Children love "The Merry Mailman"!
And they talk their parents into
buying the products he sells.

As a result, sponsors love him
too. That's why...
"THE MERRY MAILMAN" IS SOLD OUT!

WOR-TV channel 9 for New York
"Isn't radio wonderful!"

...says Les Cottrill of Nutrena Mills, Inc.

E. C. Fuller, of Nutrena Mills home office, has forwarded the following report from Les Cottrill, their St. Louis Division Manager:

"An inquiry to station WLS and our follow-up of the inquiry has sold two loads of egg mash crumblized for 7000 pullets and now the man wants to know what a carload of chick starter will cost him for 10,000 Leghorn pullets that will arrive March 13. Isn't radio wonderful."

This one inquiry represents the responsive and highly profitable nature of the WLS market...one of many such reasons why Nutrena Mills has used WLS regularly since discovering what this popular radio station can do for them, more than six years ago.

You, too, will find that sound appeal to the vast WLS audience will get comparable results for you...will step up your sales and profits, particularly throughout the great mid-west, where WLS reaches millions of the nation's most prosperous and progressive people.

Better see your John Blair man...or contact us, today...and start enjoying the kind of results WLS can deliver for you and your products.
Al Mastro's Spaghetti House increased its business 300%!
How? By going on the Bill Gordon Show with two 1-minute spots a week! When did he start? June 5th, 1951. What did it cost? $31.00 a week!
No wonder advertisers STAY on WHK!
When maneuvers were held recently at Indian-town Gap, Pennsylvania, by the 104th Armored Cavalry Regiment, WGAL-TV viewers were able to follow the proceedings through the watchful eye of the camera. A WGAL-TV camera crew filmed the maneuvers, which included howitzer tank firing, regular tank firing, and headquarters activities, for use on news programs. As the pictures shown here indicate, the film made exciting viewing. With its accompanying news story, it brought home to viewers the impressive story of how armored cavalry maneuvers are conducted. WGAL-TV's many news programs cover a wide range of material, keep its viewers well-informed on local—national—and international happenings.

Represented by

ROBERT MEEKER ASSOCIATES

New York  Chicago  San Francisco  Los Angeles
CLOSED CIRCUIT

STORY behind Democrats' frontal attack on GOP ad policies and proposals to FCC equal time issue is that it stemmed from report (categorically denied in responsible quarters) that major advertisers are yielding choice radio-TV time for Eisenhower spot adjacencies. Even though FCC may not act, there's thought in some political quarters that stations may be coerced into rejecting GOP timebuy and that Republican drive thus could be slowed down.

NOT PUBLICIZED at NARTB TV Code Board meeting was quiet settlement of one incident in which major advertiser agreed to change visual commercials because of complaint originating in high Washington source.

REPERCUSSIONS continued last week over situation surrounding payment of mechanical rights fees on transcription services by major Publishers Protective Assn., but there were indications that confusion would be cleared up without litigation. From Standard Radio Transmission Services, which precipitated controversy through announced plan to sell its library services outright, came indicative denial of reports that it is going out of business. Milt Blink, executive vice president, said changes in character of broadcasting business necessitated change in its operations but that it had no intention of retiring from competitive transcription area.

NEGOTIATIONS of NBC TV Affiliates Assn. committee on new affiliation compensation plan will await further analysis of counter-proposal presented to committee of five last Monday in New York by NBC President Joseph H. McConnell and executive group. Following this study, to be made by Raymond Welpott, WRGB (TV) Schenectady, who drafted original proposal [B&T, Sept. 8], committee headed by Walter J. Dumm, WTMJ-TV Milwaukee, will recontact affiliation committees. Thought was that another meeting of affiliates might be entailed prior to, or at, Boca Raton NBC affiliates convention early in December.

SHORTLY to be announced will be resignation of Edward R. Boroff, general sales manager, of Westinghouse Radio Stations Inc., headquartered in Washington. Unannounced is his planned activity after Nov. 1 when resignation becomes effective.

TO SETTLE, at outset, issue of overlap in TV raised by FCC in notifications to Crosley stations and Steimnian stations [B&T, Sept. 22] both parties plan comprehensive rejoinders to FCC. And chances are Commission will sidetrack issue until it knows more about cov- erage and propagation characteristics when there is full channel occupancy in TV.

STEPHEN A. CISLER, veteran broadcaster, is disposing of interests in midwestern and eastern stations to concentrate on operation of KEARL, Minneapolis, and KXXL, new AM outlet at Monterey, to start before year-end. Subject to FCC approval, he is

NEGOTIATIONS BETWEEN C & P, TARCHER

NEGOTIATIONS were still underway Friday between Cecil & Presbrey, N. Y. (with $20 million billing), and J. D. Tarcher Co., N. Y. (approximately $5 million), for possible merger. Final decision expected within week. There would most likely result such combination of agencies within past two months. Other two were W. Earl Bothwell Co. joining Geyer Adv., and Owen & Chappell moving into Kenyon & Eckhardt, N. Y.

AYLESWORTH FUNERAL

ELITE of broadcasting, advertising and enter- tainment world, together with many of more human aspects, turned out on maimed Friday to pay final tribute to Merlin H. Aylesworth, first president of NBC (see obituary, page 30), David Sarnoff of RCA, William S. Paley of CBS, Niles Trammell of NBC, Bruce Barton of BBDU, Spyros P. Skouras of 20th Century Fox, were among mourners at Campbell's "Fu- neral Church" in New York, as were such former NBC executives as Frank E. Mullen, A. L. Ashby, R. John Royal, Frank Mason and Edgar Kobak, plus scores of others associated with Mr. Aylesworth at some stage of his long and active career.

Included in service, read by Rev. Ed- ward M. Green of Christ Episcopal Church, Redding, Conn., was tribute "written by a friend," which said, in part, "Des Ayles- worth had a rare genius for winning and holding friends. He loved congenial company and was loved by it. His death creates a void for all his former associates. What more can any man ask as a memorial?"

