Station **WHO** helps industrial manufacturer to sell other industrials!

**INDUSTRIAL ADVERTISERS AND AGENCIES!**

Here is a true story about the use of consumer media to attack and overcome one of the most difficult problems an industrial manufacturer can face. It carries hope and inspiration for thousands of industrial manufacturers who have hitherto been "butting their heads against stone walls". Read it—then write WHO for further facts!

Auto Specialties Manufacturing Company of St. Joseph, Michigan, an important manufacturer of parts for the automotive industry, makes extremely effective, high-quality tractor brakes primarily for use as original equipment on new tractors.

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market.

So... Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: *Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign— Though they had been selling brakes to tractor companies for fourteen years. Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, WHO can help you sell it. Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.
Kentucky's apparel industry, from tweeds to work clothes, is expanding daily! Sportleigh Hall has under way a $600,000 plant expansion; General Shoe Corporation has built a new $320,000 plant. Kentucky Pants Company has begun an extensive plant expansion and Cowden Manufacturing Company has erected five new clothing plants in Kentucky.

Yes, and Kentucky's growth is balanced ... from tweeds to timber! In 1949, forest products brought to Kentucky farmers $2,835,000. In 1950, this income reached $4,419,000!
JOHN DEERE WILL INVEST $20 MILLION IN KVOO AREA

Approval has been given by stockholders of Deere and Co. to construct a multi-million-dollar chemical plant near Choteau, thus assuring Oklahoma one of its biggest new industries.

Deere and Co., makers of John Deere machinery, is the nation's second largest farm implement manufacturer.

The new Choteau project is expected to require between $18 and $21-million for construction costs, equipment and initial working capital.

The plant will produce chemicals used for fertilizer ingredients. Principal products will be ammonia, urea and urea ammonias solutions.

L. A. Rowland, Deere vice-president who will head the company's chemical activities, said construction of the plant may begin within six weeks, but said much of the work is in the engineering stage. He said the plant is scheduled to be in production within 18 months.

Rowland said the chemical plant will look similar to an oil refinery and that much of the chemical processing will take place in the open.

The Choteau project will be the company's first venture into producing chemicals. Rowland explained the fertilizer program follows Deere's policy of "assisting the farmer in producing crops."

The plant will be located on 320 acres optioned by the Pryor chamber of commerce from the Grand River Dam Authority. The site is about 4½ miles southwest of Pryor, less than 50 miles from Tulsa and in the heart of the KVOO primary area.

The plant will use steam, water and electrical power furnished by GRDA and natural gas tentatively scheduled to be furnished by the Oklahoma Natural Gas Co.

About 200 persons are expected to be hired by Deere to man the plant. The majority will be highly trained technicians.

Tom DeVore, KVOO AREA DEPARTMENT MANAGER Says . . .

There's a real thrill in working with the progressive people in the KVOO area who know what they want and mean to get it!

No wonder this part of America is attracting so many new industries.

We're prepared to provide plentiful low cost power, fuel, tremendous quantities of fresh, pure water, and ideal living conditions among happy, friendly people, the finest kind of neighbors and most capable workers in the land.

Drop me a line for any detailed facts you want or need about the KVOO area.
Delaware Tops all U.S. in 1951 Average Income*

WDEL
AM • FM • TV
TOPS
all stations in this
tohest market.

Let it sell your
product effectively,
economically.

Write for information.

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

*Figures released August 1952 by U.S. Dept. of Commerce.
SALES ON 'TODAY' TOTAL 102 SEGMENTS

SALES OF TOTAL of 102 time segments of NBC-TV's 'Today' (Mon-Fri, 7-9 a.m. EST and CST), with contracts representing estimated $250,000 in gross billings, announced Friday by NBC sales vice president John X. Herbert. Ten advertisers involved, all signed within last two weeks, Mr. Herbert said. They are:

Plymouth Div. of Chrysler Corp. (through N. W. Ayer & Son); DeSoto Div. of Chrysler (BBDO); Polaroid Corp. (BBDO); Beacon Wax Co. (Allied Adv.); Kleenex (Foote, Cone & Belding); Nylast-Seemam Bros. (William H. Weintraub); None Electric Corp. (Albert Frank-Guenther Law); West Coast Lumber (McBride & Co.), Chicago; International Silver Co. (Fuller & Smith & Ross); and Pharmaceutic Corp. (Ruthrauff & Ryan).

GEYER VICE PRESIDENTS

GEYER Adv. Inc., formerly Geyer, Newell & Ganger (see earlier story, page 45), elects six vice presidents: George Durum, media director, formerly with C. E. Hooper Inc.; Walter Graham, and Ralph Wolfe, account men respectively on Nash and Kelvinator in Detroit office; Wesley J. Loveman, art director; Henry Turnbull, who recently joined Geyer after service with Bow Co., Dancer-Fitzgerald-Sample, and as head of his own agency at one time; and Edward Zern, copy chief.

MGM-FOX MERGER DENIED

EXECUTIVES of Metro-Goldwyn-Mayer and 20th Century-Fox studios insisted Friday they are not near merger deal by which latter would be made exclusively for production of TV films. Under rumored merger, Joseph Schenck, Fox executive production head, and his brother, Nicholas, president of Loews Inc., MGM parent firm, were believed near consolidation deal by which MGM would make features for theatrical release only.

NABET STRIKE THREAT

NATIONAL ASSN. of Broadcast Engineers and Technicians and RCA Victor Div. deadlocked Friday over contract covering some 140 employees at firm's custom record plant in New York. NABET has set deadline for strike Wednesday unless settlement is effected by that date. Dispute centers around wages, job descriptions and fringe benefits, according to NABET and company officials. Wage scale in present pact, which expires tomorrow (Tuesday), ranges from $1.57 to $2.10 an hour with union seeking 18-cent-an-hour across-the-board raise.

TIME SWITCH

ALL MAJOR radio and TV networks networked Friday that arrangements were complete for change from eastern day-light time back to eastern standard time, which was to take place yesterday (Sunday). Networks' spokesmen reported no change in schedules.

BUSINESS BRIEFLY

EMBASSY SPONSORS • Effective Oct. 7, Embassy cigarettes will sponsor Bob and Ray (NBC-TV, Tues., 10:30-11:30 p.m. EST) while Kent Cigarettes takes over The Web (NBC-TV-Sun., 10-10:30 p.m.), formerly sponsored by Embassy. Both brands are made by P. Lorillard Co., New York. Young & Rubicam is Kent's agency and Lennen & Mitchell services Embassy.


GAME OF WEEK TIE-INS • Barbosol Co., Indianapolis (shaving preparations), sponsoring five-minute preview before and five-minute summary after each football Game of the Week on Mutual, starting last Saturday. Agency, Erwin, Wasey & Co., N. Y.

SIXTY STATIONS • Standard Brands placing radio spots on about 60 stations for its Royal Gelatin and on approximately 18 stations for Royal Pudding, Oct. 2, through Dec. 31. Ted Bates Inc., N. Y., is agency.

UNITED FILM ORDERS • United World Films, N. Y., has begun production on series (Continued on page 118)

GILLETTE PUBLIC SERVICE • GILLETTE Co., sponsor of World Series on radio and television, will carry public service message during each game of series on campaign conducted by Advertising Council. Through council, messages have been prepared by Ray Inc. on such subjects as register-and-vote, defense bonds, community chests and highway safety. Gillette is sponsoring World Series, starting Wednesday, on Mutual radio network, NBC-TV and on following television stations identified with ownership of Mutual: WOR-TV New York, WNBC-TV Boston, WGNTV Chicago and KJH-TV Los Angeles.

ABC ADDS WXEL (TV)

WXEL (TV) Cleveland, effective today (Monday), becomes primary affiliate of ABC-TV, according to Alfred R. Beckman, national director of ABC Radio and TV station sales departments. WXEL is operated by Empire Co. and has been on air since Dec. 17, 1949. WEWS (TV) Cleveland, formerly interconnected affiliate of both ABC and CBS, now becomes primary CBS-TV affiliate.

AFRA NEGOTIATES

AMERICAN Federation of Radio Artists has served notice on transcription companies that it will not renew present contract, which expires Oct. 31. Negotiations for another pact slated to begin this Friday. AFRA spokesman said notice was "usual procedure."
PROGRAM PROBERS INVITE TESTIMONY

MEMBERS of House Commerce subcommittee investigating radio-TV programs (see earlier story page 22) expressed hope Friday that other industry leaders and major radio-TV advertisers would volunteer to testify. Their comments came after testimony of Clinton M. Hester, Washington counsel for U.S. Brewers Foundation, who questioned whether Congress could legislate on advertising because of constitutional limitations.

Mr. Hester told committee, which is headed by Rep. Ren Harris (D-Ark.), that some brewers have revised their commercials after reading about complaints made at earlier sessions of hearings. He also said that Foundation was revising its advertising guide, The ABC's of Beer Advertising, to include chapter on Valley Television.

Objection to any discrimination against beer or wine advertising was also voiced by Wayne Coy, former FCC chairman and now half-owner of KOB-AM-TV Albuquerque, in letter to committee put into record.

Second witness Friday was Miss Alice Keith, chairman of board of trustees, National Academy of Broadcasting Foundation. She told of educational and "character-building" programs her group was circulating among radio stations.

Subcommittee recessed Friday until after Election Day.

POLAN GRANT REVIEW ASKED BY APPLICANT

RECONSIDERATION of Sept. 19 action granting uhf Channel 21 at Youngstown, Ohio, to Polan Industries (see story page 57) suggested in petition filed with FCC Friday by Valley Television Co., which tendered application for facility on Monday, same day grant was announced by Commission. Firm in effect supports dissent of Chairman Paul Walker and Comr. Robert Bartley that Polan Industries grant was too hasty.

Valley Television points out grant to Polan Industries—made concurrently with FCC's denial of petition by WFJM-TV Youngstown to swing sale from uhf to Channel 21—was acted upon only 17 days after allocation of channel to city was made final. Valley Television contended this was contrary to Sixth Report precedent and intent of FCC to allow prospective applicants waiting period of at least 30 days to file before action is taken on grants. Firm said its bid has been in preparation during this time.

Television industry also suggested reconsideration should include question as to financial qualifications of Polan Industries, asserting firm reported liquid assets of only about $87,000 and has grants for $200,000 TV stations at Youngstown and Ashland, Ky., plus bids pending for four other outlets costing each as much. Valley Television petition was filed by Washington radio law firm of Segal, Smith & Hennessey.

CORONATION COVERAGE

EDWARD R. MURROW, Robert Trout and Lowell Thomas, CBS newscasters, designated to join Howard K. Smith and Paul Niven of CBS Radio's European staff for CBS radio's coverage of Queen Elizabeth's coronation in London on June 2, 1953.

In this Issue—

MILLIONS of dollars worth of radio and television time is being bought by major political parties. And commercial sponsors may expand special election coverage. Page 23.

SPOT BUYING in both radio and television takes a spurt. At least sponsors are going in for bigger broadcast campaigns than they used last year. Page 25.

IN CASE they hadn't thought of it lately, broadcasters are reminded by AAA that standard AAA-NARTB spot contracts contain two clauses banning rate chiseling. Page 23.

ANNUAL meeting of Assn. of National Advertisers begins today with three important radio-TV highlights on the agenda. Page 27.

ADVERTISING Research Foundation is under way with its job of trying to solve the broadcast ratings' riddle. It'll take quite a while, and it won't be easy. Here's the first report on the project. Page 25.

NEW Whan study in Boston area shows both radio and TV command big audiences. Page 46.

IT'S probable President Truman won't name successor to FCC Comm. Robert P. Jones until mid-October, and when he does, chances are it won't be anybody now on FCC staff. Page 26.

ABC and NBC radio networks expect to put new discount structures into effect this week. Page 26.

TV grants and applications begin on Page 28.

IN EFFORT to get out of the red, WOR-TV New York makes severe retributions in staff and programming. Page 27.

NARTB's District 19 is given recipe for successful radio operation: Sell hard, with emphasis on local business; maintain rates, and start fighting other media instead of rival stations.

ABC and United Paramount Theatres submit joint brief which they hope will wind up their merger case before the FCC. Its 167-page argument for approval. Page 21.

HOUSE subcommittee continues its search for immorality on radio and television. Page 32.

Upcoming

Sept. 29: CBS Radio Affiliates Committee, Hotel Ambassador East, Chicago.

Sept. 29: ABC Western Div. radio affiliates full meeting, Beverly Hills Hotel, Hollywood.

Sept. 29: Tall Tower meeting, FCC, Room 2230.

Sept. 29-Oct. 1: Assn. of National Advertisers, Hotel Plaza, N. Y.


(Other Upcomings, page 32)

Closed Circuit

(Continued from page 5)

TV stations in Albany, Binghamton, Buffalo, New York, Rochester and Syracuse.

GIVEN some measure of credit for avalanche of telegrams on Nixon vindication was Fulton Lewis Jr., who on two successive broadcasts over Mutual urged the president to support GOP vice presidential nominee. These broadcasts preceded Nixon's Tuesday night simulcast.

PETER PAUL Mougda, through Mason Inc., New York, undertaking general rejuvenation of its present radio schedule in about 100 markets, resulting in increased frequency on many stations already carrying spots. In addition, by first of year about 15 new stations may be added.

CBS SEEMS TO be keeping its books balanced politically down to nth degree. Frank Stanton, CBS-president, called on Democratic Nominee Stevenson last Monday in New York. Earl H. Gammons, CBS Washington vice president, joined Eisenhower entourage last Thursday as "working reporter" for short trip.

IS J. LEONARD REINSCH heading back into Democratic National Committee activities? TV consultant to committee in pre-convention and convention activities, he returned to Cox radio ranks after recent Convention following Stevenson nomination. He breakfasted last Friday with new DNC Chairman Stephen A. Mitchell and his assistant, Hy Easkin, and it's logically presumed that radio-TV campaigning was main topic.

ANY NOTION that Senate Internal Security Subcommittee, which alleged communist domination of Radio Writers Guild in recent explosive report, has concluded its job is dispelled by little-noticed passage in report itself. Report states that hearings covered constitute "just one facet of one phase of work" of subcommittee. Next move could well be calling of network representatives to testify on purported Red infiltration.

NOW THAT Telford Taylor has resigned as administrator of Small Defense Plants Administration, with impending burst of fire against Secretary of Defense Lovett he will pick up, among his clients, Joint Committee on Educational Television, which pays reported $26,000 annual fee to former Col. Burton for endorsement. He represented JCT from October 1950 through FCC hearings which wound up in early '51, and until he assumed government job.

TWO TV APPLICATIONS

TWO NEW TV applications—one joint bid by KWFT and KTRN Wichita Falls, Tex. (see story page 57) that was reported at FCC Friday. Two applicants are:

Wichita Falls, Tex.—Wichita Falls Television Inc., uhf Ch. 6, ERP 22.3 kw visual, antenna height above average terrain 495 ft. Estimated construction cost $264,215, first year operating cost $250,000, revenue $260,000. Applicant is jointly owned by KWFT and KTRN, which assert independent competitive AM operations will continue.

Rochester, N. Y.—WARC Inc. (WARC) uhf Ch. 15, ERP 102.5 kw visual, antenna 484 ft. Estimated cost $290,385, first year operating cost $257,985, revenue $226,807.

Page 6 • September 29, 1952

for more at DEADLINE see page 118

BROADCASTING • Telecasing
"Central Michigan's Best Salesman"

5,000 WATTS
LANSING, MICHIGAN

announces the appointment of
The O. L. Taylor Company
as
National Representatives

EFFECTIVE OCTOBER 1, 1952
To a radio advertiser who saw a headline like this

IOWA CORN OUTLOOK
BEST EVER

...that's WMTland where the everything-outlook is great

CEDAR RAPIDS
600 KC  5,000 WATTS
BASIC CBS RADIO NETWORK
REPRESENTED NATIONALLY BY THE KATZ AGENCY
Tower of Glass on Park Avenue

This is Lever House. Occupying the entire block-front on Park Avenue between East Fifty-third and East Fifty-fourth Streets in New York, it contains the executive and administrative offices of Lever Brothers Company.

It strikes a new note in architectural treatment. Outstanding beauty has been combined with sound functional design. Extensive use of blue-tinted heat-absorbing glass gives it a cool, transparent appearance. The sidewalk level is almost completely open, creating the illusion of a structure without a street floor.

The second floor covers three-quarters of an acre. This floor surrounds an open court, and on its roof is a landscaped terrace. Above this rises a slender 21-story tower. Each floor in the tower has approximately 6000 square feet of office space. In the basement is a private garage.

Lever House is completely air conditioned. Fluorescent lighting, acoustical ceilings, cellular steel floors, continuous fixed windows, and blue curtain wall spandrels of wired glass are some of the other features of interest.

This is the newest of many Park Avenue buildings for which Bethlehem has fabricated the steelwork. Among the others along this famous boulevard are the Waldorf-Astoria Hotel, the New York Central Building, the Tishman Realty Co. Building, and 100 Park Ave.

BETHLEHEM STEEL
American Com announces the
EDWARD PETRY
as representatives for stations
(EFFECTIVE IMMEDIATELY)
Broadcasting pany

appointment of

& COMPANY, INC.

KECA-LOS ANGELES-KECA-TV

ABC OWNED STATIONS
now represented by the EDWARD PETRY COMPANY

KECA - Los Angeles - KECA-TV
WJZ - New York - WJZ-TV
KGO - San Francisco - KGO-TV
new business

Spot...

FLORIDA CIRUTUS COMMISSION sponsoring 15-minute program three times weekly on following stations: WGST Atlanta; WGAC Augusta; WVOK Birmingham; WSBM New Orleans; KCIJ Shreveport; WESC Greenville; WHAN Charleston; WSOH Charlotte, N. C.; WGBG Greensboro; WNAO Raleigh; WDJIA Memphis; WBIR Knoxville; WSOK Nashville; WDEF Chattanooga; KNUZ Houston; WRR Dallas-Ft. Worth; KONO San Antonio [B*T, Sept. 16]. Agency: J. Walter Thompson Co., Lakeland, Fla.


STANDARD OIL Co. of Calif., S.F., starts weekly half-hour Standard

Hour-TV next week for 13 weeks on KECA-TV Los Angeles, KGO-TV San Francisco (Oct. 1), KFMB-TV San Diego (Oct. 2), KING-TV Seattle (Oct. 5), KPHO-TV Phoenix and KSL-TV Salt Lake City (Oct. 6). Programs reportedly involve $500,000. Agency: BBDO, S. F.

BROWN & WILLIAMSON TOBACCO Corp., Louisville, starts radio and film TV spot announcement and participation campaign for new Life cigarettes today (Monday) for 13 weeks. Stations in first two markets include: KFOM Los Angeles, KNX KTLA (TV) KLAC (TV) KNBH (TV), KNXT (TV) Hollywood. Other markets will be added. Agency: Ted Bates & Co., N. Y. THOMAS F. HARRINGTON is account executive.

Network...

STERLING DRUG Inc., N. Y., renew sponsorship over Mutual of Ladies Fair, Mon., 11-11:25 a.m. EST, effective Sept. 29, and of John J. Anthony Hour, Sun., 9:30-10 p.m. EST, effective Oct. 5. Agencies: Dancer-Potter-Sample, N. Y., for former program and Thompson Koch Co., Inc., same city, for latter.

AMBER BREWING Co., S. F. (Regal Pale beer), has started Tom Hanlon’s Press Bee, roundup of national football scores on nine CBS Radio stations in California, Sat., 4:45-5:00 p.m. PDT, for 11 weeks from Sept. 20. Agency: Abbott Kimball Co., S. F.

TONI Co., Chicago, renewing Break the Bank over ABC radio, Tues. and Thurs., 11:30 a.m.-12 noon EDT, for additional eight weeks, starting tomorrow (Tuesday): Agency: Foote, Cone & Belding, Chicago.

PLYMOUTH Div. of Chrysler Corp., Detroit, to sponsor Dec. 27 annual East-West Shrine football game on Mutual and DuMont TV Network. Agency: N. W. Ayer & Son, N. Y.

RIGGIO TOBACCO Corp. (Regal Pale cigarettes) to sponsor America Calling on CBS Radio, Sun., 4:45 a.m. p.m., starting Oct. 19. Agency: Hilton & Riggio, N. Y.

GENERAL FOODS (Sanka coffee) signs for sponsorship of Galen Drake on CBS Radio, Sat., 1:55-2:30 p.m. effective Oct. 11. Agency: Young & Rubicam, N. Y.


REYNOLDS METALS Co., Richmond and Louisville, to sponsor coverage of Kentucky Futurity harness race at Lexington, Ky., on CBS Radio, Oct. 2, 8:15-9:30 p.m. EST. Agency: Buchanan & Co., N. Y.


PEARSON PHARMACAL Co., N.Y. (Ends), starts Hollywood

(Continued on page 103)
Want More Sales
FOR YOUR PRODUCT
IN NORTHERN OHIO?

WGAR'S RETAIL SPECIALIST will help you

WGAR announces a new service, designed to boost in-store promotions and to build store traffic—and sales!

Here's a new specialist at your service. Miss Meg Zahrt has joined the WGAR staff directly from Broadcast Advertising Bureau—to climax a career of successful programs and promotions.

She has been, successively, advertising manager, sales promotion manager, public relations director and radio director for major department stores in Ohio—and knows every aspect of radio promotion of retail sales.
If you had a real mouse problem you'd surely select an active, rather than a passive method of catching mice.

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

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

May we suggest the services of the biggest cat in the teeming Oklahoma City market? It's 50kw KOMA, the CBS Radio equipped denizen that goes out and gets the listener with generous promotion, strong local programming and a 25 year old knowledge of their listening habits.
WRIGHT NODINE, vice-president in charge of West Coast, W. Earl Bothwell Adv., Hollywood, transfers to Geyer Adv., that city, in same capacity following merger of two agencies.

THOMAS J. COSTELLO, financial editorial department, New York Herald Tribune, to staff of Albert Frank-Guenther Law Inc., N. Y.

DAVID YOUNER, production manager and account executive, Shepard & Edwards Adv., N. Y., opens DAVID YOUNER Assoc., 33 W. 42d St., N. Y.

BOB SWYSGOOD, radio-TV director of Lowe Runkle Co., Oklahoma City, to Curt Freiberger Agency, Denver, as TV director.

BRUCE HALL, account executive, White Adv., Oklahoma City, appointed manager of agency's Tulsa office.

ANTHONY J. DIISILE to W. B. Doner & Co., Detroit, as media director.

PAUL C. PHILLIPS to radio-TV department, N. W. Ayer & Son, N. Y., as supervisor of TV production. WILIS RANNEY returns to plans-merchandising staff, Phila., after 16-month tour of duty with Air Force.

RICHARD R. LUKASIAK appointed art director, Eoff & James, Phila.

MARRJORIE R. SMELTZER, J. Walter Thompson Co., N. Y., to Foote, Cone & Belding, same city, on creative staff. BRUCE CLERKE added to staff as fashion coordinator and stylist. LOUISE SMART, Benton & Bowles, to FC & B on creative staff.

ARTHUR T. DUHAIME, Ruthrauff & Ryan, Chicago, to executive staff, Strauchen & McKim, Cincinnati.

LEWIS P. NACHOD, copy chief of public relations and publicity department, Gray & Rogers, Phila., to copy staff, Hening & Co., same city.


MEREDITH WILEY, director of personnel, Gardner Adv., St. Louis, elected director of city's chapter of National Office Management Assn.

RICHARD J. THAIN Jr. to Vaughan & Spencer, Chicago, as vice president in charge of copy. New agency name is VAUGHAN, THAIN & SPENCER.

LEON G. WILCOX elected vice president at Critchfield & Co., Chicago.

WILLIAM F. TREADWELL to Leo Burnett, N. Y., Oct. 1, as manager of public relations.


ALLAN J. COPELAND elected vice president-director, Paul Grant Adv., Chicago.

JOHN CAPLES, vice president, BBDO, N. Y., and GEORGE LAFLIN MILLER, vice president, R. T. O'Connell Co., appointed lecturers at Columbia U.'s Graduate School of Business.


YARDIS Adv., Phila., moving offices to 2116 Walnut St., that city.

BRUCE L. ALTMAN Adv., Hollywood, moves to 9004 Sunset Blvd. Telephone is Bradshaw 2-6446.

BROADCASTING • Telecasting

Obviously OUTSTANDING...

A GIANT OF POWER FOR PEORIAREA

It takes GIANT electrical power to supply the requirements of Peoriarea industries... plants which produce millions of dollars worth of goods annually. It also takes GIANT power to supply electricity for 580,000 prosperous Peoriarea people.

A GIANT OF POWER FOR ADVERTISERS

It takes GIANT advertising power to produce maximum SALES RESULTS in the Peoriarea. WMDB has that GIANT power which consistently brings advertisers MORE listeners per dollar... more SALES per dollar. To SELL the Peoriarea ...BUY WMDB!

See Free & Peters...
**Triple-Threat Sales Force**

*Now Available*

With its new afternoon "Pattern for Pleasure," WRC offers three good reasons for the advertiser to include Washington's first radio station on his fall spot schedule. These two hours of live entertainment, Monday through Friday, feature three of Washington's most popular air personalities.

**NANCY OSGOOD**
12:15-12:45 p.m.

... News and interviews, for and about women.

**BILL HERSON**
12:45-1:15 p.m.

... Recorded and live music by WRC's well-known morning man.

**GENE ARCHER**
1:45-2:15 p.m.

... Washington's favorite baritone, accompanied by the Cliff Quartet.

**IN THE NATION'S CAPITAL YOUR BEST BUY IS**

**FIRST in WASHINGTON**

WRC

5,000 Watts • 980 KC • 93.9 FM
Represented by NBC Spot Sales

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**H feature of the week**

A NEW approach to the use of television in reporting the news will be employed in All-Star News, to be launched Oct. 9 by ABC-TV as a full-length nighttime news digest series.

It will "for the first time, bring to the TV audiences of America an overall coverage of the news, from every major viewpoint and from every feature story viewpoint," according to Charles Underhill, national director of TV programs for ABC.

Scheduled four hours a week of evening time on ABC-TV, All-Star News will be telecast Sunday, 8-9 p.m.; Monday, 9-10 p.m.; Wednesday, 8-9 p.m.; Thursday, 8-8:30 p.m., and Friday, 8:30-9 p.m.

"Our idea," Mr. Underhill said, "is to utilize the experience we gained in covering the two national political conventions in Chicago in reporting the day-to-day news of the world. We plan to call on all of our own news reporters and analysts and to make extensive use of guest experts to give the American public the best understanding possible of the news of the day and its meaning."

Louis Ruppel, veteran newsmen who at one time was publicity director of CBS and recently editor of Collier's magazine, will head up the news operation as "managing editor behind the cameras," Mr. Underhill said. The program will originate in the ABC-TV newsroom in New York.

John Denson, former managing editor of Collier's magazine and assistant managing editor to Mr. Ruppel when he was with the Chicago Times, and Bill Stapleton, World War II combat correspondent and a member of Collier's editorial staff, will assist Mr. Ruppel in assembling the news.

ABC news "names" such as Elmer Davis, Martin Agronsky, Pauline Frederick, Gunnar Back, John Edwards and Bryson Rash from ABC's Washington news staff; Paul Harvey, Taylor Grant, Leo Cherne, Austin Kiplinger and others, will be seen and heard. A typical hour-long telecast will report as many as 18 news stories and employ 25 to 30 personalities.

Telecasts will be available for sponsorship on almost any basis except national spot, he said. An advertiser can buy a quarter-hour or perhaps a 10-minute segment, either across the board or on certain days each week, on a continuing schedule or he may use the program for special campaigns.

Although ABC would like every TV affiliate to carry each All-Star telecast in full, the present competitive situation in both stations and network facilities is such that the hour-long programs are being made up into two half-hour segments, so that a station may take either half-hour.

**strictly business**

ARNOLD C. (JACK) GRAHAM, advertising manager of Gobelt Brewing Co., Detroit, measures 6'1" in height but a group of Dutch dolls only 14" tall led him to his biggest deal in television.

It happened in studios of Transfilm Inc., New York, when Mr. Graham and an agency adman were investigating facilities of several video film producers. After they had viewed regular samples exhibited by Transfilm, one of the producer's executives remarked that he also had something a little different to show them.

The "something different" turned out to be a series of film produced in Holland, using dolls "brought to life" through a stop-motion technique. Within 15 minutes, Mr. Graham was talking on the phone.

(Continued on page 105)
WBT’s cheerful, chipper Fletcher Austin gives the charm and conviction to a banquet or a break which have made him one of the most popular of Carolina personalities — on or off the air. Rightly representative of WBT’s superlative air staff, Fletcher can make your commercials sing and sell among 3,000,000 WBT-Carolinians.
EDITOR:
The 1952 Marketbook is the most exhaustive compilation of information I have ever seen and I find the map most helpful.

Leslie T. Harris
Director, Radio & TV
Colgate-Palmolive-Peet Co.
Jersey City, N. J.

Clarification
EDITOR:
On page 112 of your Sept. 15 issue I am quoted as saying that—"a majority of commercial telecasters feel they would be faced with strong competition if educational stations take the air." Obviously, this is a ridiculous statement and those who know me should know better than to attribute it to me. What I did say was:

1. A majority of commercial telecasters were opposed to the reservation of educational channels chiefly because they felt such reservations should have been allotted for commercial use.
2. That television was not merely a new gadget, but an instrument which would ultimately change our way of life, and that some way must be found for educators to take advantage of it. To this end I suggested that the governor call a conference to explore in detail the whole problem.

Howard Chernoff
General Manager
KFMB-AM-TV San Diego

[EDITOR'S NOTE: The story in question was based on an official report given to B.T by KFMB-TV. However, B.T is glad to give Mr. Chernoff a chance to set the record straight.]

Lost & Found
EDITOR:
I thought you would be interested in knowing that as a result of the story that you ran [ON ALL ACCOUNTS], I have gotten notes from a good many long lost friends . . . a darn fine testimonial for the readership your magazine gets.

John H. Forehew, Manager
J. Walter Thompson Co.
Lakeland, Fla.

Animal Act
EDITOR:
Your article titled "Who's Lyin'" (Aug. 16) prompts me to justify the best I can who it is.

The attached photostat of a newspaper clipping shows a stunt I engineered March, 1948. The Barnes Bros. Circus was at the Olympic, and Tennell Jacobs, world famous lion trainer, permitted us to work with one of his pets in his cage.

Needless to say, I was a bit frightened at the time, but not nearly as frightened as I get now when I think about it. I'm now five years older and a bit wiser.

All of this I believe establishes the fact that Mr. Deane was not the first radio man to trifle with lions on their stomping ground, at least not before myself.

Eddie Chase
CKLW Detroit

For the Archives
EDITOR:
In the interest of accuracy in the broadcasting archives, I feel that I should correct one error which appeared in your fine article on CBS' 25th birthday in your Sept. 22 issue. You stated that Jerome H. Louchheim's purchase of control of the network in 1927 "was completed against advice of Mr. Louchheim's lawyer, Ralph Colbin, who soon became a CBS director and general counsel . . ."

The facts are that Mr. Louchheim was a client of my ex-senior partner, Wilbur Ball. Mr. Louchheim came up from Philadelphia to consult Mr. Ball. Mr. Ball not only thought Mr. Louchheim was crazy to consider the purchase, but thought so little of the likelihood that the purchase would be completed, that he turned over the matter of investigation to me—then a young man of 26. I spent 10 days in a thorough investigation and then prepared a written report to Mr. Louchheim, which I delivered to him personally in Philadelphia, where it was analyzed in consultation with Mr. Isaac D. Levy and Mr. Arthur Judson.

I believe that it was on the basis of my generally favorable analysis (Continued on page 58)
Radio Station

KFI
LO S A N G E L E S

THE WEST’S ONLY 50,000 WATT 1-A CLEAR CHANNEL STATION

is pleased to announce

THE HENRY I. CHRISTAL COMPANY
NEW YORK AND CHICAGO

Will act as its national sales representative

KFI with its more than 30 years of coverage of the entire west believes that the Radio medium is best served by a representative who concerns itself only with selling radio...and is proud to join such outstanding radio stations as...

WJR—Detroit, 50,000 watts
WDAF—Kansas City, 5,000 watts
WGAR—Cleveland, 50,000 watts
WBEN—Buffalo, 5,000 watts
WTMJ—Milwaukee, 5,000 watts
WGY—Schenectady, 50,000 watts
WHAS—Louisville, 50,000 watts

now being served by this national radio sales representative.

GOOD LUCK, HANK

[Signature]

C. Anthony, Inc.
Film Projection Room, complete with new RCA film camera, two new film projectors, and multiplexer. Can be remote-controlled from your audio/video console.
1. New Film Camera Type TK-20C produces clear pictures approaching the quality of studio pick-ups. Low noise level. No image "sticking." No constant shading needed. It looks equally well with the 16mm projectors, and 3" x 4" opaque slide projectors.

2. The 16mm TV Film Projector Type TP-16D makes film programming practical, economical. It's entirely self-contained. It's designed and built only by RCA.

3. The 35mm TV Film Projector TP-35C uses a highly efficient pulsed light source. The projector operates without a shutter mechanism, is completely self-contained (including film mechanism) ... and it's designed and built by RCA!

4. Type TP-9B Film Multiplexer enables you to use two projectors with one film camera for maximum program flexibility.

5. JK-3A Flying Spot Camera produces high-quality video signals from 2" x 2" transparencies. Dual channel improves flexibility, provides for loop dissolve and switching between channels. Ideal for titles, spots, commercial inserts (spots), test patterns. Special Effects Amplifier TA-15A is an ideal accessory.

RCA is your headquarters for a complete line of television film equipment. If you need 16mm or 35mm television projection equipment, RCA has the finest. If you want a revolutionary film camera, RCA has it. Kinestcope recording equipment, automatic slide projectors, flying spot cameras, automatic processors, and miscellaneous accessories such as rewinders, reels, slide viewers, and film cleaning equipment, also are available.

RCA equipment can be used in many different combinations to fit your planning and budget. For example, you can start with a complete film projection setup as illustrated here. Or you can start simply with a film projector, and add facilities as your program service grows. Note this fact, too: RCA Service Company engineers are available on a nationwide basis to keep your RCA film equipment in top condition!

Film systems planning is another RCA television service available to you through your RCA Broadcast Sales Representative. Take advantage of his broad experience.
“Whole-hearted thanks to KWKH”

Says M. A. DICKSON
President, Shreveport Druggist, Inc.
(Operators of Super Drug Stores)

IMPORTANT DRUG CHAIN EXECUTIVE

As President of a group of alert drug merchandisers, and as a resident of the area which KWKH serves, Mr. Dickson is well-qualified, indeed, to select wisely among the advertising media in Shreveport. Late this summer, Mr. Dickson wrote us as follows:

“Please accept our whole-hearted thanks for the job which you are doing for us with “I Was A Communist”. It is indeed a pleasure to have such a program on your station, in view of the competent services you have rendered us . . . and the low cost-per-listener on KWKH. We are proud to have our program included on your Fall lineup which promises to be such a terrific success.

(Signed) M. A. Dickson

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

A Shreveport Times Station

50,000 Watts · CBS Radio ·

The Branham Company Representatives
Henry Clay, General Manager
POLITICAL SPENDING SPREE

By JOHN OSBON

BUSINESS is booming in network and spot, thanks to beadiness—not to say unprecedented—political activity. A multi-million dollar sales volume is tied up, one way or another, in this spirited 1952 Presidential campaign, with the major political parties and allied groups furnishing a bulk of potential gross time billings.

Major factors in this heavy volume are simulcasts, radio and TV spot announcements, and station breaks, local films and transcriptions, regional hookups and election coverage.

Newest and perhaps most interesting development, involving a national advertiser is that surrounding negotiations between MBS and the Chevrolet Div. of General Motors and Chevrolet Dealers of America for all-night radio coverage of election returns. It was understood that Mutual was nearing completion of arrangements. Details of the proposed contract, including the cost, were not ascertained immediately.

Lineup of Advertisers

If negotiations are consummated, Chevrolet would join Westinghouse Electric Corp., Admiral Corp. and Philco Corp. as sponsors of national coverage. These advertisers have contracted for station and network buy of returns as part of their coverage of national political nominating conclaves.

The lineup comprises Westinghouse on CBS Radio and Television, plus four DuMont TV Network outlets; Admiral on ABC radio and TV; Philco on NBC radio and television. Each paid roughly $2 million, give or take either way, for sponsorship.

Additional broadcast revenue is reflected in these developments:
- The National Citizens for Eisenhower Committee will spend $2 million for a national radio-TV spot series on behalf of the candidacy of Gen. Dwight D. Eisenhower. Ted Bates & Co. is the agency.
- Republicans also are preparing radio and TV spots with local groups seeking time on their community stations. Kudner Inc. and BBDO, which handled the GOP National Committee accounts, are supervising this production phase, but not buying the time.
- Democrats reviewed a spot campaign blueprint for radio in which an estimated $400,000 worth of time availability and production costs are tied up by the national committee, not to mention hundreds of thousands of dollars to be sustained by local political groups.
- They also plan about $1 million

RATE-CUT WARNING

Dwight D. Eisenhower is turning actor to promote his political fortunes as Republican Presidential standard-bearer. He discusses the impending $7 million radio-TV spot announcement campaign with Rosser Reeves (l), partner in Ted Bates & Co. and idea creator.

