educational towers and antennas today (except applications to accommodate proposed changes in existing AM, for extension of completion date.)

September 5 Applications

**ACCEPTED FOR FILING**

<table>
<thead>
<tr>
<th>License for CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WQAM-FM Miami -- License for CP, as mod., which authorized new FM.</td>
</tr>
<tr>
<td>WCRL Englewood, Ill. -- License for CP which authorized new AM.</td>
</tr>
<tr>
<td>WNCA Siler City, N. C. -- License for CP, as mod., which authorized new AM.</td>
</tr>
<tr>
<td>Change Transmitter Type</td>
</tr>
<tr>
<td>KJNO Juneau, Alaska -- Mod. CP, as mod. which authorized new FM, extension of completion date to 12-31-51.</td>
</tr>
<tr>
<td>WEBS-FM Buffalo -- Mod. CP, as mod. which authorized new FM, extension of completion date to 6-12-50.</td>
</tr>
<tr>
<td>WAIR-FM Des Moines -- CP which authorized new FM, extension of completion date to 10-15-50.</td>
</tr>
</tbody>
</table>

**REFERENCE**

<table>
<thead>
<tr>
<th>New Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM, 1090 KLCN Blytheville, Ark. -- License, which authorized change in frequency to 1020 mc.</td>
</tr>
</tbody>
</table>

**REDUCTION OF LICENSE**

<table>
<thead>
<tr>
<th>Frequency</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM, 1220 WKTU Kings Mtn., N. C. -- CP, as mod. which authorized new AM to increase power to 600 w. from 10 kw.</td>
</tr>
</tbody>
</table>

**CHANGE OF LOCATION**

<table>
<thead>
<tr>
<th>Location</th>
</tr>
</thead>
<tbody>
<tr>
<td>WMUR Manchester, N. H. -- CP, as mod., which authorized new AM to increase power to 600 w. from 10 kw.</td>
</tr>
</tbody>
</table>

**FREQUENCY CONVERSION**

<table>
<thead>
<tr>
<th>Frequency Conversion</th>
</tr>
</thead>
<tbody>
<tr>
<td>WPXO Providence, R. I. -- CP to change height above terrain from 650 to 485 ft.</td>
</tr>
</tbody>
</table>

**FILING FOR LICENSES**

<table>
<thead>
<tr>
<th>License for CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCHS Washington Court House, Ohio -- SSA to operate on unti. Sept. 19, Oct. 10 and Nov. 4.</td>
</tr>
</tbody>
</table>

**SEPTEMBER 9 APPLICATIONS**

<table>
<thead>
<tr>
<th>ACCEPTED FOR FILING</th>
</tr>
</thead>
<tbody>
<tr>
<td>Requests Name Change</td>
</tr>
<tr>
<td>KAGH Crested Butte, Colo. -- CP to change frequency from 1500 mc. to 1520 mc.</td>
</tr>
</tbody>
</table>

**REQUESTS SSA**

<table>
<thead>
<tr>
<th>License for CP</th>
</tr>
</thead>
<tbody>
<tr>
<td>WCHD Washington Court House, Ohio -- SSA to operate on unti. Sept. 19, Oct. 10, 15 and Nov. 4 to broadcast gales and election returns.</td>
</tr>
</tbody>
</table>

Tendered for Filing by the Broadcast Bureau in accordance with the Act of Congress of July 26, 1945, to extend license to a specified station, for a specified term of license, with or without conditions, and to set forth the terms of such license, together with the conditions under which such license may be modified, renewed or revoked.

**September 9 Decisions**

<table>
<thead>
<tr>
<th>FOR DIRECTION</th>
</tr>
</thead>
<tbody>
<tr>
<td>AM &amp; FM &amp; TV</td>
</tr>
<tr>
<td>Complete Installation</td>
</tr>
</tbody>
</table>

**SERVICE DIRECTORY**

<table>
<thead>
<tr>
<th>BUILDING</th>
<th>ADDRESS</th>
<th>TELECASTERS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Custom-Built Equipment</td>
<td>U. S. RECORDING CO.</td>
<td>1121 Vermont Ave., Wash., S. C.</td>
</tr>
</tbody>
</table>

**COMMERCIAL RADIO MONITORING COMPANY**

<table>
<thead>
<tr>
<th>FREQUENCY MEASUREMENTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>Engineer on duty all night every night</td>
</tr>
</tbody>
</table>

**JACKSON 3302**

P. O. Box 7037
Kansan City, Mo.

**VACANCY**

**YOUR FIRM'S NAME in this "casual" will be seen by 15,500 readers-station owners and managers, chief engineers, and technical personnel for AM, FM, Television and facilities."
CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
1339 Wisconsin Ave., N. W.
Washington, D. C.
Member AFCCE

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCCE

George C. Davis
Registered Professional Engineer
501-514 Munsey Bldg.—Sterling 0111
Washington, D. C.
Member AFCCE

Everett L. Dillard, Gen. Mgr.
INTERNATIONAL BLDG. DI 1319
WASHINGTON, D. C.
P. O. BOX 7037 J ACKSON 5902
KANSAS CITY, MO.

A. D. Ring & Co.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCCE

There is no substitute for experience
GILLETT & BERGQUIST
982 NATL. PRESS BLDG., NA. 3573
WASHINGTON, D. C.
Member AFCCE

E. C. Page
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

Russell P. May
John A. Moffet, Associate
4227 F St., N. W., Kellogg Bldg.
Washington, D. C. Republic 3984
Member AFCCE

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

Kear & Kennedy
1302 18TH ST., N. W., HUDSON 9000
WASHINGTON 6, D. C.
Member AFCCE

William L. Foss, Inc.
Formerly Colton & Foss Inc.
927 15th St., N. W., Republic 3883
WASHINGTON, D. C.

Guy C. Hutcheson
P. O. Box 32
1100 W. Abram
Arlington, Texas

Lynne C. Smeby
"Registered Professional Engineer"
1311 Q St., N. W., EX 8073
Washington 5, D. C.