CODE MEETING

NARTB Radio Standards of Practice Committee will meet in Washington Nov. 6 and 7 to consider among other things revision of radio code, it was announced Friday. Committee is headed by John Meagher, KYSM Mankato, Minn., and includes: William B. Mcgrath, WDHD Boston; Carleton Brown, WTVL Syracuse, Me.; E. R. Vadeboncouer, WSYR Syracuse, N. Y.; Walter Wagtstaff, KIDO Boise, Ida.; Clyde W. Rembert, KRLD Dallas; William Pajtst, KFRC San Francisco.

BUSINESS BRIEPLY

PROMOTE NEW PLYMOUTH • Chrysler Corp.'s Plymouth Div. planning radio spot campaign to promote introduction of 1953 car Nov. 17. Day-of-air mixing and 20-second announcements will be used Wednesday, Thursday, Friday and Saturday of that week, with five spot per day per market, across country, expected to be scheduled. Agency, N. W. Ayer & Son, N. Y.

FILM SERIES • Mennen's Baby Powder, through Grey Adv., N. Y., preparing five-minute film series entitled Oh, Baby, with Jack Barry, to be placed on spot basis starting Nov. 1. Number of markets to be sought under consideration.

25 MARKETS ADDED • Procter & Gamble's Cheer through Young & Rubicam, N. Y., adding more than 25 markets to its radio spot announcement list effective late October and early November. Day and nighttime breaks being used. Contract expected to be longer than 13 weeks.

SPOTS FOR FORD • Ford Motor Co., through J. Walter Thompson Co., N. Y., planning to introduce its new car with radio spot schedule slated to start in December. List expected to schedule about same number of stations and markets as last year.

TURNER HALL NAMES • Turner Hall Corp. (Admiral) Deluxe Oil Treatment (Continued on page 168)

DEMOCRATS BUY

DEMOCRATIC National Committee contracted for nine half-hours over 64 DuMont television affiliates to present talks by Presidential can- didate Gov. Adlai Stevenson in 10:30-11 p.m. EST time slot, starting this Thursday through Nov. 3. Tentative schedule: Oct. 9, St. Louis; Oct. 14, Salt Lake City; Oct. 16, Los Angeles; Oct. 23, Cleveland; Oct. 25, Boston or Pitts- burgh; Oct. 28, New York; Oct. 30, Pittsburgh or Boston; Nov. 1, Chicago and Nov. 3, un- decided. Contract negotiated through Joseph Katz Co.

ABC-United Paramount Merger Opposed

MERGER of ABC and United Paramount Thea- tre was described because of basic con- flict of interests between radio-TV and movie exhibition, FCC Broadcast Bureau recom- mended in 170-page proposed findings on complex Paramount case issued Friday. Document was due to be filed today.

At same time, DuMont presented proposed findings which also objected to merger.

Broadcast Bureau recommendations also suggest denial of license applications for licenses, renewals and modifications of license of KLTA Los Angeles, WBKB Chicago, WSMB New Orleans and DuMont-owned WABD (TV) New York, WTTG (TV) Washington and WDTV (TV) Pittsburgh. Broadcast Bureau contends that Paramount Pictures' 29% stock ownership of DuMont is control.

Principal objection to permitting merger, according to Broadcast Bureau, is conflict of interests in competition for audience. This would apply, it said, in theatres vs. radio-TV network, theatre-TV vs. theatres, and theatres and theatre-TV vs. subscription TV.

Assurances that ABC Division of merged American Broadcasting-Paramount Theatres Inc. would compete vigorously with theatres division was discounted by Broadcast Bureau. It referred to FCC Chair Brook's statement that there is no such thing as em- ployees of one company competing with each other.

Broadcast Bureau expressed fear that pro- posed merger if approved would be first step

(Continued on page 162)

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(Continued on page 162)
ABC CARD NO. 5 OUT; TONI, LORILLARD BENEFIT

WITH "almost unanimous" acceptance by affiliates, ABC's new radio rate-and-discount structure is being put into effect retroactively to Oct. 1. The network's original target date (early story, page 30), Charles T. Ayres, vice president in charge of network, is announcing today (Monday).

"Changes, bringing ABC's radio time charges into line with those of CBS Radio and NBC following revisions by those two networks, are incorporated in ABC Radio Rate Card No. 5, supplanting No. 4, and are explained in letter being sent by Mr. Ayres to advertisers and agencies.

Mr. Ayres said "both the Toni Co. and the P. Lorillard Co. have already taken advantage" of the "horizontal contiguous" feature of plan. Explaining, spokesmen reported that Lorillard had bought two Sunday night quarter-hours under contiguous plan: 6:15-6:30 p.m. and 9:15-10:30 p.m., through Lennen & Nawn, N. Y., while Toni Co., which sponsored Break the Bank during summer, has bought nine 9-9:15 a.m. Tuesday and Thursday segment of Breakfast Club while extending Break the Bank. Additionally, Toni Co. has bought 8-8:30 a.m. Friday period, getting "contiguous" benefits with Gillette, of which Toni Co. is division and which sponsors Friday night fights. Toni agency: Foote, Cone & Belding, Chicago.

Mr. Ayres said affiliates' reaction to proposed changes was "magnificent" and "a clear indication of their desire, together with ABC, to stabilize radio to a national level." He voiced confidence that both ABC and affiliates will "benefit from (an) increased upsurge in national network business . . . ."

In addition to average 26% reduction in evening time charges (via new discount schedules based on total weekly gross billings) and average 5% boost in morning costs (no change in afternoon charges), new plan contains "contiguous" rate and discount and rebate features which Mr. Ayres described as follows:

Vertical Contiguity—Contiguous rates for non-contiguous periods in units of time of 15 minutes or less, for example between 6 p.m. and 7 a.m., or between 10 p.m. and 12 midnight, N.Y.T. For example, an advertiser booking Monday and Tuesday morning, can purchase a half-hour on Friday evening at one-half the gross evening hour rate less the applicable discounts, instead of 60% of the evening hour rate at herefore.