The rate-chiseling and special deals violate the standard NARTB-AAAA contracts, stations were warned last week.

Frank Silvernail, chairman of the AAAA Committee on Radio & Television Broadcasting and radio-TV timebuying manager of BBDO, told attention to anti-chiseling language in the contracts used by AAAA members. In a letter to Stanley G. Breyer, KJBS San Francisco, Mr. Silvernail said he "read with interest the reference in the Sept. 8 BROADCASTING • TELECASTING to your 'attack on rate chiseling' at the NARTB District 15 meeting."

At the district meeting Mr. Breyer called on station managers in the San Francisco area to sign a memo which would assure all advertisers they are paying the same rate for the same schedule, obligating stations to advise all signatories of any price concessions.

Quoting language from the NARTB-AAAA contract, Mr. Silvernail said "these provisions, of course, do not require the station to tell any other stations if it makes price concessions, but if the station accepts any business at all on the standard order forms developed by the AAAA and the NARTB, it is contractually obligated to tell its advertisers any time it sells the same service at a lower rate, and to give those advertisers the benefit of the lower rate."

The language "makes it very clear what stations are committed to the minute they accept any business whatsoever on the standard contract form."

Mr. Silvernail then posed this question: "Is it possible that this fine print on the back of the standard contract is not well enough known to stations?"

The paragraphs under section 5 of the standard NARTB-AAAA contract for spot broadcasting read as follows:
(a) It is agreed that the time rate named in this contract is the lowest rate made by the station for like broadcasts and that if at any time during the life of this contract the station makes a lower rate for like broadcasts, this contract shall be completed at such lower rate from that date.
(b) All time rates shall be published by the station. There shall be no secret rates, rebates or agreements affecting rates. All rates shall be furnished agency if requested in writing to do so.

The original standard contract forms governing agencies and advertisers were adopted in 1933 and revised in 1946.

AAAA and NARTB are near final agreement on agency-station contracts for spot TV.

(Continued on page 24)
Political Spending Spree Is Windfall

(Continued from page 88)

Decisions of Sen. Richard M. Nixon, GOP vice presidential nominee, to take his story direct to the people via radio and television last weekend resulted in a major stir at the major networks and stations carrying his dramatic financial report.

Aside from commanding a probable record-breaking radio-TV audience, the talk also caused some unpredictable confusion in broadcasting ranks.

No figures were available last week on the size of Sen. Nixon's radio or television audience, but it seemed certain that research surveys would give the controversial talk top rating.

Negotiations were closed at virtually the 11th hour for the Nixon talk on NBC-TV, CBS Radio and MBS. An MBS spokesman estimated that perhaps 90% of some 46 million radio homes had heard the broadcast. NBC estimated a possible 25 million viewers over 18.5 million TV sets. CBS placed the "probable and possible" audience at 60 million.

The talk that cost the Republican National Committee more than $75,000 to explain $18,000 plus was aired on 62 NBC-TV stations, 194 CBS Radio outlets and some 560 MBS affiliates. Only Oklahoma City and Phoenix were deprived of the live telecast.

Public response to the deluge of the GOP (well over 100,000 telegrams and 110,000 letters) also spilled over on the networks and their affiliates. At NBC-TV it was estimated that 1,000 calls came in to the New York switchboard in 22 minutes.

CBS Radio and Mutual claimed hundreds of requests. The latter reported up to 1,000 calls between 10 p.m. and midnight and CBS about 200 calls. MBS also said its affiliates

The Democratic and Republican advertising programs also are working in terms of coast-to-coast simulcasts, whether on one or two networks.

While the simulcast has come of age in rival political campaigns, it also is proving a source of heavy revenue for the major networks. At Kudner offices in the Washington Hotel, Washington, D.C., at least 10 simulcasts are planned in October on a national basis.

In the Democratic camp, words have gone out that simulcasts are desirable to help offset what they claim is the preponderant editorial opposition of the press.

Lighting Importance

There was other evidence of this newly-found reliance on television in Democratic quarters. During the Illinois Governor's speech in San Francisco, Kenneth Drag, radio-TV director of the Democratic National Committee, placed emphasis on good lighting facilities for Gov. Stevenson.

Under this policy, TV was favored over newscast cameramen who have sought more lights to shoot film. Cameramen were told they would have to operate under the same lighting conditions as TV cameramen to prevent glare on the nominee. The policy will be continued throughout the Governor's itinerary.

Politicians are learning first-hand that lights needed for newscast shots are not to be confused with the softer, less glaring lights used for television— a point of some controversy on Capitol Hill last week.

The Democratic National Committee has been averaging one simulcast per week and will double the quota in October. In all, about

(Continued on page 89)
FIRST report on the study of radio and TV ratings to be conducted by the Advertising Research Foundation was made Thursday by Dr. E. L. Deckinger, presi-
dent of Biow Co. and chairman of the ARF Committee on Radio and TV Ratings Methods.

Dr. Deckinger spoke at “ARF day at AMA,” first fall luncheon of the New York Chapter of American Marketing Assn., at the Commodore Hotel that city. Various functions of the Foundation were discussed by speakers under the guest chairmanship of Edgar Kobak, ARF president, who was introduced by John Shephed of Fletcher D. Richards Inc., chap-
ter president.

The attempt “to try to solve the ratings riddle” is just beginning, Dr. Deckinger said. Therefore, he said he would report on the direc-
tion of his committee rather than on its progress. “Because the prob-
lem is so full of complexities we decided in many ways, with a sub-
committee assigned to each of the four segments,” he said.

“The first belongs to Max Ule of Kenyon & Eckhardt. His job is to set up ideal standards, to determine what is wanted in rat-
ings and also how well each of the important methods (including some not commercially practiced) would fulfill the requirements when carried out to perfection.” Maybe the answer will prove to be a com-
bination of methods rather than any one, Dr. Deckinger said, “but we in advertising have to decide what we want before we can tell whether any method is giving it to us.”

Snowcroft Heads Unit

Gordon Snowcroft of Campbell Soup Co. heads the second group which is working to develop methods as well as in the office. This is to check on differences between what a method ideally does and the actual practice.

Dr. Deckinger heads the third subcommittee to analyze data already available. “We hope,” he said, “to obtain tabulations of existing data so that the results can be put side by side. Then, maybe, it will be possible to measure the contributions of the area covered, the types of ratings, the nature of the homes contracted, etc.”

The final subcommittee, headed by Harry Wolfe of Colgate-Palm-
olive-Perf Co., is on “special proj-
ects” that arise from time to time, such as the Blair-Hooper con-
troversy [B&T, May 19]. That dispute has been referred to ARF.

All the committees are working independently, Dr. Deckinger said, rating that when the first three groups complete their work their findings will be combined into a single report. The fourth com-
mmittee will report on each project when completed.

Henry Schachte, Borden Co.’s director of advertising, ARF board vice chairman, reported that the new ARF, one year old this month, is in “wallowing good health” with 150 “godfathers” — AMA, AAAA, 51 advertisers, 60 agencies, 40 media. Inviting suggestions from “anyone with an idea,” he asked: “What can a gang of guys with some money, representing agencies, advertisers and media, do through research to help our business?”

A. W. Lehman, general manager of ARF, reported that since it was originally organized in 1936 the foundation has supervised 190 studies in 105 markets, costing about $170 million. It has worked with 160 publishers and 14 sellers of trans-
THE NEW rate-and-discount structures of NBC and ABC radio networks, bringing them into line with the other networks, a re-duction in evening time charges already invoked by CBS Radio along with smaller raises in daytime rates [B+T, Aug. 16, et seq.], were one of the subjects in which affiliates have voiced especial interest is the "contiguous" rate benef-its incorporated in the NBC and ABC plans but not in CBS's. Officials of the latter network have said they have no intention of devising a comparable contiguous rate plan of their own—one reason undoubtedly being that CBS Radio has a number of present advertisers who would qualify for the additional benefits, whereas NBC had none and ABC only a relatively small number.

The special committee of affil-iates also may elect, at its meeting today, a new chairman to succeed George B. Storger of Storger Broad-casting Co., since Mr. Storger was stricken with a deafness several weeks ago and has been instructed by his doctors to lessen the pace of his activities. John E. Peterson, WJEF Grand Rapids and WKZO Kalamazoo, presided in Mr. Storger’s absence at the “rate meeting” in Cleveland, Ohio, as did Pet-ter, WJR Detroit and WGCAR Cleveland, presided when Mr. Storger was called away from July deliberations on the rate issue.

Other committee members were Victor A. Sholis, WHAS Louisville.

President Herbert V. Akerman are expected to go to Chicago for the conferences, which they described as informal and designed to meet a need which affiliates previously expressed for more regular “fill-ins” on developments affecting both the network and its affiliates.

ABC AFFILIATES

SIGNING of six new ABC radio network affiliates, bringing the total to 348 stations, was an-ounced Wednesday. They are:

WKQZ Kocsiusko, Miss. (1200 kc, 250 w), owned by Kocsiusko Broadcasting Co. and managed by Cy N. Bahakel, and WABG environ, Mis. (800 kc, 1 kw day, 500 w night), also headed by Mr. Bahakel, with Tom Reardon managing.

WKRD Rockland, Me. (1450 kc, 250 w), operated by Carleton D. Brown as manager.

KSGA Redmond, Ore. (1240 kc, 250 w), owned by Redmond Broad-casting Co., and managed by W. Gordon Allen, joins the network Oct. 3, while the following join effective Oct. 19:

KOSF Nacogdoches, Tex. (1200 kc, 250 w), owned by Kelly Bell with J. C. Stalling as manager, Bond, ABGA, Tex. (1240 kc, 250 w), owned by Darrell E. Yates, who also is station manager.

JONES VACANCY Action May Await HST Return

APPOINTMENT by President Tru-man of a successor to FCC Comr. Robert F. Jones may now await the return of the Chief Executive from his political whistle stop upon which he left last week. He is not expected to return to Washington until mid-October.

Last week everything appeared set for the naming of William F. Massing, assistant secretary of the FCC, to the unexpired portion of the Jones term which runs until June 30, 1964. Mr. Massing had passed preliminary muster as a Democrat from Indiana, with the endorsement of that state’s Demo-cratic organization.

In the interim, however, Benedict P. Cahan, general counsel, had accumulated considerable sup-port, and his name was understood to have been presented to the White House by Telford Taylor, former FCC general counsel who recently resigned as administrator of the Small Defense Plants Ad-ministration to return to his pri-vate law practice [AT DEADLINE, Sept. 16].

Intervening events, however, made it evident at the weekend that the President would not be disposed to name anyone from the FCC on a “merit” basis to succeed Comr. Jones. Instead, it was re-ported that he preferred a “busi-ness man,” preferably one who had knowledge of the communications field.

Mr. Jones resigned on Sept. 19 and immediately became a partner in the Washington law firm of Ar-thur W. Scharfeld (the firm name has been changed to Scharfeld, Jones & Baron) [B+T, Sept. 22].

Interim Vacancy Discounted

It was learned also that the Pres-ident definitely has decided to fill the vacancy rather than allow the appointment to lapse until the new President takes office Jan. 20. The immediate appointment would be on a recess basis, or until Congress convenes in January. Then, it is understood, Mr. Truman had in mind nothing more than a trial-eral for the balance of Mr. Jones’ term, with a year and a half to run. The question then would be whether the Senate would be dis-posed to confirm a Truman nomi-née with another President about to assume office.

There were other names men-tioned also and, based on precedent, the list could grow rapidly, even for a recess appointment.

Among the names understood to have been presented to the White House were those of Eugene Mer-ri1l, now with NPA and formerly with the Public Service Commission of Utah; Edward P. Morgan, par-tner in the law firm of Welch, Mott & Morgan and formerly a Justice Department attorney, who recently resigned from the legal staff of OES to return to law practice; and Dr. Franklin Dunham, chief of ra-diotelevision, U. S. Office of Edu-caiton, and educational director of NBC from 1931 to 1941. Also men-tioned was former Congressman Clinton D. McKinnon of San Diego, California, Democrat who lost out in the Senatorial race against Repub-lican Sen. William Knowland. So far as is known, however, his name (Continued on page 40)
AN estimated 700 members and guests are expected for the 43d annual meeting of the Assn of National Advertising Executives this week end, at the Hotel New York.

Three radio-TV highlights are on the agenda: A Tuesday afternoon report on "What Lies Ahead in Television," followed by a study and discussion of the "TV Commercial Click," plus a Wednesday mor ning appraisal of " broadcaster, " sponsored by the Society of Today's Radio and TV Rating Methods.

The estimate of TV's future from the advertiser's standpoint en compasses television's anticipated rates of expansion. Generally, in terms of sets, and in costs, and is based on an "exceptionally thorough analysis" made by McCann-Erickson. It will be presented to the audience by Sydney W. Dean, vice president in charge of marketing services for the agency.

The study of "What Makes TV Commercials Click" is described by ANA as an "objective expose of the Galup & Robinson's down-to-earth findings based on viewer reactions to hundreds of actual broadcast TV commercials. The presenta tion is of ANA is to be made by Ley ton, Carter, of Galup & Robinson.

Radio-TV Rating Talk

Discussion of radio-TV rating methods will be part of a panel presentation of the Advertising Research Foundation, which has been designated the rating question as one of its first major projects. Other subjects to be covered in clude "What Is Being Done to Provide You With Valuable Information About TV's Audience," and "How to Combat the Growing Criticisms of Advertising Which Jeopardize Its Impact and Effectiveness.

Panel members for the ARF session were listed as follows: Edgar Kobak, president of ARF, moderator; Henry Schacht, Rorden Co.; Fred Marchan, AMR, Inc.; & Hearing; Lawrence Beckler, Blow Co.; John S. Bissell, EDD;; J. Geyer, Newell & Ganger, and A. W. Lehman.

Only one convention session is slated to be closed—the Monday afternoon business meeting. Wesley I. Nunn, Standard Oil Co. (India), is board chairman of ANA; J. Ward Mauro, Du Pont Co., is vice chairman, and Paul B. West is president.

First session gets under way at 10 a.m. today with Harry Deines, general advertising manager of Westinghouse Electric Corp., pre sid ing. Subjects to be covered are calculated to give advertisers an "insight into the economic climate and into the advertising and selling job ahead."

Dexter Keezer, director of the department of economics of Mc Graw-Hill Corp., is to present a McGraw-Hill analysis of the question: "Does Continued Prosperity Or a Recession Lie Ahead—Are the two conditions Inter Changeable?" Raymond B. A. Ross, executive vice president of Burroughs Adding Machine Co., will discuss what sales and advertising executives can do now to prepare for 1935-36, and how "One Company Has Put a Specific Plan to Work." John Cunningham, executive vice president of CBS, will point out the effectiveness of advertising, while John E. Wiley, John E. Wiley Inc., consultants on distribution control, will discuss the merchandising side of selling.

ANA Survey Findings

The results of the annual ANA survey of members' advertising plans will be presented during Monday afternoon sessions, with chairman Nunn presiding. Addi tionally, Retail Hold-Ups That Slay Power of Your Advertising will be analyzed by Reginald Clough of Tide Magazine, and the story of Minneapolis Honeywell Regulator Co.'s program "to get retail sales people selling again," will be reported by H. D. Biswell, the company's merchandising direc tor.

Departing from previous convention procedure, the sessions will break up into smaller, informal groups at about 4 p.m. for discussion of special problems, such as station buying, dollars for cooperative advertising funds, etc.

Theme for the Tuesday morning session, with Block Drug Co. Advertising Manager George Abrams O'Connor, will be "Making TV's Budgets Up to Date." Bob O'Connor, vice president of Westinghouse.

The Tuesday afternoon session, under the chairmanship of William B. Dean, president of TV's Advertising & Promotion of Thomas J. Lipton Inc., will explore "New Frontiers in Advertising." In addition to the TV programs of national chains, "the station's program operations fall naturally into three divisions, studio, remotes and film," Mr. Wade said that Harvey Mar lowe, production manager, will have charge of the station's programming. While Mr. Pen ster will continue to supervise WOR-TV's film operations. In his direction of the station's pickup, including both sports and special events, Mr. Marlowe will take over most of the activities formerly pursued by Miss Misseler and Mr. O'Connor, when John Wingate, the station's news staff, has been made manager.

No Radical Program Shifts

By and large the WOR-TV pro gram schedule will remain as is for the present, Mr. Wade said. The Broadway TV Theatre, which was rumored as about to be dropped, will continue under his direction, he stated. The present sports schedule will also be maintained.

Only one major change revealed by Mr. Wade was the cancellation of the midnight-to-four a.m. All Night Show. Explaining that this pio neer TV late night program has been tinkered with an experiment, Mr. Wade said that the test run was now concluded and the vehicle was being brought back into the shop for a thorough check-up. A group of 20 to 30 engineers also are being dropped from the WOR-TV payroll. But it was ex plained that these employees were temporarily taken on in the spring to handle the station's telecasts of the Brooklyn Dodgers home games and to act as relief opera tors during the vacation period.

Station emphatically denied re ports that the Dodgers telecasts would not be resumed next year.

Top Executive Changes

Top executive changes at WOR and WOR-TV since the acquisition of the stations by General Tele casting in January, when it also became a major stockholder in MBS, have involved:

Theodore C. Streibert, WOR and WOR-TV president, who heads another GT company, the General Telecasting System, projected TV network operation at "MBS, June 30," and Curt Hager, WOR controller, now with GT, the WOR properties now are headed by Thomas F. O'Neill, GT president, who also succeeded Frank White, now an MBS vice president, as MBS presi dent.

J. B. Popplee, vice president and chief engineer of WOR and WOR TV, who was promoted to a similar post with Mutual as well, and resigned Sept. 10.

R. G. Maddux, vice president in charge of TV sales, who left. Bob Blake, head of WOR radio TV publicity, left when his duties were absorbed by Frank Zuzulo, MBS publicity director.

Julius F. Seebach, program vice president of WOR (AM), who was given the same title for the network as well when William H. Fine shrier, who held that post, was advanced to executive vice president in charge of all MBS radio operations at New York.

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BROADCASTERS can solve their basic problems in the face of competition from TV and other media by hard selling and maintenance of rate structures, a hundred NARTB District 10 members were told at their Monday-Tuesday meeting, held at Excelsior Springs, Mo.

Network affiliates were chided for "insulting" to network rate cuts and independent spokesmen recalled the day when they carried the heaviest load of industry troubles.

Radio and television discussions topped the two-day meeting at which E. K. (Joe) Hartenbower, KCMO Kansas City, presided as district director. NARTB President Harold E. Fellows reviewed NARTB association affairs and delivered a talk, "I Can Get It for You Retail." Others speaking for NARTB were Ralph W. Hardy, government relations director; Richard P. Doherty, em- ployee-employer relations director, and William T. Stubblefield, station relations director.

Panel on Rates

William B. Quarton, WMT Cedar Rapids, Ia., presented a panel discussion on rates. Other members were Herbert R. Ohrt, KGLD Moline City, Ia.; John Alexander, KODY North Platte, Neb.; Ralph Evans, WHO-WOC Des Moines-Davenport; John T. Schilling, WBBM Chicago City; William Swisher, KOIL Omaha, Neb.; Chet Thomas, KXOK St. Louis, and J. Gordon Wardell, KGX Springfield, Mo.

George M. Burbach, KSD-AM-TV St. Louis, urged broadcasters to sell radio "for what it is and not what it ain't." He claimed radio needs more sales enthusiasm. "Maintain your rates," he urged; "since rate reductions in the eyes of advertisers are tantamount to an admission the rates originally were too high."

William E. Ware, KSTL St. Louis, recalled that a decade ago "the independents were huddled together in a meeting like this while the network affiliates were laughing and telling jokes in the cocktail lounge." He said:

"We were lean and hungry then, but we got realistic and tough and learned. Today as a result of being in training our picture is different from your network dilemma. What you fellows need is a little independent thinking. The next time you walk into a Boco Raton or Conrad Hilton session for your semi-annual sandbag cut-rate treatment, get out your pencil and figure out how few quarter-hours you would have to sell locally to equal your monthly network revenue."

Then look at how much time you have left over to further increase your gross. Perhaps you should operate as independent stations, taking your network income as bonus revenue. Get yourself some salesmen who are new to radio. They aren't smart like we are—they call on everybody. Change your research to reflect how many dollars your advertising brings into the advertiser's place of business.

But whatever you do, quit spending your research money fighting each other and quit allowing your rate to be cut.

Mr. Swisher said that "now, more than ever, is the time for stations to work with parent networks. Good network variety entertainment plus local programming and hard selling will build real, lasting listener appreciation and results. It's the answer to all competition—crying about network rate adjustments brings only red eyes."

Mr. Evans reminded that AM radio provides "the least expensive advertising medium because it is a continuing competitor for attention to every daily activity of the individual, in or out of the home, with the exception of television. The combination of sight and sound does provide tremendous impact, but radio listening demands far less physical endurance and close attention than television."

Harold Hough, WBAP-TF Fort Worth, representing the NARTB TV board, led a television discussion. On the panel with him were Messrs. Evans and Burbach; Ernest Sanders, WOC-TV Davenport, Ia.; Frank P. Fogarty, WOW-TV Omaha; Richard B. Hall, WOI-TV Ames, Ia., and Mr. Doherty. Among those posing questions on behalf of AM were Messrs. Ware, Ohrt, Quarton and Hartenbower; Robert Dillon, KRTN Des Moines; Ben B. Sanders, KICD Spencer, Iowa; G. Pearson Ward, KTTT Springfield, Mo.; Gordon Pents, KWBE Beatrice, Neb.

Mr. Hough said simulcasting will become an important factor in the future, helping both radio and TV as they grow side by side. He cautioned against haste in TV planning and advised care in staff selection. Questions covered size of market justifying TV operation, revenue needed and operating costs of network and non-network stations.

A minimum of 50,000 sets will be required in major markets to justify TV operations, it was suggested. Non-network costs will be higher because of film expense and additional personnel, delegates were told. In Texas, size of market, 75,000 was given as a minimum. Mr. Doherty estimated $140,000 as minimum revenue needed in a small market.

Luncheon speakers included Tom Collins, advertising and promotion director of City National Bank & Trust Co., Kansas City, whose subject was, "One and One Aren't Always Two."

Resolutions adopted by the district called for study of a plan to bring Kansas and Oklahoma into District 10 with Missouri, Iowa and Nebraska; commended NARTB for stand in Kansas State Agricultural College TV grant; endorsed change in FCC operator rules; opposed taking commercial TV channels for educational stations, and voiced confidence in radio as an advertising medium.

Henry H. Schilpp, chairman of the Resolutions Committee included Mr. Thomas as chairman; Messrs. Ware, Ward and Alexander, and K. S. Gordon, KDTH Dubuque, Iowa.

We Shall Tell the Membership Committee are Edward Breen, KVFD Fort Dodge, Iowa; Harry Burke, KFAB Omaha, and Mahlon R. Aldridge Jr., KFBU Columbia, Mo.

J. R. HOWARD

Named in Scripps Shift

TOP-LEVEL executive realignment in the E. W. Scripps Co., operating company of 19 Scripps-Howard newspapers and owner of Scripps-Howard Radio Inc., will become effective Dec. 31, with Jack R. Howard, president of the radio-TV company and executive vice president of E. W. Scripps Co., becoming president of the overall operating company.

Mr. Howard, 42, will succeed his father, Roy W. Howard, in the E. W. Scripps Co. presidency, while Charles E. Scripps, 32-year-old grandson of E. W. Scripps, will succeed W. W. Hawkins as chairman of the board. Mark Ferree, general manager of the Scripps-Howard papers, will succeed Jack R. Howard as executive vice president and continue as general manager of the newspaper chain. Bill Stone, now head of the Washington bureau, will become editor-in-chief of Scripps-Howard.

Scripps-Howard Radio, a wholly owned subsidiary whose executive line has not been involved in the change, is licensee of WCPO-AM-FM-TV Cincinnati, WEWS (TV) Cleveland, and WNOX Knoxville. In addition to Memorian City, official Appeal, a Scripps-Howard newspaper, is licensee of WMC and WMCT (TV) Memphis.

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By B. J. HAUSER
Director Cooperative Programs
Mutual Broadcasting System

CONTINUOUSLY, for almost four years, The Timken Rol-
le Bearing Co., one of the nation's industrial giants, has
sponsored Fulton Lewis jr., Mu-
tual network cooperative program,
in their main plant city of Canton,
Ohio, over WHBC.

There have been many evidences,
of course, of the large audience
which Fulton Lewis has reached
for this organization in the Canton
area, including a recent survey
which uncovered a rating of 10.3
representing 38% of the audience.

But even more impressive evi-
dence is this letter to Fulton Lewis
from Timken President William E.
Umstattd:

Our company has sponsored your
program for many years. We feel we
definitely furthered the use of
our Timken branded, alloy steel and rock
hits by this means of advertising
our product. Your program is a
strong, lively and informative one.
Our own employees enjoy hearing you
and we know that the people in our
community listen to and discuss your
broadcasts.

The Timken sponsorship of Mr.
Lewis, broadcast Mon.-Fri. 7-7:15
p.m., covers many different phases,
but basically these are the main
points in its commercial copy, as
pointed out by R. A. Wagner, pub-
lic relations director for Timken:

1. Preservation of our free enter-
prise system of business.

2. Preservation of the form of gov-
ernment as outlined in the Constitu-
tion.

3. The belief that taxes should be
levied only for necessary and military
functions of government; the reduc-
tion of government support of pro-
grams designed for minority groups;
the criticisms of waste of tax money
and inefficiency in government opera-
tions.

4. The fight against communism.

5. The promotion of the activities
of public service organizations such
as the Red Cross, Community Chest,
Cancer Society and Armed Forces
recruiting.

6. The preservation of the funda-
mental freedoms along with registra-
tion and voting promotion.

7. Criticism of irresponsible union
leadership.

Here are examples of announce-
ments which the local announcer at
WHBC Canton puts into the Fulton
Lewis program for Timken:

"If you were to sit down and fig-
ure out how much you spend each
month and itemize the list, it would
probably read something like this:

-25% for rent or house payments;
-40% for food;
-10% for clothing;
-5% for automobile and transpor-
tation; 10-30% for taxes.

To be realistic about this cost of living
business, you don't dare overlook
those taxes you pay before you even
see your paycheck. It's a big hun-
k, I'm sure you'll agree. Worse
than that, it's unjustified. You're
paying taxes to support govern-
ment waste and inefficiency.

One wants to be a party to a hoax.
Yet, by collecting taxes on the pre-
text of using it for sound pur-
poses, when in fact the money is
being wasted, we taxpayers are
parties to a hoax.

Write your congressman and Senators
today and tell them you're fed up with this
spending orgy perpetrated against,
and not for, the taxpayer.

"The founder of modern day
Russian Communism, Nikolai Lenin,
made this statement, quote:

"Some day we will force the United
States to spend itself into destruc-
tion," end of quotation. Are we in
the United States doing that now?
Compare the value of your dollar
today to what it was worth 10
years ago. Compare the amount
of money you pay out in taxes now
to what you paid 10 years ago.

We are in the middle of an infla-
tionary spiral which can destroy this
inflation. This is a comprehensive
plan to get you to use your money
as effectively as an invasion of
Communist hooligans. What can we
do about this situation as individu-
als? Produce more. Buy only what you need.
Write your congressman in Wash-
ington. Tell him to vote against
needless government spending.

"Back in the days when Ameri-
can's freedom was no more than an
idea in men's minds there were tree
stumps everywhere as colonists
climbed to the land. And when a man
had something to say for freedom,
these stumps made handy plat-
forms to speak from. Standing on
stumps and making speeches got to
be a common custom — and finally
right guaranteed by the
Constitution.

Tree stumps are few
and far between these days,
but you still have the right to 'get up
on a stump' and say what you
think. Freedom of speech is im-
portant to America. You can do
your share to preserve this free-
don by standing up for your rights
and defending them whenever and
wherever you see them being at-
tacked. Remember, they're 'your'
rights, so treat them 'right!"

"It won't be long until the sev-
enth spiral of inflation hits us. Steel
unions will demand and get
increased wages, steel prices will
rise, and other prices and other
wages will follow. General wage
increases mean general price in-
creases."

"Fifty years ago, Teddy Roose-
velt made a statement on political
morality that gives us food for
thought today. With RFC scandal,
dep press scandal, crime con-
trolled politics, five percenters and
other scandals — it's time we gave
serious thought to the importance
of honesty in government. Here
is the statement made by Theodore
Roosevelt in 1901: Quote, In the
last resort, good laws and good ad-
ministration must rest upon the
broad basis of sound public opinion.
A dull public conscience, an easy
going acquiescence in corruption,
infantilely means debasement in
public life, and such debasement in the
end means the ruin of free institu-
tions. Freedom is not a gift which
will tarry long in the hands of the
dishonest or of those so foolish or
so incompetent as to tolerate dis-
honesty in their public servants—
end of quotation."

"Welfarism means socialism. So-
cialism means decreased produc-
(Continued on page 108)
CENSUS DATA

99.1% of radio ownership. Highest ownership in Arizona was found at Phoenix, with a 94.8% figure.

Among counties in the states, Bristol, R. I., was at the top with 98.7%. All Rhode Island counties ran 98.3% or higher. Lowest figure in the county group was Apache County, Ariz., with 38.7% radio ownership.

RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—ARIZONA

<table>
<thead>
<tr>
<th>County</th>
<th>Total Number</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apache</td>
<td>27,767</td>
<td>5,290</td>
<td>4,940</td>
</tr>
</tbody>
</table>

Statistics in adjacent tables are extracted from final reports of the 1960 Census of Housing, Series H-A, No. 3 for Arizona, 39 for Rhode Island which will be available in about six weeks from the Superintendent of Documents, Washington 25, D. C., at 30 cents per copy.

Statistics on distribution of the population in the states are presented in final reports of the 1960 Census of Population, Series P-A, No. 3, 39, now available from the Superintendent of Documents, at 15 cents a copy. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1960 Census of Population, Series P-B, No. 8, and 39, available from the Superintendent of Documents, at 30 cents a copy. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

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

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

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<table>
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<tr>
<th>Area</th>
<th>Total population</th>
<th>Radio</th>
<th>Television</th>
</tr>
</thead>
<tbody>
<tr>
<td>Urban and Rural Nonfarm</td>
<td>749,587</td>
<td>210,374</td>
<td>203,853</td>
</tr>
<tr>
<td>Rural Nonfarm</td>
<td>311,785</td>
<td>60,965</td>
<td>60,965</td>
</tr>
</tbody>
</table>

PROPEGY: that radio advertising will increase by $250 million in the next five years and thus result in a larger portion of the basic broadcast network by 1967 was voiced by Kevin B. Sweeney, president of Broadcasting Advertising Bureau, before the Milwaukee Advertising Club.

But he tempered his remark with a warning that the radio industry may be in for "another two years of purgatory before it cleanses away all its sins." He added that radio, "six deadly sins" as follows: Doing business with too few advertisers; competitive selling within the industry; manufacturing and remanufacturing the same type of programming; "wet-nursing television into a strong, competitive position"; selling prey to programmers; expanding to "quickly-tripling the number of stations in three years; and reacting too sluggishly when the challenge to radio became evident.

Mr. Sweeney asserted that radio is making progress toward "wiping away "six deadly sins." He said he envisioned a radio broadcast industry more powerful than ever before coming from the current period of rate stabilization.

Mr. Sweeney listed as "things to come" in the next five years:

"More radio stations by an appreciable margin than there are now... and when it becomes a profitable business it will be operated profitably than ever before;" "close to two-thirds of all homes will have three or more radio sets and more than 90% of all automobiles will be radio-equipped with the present 30% and 70% figures, respectively;" number of radio stations doing specialized programming--classic music, Negro, hillbilly, foreign language, all news—will exceed the stations doing a general diversified type of programming;" radio stations will know more what makes advertising work and will know with greater accuracy than ever before in the history of advertising how to bring people to the cash register.

PUBLICADS

"PIG in the poke" was the cry for the forth last week when Chet Slaybaugh, head of the timebuying department of Morse International, New York, returned from a six week tour to find a large, live, speaking hog using the office as a pen. Seems the animal was a gag-gift from Lionel Baxter and W. Birmann. Mr. Slaybaugh was planning to lead the pig by a rope through the office building, down to the station and onto the commuter train, but fortunately an office assistant turned up with a car and saved Manhattan from an un-acustomed spectacle.

CBS 'Newspaper' Salute

CBS Radio will salute National Newspaper Week (Oct. 1-8) during its You and the World public affairs specials on Sept. 29, 30, and Oct. 1, featuring broadcasts on such topics as: Robert U. Brown, vice president and editor of Editor & Publisher; Frank J. Starzell, general manager of the AP; Donald Christie, publisher of the Fort Plain (N. Y.), Courier-Standard, and Eugene Meyer, board chairman of the Washington Post, which has majority interest in WTOP-AM-FM-TV that city.

Gillette Buys


Swift Renews 'Club'

SWIFT & Co., Chicago, is renewing 9:15-9:45 a.m. portion of hour-long Breakfast Club (Mon.-Fri., 9-10 a.m. EDT) on full ABC radio network for 52 weeks, effective Oct. 10. Agency is J. Walter Thomson Co., Chicago.
FCC SHOULD approve the merger of ABC and United Paramount Theatres Inc. because it would be best for radio and TV, those two companies argued vigorously in a joint 167-page brief submitted last week to FCC Hearing Examiner Leo Resnick.

Essentially the voluminous proposed findings were a recapitulation of the points made during the 90-odd hearing days: that: (1) ABC is in financial peril; (2) the merger with UPT would give ABC added capital and entertainment know-how which would be used to bolster its structure and TV programming; (3) strengthened ABC could really compete with dominant NBC and CBS, thus benefit the industry and the public.

Alternative, although not expressed in so many words, is that ABC may be forced to go out of business.

Also filed last week were proposed findings by Paramount Pictures in behalf of the license renewal of its KTLA (TV) Los Angeles among other facets of the case.

Proposed Findings Expected

Due this week are proposed findings—presumably in opposition—from the FCC's Broadcast Bureau and Allen B. DuMont Labs.

Need by ABC for more capital is the prime consideration in the merger, DuMont officials stressed. ABC's 1947 losses of $56,560 was less than 50% of NBC's (and less than 8% of RCA's, parent company of NBC), about 37% of CBS', and 60% of DuMont's. ABC in nine years of operations never has paid a dividend.

Other points made were:

New American Broadcasting-Paramount Theatres Inc. would have no monopoly in radio, TV or theatres in any city.

In a study of cities in which ABC has AM-FM-TV stations, and UPT theatres, none are without competition.

Only relationship between Paramount Pictures Corp. and UPT is that of "buyer and seller."

UPT has complied fully with the 1949 Consent Decree.

The FCC early in August ordered that anti-trust activities prior to the 1948 date should be disregarded by the examiner. This was done in the interest of accelerating a decision on the case [3].

Contention that UPT might tend to suppress TV is fallacious. UPT can benefit from its investment in radio and TV only to the extent it develops what will be the merged company's ABC Div. so it will be able to compete effectively in the field.

There is no incompatibility between radio-TV and motion picture exhibition. TV's vitality is in the spontaneous presentation of news events, etc. Therefore, it will compete with other in-home activities. Motion pictures will compete with other out-of-home activities.

The merger will provide (1) more effective competition, (2) working capital and earning power—which will permit greater program risks, expanded program structure, new types of programming and the development of new programs. (3) stronger ABC will affect other networks, cause them to improve their programs, thus benefit the public, (4) as is true of other networks, merger will provide diversified income, (5) UPT is the ideal partner for ABC; it has know-how, skills and experience in entertainment, worldwide, full network coverage.

Under the terms of the merger, the new AB-PT company will issue $25 million of new securities. It will also assume all of ABC's $14.5 million obligations.

To board of AB-PT will go present 13 UPT directors plus ABC's Edward J. Noble, Robert E. Kintner, Robert H. Hinckley, Earl E. Anderson, and Warren Du Bignon. Mr. Noble will also be chairman of the finance committee. Mr. Kintner will remain as president of ABC Division and C. N. Priaulx becomes treasurer, ABC Division.

ABC Division will also acquire following UPT executives: Robert H. O'Brien, to be executive vice president; Robert Weitman, vice president in charge of talent and programming; Earl Hudson, vice president in charge of Western Division; John Mitchell to be manager of Chicago Division.

UPT's WBKB (TV) Chicago will be sold to CBS for $6 million. Relying heavily on its decade-long operation of KTLA Los Angeles and WBKB, Paramount Pictures declared there have never been any suggestions of violations of FCC rules or the Communications Act.

The 1949 Consent Decree should be considered the same light as the FCC's 1941 Chain Broadcasting Rules, the movie producing company said. There, the FCC forced the networks to revise their practices, Allen argued, but did not revoke any licenses.

 Paramount a Defendant

Only three of the several exhibitors put on the witness stand by the FCC counsel mentioned difficulty in getting pictures from Paramount since 1948, Paramount pointed out. All admitted that they are now experiencing no difficulty, it added.