Robert M. Silliman
Consulting Radio Engineer
1011 New Hampshire Ave., N. W.
Republic 6646
Washington, D. C.

Robert L. Hammett
CONSULTING RADIO ENGINEER
320 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

John C. Creutz
319 BOND BLDG., REPUBLIC 2151
WASHINGTON 6, D. C.
Member AFCCE

William E. Benns, Jr.
Consulting Radio Engineer
3738 Kenowa St., N.W., Wash., D. C.
Phone ORDway 8071
Box 2448 Birmingham, Ala.
Phone 6-4754
Member AFCCE

Lynd C. Smeby
"Registered Professional Engineer"
1311 Q St., N. W.
Washington 5, D. C.

Robert L. Hammett
CONSULTING RADIO ENGINEER
320 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

John B. Heffelfinger
815 E. 83rd St.
Hilond 7010
KANSAS CITY, MISSOURI

Grant R. Wrathall
Aptos, California
Appointments arranged for
San Francisco Seattle Salt Lake City
Los Angeles Portland Phoea
Box 260
APTO-3352
Member AFCCE

Raymond M. Wilmotte
1469 Church Street, N.W., December 1231
Washington 5, D. C.
Member AFCCE

Bernard Associates
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. Normandy 2-6715

Vandivere, Cohen & Wearn
Consulting Electronic Engineers
612 Evans Bldg., NA. 2698
1420 New York Ave., N. W.
Washington 5, D. C.

Harry R. Lubcke
CONSULTING TELEVISION ENGINEER
INSTALLATION-OPERATION
Television Engineering Since 1929
2443 CRESTON WAY HO 9-3266
HOLLYWOOD 28, CALIFORNIA

James R. Bird
Consulting Radio Engineer
Fairmount Hotel, K.Y.
31 Elm Ave.
San Francisco, Calif. Mill Valley, Calif.
D06a 5-3238 D08e 8-1267

Mon. Sept. 15, 1952, on applications in
this proceeding for purposes of consid-
erning procedure to be followed in
hearing, necessity or desirability of
simplification, clarification, amplifica-
tion, or limitation of issues; possibility of
stipulating facts and limiting num-
er of witnesses: necessity or desirabil-
ity of prior mutual exchange of ex-
hbits among parties.

By Comr. E. E. Webster.
The Brush-Moore Newspapers Inc.

Bernard Associates
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. Normandy 2-6715

Canten, Ohio—Granted petition for au-
thority to take deposits in proceed-
ing re application.

D.T. Heard Radio & Television Bldg.
Carp, Portland, Ore.—Granted motion to
take deposits and supplemental motion
to take deposits in proceeding re
application.

Pioneer Bldgs. Inc., Portland, Ore.—
Granted motion for order to take de-
(Continued on page 111)
HELP WANTED

Managerial

CB Affiliates in excellent but small highly competitive market in West. Compensation, good base salary plus liberal profit sharing bonus. Full giving references and experience. Excellent. BROADCASTING, TELECASTING.

Salaried

CB station in highly competitive Southeastern city with one top man to present staff. Remuneration on commission basis. Immediate opening. Good air and sales presence. Write for full giving references and experience. ELITE BROADCASTING, TELECASTING.

Salesmen

CB station wanted immediately, single market money-maker. Live wire. $800.00, 50% month sales commission. Air mail photo, experience KPJK, L.A., must be enclosed.

Wanted—Experienced local sales manager for 250 watt radio station in large city. Good personality, ability, education, and car. Salary according to ability. Will work with continuous chief. Immediate opening. Write to Personnel, WXV, Athens, New Mexico.

Experienced salesmen, independent, salary or draw. WGAT, Starkville, Miss.

Announcers

Florida coast station. Need two combination men. Both must be heavy on annoucement work. 250 watt disc, experience required.References, first letter $0.50, for 44 hours. Box 37R, BROADCASTING, TELECASTING.

Announcer, experienced all phases. Good personality, ability, and commercial copy. Must be able to work on disc, experience record, references, first letter $0.50, for 44 hours. Box 37R, BROADCASTING, TELECASTING.

Announcer—engineer with first class license. Must have experience in broadcasting. CB station in Southeastern city. Send all personal data, references, telephone number, etc. Box 313R, BROADCASTING, TELECASTING.

Combination announcer-engineer. First class license. Must have CB experience. Live in Pennsylvania. Write Box 228R, BROADCASTING, TELECASTING.

Wanted—Network calibre announcer, must have first class radiotelephone license. Starting salary $100.00 per 35 hour week. Position permanent even should FCC relax first class license requirement. Send application to CB station in central Pennsylvania. Write Box 358R, BROADCASTING, TELECASTING.

A good experienced man who can do hillbilly and popular and also disc work. Write for full details. Salary to be determined by experience. Write 900B, BROADCASTING, TELECASTING.

Wanted—Disc jockey with first class license to work in 250 watt network station in southeastern New Mexico. Good salary depends on experience. Send full particulars. Box 211R, BROADCASTING, TELECASTING.

Wanted immediately—Announcer-Engineer with first class to work in 250 watt network station in Southwestern New Mexico. Good salary depends on experience. Send full particulars. Box 211R, BROADCASTING, TELECASTING.

Television

Announcer with first phone, emphasis on announcing. 5 day, 35 hour week. Must be able to work alone. Write and phone. Send all relevant material. Box 417R, BROADCASTING, TELECASTING.

Wanted—Hillbilly DJ-announcer at 250 watt East Central network affiliate. Include complete information. Box 424R, BROADCASTING, TELECASTING.

Operator-announcer with first class license and experience essential. KPOA, Honolulu.

1500 watt Mutual affiliate offers chance to work with nationally known air man. $70.00 week plus 20% commission. No experience necessary. First class license desired but not required. Must have some experience. No reply if mail will not return. Box 585, KXWV, Cheyenne, Wyoming.

Four come men. Two needed immediately... two within ninety days, for new radio station in central Michigan. No experience necessary, just voice. No time limit. Radio to cater to night time NBC affiliate. Sixty dollars for first hour. Excellent position. Good experience. Call or write WCEN, Mt. Pleasant, MI.