Horizontal Contiguity—Contiguous rates for non-contiguous periods in units of time of 15 minutes or more totaling at least 60 minutes per week will be allowed between the hours of 6 p.m. and 10:30 p.m. N.Y.T. For example, an advertiser can purchase a quarter-hour strip four nights per week at 30% of the gross evening hour rate less applicable discounts, whereas herefore the cost would have been 100% of the evening hour gross rate less applicable discounts. Because this policy has been in practice for sometime, it has not previously been publicly announced.

The discount schedules outlined in Rate Card No. 5 are based on the total weekly gross billings of the advertiser using ABC radio facilities. An annual rebate is provided for those advertisers completing 22 consecutive weeks of broadcasting and—recognizing that because of certain market conditions, the study of weekly activity in broadcasting during the summer—an "overall" maximum discount is provided in lieu of all other discounts and rebates.

RCA DIVIDEND

RCA BOARD at its regular monthly meeting declared dividend of 50 cents per share of common stock, payable Nov. 24, to holders of record Oct. 17, and of 97% cents per share on preferred stock, payable Jan. 2, 1953 to holders of record Dec. 15.

Page 6 • October 6, 1952

In this issue—

THE WEEK'S hottest political dispute—Democratic protests over the $2 million saturation spot campaign assertively planned for General Eisenhower—lands in the B.C.'s lap. At week's end, the Commissioners are juggling it in hopes of avoiding burns. Page 28.

HOW MUCH national billing can TV stations count on when TV is truly nationwide? How much for those outside the 125 biggest markets? Sidney Dean, McCann-Erickson marketing expert, is correct in his predictions? Page 21.

ANNUAL meeting of Assn. of National Advertisers takes close look at radio-TV rating methods and TV commercials. Page 25.

RADIO outpurs newspapers better than two to one in another Advertising Research Bureau Inc. test, this one in Lansing, Mich. Page 25.

RADIO revenue in 1951 was highest in history, but profits dropped below 1950. Final official financial report is issued by FCC. Page 29.

NBC's cheaper charges to advertisers go into effect, with 100% acceptance by affiliates (Page 30). ABC follows suit with "almost unanimous" acceptance (Page 8). Mutual, on major network that as yet has not figured out its plan to meet the competition, is still analyzing what the others have done (Page 30).

NARTB will undertake nationwide economic study of radio. Field work starts in two weeks. Page 32.

POST-THAW comparative television hearings begin at FCC. They're the first since 1948. Page 26.

RESTRICTIONS on radio reporting of Walcott-Marciano fight arouse protest. INS has cleared its attorneys loose to find how to get rid of such restrictions in the future. Page 69.

CENSUS figures on radio homes in South Carolina and West Virginia released. Page 42.

Upcoming

Oct. 6-7: NARTB Dist. 5 meeting, Hotel Biltmore, Atlanta, Ga.
Oct. 6-10: Society of Motion Picture & Television Engineers, 72d semi-annual convention, Statler Hotel, Washington, D.C.
Oct. 9-10: NARTB Dist. 6 meeting, Peabody Hotel, Memphis, Tenn.

(Other Upcomings, page 48)

Closed Circuit (Continued from page 5)

selling his interest in WKYV Louisville to his two associates, F. E. Sandford and Edwin Wel- don, who will become equal owners; has disposed of his minority interest in WXLY Indiana- polis to group of fellow stockholders, and will sell part of his minority holdings in WXG1 Richmond to Dave Wilburn, station manager. He also operates KKKK (FM) at San Mateo.

LATEST TACK, in educational TV campaign of Comr. Frieda B. Hennewin, is formation of local citizen's advisory committees to raise funds for educational TV stations. Campaigns have been launched in number of major markets, with leading citi- zens identified with communications, whether set manufacturer or distributor, sought as bellwethers. Sequel, it's thought, will be drive through JCET to continue reservations bey- ond normal one-year deadline on crest of anticipated "public pressure."

FCC'S ORDER to halt processing of new con- tested TV applications after Oct. 15 for unspecified time to speed up handling of un- contested bids for cities without service has avowed neither, current un- nounced fortnight ago, plan is based on thesis that big backlog of hearing cases already slated can't be cleared soon anyway. Process- ing bids, it's said, will be driven through JCET to continue reservations bey- ond normal one-year deadline on crest of anticipated "public pressure."

DON'T BELIEVE reports that tie-up between WOR-TV New York and WFLI-TV Philadel- phia is nucleus of proposed General Tele- casting System TV network. GTS top execu- tives state they're two completely independ- ent operations, noting that two-city hookup is cable connection, whereas network will be film project, at least to start. Now that GTS has abandoned idea of producing films to con- centrate on lining up sponsors, watch for early announcement of GTS inaugural.

WILL PROSPECTS of long competitive hear- ings induce some TV applicants to consider mergers with competitors? If they do not "marry" only one can win's probably in flight to finish in courts. On other hand, even after competitors merge there is no assurance joint bid won't have to face hearing with new applicants. Several such cases are held already on file; others are in plans stage.

WHAT IS deadline on FCC consideration of applications on channel-by-channel basis, which mean automatic grants without hearing, when reached on various processing lines? Night before meeting staff makes check and those cases reached and which remain uncontested are then served on FCC. If cases are held over, because of agenda blocs, same process is repeated before next FCC meeting to catch any late comers.

EXAMINERS NAMED

APPOINTMENT of Thomas H. Donahue and Annie N. Huntington as FCC hearing examiners announced by Commission Friday. Mr. Dona- hue, with FCC since 1948, most recently was trial attorney in Broadcast Bureau's Hearing Div. Mrs. Huntington, who joined Commission as assistant hearing examiner after its creation, since 1961 has been trial attorney in Services and Facilities Branch, Telegraph Div., Common Carrier Bureau.

for more AT DEADLINE see page 102

BROADCASTING • Teletaping
HURRY! HURRY!