Paramount is also a defendant in the government's anti-trust suit against the National Screen Service Corp. for monopoly in the production, distribution, and exhibition of trailers and advertising accessories. Three of Paramount's directors are directors of Madison Square Garden, a defendant in the government's anti-trust suit against the International Boxing Club.

There is no conflict between motion picture production and TV, Paramount Pictures said. It pointed out to its stations and its interests in DuMont, Chromatic Television Labs. (developing Lawrence tricolor picture tube) and in International Telemeter Corp. (subscription-TV) as examples of its early and intense activity in TV.

TV has not been able to show Paramount Pictures films because it cannot afford them, they said. "When television can bring a re-tune comparable to that which theater can produce, Paramount intends to make the TV shows available for television purposes."

It also mentioned other labor union barriers to the sale of films to TV.

Paramount said it was looking forward to theatre-TV, intended to participate in theatre-TV hearings (engineering and accounting are scheduled for Oct. 20), and that if frequencies are made available, it will apply for permission to use the channels.

SAMS FOLLOWS

Data to Non-Subscribers

The competition, traditionally beneficial to the customer, apparently works out that way in research as well as in the sale of merchandise.

After A. C. Nielsen Co. had modified its Nielsen Service contracts to offer "Complete Circulation Report," including non-subscribers data to its advertiser, agency and station clients, Standards of Advertising & Sales Service last week notified advertisers and agencies that it, too, will supply them with data collected on non-subscribing stations.

This was Wednesday, as Ken Baker, SAMS president, stated that in addition to an earlier offer of complete sets of 400 subscriber reports grails to agencies and advertisers, SAMS will provide agencies and advertisers with tabulations involving use of non-subscriber data for tabulating cost. In addition, it will supply all of our radio data in conventional area-type format for counties and reported cities for prices ranging to maximum of $2,500 for entire set, cost by buyer determined by number of counties ordered.

R. H. MACY ELECTS

Three New Directors

THREE new directors identified with radio and TV were elected last week by R. H. Macy & Co., New York department store, minority owner in General Tire & Rubber Co.'s General Teleradio properties.

Triola includes Gardner Cowles, president of KNRT-AM-FM Des Moines, and WNAX Yankton, S. D., and also president, Look and Quick magazines; Des Moines Register & Tribune and chairman of the board of Minneapolis Star & Tribune; Robert Montgomery, TV executive producer, ABC New York, and director, Neptune Productions (television films), and Abraham L. Bienstock, director, Telenews Productions Inc. and Transcontinental Properties Inc. Transcontinental is sole owner of Great Plains Television Properties Inc., applicant for new TV stations in Duluth, Sioux City, Little Rock and Springfield, Ill.

September 29, 1952 • Page 31
THE MAN who told objectors to radio and TV programs to "turn the damned thing off" changed his mind last week.

Rep. Arthur G. Klein (D-N.Y.), a member of the seven-man House Commerce Subcommittee investigating the impact of radio and TV programs [B*T, June 9, et seq.], admitted that his earlier admonition was not the answer.

"I started out with the idea that people should see what was going on, and if they didn't like it they could turn it off," he said Thursday in Washington. "But, I've changed my mind. My face-"

Klein's Viewpoint

Rep. Klein told BROADCASTING that casting is different from newspapers, magazines, comic books. "The program comes into the home," he explained, "and the listener or viewer doesn't know what's coming next.

"The idea is to turn it off is not the answer," he added. "Sometimes when you turn it off, you create the very curiosity you're trying to prevent. Especially with children, who may accept beer advertising, for example, without thinking about it, but whose interest would become aroused if the parent who objected to beer commercials switched the program off.

Rep. Klein reaffirmed his opposition to censorship. In this sentiment he was joined earlier in the week by Joseph O'Hara (R. Minn.), who said:

"To my mind the industry should handle such problems itself rather than have Congress enact any type of thought control or censorship.

Inquiry into radio and TV programs recessed Friday until after the Nov. 4 elections. At that time, the committee will confer on plans for the future. What kind of a report should be submitted, Chairman Oren Harris (D-Ark.) told reporters.

Last week's hearings were highlighted by testimony from NBC's Charles R. Denny Jr., CBS's Jack Van Volkenburg and National Television Film Council's Melvin Gold, in a New York session Tuesday and Wednesday.

On Thursday, the subcommittee heard Herbert Monte Levy, American Civil Liberties Union; Mrs. Winfield D. Smart, St. James Council of Catholic Women, Falls Church, Va.; Albert J. McAloon, prevention coordinator, Rhode Island Juvenile Court.

Scheduled for Friday were Clinton M. Hester, U.S. Brewers Foundation and Miss Alice Keith, National Academy of Broadcasting Foundation, Washington, D.C.

Mr. Denny reminded the Congressmen that good taste cannot be legislated but "must grow from an inner awareness and a continuing resolve to operate in the public interest." He contended that broadcasters have met this responsibility by avoiding "vulgar or material in bad taste" and by "serving the public an influence for good in the air.

Mr. Denny outlined in detail procedures followed at NBC for establishing proper standards of taste in broadcasting and for insuring compliance with these standards. He cited the industry code of the NARTB, to which NBC subscribes, and NBC's own code of program standards, adopted in 1954 and "strengthened and revised from time to time.

Mr. Denny said that NBC's position was that crime and mystery programs were "a proper and legitimate part of the broadcast schedule." He noted that crime and mystery programs constituted only 2.7% of NBC's fall television schedule and 4.5% of the fall radio schedule.

In reply to a question from Rep. O'Hara on whether a sponsor, advertising agency or the network should take responsibility for poor taste in programming, Mr. Denny said that both the network and the local station must share the burden.

With respect to cigarette and beer commercials, Mr. Denny said that NBC had received 622 complaints for the first eight months of 1951 and only 32 in a similar period for 1952.

Mr. Van Volkenburg reported that he and his colleagues at CBS were "deeply disturbed" by the implication in the resolution under which the subcommittee was operating.

He added that legislation designed to improve programming would be "a dangerous encroachment upon freedom of speech and would result in sterile programming.

Asserting that present laws provide punishment for broadcasting obscene, indecent or profane language, Mr. Van Volkenburg said that additional legislation could result in "artificial restrictions upon program development."

In the final analysis, he said, "the public are our masters."

At CBS, Mr. Van Volkenburg declared, philosophy of programming did more than "just avoid offensive broadcasts." He said the fundamental policy in both radio and television was to emphasize "creative programming." He noted that CBS has created many of its own programs because the network has believed for a long time that it should operate as "something more than a mere conduit for other people's programs and commercial messages."

To guard against offensive material, CBS created an editing department in 1938, Mr. Van Volkenburg explained. He said it was the responsibility of this department to make certain that all editorial and advertising material broadcast over the network and over radio and television stations owned by it complied with CBS' basic standards of good taste and with the NARTB code.

During a question-and-answer period, Rep. Harris commented that he was receiving the impression that the networks, for the first time during the hearing, were admitting that they should accept the largest portion of responsibility for network programming and commercials. He remarked that during testimony from witnesses in Washington, two weeks ago, he received the impression that some network representatives were placing responsibility on the local stations. Mr. Van Volkenburg and Rep. Klein engaged in a prolonged discussion of the broadcasting of beer commercials in "dry" areas. Mr. Van Volkenburg explained that CBS did not send beer commercials to a local station in "dry" territory but that listeners could often pick them up from another station in another state.

All members of the committee expressed the opinion that they were convinced that the networks were endeavoring to improve programs.

(Continued on page 1168)
Like guys go with dolls

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

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

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

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

Your Forjoe man will give you the whole story.

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT  REPRESENTED BY FORJOE AND COMPANY
Here is part of the UPPER SANDY business district where more than 50,000 Portlanders do their shopping regularly. Indication of growth is tremendous increase of business houses to serve the ever-increasing number of new residents.

**MOTEL OWNER Guy H. Struthers**, Upper Sandy Booster club president, says, "We've felt the impact of KGW prestige and selling influence for many years. It's the logical choice for selling the Portland market."

More "home" merchandising, audience and sales promotion in the largest area served by any Portland area radio station means KGW gives you more for your money.

The center of this KGW-serviced area is Portland, which ranks tenth highest nationally in percentage of radio homes in cities of half-million to one million total population. According to recently compiled figures there are only 6,182 homes without radios in metropolitan Portland, an area of more than 700,000 population.

By all means, investigate the type service offered by KGW in the heart of this great 12,000 square mile area with a population of more than a million-and-a-quarter and 374,894 radio homes. KGW leadership in community affairs has paid off in increased sales. You will want to take advantage of these "extras" offered only by Portland's pioneer station, KGW.
GROCER George Denfeld asserts, “Public service for more than thirty years has made KGW our choice. When you have a product to sell, KGW can sell it faster and better.”

CAFE OWNER Charles Rutherford reports, "We know the value of good radio salesmanship and for our money KGW delivers with top quality salesmanship, merchandising and results."

HARDWARE STORE Owners T. J. Armentrout and M. L. Erwin agree KGW is the top radio medium in the Portland area... "quality programming and service," Mr. Armentrout states.

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JEWELER Earl W. Hamilton says, "Our district is assured of finest entertainment and community promotion on KGW. Without a doubt, the best radio buy in our city."

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Political Spending Spree Is Windfall
(Continued from page 24)

18 simulcasts will have been purchased, with total time outlays estimated at between $800,000 and $1 million.

Newspaper opposition also is judged a factor in the decision of Democratic party strategists to shoot the works on radio-TV all down the line, even to key areas of Senatorial and Congressional races.

Gov. Stevenson himself hell again last week at the pro-Eisenhower press and coverage of his labor views, and commented: "Somehow you have to get through to the people. It is not easy. That's why things like television and all of these media of communication that are appallingly expensive are likewise so necessary."

Simulcasts will not be limited to Presidential nominees Dwight Eisenhower and Adlai Stevenson. Plans are in progress for radio-TV speaking dates on President Truman's whistle-stop tour, and for other leaders of both parties.

Speculation that national network simulcasts may be arranged to climax the political drives of both Presidential nominees in Boston was rife last week. Negotiations reportedly were underway in both the Eisenhower and Stevenson camps. Both parties have reserved TV time for election eve.

Meanwhile, additional timebuyers were set past fortnight for both parties as the campaign became more heated [B+T, Aug. 4, et seq.].

Gov. Stevenson, who spoke from Baltimore last Tuesday on CBS-TV and on ABC radio, is slated for a simulcast today in Chicago on NBC-TV and MBS radio. He will speak in Columbus Oct. 3 on ABC-TV and CBS Radio.

The National Committee for Stevenson-Sparkman picked up the tab for his AFL talk on MBS last Monday. Agency was Furman & Feiner.

Gen. Eisenhower, who spoke in Baltimore Thursday on DuMont-TV Network and CBS Radio, has these other dates: CBS Radio, Oct. 3 (from Milwaukee); CBS-TV, NBC radio, Oct. 9 (Los Angeles); CBS Radio-TV, Oct. 29.

Taff Tour Talks
Sen. Taft, who spoke on an NBC simulcast from Springfield, Ohio, with the Republican Senatorial Committee footing the bill, is expected to speak again on radio and/or TV in the weeks to come on a tour that will take him through the midwest.

Both parties, if not their respective national committees, are phoning funds into gubernatorial, Senatorial and Congressional races. GOP bought a block of seven ABC radio periods to be used by Republican governors. There were reports that the Democrats may tab as much as $500,000 for these campaigns alone, with local organizations footing most of the bills.

As an example, radio-TV campaigning is now well underway in Connecticut where Sen. William Benton (D) is running against with six different types of formats on WNHC-TV New Haven, which has sold a sizable quantity of time to both past and present, William Purcell (R), now filling an interim U.S. Senate appointment, bought time for a press interview.

Prescott Bush, GOP candidate for the seat of the late Sen. Brine McMahon (D) and CBS minority stockholder and director [B+T, Sept. 8, 1], also is expected to buy heavily on radio and television, and the same holds true for Rep. Abraham Ribicoff (D), his opponent. Both parties reportedly have hired TV consultants to help them map their programs on New Haven's only video outlet.

The Talkathon device will be pressed into action in the Fourth Congressional district of Connecticut by Rep. Albert P. Marano (R). He has purchased time on WICC Bridgeport starting at 10:30 p.m. Sept. 30.

AGENCY SHIFTS
Personnel Moves Affect 7

SPLURGE of agency affiliation changes developed among some New York timebuyers and account executives last week. Switches involved at least four radio-TV timebuyers and three account men.

Jane Smathers, with J. Walter Thompson Co., New York, joins Cecil & Fasham, same city, as a radio-TV timebuyer. Jeanne Jaffe, assistant timebuyer at J. Walter Thompson, will be promoted to timebuyer taking over the Florida Citrus Commission account.

Eunice McGarry, last with Doherty, Clifford & Shenfield, New York, returns to Harry B. Cohen Adv. as a timebuyer, reporting to Mary Dunlavey, head of the radio-TV timebuyer department. Meanwhile, Sam Gill, media and research head at Harry B. Cohen, returns.

Helen Wibber, associated with DC & S, New York, as head of the timebuying department since its formation, resigned last week. Her successor is expected to be announced shortly.

Eleanor Acelles, associated with Robert W. Orr Assoc. since its organization in 1947, has been appointed space and timebuyer for the agency.

Shirley Fisher, in charge of public relations, Chicago International Trade Fair in Paris, has joined the staff of Bozell & Jacobs, New York, as an account executive.

William B. Zipach, McCann-Erickson for the past 13½ years, moved to Lennen & Mitchell as outdoor manager.

Monroe G. Gordon, with John Mather Lupton Co. for the past two years, was promoted to account executive for Eries Mfg. Co.
WITH SO MUCH MONEY NEEDED FOR DEFENSE, IT'S IMPORTANT THAT NONE OF YOUR TAX MONEY GOES FOR WASTEFUL, SOCIALISTIC PROJECTS. HERE ARE A FEW EXAMPLES OF GOVERNMENT SPENDING THAT IS UNNECESSARY.

**Barrels of Tax Money**—
OVER $350 MILLION—WOULD BE NEEDED FOR THE POWER PLANT IT IS PROPOSED THE GOVERNMENT BUILD AT NIAGARA FALLS. FIVE LOCAL ELECTRIC COMPANIES HAVE OFFERED TO DO THE JOB WITHOUT SPENDING ONE CENT OF TAX MONEY.

**Paying the Bill Twice!**
Two competing departments of the government each made costly surveys for the same dam in Hell's Canyon, Idaho. In the records of federal bureaucracies, there are scores of such wasteful duplications—AT YOUR EXPENSE.

**Dig Deeper!**
When the federal government undertakes an electric power project that electric companies could do, you pay twice—not only for the cost of the project, but to make up for local, state and federal taxes that are lost.

**Millions**
YOU'LL PAY MILLIONS IN TAXES IF GOVERNMENT PLANS GO THROUGH TO BUILD POWER LINES IN THE SOUTHWEST THAT WOULD DUPLICATE EXISTING LINES OF LOCAL ELECTRIC COMPANIES, WHICH CAN EASILY HANDLE THE ADDITIONAL POWER.

**Your Taxes Are High Enough Already.**
They will go higher if the government trend toward socialized electricity continues. We want you to be aware of this danger. That's why this message is brought to you by America's Electric Light and Power Companies.

*Listen to Corliss Archer—Hear on request from this magazine.*

New time effective October 26—Fridays, 9:00 P.M., E.S.T.—ABC network.
batting
1.000 . . .
in every survey
since 1936!

1936  World Broadcasting System*
1937  Don Lee Network*
1938  Radio Station WSAV, Savannah*
1939  Free & Peters, Nat'l Representatives
1941  Radio Station WHO, Des Moines*
1942  Hooper Holmes Bureau, Inc.
1944  Dr. Herman Hettinger
1946  Radio Station WJW, Cleveland*
1946  Frazier & Peter, Management Consultants
1948  Radio Station WJW, Cleveland*
1949  Westinghouse Radio Stations*
1950  Radio Station WTOP, Washington D. C.*
1951  Fact-Finders Associates, Inc., N. Y.
1952  International Public Opinion Research, Inc.

* Denotes surveys conducted without prior knowledge of Broadcasting * Telecasting.

A letter or a telephone call to your nearest Broadcasting * Telecasting office will bring the results of our newest agency-advertiser readership study to you.
Jones Vacancy

(Continued from page 26)

not gone to the White House.

A caller at the White House last Thursday was Morris Novik, New York broadcaster and consultant to the American Federation of Labor and International Ladies Garment Workers Union. He was there primarily in connection with ILGWU for which Mr. Truman made a recording. Mr. Novik several years ago was endorsed for the FCC by the late Mayor Fiorella LaGuardia of New York, but at that time declined for personal financial reasons. Whether he is now under consideration or whether he espoused the appointment of one of the candidates was not immediately ascertainable, but it was thought his personal position has not changed.

In behalf of Mr. Morgan, it was stated that he was not interested in the interim post. Nevertheless, his name had been submitted.

Mr. Merrill is a Democrat from Utah, and a Mormon. The fact that Vice President Rosel H. Hyde, Republican, is from neighboring Idaho, and also a Mormon, probably would eliminate Mr. Merrill in the final consideration.

Dr. Dunham, who is 60, is a Democrat, from New York, also the domicile of Comm. Frieda B. Hennock. He has a distinguished background as an educator and musician, and has been prominently identified with Catholic organizations. He has been chief of radio activities of the Office of Education since 1946. He is understood to have substantial support.

The quest for a qualified business man continued last weekend but because of the recess appointment aspect and the forthcoming change in presidency, difficulties reportedly were encountered in obtaining qualified aspirants.

Mr. Massing, who had been noncommital about his appointment and who at no time was an active candidate, apparently had been cleared as to availability and it was understood last week that he would have accepted had the appointment been offered. But at the weekend the situation became confused and it was indicated that sufficient clearances had not been obtained to permit the President to make the recess appointment. Then there developed campaigns for other candidates and finally there ensued the view that there should be no merit appointment from the FCC since the Massing-Cottone forces had precipitated what amounted to a Mexican standoff.

Last Tuesday President Truman announced his acceptance of the Sept. 19 resignation of Comm. Jones.

The letter follows:

I regretfully accept the resignation as a member of the Federal Communications Commission, which you submitted on September 19, 1951.

I am most appreciative of the time you have given to service on the Commission, and I note with pleasure the significance you attach to the orderly development of administrative law.

Guest Stars

TREASURY Dept. last week announced the list of Guest Star programs which are to be sent during October to the 2,900 broadcasters who are aiding the Defense Bond sales campaign. They are Danny Thomas, Oct. 5; Tony Martin, Oct. 12; Bing Crosby, Oct. 19, and Les Paul & Mary Ford, Oct. 26.

On All Accounts

(Continued from page 14)

local station WENR-TV, went on the air, he began lining up TV shows as director of special events. He switched shortly thereafter to network sales, which at that time comprised both radio and television. Mr. Wilson signed the first commercial order for WENR-TV (Motorola, with boxing from Rainbow Arena) and the first regular network TV order from the Central Div. (Paris Gardens for Bob Elson on a sports feature). He nurtured the growth of Lawrence Welk's Miller High Life Revue from an 18- to a 228-station ABC-AM network.

In May 1951, he joined Young & Rubicam in Chicago as assistant manager of the radio and television department. He became manager last spring. He supervises broadcast activity on such accounts as Elgin watches, Purity bakeries and Northern Paper, and services White Owl, Jello and Swansdown features sponsored locally.

Mr. Wilson, married to the formal Deb, Ratrie of Chicago, has a modern ranch home in suburban Hinsdale. He and his son, Tommy, 7, share "enforced labor" as part-time gardeners and occasional weekend fishing enthusiasts. The family enjoys music and home-recording as hobbies.

WLXW PURCHASE

Lewis Buys for $70,000

SALE of WLXWCarlisle, Pa., by Philip Mathews for $70,000 to Richard Field Lewis Jr., licensee of WINC and WRFL (FM) Winchester, Va., was reported in an application filed with the FCC last week for approval [CLOSED CIRCUIT, Sept. 15]. Mr. Lewis also is 60% owner of WFVA Fredericksburg, Va.

Mr. Lewis stated in the transfer application that Winslow T. Porter, manager of WINC, would become manager of WLXW and that three announce-operators holding first class licenses would be employed to operate the station. He emphasized that "network" quality announce-operators would be sought and he proposed salaries in excess of $125 per week to attract such men. WLXW is assigned 1 kw daytime on 1380 kc and seeks 1 kw day on 960 kc.

Sales are made wherever SESAC discs are played. Everywhere, SESAC Transcribed Library programs are selling time for broadcasters and merchandise for sponsors.

Complete sample recorded programs and colorful sales brochures will help you sign sponsors for these network-quality script shows. In addition, the SESAC Transcribed Library gives you over 4,000 varied musical selections, program notes, and a catalog of 1,200 bridges, moods and themes. The complete, sales-supporting service costs as little as $45 a month, based on advertising rates.

For samples, discs, and data, drop us a card.

SESAC Transcribed Library
475 Fifth Ave., New York 17.
A recent Pulse Report (July, 1952) showed a big bonus audience for West Coast radio advertisers—the mobile millions who listen away from home. KMPC dominates Southern California's out-of-home audience, as shown in this Pulse report:

(a) KMPC tops all other Los Angeles radio stations with the highest individual O.O.H. rating—21% on Saturday afternoons!
(b) KMPC tops all independent stations in L.A. for total weekly O.O.H. ratings!
(c) KMPC tops all but one network station in L.A. for total weekly O.O.H. ratings!

You could buy 38 stations, and still not cover Southern California the way KMPC does—primary coverage in 205 Southern California communities.

If you'd like to talk about the O.O.H. audience, and other differences in the Southern California market, we'll be happy to supply the facts and figures.

KMPC

RADIO IS AMERICA'S GREATEST ADVERTISING MEDIUM
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Every smoke signal tells the same story: Big Chief NBC Radio gets you more wampum in the west's rich Happy Hunting Grounds. Here's why:

98% of all western families own radios, representing 11% of the total buying power in the United States. 83.5% of these families—all potential customers of yours—listen regularly to NBC...giving you Top Coverage.

And NBC costs per thousand are lower than those of any other western network!

When NBC Radio aims the bow, your advertising arrow goes straight to its target...it sells to the more than four million western families you want to reach. For details, consult your nearest NBC sales office today.

WESTERN NETWORK • NATIONAL BROADCASTING COMPANY
A Division of Radio Corporation of America
HOLLYWOOD • SAN FRANCISCO • CHICAGO • NEW YORK
WILDER RETIRES
WSYR Post to Vadeboncoeur

WITH the completion of festivities marking the 30th anniversary of WSYR Syracuse, Harry C. Wilder last week announced his resignation as president and director of the Central New York Broadcasting Corp., licensee of WSYR-AM-FM-TV.

Mr. Wilder, at 61, is to retire tomorrow for reasons of health and to devote more time to business interests elsewhere, it was announced. These business interests include holdings in WIBB (FM) and WCIU-FM New Haven and in WTRY Troy.

E. R. Vadeboncoeur, who has been serving as vice president-general manager of WSYR-AM-FM-TV, was named to succeed Mr. Wilder. Mr. Vadeboncoeur, former city editor, the Syracuse Journal, joined WSYR about 12 years ago.

During WSYR's anniversary celebration, it was pointed out that Mr. Wilder had headed the Syracuse station for about two-thirds of its existence. Only two others of a staff of 103 have been with the station longer.

Mr. Wilder's decision to retire had been deferred until after the anniversary observance, in which he took an active part.

Although Mr. Wilder is to retain his residence in Skaneateles, N. Y., near Syracuse, it is expected that he and Mrs. Wilder will winter at their home in Scottsdale, Ariz.

Educators' Fund

Since 1938, Mr. Wilder has cooperated with schools and universities in educational radio and TV. That year, his first station was on the campus of Syracuse U. It broadcast university-produced programs several hours weekly.

In 1957, this station jointly pioneered in establishing the original Syracuse U. Radio Workshop. In 1947, Mr. Wilder's station made the initial donation to Syracuse U. to explore TV and to develop plans for university TV training. WSYR-TV in 1949 entered into a long contract with the university to establish TV programs at the university with TV training for students.

Mr. Wilder personally has made substantial gifts to Syracuse U. to further its broadcast activities, in addition to his special gifts to churches, hospitals and other schools.

In the field of local secondary schools, Mr. Wilder pioneered in the activation of the Empire School of the Air, using the FM network covering most of New York State. This project has continued for six years.

Mr. Wilder donated most of the AM-FM receiving sets installed in all public and parochial schools in Syracuse six years ago, so that regular radio programming could be made a part of the school curriculum. This implemented the regular series of school entertainment programs on WSYR.

Walker To Speak

FCC Chairman Paul A. Walker and Sen. Hobert H. Humphrey (D-Minn.) will head a list of speakers slated for the annual National Assn. of Educational Broadcasters convention to be held in Minneapolis, Nov. 6-8. Burton Paulu, NAEB secretary and convention committee chairman and manager of KUOM, the U. of Minnesota station, also will speak.

PUERTO RICO

Hull Cites Market Growth

PUERTO RICO's post-war growth as a market for advertisers was emphasized last Tuesday by Harwood Hull Jr., Puerto Rican Radio Network general manager, at the Hotel Shelton, New York. Mr. Hull spoke at the gathering where he was guest. Melchor Guzman Co., PRN representative, was host.

The radio network was formed slightly less than a year ago, Mr. Hull noted, pointing up that per capita income rose in the island from $122 in 1940 to $370 in 1951. 13 new industries were established in 1945-1950, employment was increased 25% that year over the previous year and is still on the upswing. "If things go on as they have been, we will be gaining a great amount of business from national as well as local advertisers," Mr. Hull asserted.

GN&G's NAME

Now Is Geyer Adv.

NAME of Geyer, Newell & Ganger, N. Y., has been changed to Geyer Adv., B. B. Geyer, president and chairman, announced last week. The firm had joined forces with W. Earl Bothwell, New York, a fortnight ago (B*T, Sept. 15).

Geyer Adv. has two New York offices: the executive, contact and creative groups are at 745 Fifth Ave., and media, accounting and checking groups at 711 Fifth Ave.

Among the major accounts of the agency are: Can Mfrs. Institute (acquired last week), Nash-Kelvinator, Zippo lighters, several products of American Home Products Corp., Sealrite Corp., Tetley Tea Co., Kiwi shoe polish, and Standard Register Co.

WJZ New York offers a new program (Sept. 22) starring Maggi McNellis, Maggi's Magazine, (Mon.-Fri., 10:15-12:30 p.m. EDT), for sponsorship on a participating basis.
RADIO COMMANDS ATTENTION

In Whan's Boston Study

RADIO commands the top attention of the average adult in homes of the Boston trade-distribution area—in point of actual minutes men and women spend daily on the four major media—but TV's nighttime audience ranges from 52% to 59%.

These findings are reported in a continuing study of the U. S. radio-television audience compiled by Dr. Forrest L. Whan, chairman of the radio-TV committee at the U. of Wichita, Wichita, Kan. A previous survey recounted lowans' media habits [BPT, Sept. 8, Aug. 26].

Undertaken for Westinghouse Radio Stations Inc, the latest Whan survey uses personal interviews and the diary method in homes selected at random from Jan. 17 to Jan. 26, 1952. Total of 10,005 families in all areas were subjected to personal interview, and 1,107 other homes filed diary reports on their weekly listening-viewing habits.

Radio's emergence as a vital medium in all homes reached was indicated in the analysis of replies from men and women living in TV and non-TV homes, individually, and by dividing total by the reported minutes by all people questioned. The four media are radio, TV, newspapers and magazines.

It was noted that the proclivity for radio listening in non-video homes was greater in actual minutes recorded and ratio to other media, including TV, than that for television's in television homes.

Minutes spent daily by the average adult in all homes reached represent the attention given on an average January day.

In the general category for women, totals were 174 minutes for radio, 110 for televiewing, 38 for newspaper reading and 23 for reading a magazine. For men, the respective totals were 180, 84, 70 and 22 minutes.

In TV homes, for women it was 200 minutes for TV, 115, radio, 37, newspaper and 19 for magazine; for men, 179 for TV, 88, radio, 54, newspaper and 17, magazine. Non-TV homes for women showed 240 minutes for radio listening, 38 for newspaper reading, 29 for magazine and 4 for TV; for men, 176 for radio, 56 for newspaper, 30 for magazine and 2 for TV.

Other highlights of the Whan survey were these:

- One out of every five homes (19.1%) are equipped to receive FM, with percentages rising from 16.1 for rural families to 19.8 for urban homes. Metropolitan Boston home have 18.4%.

- Nearly half of all area families own radio-equipped automobiles: 46.1% of all families own auto radios, and 62% of car-owning families have them. Percentages are slightly higher for metropolitan Boston families.

- Total of 38.9% of all diary families used two or more radios simultaneously each weekday, and 33.1% on Saturday and Sunday. On weekdays the two or more sets were tuned to different stations among 62.5% of all diary families, and to the same outlet among 37.5%; on Saturday and Sunday, the ratio was 69.7% as compared to 30.3%. Percentages were based on total quarter-hours of multiple set usage.

Radio's share of the weekday audience based on quarter-hours reports by diary families for daytime was 76.0%, compared to 24.0% for television, and 47.4% compared to TV's 52.6% for nighttime. On Saturday 68.5% compared to 31.2% for daytime, and 40.6% against 59.4% for nighttime; and on Sunday, 64.2% to 35.8% for daytime, and 42.0% against 58.0% for nighttime.

- Nearly three-quarters of women and four-fifths of men did not feel that radio could give "the public service" it does now. Of those commenting, radio programming and advertising ranked one-two in point of concrete suggestions. Commercial announcement "spots" were most frequently cited.

- Of media preferred by adults for national and international news (based on replies from 7,187 women and 2,807 men), radio was named by 45.0% of the women, compared to 37.6% for newspapers, and by 41.1% of the men, as against 44.6% for newspapers. The were asked on what they depended most.

- There were, in the total Boston area, 46.9% of all homes with TV receivers, 98.6% with radio receivers, 49.1% with radio only, 0.5% with TV only and 49.0% with both. Based on the 10,000-plus homes reached by interview.

- In daytime hours, 35.4% of all radio-equipped homes watch TV, and in TV-equipped homes, 71.0%; in the evening, 48.9% of all radio homes watch television, and in video homes, 92.5%.

Auto Radio Facts

With respect to auto radios, the survey points out that "this high daily use of the auto radio represents increased daily listening over and above that done in the home. It represents, therefore, plus listening over station ratings given elsewhere in this report," ratings based on "in home" recorded diary listening or that reported to the interviewer.

The Whan study also notes that the old idea of a family set is "antiquated," and that multiple-set usage is "extra listening ... missed by much radio-television audience research." About 56% of Boston area families have more than one car, while half of all families also have more than one radio set. Nearly half of all families have access to radio at their place of employment and in other homes.

"If these sets (multiple) are used simultaneously at times, and if they are tuned to different stations [as 62.5% reported], they may add significantly to the audience for individual programs," the survey points out.

As to the radio-TV audience share, the study notes, "some members of these (radio-TV set) families make use of the radio while others watch television at every quarter hour during which television is broadcast in the area."

Program Preferences Polled

In program preferences, news broadcasts, drama, comedy, popular music and sports ranked in that order as best liked types among families in total area, metropolitan Boston and outside areas. Women preferred drama and news, men were partial to news and sports.

In all homes equipped for television, average hours of television-watching averaged 2.15 during Monday, 1.52 hours for Saturday and 1.60 hours on Sunday. In diary homes, the figures were 4.98, 7.13 and 8.08 hours, respectively. Overall home figures were computed by taking total hours reported and dividing by the number living in diary homes.

Highest overall daily use of TV sets was reported for Saturdays in diary study, with teenagers and women over 18 in TV homes comprising the largest audience in point of hours of viewing.

FAIR AWARDS

M. J. Winners Announced

WINNERS of the second annual New Jersey State Fair awards to member stations of the New Jersey Broadcasters' Assn. were announced Sept. 18 by George A. Hamid, fair president.

Awards in six radio classifications and a special award for WATV (TV) Newark for public service programs will be presented Friday at the fair in Trenton. Winners were selected in a poll of radio and TV trade paper editors.

The radio winners follow: WNJR Newark in the women's show category ("Listen to Louise Powers"); WTTM Trenton, sports show ("Fulton Arnold's Sports Round-up"); WNJR Newark, all-round local news show; WOND Pleasantville, all-round people public service job; WILK Asbury Park, children's show ("Story Time with Uncle Rodge"); and WCCT New Brunswick, farm program ("Daily Farm Bulletin").
LOSS AN-JUH-LESS
It's Now Official.

IT'S officially "Loss An-juh-less." That is the verdict of a jury which considered what should be the correct pronunciation of the California city. Decision was given during the third meeting earlier this week of the Southern California Broadcasters Assn.

The jury, with blessings from Los Angeles' Mayor Fletcher Bowron, was composed of broadcasters, historians and educators. It was appointed to determine whether the 171-year-old city should be given the hard or soft "g" in the difficult Spanish pronunciation.

Winning with the group, which was chairmaaned by Norman Nelson, SCBA managing director, was the association's president, Calvin J. Smith, also president of KFAC. Other radio-TV people on the committee: Donald Norman, KNBH (TV) general manager; Karel E. Pearson, production manager, NBC radio's Western Div.; Richard A. Moore, vice president and general manager, KITV (TV); Don Fedderson, executive vice president and general manager, KLAC-AM-TV; Frank Doherty, KKDK owner, and Hank Weaver, ABC newscaster. Radio and TV stations in the U. S. are being informed of the decision and asked to cooperate.

VOTE CAMPAIGN
More Broadcasters' Help
TREND toward increased registration of voters, running about an average 12%, was claimed last week as NARTB's campaign to get out the vote drew increasing broadcaster cooperation. Reports on activities have been submitted by chairmen of NARTB committees representing 30 states.

John F. Patt, Goodwill stations, is chairman of the NARTB national committee directing the drive. NARTB's Public Affairs Dept. is conducting the radio-TV phase of the national campaign being sponsored by American Heritage Foundation. John H. Smith Jr., NARTB FM director, is coordinating FM.

Tyrone Power, radio-TV and screen actor who plays in the Frederick W. Ziv transcribed series, Freedom USA, has volunteered his services to Chairman Patt.

All-Time-High Turnout
THANKS largely to WRAC Racine, that Wisconsin city had the biggest turnout for primary elections in its 104-year history. Almost 70% of Racine's eligible voters went to the polls Sept. 9. A get-out-the-vote drive began a full month before the registration deadline, culminating in 50 spots on election day. WRAC said it received most of its material from NARTB and other organizations cooperating in the national get-out-the-vote drive.

BENTON & BOWLES, New York, has assigned Phil Davis Musical Enterprises, that city, to create musical commercial for 1953 Crosley Shelvador Refrigerator, scheduled for fall and winter spot campaign.

EQUAL RIGHTS
WCRB Wins Okay to Tape
TAPING of a debate in Waltham, Mass., with opposing Senatorial candidates Sen. Henry Cabot Lodge Jr. (R-Mass.) and Rep. John F. Kennedy (D-Mass.) as participants, was achieved by WCRB Waltham despite original refusal of rebroadcast rights. Newspapers, photographers and magazines were given coverage permission.

Three times WCRB's equipment was disconnected but Ted Jones, WCRB president, obtained a reversal of the ban by stepping on the platform and asking the moderator, "Should a radio station be denied equal rights with other public media in coverage of a public debate of candidates for public office?" Sponsors of the debate, the League of Women Voters, agreed with WCRB that it should rebroadcast the proceedings.

CD Film Available
NEW YORK Municipal Broadcasting System is making available to television networks and stations "The Price of Liberty," a two-reel 16mm sound film on civil defense. Film was produced by Seymour N. Siegel, director of WNYC-AM-FM, and John De Frosio, executive officer, for the New York Office of Civil Defense. First showing of the film a fortnight ago to nearly 100 top-level federal, state and New York civil defense officials, high-ranking army officers and TV executives produced more than a dozen requests for future screenings, according to Mr. De Frosio.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEI
THE OUTSTANDING SERIES OF TELEVISION DRAMAS!

YOUR BEST TV BUY!
Always rated high among the nation's leading television programs... "Your TV Theatre" (originally on Network as "Fireside Theatre" for Proctor & Gamble) is consistently tops! Month after month it maintains its high position... beating many of the supposed-to-be best programs on TV! For record-breaking, sales-making success... make "Your TV Theatre" yours!

*Ratings on request.
"OUR VICTORIOUS VICTORY THEATRE"

HALF-HOUR MASTERPIECES OF DRAMATIC SHOWMANSHIP!

YOURS... high drama, exciting stars, excellent production and direction all combine to create the kind of high-caliber entertainment that turns viewers into customers. Superb showmanship in this dramatic series that is MOST COMPELLING... SUREST SELLING!

ZIV TELEVISION PROGRAMS, INC.
1529 MADISON ROAD, CINCINNATI, OHIO
NEW YORK HOLLYWOOD
Man-Made Trouble

CHARGES of bad faith have been leveled against the FCC majority because of the manner in which it is kicking around a number of pre-freeze television stations which it has decided to allocate. These charges are not without considerable foundation.