$200 per month to good combination man for evening shift. ABC station in city with over 40,000 GVP, Greenville, Alabama.

Wanted—Versatile, experienced staff personality for permanent position. Send background, service record, tape, disc audition and recent photo to William Wlnn, WJOC, Jamestown, N. Y.

Wanted—Staff announcer for 250 watt independent. Send audition and letter to WPFD, Ishpeming, Michigan.

Wanted—Announcer with first class license required. Experience with ability. Opportunity to attend all phases of broadcasting. Joe Phillips, Manager, Radio Station WSIV, Starkville, Mississippi.

$300 per month to good combination man for evening shift. ABC station in city with over 40,000 GVP, Greenville, Alabama.

Wanted—Announcer with first class license required. Send all relevant material to WJPD, Hollywood, Michigan.

Chief engineer wanted for North Carolina daytime station. No announcing. Write 315R, BROADCASTING, TELECASTING.

Chief engineer, Virginia station. Starting salary $450 per month. Send in application. Call or write WJRO, Panama City, Florida.

Chief engineer, AM and FM station. Must be able to handle announcing duties. Immediate opening. Permanent position. Call or write WLA, Hope, Arkansas.

Technical

First class engineers needed. $90.00 for 40 hour starting salary, time and one-half for overtime. Transmitter and control room operation, no announcing. Transmitter repair, construction, and maintenance, must be experienced. Vacation. Four weeks. Roanoke Rapids, N. C.

First class engineers. Must be a first class graduate. Good personality, ability, and experience. 600 watt fulltime NBC station in city of 15,000. Excellent staff and working conditions. Write to personnel manager. WOAI, Galveston, Texas.

First class engineer, experienced, to work in new station in Philadelphia. Toledo. Salary expected. Write to Personnel, Radio Station WSIV, Petersburg, Va.

First phone, transmission engineer. WSBY, Rutland, Vermont.

Engineer-announcer for new station. Please furnish complete details, experience, references, now holding position. Write Box 200R, BROADCASTING, TELECASTING.

Transmitter engineer, first phone, transmission engineer, experienced, no experience necessary. Immediate opening. TV station. Write Box 300R, BROADCASTING, TELECASTING.

Wanted—First class engineer, to handle all phases of 15,000 watt daytime broadcast. Excellent staff and working conditions. Present position, write Box 200R, BROADCASTING, TELECASTING.

Wanted—Announcer-at large. Afternoon drive. Good talking ability, personality, ability, and sales experience. Send all details. Box 200R, BROADCASTING, TELECASTING.

WANTED—CHIEF ENGINEER FOR NPRV TELEVISION STATION IN SOUTHERN METROPOLITAN MARKET. EXCELLENT OPPORTUNITY. PLEASE WRITE BOX 200R, BROADCASTING, TELECASTING.

Announcer-copypasser, emphasis on local work. Salary $400 per month. Must be dependable, sober, quiet, good personality. Excellent staff and working conditions. Permanent position. Write Box 200R, BROADCASTING, TELECASTING.

WANTED—FIRST CLASS ENGINEER AT LARGE. Experience in_extensive TV work desired. Excellent opportunity for advancement. Address WQFX, San Francisco, California. Also, address WQFX, San Francisco, California. Also, address WQFX, San Francisco, California.

Experience inHitlO telecasting desired. Excellent staff and working conditions. Telephone, 100 watts. Would prefer a man with some experience. WOHR, Washington, D. C.

Assistant engineer, experienced. Salary $450 per month. Please furnish details. Box 200R, BROADCASTING, TELECASTING.

WANTED—CHIEF ENGINEER FOR MPV TELEVISION STATION IN WESTERN MARKET. GOOD OPPORTUNITY. LARGE NICK. Please write box 200R, BROADCASTING, TELECASTING.

WANTED—CHIEF ENGINEER FOR NEW TELEVISION STATION IN CONSTRUCTION. Send particulars to WQFX, San Francisco, California.

WANTED—CHIEF ENGINEER FOR UHF TELEVISION STATION IN SOUTHERN METROPOLITAN MARKET. EXCELLENT OPPORTUNITY. PLEASE WRITE BOX 200R, BROADCASTING, TELECASTING.

WANTED—CHIEF ENGINEER FOR LARGE TELEVISION STATION IN SOUTHERN METROPOLITAN MARKET. EXCELLENT OPPORTUNITY. PLEASE WRITE BOX 200R, BROADCASTING, TELECASTING.

WANTED—CHIEF ENGINEER FOR NEW TELEVISION STATION IN CONSTRUCTION. Send particulars to WQFX, San Francisco, California.

Situations Wanted

Managerial

Eleven years of successful management. Live in Michigan. Opportunity including ownership. Worked both as general manager and sales manager. Has had experience in stations all over United States and Canada. Desires larger market. Send details to Edwards Blvd., Detroit, Michigan.

Desire management small market. Background—supervisory, sales, news, production, program, technical, sales, advertising, management. Outstanding record. Willing acquire interest in good stations. Write Box 428R, BROADCASTING, TELECASTING.

Wanted—Two men, daytime, new station. Morristown, Arkansas. Write 389R, BROADCASTING, TELECASTING.

Newman, single. To write local news and bulletins. Also, will do research, announce, narration, voice-over, promotion writing, and manual work. Write 308R, BROADCASTING, TELECASTING.
**Salesman**

Salesman-program director—two-in-one combination for added revenue, home shows, selling, announcing, programming. Box 338R, BROADCASTING • TELECASTING.

**Announcers**

Announcer—salesman for radio or television station. College graduate, 28, plus experience. Excellent references. Excellent voice. Contact Box 429R, BROADCASTING • TELECASTING.

Sports eminence! Make your station tops in sports. Experienced baseball, football, basketball, college sports. West. Box 317R, BROADCASTING • TELECASTING.

Announcer, play-by-play, news, sports, experienced. West Coast. Box 318R, BROADCASTING • TELECASTING.