ENTER THE BIG "SPACE PATROL BLOOD BOOSTER" PROMOTION CONTEST

OFFERING VALUABLE PRIZES TO RADIO AND TV STATIONS CARRYING "SPACE PATROL"
STARTS OCT. 11
CONTINUES THROUGH DEC. 31

GRAND PRIZE

Beautiful 1952 Nash Rambler Airflyte Station Wagon. Luxury-equipped with radio, conditioned air system, foam cushion seats, directional turn signals, electric clock. Extra cargo space. It's a Wonder on Wheels!

TO WINNERS IN THE TV CLASSIFICATION:

1st Prize

2nd Prize

TO WINNERS IN RADIO CLASSIFICATION:

1st Prize
Portable Magnecord Recorder, Model PT63... plus Play-Back Amplifier. Three heads for monitoring from tape. Has Hi-Speed forward. Engineered for professional high-fidelity reproduction.

2nd and 3rd Prizes
"Minitape" Model M5A Tape Recorder—the one-man portable recording unit proved in actual use by more than 500 stations.

In Addition, Winners Will Be Saluted in Full-Page Ads in Broadcasting, Tide, Advertising Age.

Help the Kids Help Their Country... Promote Space Patrol Blood Boosters! You'll Be Glad You Did

BROADCASTING • Telecasting

THE "SPACE PATROL BLOOD BOOSTER" PLAN IS... A noncommercial public service project, sponsored byRalston Purina Company, to assist the National Blood Program in obtaining sufficient blood required for national safety. This is not a premium or box top offer. The plan has the approval and cooperation of the National Blood Program.

HOW TO ENTER THE PROMOTION CONTEST... Promote this plan in your local area. We're sending you a complete kit of material. Use it and your own good ideas to make a success of this urgently needed public service.

HOW WILL THE PRIZES BE AWARDED? The prizes will be awarded to those stations which, on the basis of documented evidence, perform the most outstanding job of promoting SPACE PATROL AND THE SPACE PATROL BLOOD BOOSTERS.
Both barrels are loaded

For 27 years wdod

has had the largest

listening audience and

the widest coverage of any

station in the Chattanooga

marketing area.

wdod

CHATTANOOGA'S PIONEER STATION

National Representatives

Paul H. Raymer Company

AM - 5,000 watts

FM - 44,000 watts

TELECASTING Start on page 67

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

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HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, REmphasis 411; David Glickman, West Coast Manager; Marjorie Ann Thomas.

TORONTO

417 Harbour Commission, EMPire 4-0775

James Montague.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (53rd issue): $9.00, or TELECASTING Yearbook (54th issue): $9.00.

Annual subscription to BROADCASTING or TELECASTING, including 54 issues: $11.00.

Add $1.00 per year for Canadian and foreign postage. Regular issue: 35c per copy; 33rd and 54th issues: 50c per copy.

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

BROADCASTING * Magazine was founded in 1921 by Broadcasting Publications Inc., using the title: BROADCASTING. The News Magazine of the Fifth Estate, Broadcast Advertising* was acquired in 1952 and Broadcast Reporter in 1953.

*Reg. U. S. Patent Office

Copyright 1952 by Broadcasting Publications, Inc.
How many pounds are pork chops?

☐ 50 lbs.
☐ 25 lbs.
☐ 10 lbs.

As you see them at your meat store, pork chops are simply a choice cut of meat with a neat little handle of bone.

But as the meat packer buys them, pork chops are part of a “package” that includes many less popular cuts as well as a lot of weight that isn’t “eatin’ meat”.

A porker that weighs-in at the meat packing plant at 240 pounds, shows up at your retailers as 115 pounds of fresh and smoked pork products and 35 pounds of lard. Only 150 pounds altogether. And only 10 pounds of this are center-cut pork chops.

That’s why you pay more for pork chops than for most other cuts of pork. For the price of each cut of meat (like the price of just about everything else!) is determined largely by how much there is of it and how much people like it.

Economists call this the law of supply and demand. Women call it “shopping”. They compare, pick, choose. In a free market, their choice of the available supplies sets the values—whether it’s in pork or peaches; beef or bananas.

AMERICAN MEAT INSTITUTE
Headquarters, Chicago • Members throughout the U.S.
ANY ADVERTISER CAN
AND
MOST ADVERTISERS SHOULD

...USE

Spot Radio

REPRESENTED NATIONALLY BY

EDWARD PETRY & CO., INC.
THERE'S AN ANSWER TO THIS QUESTION

The goal of the mark that asks a question on a printed page is...an answer. No easy job, considering that this curvy hieroglyphic is inert, cold and lifeless on the printed page.

With radio, the me-to-you appeal of a real person, really talking, injects warmth into every question. It says “Won't you try some today?” in a way that makes the question alive and personal—and compelling.

You can ask a lot of questions and get a lot of answers with Spot Radio on any of these great stations. Get it?

SPOT RADIO LIST

WSB Atlanta NBC
WBAL Baltimore NBC
WFBA Dallas NBC
WFAA* Ft. Worth ABC
KSO Des Moines ABC
KARM Fresno ABC
KPRC Houston ABC
KFOR Lincoln ABC
KARK Little Rock ABC
KECA Los Angeles ABC
KSTP Minneapolis NBC
WJZ New York ABC
WSMB New Orleans ABC
WTAR Norfolk NBC
KOIL Omaha ABC
WIP Philadelphia MBS
KPHO Phoenix ABC
KGW Portland, Ore. NBC
WRNL Richmond ABC
WOWA* San Antonio NBC
KGO San Francisco ABC
KOMO Seattle ABC
KTBS Shreveport NBC
KGA Spokane ABC
WMAS Springfield CBS
KVOC Tulsa NBC
KFH Wichita CBS
*Also represented as key stations of the TEXAS QUALITY NETWORK

488 MADISON AVE.
NEW YORK CITY 22
MU 8-0200

CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • DALLAS
SAN FRANCISCO
JOHN H. MORSE, FRANK B. STEPHENSON, EDMUND J. SMITH, THOMAS F. O'GRADY, EZRA McINTOSH and SHIRLEY F. WOODELL elected vice presidents of J. Walter Thompson Co., N. Y. They have executive offices in San Francisco and the company's head office in Chicago.