So far, five stations have been notified of proposed hearings because of purported overlapping coverage—that vague thing described as "duplication." And another may be in the offing. These stations are among the first to hazard operation after resumption of licensing in 1945. They invested substantial sums at a time when practically no revenue was in sight; and when few people were lamenting the "intrusion" of TV.

The Crosley stations in Cincinnati, Columbus and Dayton, and the Steinman stations in Lancaster and Wilmington—notified as to possible allocation of the same market—were told by the FCC that the TV report in a spirit of wholehearted cooperation. They agreed to shift assignments and install new equipment—at substantial cost. Some have already done so, and, retained their old assignments, let their opposition upset the FCC's plan to make greatest possible speed, because the hot breath of Congress was on its neck.

Theatoms of these stations (and perhaps others of the 31 "show cause" pioneers which consented to the shifts) may get for their cooperation are litigation and controversy. The FCC's action may constitute an open invitation of the courts to apply for facilities in the pre-freeze stations. The FCC (except for Comr. Sterling who wanted regular renewals with full power) evidently again yielded meekly to staff recommendations. The lawyers were fearful that they would lose in litigation on the ground that appropriate hearings hadn't been held. Then, for good measure, they added the phony overlay issue.

The Lancaster hearing issue is ludicrous. The worst the court could do, as precedent shows, is to remand for further hearing, since the courts do not invade the technical vagaries of allocations. Precious few applicants would venture opposed well-operated station under such circumstances.

The overlap invention is premature, specious and vicious. No one yet knows what station coverage will be on vhf or uhf when there is full channel occupancy. The time to consider that would be when hundreds, rather than mere scores, of stations are on the air. "Duopoly" was originally applied to the operation of more than one station of the same class in the same market. Are Cincinnati and Dayton or Columbus and Wilmington? Are Lancaster in Pennsylvania and Wilmington in Delaware the same market? Not by any yardstick we know.

The FCC isn't dealing in small change in television. Every move of an existing station runs into six figures. It had better do more of its own thinking, and instruct, rather than be guided by, its over-seasular staff. We are confident that when the replies of the five stations cited are submitted, the FCC will issue regular licenses, with full power, as Comr. Sterling so convincingly and articulately advocated.

The Pay-off (For Pay)

THE SELECTION of radio and television last week as the means of transmitting Sen. Richard Nixon's explanation of his $18,000 political fund can be studied, with profitable result, by all commercial advertisers who need to get their sales stories before the American public.

The Republicans were faced with the necessity of distributing one of the most critical messages a political party ever had to put across. Their decision to place Mr. Nixon's case on radio and television illustrated the unique capabilities those media enjoy over other forms of communication. It must be kept in mind that the decision was based purely on the ability of the media to capture attention and provide the best platform for argument.

Comparative costs, in this case, were not even considered. Had Mr. Nixon wished, he could have given an unbroadcast speech or held a news conference, and his explanation would have been carried in detail at no cost in space. No advertiser can ever buy, the front pages of the nation's newspapers.

He and the party, however, to spend $75,000-buoying radio and television time. Quite obviously it was felt that the greater effectiveness of radio and television justified the investment.

True, the press covered the speech the next day, thus providing secondary distribution of the message, but the important thing was that radio and television were the basic media.

There would seem to be a moral in this for all kinds of advertisers. The coverage and the "personal" approach which radio and television give their sponsors require that they be considered the basic media in any advertising campaign designed to reach large numbers of people with persuasive argument.

When a Vice Presidential candidate, fighting for his political life, picks radio and television to carry his defense, the advertiser ought to feel he can depend upon them to circulate his commercial message with equal effectiveness.

AN EDITORIAL in the Baltimore Sun, which owns WMAQ-TV, suggested last week that commercial TV set was not enough for any household.

Considering the vast amount of interesting programs on the air last Tuesday evening (when Sen. H. T. Webster's Vice Presidential "speech" was on) it is hard to understand how the Sun figured that two or three TV sets, as well as radio, were needed if family squabbles over which show to watch were to be avoided.

Though we've always thought well of this newspaper, the Sun rises even higher in our estimation when it advocates larger circulation for rival media.

Critic's Exit

H. T. WEBSTER, who often gave radio and television unmerited beltings in his cartoon, "The Unseen Audience," died last week. Though broadcasters have wished at times that Mr. Webster had never been born, we suspect that they will miss him now that he is gone.

Frailties abound in all human endeavor and all human beings are mortal. It is the artist's mission to detect and exaggerate them. If sometimes Mr. Webster exaggerated beyond reasonable limits, more often he kept within the delicately drawn distinctions satire from sarcasm. On the whole he did radio and television far more good than harm.

EARL MINER JOHNSON

HORSES and race tracks are said to have contributed to the downfall of many an otherwise virtuous individual. But Earl Miner (Pete) Johnson, an MBS vice president with a very long title, considers one race track experience a parlay that set off a chain of events leading to the elongated title.

Mr. Johnson is vice president in charge of Mutual network station relations and vice president in charge of engineering for Mutual and WOB-AM-TV New York, as well as director of WOR's recording division.

Mr. Johnson's race track experience, for the record, was in pursuit of official duties as a monitoring officer for the FCC. It occurred late in 1940 shortly after Mr. Johnson was appointed to the post in Huntington, W. Va. The Commission asked him to investigate the illegal use of the transmission band for broadcasting horse race results.

His gnatshooting led to Charles Town, W. Va., where he finally uncovered the culprit after strenuous and painstaking investigation. The case, Mr. Johnson said, was highly publicized and led to his appointment to FCC's Washington headquarters as an engineer in the broadcast department.

"For all I know," Mr. Johnson commented thoughtfully, "I might still be a monitoring officer except for the incident."

Such modest self-appraisal was not an isolated example of Mr. Johnson's capacity for understatement. In similar vein, he remarked about his early days as a newsmboy ("All small town kids had a paper route"); his back-breaking "earning-while-learning" schedule at the U. of Cincinnati ("many college boys didn't have it"); and his rapid rise both in government posts and at Mutual ("I guess I happened to be the fair-haired boy") delivered in a lighted tone of voice suggesting: "Shucks, I'm not that good."

But the record testifies that Mr. Johnson must be possessed of many engineering and administrative skills. At the age of 37 (come Oct. 3) Mr. Johnson's progress report is as follows: Monitoring officer, FCC Atlanta and Huntington, 1940-1941; associate engineer and assistant chief, standard broadcast section, FCC's engineering department, Washington, 1941-1944; civilian officer, operational research staff, Office of the Signal Officer, War Dept., Washington, 1944-1945; chief plans and allocation engineer, MBS, 1945-1946; MBS director of engineering, 1945-1949; MBS vice president in charge of engineering and station re-

(Continued on page 101)
Somewhere West of Eustace Tilley or The Flowering of Amarillo...

Geography is one of the many things we have a lot of around Amarillo. About 25 years ago a fellow could stand at the Santa Fe station, squint his eyes, and see right into the next week. Lately, though, all the irrigation-fostered trees, the oil wells, and grain elevators would get in his way. If he was looking for business, he wouldn't want to look much further than our trading area anyhow.

Amarillo is a long way from everywhere, up on the high plains which climb to the Rockies. Five other state capitals are about as near as Austin, the Texas capital. Seventy-eight counties in Texas, Colorado, Oklahoma, New Mexico and Kansas, are served by Amarillo’s network of highways and railroads—1,853,000 people in 166,875 square miles. This large trading area helps make Amarillo first in the U. S. in retail sales per capita.

Amarillo is so far north of South Texas that we’re sometimes called Yankees. But it’s close to the stuff an advertiser looks for when he wants business. The Panhandle has the world’s largest wheat field, the world’s biggest natural gas field, the second biggest cattle ranch, and more than 4,000 oil wells. (“Cattle can’t drink that stuff,” said an outraged rancher when oil was found on his land.)

KGNC’s 10,000 watts cover our vast trading area effectively. Last year the Texas State Soil Conservation Board wanted to determine the most effective means of getting weather information to an area up to 80 miles from Amarillo. They found out with their own survey. Radio got 96% of the vote—and 88% of the 96% said KGNC.

When asked, “What’s your favorite farm program?” 67% named KGNC programs; all other stations combined got only 33%.

There’s a story about a fellow from Washington, D. C., who was riding across a flat stretch of windblown road with a Texas rancher. A colorful bird fluttered into and out of sight. The Easterner asked what it was. “Bird of paradise,” his host told him. There was a long pause, then the man from D. C. commented, “Pretty far from home, wasn’t he?”

It isn’t as far as it used to be. And the gap is closing.

KGNC
Amarillo
NBC AFFILIATE
710 KG • 10,000 WATTS • REPRESENTED NATIONALLY BY THE O. L. TAYLOR COMPANY

KARL REMBE, sales manager, KVVC Ventura, Calif., promoted to general manager. He succeeds C. A. HUMBERT, resigned. New sales manager is ROY WINKELMANN, with KVEN Ventura, in same capacity with headquarters in Oxnard.

MICHAEL J. CUNENE, general sales manager, WNLK Norwalk, Conn., has resigned. Future plans have not been announced.

WALLY McGOUGH, sales manager, WJAC-TV Johnstown, Pa., to WTVM (TV) Columbus, Ohio, in same capacity.

LEONARD MYERS, commercial manager, WLYN Lynn, Mass., to WBMS Boston, as assistant manager.

GEORGE W. STRATTON, former news director, WKYW Louisville, appointed manager, KWEB Coquille, Ore.

DONALD A. THURSTON appointed resident manager, WIKE Newport, Vt.

MIKE SPANAGEL, vice president and assistant general manager, Mid-West Theatres, to WCKY Cincinnati, as account executive.

WILLIAM H. SCHUYLER, assistant general manager and public relations director, Central Valley Empire Assn., Fresno, Calif. (seven county Chamber of Commerce), to KGIL San Fernando, as account executive.

G. H. MCKINNON, sales staff, KGAK Gallup, N. M., appointed commercial manager there.

ALLEN BERG, announcer, KRKD Los Angeles, to sales staff, KPOL that city.

RICHARD O’CONNELL appointed New York representative by KREL Baytown, Tex.

HERBERT L. BACHMAN, director of research and promotion, Headley-Reed Co., N. Y., has resigned. He will continue in radio-TV field on West Coast after Nov. 1.

HUGH CALEY to sales staff, CKVO Kelowna, B. C.

DON VETA named assistant manager, KVWO Cheyenne, Wyo. Appointment supersedes announcement that GRANT WILLSON had filled post [B*T, Sept. 22].

O. L. TAYLOR Co., N. Y., appointed national representative for KELO Sioux Falls, S. D.

TERRY MANN, account executive, KJH Hollywood, promoted to sales manager, effective Nov. 1. He succeeds LEON WRAY, who joins Ziv TV Programs Inc. to establish regional office in Denver.

BEN WICKHAM, editorial promotion director and radio-TV editor, Cleveland News, to WXEL Cleveland, in executive capacity.

JOE INGRAM, sales staff, Foster & Kleiser Co. (billboards), to KPFM (FM) and KFAN Portland, as account executive.

THOMAS DOLAN GEOHEGAN to sales staff, WMAL-AM-TV Washington.


CLEMENT T. LOWDEN, formerly with WBWM Chicago and WCBS New York, to WPAT Paterson, N. J., on sales staff.

EDWARD J. NOBLE, ABC board chairman, named general chairman of 1963 Greater New York March of Dimes campaign, which will open Jan. 2 and close Jan. 31.

ROGER W. CLIPP, general manager, WFIL-AM-TV Philadelphia, appointed chairman of clubs and entertainment div., United Fund Campaign, in that city, assisted by JOHN D. SCHEURER, operations assistant to Mr. Clipp. DONALD S. KELLET, administrative assistant to Mr. Clipp in charge of WFIL-TV, appointed to post of chairman of sports division. PHILIP G. LASKEY, executive vice-president-general manager, KPIX (TV) San Francisco, presented plaque in recognition of station’s “outstanding leadership” in Saints and Sinners Milk Fund drive.


OHIO CONFERENCE

Area Admen to Meet

THIRTY - THREE advertising, trade and professional organizations will cooperate with Ohio State U. commerce college in sponsoring the ninth annual Advertising & Sales Promotion Conference in Columbus, Oct. 17-18.

Advertising clubs from Ohio, Indiana and Kentucky are cooperating. Ohio Assn. of Broadcasters was among those organizations listed as co-sponsors.
Open Mike

(Continued from page 18)

that Mr. Louchheim decided to complete the transaction. In any event, after his purchase he continued to use me as counsel for the corporation and in that capacity, I was inherited by Mr. Paley when he acquired control from Mr. Louchheim one year later.

All of the above is relatively unimportant, though I felt that the record should be corrected. What is really important are the things which began to happen after Mr. Paley acquired control and which have been continuing to happen ever since for 24 years.

Ralph F. Colin
Roseman, Goldmark, Colin & Kaye
New York, N. Y.

* * *

Full-Time Job

EDITOR:
Although Loyd Sigmon appreciates the presidency your outline writer gave him (see Page 39, Sept. 8 issue), actually he is far too busy being vice president and general manager of KMPC to take on the duties your writer assigned to him.

If consistent with your editorial policy, he would appreciate your running a correction. He doesn't want people to think he has some outside job on the side.

Mark L. Haas
Vice President
KMPC Los Angeles

[EDITOR'S NOTE: Mr. Sigmon was incorrectly identified as President of Multi-Lyte Corp. as result of outline garbled in transmission.]

* * *

Guidebook

EDITOR:
Many thanks for the handy TV Expansion Guidebook... one of the most useful, convenient items any agency TV buyer could own, and a perfect compliment to the vital issues of Broadcasting • Telecasting.

Dorrit F. Williams
TV Director
Kelly & Lamb Adv.
Columbus, Ohio

* * *

EDITOR:
The little booklet setting forth the TV channel allocations, the new station grants and pending applications through Aug. 22, 1962, is an inspiration, and the leaving of the right half of each page open for notes is a masterpiece... My congratulations to you and your staff for your foresight.

Thomas E. Sharp
Pres. & Gen. Mgr.
KFSD San Diego

* * *

EDITOR:
I hate to be a stinker in regards to your TV Guidebook but... Under A-2 priority 65, Champaign-Urbana, Ill., Channel 3, you fail to mention the Illinois Broadcasting Co. application which was filed prior to Midwest Television Inc.

Merrill Lindsay
General Manager
WSOY Decatur, Ill.

* * *

EDITOR:
Tsk! Tsk!—see page 62 #156. No mention of your old friends—it shouldn't happen to a dog! Weepingly—

Les Johnson
General Manager
WHBF TV Rock Island, Ill.

* * *

Pulse Piqued

EDITOR:
I am amazed that your magazine should show what I consider deterioration into the class of scandal sheet publications. I am referring to your opening item under CLOSED CIRCUIT in the Sept. 1 issue. There are, after all, only a handful of radio and television research companies. Therefore, such an item, lacking company identification, puts all research companies in an embarrassing light.

I do not know about the business and financial situations of any other research company, but I do know that Pulse has gained steadily and continuously ever since its beginning. Today are we undoubtedly the largest company in the business...

You are practically saying that successful companies are on the verge of retrenchment or suspension. Speaking for the Pulse, this is so untrue that I believe you should publish this account of Pulse growth in order to negate any possible identification to our company.

Sydney Roslow
Director
The Pulse Inc.
New York

[EDITOR'S NOTE: The item in question, reporting that three firms were retrenching, came from a reliable source. There was no intention to reflect on Dr. Roslow or any other particular researcher.]

From where I sit
by Joe Marsh

Our Town Wouldn't Take a "Back Seat"

Well, the “battle of the buses” has been settled! Our town is once again friendly with Balesville.

Everything started when buses began going through our town with a big sign on them saying SHOP IN BALESVILLE. The bus line is owned in Balesville and operates over here on a franchise.

Windy Taylor was all for putting up barricades—he kept calling up the police and the bus company. Finally Judge Cunningham invited the Balesville Chamber of Commerce to meet with ours at Andy’s Garden Tavern. Over a good meal and glass of beer we all reached a compromise without any trouble. Those signs now read SHOP HERE IN TOWN. Everyone’s happy.

From where I sit, it shows how problems disappear once both sides get together and try to work things out. Naturally we’re all a little different. Some like soda pop, for instance, and some like beer. So what? We all have to ride along through life together. Why not make it a pleasant trip?

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September 29, 1952 • Page 53
MARTIN ELECTED
Heads So. Calif. News Club

GEORGE MARTIN, Jr., newscaster of NBC radio Hollywood's Top Story, has been elected president of the Southern California Radio & Television News Club. He succeeds Dave Anderson, news editor, NBC radio, Hollywood, who was named a board director.

Other officers are Sam Zelman, assistant manager of news and special events, ABC Western Div., vice president; Ann Davis, news secretary, NBC radio, Hollywood, secretary-treasurer; and Murray W. Lee, head of the Los Angeles publicity firm bearing his name, public relations director.

Board of directors are: Jack Beck, manager of news and special events, CBS Radio, Hollywood; Chet Huntley, news analyst, ABC Western Div.; Willfred Brown, writer, Don Lee Broadcasting System, and Mr. Anderson.

FCC Point IV Aid
THREE officials of foreign governments—two from India and one from the Republic of Honduras—have received certificates of merit from the FCC for completing courses sponsored under the U. S. Point IV program.

"GOOD NEWS"
Sends 2,000 Sweaters to the Cleaners

Dry cleaners, Yerbury-Dana Co., with 3 stores, 4 routes serving Quint-Cities, has sponsored “Good News” over WOWC since February, 1950...five 5-minutes weekly, with Mary Louise Marshall handling woman-sianted commentary.

Firm’s only media advertising, “Good News,” has increased business to extent that new finishing equipment had to be installed. Has sparked many special promotions...e.g.: last Fall, Yerbury made special dry cleaning offer on sweaters. Ordered 1000 cellophane bags for packaging these sweaters. Heard there was shortage of such bags, so ordered additional 1000 from another firm.

Both supply houses delivered; Yerbury had 2000 bags on hand—plus doubts that there were that many sweaters in area needing cleaning.

But “GOOD NEWS” TURNED THE TRICK. Helped deliver the necessary customers in less than 3 weeks...and there were 2000 freshly cleaned in the Quint-Cities. Take your cue from Yerbury-Dana...buy at your local “cash register level” and you’ll buy on this station.

Free & Peters, Inc.
Exclusive National Representatives

Davenport, Iowa
Basic NBC Affiliate
5000 W. — 1420 KC
Col. B. J. Palmer, President
Ernest C. Sanders, Manager

ROB HORN, disc jockey, WFIL-AM-TV Philadelphia, named director of recorded music for both stations.

FRED KILIAN, manager, radio-TV activities, Young & Rubicam, Chicago, named director of TV programming, WENR-TV same city.

JEFF SCOTT appointed program director, WPFA, Chester, Pa., after service as TV program director, NBC radio combat correspondent, succeeding MEL LEVINE who resigns to enter TV field in Philadelphia.

MILTON L. LEVY, advertising manager, Oregon Trail Network (KEXR Baker, KSRV Oregon, KBLM LaGrande), to KKL Oakland, Calif., in same capacity.

ROY ROYER to KOIN Portland, Ore., as TV consultant, with Mary Anderson.

ROBERT C. KELLY to WHAL-TV Baltimore as TV director.

JERRY WIGGINS, announcer, CKFJ Toronto, to CFRH Toronto, in same capacity.

RICHARD BEMYER, Hollywood TV child actor, assigned role in David O. Selznick feature film production, "Terminal Station."

JAMES G. WENDLING, WKOL Wellston, Ohio, to WATH Athens, Ohio, as announcer.

FORREST LEWIS, who portrays Mr. Carter on NBC radio The Women in My House, assigned role in Universal-International feature film, "Vermilion O'Toole."


SHIRLEY FORSYTH to production staff, WWJ-TV Detroit.

RUDY BEHLER, stage manager, KDKA-TV Pittsburgh, promoted to director on KLAC-TV Televenturer and Mike Roy Show.

ALEX MITCHELL to WSCS Charleston, S. C., as disc jockey.

RENEE LEASE to continuity staff, WIRE Indianapolis.

LARRY CLARK, announcer, WTMJ-AM-TV Milwaukee, to President Grain & Malting Co., same city, on public relations staff.

HAL QUEEN and VANCE BROOKS to announcing staff, WSB Seattle, Wash., 8.

JACKSON WHEELER, m.c., KTVP (TV) Hollywood, father of girl, Janine Ann, Sept. 18.

News...

PETER HACKES to news staff, CBS Radio, Washington.

CLIFTON UTLEY, NBC Chicago radio and TV commentator, to address Sigma Delta Chi professional journalism fraternity, tomorrow (Tuesday) on his recent three-week flying trip around the world.

duPONT AWARDS
Nominations Now Invited
NOMINATIONS for the 10th annual Alfred L. duPont Awards are invited today from radio and television industry leaders and the public by O. R. Riegel, director of the Lee Memorial Journalism Foundation at Washington & Lee U. He is curator of the duPont Awards Foundation.

Of the three awards, one will go to a radio or television news commentator who has shown distinguished performance of public service by aggressive and consistently excellent and accurate gathering and reporting of news, Mr. Riegel said.

The second will go to a radio or television station of more than 50 kw power and the third to a station of which have demonstrated outstanding public service, according to Mr. Riegel, who said the committee of seven judges will consider the stations’ loyal and devoted service to the nation and to their local communities.

The awards committee will include Missie Ball duPont, who established the awards in 1942 in honor of her husband; Dr. Francis P. Gaines, Washington & Lee U. president; Ben Kayser, Washington (D.C.) Evening Star editor; Dr. Hadley Cantril, director of the office of Public Opinion Research at Princeton U., and Mrs. Oscar A. Albaret, General Federation of Women’s Clubs president.

The $1,000 awards which accompany citations may be used by winners to establish scholarships and fellowships in their own names and that of the foundation, for advanced radio and television study, Mr. Riegel said.

Last year’s winners were WCAA-AM-TV Philadelphia, WEEI Boston, and WCAZ Atlanta. Search for such as the foundation’s awards, for advanced radio and television study, Mr. Riegel said.

WVOP on 970 kc, 1 kw
DEDICATORY broadcast by WVOP Vidalia, Ga., marking a change from 1460 kc with 250 w to 970 kc with 1 kw was held Sept. 21. Program was sponsored by the Vidalia Chamber of Commerce and featured radio entertainers from throughout Georgia, station reports. A Mutual affiliate, WVOP has been on the air six years and is owned by Robert J. McLaughlin. For six months of 1952 compared to a net profit of $34,774 for the same period last year, President Frederick M. Lindner has announced.

JACOB RUFFERT Brewery showed a net profit of $74,790 for the first six months of 1952 compared to a net profit of $34,774 for the same period last year, President Frederick M. Lindner has announced.
Fables of the leopard and the hippo—1.

ON BECOMING BETTER KNOWN

THE HIPPO: “I find that by hiding most of myself, the world thinks the most of me.”

THE LEOPARD: “But better-looking things are better shown ... and the better shown, the better known.”

THE MORAL: Advertisers, too (like the wily Spotted Leopard) learn that better products are better shown.

Especially when shown on Spot TV.

They know that Spot TV’s package and brand name display ... and product demonstration ... are good reasons why their products are better known.

Brands shown on Spot TV on these eleven stations easily and economically become better brands—better bought, we mean.

WSB-TV .......... Atlanta
WBAL-TV .......... Baltimore
WFAA-TV .......... Dallas
KPRC-TV .......... Houston
KECA-TV .......... Los Angeles
KSTP-TV .......... M’p’y’s-St. Paul
WSM-TV .......... Nashville
WJZ-TV .......... New York
WTAR-TV .......... Norfolk
KPHO-TV .......... Phoenix
WOAI-TV .......... San Antonio
KGO-TV .......... San Francisco
KOTV .......... Tulsa

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
In Philadelphia

PEOPLE WATCH

WPTZ

MORE THAN ANY OTHER

TV STATION*

*Not our estimate, but ARB figures for the entire year of 1951 and first 6 months of 1952

WPTZ

NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales
POST-THAW GRANTS REACH 63

3 More UHFs Last Week

By LARRY CHRISTOPHER
THREE MORE commercial uhf stations were authorized by FCC last week to bring total post-thaw grants to 63, including 54 commercial and 9 noncommercial, educational permits. An additional 20 applicants were notified of necessity for hearings on their bids.

In other TV actions, FCC finalized its proposed allocation of vhf Channel 10 to Lafayette, La.; substitution of vhf Channel 3 for Channel 6 at San Angelo, Tex., with addition of Channel 6 at Temple, Tex.; and addition of uhf Channel 59 to Fremont, Ohio.

By separate orders, FCC also granted revision of Zone III rules so as to add vhf Channel 3 to Jackson, Miss., but denied a request for waiver of the one-year rule to add uhf Channel 83 to Waterbury, Conn., and denied another request for reconsideration of an earlier proposed time to allocate vhf Channels B and C with limited power at separations less than minimum.

The new station grants include:

Youngstown, Ohio (City priority Group A-2, No. 5)—Polan Industries, granted uhf Channel 21, ERP 170 kw visual and 85 kw audio; antenna height above average terrain 350 ft. Estimated commencement date: Unkown.

FCC announced grant Monday but said action was taken Sept. 19, Chairman Paul Walker and Comr. Robert Bartley disssented.

Harribsurg, Pa. (Group B-1, No. 8) —WHP Inc. (WHP), granted uhf Channel 55, ERP 240 kw visual and 120 kw audio; antenna 920 ft. Estimated commencement date: Within eight months.

Ann Arbor, Mich. (Group B-1, No. 115)—Washentaw Bstg. Co. (WPAG), granted uhf Channel 29, ERP 1.75 kw visual and 0.83 kw audio; antenna 340 ft. Estimated commencement date: Early 1953.

Additional applications notified or designated for hearing included:

Portland, Ore. (Group A-2, No. 2)—Cascade Television Co. vhf Channel 3 applicant, was designated for hearing in consolidated proceeding with other Portland applications scheduled Oct. 1 in Washington.

ICT, Kan. (Group A-2, No. 6)—Mid-Continent Television Inc. and Sunflower Television Co., both seeking vhf Channel 10, are being advised their requests are mutually exclusive, requiring hearing.

Harlingen, Tex. (Group A-2, No. 36)—Rio Grande Television Corp. (RGIBS) and Roy Hofheinz (KBOX), both seeking vhf Channel 4, notified of need for comparative hearing with additional question of Rio Grande corporate authority and certain of its stockholders' interests in competing AM stations in same area.

Waco, Tex. (Group A-2, No. 38)—Central Texas Television Co. applicant for uhf Channel 34, notified financial questions are involved indicating need for hearing.

Sioux City, Iowa (Group A-2, No. 29)—Perkins Bros. Co. (KJGC) and KCOM Bstg. Co. (KCOM), both seeking vhf Channel 4, notified of need for hearing.

Business and civic leaders of Portland, Ore., watch first commercial uhf program in history telecast by KPTV (TV) Sept. 20 [B+T, Sept. 22].

JOINT APPLICANTS

WITHIN a fortnight of the filing at FCC of a pilot application at Macon, Ga., for a new TV station owned jointly by two independent stations (WBML and WNEX) which proposed continued separate and competitive AM operations [B+T, Sept. 15], four more such "marriage" requests have been tendered to the Commission for approval of similar joint TV ventures in other cities.

The new merger applications include:

1. Wichita Falls, Tex. (City priority Group A-2, No. 56)—Wichita Falls Television Inc., seeking vhf Channel 6. Owned 59% by KWTX and 50% by ETRN, both of which will disclaim their competitive bids for Channel 12.

2. Columbus, Ga. (Group A-2, No. 42)—Television Columbus, uhf Channel 25. Owned 59% by WDKA and 50% by Martin Theatre of Georgia Inc. Both plan to disclaim their pending competitive bids for Channel 26.

3. Elimira, N. Y. (Group A-2, No. 81)—El-Cor Television Inc., uhf Channel 18. Corning Leader Inc., owner of WCLT Corning and WELM Elimira, holds 51% interest in applicant, and Elimira Star-Gazette Co. owner, WENY Elimira, and a Gannett interest, holds 49% interest. Bid is amendment of earlier Channel 18 application of Corning Leader Inc. Elimira Star-Gazette plans to disclaim its uhf Channel 24 bid there.

4. Fargo, N. D. (Group A-2, No. 114)—Red River Valley Television Corp., vhf Channel 12. Owned 59% by KPGO Fargo and 50% by KVOX Moorhead, Minn. Neither has an application pending.

The pilot application, filed at Macon by Macon Television Co. for uhf Channel 47, is equally owned by WBML and WNEX, both local stations which are licensed to separate firms. In the joint request, both affirmed that AM operations would be kept separate and competitive as before.

Meanwhile, another joint TV application is in preparation for uhf Channel 31 at New York by WOV

AWARD is presented RCA Victor Division for help in speeding KPTV (TV) Portland into operation. Herbert Meyer (right), Empire Coal Co. president, hands award to Harold R. Maag, RCA Victor vice-president.

Four Requests Received

and WHOH, foreign language stations [B+T, Sept. 15].

The joint application technique is being welcomed by representatives of the industry as a possible means of bringing TV quickly to a market and avoiding lengthy, costly competitive hearings in which only one contestant wins. Also a factor is the joint sharing of risks in the high cost of constructing and operating a TV outlet, many times the financial undertaking of an AM or FM station.

Although the industry has long sought answers from FCC on the numerous policy questions involved and had hoped for a ruling before the July 1 commencement of TV application processing, the Commission has stated it would consider such joint applications only on a case-to-case basis.

Upon filing of the Wichita Falls Television Inc. application, a joint statement was issued by Kenyon

(Continued on page 72)
Digested of Those Filed with FCC Sept. 19 Through Sept. 25

Grants Since April 14:

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NEW STATION GRANTS

ANN ARBOR, Mich. — Wathen-Betaels Inc. (WBFAG), operated by Herbert F. Waters, has been granted uhf ch. 33 (566,512 mc); ERP 12 kw; antenna height above average terrain 350 ft., above ground 350 ft. Estimated construction cost $108,004.84, first year operating cost $55, revenue $185,000. Post Office address Hutzel Bldg., Main & Liberty Sts., Ann Arbor. Site location Main & Liberty Sts., Ann Arbor. Geographic coordinates 42° 19' 56" N., 83° 35' 27" W., transmitter antenna height above average terrain 350 ft.; antenna height above ground 350 ft. Antenna height of 350 ft. above average terrain results in over $100,000 of permit fees. antenna height above ground is 350 ft. No location change from vhf.

KDYL-TV Salt Lake City — The "Mountain States" and Television Corporation has granted modification of cp to change channel 73 from vhf to uhf and to increase antenna height above average terrain 300 ft. Estimated construction cost $160,000. First year operating cost $100,000, revenue $200,000. Post Office address: 506 South Temple St., Salt Lake City. Site location 506 South Temple St., Salt Lake City. Geographic coordinates 40° 50' 48" N., 111° 56' 12" W., transmitter antenna height above average terrain 300 ft. Granted Sept. 17.

WICHITA, Kan. — Sunburst Television Co. has granted permit to amend application to include changes in geographic coordinates and antenna height above average terrain. Application filed. See page 57.

HEARINGS

FCC advised 21 applicants of need for hearing because their requests are mutually inconsistent with other rules and regulations. Applications on channel allocations and petitions for allocations also were taken. See page 57.

APPLICATIONS (Listed by States)

1. Indicate pre-transfer application reflected (amended).

MODESTO, Calif. — Charles Thieriot, uhf ch. 14 (470-476 mc); ERP 20.4 kw visual, 10.2 kw audio, antenna height above average terrain 300 ft., above ground 300 ft. Estimated construction cost $170,560, first year operating cost $110,000, revenue $200,000. Post Office address 1117 N. Main Ave., Modesto, Calif. Studio and transmitter location 1117 N. Main Ave., Modesto. Geographic coordinates 37° 46' 40" N., 119° 49' 47" W., transmitter antenna height above average terrain 300 ft.; antenna height above ground 300 ft. Antenna height of 300 ft. above average terrain results in over $100,000 of permit fees. antenna height above ground is 300 ft. No location change from vhf.

O'LEARY, Fla. — Central Florida Enterprising Society has been granted uhf ch. 96 (948-954 mc); ERP 100 kw visual, 50 kw audio; antenna height above average terrain 600 ft., above ground 600 ft. Estimated construction cost $200,000, first year operating cost $110,000, revenue $200,000. Post Office address 50 South Main North, O'Leary. Site location 50 South Main North, O'Leary. Geographic coordinates 28° 28' 24" N., 81° 53' 20" W., transmitter antenna height above average terrain 600 ft.; antenna height above ground 600 ft. Antenna height of 600 ft. above average terrain results in over $100,000 of permit fees. antenna height above ground is 600 ft. No location change from vhf.

OPLAND, Fla. — Central Florida Enterprising Society has been granted uhf ch. 96 (948-954 mc); ERP 100 kw visual, 50 kw audio; antenna height above average terrain 600 ft., above ground 600 ft. Estimated construction cost $200,000, first year operating cost $110,000, revenue $200,000. Post Office address 50 South Main North, O'Leary. Site location 50 South Main North, O'Leary. Geographic coordinates 28° 28' 24" N., 81° 53' 20" W., transmitter antenna height above average terrain 600 ft.; antenna height above ground 600 ft. Antenna height of 600 ft. above average terrain results in over $100,000 of permit fees. antenna height above ground is 600 ft. No location change from vhf.

Tampa Channel Tison Petition Opposed ORANGE Television Broadcasting Co. has filed a petition for construction of channel 13 at Tampa, Fla., last week told FCC it opposed an earlier petition of W. Walter Tison, trading as Tampa Broadcasting Co. and also an earlier application of Fred C. Tison, which asked that the Tison application be dismissed "without prejudice."

Orange Television asserted FCC of the earlier applications for both applicants because they were mutually exclusive, with a pre-hearing held Sept. 16. Orange further claimed Mr. Tison stated he could not participate in the channelization process as an individual and intended to organize a new group to seek the channel. Thus, according to Orange Television, Mr. Tison was able to gain information at the Sept. 16 hearing that he later could use in contesting Orange Television. FCC precedent prejudices granting permission for competing applications such circumstances, Orange Television said.

Tison is also owned 33 1/2% by estate of B. E. Tison Sr. City group A-2, No. 43.

FORT WAYNE, Ind. — Anthony Wayne Broadcasting Co. has filed ch. 49 (698-704 mc); ERP 20 kw visual, 12 kw audio; antenna height above average terrain 657 ft., above ground 657 ft. Estimated construction cost $300,000, first year operating cost $200,000, revenue $300,000. Post Office address 430 Old Mill Rd., Fort Wayne. Site location 430 Old Mill Rd., Fort Wayne. Geographic coordinates 41° 07' 45" N., 87° 01' 14" W., transmitter antenna height above average terrain 657 ft.; antenna height above ground 657 ft. Antenna height of 657 ft. above average terrain results in over $100,000 of permit fees. antenna height above ground is 657 ft. No location change from vhf.
TELEVISION sales are on a definite upswing and the outlook for the rest of the year is bright, spokesmen for both TV manufacturing firms told BROADCASTING • TELECASTING last week.

Radio manufacturing firms did not present such a united opinion on sales and outlook. Westinghouse Electric Corp. and Emerson Radio & Phonograph Corp. reported good radio set sales while General Electric Co. said business was poor.

A spokesman for RCA preferred not to comment on radio sales.

Television set makers saw a healthy business for the rest of the year with a rising trend. The spokesman for RCA claimed to have no distributors, and will move into Portland in about three weeks. TV output of Scott Radio Labs., owned by John Meck Industries, has been upped about 20%.

Raytheon Television & Radio Corp., Chicago, reported July and August sales total 10 times that for the same period last year. W. L. Dunn, vice president in charge of sales and engineering, attributes the hike to lifting of the freeze and increased interest in factory-installed uhf.

Sales Factors
Several TV set makers attributed increased sales, at least in part, to consistent radio and television advertising.

Other factors were:
Opening of new markets, the presidential conventions, more sets for the home and the attitude of many consumers that television is "no longer a novelty but a necessity."

An RCA spokesman said summer TV set sales were "much higher" than for the summer of 1951. He claimed RCA is on a "sold out" basis and has distributors and acceptances for all that can be produced up to January but need more, which will be forthcoming.

Joseph F. Walsh, sales manager of Westinghouse's radio-television division, said sale of TV and radio sets is at a "record high." He said TV set sales in Boston are running nearly 40% over summer of last year.

He said "no further orders for current Westinghouse...small radios can be accepted this year."

Emerson reported it is "oversold completely" on TV sets. Radio set sales are "rising, and a "tremendous spurt" can be expected soon.

"We are shipping TV receivers as fast as they come off the lines," he said, "and we are now...building up a backlog of orders." Emerson, he said, uses spot radio for both media set advertising.

An equally bright picture was presented for television sets at CBS-Columbia Inc. by Gerald Light, sales promotion manager. Mr. Light said sales were more than 100% higher the first nine months of this year than last year.