Announcer, thoroughly experienced. Young, single, veteran. Right for lively AM show. Home studio and experience. Box 319R, BROADCASTING • TELECASTING.

Announcer interested in getting start, songs on tape. Can commit 15 months training, all phases radio at reliable school. Veteran, married, tape, photo, references available. Box 418R, BROADCASTING • TELECASTING.

**Situation Wanted (Cont’d)**

34yrs announcing, 1 yr PD. Seek permanent, good salary as small market announcer. Hardworking, dependable, employed. Box 419R, BROADCASTING • TELECASTING.

Good dependable program director, play-by-play announcer. Wants West. Money secondary to opportunity. Box 420R, BROADCASTING • TELECASTING.

Capable, well-rounded man, desires affiliation with established station. Home studio and experience. Slightly Northwest. Top Pulse rating. $35,000 demo plus background on request. Box 421R, BROADCASTING • TELECASTING.


Woman newscaster-editor, speaks five languages. College degree. Operate board, write copy. Send start. Box 423R, BROADCASTING • TELECASTING.

Have six years combination announcing, directing, producing. Produced Topflight team, qualified chief. Some selling. Not a follower. Box 424R, BROADCASTING • TELECASTING.

5yrs experience—sports announcer. football, basketball, baseball. Excellent references. Box 425R, BROADCASTING • TELECASTING.

Negotiate—announcer—draft exempt, married, college graduate. Six months experience $350 West midwest station. Excellent voice. Prefer NBC or major network. SID. C. Career interested in radio future, prefers Northern position. Box 426R, BROADCASTING • TELECASTING.

Experienced announcer, thoroughly experienced. Single. Letter, photo, resume on request. Box 427R, BROADCASTING • TELECASTING.

Experienced staff announcer, all phases. For letter for position on request. Box 428R, BROADCASTING • TELECASTING.

Announcer—salesman. Specialist in news. Special events, sports, friendly, sincere. Excellent memory. Salesman with network experience. Box 395R, BROADCASTING • TELECASTING.

Johnny wants a job. 25, single, veteran, experienced as announcer, reporter. Desires job in Midwest. Latter, photo, resume on request. Box 400R, BROADCASTING • TELECASTING.

Experienced announcer, married, 27, college graduate, desires position in Northeast. Box 401R, BROADCASTING • TELECASTING.

Experienced, experienced. Northwestern grad, 29, married, desires metropolitan position of experience over 400 watts or over. "Different" DJ, news, special events. Box 406R, BROADCASTING • TELECASTING.

Announcer-writer, married, vet. experienced—sports, news, staff. Excellent copy. Available anytime in the U.S.A. or Canada. E. Box 407R, BROADCASTING • TELECASTING.

Responsible, experienced. Desires matronial nature voice—delivery. Desires major weekday morning or evening. No experience $100.00 minimum. Box 408R, BROADCASTING • TELECASTING.

Announcer available—Matronial voice, all phases. Extensive commercial experience, major metropolitan, news. Good writer-board man. Box 409R, BROADCASTING • TELECASTING.

Announcer, thoroughly experienced. Young, single, veteran. Right for lively AM show in New York City independents. Married, sober, draft exempt. Box 410R, BROADCASTING • TELECASTING.

Announcer, thoroughly experienced. Young, single, veteran. Right for lively AM show in Northeast and Southeast. Available immediately. Box 413R, BROADCASTING • TELECASTING.

Announcer interested in getting start, songs on tape. Can commit 15 months training, all phases radio at reliable school. Veteran, married, tape, photo, references available. Box 418R, BROADCASTING • TELECASTING.

**Situation Wanted (Cont’d)**

**Technical**

TV applicants—Chief engineer 5 kw Midwest AM station and engineering knowledge. Desires Western operation consultant. Former network TV engineer and superintend; desires change for personal reasons. Prefer West or South. 3 years TV planning, construction, and sales. Box 318R, BROADCASTING • TELECASTING.

Engineer, experienced, licensed. Desires to discuss opportunity with builder. Box 319R, BROADCASTING • TELECASTING.

Production-Programming, Others

Anyone seeking midweek for TV in Germany or Europe? Berlino, experienced, prefers contacts with producing and/or producing firm for NYC. 3yrs advertising experience. TV production training. Box 320R, BROADCASTING • TELECASTING.

For Sale

**Stations**

Profitable fulltime local independent in Pacific Northwest single-station operation. Good ad space, good conditions and good terms on balance. See this it will be yours. Box 321R, BROADCASTING • TELECASTING.

Western and midwestern station. Desires new owner. Willing to defer. Box 322R, BROADCASTING • TELECASTING.

Best chance you'll ever have to get a station of your own as low as $5,000 down. Unlimited 250 watt station in western area. Outdoor, power, programming, unlimited. Excellent opportunity for good engineering and management, not overengineered, one or two engineer-owners. Box 323R, BROADCASTING • TELECASTING.

**Television**

Managerial

After thirty years of network television experience in operations and station relations, now desires job as head of TV station. Desires job to locate as TV station manager. Box 324R, BROADCASTING • TELECASTING.

Seasoned news editor desires job in New England. Now employed Midwest 5 kw network affiliation. Box 325R, BROADCASTING • TELECASTING.

**Equipment, etc.**

For sale on or about January 1, 1953 one GE six bay superreceiving model TV-14F gain 64 complete with de- sired antenna and Purocal and deltor control. Also, one RCA FM four section pylon antenna type 40P-12. Box 326R, BROADCASTING • TELECASTING.

Ann0-4C phase monitor, 900 feet RG8U coax. For further information contact Cliff Ullman, Chief Engineer, WEAN, Wheeling, West Virginia.

**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 close picture. All inquiries will be in strictest confidence. Unusual opportunity for advancement. Box 251R, BROADCASTING • TELECASTING.

(Continued on next page)
WANTED TO BUY

Equipment, etc.

Wanted—Used 5 kw AM transmitter, Box 312R, BROADCASTING • TELECASTING.
Wanted to use for spare. Give complete details. Prefer non-Beant and where inspection is possible. Box 374R, BROADCASTING • TELECASTING.