FREDERIC A. KUMMER, Van Sant-Dugdale, Baltimore, to Ross Roy, Detroit, as copy supervisor on Dodge trucks.

STAN LEVEY, CBS Chicago sales staff, to Arthur Meyerhoff, same city, where he is handling new business.

HAROLD O. HAYES transfers to Fuller & Smith & Ross, Chicago, from agency's Cleveland office, as account executive.

"GUESS there must have been a little Barnum in the Baileys," explains Joseph Bailey, supervisor of Neptune Productions, explaining a man's career that began with a Bachelor's Degree in Philosophy and proceeded to his current post as overseer of the wide-flung productions and literary interests of Robert Montgomery and John Gibbs, partners in the Neptune firm.

Mr. Bailey received his Ph.D. and in 1934 a law degree from the U. of Chicago. He immediately joined the law office of his father, Lloyd T. Bailey, and the shingle was widened to read "Bailey & Bailey." Young Mr. Bailey's personal practice was largely concerned with radio, since he represented a number of producers and artists. One client, Louis G. Cowan, Quirle Kids owner, asked Mr. Bailey to come in with him to look over legal problems and manage the show.

Mr. Bailey was with the Cowan organization — then a Chicago entity — from June 1939 until he entered the USNR in April 1942, where he served as lieutenant commander until 1945. He rejoined Mr. Cowan, as vice president and treasurer of the new company, Louis G. Cowan, Inc., with home offices in New York. Mr. Bailey managed the eastern operation.

Early in 1949 Mr. Bailey moved to the Grey Adv. Agency, managing the radio and TV department, and acting as agency producer and director of the Bob Montgomery program.

When Mr. Montgomery entered television production with his partner, John Gibbs, and formed Neptune Productions, the noted actor and producer remembered Mr. Bailey's professional background and offered him a position with Mr. Bailey to join their organization as the production supervisor on Bob Montgomery Presents.

Mr. Bailey's duties consist mainly of management and budget control. He also manages the John Gibbs literary and talent agency, negotiating and drawing up all program and talent contracts. He is chief contact between the office and the two advertising agencies (BBDO and Needham, Lewis & Brophy) which handle the program on alternate weeks.

As Mr. Montgomery's representative, he personally supervises the two completely independent creative teams that stage the shows for the American Tobacco Co. (Lucky Strike cigarettes) and for S. C. Johnson Co., respectively.

Mr. Bailey is married to the former Eleanor Welch, who until last March was assistant chief of foreign correspondents for Time and Life International. They have two children, Lucrettia, 9½, and Peter, 6½. The family lives in Port Washington, L. I. Mr. Bailey, a member of the neighboring Manhasset Bay Yacht Club, relaxes whenever possible on his 34-ft. cruising sloop.

DOROTHY B. STEVENS, merchandising staff, Lever Bros., N. Y., to Robertson & Buckley Agency, Chicago, on copy staff.

BRYAN WARMAN, J. M. Mathes Inc., N. Y., to Comstock & Co., Buffalo, on executive staff.

KAY BROWN, timebuyer, Young & Rubicam, Chicago, transfers to New York office.

CHARLES W. SHUGERT, Shell Oil Co., N. Y., to Benton & Bowles, same city, as account executive.


WILLIAM R. TAYLOR, assistant to general sales manager, William Carter Underwear Co., Needham Heights, Mass., to plans—merchandising staff, N. W. Ayer & Son, Phila. ROBERT MILLER added to agency's art department after two years service with U. S. Army. DONALD T. MINTOSH, media staff, Kenyon & Eckhardt, N. Y., to Ayer's office there in radio-TV department.

EDWARD K. KEMBLE, Wolcott & Assoc., L. A., public relations firm, has formed KEMBLE Co., 41 Hill Rd., Santa Barbara, to handle advertising and public relations.

RITA JOAN WAGNER, account executive, Morey, Humm & Johnston, N. Y., to Ellington & Co., same city, as copy supervisor.

MONROE CAINE and HERB MISHKIN, copy staff of Huber Hoge & Sons, N. Y., named co-copy chiefs.

PETER FRANTZ, account service staff, Waldie & Briggs Inc., Chicago, appointed copy director.


JEAN CONDIT, editorial staff, Vogue and the former Flair magazines, to William H. Weintraub Co., N. Y., as member of copy staff.

A. WALTER SEILER, president, Cramer-Krausselt, Milwaukee, elected to membership in Alpha Delta Sigma, national professional advertising fraternity.

BENJAMIN SHATTUCK, vice president in charge of merchandising, James Thomas Chirurg Co., N. Y., appointed member of planning committee for marketing and merchandising group meeting of 1952 AAAA.

PACIFIC NATIONAL Adv., Seattle, relocates at 2124 Fourth Ave., same city.

HENRY J. KATZ, Benton & Bowles, N. Y., to William H. Weintraub Co., that city, as media space buyer.

SHORE Assoc. Corp., Hollywood, moves to 6520 Selma Ave. Telephone is Hempstead 9154.

ROBERT F. BENDER, former sales and general manager, WKRC-FM Cincinnati, to Haehnle Adv., same city.

FACTOR-BREYER Inc., L. A., moves to larger quarters at 607 S. Hobart Blvd., same city. Telephone is Dunkirk 8-8111.
**WRBL-FIRST** in share of audience . . .

Morning, Afternoon, Evening. FIRST in Ratings . . . 115 out of 163 reported periods.
FIRST in coverage . . . 18.7% MORE COVERAGE than ANY OTHER advertising media.

In Columbus TV is "snowed in" and RADIO is more effective than ever. The only way to completely blanket the Columbus Trading Area is with WRBL and WRBL-FM. Buy the FIRST station in POWER, in PROGRAMS, in PRESTIGE, in PROMOTION—WRBL.

---

**new business**

**Spot . . . .**

ESSO STANDARD OIL Co., N. Y., has added two more TV stations to coverage of Your Enso Reporter-TV, bringing total to nine. New stations are WMCT (TV) Memphis and WBTV (TV) Charlotte. Agency: Marschalk & Pratt Co., N. Y.