He ascribed the upswing to "improved times and wide consumer acceptance of CBS - Columbia brought about by extensive promotion." Mr. Light said that CBS-Columbia is using "a lot of radio" in set advertising.

Brisk business was reported for DuMont TV receivers by Dan Halpin, general sales manager of DuMont's receiver division. He said record shipments were made for the week ending Sept. 15, with movement of receivers during that

BROADCASTING • TELECASTING

Radio Figures Vary

WATTERS NAMED

 Heads ABC-TV Advisory Unit

MORT WATTERS, vice president and general manager, WCPD-TV in Cincinnati, was elected chairman of the ABC-TV Advisory Committee at the first meeting of the newly created group last Monday.

Paralleling the other ABC Stations Advisory Committee, the new group comprises executives of TV stations affiliated with ABC-TV, who will meet several times a year with network officials to discuss problems of mutual concern.

Charter ABC-TV Advisory Committee members attending the first meeting at ABC headquarters in New York were: Kenneth Berkeley, vice president and general manager, WMAL-TV Washington; Otto P. Brandt, vice president and general manager, KING-TV Seattle; William Lane, vice president and general manager, WLTV (TV) Atlanta; Franklin Snyder, vice president and station manager, WXLV (TV) Cleveland, and Mr. Watters.

ABC President Robert E. Kintner headed network executives who met in an all-day session with the TV station managers.

Other ABC officials sitting in were: Ernest Lee Jahnke Jr., vice president and general manager; Alexander Brachmann Jr., vice president for ABC-TV; John R. Norton, vice president of ABC's Central Division; Charles Underhill, national director of programming and executive vice president, Peoria Ass'n of Commerce; Robert Fransen, TV program director; William Flynn, commercial manager; Ken Mills, George D. Johnson Co., general contractor, and Wayne Lovely, chief engineer.

FOUFRELONTE

TELEVISION'S own whip, the NABTV TV Code, will be given a once-over this week to determine if it is performing the job its creators intended.

Seven months of industry self-discipline will be reviewed at a three-day meeting of the NABTV Code Review Board, starting Tuesday at the Ambassador Hotel, New York. John E. Fetzer, WKZO-TV Kalamaazoo, Mich., board chairman, will preside.

The board will consider proposed steps to improve its localizing technique and to encourage higher program and advertising standards among the code's 94 station subscribers and those using the visual medium.

Only about a hundred complaints have been made since the code went into operation March 1. This is only a trickle compared to the deluge anticipated.

Selection of New York for the meeting will permit conferences with network officials as well as agencies and advertisers. Some complaints are said to involve detailed presentation of advertising symbols and copy.

The code board will use its seven-month experience as basis for a number of policy decisions. NABTV headquarters will be represented by President Harold E. Fellows; Thad Brown, TV department director; Ed Bronson, director of TV code affairs; Robert K. Richards, assistant to the president; C. E. Arney Jr., secretary-treasurer, and Fran Riley, of the public affairs department.

Code Members

Other code members are J. Leonard Reinsch, WSB-TV Atlanta, vice chairman; Mrs. A. Scott Bullitt, KINK-TV Seattle; E. K. Jett, WMAR-TV Baltimore, and Walter J. Damm, WTMJ-TV Milwaukee.

A surprise in the code operation has been the lack of exciting or big incidents. Some incidents have involved large advertising firms but these are believed to have been handled thus far on a conference basis. Many complaints have been received by networks and stations, without reaching the code board.

Channelling of station and network complaints to the board has been little noted, leading one observer to say this "self-discipline" at the station-network level is adequate in many cases without reference to the national board. PCC has cooperated by referring to the broad complaints over which it lacks jurisdiction.

One policy problem is that of rendering advisory opinions on specific code matters. Codes have been kept behind closed doors, thus far, and no word has leaked out of any subscriber in danger of losing his seal. The board has limited corrective powers but can prefer charges to NABTV's Television Board of Directors, which has power to suspend or withdraw the seal.

Monitoring of TV programs by the code authority has been proposed. This plan, it is thought, could catch borderline cases and provide helpful tips to stations and networks.

A single key to the present TV code is in the hands of the board members. The selection of the right people with the right qualifications is the key.
RTDG STRIKE
May Spread From Hollywood
HOLLYWOOD local of the Radio and Television Directors Guild (APL) membership having taken a unanimous strike vote Tuesday against CBS-TV, NBC-TV and ABC-TV, a possible walkout in that city and other network TV centers may follow. Strike vote followed a breakdown in negotiations for new contracts covering wages, working conditions and air credits [BT, Sept. 22].

While action taken in Hollywood is of a local nature, RTDG New York contracts recently negotiated are not effective until satisfactory agreements are signed on the West Coast. The RTDG New York national executive council will determine whether a strike action should be local or national in scope and also if it should cover radio networks as well as Hollywood.

RTDG has negotiated new agreements with NBC and CBS radio networks but all contracts are contingent on pacts also being worked out in TV, it was said.

Hollywood strike date is contingent upon the national executive council's decision.

In addition to an eight-hour day, five days per week, for floor managers and assistant directors, the Hollywood local is asking that their current minimum be raised from $100 to $120 weekly and directors' minimum of $145 increased to $175. TV networks offered a package deal but many of the stipulations contained were not acceptable to RTDG, resulting in the stalemate of negotiations.

WVEC DISPLAY
Equipment Show Set Oct. 3
WVEC Hampton, Va., applicant for uhf Channel 15 [BT, July 21], will follow up a promotion campaign on its plans for a uhf station with a demonstration of television equipment at the Chamberlin Hotel there Oct. 3.

Thomas P. Chisman, WVEC president, said Nat Marshall of General Precision Labs. will demonstrate the new GPL remote control camera and the GPL manual camera with variable focus lens, as part of the exhibits. Mr. Chisman said TV sets, uhf converters, adapters and antennas will be shown by Zenith, Philco, Admiral, General Electric and RCA.

Leading civic officials, TV dealers and repairmen of the area will be invited to the display as part of WVEC's plans for extensive promotion of itself and uhf television, Mr. Chisman said. The promotion is being backed up by a newspaper advertising campaign to educate potential WVEC-TV viewers on uhf's qualities and expected future.

CTS EXPANDS
Adds Eight to Sales Staff
CONSOLIDATED Television Sales, New York, has expanded its sales department to meet demands of increased business, Peter M. Robeck, general manager, is announcing today (Monday). Expansion was brought about, Mr. Robeck said, because of brisk sales of CTS' All American Game of the Week football series and other filmed TV productions it has contracts to sell.

Account executives joining the company include William Finkeldey, formerly in the broadcast sales division of Capitol Records Inc., and Morton Brandes, formerly assistant publisher of the Philadelphia Daily News and account executive for Frederic W. Ziv Co. Mr. Finkeldey will headquarter in uptown New York and Mr. Brandes in Philadelphia.

CTS also has absorbed six salesmen who were with Jerry Fairbanks Inc. at the time CTS and Fairbanics reached their merger agreement: Henry Frankel and Richard C. Morse in New York; H. Kenneth Murray, Cincinnati; Richard Buch, CTS southern division manager with offices in Atlanta; Wade Barnes, in Houston, and Leo Turtledove, Los Angeles, also Mr. Robeck's headquarters.

BILLINGS SURGE
For KNXT, WENR-TV, WPTZ
SALE of six new fall programs, involving $556,045, has been announced by James T. Aubrey Jr., sales manager of KNXT (TV) Hollywood.

Third of a million dollars in local and spot billing has been signed for October by WENR-TV, ABC O & O station in Chicago. This gives the station an all-time high in orders for any ABC outlet in any month since WJZ New York went on the air more than four years ago, it was noted.

October billings, already 50% ahead of the volume for any month this summer, will be swelled by continuing sales.

WPTZ (TV) Philadelphia has signed 12 advertisers for new, locally sponsored video programs whose time billings total more than $125,000, Alexander W. Dannenbaum Jr., commercial manager, reported last week.

Mr. Dannenbaum said the 12 accounts are exclusive of existing contracts on the station. He said further that "fall-winter business at WPTZ should be excellent with increased activity in all time segments."

Washington Watches

Movies

Watch Washington

Effective buying income in the Washington metropolitan area has increased 18 percent since 1950—and the average family income in the District of Columbia is 35 percent higher than the national average. Are you getting your share of this rich market?
WOR-TV SALES

announces its appointment

as New York and Chicago

sales representative for

KHJ-TV, Los Angeles

...with John F. Sloan as

National Sales Manager in New York

WOR-TV

Robert C. Mayo, Director of Sales

1440 Broadway, New York 18, N.Y.

LOngae 4-8000

KHJ-TV formerly represented by Eduard Petry & Company
HOPALONG CASSIDY
A new look at the Old West with the most famous Western star of all. Now sold in 42 markets. In production are 26 new Hopalong Cassidy adventures this year, and 26 next year.

for local and regional advertisers

NBC—QUALITY FILMS FOR

DOUGLAS FAIRBANKS JR. PRESENTS

LILLI PALMER SHOW
Witty and cultured charm with that great lady of theatre, screen and television, Lilli Palmer. Twenty-six 15-minute shows available now.
Now you can be sure of quality when you buy NBC-TV film programs on a market by market basis. NBC backs every one of its film program offerings with the industry's longest continuous experience in television and radio network programming. Each NBC film program gives you these exclusive network-caliber advantages:

... TV programs as fine as those produced for the national network advertiser

... Famous stars—like Hopalong Cassidy, Douglas Fairbanks, Jr., Lilli Palmer, Brian Donlevy

... Wide audience- and sponsor-appeal: mystery, drama, Western and sophistication

... New films produced expressly for television—new stories, new angles, new thrills, new pleasure

... Films that sell your product—films with proved, certified, documented sales records

... Complete advertising packages. NBC goes all the way to help you promote every film program locally—with exploitation assistance, on-the-air aids, press advertisements and merchandising.

And remember, every NBC-Quality film program is produced from a background of programming knowledge that creates and holds audiences from credit-titles to final fade-out. Most important, you can place these network quality productions where you want them, when you want them.

Like to know more about NBC-Quality TV Films?
Write, call, wire:

**NBC film programs**

30 Rockefeller Plaza, New York 20
Offices in: New York, Chicago, Los Angeles

A Service of the Nation's No. 1 Network
**RKO's Change Plan Separate TV Unit: Deny Backlog Release Now**

ALTHOUGH the syndicate headed by Ralph E. Stolkin, Chicago industrialist, last week bought controlling interest in RKO Radio Pictures Inc., for $7,360,000 [B&T, Sept. 22] emphatically denied intention "at this time" to release a $20 million backlog of RKO movies to television, it was learned that the studio does have plans for a separate TV unit to produce custom-made film for video.

Acknowledging that "we are studying most carefully the production and distribution of television films," Mr. Stolkin said, "we want to make it clear that at this time, we have no intention of releasing any of the studio's stock of films for the use of television."

Noting the fact that motion pictures and television are related, he would go no further than to state "for the time being there may be an engagement, but no marriage." He emphasized "we expect to continue to produce motion pictures as a major studio operation."

Mr. Stolkin and his associates bought 1,013,420 stock shares from Howard Hughes for $7 a share or a total of $7,093,970 and the 36,000 shares owned by RKO President Ned Nepinet. The purchase represents 30% of the company's stock, a controlling interest. Negotiations had been underway for several weeks.

Besides Mr. Stolkin in the syndicate are his father-in-law, A. L. Koolish; Edward G. (Buzz) Burke Jr. and Ray Ryan, San Antonio oil men; and Sherrill Corwin, Southern California theater owner. Messrs. Stolkin, Koolish and Ryan reportedly represent less than 90% of the syndicate, Mr. Burke around 10% with Mr. Corwin holding a minority balance interest.

Mr. Stolkin is president of Empire Industries, Chicago, mail order house, and vice-president of National Video Corp., Chicago, cathode ray tube manufacturers, and is identified with Screen Associates Inc., Hollywood. With Messrs. Burke and Corwin he is among new owners of KOIN-AM-FM Portland and KJR Seattle. They are, in addition, associated with Clem Randau in the operation of KXOB Stockton, Calif. [B&T, July 14].

**Snader Sued**

CHARGING breach of contract in the distribution of a 13-program Kid Magic TV film series, Aladdin Television Productions Inc., Hollywood, last week filed a $126,000 damage suit in Los Angeles Superior Court against Louis D. Snader and his various Telecisions organizations.

**NCAA Permits Notre Dame-Penn. on TV**

NATIONAL Collegiate Athletic Assn. permitted the telecasting of the Pennsylvania-Notre Dame football game last Saturday for showing in the Philadelphia area only, although the regular NCAA TV game for the day was the Princeton-Columbia contest in New York over NBC-TV.

Permission was granted by the NCAA television committee after Pennsylvania had requested TV coverage because the game was sold out and a telecast would serve "the public interest." The Pennsylvania-Notre Dame game was to be carried by NBC-TV over its Philadelphia outlet, WPTZ (TV), under the sponsorship of General Motors. The regular NCAA football schedule on NBC-TV is sponsored by General Motors.

Robert A. Hall of Yale, chairman of the NCAA TV committee, said the Pennsylvania incident did not set a precedent.

The NCAA committee Thursday denied another request by Pennsylvania for telecasts of both the Pennsylvania-Notre Dame and the Princeton-Columbia games in the Philadelphia area.

**Scoops Own Paper**

BARRY BINGHAM, editor of the Louisville Courier-Journal and president of its television affiliate WHAS-TV, scooped his own newspaper Wednesday evening by reading Thursday morning's editorial on the station. Mr. Bingham was serving as guest moderator of the 10:10 p.m. What's Your Question during which viewers' queries are answered on the air. The editorial contained the newspaper's first endorsement of the Democratic candidate, Adlai Stevenson. So many questions were phoned into the station after the editorial that, even though the program was extended 16 minutes, more than half had to be answered by mail.

**Claims Discrepancies**

DISCREPANCIES claimed by WGRD Grand Rapids, Mich., in balance sheets of Leonard A. Versluis, applicant for a TV station in Muskegon, Mich. [B&T, Sept. 22], were described in an amended complaint filed with the FCC by WGRD. The amended complaint, correcting an error, states: "Although both of these balance sheets are of the same date, they show a difference of $10,099 in his assets and $33,935 in his net worth."
WRATHER-ALVAREZ, INC.

announce the purchase of
Television Station

KOTV
(CHANNEL 6)
TULSA, OKLAHOMA

from

CAMERON TELEVISION, INC.
Start with the finest TV broadcasting equipment available. Back it with outstanding engineering born of pioneering telecasting. Round it out with on-the-spot TV specialists familiar with every phase of television. And that's the meaning of DU'MONT to you in working out your telecasting plans.

Whether your needs concern initial equipment, or expansion or improvement of present facilities, contact your nearest Du Mont regional office. Our TV specialists will gladly discuss your problems and come up with the most practical and economical solutions.

Du Mont, always "First with the Finest in Television," now offers "Effective Regional Participation, in highly qualified personnel, for still better service to you."
**Teletatus**

P LANS to teletcast experiments in the freshman and sophomore physics courses were announced last week by Dr. Lloyd P. Smith, chairman, Dept. of Physics, Cornell U., Ithaca, N. Y.

RCA is cooperating in the project which will permit demonstrations impossible by ordinary methods. For example, Prof. Smith explained, it will be easier to show "Brownian movement" - the dance of tiny particles suspended in fluid. The phenomenon is invisible to the naked eye and students normally would have to await their turns at microscopes.

A midget television camera, developed at RCA Labs. Div. for industrial and related uses, is the key unit in the installation. Prof. Smith added. RCA has loaned a camera and a monitor for the project. The university has provided two 21-inch viewers.

**ARBl Rates 'Godfrey' Taps Aug. 1-7**

TWO Arthur Godfrey shows were tops in the American Research Bureau's list of program popularity for the first week in August. ARB reported Godfrey's Talent Scouts took first place in ratings with 42.3, while Arthur Godfrey and His Friends reached more than seven million homes. Both shows are on CBS-TV. ARB figures for Aug. 1-7 follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Godfrey's friends (CBS)</td>
<td>42.3</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey's Friends (CBS)</td>
<td>40.5</td>
</tr>
<tr>
<td>3</td>
<td>Blue Ribbon Boots (CBS)</td>
<td>38.0</td>
</tr>
<tr>
<td>4</td>
<td>What's My Line? (CBS)</td>
<td>36.1</td>
</tr>
<tr>
<td>5</td>
<td>My Little Margie (CBS)</td>
<td>33.2</td>
</tr>
<tr>
<td>6</td>
<td>Big Town (CBS)</td>
<td>31.8</td>
</tr>
<tr>
<td>7</td>
<td>Talent Scouts (CBS)</td>
<td>31.2</td>
</tr>
<tr>
<td>8</td>
<td>Big Town (CBS)</td>
<td>31.1</td>
</tr>
<tr>
<td>9</td>
<td>Television Playhouse (CBS)</td>
<td>30.8</td>
</tr>
<tr>
<td>10</td>
<td>Strike It Rich (CBS)</td>
<td>30.4</td>
</tr>
</tbody>
</table>

**Total of 49 Programs Make 'Hooperade'**

TOTAL of 49 television programs made the "first 18" in one or more of the six cities surveyed by C. E. Hooper Inc. for its August "Hooperade of TV Stars," released last week. No show made the list in all six cities, but Arthur Godfrey's Talent Scouts and What's My Line?, both on CBS-TV, placed in five of the six. Cities surveyed are New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

**Classroom Teletcasts at Cornell, Ratings (Report 225)**

NIelsen national list of TV programs during the two weeks ending Aug. 23 showed CBS-TV's My Little Margie as leading the top 10 in number of TV homes reached, and NBC-TV's Gangbusters first on the list of the 10 shows with the highest percentage of TV homes reached in program station areas. Lists follow:

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>My Little Margie (CBS)</td>
<td>6,406</td>
</tr>
<tr>
<td>2</td>
<td>Godfrey's friends (NBC)</td>
<td>4,390</td>
</tr>
<tr>
<td>3</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>3,600</td>
</tr>
<tr>
<td>4</td>
<td>Gangbusterses (NBC)</td>
<td>5,580</td>
</tr>
<tr>
<td>5</td>
<td>Godfrey's Ribbons (CBS)</td>
<td>5,416</td>
</tr>
<tr>
<td>6</td>
<td>Godfrey's Ribbons (CBS)</td>
<td>5,204</td>
</tr>
<tr>
<td>7</td>
<td>My Little Andy (CBS)</td>
<td>3,560</td>
</tr>
<tr>
<td>8</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>4,906</td>
</tr>
<tr>
<td>9</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>5,580</td>
</tr>
<tr>
<td>10</td>
<td>Arthur Godfrey &amp; Friends</td>
<td>4,840</td>
</tr>
</tbody>
</table>

**Exercise**

Today . . . . . . there are 257,000 Sets in use in WFBM-TV's coverage area.
Mail Proves WMAR-TV Coverage

And Coverage And Audience Is What You Buy In Television

Exhibit: 24% of July's mail came from outside Baltimore City. This is the plus coverage offered to WMAR-TV advertisers.

Exhibit: In the past six months WMAR-TV's quarter-hour leadership has risen to a figure 23% greater than the total for the other two Baltimore television stations combined.

Add bonus coverage to audience leadership and you have the reason for WMAR-TV's premiere position in the Baltimore television field.

In Maryland, most people watch WMAR-TV

SUNPAPERS TELEVISION
CHANNEL 2 • BALTIMORE, MD.

Represented by THE KATZ AGENCY, INC. NEW YORK • DETROIT • KANSAS CITY • SAN FRANCISCO
CHICAGO • ATLANTA • DALLAS • LOS ANGELES • TELEVISION AFFILIATE OF THE COLUMBIA BROADCASTING SYSTEM
‘China Smith’

PSI-TV Sells 12 Markets


The series, which stars Dan Dur- yeas, makes its debut this week. Manny Reiner, firm’s vice president in charge of sales, said sponsors and markets include:

Cribben & Sexton Inc. (Universal gas ranges), Chicago, on WBNQ (TV) Chicago, through Christiansen Adv. Co.; Fastaff Brewing Co. (Fastaff beer), St. Louis on KSD-TV St. Louis; WKY-TV Oklahoma City; WAFM-TV Birmingham; WOAI-TV San Antonio; WAGA-TV Atlanta, KLRL-Dallas Fort Worth, KPDC-TV Houston, WJHU-TV New Orleans and KFLR-TV Denver, through Dancer-Fitzgerald-Sample Inc; Sylvania Electric Products Inc. (Sylvania television sets), on KGO-TV San Francisco, through Roy S. Durante Inc. and Thrifty Drug Stores, on KMAC-TV Los Angeles, through Dan B. Miner Co.

Demands to ATFP

SCREEN extras and script supervisors guilds are the latest to de- mand new contracts with Alliance of Television Film Producers, currently attempting to reach agreement and end a seven-week strike by Screen Writers Guild. The ex- tras and script guilds seek wage increases and new working conditions. SWG and ATFP negoti- tors will confer again this week in an effort to end the strike that started Aug. 11 (B+T, Sept. 22).

Sales . . .


Paramount Television Productions, New York, has sold Time for Beauty, quarter hour film, on a 29- week basis to WGN-TV Chicago, where it is being carried Monday through Friday, starting Sept. 22, on a participating basis. Renewals of program are to WTTG (TV) Washington for 38 weeks under the sponsorship of Safeway Grocery Stores and to WIPB-TV Rock Island, Ill., for 18 weeks on a par- ticipating basis. Paramount has also sold Wrestling from Holly- wood, a one-hour filmed program to Falschf Brewing Co. for 52 weeks over KPRC-TV Houston and to WFAA-TV Dallas for 13 weeks on a participating basis. The program has been renewed on

WGAL-TV Lancaster (Pa.) and WTAR-TV Norfolk for 13 weeks under the sponsorship of the Na- tional Brewing Co. and on WNBC- TV for 18 weeks on a participating basis.

Thrifty Drug Stores, Los Angeles (Southern California chain), starts Af- fairs of China Smith, weekly half- hour film series starring Dan Dur- yeas, on KEC-TV Los Angeles, for 52 weeks from Oct. 17. Filmed by Tableau-China Smith and pro- duced by Bernard Tabakian, pro- grams were distributed by PSI-TV, (see story this page). Sponsor’s weekly half-hour video programs in Los Angeles area from Ladies Matinee, Jack Roberts Varie- ties on KEC-TV; Holiday in Paris on KNXT (TV); and What’s the Name of That Song? on KJH-TV. Agency is Dan B. Miner Co., that city.

Availabilities . . .

Association Films Inc., New York, is offering free a 16-minute Walt Disney Production, film, How To Catch a Cold. Giving pointers about the common cold, the film is available for sustaining use only.

Shamus Culhane Productions Inc., New York, has added a sponsored films division. This is a new par- ture for the firm which has spe- cialized in TV spot announcements the past four years. George L. George will be in charge of depart- ment, as producer-director.

National Assn. of Gagwriters has packaged a new TV show Smile- stones, featuring humor, wit and commentary of Harry Hershfield, called dean of American humorists. Shown intended for telecast twice or three times weekly in 15-minute segments. Package is now being submitted to agencies by F. D. Benham Assoc.

Production . . .

TV version of NBC radio Life of Riley has been completed at Hal Roach Studios, Culver City, with William Bendix in the starring role. Abby Berlin directed from a script by Harry Cokr. Sidney Van Keu- ren, studio vice president, is in charge of production on projected NBC-TV series.

W. Lee Wilder, headquartered at 5746 Sunset Blvd., Hollywood, has received approval from the U.S. Criminal Investigation Dept. of his projected half-hour TV film series, Top Secret, to be based upon G.L.D. case histories. Guild Films Inc.

(Continued on page 89)

BOX SEAT via Telenews

TELENEWS Productions Inc., New York, last week announced plans to film 1962 World Series. Camera crews will be under the di- rection of Telenews sports editor, Harry Roberts, and receive baseball films in daily news- ree and as part of Telenews weekly, This Week in Sports.
King Calico, who wears calico because he can't afford ermine, now holds court every Monday through Friday on Station WNBQ in Chicago between 5:30 and 5:45 p.m. This little fellow and members of his Calico Kingdom are ready to deliver the child audience of Chicago television for you. Holder of many honors and awards including "best children's television program in Chicago in 1952" as voted by the Chicago Federated Advertising Club, King Calico is the favorite of everyone.

Yes, SOME SPOTS ARE BETTER THAN OTHERS

And in Chicago, the best spots of all, like KING CALICO, are on Station WNBQ where advertisers meet MORE Chicagoland viewers than any other Chicago television station. A WNBQ or NBC Spot salesman has the complete story.
Post-Thaw Grants Reach 63
(Continued from page 57)
be prepared.

Comr. Bartley issued the dis-
sent, in which Chairman Walker concurred, as follows:

"In dissenting we want to make it clear that we are not voting against
grant of an application to Polan In-
dustries for Youngstown, Ohio, at the
proper time.

"Our dissent goes to the fact that we have in effect simultaneously act-
ed upon a petition by Vindicator Print-
ing Co. [WFMJ-TV] denying them a
waiver of our rules, which they have
had on file since August 13 and which
was not acted upon by the Commis-
sion until today [Sept. 19]. The effect
of that action if it had been made
earlier would have allowed petitioner
an opportunity to take such action as
it desired in the light of the Com-
mmission's action.

"As the situation now stands, in the
light of the action today in granting
of the construction permit to Polan Industries, Vindicator has been
denied the right to make a decision it
could not make until it had the opinion
of the Commission on its petition for
waiver."

Polan Industries earlier received
grant for uhf Channel 50 at Ash-
land, Ky. [B&I, Aug. 18] and has
applications pending in several
other midwest cities. The Youngs-
town grant is the third to that city.
FCC has previously authorized
uhf Channel 27 to WKBN-TV there.

The Harrisburg grant of uhf
Channel 55 to WHP there is the
first for that city. Four applica-
tions, two each for uhf Channels
27 and 71, have been set for hear-
ing Oct. 15 before Examiner Wil-
liam G. Butts and pre-hearing con-
ference for hearing is scheduled Friday.

A. K. Redmond, vice president
and general manager of WHP, re-
ported it hoped to get on the air
white the new TV station within
eight months using the highest
possible possible intermix power. RCA
equipment delivery is expected
around January 1. Tower con-
struction is to commence promptly,
he said, and should be finished in
about 30 days. New building con-
struction is to be completed in 60
days.

The Ann Arbor grant for uhf
Channel 20 to WPAG is the first in
that city. No other bids pend.

Edward F. Baughn, WPAG vice
president-treasurer, said the new
TV outlet would be put on the air
as soon as possible after the first
of the year. GE has promised
equipment delivery by about Febru-
ary 1 and not later than April 1, he
indicated.

The Ann Arbor authorization
extends processing in the Group
B-1 list to city No. 115, with no
more B-2 applications pending
until No. 114, Frederick, Md.,
where WFMJ seeks uhf Channel
62. Frederick receives five TV
services, according to FCC's tem-
porary processing list. Next pend-
ing bid is that of Atlantic Video
for uhf Channel 58 at Asbury
Park, N. J., receiving six services.

WDHN (FM) and WCTC New
Brunswick, N. J. No. 138 on the
B-1 list and receiving seven serv-
ces at present, both seek uhf
Channel 47. Following these ap-
plications are bids for Albany-
Scheneetady-Troy, first area in
Group B-2, comprising cities which
presently have operating stations.

Notifying the two Columbus,
Ga., applicants of need for compar-
itive hearing brings processing in
Group A-2 to city No. 45. For
nearly another 150 cities, all im-
portant markets, in the A-2 list
there are applications pending. Group A-2 cities is those over 40
miles from existing stations.

Procedure Change
FCC, as usual, announced re-
vision of its temporary processing
procedure effective Oct. 15 in or-
der to speed up handling of non-com-
petitive applications [B&I, Sept.
22]. After that date, handling of
new mutually exclusive bids will
be passed over for a limited time.
These already set for hearing, or
so notified by that time, will con-
tinue to be processed, FCC indi-
cated.

In finalizing its allocation of
Channel 10 to Lafayette, La., by
court appeal of KVOL, there [B&I,
Aug. 4], FCC amended its alloca-
tion table as follows:

<table>
<thead>
<tr>
<th>ALABAMA</th>
<th>Channel No.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Mobile</td>
<td>3, 10, 42, 48</td>
</tr>
<tr>
<td>LOUISIANA</td>
<td>Baton Rouge</td>
</tr>
</tbody>
</table>

1931-32 MARKET DATA
Q.T. m'/m CONTOUR AREA
POPULATION 1,299,500
FAMILIES 326,100
RETAIL SALES 810,824,000
FOOD SALES 203,425,000
DRUG SALES 191,500,000
EFFECTIVE BUYING INCOME 1,258,631,000

TOTAL AREA
POPULATION 2,493,900
FAMILIES 597,400
RETAIL SALES 1,446,895,000
FOOD SALES 356,003,000
DRUG SALES 33,596,000
EFFECTIVE BUYING INCOME 2,261,765,000

SOURCE: Sales Management Bureau of Buying Power; May 10, 1952

2,000,000 people in 67 counties spend
$1,446,895,000 in an area covered
by WSAZ-TV-Home-town Station
for Huntington and Charleston.
HEAVY TITLE BOUT
TNT Reports Success

THEATRE television of the Wal-
cott-Martian heavyweight title
bout last Tuesday, carried in 50
theatres from coast-to-coast, was
described as a "tremendous success
with virtually a sell-out every-
where" by Nate Halpern, president
of the Theatre Network Tele-
vision Inc., which arranged the tele-
cast.

Unofficial estimates of the total
gross revenue from the venture ran
as high as $500,000 but Mr. Hal-
pern said Thursday that an overall
tabulation had not been completed.
He noted that it overshadowed by
far all other theatre TV perfor-
mancesses and verified that in virtually
every city thousands of people were
turned away because of lack of
seating facilities.

The telecast also marked the
first use of theatre television in
a drive-in-theatre, the S-3 Drive-In,
Rutherford, N. J.

CINERAMA DRIVE
Spots Placed in New York

CINERAMA, new three-dimen-
sional motion picture projection system,
through McCann-Erickson, New
York, has placed a two-week radio-
TV spot schedule on four New
York stations in connection with
company’s promotion campaign.

The system will premiere in
New York’s Broadway Theatre to-
morrow. Patent is held by Cine-
rama Inc., New York, of which
Thomas-Todd Productions, that
city, is part owner. Lowell Thomas,
former CBS commentator, is a partner in Thomas-Todd.

Beginning on or about last Fri-
day, 6- and 20-second transcribed
spots were placed on WCBS and
WBNF New York, averaging some
seven a day for the two-week
period. WCBS-TV and WNET
(TV), are carrying 8- and 20-sec-
ond filmed spots, with a combined
average of six per day.

NEW CIO SERIES
Now in 35 Markets

CIO launched a new TV series,
"People’s Political Poll," aimed at
interesting citizens in registering
and voting, in 35 cities last week.
The 15-minute weekly film series,
to run for six weeks, consists of
street corner interviews in com-
munities across the country in
which people are asked their Presi-
dential choice and reasons for their
pick. Program is the second na-
tional TV program sponsored by
the CIO.

Henry Zon, publicity director for
CIO-PAC, said the total cost for
the two 15-minute filmed programs
amounts to $200,000. He listed the
cost of each People’s Political Poll
at $5,500 and each of the six
issues of the "People’s Political Poll
at $5,500. Time costs are borne by
local trade union councils where
films are presented. Henry J.
Kaufman & Assoc., Washington,
is placing programs.

From Station Break to Feature... the NEW
"BALANCED" TV Tripod
is doing a whale of a job every day!

"BALANCED" TV TRIPOD
mounted on 3-wheel portable
adaptable easy-to-use

WE CALIBRATE LENSES... "Precision "T" STOP CALIBRA-
TION of all type lenses, any focal length. Our method
is approved by Motion Picture Industry and Standard
Committee of SMPTE. Lenses coated for photography. Special
TV coating. Rapid service.

WE RENT AND SERVICE CAMERAS * MOVIO\AS * DOLLIES...
Complete line of 35mm and 16mm equipment
available for rental.

MITCHELL: Standard, Hi-Speed, BNC, NC, 16mm. Bell &
HOWELL: Standard, Shiftover, Eyemo. MAURER: 16mm
Camerar. ARRIFLEX. MOVIO\A: Editing machines, Synchronizers.

WE DESIGN and manufacture lens Mounts and camera equip-
inent for 16mm - 35mm and TV cameras.
To get you on the air... and KEEP YOU THERE— that's Graybar's job

Here's a different kind of "package"— a complete package that puts you on the air with efficient, well-engineered equipment in the shortest possible time.

It's the big reason why it pays to call Graybar first for broadcasting equipment of any type. Based on more than 25 years experience in supplying the needs of the broadcasting industry, Graybar's services help you save both time and money.

- You get the planning help of experienced Graybar Broadcast Equipment Representatives — expert advice on the selection, operation, and maintenance of your facilities . . . plus, if you desire, a complete packaged proposal covering all of the electronic equipment items you require.

- You select from among the nation's outstanding product lines — dependable equipment you know and respect.

- By planning ahead, you take advantage of reliable, on-schedule deliveries — made wherever possible from a near-by Graybar warehouse.

- You get the extra "satisfaction insurance" that's automatic when you deal with Graybar's employee-owners.

Whatever your TV or AM requirements, call Graybar first — it's the easy way to get everything electrical when and where you need it.

NEW LARGE HUB on the 7" professional reel reduces tension change as tape is spooled off, resulting in a 50% reduction in timing errors. The new hub has a diameter of 2 3/4" compared with the 1 3/4" diameter of standard 7" reels. Thus it has approximately the same ratio of outside diameter to hub diameter as the standard NART 103" metal reel. Another feature of this new reel is the single small threading slot, which minimizes mechanical distortion of the layers of tape nearest the hub.

★ Cuts timing errors 50% ★ Reduces pitch changes ★ Splice-free

It's the new "Scotch" brand dry-lubricated magnetic tape on the new 7" professional reel!

★ A new improved tape for this new 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 almost any condition of heat or humidity!

100% SPLICE-FREE! Tape supplied on the 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 3/8 db at 1000 cps within the reel, and less than plus or minus 3/8 db from reel to reel.
in this room...

there's no room for doubt

There can be no room for doubt in the continuity and fidelity of your broadcast. Precisely the reason you demand — and get — the best in transmitting and studio equipment. *Nor should you compromise with quality in the tape recorder you select.*

In AMPEX Recorders you will find the same matchless reliability and performance you expect of your transmission equipment... and for the same reason — they are engineered to the highest professional standards.

**AMPEX**

brings you these cost-saving operating advantages:

- **UNINTERRUPTED SERVICE**
  Under the demand of heavy-duty programming, AMPEX Recorders deliver thousands of hours of unbroken service. Recently a set of AMPEX heads was returned from Honolulu for routine replacement after 11,000 hours continuous use, 17 hours a day. The heads were still within AMPEX specifications for new heads and had several thousand more hours of use remaining.

- **MINIMUM “DOWN TIME”**
  AMPEX Recorders are designed for thousands of hours of continuous operation with minimum "down time," resulting in low maintenance costs and protection from sudden broadcast failures.

- **ACCURATE TIMING**
  AMPEX split-second timing accuracy protects your programs and commercials from embarrassing time overlaps.

- **HIGHEST FIDELITY**
  Even when programs are repeatedly transcribed from one tape to another, there is no noticeable build-up of noise level, "wow" or distortion.

- **LONG LIFE**
  AMPEX Recorders are designed and built for years of service dependability. Its recordings match established NARTB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

*IF YOU PLAN FOR TOMORROW, BUY AN AMPEX TODAY*

**AMPEX**

MAGNETIC RECORDERS

AMPEX ELECTRIC CORPORATION
934 CHARTER STREET, REDWOOD CITY, CALIF.
The CONTINENTAL Type 315 Transmitter, at left, offers a deluxe design for 5 KW AM operation. It has many features not ordinarily incorporated in transmitters of this class, including special equipment for matching transmitter output into sharply tuned loads often encountered in directional arrays.

The Phasing Control and Power Division Unit, at right, is custom designed to fulfill individual station requirements. It is housed in a new style, unified, all-aluminum cabinet, and is designed to be a companion unit to any of the CONTINENTAL transmitters.

FOR BROADCASTING EQUIPMENT ABOVE AND BEYOND THE USUAL STANDARDS

Continental

IS THE NAME TO REMEMBER

A recent addition to the CONTINENTAL line is the Type 314-2 1 KW AM Transmitter, at left. Simplicity of design and operation has been achieved without sacrifice of refinement features found in larger equipments. All-aluminum cabinet, of special unified, frameless design incorporates Transview styling with functional features affording maximum accessibility, shielding, and circulation of air for cooling.

Latest CONTINENTAL creation is the new Type 312 250-watt Transmitter, at right, which combines exceptionally fine performance with extreme simplicity. It has the same style of cabinet as the Type 314-2 with attendant features.

EVERYTHING ELECTRICAL FOR TV OR AM...
These are the reasons why Daven is the leader in the audio attenuator field.