WANTED

Kilowatt AM transmitter, frequency monitor, Western Electric 25-B console. KEAR, San Mateo, Calif.

Langevin ProStar program guard limiting amplifier. Equipment advertised in BROADCASTING • TELECASTING 1947-48 and 49. Write or phone KSON, 65 F St., Maryland Hotel, San Diego, Calif., at Norman Burwell, Chief Engineer-Generator Manager.


we need everything to build a station. What good used equipment have you. Write or wire WETO, Gadsden, Alabama.

Wanted—RCA 76-B series console for enlarged Harlem studio. State price and conditions. 207 36th St., New York City.


Record library, need hillbilly and pop. Robert M. Smith, 1612 Grand Avenue, Kansas City, Mo.

MISCELLANEOUS


Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General Com-
mercial and Program Managers, Chief Engineers, Disc Jockeys and Sales Representatives. Our services are free; tell us your needs today.

HOWARD S. FRAZIER

TV & Radio Management Consultants
708 Bond Bldg., Washington 9, D. C.

Help Wanted

Salesman

SALES MANAGER WANTED

. . . for one of nation's best

known $50,000 worth network af-

filates in a major Midwest market.

Seeking executive with several

years big-time radio sales ex-

perience.

Box 329R

BROADCASTING • TELECASTING

Production—Programming, Others

WANTED

PRODUCTION—PROGRAMMING

WANTED

If you enjoy writing and have a good

rounded knowledge of radio transmitting and audio
gear, you may be interested in a

position we have open to edit and write in transcription books. Old

established Midwestern manu-

facturer. Give full detail first letter. Box 371R, BROADCASTING • TELECASTING.

Situations Wanted

ANNOUNCER

MORNING MAN

Nationally recognized on na-
tion's top. Now top man in high-

ly competitive market. Over 15 years radio. $10,000. minimum. Box 432R, BROADCASTING • TELECASTING.

Production—Programming, Others

Our chief announcer desists job as PD to accept position in San Fran-
cisco. Attractive position with

firm, personable and industries. SD. A family man, sober, well trained, veteran and experienced in talk and radio ops. He has our highest recom-

mendations. Present management would like to see him advance. Perhaps you

have someone in mind with similar background. Write for full details. Box 428H, BROADCASTING • TELECASTING.

Wanted to Buy

Stations

Do you own an AM property that has been a consistent loser?

Have you just about decided to take your picking—sell the station and get out before your investment is a total loss?

Would you like to turn the property over to management with proven records of substantial profit for two

stations in fourteen years?

I am qualified in all phases of operation. 21 years experience. Widely known and respected in the radio

industry and home community. Know large and small station problems. Know large and small market operations.

Presently operating second station of management career. Want ownership-management agreement with not less than fifty percent of stock interest assigned to me when your station goes in the black. Salary and other compensation can be negotiated. Prefer to locate in medium-size market in Florida, the southwest or Pacific Coast.

All replies held in confidence. Will engage meeting of your convenience for further discussion. Desire to complete change by January 1, 1953. Address reply to Box 807P, BROADCASTING • TELECASTING.

Table: Field Strength Meter Used. Regarding of Condition, Having Standard Broadcast Band Only (1) Wanted. Box 456R, BROADCASTING • TELECASTING.

Equipment, etc.

FARM DIRECTOR

10,000-watt network station interested in interviewing well established Southwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and suc-
cessful radio commercial background. In replying please list complete qualifications and enclose photograph.

All inquiries will be held in confidence. Unusual oppor-
tunity for advancement. Box 416R, BROADCASTING • TELECASTING.

WANTED

TEXAS

$75,000.00

A 1000 watt independent making profit even though owner devotes very little time to operation. Price right at $75,000.00, not including land and building, but including valuable advertising contracts—a going business—excellent coverage—valuable location.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

WASHINGSTON, D. C.

James W. Blackburn

CHICAGO

Ray V. Hamilton

WASHINGTON, D. C.

Sterling 4341-2

SAN FRANCISCO

Lester M. Smith

235 Montgomery St.

Delaware 1-2735-4

Exkroo 2-5872

FARM DIRECTOR

10,000-watt network station interested in interviewing well established Southwestern farm director.

Must be able to build and produce own programs. Also must have commercial agricultural connections and suc-
cessful radio commercial background. In replying please list complete qualifications and enclose photograph.

All inquiries will be held in confidence. Unusual oppor-
tunity for advancement. Box 416R, BROADCASTING • TELECASTING.

For Sale

Equipment, etc.

FOR SALE

Several RCA camera orthicon lenses without bases.

Box 2248, BROADCASTING • TELECASTING

PORTABLE TRANSCRIPTION PLAY-


SCIENTIST ROLE

Filled Best in Industry

TECHNICIANS, engineers and scientists—in electronics and other fields—'would perform a far greater

service in war industries'' than in the military services in the event of all-out war, Arthur S. Flem-

ming, a mobilization manpower official, asserted Sept. 5.

In an address to the national convention of the Alpha Sigma Phi fraternity in Pocanoe Hills, Pa., Mr. Fleming said a policy of recalling all technicians to active service would be "suicidal." Skilled personnel who finish their college work and serve in the armed forces would remain in the reserves, according to Mr. Fleming, chairman of the Manpower Policy Committee, Office of Defense Mobilization.

UPTOWN

UNITED Paramount Theatres, whose merger with ABC is currently awaiting FCC decision, last week declared a dividend of 25 cents a share on outstanding common stock. President Leonard H. Goldenson, announcing the board's action, said the dividend is payable Oct. 17 to stockholders of record on Sept. 25.
positions in proceeding re application.

ON \n
KAMC Team, Inc.,allas Em-

empire Telecasters Inc., Portland, Ore.\n
704-03-1072, Col., referred to
to transfer lay hearings from Wash-

ington, D.C. to Portland, Ore.

KTVF-WPITO, Juneau, Alaska.