BLENSOL COLOR SHAMPOO, New Hyde Park, N. Y., purchasing 15-minute participation in Ruth Lyons TV 50 Club program for three-market group on NBC affiliates in Cincinnati, Dayton and Columbus. Agency: Dowd, Redfield & Johnstone, N. Y.


**Network . . . .**

MILLER BREWING Co., Milwaukee, will sponsor First Nighter starting tomorrow (Tuesday) weekly on NBC radio, 10:35-11 p.m. Agency: Mathiason Assoc., Milwaukee.

VCA LABS., Newark (Rybutol), sponsoring roundtable discussion by sportscasters Marty Glickman, Bert Lee and Ward Wilson over Mutual in 15-minute time periods immediately preceding and following network's World Series broadcasts. First broadcast was Oct. 1, 12:45 p.m. EST. Agency: Kastor, Farrell, Chesley & Cliftord, N. Y.

FREE METHODIST CHURCH OF NORTH AMERICA, Winona Lake, Ind., renews Light and Life Hour on ABC radio for 52 weeks from Oct. 26, Sun., 8:30-9 a.m. CST. Agency: Walter B. Bennett, Chicago.

SERUTAN Co., Newark (Serutan and Geritol), has renewed Life Begins at Eighty on DuMont TV Network, Fri., 9:9-30 p.m. EST, for three years, effective immediately. Program also is adding five stations to its live coverage. Agency: Franklin Bruck Adv., N. Y.

SWIFT & Co., Chicago, renews Breakfast Club, 8:15 to 8:45 a.m. CST portion, on ABC radio network from Oct. 20. Agency: J. Walter Thompson Co., Chicago.

P. LORILLARD Co., (Old Gold cigarettes), renews Chance of a Lifetime on ABC-TV, Thurs., 8:30-9 p.m. EST. Agency: Lennen & Mitchell, N. Y.

REYNOLDS METALS Co., Richmond and Louisville, to sponsor Doc Corkie on NBC-TV, Sun., 7:30-8 p.m. starting Oct. 5. Agency: Buchanan & Co., N. Y.

TIDEWATER ASSOCIATED OIL Co., N. Y., renew for 10th consecutive time Broadway to Hollywood on DuMont TV Network, Thurs., 8:30-9 p.m. EST for 13 weeks effective immediately. Agency: Lennen & Newell, N. Y.

CAMPBELL SOUP Co., sponsoring TV version of Double or Nothing, (Continued on page 50)
and here's why...

WISCONSIN'S MOST EFFECTIVE SIGNAL — WTMJ, with 5,000 watts, is first on the dial at 620 KC.

COVERAGE — Primary coverage alone blankets 628,916 of Wisconsin's total of 945,635 radio homes.

INCREASING LISTENERSHIP — Although more people in Milwaukee and in Wisconsin listen to WTMJ than any other station, WTMJ continues to increase listenership. Current WTMJ newspaper ad campaign, pointing up local shows and personalities, includes three separate display advertisements daily and Sunday, plus colorful, full-page ads in Roto Section of Milwaukee Journal (circulation, daily, over 333,000; Sunday over 450,000).

Your Henry I. Christal Representative will help you plan a successful campaign via WTMJ. Why not contact him now?

WTMJ
THE MILWAUKEE JOURNAL RADIO STATION
5,000 WATTS • 620 KC • NBC
some spots are better

For the best spot, at the right time, at the right place
Whether it's a doodle or a Dali—everyone has his own ideas about art. But before drawing any conclusions about spot radio—call your NBC Spot Radio Salesman.

He will show you how the coverage patterns of the six radio stations represented by NBC Spot Sales encircle 35% of all U.S. radio homes. And how they deliver over one-third of a million more homes per day than any six competing stations covering the same markets. (BMB).

Your NBC Spot Salesman is a man you should know better... he will be glad to help you turn your radio spot campaign into a media masterpiece.

representing
RADIO STATIONS:

- WTAM Cleveland
- KODA Denver
- WRC Washington
- WNBC New York
- WMAQ Chicago
- KNBC San Francisco

representing
TELEVISION STATIONS:

- WPZ Cleveland
- WBZ- TV Boston
- WNBK Washington
- WNBW Schenectady-Albany-Troy
- WNBT New York
- WNBQ Chicago
- KNBH Los Angeles

*Bomar Lawrence Associates
Point of Sale...

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

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

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

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

WRC

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

---

feature of the week

“DON'T BE A LANOVOC!”
This provocative warning was directed at the audiences of NBC's WNBC and WNBT (TV) New York in more than 400 spot announcements and station breaks a fortnight ago, and the drive was continuing last week.

Accompanied in the case of telecasts by a picture of the disreputable character, the LANOVOC warning was-as the stations got around to explaining last week-part of a teaser campaign calculated to help get voters to register for the November elections.

The LANOVOC was first seen, and heard of, on Sept. 24, when WNBC-WNBT launched the campaign. Then the calls from puzzled listeners and viewers started coming in, reaching a stage which was described as "terrific" by last Monday, at which time telephone operators were reported to be "getting a little unhappy about it."

The LANOVOC name was explained on the air for the first time last Tuesday, after which the theme of the drive was changed slightly to include not only the warning against becoming one, but also a detailing of reasons why LANOVOC-dom is a sad condition to reach. The campaign was slated to continue till about Oct. 11, the end of the election registration period in the New York area.

What's a LANOVOC? He's a "lazy non-voting citizen."

strictly business

Radio—and Groucho Marx—made the Elgin American brand name famous. Mr. Marx was a master at implanting the compact and fashion accessories firm's name over a three-year period in the minds of a huge listening audience, according to Dale Mehrhoff, 32-year-old advertising manager of the Elgin Ill., company. Mr. Mehrhoff, who arrived at his present position in only two years, also directs the company's sales promotion and publicity activities.