1. "Knee-Action" Rotor... gives positive contact and low contact resistance under all conditions.
2. Brass case of 2-piece construction... gives excellent shielding and allows more compact equipment design.
3. "Lock-Tite" Dust Cover... designed to withstand severe vibration and at the same time allow easy accessibility.
4. Enclosed roller-type detent mechanism... gives positive indexing but does not increase depth of unit.
5. Low-loss molded terminal board... has high resistance to leakage.

Write for complete catalog data.

The Daven Co.
World’s largest manufacturer of attenuators
173 Central Ave., Newark 8, N.J.

Everything electrical for TV or AM... via Graybar
the most advanced equipment for television studio lighting is made by CENTURY

your Graybar representative will supply you with complete literature upon request

CENTURY LIGHTING, INC.
521 WEST 43RD STREET.
NEW YORK 36
626 NORTH ROBERTSON BOULEVARD,
LOS ANGELES 46
Look to Graybar for the best in TV equipment

Inside and Out!

It's just good common sense to match that fine transmitter equipment in your station with the best possible tower available in both guyed and self-supporting types.

In heights to 1000 feet (or higher), you can select the Blaw-Knox tower that will insure maximum coverage. Soundly designed and sturdily constructed, with a minimum of deflection, these towers are engineered to provide the highest safety factor regardless of location. Heavy galvanizing gives longer life at lowest maintenance cost.

For over 30 years Blaw-Knox has been building towers that are considered the standard of comparison throughout the world. The result of this experience is yours for the asking . . . Graybar can furnish capable engineering assistance in selection of the right tower for your facilities.

BLAW-KNOX Antenna TOWERS

EVERYTHING ELECTRICAL FOR TV OR AM...
...everything you need for the finest Station and Studio facilities... including Mobile Units and Microwave Radio Relay Links

Mobile TV Pick-Up Unit
A new design in Mobile Television Units. Over-all size carefully chosen for optimum maneuverability combined with spacious, efficient interior layout. Completely equipped with provisions for dual field camera chain and portable microwave link. Air-conditioned, attractive in appearance, yet moderate in cost, FTL's Mobile Unit is outstanding in every respect.

Microwave TV Links
For Studio-Transmitter Link, Inter-city Relay and Remote Pick-ups. Ground-mounted antennas, unattended automatic operation and advanced circuitry provide most widely accepted unit for this service. High-power output and crystal control provide maximum circuit dependability. Sound Channel Equipment—an exclusive FTL development—permits multiplexing audio and video.

Highest Gain Antennas for Channels 7-13. Sixteen-loop array provides maximum ERP with only 25 Kw of power and single transmission line. Simplified structure reduces tower and erection costs. For better over-all coverage, new phasing system eliminates minor lobe nulls...provides high field strength in primary service area. One of the greatest new advances in VHF antennas.

EVERYTHING ELECTRICAL FOR TV OR AM...
package from Federal

Image Orthicon Cameras
For Studio, Field and Film. Improved performance, utmost dependability and greatest flexibility for all three program sources. Highest quality pictures and smooth operation with as many as four cameras for superior results. Interchangeability of units results in maximum facilities, reduced spares and other economies. Extensive accessories available for studios of all sizes.

"Poly-Efex" Scanner
Federal's outstanding innovation for the best in television programming. Provides 4-channel video switching for its two self-contained slide sources, plus any two external signals. Permits an untold variety of special effects, montages, superpositions, wipes, 3-speed automatic or manual lap dissolves and fades—all with a single operator. Forms the operating heart of the TV station.

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Modern, high-efficiency VHF transmitters with outputs of 1, 5, 7.5 and 25 Kw, and UHF transmitters of 1 and 10 Kw. Proven design and performance features include: "mid-level" modulation, broad band r-f circuits, long life, and low costs. Supplied with Master Control Console. Sideband filters, dummy loads and all auxiliary monitoring equipment also available.

Packaged Television Stations . . . every need for complete station equipment supplied by a single, dependable source . . . Federal Telecommunication Laboratories. FTL's outstanding facilities for TV research, design, engineering, and manufacturing offer the flexibility essential to today's wide range of telecasting requirements.

Here is the answer to getting on the air with economy and speed. Here is the answer to all studio, station, and remote equipment needs . . . providing unsurpassed quality and performance . . . plus a broad margin of versatility for the most advanced program techniques.

When you are on the air with Federal TV you can be sure there is no sounder way to invest your television dollar.

When you buy Federal TV you buy the pioneering achievements, the decades of research and development experience, and the patent resources of the world-wide IT&T System!

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Stay ON THE AIR 
WITH THESE QUALITY PRODUCTS

TIREX MICROPHONE CORD
- A light, extremely flexible microphone cord. It has been an industry standard since the early days of radio. Widely known for its ability to withstand abuse. Smooth jacket will not catch on stages or sets.

TIREX PORTABLE CORDS
- A very tough, extremely flexible cord for a great variety of uses. Frequently used in connection with portable lights and with banks of overhead lights. Jacket is special neoprene compound that will withstand toughest service.

SIMPLEX ANHYDROPRENE
- For power distribution, panel board wiring and for signal service. Has a thin jacket of neoprene in place of fabric braids. Jacket is colored for circuit identification. Will operate satisfactorily at temperatures up to 167°F.

For these and many other Simplex wires and cables see your local Graybar branch. If they do not have them in stock they can get them for you quickly.

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reasons why engineers everywhere select PRESTO above all others

TAPE RECORDERS

PRESTO RACK MOUNTED RC-10/24

PRESTO PORTABLE RC-10/14
The ideal super-quality portable unit. Basically the same as the model RC-10/24. Rotary deck type selector control. Speeds of 7¼"/sec. and 15"/sec. giving wide frequency response.

PRESTO PORTABLE PT-920
PRESTO's new addition to the tape family. Succeeds the popular PT 900—and costs less. Exceedingly compact with 10 watt amplifier, 2 speakers and amplifier in one case. Fast forward and rewind speeds, no friction clutch or tension adjustments.

PRESTO TAPE REPRODUCER TL-10
Most amazing development to hit the recording field in years. Makes any standard 16" turntable quickly adaptable to tape. Turntable acts as motor, speeds of 7½"/sec. and 15"/sec. Plugs into standard studio speech input equipment; no preamplifier required.

DISC RECORDERS

PRESTO STUDIO CONSOLE B D-G
Designed to cut the finest instantaneous and master recordings. Has radial cantilevered overhead requiring no turntable contact. 1-D cutting head. Direct gear drive and twin motors. Selection of 8 different feed pitches in each direction, including 250 lpi microgroove.

PRESTO PORTABLE 6-N
World favorite! Unusual reliability under all recording conditions. Low mechanical noise level. Speed accuracy excellent at 78 and 33⅓ rpm. Equipped with 1-D cutting head. Microgroove attachment available at extra cost.

RECORDING AMPLIFIERS

PRESTO'S famous 60 watt recording amplifier for rack mounting. Removable front panel makes maintenance easy. Selector switch and one meter indicate output level and tube plate currents. Push-button selector for recording characteristics. Response: 20 to 17,000 cps.

PRESTO PORTABLE 90-B
Qualities of high fidelity studio console but portable, with complete facilities for remote operation. Distortion of less than 1.5% at maximum output. Equalizers for flat, 440, 33⅓ rpm, phone, was playback and automatic 3 microphone input with mixer and master gain control.
Graybar's selection of the Machlett line of transmitting tubes is its best assurance to you of "keeping you on the air."
The Machlett line of broadcast tubes is designed and produced to satisfy the needs of all broadcasters—AM, FM and TV—and to provide reliable, low cost operation at all power levels up to the very highest.
Manufactured by Machlett Laboratories, Incorporated, specialists in electron tube design and production for over 50 years, these tubes incorporate all the techniques and skills which have been inherently a part of Machlett Laboratories since 1897.
This established quality, coupled with the added advantage of immediate availability made possible by Graybar's widespread distribution system, guarantees Graybar's pledge—"to keep you on the air."

TUBES FOR AM BROADCAST SERVICE
Final Stage Amplifiers, Modulators, Drivers, and Rectifiers—Incorporating Machlett improvements in design and processing—for reliable, low-cost-per-hour operation.
ON THE AIR....

with ECONOMY

use MACHLETT TUBES

FM BROADCAST TUBES
1, 3, 10 and 50 Kilowatt Amplifiers as well as Drivers and Rectifiers — Tubes for a broad range of power requirements—With Machlett advances in construction for top performance in high-frequency service.

TRANSMITTING TUBES FOR TV SERVICE
Very-High-Power Single-Tube Amplifiers for VHF Channels—Featuring: coaxial, compact, high-efficiency design; sturdy, close-tolerance construction; and Machlett-developed, special processing techniques—Providing: minimum cost, reliable performance in high-power, high-frequency service.

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
We recommend transmission line by Communication Products Company, Inc., because of its consistent performance over the years, its sound, practical design and generally high order of technical excellence.

New and better transmission line products by Communication Products Company, Inc., are now available or on the way for use in VHF and UHF television service.

A complete line of accessories is ready. This includes new and better dehydrators and tower hardware. Attenuation values and power ratings for new types of lines intended for UHF service are given in the accompanying illustrations.

For further particulars, write for our Bulletin 552.
The new G-R Type 1183-T T-V Monitor meets all requirements of the FCC, including those recently established for offset operation. It not only provides complete monitoring facilities for VHF and UHF stations in accordance with FCC specifications, it assures the quality of everyday transmissions as well. Monitoring of distortion, noise, modulation level, and video and audio carrier frequencies, with the aid of this instrument, results in the rapid detection of substandard operation. The T-V Monitor provides:

- Continuous visual indication of aural transmitter frequency-deviation in terms of a highly stable master crystal.
- Continuous visual indication of frequency-deviation of visual transmitter in terms of same master crystal.
- High fidelity audio output for distortion and noise-level measurements and for audio monitoring.
- Continuous indication of percentage modulation and an over-modulation alarm.

This instrument — the first UHF Monitor — is another example of the pioneering in engineering, design and workmanship which has characterized G-R monitoring equipment since the beginning of broadcasting. Stability, accuracy, ease of maintenance and operation, dependability and long life are optimum. The G-R trademark guarantees trouble free operation with a minimum of maintenance. Simplifications in convenience to operating personnel are a Major Feature.

Prices: From $2435 to $2535 depending on Frequency Bands

- Excellent signal to noise ratio through channel 83.
- Large illuminated meter scales for easy operation.
- Overmodulation lamp flashes when modulation exceeds level set by a dial.
- Panel switch allows simultaneous indication on modulation meter of both positive and negative peaks, as well as choice of either peak.
- New cabinet simplifies installation and removal of monitor from rack for maintenance.
- Chassis arranged for maximum heat dissipation and easy servicing.
Hubbellock

BREAK OR SEAL A CIRCUIT....
A twist of the cap and it’s locked....

Twist-Lock

convenient and easy to use...

Twist-Lock devices are engineered and designed to meet a wide variety of conditions and requirements on permanent or portable apparatus, such as: motors, power outlets, audio packs, sound equipment, loud speakers, portable lights, testing equipment, and recording equipment.

Twist-Lock is manufactured in complete lines of two, three and four wire electrical locking devices — grounded and not grounded. Ratings range from 10 amperes to 50 amperes.

The unique locking principle of Twist-Lock connectors insures uninterrupted electrical contact regardless of vibration.

Twist-Lock has been in use for more than 23 years, serving the Broadcasting and Stage Lighting industry from coast to coast.

Twist-Lock is in use wherever trouble-free electrical connections are a necessity.

for heavy duty service...

Hubbellock

break or seal a circuit in a split second!

Connect in a split second and forget it. . . Hubbellock “stays put”. Regardless of vibration Hubbellock is there to stay.

Disconnect in a split second, too . . . a simple turn . . . the spring loaded Hubbellock disconnects automatically.

A dead front safety shutter isolates contacts, snuffs arcs and keeps out dust. Perfect contact is guaranteed by supplementary tension springs located in back of phosphor bronze contact springs. The extra heavy steel casing is plated to prevent corrosion.

Styled for performance and built for lasting service — Hubbellock is the ideal connector for heavy duty use.

They never disconnect accidentally!

Our development laboratory will cooperate with your engineers to adapt HUBBELLOCK or TWIST-LOCK to your application. . . . write

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BRIDGEPORT, CONNECTICUT
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EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
SELF LOCKING CONNECTORS

Interlock connectors are suitable for a large variety of solderless terminal connections and wiring conditions. Interlock features are: automatic locking action, vibration proof, pull proof, and constant low resistance. Typical uses of Interlock in the broadcasting and television fields are their use on test equipment, control panel boards, telephone equipment, sound effect equipment, patch cords, terminal strips, and make up boards. The test prod kit offers many valuable uses in conjunction with various testing equipment and apparatus, and is now in use in many electronic laboratories and testing departments of many manufacturers.

Test Prod Kit Type "S" Slide Standard

- Capacity 15 Amp.
- Contacts silver plated
- Insulation — Nylon

Type "A" Hook Standard

- Capacity 10 Amps.

130A94-6 Terminal Strip

Everything electrical for TV or AM... via Graybar
How to
LIGHT

Television
and
Radio Towers

CROUSE-HINDS

Technical Data
Bulletin 376-F
Edition 1, 1949

This bulletin makes it EASY for you
to plan your tower lighting

Crouse-Hinds Bulletin 376-F contains important information on tower lighting and
tells you exactly what you need to do the job. There are layout drawings with
complete bills of material for lighting towers of all heights. All of the information
meets the requirements of FCC and CAA specifications.
Send for your copy of this helpful bulletin today.

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EVERYTHING ELECTRICAL FOR TV OR AM...
PWC produces Microphone Cords, Coaxial Cables, and Antenna Lead-In Cables tailored for your needs by the experienced PWC Research and Development Department.

For the Broadcasting Field the highest standards are met in PWC products ranging from Hook-up Wires to complex Flexible Power, Communication and Control Cables.

Specially designed Harness Assemblies and Cord Sets to meet the most exacting requirements are also produced by PWC.

We welcome your inquiries for special or standard wiring materials.

PLASTIC WIRE & CABLE CORPORATION
JEWETT CITY, CONN.

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Auricon 16mm Sound-On-Film Cameras provide ideal working tools for the production of Television Newsreels, film commercials, dramatic inserts and local candid-camera programming. Ask our distributor or write direct for free illustrated catalog.

CINE-VOICE $695.00 (and up) With 30 day money-back Guarantee

Photograph a sound track along one edge of your picture film with the Auricon "Cine-Voice" 16mm Camera. Same film cost as old-fashioned silent movies! Edit your own talking pictures on any make of 16mm sound projector.

AURICON-PRO
- 200 ft. film capacity for 5½ minutes of continuous sound-on-film.
- Self-blimped for quiet studio operation.
- Synchronous motor for "single" or "double-system" sound-recording.
- Studio Finder shows large upright image.
- $1310 (and up) with 30 day money-back Guarantee.

SUPER-1200
- Two independent Finder Systems plus instant Ground-Glass Focusing through the Camera lens.
- Self-blimped for quiet studio operation.
- 1200 foot film capacity for 33 minutes of continuous recording.
- Variable Shutter for fades or exposure control.
- $4315.65 complete for 16mm sound-on-film... lenses additional. Also available without sound for $3377.90.
- Sold with 30 day money-back Guarantee. RCA licensed sound.

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where high frequency and high voltage insulation is required, use...

*BI-SEAL* the most efficient self-bonding insulating tape for:
- CORONA RESISTANCE
- MOISTURE SEALING
- HIGH-ARC PREVENTION
- EXTREME TEMPERATURE RANGES

Here for the first time is a high frequency, self-bonding insulating tape which conforms perfectly to any contour. It is ideally suited to the solution of the ever-present maintenance problems of the Broadcast Engineer.

Use Bi-Seal for: SPLICING OUTSIDE ANTENNA CONNECTIONS . . . INSULATING FEED-THROUGHS . . . TAPEING TRANSMITTER ANTENNA POSTS . . . PREVENTING ARC-OVER AND WRAPPING BARE TRANSMISSION LINES.

For reduction of “off-the-air time” have your engineer send for information and sample of Bi-Seal today.

**OTHER ADVANTAGES OF BI-SEAL**
- NO STICKY ADHESIVES . . . EASIER TO APPLY IN CLOSE CLEARANCES
- NO RIGHT OR WRONG SIDE . . . BOTH SIDES USABLE
- NO TACKY SURFACE TO PICK UP DUST OR FOREIGN MATTER
- WILL NOT TANGLE OR STICK TOGETHER DURING APPLICATION
- REQUIRES NO SPECIAL APPLICATION TECHNIQUES
- CAN BE STORED INDEFINITELY

Attach this coupon to your company letterhead and mail to: Bishop Manufacturing Corporation, Dept. BT, Cedar Grove, N. J. Please send sample and complete information on Bi-Seal to:

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3 ways to simplify electrical connections for TV and AM facilities...

with standard Thomas & Betts fittings

1. Specify T & B grounding sheath connectors for shielded conductors

Here's a neat, easy way to ground and terminate shielded or co-axial conductors. Ideal for all AF and RF applications, T & B compression-type grounding sheath connectors assure positive, uniform contact between braid strands and ground lead — without soldering . . . without damage to insulation.

Simply slip hard metal inner sleeve under conductor braid. Then, add ground lead and slip on larger soft metal sleeve. Compress with T & B SHURE STAKE and tool and the job is done! T & B grounding sheath connectors can be supplied for conductors from .058 to .297 in diameter . . . are also available with integral terminal tongues.

2. Specify T & B Sta-kon® pressure terminals for power circuits

Sta-kon terminals provide mechanically-strong, electrically-sound power cable connections in all current ranges as well as audio circuits.

Just slide bronze Sta-kon barrel over conductor and compress with T & B SHURE STAKE tool. Staking indentor forces conductor into copper Sta-kon tongue assuring a permanent, low-resistance joint.

Sta-kon connectors are available in a variety of tongue styles for conductors from #22 to 250 MCM. Self-insulated Sta-kons can be supplied where leads are crowded or overlapped.

3. Specify T & B construction fittings for conventional electrical systems

Lighting, power, and inter-com systems for your station can be installed faster and at less cost when you standardize on T & B products. There's a T & B engineered fitting designed for every connecting job . . . and designed to do it better.

Like all T & B products, they're sold only through leading electrical distributors in your area. The savings and convenience inherent in this method of distribution are an additional reason why it pays to standardize on T & B.

For free samples and engineering data, just write: Thomas & Betts Co., 21 Butler Street, Elizabeth 1, New Jersey

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Thomas and Betts, Ltd. Montreal, P.Q. Canada
MANUFACTURERS OF ELECTRICAL FITTINGS SINCE 1898

EVERYTHING ELECTRICAL FOR TV OR AM...
For audio equipment, smart broadcasters place their confidence in the Altec Lansing Corporation. Experience has shown that Altec equipment is always better; its quality unsurpassed; and its dependability beyond expectations. Altec equipment is designed to work together, without extra matching transformers or other expensive adaptations. Whether it is the new 601A Duplex monitor speaker or a complete speech input installation, you'll find Altec audio equipment will do the job better, longer, more economically.

250A Console. This beautiful master console represents a new quality standard for speech input equipment. Like all Altec consoles and mixers, its frequency response, noise level and low distortion more than meet the most stringent broadcast requirements. It is compact and completely self-contained, without external power supplies or junction boxes. All amplifiers and power supplies are precision-engineered miniature plug-in units.

Ask our distributor or write direct for complete information on any item of Altec audio equipment.

Altec Lansing Corporation
9356 Santa Monica Blvd., Beverly Hills, Calif.
161 Sixth Avenue, New York 13, New York

Distributed by Graybar

EVERYTHING ELECTRICAL FOR TV OR AM... via Graybar
Graybar has everything you need in broadcast equipment... PLUS everything for wiring, ventilating, signaling and lighting your entire station and grounds.

For complete information on any of the items described on the previous pages, consult your nearest Graybar Broadcast Equipment Representative. You'll find him well-qualified to assist you in every phase of station planning or expansion as well as modernization of existing transmitter and studio facilities.

The names and locations of Graybar Broadcast Equipment Representatives are listed below:

**ATLANTA**
E. W. Stone, Cypress 1751

**BOSTON**
J. P. Lynch, Kenmore 6-4567

**CHICAGO**
E. H. Taylor, Canal 6-4100

**CINCINNATI**
W. H. Hansher, Main 6060

**CLEVELAND**
A. C. Schwager, Cherry 1-1360

**DALLAS**
C. C. Ross, Randolph 6454

**DETROIT**
P. L. Gundy, Temple 1-5500

**HOUSTON**
R. T. Asbury, Atwood 4571

**JACKSONVILLE**
W. C. Winfree, Jacksonville 6-7611

**ST. LOUIS**
J. P. Lenkerd, Newstead 4700

**KANSAS CITY, MO.**
R. B. Uhrig, Baltimore 1644

**LOS ANGELES**
R. B. Thompson, Angelus 3-7283

**MINNEAPOLIS**
C. W. Greer, Geneva 1621

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**PHILADELPHIA**
J. W. Crockett, Walnut 2-5405

**PITTSBURGH**
R. F. Grossett, Allegheny 1-4100

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E. C. Toms, Richmond 7-3491

**SAN FRANCISCO**
K. G. Morrison, Market 1-5131

**SEATTLE**
D. I. Craig, Mutual 0123

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Altec Lansing • Ampex • Berndt-Bach • Bishop • Blaw-Knox • Cannon • Century Lighting • Communication Products • Continental Electronics • Crouse-Hinds • Daven • Fairchild • General Electric • General Radio • Houston-Fearless • Hubbell • Karp Metal • Kliegl • James Knights • Machlett • Metron • Minnesota Mining • Mole-Richardson • Plastic Wire & Cable • Presto • Rek-O-Kut • Sarvis • Simplex • Standard Electronics • Tung-Sol • Webster • Western Electric • Zoomar

Everything Electrical for Broadcasting-Telecasting —
Amplifiers • Antennas • Consoles • Frequency and Modulation Monitors, Test Equipment • Loudspeakers and Accessories • Microphones and Accessories • Recorders and Accessories • Speech Input Equipment • Towers • Tower and Studio Lighting Equipment • Transmission Line and Accessories • Transmitters, AM and TV • Tubes • Turntables, Reproducers, and Accessories • TV Cameras and Film Equipment • Video and Audio Monitors • Wiring Supplies and Devices

** via **
Graybar

... in over 100 principal cities
will distribute the films, production on which starts in December.

Harold Young, supervising producer for Ely Landau Inc., New York, filed TV programming production firm, arrived in New York from Hollywood Thursday to set up production schedules for the Bill Caskie "Melrose Ave," a quarter-hour filmed series, and The Passerby, a quarter-hour, five-time-a-week film strip. Production will begin in New York early in October. After completing his assignments in New York, Mr. Young will return to Hollywood to supervise the filming of two other Landau properties, C.I.D. and The Outer World, both half-hour series.

Random Shots...

Filmacraft Productions, Hollywood, has purchased a $70,000 lot on La Cienega Blvd., backing firm's studios on Melrose Ave. Construction will start in 1953.

Ruslew Corp., Hollywood, has been formed by Tom Lewis, formerly vice-president of Young & Rubicam, that city, and Harry Ruskin, motion picture writer-producer, to enter TV film production with Loretta Young and Your Life Story. Series of 39 half-hour dramas, starring Miss Young, will be based on the movie star's fan mail, received over the years. Production starts in January.

Candy Corp. has been formed by Betty Hutton and Charles O'Curran to produce a TV film series starring Miss Hutton. It is reported that, as many of her feature film successes had period settings, her video format will also have one [B&T, Aug. 18].

Film People...

Sam Lake, administrative executive and business manager of Screen Gems Inc., to Guild Films Inc., New York headquarters, as general sales manager. First duties include two-month trip to key TV markets, including Atlanta where he will establish a field office.

Albert C. Morey, head of Al Morey Productions, Chicago, to PSI-TV Inc., producers and distributors of TV film programming, as mid-western divisional manager in newly opened office at 800 N. Michigan Ave., Chicago.

William J. Papp, formerly with Newell-Emmett Adv., (now Cunningham & Walsh) and with American Hospital Assn., to George F. Foley, Inc., radio-TV packager-producer, as coordinator of production for the Herman Hickman Show, a Foley production. Program starts on NBC-TV Oct. 3. Mr. Papp also will supervise scripts on the new Coast Guard Cadets on Parade series, which made its debut on Mutual last Saturday.

Lou Epton has been appointed head of copywriting department for Filmacraft Trailer Corp., Chicago. Mr. Epton formerly was radio representative for the American Osteopathic Assoc. and has more recently public relations counsel on Shelly & Assoc.


Bob Cahm, J. Walter Thompson Co., New York, to Sandy Howard Productions, same city, as associate producer on Merry Mailman radio and TV show.

Capt. Henry Morgenthau III, son of the late Treasury Secretary, is on two-week tour of duty with the Army-TV Section of the Army. Dept. at the Pentagon in Washington, headed by Col. Ed Kirby. Mr. Morgenthau is a partner in Morgenthau & Gannaway TV Productions, New York.

Allen F. Buckley, member of Frank E. Muellen & Assoc., Beverly Hills TV consulting firm, has been made executive vice-president of Scenic Backgrounds Inc., Los Angeles. Latter firm is headquartered at 1215 Bates Ave.

Michael Minth Jr., assistant film editor with Flying A Television Pictures, Hollywood, joins Filmcraft Productions, that city, in similar capacity.

Irving Brecher, producer of NBC-TV Edie Mapeshoff Show for Key Productions, Hollywood, has resigned because of reported disagreements over format.

Robert Aldrich in New York to direct 15 half-hour films for NBC-TV The Doctor series for Procter & Gamble, being filmed by Parsonnet Productions.

Oscar Yerg, Hollywood free lance art director, to Filmcraft Productions, that city, in same capacity.

I. S. V. Patevetich, president of Conde Nast Publications Inc., N. Y., has been elected to board of directors of Telegens Productions Inc., same city.


ARRANGING for radio sponsorship of all Syracuse U. and Cornell U. grid games are (l to r) William Alford Jr., coml. mgr., WSYR-AM-FM Syracuse; Eldred Manning, dist. mgr., Socony Vacuum Oil Co.; Harry C. Wilder, pres., who resigned, effective tomorrow, and Larry Lawrence, slmm, WSYR.

CLOSING pact as co-sponsors with WATL Atlanta to carry highschool grid games are (l to r) Ben Shapiro, mgr., Robinson's Dept. Store; Lee Bryant, acct. exec.; Stan Raymond, WATL coml. mgr., and Seth Rawlston, mgr., Goodyear Service Store.

V. E. CRIST (c), pres., Crist-Kessell Co., signs as co-sponsor with RCA for broadcasts of Notre Dame football games on WJEL Springfield, Ohio. Watching are Chester R. Hinkle (l), WJEL gen. mgr., and Al Diven, RCA.

WILDMROOT Co. Inc., Buffalo, renews program, The Shadow, on MBS. Final arrangements made by (l to r) Gertrude Scanlon, acct. exec., BBDO, N. Y.; Alan Lehmann, acct. exec., BBDO, Buffalo; J. Ward Maurer, Wildroot ad dir., and John R. Overall, MBS eastern sls. mgr.

DETAILED are completed for Chemicals Inc., Oakland (Vano liquid starch & cleaners), and 36 ABC western radio stations for sponsorship of five minutes of Bob Garred's 10-minute morning newscasts and Chester Huntley's quarter-hour evening newscasts for 13 weeks from Sept. 7. L to r: Mr. Garred, Frank Conrad, radio dir., ABC Western Div.; Sidney Garfield, pres., Sidney Garfield & Assoc., San Francisco, and Mr. Huntley.

AT SIGNING for partial sponsorship by Red Lion Commercial Co. (U. S. Borri distrib.) of WOR-TY New York's The Merry Mailman are (l to r) Tom Redderman, dist. mgr., Ray Heatherton, show star, and Z. M. Hendricks, Red Lion exec.; standing, William Arnold, WOR-TV acct. exec., and Jack Kirk, Hilton & Riggo acct. exec.
Powerful GE Tube
FULL scale model of reportedly the most powerful transmitting tube yet developed for uhf telecasting will be displayed by General Electric Co. at the National Electronics Conference in Chicago, today, tomorrow and Wednesday, GE announced last week. Developed to GE specifications by Varian Assn. of Palo Alto, Calif., the new type tube has a maximum rating of 15 kw, with a 12 kw sync output rating.

ASSOCIATED Program Service, New York, transcribed library service, offers stations package of APS College Football Songs for use during season through Jan. 1—at $60 per package.

KPOL Begins
New Outlet in L. A.
KPOL Los Angeles, 9 kw on 1540 kc, began operations last Thursday with “musical thank you’s” to area officials.

The programming got underway with musical dedications of favor- ite compositions to personnel of local daily and trade papers, Los Angeles County broadcast stations, local chambers of commerce and civic leaders.

With official opening ceremonies tentatively set for Oct. 24, the “musical thank you’s” are continuing this week. The program schedules include two programs of segments daily of polka music.

Station is licensed to the Coast Radio Broadcasting Corp., of which Hugh R. Murchison is president. Charles Hughes is general and commercial manager; Floyd W. W. Hall, director of engineering operations, and William Bidell, director of publicity and promotion.

Other stations included are: Larry Dy- sart, program director; Lee Geroni, women’s director; J. Newton Yates, musical director; Jack Stanley, news director; Bill Gigli, sports director; Bob Smith and Carl Schuele, account executives, and Dean Kiner, assistant engineer.

Columbia Records
Announces New Promotions
PROMOTIONS and additions to the executive staff of Columbia Records Dir., New York, were announced last week by President James B. Conkling. James Hunter, vice president in charge of manufacturing and engineering, was named to the newly-created post of vice president and director of production engineering and research. His former assistant, Gus Johnson, vice president, was appointed director of production. Corporate Secretary Kenneth E. Raine will continue to represent Columbia in all legislative matters, but assume the new duties of an industrial relations, while Norman A. Adler, legal staff member, has been named general attorney.

Church Help
For McBride Peace Project
MARY Margaret McBride launched a project last Monday on her ABC radio program “Evenings with Miss McBride” to raise money for the United Church Women, the National Council of Catholic Women and the National Council of Jewish Women.

Each week Miss McBride will broadcast some of the answers submitted originally to the religious organizations. Early in 1953, four women from the four major-geographical sections of the country, selected by the religious groups, will be feted in New York.
NEW WBG Head
Wannamaker Praised

ALLEN WANNAMAKER'S appointment as general manager of WBG in Greensboro, N. C. [At Deadline, Sept. 22] was heralded last week with a statement that he will "make substantial contributions to Greensboro's already outstanding civic movement."

The announcement was made by Charles H. Crucefield, executive vice-president and general manager of Jefferson Standard Broadcasting Company, licensee of WBT-AM-FM and WBT-TV (TV), Charlotte, which since Sept. 15 has been supervising operations of WBG for the Jefferson Standard Life Insurance Company.

Mr. Wannamaker's appointment is effective Tuesday. He succeeds Gilbert Hutchison, who resigned recently [B+T, Sept. 15]. Mr. Wannamaker comes from WGMT Wilson, N. C., where he has been general manager since 1941. His 18 years of experience in radio includes duties with WTOP Washington, WBIG (in 1936) and WGMT, during which association he constructed and operated WGMT-FM, WDSC Dillon, S. C., and WMRA Myrtle Beach, S. C. He organized the Tobacco Network in 1941 and served as president and treasurer.

WBG is licensed to North Carolina Broadcasting Company, a subsidiary of Jefferson Standard Life Insurance Company.

Homer to Jordan

ROBERT C. HAMER, chief of the Census Bureau's Quality & Equipment Section, sailed for Amman, Jordan, last week. He has been assigned to ECA as census and statistical consultant and will direct census operations in Jordan and other Near Eastern areas. At the Census Bureau, Mr. Hamer directed planning and compilation of the radio-TV set census.

Our Respects To
(Continued from page 50)

lations, 1949-1952.

Mr. Johnson's present headquarters overlooks New York Times Square. He said he had no distant cry from his farm on which he was born on Oct. 3, 1916, 12 miles outside of Frankfort, S. D. (pop. 400). When he was six, his family moved to Gibson City, Ill., where he was reared and attended grade school and high school. He was tagged "Pete" as a youngster and to this day nobody calls him Earl, his given name.

In his early teens, Mr. Johnson became a radio "ham," but with characteristic modesty disclaimed the hobby infused in him an ambition to become a broadcast engineer. He recalled his early days as uneventful and typical of life in a small mid-western town. He noted that the newspaper he delivered was the Bloomington (Ill.) Daily Pantagraph, which has been projected into the limelight in recent months. Democratic Presidential candidate Adlai Stevenson is a part owner.

In high school Mr. Johnson was an all-around athlete, winning his letters in football, basketball, wrestling and track. He performed in school dramatics.

Mr. Johnson's interest in gadgets led to his first job as an electrician in Cincinnati. He attended the U. of Cincinnati at night. He was fairly satisfied with this routine for a year but a circumstance arose.

Full-time Schooling

"My boss and I had a small dispute," Mr. Johnson recalled, "Then and there I decided to go to the U. of Cincinnati full time."

Cincinnati is famed for its "co-op" course which permits a student to attend classes part of the year and work in his special line for the other half of the year and graduate in five years. During his stay at Cincinnati in the electrical engineering course, Mr. Johnson worked for two and a half years as a student and transmitter technician for WLW and WSAI Cincinnati. Added to this heavy schedule was a steady diet of washing dishes to supplement his income.

Shortly after receiving his degree from Cincinnati in 1940, Mr. Johnson was appointed an FCC monitoring officer on the strength of having passed a civil service examination. He was sent to Atlanta for training and then to Huntington for his first assignment.

It was upon the recommendation of George Sterling, FCC Commissioner, that Mr. Johnson won an assignment to Washington following his track saga. Three years he rose to assistant chief of the FCC's standard broadcast section. Thereupon followed what Mr. Johnson referred to as his "Fenimore County" years with the Office of the Signal Officer. In this post he specialized in antenna development and in studies of the propagation of radio waves.

During his Pentagon days, he became acquainted with Col. E. C. Page, who joined Mutual in June 1945 as vice president in charge of engineering. He hired Mr. Johnson in chief plans and antenna design engineer for MBS in December that year.

Mr. Johnson described this post as one of "general engineering." During this period Mutual was embarking on a program to add to the network some of the new stations that were beginning operations. In the next few years, he worked on the development of Mutual's "listenable" a new engineering coverage measurement. This technique was largely employed in selection of stations for addition to the network. In 1945, MBS numbered 200 affiliates; today the total stands at 567.

Subsequent Advancement

In 1946 Mr. Johnson was named director of engineering; in 1949 vice president in charge of engineering and station liaison. He moved to Sept. 15, to his present post. Today he supervises a staff of some 200 people.

Mr. Johnson expressed the belief that the press rests primarily on his ability "to put people into engineering." He explained that he has the knack of coordinating the efforts and skills of other people. He confessed he is not a "jack-of-all-trade" but added there is a place in the scheme of business for his type of skills.

As a key executive of the world's largest radio network, Mr. Johnson logically has complete faith in the value of radio and in its future. He noted regretfully that radio had "undergone itself" in the period from 1940 to 1948 when rates held the line despite the inflationary spiral. He noted:

"But I think the industry is on the right track now. Radio is here to stay—at least until we get into the Buck Rogers era when we'll have our food in capsules and push-buttons will relieve us of much of our normal functions. After all, radio can be listened to while we're fixing the sink, painting the house, reading a newspaper. TV is all-consuming. In the Buck Rogers era, TV could become all-powerful—but we'll have to wait for that period to come."

Likes Golfing, Fishing

At 57, Mr. Johnson is a tall, robust, blue-eyed, sandy-haired man who is a trifle concerned about his receding forehead. Although an accomplished athlete as a youngster, he restricts himself nowadays to golf and occasional fishing.

He golfs at the Bonnie Brier Country Club (where he is a member) links in Larchmont, N. Y. He makes his home at the Enfield house, New York City. His wife is the former Sue Steele, whom he married on July 18, 1942, after meeting her in Washington. Mrs. Johnson worked at the time as custodian of secret documents for the State Dept. They have three children—Kenneth, 6; Karen, 5, and Julia Jeanne, 1½.

Mr. Johnson belongs to the Engineers Club of New York. He still tinkers with the radio set—a hobby he has followed several days—and likes to consider himself a "Mr. Fix-it" around the house. In this role, he said, he tries to inject some of his personality into a bookcase he is building or a room that he is painting.

WMGM Sports Slate

WMGM New York is offering sponsorship what it describes as the largest broadcasting schedule of winter sports in the station's history. Schedule includes 35 New York Rangers (ice hockey) home games and 15 away-from-home games; 25 New York Knicks professional basketball games at home and 20 away, and 12 collegiate football games.

WEWS (TV) Cleveland and three program personalities have been honored with Outstanding Achievement Awards by Ohio State Safety Council. Personalities are Dorothy Fieldstein, John Saunders and Linn Sheldon. WEWS was cited for overall public service programming.
**programs promotion premiums**

**PILOTS BOOST WBAL**

TESTIMONY of the power of WBAL Baltimore's signal has been furnished the station by pilots of several of the major airlines connecting French, Spanish and British territories in the Caribbean. Flyers have written that they have become avid fans of Archdale Youngstown, Ohio. Copy gives population data as well as a Hooper and BMB report of listening in the station's coverage area.