KXII-\. nahom, Calif.

September 11 Applications...\n
ACCETED FOR FILING

Modification of CP

KVOH Merrihill, Ark.- Mod. CP

which authorized to operate

ant., trans., and studio location.

KEVN Bunting, La-Mod. CP

which authorized to operate

ant., trans., and studio location.

Extension of Completion Date

KWSK Pratt, Kan.- Mod. CP

which authorized new AM for extension of completion date.

Renewal of License

Following stations request renewal of license.

WLAD Banbury, Conn.; WINK Hol-

lowood, Fla.; WPEN Long, Fla.; WORZ

Bridgeport, Conn.; WQIL Rome, Ga.; WENR Chicago; WMAQ

Chicago; WNYX Albany, N.Y.; WPSE

Pittsfield, Ky.; WNTC Vincennes, Ky.

WOKO Pontiac, Mich.; WLVI New

York; WPAG Mt. Ayr, N.C.; WLV

Cleveland; WGPC-Charlotte; WPX

Alexandia, Va.; WFXD Clarkburg

VA.

TENDERED FOR FILING

AM-960, N.C.

WLW Caucasian, PA.-CP to change

frequency from 1390 to 960 KC.

Scores TV, Movies

TELEVISION and motion pictures

were scored by Mayor Vincent R.

Impelliitteri of New York last week for

allegedly depicting Italians or Italian-

Americans as gangsters.

He told a Columbus Citizens

Committee dinner meeting in New York that “it has been nauseating to see

murder mysteries or gangster films

time again with a killer de-

picted as a swarthy person with an

Italian name,” directing his com-

plaint to both television and motion

pictures.

NATIONAL NIelsen-RATINGS

TOP RADIO PROGRAMS

(Total U. S. Area, Including Small-Town, Farm and Urban.

Most recent and for Tele-

phone and Non-Telephone Homes.)

EXTRA-WEEK

July 27-August 3, 1952

EVENING, ONCE-A-WEEK

Current

Program

Current

Rank

Listening

Homes

% Program

% Homes

1

1 Dionne (NBC)

2

2 lineup, The (CBS)

2

3 Great Gildersleeve (NBC)

4

4 You Bet Your Life (NBC)

5

5 Jobbers (CBS)

5

6 Romans (CBS)

6

7 Mr. Chameleon (CBS)

6

8 Realettes (CBS)

7

9 What’s My Line (NBC)

8

10 Godfrey’s Talent Scouts (CBS)

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TV Grants, Applications Sept. 5-11

(CONTINUED FROM PAGE 80)


WJYF Jacksonville, Fla. Studio location at 2200 Ormond Beach Blvd., Ormond Beach, Fla. (v) Transmitter location on Ormond Beach Blvd. (v) Transmitter coordinates 29° 20' 38" N., 80° 54' 30.5" W. Long. (w) Transmitter and antenna RCA. Legal counsel John H. Teague. Owner John H. Teague.

FLORENCE, S. C. — Jefferson Standard Bank, vfd, Ch. 8 (960-180 mc); (w) Transmitter location on 72nd Ave. (v) Transmitter coordinates 31° 56' 38" N., 81° 16' 26" W. Long. (w) Transmitter and antenna RCA. Estimated construction cost $250,000. First license application is by George M. Emerick, president of the bank. 

EXISTING STATION Change in ERP KDYL-TV SALT LAKE CITY, Utah—Intermountain Best...
Film: TV's Cellular Celebrity

(Continued from page 88)

determine which of the current trends in feature film purchasing you will follow.

Library Deals. Big distributors, such as MPTV and the few others, have enough features to offer you their entire library in your market on an exclusive basis. The number of runs may or may not be restricted, depending on the deal. Such library deals offer economical programming with greatest flexibility, but do not insure the top quality in every film which might be needed for certain prestige shows.

Single Package Deals. There are many groups of features, some of which are top-draw products. A sample is the Peersless Television package (Edward Small features). There are many such packages with many distributors, and it is these packages, to varying degrees, which really put the glamour in film programming. More expensive, to be sure, but quality. Such packages may be bought for a premium in your market, or more generally, for a specified number of runs in a specified time. The latter arrangement has become almost standard for film purchasing except for single-sponsor shows. This is due to the advantageous amortization schedules which can be effected.

Agency Representation. Purchasing can be very tricky and require a great deal of study. It is not wise to mismanage serious thinking about letting a group-purchasing agency (e.g., Mallard TV) handle your film purchasing, especially if yours is a small market. Group purchasers can wield more buying power, will probably have better contacts and, because they act for many markets simultaneously, can be of important aid to each. Moreover, they can probably do a more efficient job of film inspection, expediting returns, etc.

Legality:

Union and guild restrictions, original screen credits, music clearances and many other aspects of each given feature must be carefully examined by the station. Here, a word of caution. Many stations have accepted and used questionable films (from the standpoint of satisfaction of these clearances) upon indemnity of the distributor. This indemnification is nothing more than a guarantee by the distributor to compensate the station for possible losses which may result from suits brought by unions, composers, previous owners, etc. However, an indemnity is only as good as is the distributor's financial standing. One way to strengthen this indemnification is to ask that the distributor take out a policy insuring against such losses. Obviously, such an insurance policy protects the distributor as well as the station. A company writing such policies now is Lloyds of London.

Editing:

Editing generally falls into three classifications: Cutting to proper time length to fill a TV program block, screening of objectionable material and cutting for insertion of commercials.

Cutting Time. One of the most important men on the staff of any station is the "poor unfortunate" who falls in the responsibility of editing. Here, training is all important. Where possible, Hollywood training and background should be sought. You can not cut a picture by merely "taking it from the top" or chopping out sequences. We have proved this conclusively. A single film editor has a wonderful, although not always easily purchased, quality: He can be taught the ropes. On one hand, we emerged with a beautiful love story, building to a powerful ending of shattering impact...run time 111 minutes. On the other hand, we had a weak film which gave the impression that the heroine was a girl of questionable morals. To cut a film down to 98 or even 44 minutes takes know-how. We exchange scene sequences, remove or insert flashbacks, and do a really pains-taking job of cutting...never to merely reduce time, but to present the best entertainment we can within a given time limit. As a sign over the desk of one of our editors says, "Any fool can make a 90-minute film. It takes a genius to make it look better in 50 minutes."