He uses both radio and TV spot on almost every gift holiday for Elgin American, a division of the Illinois Watch Co. Business for the Elgin American line, which includes compacts, cigarette cases, lighters, carryalls, lipstick mirrors, dresser sets, cultured and simulated pearls, is billed through Russel M. Seeds Agency, Chicago.

Mr. Mehrhoff and Elgin American would like to use network on a limited basis, but find such a purchase beyond the ken and/or maneuverability of the networks. Interested primarily in the short Christmas gift season, the company has sought to buy a vehicle from four to nine weeks, or to share sponsorship on a 13-week contract, but has found it impossible thus far to achieve this kind of flexibility in either broadcast medium.

In addition, television costs are high, although they may "settle down in a year or two." TV, "a very fine medium," will be especially useful to Elgin American when color arrives, he believes.

He concludes: "Television has created a serious budgetary problem. Prior to TV, we could do a good job with radio and printed media. The advent of television requires the use of all three, and that takes a sizable budget."

He contends TV talent costs are priced more disproportionately than time charges. Elgin American pioneered with the use of TV one-shots, buying two-hour network Thanksgiving shows on ABC in 1948 and NBC in 1949, with such high-priced stars as Milton (Continued on page 48)
To sell Soap to inland Californians (and western Nevadans)

...Be on the Beeline

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

THE MOST LISTENERS More than any competitive combination of local stations ... more than the 2 leading San Francisco stations and the 3 leading Los Angeles stations combined. (BMB State Area Report)

LOWEST COST PER THOUSAND More audience plus favorable Beeline combination rates naturally means lowest cost per thousand listeners. (BMB and Standard Rate & Data)

Ask Raymer for the full story on this 3½-billion-dollar market—inland California and western Nevada.

McClatchy Broadcasting Company
Sacramento, California  Paul H. Raymer, National Representative

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

A million people listen to the Beeline every day

Broadcasting  Telecasting  October 6, 1952  Page 19
Emergency
EDITOR:
...The 1952 Marketbook... was a tremendous help to me in a large emergency. I don't know what I would have done without it.
Lillian Selb
Manager
Radio-TV Dept.
Foote, Cone & Belding
New York

Suggestion Box
EDITOR:
...I feel the need of some service listing the approximate date on which new television stations will get on the air. Others may feel the same need and you may find it a worthwhile addition to your very worthwhile magazine. It could be a small box some place. Naturally, the changing picture would always have to be considered, but in the future it is doubtful that there will be many stations such as those in Denver and Portland, Ore., that surprised the entire industry with their speed...
Alex West
Radio-TV Director
Khanedie & Davis
San Francisco

[EDITOR'S NOTE: Thanks to Mr. West for suggesting a feature which will begin running in a few weeks.]

Crystal Ball
EDITOR:
In the Sept. 22 issue of Broadcasting • Telecasting, mention was made of A. Liebert's joining the announcing staff of WICC "New Haven." In a sense, you are jumping the gun on our future plans.
For although we are currently maintaining studios in Bridgeport alone, our present plans contemplate the opening of studios in New Haven as well... So rather than contributing this as a blurt correction, it should point up an elaboration of future plans...
Jay Hober
Sales From. Director
WICC Bridgeport, Conn.

Dowery Data
EDITOR:
It would take a sizable load off my mind if you could tell me just how the Yale U. "grads" manage each year to pick up the extra $2,608.10 which is neither earned nor unearned, according to the figures you quote from Harper's Magazine on page 80 of Broadcasting • Telecasting for Sept. 22.
It looks to me as though such income would not be taxable under the present laws, if only because there would be no place on the form for reporting it.
Several people have mentioned to me their interest in this type of income, and I think you will agree that the knowledge of how to get it should not be confined to a single graduating class of only one American university.
H. H. Leland
Palos Heights, Ill.

[EDITOR'S NOTE: The trick is to marry well. At the head of the family, the average class members' income was $19,236.41, of which he earned $11,129.01 and took in $8,107.30 in unearned income, as B.T. reported. The other $2,608.10 was income received by his wife but not reported in the B.T story.]

This Is Radio?
EDITOR:
...When I say that radio is its worst enemy, I cite examples such as these. Certain networks have been panic stricken and with one hand slash their rates and with the other hand put out information showing conclusively that more radio sets are being sold every day, more listeners, in fact, "radio is bigger than ever."
Recently, while driving in my car, I tuned to an independent station carrying a 15 minute public service program concerning veterans registering in this state for their bonus payments. Before and after the program, the local announcer made announcements instructing veterans what to do in order to collect their bonus payments. However, during the narrative part of the program, one of the actors stated, "How did you find out, Jim, that they were going to pay a bonus and what you should do in order to collect it?" The reply was, "I read it in the newspaper."
On Saturday, Sept. 20, a certain radio network at 11 a.m. CDT, carried a 30 minute play which dealt with a candy store which was located near a high school and which had slot machines in the establishment. When the parents found their child was playing the slot machine they decided something must be done about it and so the story goes. The mother says, "We must call the newspaper and have them tell the people about it." This they did and as the story goes received such wonderful results that the father remarked, "you never know the power of the press." This is radio?
William C. Smith
President
WBIW Bedford, Ind.
Two more network feeds from the South’s boss salesmaker

With Quaker’s “Aunt Jemima’s Home Folks” to CBS and Locke Stove’s “Duke of Paducah and The Opry Gang” to NBC, WSM now originates twenty-five network programs weekly.

The fact that more and more smart national advertisers keep drawing on the vast talent reservoir and equally impressive programming and production facilities of WSM, means just one thing:

Radio, WSM-style, has a freshness and an audience appeal unequaled anywhere in America . . . And an ability to move merchandise which makes the South’s Boss Salesmaker a must to any advertiser who wishes to sell the Central South!

Strong words, but Irving Waugh or any Petry Man can produce carefully documented evidence to back them up.

WSM Nashville . . . 650
Clear Channel 50,000 Watts
Like corned beef goes with cabbage

Successful advertising goes with W-I-T-H just like corned beef goes with cabbage! And how the local merchants do know it! W-I-T-H regularly carries the advertising of twice as many of them as any station in town!