**BT REPRINTS**

REPRINTS of an ad appearing in **BROADCASTING** • **TELECASTING** Aug. 18 are being distributed to agencies and advertisers by WKDN Youngstown, Ohio. Copy gives population data as well as a Hooper and BMB report of listening in the station's coverage area.

**BORAX PAPERWEIGHTS**

PAPERWEIGHT-size samples of newly mined Borax ore are being sent to trade editors and newsmen by Pacific Coast Borax Co., N.Y., to promote firm's series, Dead Valley Days. Filmed programs will be seen on local stations and regional networks beginning in early October. McCann-Erickson is the agency for the account.

**KSIDO HANGERS**

CLOTHING hangers are bringing KSIDO San Diego call letters into the homes of 10,000 people, the station reports. A joint promotion campaign has been worked out with American Cleaners of National City, whereby a three-color KSIDO card is attached to a garment when it is returned to the customer.

**REASON WHY**

People in Kansas and adjoining states depend on farming for a living. That’s why we’ve programmed to their needs for 25 years. And it’s why they buy WIBW-advertised goods.

**CAKE PROMOTION**

TWO GIANT 175-pound pineapple upside-down cakes were on display for three days before being served, as a climax to a three-week merchandising campaign staged in Lovett stores in and around Orlando, Fla., promoting Mary Lee Taylor's show on WORZ there and Pet Milk. Drive was executed jointly by Georgia Mc- Kinney, WIBW sales representative for WORZ Orlando and the Pet Milk Co. Station claims that publicity which campaign received drew some 5,000 people to the stores to sample the cakes and take home recipes for a family size version.

**CKWX PROMOTION**

METAL telephone directory edge-protectors which will keep ragged edges of a well-thumbed phone book flat are being distributed by CKWX Vancouver. The one-inch metal strip carries a message from CKWX on a card slip which station representatives on the other.

**PURE OIL AWARD**

PLAQUE has been sent to WSAZ-TV Huntington, W. Va., by Pure Oil Co. For its display of a station call letter in the city May 5. Newscast No. 3195, which made its debut in the station's line on March 15.

**BOOKS SOLD ON TV**


**DRIVE BOOSTS REGISTRATION**

INTENSIVE campaign of one-minute announcements and weather stations over WFLI and WJFL TV Philadelphia list of boost the number of registered voters in Philadelphia and surrounding counties to full-time high, according to the station. WFLI radio and television registration campaign used more than thirty-five announcements on both stations throughout the drive. The last few days of the campaign, the number of announcements was increased to almost saturation coverage.

**REPRINTS**

REPRINTS of an ad appearing in **BROADCASTING** • **TELECASTING** Aug. 18 are being distributed to agencies and advertisers by WKDN Youngstown, Ohio. Copy gives population data as well as a Hooper and BMB report of listening in the station's coverage area.

**IN THE LIMELIGHT**

SONGS which “just missed” recognition on the nation's hit parade and their composers are being plugged on a new program on WLAB Boston. Search for Miss Rhythm, which is being aired every afternoon at the station, features a panel of six persons who discuss popular songs on which “the spotlight failed to focus.” Charles Tarkinson serves as moderator of the program.

**SIGNS ADVISE LISTENING**

ADVISING motorists to "listen when you get home" are signs on street corner benches being utilized by KBIG Avalon, Calif., in Los Angeles, San Diego, Long Beach, San Bernardino, Santa Ana and Pomona. Similar signs on the sides of public transportation vehicles are being used in seven other Southern California cities.

**WOMEN’S INTERESTS**


**FOOTBALL ON THRESHOLD**

GEORGE R. DUNHAM, general sales manager, CBS-TV, sends letter on which a miniature reproduction of a football has been pasted. Letter begins, "Here's something to kick around." Mr. Dunham advises that as soon as World Series is written into records, football will take over on stations. He adds that W CBS-TV’s Armed Services Football, broadcasts of games between service teams, and Football Scoreboard, 15-minute rundown of scores and grid highlights by Jim McKay, are excellent choices for advertisers.
New Business
(Continued from page 18)
Opening Night, first TV dramatic series to originate live from Hollywood, on NBC-TV, Mon., 9-30 p.m. EST; Oct. 6. Agency: Harry B. Cohen Adv., N. Y.

LEVER BROS Co, N. Y. (Pepsi-cola), sponsoring new situation comedy series, Heaven for Betsy, over CBS-TV, Tues. and Thurs., 7:45-8 p.m. EST, with premiere tomorrow (Tuesday). Agency: McCann-Erickson Inc., N. Y.


Agency Appointments • • •

PHILIP MORRIS & Co. (Marlboro cigarettes), appoints Cecil & Presbrey, N. Y. Radio-TV spots are used.

ALLIED FLORISTS Assn., Baltimore, appoints Botzell & Jacobs, Chicago. Large part of budget will be spent on WAAM (TV) Baltimore quiz show, Bouquets & Bonuses.


RADIO Div., Associated Press, N. Y., appoints Wexton Co., N. Y.

GRAND TASTE PACKING Co., L. A. (luncheon meats), and HI-LUS-
TRE PRODUCTS Co., that city (Glax car polish), appoint Jimmy Fritz & Assoc., Hollywood. TV is being used by former; radio by latter.


TEK-HUGHES Div., Johnson & Johnson, Watervliet, N. Y., names BBDO, N. Y., for Tek toothbrushes and Hughes personal brushes, effective Jan. 1.

Adpeople • • •

E. B. BAKER, product director, Personal Products Co., named brand advertising manager, for Lever Bros.' Rinso andSpry.

JAMES T. O'CONNOR promoted to advertising and sales-promotion manager, Food Fair Stores, New Jersey-New York branch.

ROBERT M. GALEY, regional sales manager, Zippo Mfg. Co., Bradford, Pa., appointed to new post of assistant sales manager.

EDWARD D. PODOLINSKY appointed district advertising manager, Household Finance Corp., Chicago.

HENRY P. STOCKBRIDGE, merchandising manager for Minute Rice in General Foods' Minute Div., named assistant sales and advertising manager for division.

TOWERS TALKS
Joint Meeting Today at FCC

PROPOSALS of the working group of broadcast and aviation representatives, FCC and CAA officials regarding the potential conflict between tall TV towers and air safety [10, Sept. 15] seem to have met favorable reactions from all segments, a check of broadcast and aviation representatives last week revealed.

Recommendations will be discussed at a joint meeting today of all elements concerned in Room 2330 at the FCC. Meeting, scheduled for 10 a.m., will be chair-
manned by FCC Commissioner Edward M. Webster and CAA Deputy Administrator F. B. Lee.

Working group recommended that existing procedures be continued, FCC rules be amplified to include the painting and lighting of towers above 500 ft., and CAA flight instructions be revised to include criteria for minimum altitudes where tall TV towers were adjacent to civil airways.

Aviation people seemed to like the reference in the proposals which urged that TV towers be "grouped" to ameliorate hazards to air navigation. They also seemed in favor of the painting and lighting proposals.

Few comments were received by Comm. Webster, who had asked that they be furnished him by Sept. 22. One comment asked whether the painting and lighting provisions would apply to a tower while under construction. Another question which has been raised is whether the painting and lighting provisions would apply to towers already erected. It is believed that additional comments will be made at today's meeting.

Both the FCC and the CAA would have to take administrative actions to put the recommendations of the working group into effect. In the case of the FCC, it would be necessary to hold rule-making proceedings.

ADV. ECONOMICS
On ARTF Agenda

ADVERTISING and distribution generally, along with monopoly, competition and cooperation, big corporations and small business, labor unions, high wage-low price policies, installment financing, human relations and industry's civic responsibility will be discussed Oct. 2 at the first American Round Table Forum of the fall season.

One of a series of discussions on contemporary civilization in the United States held under the auspices of the advertising council, the Oct. 2 session will be an all-day affair at New York's Hotel Pierre. It is the second forum dealing with the nation's economic system, continuing the discussion started June 23.

Catholic Newsscript

NATIONAL Catholic Welfare Conference news service last week announced beginning of a weekly newsscript for use on radio and TV stations throughout the country. The script is tailored to the needs of a 15-minute broadcast, civic responsibilities for local discussions and news items. It represents a weekly presentation of the top Catholic news gathered around the world in daily operations of the news service. NCWC headquarters at 1312 Massachusetts Ave., Washington 6, D. C.

INTERESTED IN THE NEGRO MARKET?

First Time In 3 Years

HALF-HOUR SEGMENT

available in
NEW YORK'S BEST
NEGRO TIME BLOCK

8 to 8:30 a.m. Monday thru Saturday time now available because of schedule changes in five-hour daily Negro block. Highest New York Negro PULSE Rating. All adjacencies sold out.

National account inquiries particularly invited. Phone or write:

HARRY NOVICK, GENERAL MANAGER

WLIB

207 East 30th Street
New York 16, N. Y.
(212) 334-9220

"The Only Station with Studios in Harlem"

September 29, 1952 • Page 103
WXEL(TV) EXPANDS

Part of $1 Million Project

FIRST two major steps in a $1 million expansion program by WXEL (TV) Cleveland have been consummated according to Franklyn C. Snyder, general manager.

WXEL's new Studio D was completed with the remodeling of the former Esquire Theatre on Cleve-

land's Playhouse Square at a cost of $800,000, while at the same time the station's $400,000 broadcasting and transmitting plant at Parma, Ohio, also was finished.

The final day's ceremonies Sept. 13 were attended by Herbert Mayer, president of Empire Col Co, whose KPTV (TV) Portland, Ore., is now on the air (uhf channel 27), and grantees of channel 26 in Den-

ver (KDEN) [B+E, July 14]. Mr. Mayer headed a party of about 60 guests, including network officials.

Third phase in the 33-month-old WXEL's expansion program will be construction of a 12-bay super-

turnstile antenna on a 700-ft. tower, with effective radiated power of 316 kw at 1,000 ft. above average terrain, and a 50 kw trans-

mitter, to increase population cov-

erage 50%, Mr. Snyder said. Com-

pletion is expected late next sum-

mer.

Carl T. Fischer

CARL T. FISCHER, 74, president of J. Fischer & Brother, New York, music publishing house, and founding director of ASCAP, died Sept. 1 in New York's Memorial Hospital after a brief illness. Mr. Fischer succeeded to the presi-

dency in 1941 after serving nearly 40 years as treasurer of the Fischer firm, which specializes in educa-

tional and religious music. He is sur-

vived by his wife, Mrs. Mary Hermann Fischer; a daughter, Mrs. Patricia Watson; three sons, Robert J., Paul J. and Carl G.

ADVERTISING Club of New York has announced new scholarships of $500, $250 and $100 annually to winners of special essay-proposal contest open to current first-time students of club's advertising and selling course.

L. P. COLLINS

Was WMEV President

FUNERAL services were held last Monday for L. Preston Collins, 65, Virginia's lieutenant governor and a broadcaster, who died unexpected-

ey two days earlier. He suffered a heart attack during dedication of a new school in Wythe County, Va. He died en route to a clinic. He was president of Mountain Empire Broadcasting Corp., which operates WMEV Marion, Va.

Services were held from the Royal Oak Presbyterian Church, Marion, where Mr. Collins was a deacon. He is survived by his wife, the former Pauline Hull Staley; and a son, L. Preston Collins III, an apprentice seaman.

Frederick H. Speare

FUNERAL services were held Thursday in Hollywood for Fred-

rick H. Speare, 54, producer of KECA Los Angeles Career Theatre and owner-director, Frederick H. Speare Professional Radio & Tele-

vision School, Hollywood. He died last Monday after a heart attack. He is survived by his wife, Ruth, and a son, Daniel.

TEXAS Assn. of Broadcasters named new officers at TAB's semi-annual meeting Sept. 17 in Fort Worth. They are (1 to r): Seated, Louis Cook, KNOW Austin, secretary-treasurer; Boyd Kelley, KTRN Wichita Falls, presi-

dent; J. M. McDonald, KCUR Midland, retiring president and ex-officio mem-

ber of board; Willard Deason KVET Austin, Directors Tom Kritzer, KGRC Amarillo; Roy Hendron, KTRH Houston; Byron Ogla, KRGV Weslaco. Director Richman Lewin, KTR E Lufkin, is not shown.

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vision School, Hollywood. He died last Monday after a heart attack. He is survived by his wife, Ruth, and a son, Daniel.

KFBP FIELD DAY

Stresses Soil Conservation

KFBP Wichita has staged a highly successful KFBP Soil Conservation Field Day in cooperation with the Sedgwick County Soil Conserva-

tion District.

The annual event was high-

lighted this year by addresses of Agriculture Secretary Charles Brannan and Mgr. George Hild-

ner, head of the Catholic Rural Life Conference.

Lester Weatherwax, KFBP farm director, planned the program in cooperation with district officials. He had originated the idea two years ago. Entertainment for the day was led by Mack Sanders and his KFBP Ranch Boys. Hale Bon-

durant, KFBP manager, announced plans for the staging of another such event in 1953.

Walter L. Rubens

FUNERAL services for Walter L. Rubens, 49, board chairman of the Filmore Agency, Chicago, were held Friday in Chicago. Mr. Rubens died unexpectedly Sept. 22 after suffering a heart attack while on a business trip to Los Angeles. An advertising veteran of 25 years, Mr. Rubens was credited with aid-

ing the development of station-

breaks into commercial announce-

ments. He lived in Highland Park, a North Shore suburb of Chicago. Survivors include his wife, the former Hortense Landau, and two sons, Walter L. Rubens Jr., promotion-publicity director of WIND Chicago, and Charles Ru-

bens, now in the Army.

Arney to Europe

C. E. ARNEY Jr., NABT secre-

tary-treasurer, and Mrs. Arney, will sail Friday on the United States' six-month tour of Europe. They will visit England, Belgium, France, Switzerland and Italy, re-

turning Nov. 3 on the Libertina.

THE TV WRITER'S GUIDE. By Mar-

garet R. Weiss. Published by Pre-

gress & Cudahy, 41 E. 51st St., New York 22, N. Y. 216 pp. $3.50.

THIS handbook will be of interest and value mostly to those writers who want to better acquaint them-

selves with the special techniques of writing for television.

In addition to furnishing guide-

posts for beginning TV writers, it contains a lucidly written, well-
documented chapter on what to aim for adapting a larger work to the time limits necessarily imposed by video.

Miss Weiss, successful writer of television scripts, has learned the techniques. Readers of this volume whose purpose it is to ground themselves in TV-writing fundamentals, can find information of value.

UIF PRACTICES AND PRINCIPLES. By Allan L. L. Published by John P. Rider Publisher Inc., 480 Canal St., New York 13, N. Y. 390 pp. $4.50.

THIS book is designed for the reader who already is familiar with the fundamentals and techniques used in standard broad-

cast receivers. A logical sequence is used to explain uhf concepts from their beginning to their use in complete equipment. The author, Mr. Lytel, is a lecturer in elec-


Charles L. Puckett

FUNERAL services were held Wednesday for Charles L. Puckett, Jr., for Charles L. Puckett, 62, owner of a Chicago advertising agency of the same name. Mr. Puckett, who made his home in Highland Park, died the previous Saturday in a local hospital. He operated his own agency for 20 years. He is survived by his wife, Jennie, a-

son and a daughter.

WNYC New York's third annual Art Festival officially opens Oct. 19 with an address by Gov. W. R. Im-
pellitteri; 5-8:30 p.m. EST on the mu-

cipal outlet. Station has scheduled 50 social events, devoted to Amer-

ican art during festival, Oct. 19-25.

THE QUILL

"What Will Television Do to Politics, Radio and Press

—and to TV itself?"

By Burton W. Marvin, Dean

William Allen White School of Journalism

in the September Issue

now out.

The QUILL, 35 W. Water Dr.,

Chicago 1, III. A monthly magazine for newsmen-editors of radio-tv

$3 a year

FOUNDED 1912

BOOK REVIEWS...
**Strictly Business** (Continued from page 16)

Before a week had passed, Goebel had signed for exclusive rights in the beer industry to these dolls. "It gave me the same kind of thrill a reporter gets from a scoop on a sensational story," he said.

The dolls are animated, three-dimensional figurines which Dutch Designer Joop Goensink has designed around this new gimmick—"Brewster the Rooster."

These film commercials had their first showing about three weeks ago on a West Coast station, according to Transfilm. Goebel plans to advertise with them nationally.

Mr. Graham went to Goebel in September 1950 from Liebmann Breweries in New York where for about three years he had been assistant director of advertising and public relations. When Goebel expansion brought the company's ads in-house, Mr. Graham accepted the manager post.

Prior to joining Liebmann, Mr. Graham had been associated with industrial relations in Peru for the Standard Oil Co. of New Jersey.

He is a graduate of Princeton U. and Middlebury College, and has studied at the University of Grenoble and at Harvard. While in Europe, Mr. Graham did tourist work. Also, he has been a language instructor and athletic coach. He speaks several languages fluently and takes an active interest in tennis and swimming.

At both Liebmann and Goebel, Mr. Graham has identified with several outstanding advertising campaigns which made extensive use of radio and television. While with the New York brewery, he was actively associated with the "Miss Rheingold" campaign. He had a hand also in the highly successful "Stock Cellar 22" campaign which helped bring Goebel totals to a new high in 1951. The campaign leaned heavily on TV spots.

Mr. Graham is a member of the Princeton Club of New York, the Princeton Elm Club, the University Club of Detroit and the Adclub of Detroit. He has a son, 14, and daughter, 11.

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**Editor's Note:**

The 1952 Broadcasting Telecasting Marketbook involved more than a million separate computations. In so prodigius an operation it was inevitable that there would be some errors.

Some of these corrections are noted on this page. With each is printed the page, column and place in the chart where it should appear to make it easy for your secretary to insert them over the incorrect lines. Just clip off on the dotted lines. Then, when you find the proper place, clip off the direction line printed in italic.

**Page 19, under Market Indicators for Idaho, radio homes figure on left should read:**

<table>
<thead>
<tr>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>2,943,896 '50</td>
<td>2,845,627 '49</td>
</tr>
</tbody>
</table>

**Page 36, under Market Indicators for Colorado, radio homes figure on left should read:**

<table>
<thead>
<tr>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>379,380 '50</td>
<td>370,880 '50</td>
</tr>
</tbody>
</table>

**Page 56, rates for WTTA should have been listed as:**

<table>
<thead>
<tr>
<th>RATE</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>D $1.50</td>
<td>2.60 11.96 20.93 29.90</td>
</tr>
<tr>
<td>N $1.50</td>
<td>2.58 11.96 20.93 29.90</td>
</tr>
</tbody>
</table>

**Page 58, under Market Indicators for Idaho, radio homes figure on left should read:**

<table>
<thead>
<tr>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>164,704 '50</td>
<td>160,704 '50</td>
</tr>
</tbody>
</table>

**Page 59, under Market Indicators for Idaho, farm income figures should read:**

<table>
<thead>
<tr>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>$281,022 '49</td>
<td>$214,737 '49</td>
</tr>
</tbody>
</table>

**Page 63,Col. 1, under WKII Keene, insert following rates:**

<table>
<thead>
<tr>
<th>RATE</th>
<th>FIGURES YR.</th>
</tr>
</thead>
<tbody>
<tr>
<td>D $6.00</td>
<td>0.00 8.00 15.00 25.00 40.00</td>
</tr>
<tr>
<td>N $5.50</td>
<td>12.00 20.00 30.00 50.00</td>
</tr>
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</table>

**Page 77, insert the following table:**

**MARKET INDICATORS FOR KENTUCKY**

<table>
<thead>
<tr>
<th>CLASSIFICATIONS</th>
<th>POPULATION</th>
<th>FIGURES YR.</th>
<th>FIGURES YR.</th>
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<td></td>
<td>2,943,896 '50</td>
<td>2,845,627 '49</td>
<td></td>
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<tr>
<td>Urban Population</td>
<td>1,084,070 '50</td>
<td>(1) 849,327 '40</td>
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<td>Rural Population</td>
<td>1,860,736 '50</td>
<td>(1) 1,096,000 '40</td>
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<tr>
<td>Total Homes</td>
<td>779,908 '50</td>
<td>698,583 '40</td>
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<tr>
<td>Percentage Radio</td>
<td>85.2% '50</td>
<td>69.3% '40</td>
<td></td>
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<tr>
<td>Radio Homes</td>
<td>695,410 '50</td>
<td>544,410 '40</td>
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<tr>
<td>Radio Audience</td>
<td>$1,920,930 '50</td>
<td>$1,777,511 '40</td>
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<td>Automobiles</td>
<td>860,339 '50</td>
<td>783,724 '50</td>
<td></td>
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<td>Telephones</td>
<td>496,600 '52</td>
<td>286,100 '49</td>
<td></td>
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<tr>
<td>New Construction</td>
<td>$211,600,000 '47</td>
<td>$123,900,000 '40</td>
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<td>Farm Income</td>
<td>$417,112,436 '49</td>
<td>$337,632,941 '44</td>
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<td>Internal Revenue Collections</td>
<td>$1,065,246,705 '51</td>
<td>$857,689,175 '50</td>
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</table>

*(1) Old definition of Census Bureau.
GROUPED at NARTB District 13 meeting are (seated, l to r) Eugene Roth, KONO San Antonio; Martin Campbell, WFAA Dallas; Kenyon Brown, KWF  Wichita Falls, and Harold Hough, WBAI Fort Worth; standing (l to r) George Thompson, KFYO Lubbock; Aubrey Jackson, KEYS Corpus Christi; O. L. Taylor, KRGV Weslaco; James Curtis, KFRO Longview, and Darold Connan, KFDX Wichita Falls.

CHICAGO COUNCIL
Six-Point Plan Proposed

CHICAGO Television Council at its first fall meeting in Chicago's Sherman Hotel fortnight ago issued a six-point goal for the coming year.

The proposals were accepted unanimously by the board of directors. Members were given ballot sheets and asked to vote on them. Action on the proposals, it was said, would be taken according to the voters' preference. The recommendations follow:

1. Chicago Television Council will propose that all television stations in Chicago promote public service information.

2. The Chicago Television Council form a Television Observing Committee to conduct a survey of all television stations in Chicago.

3. That the Council on a rotating basis to those eventually all the membership will be included. The purpose of this committee will be to report favorably or unfavorably, as the case may be, on all new shows originating on the local stations and to be critical regarding commercials and promotions on all shows.

4. That the Chicago Television Council review all advertising for use by members of the committee.

5. That the Chicago Television Council review all advertising for use by members of the committee.

6. That the Chicago Television Council review all advertising for use by members of the committee.

7. That the Council on a rotating basis shall be proposed by the Television Research Foundation for approval by the Council.

8. That the Council on a rotating basis shall be proposed by the Television Research Foundation for approval by the Council.

9. That the Council on a rotating basis shall be proposed by the Television Research Foundation for approval by the Council.

10. That the Council on a rotating basis shall be proposed by the Television Research Foundation for approval by the Council.

The Pulse survey released last week points up the importance of radio in the hours between 6-8 a.m.

The survey shows earlier morning listening in the New York area rose 30.7% since 1947. Survey also discloses: Radio sets-in-use increasing the first six months of 1952 average 16.6% between 6-8 a.m., as compared with 12.7% during the same period in 1947 when TV was in its infancy. The largest increase took place between 6-7 a.m. with listening up 69.8% over the five-year span. From 7-8 a.m. the audience gain averaged 10.8% above the 1947 figure.
NEWS STOPPER
State Dept. Would Liberalize

STATE Dept. has notified the American Newspapers Publishers Assn. that it will seek to liberalize certain provisions of the Atlantic City Telecommunications Treaty on possible press censorship.

ANPA protested last week that the treaty as written invites press censorship "by many countries." It asserted the U.S. should refuse to sign the treaty unless articles covering transmission of press messages are revised. Complaint was filed with Francis Colt DeWolf, department telecommunications official, by ANPA General Manager Cranson William.

A plenipotentiary conference of the International Telecommunications Union gets underway in Buenos Aires this Friday with Mr. DeWolf leading the U.S. delegation as chairman. He and other members of the State Dept. and FCC were leaving New York last Saturday for the conference, slated to last until Dec. 15.

Mr. DeWolf advised BROADCASTING & TELECASTING he had notified ANPA that the department is "awaiting ANPA's view" and would seek modification of Article 29 of the convention to obviate any possibility of press censorship.

ANPA "strongly objects" on grounds that "under its present reading any dispatch during peace-time can be willfully delayed or transmission stopped." Mr. William said that censorship "should be limited to military requirements only." Changes tentatively were agreed on earlier in conferences between FCC and newspapers, he added.

Purpose of the Buenos Aires conference is to review the work accomplished thus far on implementation of ITU's allocations table for radio spectrum frequency; budget and administrative problems also will be discussed. Meeting is a followup to one held at Geneva last December. Plenipotentiary meets are held every five years under provisions of the telecommunications treaty negotiated in


The ITU convention is designed to accommodate all frequencies within the radio spectrum, with 50 or 60 participating nations pledging themselves as signatories.

Other members of the U.S. delegation are expected to be:

Harvey Otterman, State Dept. Telecommunications Staff, serving as Vice chairman; Louis DelaFleur, engineer, FCC; Ted J. Thompson, Sidney Cummins and Muocio Delgado (Voice of America); State Dept.; Capt. E. D. Bertholf, Defense Dept. (Navy); Philip Stirling, BCA; Chauncey McPherson, American Cable & Radio Corp (AT&T); R. C. Collins, AT&T. Fred Meinohls, New York Times, an ANPA member.

Benedict Cottone, FCC general counsel, was originally named to the delegation but was later withdrawn by the Commission.

FARRELL DAYTuner
Examiner Proposes Grant
STATION on 1470 kc with 500 w daytime for Farrell, Pa., is proposed in an initial decision released Sept. 18.

Sanford A. Schafits, applicant for Farrell, is a transformer design engineer for Westinghouse Electric Corp., Sharon, Pa.

KPRC OFFERS
Equipment to Educators

TELEVISION facilities valued at more than $150,000 have been placed at the disposal of the Houston Televison School Board by the Houston Post Co., licensee of KPRC-AM-FM-TV that city.

Offer was made by former Gov. W. F. Hobby, Houston Post Co. president. It includes 13 sets, 70-inch Hobby, executive vice president. A similar offer was made to the U. of Houston Board of Regents. The two educational organizations are joint licensees of Channel 13, the non-commercial educational outlet.

Acceptance of the offer was indicated by Holger Jeppeisen, chairman of the school board's TV committee, who said: "I find this one of the most generous offers we've ever had. There was no price tag on this but by checking I've found that we stand to get equipment valued in excess of $150,000."

The Hobbys in a letter to the board noted their interest in educational TV and "for these reasons, the Houston Post Co. has decided to offer to you, as a gift, certain of its present facilities. . . . These include without attempting to be specific, the studio building; sets and props; transmittal building; office, studio, shop space; 500 foot tower and its facilities."

The letter pointed out that should the offer be accepted, Channel 8 would be on the air sooner than anticipated. The offer is to be effective about Feb. 1 when a new plant being constructed for KPRC-TV will be ready for occupancy.

CBC repeaters will add 20 stations
TO GIVE more adequate coverage, network programs to isolated Canadian communities, Canadian Broadcasting Corp. is building 20 additional 50-w transmitters to act as repeaters throughout Canada. This brings the total of such CBC repeater stations to 47. Most of these are located in railway telegraph offices and connected to the main CBC network landline system. They receive little service, operate automatically, are started and stopped by the local telegraph operator and take their programs from the nearest CBC station.

The new repeater stations will be located, from East to West, at Grand Falls, N.B.; Meganic, Que.; Chapeau, Long Lac, Geraldton, Beardmore, Red Rock and Jamestown, north of Lake Superior in Ontario; at Jasper, Banff, Coleman and Blairmore in Alberta; at Netal, Hutton, McBride, Foster, Golden, Gran Princess, Greenwood and Lytton in the Rocky Mts. region of British Columbia. Date construction starts, when stations will go on the air, frequencies and call letters, have not yet been announced.

THEATRE TAX
Councilman Asks Repeal
PHILADELPHIA Councilman Victor H. Blanc has asked for the end of the theatre tax in order to tax people away from television. He thinks a city ought to drop entirely its amusement tax, which he called discriminatory and unfair. Mr. Blanc spoke as a member of City Council's finance committee which has been hearing a proposed ordinance to make tax free entertainment presented by religious, educational and charitable institutions.

Mr. Blanc said the city should do something to encourage people to go to theatres and movies "where everybody benefits" because the citizen also enters stores and restaurants. It would be a good idea "to get them away from television," he said.

Kobak Talk Slated
EDGAR KOBAK, business consultant and owner of WAPA, Thomson, Ga., and president of the Advertising Research Foundation, will make an address titled "No Charts, No Graphs, No Facts, Just Bare Hands!" at the 115th annual luncheon of The Pulse Inc. broadcast audience measurement organization, to be held Oct. 22 at New York's Hotel Biltmore.

Mr. Gene Edward Markit Max
Buchanan-Thomas Ad. Agency
Omaha, Neb., U.S.A.

Deere Gene:
"TV bosses you done went and got yourself a new job with a swell outfit."

Mr. Gene:
"No. I'm a j o u r n a l i s t , not a lawyer, not a school teacher, not a doctor, and not a j u d j e ."

Mr. Gene:
"Not at all. I'm a j o u r n a l i s t , not a lawyer, not a school teacher, not a doctor, and not a j u d j e ."

Mr. Gene:
"That's right. I'm a j o u r n a l i s t , not a lawyer, not a school teacher, not a doctor, and not a j u d j e ."

Mr. Gene:
"I'm a j o u r n a l i s t , not a lawyer, not a school teacher, not a doctor, and not a j u d j e ."

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ASK TV BAN
Federal Lawyers' Stand

LAWYERS who work for the gov-
erment don't think court trials or congressional hearings should be televisioned.

The Federal Bar Assn., an organization of government-employed attorneys, passed a resolution against TV at its annual con-
vention last week in Washington. At the same time, the Washing-
ton chapter of FBA passed a similar resolution.

The move against the telecast of "official legislative hearings in Congress and judicial proceedings" was made by James E. Palmer Jr., chief of the legislative and gen-
eral section, Lands Div., Justice Dept. It followed a plea for such action by Rep. Emanuel Cellar (D-N.Y.), chairman of the House
Judiciary Committee.

Ban on TV coverage of House hearings was imposed by House Speaker Sam Rayburn (D-Tex.) last February, when he forbade radio-TV broadcasts of House com-
mittee hearings on the ground that House rules did not sanction TV and newscast cameras, still photograph-
ers (S. Res. 26, March 10). The New York State Bar Assn. passed a similar resolution last April. According to Rep. Cellar, New York and Wisconsin and Georgia have passed legislation forbidding the telecast of sessions of their legislatures and committee hearings.

In the Senate, Sen. Pat McCarran (D-Nev.), chairman of Senate Judiciary Committee, introduced a resolution (S. Res. 319) which pro-
vided for a ban on radio-TV broad-
cast of Senate and House com-
mittee hearings [B*7, March 10]. This never was reported out of the Judiciary Committee.

TV is entertainment and puts the witness to an ordeal. That was the thesis of Rep. Cellar's speech to FBA members last week.

"The conduct of legislative and judicial proceedings is not and
never can be considered a matter of entertainment," the New York
congressman said, "and I will al-
ways vigorously oppose their being televised for that purpose."

Effect of TV in a court room or a hearing is "to encourage the 'ham actor' in most people," Mr. Cellar said. He feared, he said, that witnesses would be "badgered for the applause of the public."

Referring to recent congressional hearings, which were televised, Mr. Cellar declared that "the rights of witnesses are completely forgotten in the zeal to do a good job of acting."

Award to Miller

JUDGE JUSTIN MILLER, NARH board chairman-general counsel, was presented with an award Tuesday by the Federal Bar Assn. "for meritorious serv-
ices in the interest of the Federal Bar Assn. and the legal profes-
sion," Frank Delany, retiring FBA president, made the presenta-
tion. Judge Miller was FBA presi-
dent from 1955 to 1957.

WTG (TV) EXPANDS
Facilities in Relocation

WTG (TV) Washington, Capital
outlet for the DuMont TV Net-
work, will be able to telecast local
programs and simultaneously orig-
inate network shows as a result of its move to the Raleigh Hotel last Monday, the station reports.

The station formerly was located at the Harrington Hotel near Wash-
ington. The 10th floor of the Raleigh Hotel provides new quarters consisting of two large studios and a control room. Studios are 40 by 40 feet and 40 by 40 feet. Two-story con-

trol room houses master control video and projection units at the top level and individual audio and switching facilities on the lower story. Rear screen projection and clients' booth also are provided.

The studios and DuMont equip-
ment will permit audience partici-

pation programs, according to Walter Compton, WTTG general

manager.

New quarters also include a conference room, and offices for pro-
duction, technical, engineering and executive operations.

Construction required eight months, and was supervised by Rodney Chipp, DuMont TV Network en-
gineering director and Malcolm
Burleson, WTTG chief engineer.

CBC-TV, UNIONS

Control Struggle Loses

BATTLE is looming for union con-

trol of Canadian Broadcasting
Corp.'s TV stations at Toronto and
Montreal. National Assn. of Broad-
cast Engineers and Technicians have applied for certification be-

fore the Canadian Labor Relations
Board on behalf of CBC engineers
and TV camera personnel.

The International Alliance of Theatrical and Unrelated Employees, Moving Picture Machine Operators has begun organizational activities at Toronto on the premise CBC-TV is show business. No date has been set for NABET hearings before CCLB.

Community TV Plans

SOUTHERN California's first com-

munity antenna system, designed
to bring TV to areas not now served will soon be installed in the San Bernardino and Laguna Beach regions. Jerrold Electronics Corp., Philadelphia, through contracts with Hoffman Radio Corp., Los Angeles, and locally organized cor-

porations, are undertaking the project.

BENEFIT dance, conducted by Bob McLaughlin, KLAC Hollywood, disc
m.c., resulted in more than $11,000 for the City of Hope cancer fund. Gisele MacKenzie, star of NBC radio

"Moon of the Waterfall,

" Lawrence Welk's band, KTLA (TV) Lawrence Welk Show, are among artists who donated services.

The Timken Message

(Continued from page 29) —

SCTI

tion, lowered standards of living and restriction of personal freedoms. Welfarism means loss of self-respect and is a failure. No one gets something for nothing. For the socialistic welfare state, a very dear price will be exacted."

"Strikes . . . sabotage . . . and subversion — these are the tools of the communist. They will stop at nothing. They will bomb, burn, murder and destroy, to achieve their purposes. Democracy and dem-
cracy are day-by-day practices of these frustrated dictators. Since

the end of World War II, the Commu-

nist Party has been building up eight little cells in key industries.

Their headquarters, disguised as hon-

est working men, are then placed where they can ruin machinery, blow up industrial power plants and carry out similar[--]y at-

tivities, should the United States enter a war with the Soviet. The greatest mistake we can make is to underestimate the danger and val-

or of these communist yeggis. The destory they could accomplish would be appalling. Only the deter-

mined resistance of American workers against the Communist, wherever it may be."

"While 634 available dental units representing an outlay of forty-
thousand dollars, gathered dust in Veterans Administration depots, construction went blithely ahead and [VA] ordered 99 new units for VA Hospitals. Cost—$89,100. That's just one example of thrift [sic] governmental service."

This Timken sponsorship of Ful-

ton Lewis Jr. in Canton is an inter-


testing example of an important advertising trend—namely the use of radio and other programs by manufacturing

and in their plant city as a means of getting messages to their employees and families, pressure groups and the public in general. With a fair share of grass-

top has been obtained by various radio stations, there's much more in the offing. It should certainly pay every station staff to spend plenty of time submitting ideas to all local manufacturing plants.

HENRY MORGAN, radio-TV com-

edian, begins three-hour "night owl" program titled "What's Up, Morgan" on WMMG New York, 12 midnight-3 a.

EDT, Mon.-Sat., today (Monday)."
WHOL BID
Smith’s Proposal Attacked

SHARP criticism of FCC Hearing Examiner Elizabeth C. Smith’s proposal to re-grant to WHOL Allentown, Pa., its construction permit for 250-watt full-time on 1230 kc was contained in two exceptions to the initial decision filed with the Commission a fortnight ago.

The FCC, which sought to culminate a proceeding that has been before the FCC and the courts since 1946, also recommended denial of the competitive bid of Easton Pub. Co., Easton, Pa., operator of WFEZ (FM) there [B+T, June 16].

Curtis B. Plummer, Chief of the FCC Broadcast Bureau, took exception to the initial decision for 160 reasons and Elliot C. Lovett, attorney for Easton Pub. Co., for 109 reasons.

“This initial decision is so fraught with error—in fact, law, and judgment have been manifestly disregarded—that the Commission is compelled to review this entire record in the interest of rendering a fair final decision,” Mr. Plummer said.

Easton Pub. Co. asserted that Mr. Smith’s proposal is means of distortion of the record and by employing not only overemphasis and belittlement, but also disregard for the Communications Act, of the Commission’s policies and practice, of the issues specified by the Commission in this proceeding, of the decision of the Court of Appeals, and of the undisputed facts of record... has endeavored to support her arbitrary and emotional pre-Judgment in this case.”