Removal of Objectionable Material. Screening and cutting material which may be in bad taste is a big plus, particularly in British films which are generally more realistic than American productions. However, scenes must be removed with extreme caution, always keeping in mind how pertinent they are to the story line.

Breaks for Commercials. And then there are the commercials—praised or blazoned in the papers. In one case, it sounds, let's not cut a picture to insert a commercial any old place. Wait for that transition of thought, after the big scene. Actually, with enough experience, films can be viewed in terms of placement, story and chapters. Try to learn this trick and insist upon proper placement of commercials, at the end of a chapter, and watch the improvement in the over-all show.

Handling:

Just as a live set is cleared and made ready for the next show, any film edited for air must have cuts restored before being sent back to the distributor. This is an obligation the station must live by. With prints being circulated to stations across the country, distributors take the responsibility of checking and "healing" a print that goes out. But in all fairness they cannot do it unless they get back all original footage. Careful records should be maintained so that each deleted scene is available at the proper spot. This is a responsibility that stations have, not only to the distributors, but certainly to other stations as well.

Future of Film Programming:

With the success of feature films on television today, the question growing in importance daily is, "Where is product going to come from tomorrow?" Certainly the Hollywood studios are not going to open the doors of their vaults. It is just not financially feasible right now, and probably not for another two or three years. Before this golden day comes, the whole economic picture of television will look different, including an increase in the number of stations.

Probably the main hope for the immediate future will have to lie with the independents. And such pictures don't warrant the theatrical re-issue, and yet would make good television fare. We emphasize the word "hope" because the heyday for theatrical features is far from a promised land. There have been several leading theatrical independents who have initiated such a program. These pictures, not only failed to make a killing in television, compared to theatrical revenue, but have actually found their theatrical business quite adversely affected.

Perhaps there are some more pictures made available by banks which hold foreclosures on them, but even the number of films there are available (at present released) is comparatively small, numbering a total of some 30 films. The pickings for first-run films are going to be slim, and sharp eyes will be needed on the part of stations and advertisers as well as on the part of film distributors, to whom new films repre-sent a hot prod.

There is, at this time, a great deal of interest in foreign films for which English sound tracks are to be dubbed. Costs aren't small for this procedure, however. In some cases some dubbing techniques which have attained unbelievably amazing results. This might be a very important source of material, there are two main results. First, it would bring to the television home a sense of reality and directness in story and acting which has been typical of good foreign films. Second, it might educate and increase interest in the values of foreign films.

Most of the foregoing does not apply to special television films—the series of 13 or 26 minute films planned, produced and sold exclusively for television. Most popular lengths are the 13 and 26 minute, but there have been successful series in five minute, three minute, and one minute lengths. In such films, the problems of length, union clearances, continuity, etc., have already been solved by the producer prior to his first sales pitch to the station or advertiser.

Of course, there is no ceiling on the amount of special film for television. In fact, so much is being released that the much heralded "residual value" of such packages seems to be threatened with the station again faced with determining whether it should play the second run of one series, or for a few more months, the first run of a new package.

Still, due to the nature and advantages of film programs, possibility of recouping program costs through current sharing arrangements, flexibility, and selectivity of markets, elimination of on-air errors, etc., and with the programming success stories of features, there can be no doubt as to the ever growing importance of film in television programming. However, present day producing and financing techniques for these series may have to be revised.

There are many case histories to document the place films have earned in television. On the network programming level, they are currently sharing the limelight, right along with the top live shows in terms of popularity-ratings. In addition, from the local station programming standpoint, films, and especially features, are doing an outstanding job of providing maximum entertainment for the smaller budget, while providing an excellent medium for attracting local advertisers. Also, of course, the use of 20-second and one-minute commercial features shows are greatly helping national advertisers pin-point their sales messages in specific markets.

Thus, there can be no denying the importance of film as profit-making medium on the networks, and as a vehicle of entertainment in proportions almost impossible to duplicate, especially in the case of feature films.

This, then, is the film story as related to television today—an exciting story to be sure, and one which has merely begun.

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RAYTHEON ELECTION, QUARTERLY DIVIDEND

RE-ELECTION of officers and election of directors for coming year reported Friday by Raytheon Mfg. Co., Waltham, Mass. Company also reported that regular quarterly dividend of 60 cents per share of $2.40 cumulative preferred stock was paid Oct. 1 to holders of record at close of business Sept. 15.

Officers re-elected: Charles F. Adams Jr., president; J. M. Jackson, Jr., vice president and treasurer; Wallace L. Case, assistant vice president; Norman B. Krim, David R. Hull and Ivan A. Get-
ging, vice presidents; Paul F. Heinrich, secretary and general counsel; J. E. Smith, G. E. M. Bertram, Henry F. Argenio and John A. Bredie, assistant vice presidents; Allen E. Heed, comptroller, and Elmer J. Gorn and Ruth E. Kabb, assistant secretaries.


Mr. Adams, reviewing company’s achievements in past year, noted that Raytheon’s radio and television activities had constituted problem, but added that sale of new sets has increased and that new task is to meet demand by increased production.

WRITERS GUILD TO MEET

WESTERN Region of Radio Writers Guild meets tonight (Monday) in Hollywood to map plans to strengthen organization, from which half of its 800-odd members and nearly all of its active members are from the Pacific Coast, and writers would have to travel to meet demand. The meeting will be held at 9 P.M. at the Hollywood Roosevelt Hotel.

WOULD EXPAND ISSUES

TWO MORE TV applicants petitioned FCC Friday to enlarge and clarify issues in their requests for television station licenses. They were Portland Television Inc., in Channel 8 proceeding at Portland, Ore., and WDSM Superior, Wis., in Channel 6 proceeding in that city. Portland Television asks inclusion of issue to counterpart station, nor would fee be served, earlier opposed by FCC counsel (B+E, Sept. 1).

While WDSM asks issue on Sec. 307(b) com-
parrison (see story page 79). Portland Televis-
on opposes league’s earlier KEX Portland petition to enlarge issue.

NEW SELLING TECHNIQUE

WNBT (TV) New York introducing new kind of “personalized selling” technique designed to cut advertisers’ costs by utilizing 20, 30, 40 and 60-second television break announce-
ments. Station has fully equipped small studio, called “house of station breaks,” solely for this project and claims costs will be reduced by savings on films. First advertiser using technique, starting today (Monday), is Robert Hall clothes.

POSTPONEMENT

POSTPONEMENT of Canton, Ohio, Channel 29 TV hearing from Oct. 1 to Dec. 8 asked of FCC Friday by WCMQ Canton on grounds of principal witness, S. L. Huffman, president-general manager and 50% owner, following Aug. 26 heart attack, can’t resume activities until mid-November. WCMQ’s bid in competition with that of WHBC Canton.

SPEED UP ‘IN REVERSE’

TEMPORARY processing procedure set up by FCC to expedite TV to cities without service and to stimulate uhf is working in reverse, WFPF Atlantic City charged Friday in petition for revision of Channel 4 assignment and changes in group of cities to Group A (without service) and Group B (with service). WFPF said it didn’t know when Commission might reach its bid for uhf Channel 46. Atlantic City is No. 66 on A-2 line.

WFPF suggested transfer of uhf communities in Group A to priority positions in Group B or acceleration of Group A and deceleration of Group B processing. FCC made three more grants in Group A earlier in week (see page 79).

MAYO SALES DIRECTOR

APPOINTMENT of Robert C. Mayo, sales manager of WOR-TV since 1949, as sales di-
rector was announced Friday. He is succeeded as sales manager by John F. Sloan, general manager of WPAT Paterson. Mr. Mayo joined WOR sales in 1940 and was previously with CBS and WCBS New York sales staffs. Before going to WPAT in 1946, Mr. Sloan was WCBS account executive. Appointments follow resigna-
tion of R. C. (Pete) Maddox as vice presi-
dent in charge of sales for WOR-TV (B+E, Sept. 8). (For other WOR and Mutual changes, see story page 26).

‘MEET THE PRESS’ CONTRACT

DENIAL of published reports that Revere Copper & Brass is planning to change its sponsorship of Meet the Press from weekly to alternate-week arrangement made last week by representatives of advertiser; agency, John C. Keyes, and owners of show, Martha Rountree and Laurence Spivak.

Mr. Keyes, public relations representative of owners, pointed out that contract had just been signed for regular weekly sponsorship of program in its new 6 p.m. time spot on NBC-TV beginning Sunday, Oct. 5.

MILLION IN BUSINESS

NEW BUSINESS and renewals on WCBS-TV New York for August amounted to more than $1 million, George R. Dunham, general manager, announced Friday. This does not include time bought on WCBS-TV by network spon-
ors, he said.

New clients for second half of August included: Vick Chemical Co., American Home Foods, Liebherr Bakeries, S. A. Schonbrunn & Co., Philip Morris, Procter & Gamble, Kirsch’s beverages, and Per-

P E O P L E . . .

FRED J. HAMM, M. H. Hackett agency account executive, and HARVEY N. VOLMAR, Kenyon & Eckhardt account executive, to Geyer, Newell & Ganger, N. Y., as account supervisors.

RHEAN D. CUNNINGHAM promoted to act-
ing chief engineer of KFEL-AM-FM-TV Den-
ver. He has been with KFEL for year, having aided in closed circuit telecasts of 1961 World Series.

MILTON M. SIDNEY, assistant to presi-
dent and general manager of Razor Blade Div.,
Marlin Firearms Co., Newark, to Pal Blade Co. and Personna Blade Co., N. Y., as execu-
tive vice president.

ALFRED A. NORCOTT, with Kenyon & Eck-
hardt, N. Y., since 1947, appointed assistant secretary.

RAY LINTON, freelance program consultant in Chicago, to Charles Michelson Inc., N. Y., radio and TV transcription program firm, as manager of company’s newly established Chi-

n coaster, 360 N. Michigan Ave.

NARTSR NAME CHANGE TO BE MADE OFFICIAL

CHARTER amendment changing name of Ne-
tionals Association of Local Television Station Representatives to Station Representatives Assn. expected to be sent to New York State Dept. of Corporations this week, NARTSR (SRA) Managing Director Thomas Planagan said Friday. Change, authorized in prior meeting of membership, was made for simpli-
fication and to avoid confusion of NARTSR and NARTS, Mr. Planagan said. He also re-
ported appointment of three committees.

NEW TV APPLICATION

ONLY one new application filed at FCC Fri-
day although several applicants amended or modified their applications. Total appli-
cations filed since April 14 now 913 (see TV APPLICATIONS, page 80). New application:

WPAQ Mt. Airy, N. C., uhf Ch. 35, ERP 21,4 kv visual, 107 kv audio; antenna height above average terrain 1,480 ft., above ground 370 ft. Estimated construction cost $125,000, first year operating cost $125,000, revenue $135,000.

Modification of CP

WUM TV Kennedy, Pa., change transmitter location to 2.7 mile. SSU of Summit Station, from 28 mil.

Amendments of Applications

KNOE Monroe, La., change ERP to 183 kv visual, 44 kv audio; antenna height above average terrain 1,076 ft. 44 kv audio; antenna height 1,076 ft. Estimated construction cost $125,000, first year operating cost $125,000.

KWA Harrisburg, Pa., change ERP to 370 kv visual, 110kv audio; antenna height above average terrain 1,076 ft. Estimated construction cost $125,000, first year operating cost $125,000.
KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home," (8:30-9:00 AM, Monday through Friday). But that's not all. Women in the Heart of America know all about Bea Johnson, too. They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

*This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED AND COMPANY
RADIO STATION REPRESENTATIVES