Original construction permit was granted WHOL 5 years ago. But the hearing was re-opened when the U.S. Court of Appeals ruled that the case to FCC on the ground that its decision did not take into account the relative needs of Allentown and Easton, Pa.

WGR0 PURCHASE

Gerity Assumes Operation

ACTIVE operation of WGR0 Bay City, Mich., has been taken over by James Gerity Jr., Adrian, Mich., manufacturer and owner of WABJ Adrian, whose purchase of WGR0 for $12,000 was approved by the FCC Sept. 10 [B+T, Sept. 15].

Others named staff members of WGR0 are: O. W. Myers, WABJ general manager, who becomes managing director of both stations with headquarters at Adrian; Harley West, station manager; Phil Sanford, program director, and his wife, Doris Sanford, copy director. David Norton replaces Mr. West as sales manager of WABJ and Keith Roper of KVOR Colorado Springs becomes WABJ staff announcer, replacing Mr. Sanford. WABJ is applicant for vhf Channel 5 in Bay City [B+T, July 28].

BROADCASTING • Telecasting

AMONG those present at the joint meeting of Virginia Associated Press Broadcasters and the Chesapeake AP Radio Assn. at Virginia Beach Sept. 11 were (I to r.) R. C. Embry, WITH Baltimore, Chesapeake association president; Adm. Lynde D. McCormick, Supreme Allied Atlantic Commander under NATO, and Maynard Dillon, WVA Martinsville, Virginia organization president. Adm. McCormick’s talk was aired by WTAH-AM-TV Norfolk and WGHK Newport News.

NLRB FINDING

Cites WALA, IBEW Local

COMPLAINT against both WALA Mobi, La., station and IBEW local, alleging certain unfair labor practices with respect to discharge of a radio engineer, was upheld by a National Labor Relations Board trial examiner last week.

In an intermediate report and recommended order, Examiner Sidney Lindner claimed that the station had discharged engineer John A. Todd, vice president, Paramount, hold membership in the union. Complaint was filed by the engineer last October.

WALA reportedly had been advised by IBEW Local 1294 (AFL) that its request for Mr. Thompson’s discharge was in accordance with the union’s policy and with the law and the station’s preliminary findings are subject to final NLRB approval.

VOTE’ PRIZES

Judges Are Selected

PRIZES will be awarded, following November election results, to clubs of the Advertising Federation of America currently directing the national campaign to get-out-the-vote, sponsored by the American Heritage Foundation. The awards will be given jointly by the AFA and the following judges:


BISHOP FULTON J. SHEEN, national chairman of the Propagation of the Faith, will speak on NBC radio and television on Sunday, Oct. 12, at 3:45 p.m. in preparation for Mission Sunday, Oct. 12.

WHY a buyer’s market is in the offering, and what sellers can do about it, are top questions to be posted at a general session meeting of the Central Council, American Assn. of Advertising Agencies, in Chicago Oct. 9. The next day, representatives of midwest agencies will have a general session Meetingings will be at the Drake Hotel.

At the management meeting on Thursday, Arno Johnson, vice president and director of research for J. Walter Thompson Co., New York, will outline advertising and marketing problems.

The management luncheon will be served to four groups, each representing agencies in a particular business volume bracket.

The general session on Friday will feature a report by Frederic Gamble, AAAA president, on his activities and the parent organization staff.

September 19 Decisions... By COMMISSION EN BANC

KCAL Fort Worth, Tex.-Is being advised that application for license to change power on 1140 kc from 1 kw-N 5 kw-LS, 25 kw-S, 50 kw-LS, would be in effect, null and void, by issuance of NABBA agreement which permits establishment of Class I station at Waterloo, Iowa, and accordingly, is not being given consideration pending Commission consideration whether Commission's action with respect to 1540 kc and policy with respect to applications in conflict are inconsistent with new NABBA should be amended.

Change Location WPYN Clearwater, Fla.-Granted CP to change location from Clearwater to St. Petersburg, Fla., and change trans. site, engineering condition.

Advised of Hearing Springfield Best Co., Springfield, La., and Lone Star Best Co., Lone Star, Tex.-Are being advised that applications to operate new AM on 1390 kc, 1 kw and 500 w, respectively, involve interference considerations which indicate necessity of hearing. KIMS modified on condition for possible interference from Springfield.

Petition Denied WNBX New Bedford, Mass.-By memorandum, petition, and order, denied petition of WWCR, WQX, and WCHT to increase power on 1330 kc from 1 kw to 2 kw effective Jan. 1, 1953. The new change power would be from 1 kw to 2 kw. 

Remain Silent KHIT Los Angeles, Calif.-Granted authority to remain silent for 60 days from Sept. 1 and 2 to 1953 pending financial reorganization.

Commission Waives WCHO Washington Court House, Ohio-By order, denied application requesting SRA to operate on Sept. 19, 10 and 17, and Nov. 4.

Commission Amends WDAS Philadelphia, Pa.-Granted petition of Pennsylvania Jersey Besty Co., et al. advised, scheduled for Sept. 29, 1953. Application for WDAS to change trans. site from 1700 kc to 1690 wc, to 1700 kw, was issued by WCMO, New York for the purpose of cooperating in the WDAS only.

September 22 Applications... ACCEPTED FOR FILING AM-1950 kc WAPA Aniston, Ala.-Mod. CP, which authorized new AL on frequency from 1800 kc, 250 w unil. to 1330 kc, 1 kw.

AM-1950 kc WPJD Piedmont, Ala.-Mod. CP, which authorized new AL, which changed frequency from 1800 kc, 1 kw-D to 1840 wc, 250 w.

Extension of Completion Date KYMC Marysville, Calif.-Mod. CP, which authorized new AL, increased power and installation of DA-N, for extension of completion date to Sept. 19, 1953.

WVAM Altoona, Pa.-Mod. CP, which authorized new AL, increased tower height, and extension of completion date to Nov. 9, 1953.

RGKO Dallas, Tex.-Mod. CP, which authorized new AL, increased tower height, and extension of completion date to Nov. 9, 1953.

Replace Expired CP KECC Plattsburg, Calif.-CP to replace expired CP, as mod, which authorized changes in maximum expected operating values.

Extension of Authority ABC News re-granted authority to transmit recorded programs for period Oct. 1-31, 1952.

Change Studio Location WJUC Rice Lake, Wis.-CP to change trans. and studio location and install new art and ground system.

Release of License Following stations request renewal of license.

んですが New Orleans: WMBL Morehead City, N. C.; WCVY-FM Springfield, Ohio; WHN-FM Buffalo, N. Y.; WPAY-FM Portland, Ohio; and the 600 kc WEF-FM Providence, R. I.; WLL-FM Lenawee City, Tenn.; ECA- TV-15 Denver, Colo.; KARE-TV Minneapolis, Minn.; WVDR-WNCR, San Juan, P. R.; KCWE-AM Chicago; KHRW Houston.

Replace CP WLGK-FM Knoxville, Tenn.-CP to replace CP, which authorized new non-commercial FM, which expired 9-2-52.

September 23 Decisions... BY BROADCAST BUREAU Modification of CP KEUN Kunamee, La.-Granted mod. CP for approval and alteration of trans. and change of type of trans. to䠥

WKO Coca, Fla.-Granted mod. CP for installation of transmitting antenna equipment and change of type of trans. and studio location.

License Granted WABJ Adrian, Mich.-Granted license covering installation of new tran.

Change ERP KFVY-TV Salt Lake City, Utah-Granted CP to change ERP from 0.04 kw to 0.04 kw eff. Aug. 1559 kw aur. change of trans. location and make minor cut-back for ant. aur. height 300 ft.

Increase Antenna Height WKII Granbury, Texas-Granted mod. CP to increase height of ant. of 364.5 ft overall height.

Extension of Completion Date KSMB Yuma, Ariz.-Granted CP for extension of completion date to 10-1-52.

KMCY Maryville, Calif.-Granted CP, for extension of completion date to Sept. 7-21-52; conditions.

September 23 Applications... ACCEPTED FOR FILING AM-1950 kc WPJD Piedmont, Ala.-Mod. CP, which authorized new AL, to change frequency from 1800 kc to 1950 wc unil, AMENDED to specify trans. and studio location.

KVCV Winslow, Ariz.-License for CP, as mod., which authorized new AL.

EBZB Freeport, Texas.-License for CP, as mod., which authorized new AL.

AM-1040 kc KWSO Wasco, Calif.-CP to change frequency from 1030 kc to 1040 kw, decrease power from 10 kw to 3 kw, authorized change of trans. and aur. power, height.

FWMV-CE Greenland, N. C.-Mod. CP which authorized change in existing trans. for extension of completion date to 4-30-53.

TENDED FOR FILING WNZT San Juan, P. R.-CP to change frequency from 1040 kc to 1040 kw, decrease power from 10 kw to 2 kw, install new antenna system and change trans. location from San Juan to Ponce, San Juan and Carolina to Barrio De Pau, P. R.

APPLICATION RETURNED WTVB Coldwater, Mich.-License for CP, as mod., which authorized change in hours of operation, increase power, installation of DA, change in antenna height and change in type, subject to no changes.

September 24 Decisions... ACTIONS ON MOTIONS By Comr. E. M. Webster Columbia Empire Telecasters Inc. Petition to amend license to place depositions in proceeding re applications, was denied, under authority to amend application to submit revised technical specifications of application to increase height of proposed and permiting operation at height of 9-1-52 to amend application to submit application and plans for initial costs of construction, etc.

Oregon Television Inc., Portland, Ore.- Granted petition to amend application to set forth revised charges, including financial condition, etc. granted motion for order to take depositions in proceeding re application, et al.

Mt. Scott Telecasters Inc., Portland, Ore.-Granted petition to amend application to change proposed programming, height of ant. etc. granted motion to take depositions in proceeding re application, et al.

Portland Radio Stations Inc., Portland, Ore.-Granted petition to amend application to change proposed programming, in hours of operation, ant. height and surrounding areas.

Quicksilver Radio Corp., Vancouver, Wash.-Granted petition to amend application to set forth revised charges, including financial condition, etc. granted motion for order to take depositions in proceeding re application, et al.

Winnipeg AM Radio Stations Inc., Vancouver, B. C.-To dismiss, without prejudice upon completion of programming and other information not required.

Pioneer Broadcasters Inc., Portland, Ore.-Granted petition to amend application for purpose of submitting amended financial conditions of applicant; change proposed trans. site; increase tower height and power, etc.

Chief, Broadcast Bureau—Granted petition of Springfield Broadcasters Inc., Springfield, III., to change proposed power and increase height. Petition dismissed as moot.

City of St. Petersburg, St. Petersburg, Fla.-To dismiss, without prejudice, petition for change proposed trans. site; increase tower height, and power, etc.

Chief, Broadcast Bureau—To dismiss, without prejudice, petition of Springfield Broadcasters Inc., Springfield, Ill., in proceeding re applications.

Booth Radio & Television Stations Inc., Springfield, Mo.-To dismiss, without prejudice applications, granted petition for dismissal disclaiming interest in Station KDYL-TV.

Radio Stations Inc., Portland, Ore.-Granted petition to amend application to change proposed programming, in hours of operation, ant. height and surrounding areas.

Vancouver AM Radio Stations Inc., Portland, Ore.-Granted petition to amend application to set forth revised charges, including financial condition, etc. granted motion for order to take depositions in proceeding re application, et al.

FOR FINEST TAPE RECORDING WPA- PATTERSON, N.J.

MAquenoise

COMMERCIAL RADIO MONITORING COMPANY PRECISION FREQUENCY MEASUREMENTS Engineer on duty all night every night JACKSON 5302 P. O. Box 7037 Kansas City, Mo.

• TOWERS • AM FM TV Complete installations TOWER SALES & ERECTING CO. 6100 N. E. Columbia Blvd. Portland 11, Oregon

SERVICE DIRECTORY

CUSTOM BUILT EQUIPMENT U. S. RECORDING CO. 1121 Varnum Ave., Wash. S. D. C. Lincoln 3-2705

COMMERCIAL BROADCASTING • Telecasting

VACANCY YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers-station owners and managers, chief engineers and technical personnel for AM, FM, Television and Facsimile facilities.

Page 110 • September 29, 1952

BROADCASTING • Telecasting

ances
Help Wanted (Cont'd)

Commercial manager wanted for 250 watt full time station. Must have a man who can create and sell his creations, who is willing to pound the pavement, and who believes in proving ability plus commission. Send full information to: Mr. W. Wold, ROAP, Owosso, Michigan.

WANTED—Commercial manager for 250 watt full time station. Must have a man who can create and sell his creations, who is willing to pound the pavement, and who believes in proving ability plus commission. Send full information to: Mr. W. Wold, ROAP, Owosso, Michigan.

Help Wanted (Cont'd)

Help Wanted (Cont'd)

Manager

Manager

Manager: Assistant manager for new station in Albion, Michigan. Should know sales and small market management. Assistant manager for new station in Albion, Michigan. Send full information to: Box 469, BROADCASTING • TELECASTING.

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Help Wanted (Cont'd)

Help Wanted (Cont'd)

Salesmen

Salesman

Salesman: CBS station in highly competitive Southeastern city will add one salesman to present staff. Remuneration commensurate with experience. Write in full giving references to: Box 486, BROADCASTING • TELECASTING.

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Help Wanted (Cont'd)

Help Wanted (Cont'd)

Salesmen

Salesmen

Salesmen, Network—local. Southeastern network affiliate wants top man. Now interviewing General sales manager, sales manager, car allowances, commision. Photo necessary. Box 468, BROADCASTING • TELECASTING.

Salesmen, Network—local. Southeastern network affiliate wants top man. Now interviewing General sales manager, sales manager, car allowances, commision. Photo necessary. Box 468, BROADCASTING • TELECASTING.

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**Applications**

**Now Being Accepted For**

**Radio Station**

**KGKO**

**Dallas, Texas**

**Positions Available Include:**

- Program Director
- Receptionist and Sterenographer
- Bookkeeper
- Salesmen
- Continuity Writers
- Engineers (must be experienced with directional arrays)

Applicants must give complete history, including recent photo.

**Leonard Coe, Manager**

**Radio Station KGKO**

**Cliff Towers Hotel**

**Dallas, Texas**
Top Network Stations

East

$250,000.00

A well-established earner in one of the most desirable Eastern markets. This station dominates its area and has excellent Eastern prospects. Financing arranged.

Appraisals • Negotiations • Financing

BLACKBURN-HAMILTON COMPANY

RADIO STATION AND NEWSPAPER BROKERS

WASHINGTON, D. C.

WASHINGTON BROADCASTING

CHICAGO

Sanco-C. Agency

SAN FRANCISCO

Larrie M. Smith

EAST 250-000.00

An outstanding property with an excellent record of substantial earnings. Good TV position. Net quick of more than $125,000.00 included. Financing arranged.

Contact

RADIO STATION WLEX, LEXINGTON, KENTUCKY

Employment Service

EXECUTIVE PLACEMENT SERVICE

We have selected General, Commercial and Program Managers, and Sales and Programming Representatives to fill many important positions. Contact us for more information.

License for CP

KYVM New (920 kHz, License fee $100,000) for CP, which authorized change in frequency from 900 to 920 kHz.

WSM Marquette, Mich.—License fee $100,000, which, authorized change in frequency from 1340 to 1440 kHz.

WMSY New (1050 kHz, License fee $50,000) for CP, which, authorized change in frequency from 1470 to 1540 kHz.

WJZ New (1260 kHz, License fee $10,000) for CP, which, authorized change in frequency from 1340 to 1260 kHz.

License for CP

KJWM New (1540 kHz, License fee $25,000) for CP, which authorized change in frequency from 1440 to 1540 kHz.

KXCL New (1420 kHz, License fee $25,000) for CP, which authorized change in frequency from 1340 to 1420 kHz.

KZMI (1240 kHz, License fee $25,000) for CP, which authorized change in frequency from 1240 to 1340 kHz.

License for CP

WJDO New (550 kHz, License fee $100,000) for CP, which authorized change in frequency from 1240 to 550 kHz.

WVOS New (1330 kHz, License fee $100,000) for CP, which authorized change in frequency from 1240 to 1330 kHz.

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WVOS New (1330 kHz, License fee $25,000) for CP, which authorized change in frequency from 1240 to 1330 kHz.
New Applications

AM APPLICATIONS

St. Charles, Ill.—The Greater Illinois Bext Co., 3560 S. Wabash Ave., Chicago, Ill., on petition of WYB AM, granted Sept. 18, 1952, under grant of first permit for new AM station to be operated on Ch. 500,000,000; standard broadcast equipment; power 10 kw; night, fulltime.

Wichita, Kan.—W. E. White & Son, 202 E. Market St., Wichita, Kans., on petition of WXR AM, granted Sept. 18, 1952, under grant of first permit for new AM station to be operated on Ch. 501,000,000; standard broadcast equipment; power 10 kw; night, fulltime.

KNOO Nappanee, Ind.—An application of license from Border Bext Co., 1560 NW 24th St., Des Moines, Iowa, for permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

KFCF Festus, Mo.—Assignment of license to WDRG-FM, 501 Central Ave., Festus, Mo., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WFXC Jackson, Miss.—Assignment of license to WWFL, 2000 W. Adams St., Montgomery, Ala., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WREC Jackson, Miss.—Assignment of license to WWXL, 2000 W. Adams St., Montgomery, Ala., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WSPD Springfield, Ohio.—Application of Great Illinois Bext Co. for grant of license to operate new TV station on Ch. 4,000,000; standard broadcast equipment; power 25 kw; daytime; fulltime.

TFM-AM Faith Lutheran Church, Baltimore, Md.—Assignment of license to WYB AM, granted Sept. 18, 1952, under grant of first permit for new AM station to be operated on Ch. 501,000,000; standard broadcast equipment; power 10 kw; day, nighttime.

WMBB Canton, Ohio.—Assignment of license to WJEZ, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WJMC Bremen, Ohio.—Assignment of license to WLBZ, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WOKY Dover, Ohio.—Assignment of license to WJDD, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WJCD Columbus, Ohio.—Assignment of license to WJOS, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WJAB Cleveland, Ohio.—Assignment of license to WJCN, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WJIB Canton, Ohio.—Assignment of license to WJIT, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WJJO Canton, Ohio.—Assignment of license to WJIT, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

WJIO Columbus, Ohio.—Assignment of license to WJIT, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.

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WJIO Columbus, Ohio.—Assignment of license to WJIT, 1515 E. 47th St., Chicago, Ill., filing Sept. 16, 1952, under grant of first permit for new FM station to be operated on Ch. 100,000,000; standard broadcast equipment; power 10 kw; daytime; fulltime.
FCC Roundup
(Continued from page 115)

pastor of First Baptist Church, Mary-
ville, Tennessee; J. D. Blackwell (10%), instructor at Missouri State College, Maryville; W. W. Watts (10%), manager of private airport; G. F. Teter, manager of B. & W. Sporting Goods, Maryville; J. J. Marchy, sales manager of Life Insur-
ance Co. agent, Maryville; J. D. Kekley (10%), MacArthur, owner of Blackwell Gas; M. Shreve (10%), farm loans; K. S. Ackley (10%), manager Station WGR; and R. H. Bauman (10%), physician Fied July 11, 1952.

TRANSFER GRANTS
KAGH Crossett, Ark.—Granted assign-
ment of license from Klee Inc. to John M. Meal, a physician, for $75,000.

KNGS Basford, Calif.—Granted assign-
ment of license from Kalamazoo, Inc., to S. W. Bartlett Beaubeu, for $100,000.

KXMO Strasburg, Colo.—Granted assign-
ment of license from KJLH, Long Beach, for $25,000.

WCGF Kalamaoo, Mich.—Granted assign-
ment of license from KXMO, Topeka, for $25,000.

WJOE Green Bay, Wis.—Granted transfer of license from Kuni Inc., licensees, to WJOE, Inc., for $25,000; to Richard J. Love, Jr., 68 years, to KFRA, for $100,000.

WQXO Cleveland, Ohio.—Granted trans-
fer of control from WQXO, Inc., licensees, to WQXO, Inc., for $100,000; to Mrs. L. W. Loew of Cleveland, for $100,000; and to Mrs. L. W. Loew with instructed Cleveland and use for non-commercial use of the station.

KGHL Closure
JULY-AUGUST BOXSCORE

<p>| Status of broadcast station authorisation at the FCC: |
|-----------------|-----------------|</p>
<table>
<thead>
<tr>
<th>As of July 31 -</th>
<th>As of August 31 -</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total authorized</td>
<td>2,451</td>
</tr>
<tr>
<td>New/total</td>
<td>251</td>
</tr>
<tr>
<td>Renewals</td>
<td>2,158</td>
</tr>
<tr>
<td>Total (all on)</td>
<td>2,233</td>
</tr>
<tr>
<td>Total licenses pending</td>
<td>593</td>
</tr>
<tr>
<td>Total applications pending</td>
<td>475</td>
</tr>
<tr>
<td>Total applications hearing</td>
<td>66</td>
</tr>
<tr>
<td>Renewals for new station</td>
<td>205</td>
</tr>
<tr>
<td>License approved</td>
<td>0</td>
</tr>
<tr>
<td>Denial of construction permits</td>
<td>0</td>
</tr>
</tbody>
</table>

KGLH SALE

$1/2 Million Package Deal

NEW MONEY FOR the broadcast business is expected with the sign-
ing last Monday of a $1 1/2 million contract by Walter E. Schott, Cincinnati industrialist worth an estimated $40 million for KGLH Billings, Mont., in an unusual package (Closed Circuits, Sept. 22).

The package was sold by the Northwestern Auto Supply Co., Billings, C. C. Campbell is Northwestern President. Papers will be filed this week for FCC approval. Mr. Schott, who has never had a broadcast interest, heads a large Northern industrial corporation and is affiliated with E. E. Schott Investment Co., com-
pared of his wife, two sons and a daughter.

Mr. Campbell's $1 1/2 million sale includes, in addition to the 5 kw station, ownership of a 30 kw station in Missoula, Mont., a 15 kw station in Helena, a 15 kw station in Butte, a 25 kw station in Great Falls, a 15 kw station in Whitehall, and also 50% of KGBQ, Butte, which KWWL is assigned.

The package provides for transfer of the station, a three-story modern building in which it is housed, four distributors, a distributor covering Monticello, Wyoming, for RCA, an auto parts firm and Frigidaire, 2,600 registered Heroford cattle and a 26,000 acre ranch.

Negotiations were handled by Ray V. Hamilton, partner and Chicago attorney in Blackburn-Hamil-
ton, station brokers. He concluded the pact in seven weeks, a bid for a 11/2 million sale.

Mr. Schott has interests in lumber, machine tool, automobile sales, woodworking machinery, automobile accessory and investment companies, hotels, apartments and other real estate. After the sale is completed he plans to retire to California because of his health.

REMOTE CONTROL

FCC Grants Permission

PERMISSION to operate transmitters by remote control was granted Thursday by FCC to a number of stations in all parts of the country. Actions were taken by waiver of Sec. 3.165 for AM and 3.205 for FM stations.

NARTB is spearheading a move-
to obtain relaxation of these rules on the ground that technical progress in transmitting equipment eliminates much of the need for attended operation. Unattended operation is also in use successfully in Canada, NARTB points out.

AM stations grants right to install remote control operation were KEAR San Mateo, Calif., and WKY Louisville, Ky. AM stations grants right to install remote control operation were WFIL, Winchester, Va.; WGUR-MB Bangor, Me.; KEAN-
Sacramento; WEAU-FM Eau Claire, Wis.

NOT COMMUNISTS

Performers Tell Probers

PERFORMERS tell probers RADIO-TV performers Sam Leven-
son, Philip Leib and Burl Ives and actress Judy Holiday attribute their association with left-wing and radical causes to their humani-

tarian leanings. All swore they were not communists, and were not in sympathy with Communism, according to a report, which was released by the Senate Internal Security Subcommittee investigating subversive infiltration of radio, TV and the entertainment industry.

Report was second transcript of testimony involving radio-TV which subcommittee has released. Last month subcommittee charged that Radio Writers Guild was con-
trolled by pro-Communists [B+ T, Sept. 1].

Belding Talks to Club

SPEAKING on “Growing Up in Advertising,” Don Belding, presi-
dent, Foote, Cone & Belding Inc., Los Angeles, started a new series of programs for the Junior Adver-
tising Club of Los Angeles, last Tuesday.

All Chips on Radio

M. E. BLATT Co.'s exclusive and successful test run of advertising in its Atlantic City market [B+ T, Aug. 4] is recounted in detail in a new brochure by the company, distributed to the bureau's members and to advertising agencies. En-
titled “The Queen Keeps Her Crown — By Using Radio,” the eight-page story notes that the Atlantic City department store has used radio exclusively for its daily advertising for 15 months and quotes M. E. Blatt as saying: “As far as Atlantic City is concerned, newspaper advertisement was 76% 50% efficient. A lot of items we used to advertise got no response whatever. But we've had excellent response to everything advertised only on radio. . . .”

FIRST full-range recorded tapes for commer-
cial sale featuring major or-
chestrations and solos will be introduced by MaVeTope Inc., Chicago, at Oct. 29-
Nov. 1 Audio Fair in New York City.

Industry Must Police
(Continued from page 58)

gramming standards and were concerned with their responsibilities to the public.

The subcommittee made an in-
pection tour of the facilities of NBC Tuesday and of CBS Wednes-
day.

Mr. Gold, who spoke on behalf of film producers, film distributors, film department representatives of TV stations and advertising agencies belonging to the National Television Film Council, emphasized that a "rigid deterrent to obscenity and offensiveness in televi-
sion programming already exists "pervasive . . ."

Greater fury of interrogation came when Mr. Levy said that ACLU's position was that the NARTB TV Code violated FCC rules pertaining to juveniles and also that it probably violated the anti-trust laws.

He maintained that under the Code, Death of a Salesman could have been shown. He showed it successfully in Canada, NARTB points out.

Mr. Smart submitted results of a survey taken among parents of 1,000 parochial school children in the Washington suburb regarding TV programs. Most of them were critical.

Mr. McAloon urged the commit-
tee to look into the prospect of forcing broadcasters to use guidance from child experts in the choice and production of children's shows. Crime, horror and violence in children's programs do play one part in the war on juvenile delinquency, Mr. McAloon said. He emphasized that radio and TV were not solely responsible and that their greatest impact was on unstable homes. He also held out high hopes for the future of educational TV stations.

TOPEKA PURCHASE

WREN Sale Filed With FCC

SALE of WREN Topeka, Kan., by R. C. Jackman and family to Al Landon and Landon for $2,406 plus assumption of notes totaling nearly $130,000 is reported in an application filed with FCC last week for approval. Report depot notified of some $65,000 as of July 31.

Mr. Landon, independent oil pro-
cruder, seeks uhf TV Channel 41 at Topeka and is 65% owner of KSBG Liberal, Kan. WREN early had filed for Channel 42 at Topeka and was returned as incomplete [B+ T, Aug. 25]. Mr. Landon and his family also pa-
$3,500 for land at the WREN trans-
mitter site, the transfer application stated. WREN is assigned 5 kw, d rectional night, on 1200 kc. It is an ABC affiliate.
Joint Applicants (Continued from page 57)

Brown, president of KWFT, and Boyd Kelley, president of KTRN, to explain the action. It stated:

The combined experience and technical competence of the joint applicants will give valuable guidance to the operating staff of the proposed television station. It would assure top-notch television operation for this important metropolitan area.

Officers of Wichita Falls Television Inc.: President Brown; Vice Presidents Houston Harte, (KTRN); John H. Rowley (KWFT), and Rhea Howard (KTRN); Mr. Kelly, secretary; and Treasurer Frank M. Dowd, Dallas.

The application specifies an effective radiated power of 22.3 kw visual with an antenna 495 ft. mitter was located.

Proposed location for studios and transmitter will be a plot of land where KTRN's original FM transmitter was located.

We are subordinating our own respective interests in our respective television stations to Wichita Falls in order to bring TV to the city and to eliminate the legal proceedings which would conceivably delay by several years the construction of TV stations.

The set-owners could receive this visual with construction as an effective power of 495 kw.

The fact that there are already three applicants for the only two such channels allocated to Wichita Falls presents a problem... and a challenge. We have received with a frankness which surprises us the assurance of our belief in the soundness of the broadcast interest. We are advised by our attorneys that pursuit of individual applications by both firms would tie up one channel for up to two years. Instead, we have formed a new corporation which will represent interests of both local broadcasters in joint, but independent applications for channel 12.

Mr. Dixon, scheduled to testify for the defense, is the President of New America Television Corporation, and is a former News Director of WTAM and WTAM, Inc., Cleveland, Ohio, and WLJ Radio, Richmond, Va., as well as a former Director of the National Broadcasting Company, New York, N. Y., and a member of the Board of Governors of the National Association of Broadcasters.

Mr. Dixon is a member of the Board of Directors of the American Federation of Labor, Los Angeles, Calif., and its anti-Communist League, New York, N. Y.

The Annual Convention of the American Federation of Labor is being held in Cleveland, Ohio, and the World Council of the American Federation of Labor is being held in New York City.

Mr. Dixon is also a member of the Board of Directors of the American Federation of Labor.

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POLY-LINGUAL JUDGE

TALK on radio freedom and salute to broadcasters of Columbia transcribed in Spanish by Judge Justin Miller, NARTB board chairman-general counsel. Message to be broadcast in connection with Columbia radio week Oct. 5-11 under auspices of Inter-American Assn. of Broadcasters.

Business Briefly
(Continued from page 5)

of spots for Dunhill Cigarettes, that city, through Blow Co., also N. Y., and for General Tire & Rubber Co., Akron, through D'Arcy Adv., N. Y.

GRAHAM AGAIN • Billy Graham Evangelistic Foundation, through Walter F. Bennett agency, Chicago, renews Hour of Decision on ABC radio from Nov. 2 for 52 weeks. Show, on for second year, is aired Sundays, 2:30-3 p.m. CST, and features Mr. Graham, evangelist.

CAMEL SHOW • R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Came1 cigarettes), will sponsor new weekly comedy-quiz show, Walk a Mile, on NBC radio (Wed., 8-8:30 p.m. EST), beginning Oct. 8. Agency: William Esty & Co., N. Y.

CBS-TV UHF AFFILIATES

TWO UHF television stations—WHUM-TV Reading, Pa., and KBTV (TV) Denver—will join CBS-TV this autumn. First station signed was WHUM-TV with Herbert V. Akerberg, network station relations vice president, and Humboldt J. Greig, president-general of station, handling negotiations. Station due to take air by mid-December with 360 kw visual power. Contract is for primary affiliation. KBTV (TV) joins network Oct. 12 as basic affiliation. It is authorized to Colorado Television Corp. (KVOD).

SHOWS ON CANADIAN TV

DuMont's Johns Hopkins Science Review slated to start today (Mon.) on CBLT (TV) Toronto and CBPT (TV) Montreal as first U. S. network TV show regularly scheduled by new Canadian Broadcasting Co. stations, DuMont announced Friday.

NBC OPENING

SPECIAL "All Star Revue" featuring NBC top stars will mark formal opening of network's new Burbank (Calif.) television studios Oct. 4 (Sat., 8-9 p.m.), NBC announced Friday. "Revue" series sponsored by Pet Milk, Kellogg, and Del Monte canned products.

WATERBURG DISMISSED

APPLICATION of WBYR Waterbury, Conn. for uhf Channel 53 was dismissed by FCC Friday upon petition of station which said its disapproval of the grant as WATR's bid for that channel, hence bringing TV to city sooner than if competitive hearing were held. FCC last week also denied WBYR's petition to add uhf Channel 53 to Waterbur (see story page 15). It is indicated that it will re-file later for amendment of rules to add Channel 83 there, at which time new TV bid would be tendered.

DONALD R. SHAW, vice president and account supervisor of Pellar & Ryan Inc., N. Y., to C. J. LaRoche & Co., same city, as member of plans board and executive staff.

JOHN H. BOYLE, director of television, WAVE-TV Louisville, named director of television and radio, advertising dept., Reynolds Metals Co. He is succeeded by GEORGE PATTERSON, present television program manager, who now holds title of television program and production manager.

THOMAS C. BUTCHER, vice president, William Esty & Co., N. Y., to Lenmen & Mitchell, that city, as vice president and management account supervisor.

ALFRED F. HARRISON, special representative, United Press, and pioneer in development of radio news processing, is recuperating at his Washington home from slight cardiac seizure suffered week ago. He originally developed and sold first radio news service for Consolidated Press in twenties and afterward returned to UP to establish its first radio wire.

THEATRE TV, AT&T MEET

MEETING between theatre TV interests and AT&T scheduled for tomorrow at Washington headquarters of Motion Picture Assn. of America. It was announced Friday. Discussion will be on AT&T availabilities and costs of requirements requested several months ago by MPAA and National Exhibitors Theatre Television Committee, in preparation for Oct. 7 FCC hearing on accounting and engineering phases of request for theatre TV frequencies (see earlier story on page 7).

ALABAMA FM CAMPAIGN

NOVEMBER campaign to promote sale of FM receiving sets to be planned at meeting to be held Oct. 9 on U. of Alabama campus, Tuscaloosa. Henry P. Johnston, WSGN-AM-FM Birmingham, is broadcast chairman of state campaign. Earlier in week Madison co-applicant WISC asked Commission to include WOKW renewal proceedings in hearings or competitive applications for uhf Channel 27. Both stations have been notified that their TV applications must go to comparative hearing.

DENY WKW PETITION

PETITION to reconsider hearing order or whether WKW Madison, Wis., abdicates license responsibility in management contract with Alasm Amusement Co. [BT, Aug. 21 April 7; Nov. 12, 1951] was denied by FCC. Friday. Comr. Edward M. Webster and Robert T. Bartley dissented. Move to dispense with hearing was opposed by FCC's Broadcast Bureau. Earlier in week Madison applicant WISC asked Commission to include WKW renewal proceedings in hearings or competitive applications for uhf Channel 27. Both stations have been notified that their TV applications must go to comparative hearing.

NARTB ASKED TO COMPILE EDUCATIONAL TV PROGRAMS

NARTB urged by District 9 (III., Wis.) broadcasters to conduct survey of educational programs by commercial television stations. Winding up two-day meeting at Milwaukee Friday, district called for research project as answer to FCC's laxity in awarding video CP's to colleges without showing of financial responsibility.

Merrill Lindsay, WSOS Decatur, Ill., presided at meeting as district director. Other resolutions endorsed plan to amend FCC operator rule requirements; encouraged NARTB membership drive; voiced appreciation to speakers and NARTB staff for services.

Kenneth Carter, WAAM (TV) Baltimore, member of NARTB TV Board, conducted TV clinic Friday afternoon at studios of WTMJ-TV Milwaukee, serving as TV board representative at meeting. Others on panel were: Walter Damm and George Comte, WTMJ-TV; Leslie C. Johnson, WHBP-TV Rock Island, and Tom Wilson, Dow, Lohnes & Albertson, Washington attorneys.

Over 70 delegates attended Milwaukee session. There were luncheon guests Friday of Miller Brewing Co. Two-day agenda included participation by President Harold E. Fellows; Richard P. Doherty, employee-employer relations director, and William T. Stubblefield, station relations director.

PHILADELPHIA PROBLEM ON FOOTBALL TELECAST

QUESTION whether Penn-Notre Dame game in Philadelphia last Saturday would be telecast locally, even though NCAA had given permission, was still up in air late Friday. Indecision was attributed to NCAA's collateral refusal to let that game and nationally telecast Columbia-Princeton game (NBC-TV) both be carried in Philadelphia area (early story page 64). NCA also gave permission for Michigan-Michigan State game in Detroit to be telecast locally, in lieu of Columbia-Princeton contest, but because of baseball game commitments earlier in day, it was deemed unlikely that permission would be used.

SURGEONS CONSIDER DRIVE

USE OF RADIO and television to acquaint public with its campaign against such medical practices as "fee splitting" and "ghost surgery" is under consideration by American College of Surgeons, authorities said Friday during its annual congress in New York.

WRDW AUGUSTA ELECTS

GROVER C. MAXWELL, operating 38 furniture stores in Southeast, elected president of WRDW Augusta, Ga., by board of directors. Other officers: Allen M. Woodall, president of WDAK Columbus, elected executive vice president; Harry L. Jernigan, vice president; W. Ray Rinsing, secretary-treasurer and general manager.

VOTE COMMITTEES COMPLETE

LINEUP of register and vote committees for all 48 states completed Friday with appointment of Ray Dabade, WUBO Baton Rouge, as chairman of Louisiana committee. Campaign being conducted by NARTB in effort to bring out record vote at November elections.
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...
Highway to the Skies.....

High quality programming keeps listener-interest going up at WREC. Listener-confidence and prestige continue to insure a steady sales climb for advertisers. Yet, the cost per thousand listeners is 10.1% less than in 1946! With the highest Hooper rating of any Memphis Radio Station, WREC offers you the shortest route to increased sales at lower cost—and, the sky's the limit in this $2,000,000,000 market!