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

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

IN BALTIMORE

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
FACED with the hottest political potato so far in the election campaign, FCC looked at the Stevenson committee protest Friday morning, but failed to come to grips with it right off.

Individually, all save one commissioner protested there had been no time to consider the matter, refused to vouchsafe any opinion on whether there is any merit in the Democratic clubs' protest. Idaho Republican Comr. Rosel H. Hyde made no bones about his attitude—which was that the Commission has no right to take any action. Chairman Paul A. Walker said he had not thought it through yet. Comr. Edward M. Webster said he had not read the protest yet. Comrs. George E. Sterling, a Maine Republican, said he could not assay the protest because he had just learned about it that morning. Comr. Hennock declined to comment. Comrs. Walker and Hennock are Democrats; Comr. Webster an independent. Comr. Robert T. Bartley, home ill, could not be reached.

Meanwhile, it was learned that Westinghouse Radio Stations have had a long term policy prohibiting the acceptance of political spot broadcasts. The policy is based on the fact, according to Joseph E. Baudino, president of WRS, that political issues cannot be discussed in one minute. The Westinghouse policy seems to be the exception to the rule. A check with ABC, CBS, DuMont and NBC indicated that they would accept such spots for their owned and operated stations. MBS, not owning any stations, leaves such matters to its individual stockholders.

First inking that the Democrats might carry their case to the FCC came with a statement by Paul Paul, former FCC chairman, campaign publicity director of the Democratic National Committee in 1944, and now attorney with the Washington law firm of Arnold, Fortas & Porter. He issued a veiled warning to stations that they would invite "legislative reprisals" if they permit domination of their airwaves by any one political party. He warned against selling "excessive amounts of time" to any group.

Porter Tip-Off

Mr. Porter intimated the Democrats could take the matter up with the FCC if the party felt it was deprived of the opportunity to obtain equal time and providing it could pay for time. He cited Sec. 315 of the Communications Act.

The attorney also recalled proposals on Capitol Hill by members of both parties suggesting that stations be lawfully required not only to provide equal time but also without cost to either party. He

and television time. It should be noted however, that the responsibility for permitting pre-emption of time rests with stations alone.

The group hinged its appeal largely on the claim that "the authenticity of this plan has been publicly confirmed by the principal author," Michael Levin, described as in charge of creative radio-TV production for Erwin, Wasey & Co. Mr. Levin strongly indicated that he had drawn up the plan out of "labor of love of my interest in politics and for a friend."

Mr. Levin strongly indicated to reporters at a news conference he had summarily called that he is a supporter of Gov. Stevenson.

The "friend" is Roarer Reeves, executive with Ted Bates Co., which announced the original plan. Mr. Reeves said he hired Mr. Levin to draft the blueprint. There was a question of whether Mr. Levin had been reimbursed for his effort, and conflicting statements. The Bates agency reportedly prepared the spots under directive of the National Citizens for Eisenhower Committee. In his telegram to Chairman Walker, Mr. Ball said he would mail copies of the plan which he said originated with a "small group of wealthy Republicans and is designed to give the Republican party an overwhelming advantage in the final weeks of the Presidential campaign." Mr. Ball continued:

The scheme contemplates an abuse of license power by broadcasting stations designed to deceive

(Continued on page 100)
How Much National Billing Can TV Count On?

Mr. Dean

A marketing expert says national advertisers will be spending $750 million a year in TV by the end of 1954, but most of the money will go into the 125 biggest markets. Stations elsewhere will have to tap local and regional accounts for the primary sources of revenue.

For the national advertiser, television will become a national medium when it is operating in the 125 primary U.S. markets, Sidney W. Dean Jr., vice president and director of marketing, McCann-Erickson, New York, said last week.

The other 1,150 localities where TV expenditures have been made will "provide important frontier opportunities to local and some regional advertisers, but their value to national advertisers will be impaired by the naturally higher costs of the added unduplicated markets," he said.

Mr. Dean spoke before the Assn. of National Advertisers convention in New York (see other story, opposite page).

If his predictions turn out to be true, by far the major portion of national advertisers' TV budgets will never go beyond the 125 biggest centers of population. TV stations elsewhere must get business from sources closer to home.

Cost Problem

The primary 125 localities contain 78% of the U.S. population and 80% of all retail sales. To broaden his TV coverage into other areas, the national advertiser will have a big cost problem on his hands.

"For example," said Mr. Dean, "inclusion of the next largest 250 markets will add only 9% net unduplicated potential audience to the primary 125 markets." The question will be: Is the extra cost worth the extra audience? And the question will be even more pointed after the national advertiser has begun footing the bill for TV in the first 125 markets.

Mr. Dean guessed that the total TV expenditures of national advertisers in the 125 big markets by the end of 1954 will run at an annual rate of $750 million—far more than they now spend in any medium and a substantial increase over the current rate of their spending in TV, about $415 million a year.

By the end of 1954, the 125 primary markets will contain 26,800,000 TV homes, 21,600,000 of them in the 68 pre-thaw markets and 5,200,000 in the 62 new TV areas. Though it will present a mass audi-ence for the advertiser's message, television will have to do more.

"In the final planning of budget capabilities," said Mr. Dean, "we must turn primarily to television's capacities for carrying a greater share of the selling load in all other marketing channels, at all marketing levels."

TV's potential for carrying "a heavier share of total marketing responsibilities" has been proved, he said. "Television's even greater potential for higher-impact, lower cost, creative effectiveness is well known to this audience."

If used well, TV is "capable of earning the $750 million outlay which its projected growth could claim by December 1954," he said. "This increase of $350 million over the current 1952 level of television expenditure represents only 5% of the current expenditure by manufacturers for all forms of selling effort, which total $2 billion for advertising, $1.5 billion for sales promotion and $4.5 billion for personal selling."

"It represents less than 2% of the total selling expense of retailers, which is capable of energizing, supplementing and partially supplanting."

As TV goes nationwide, tele-
casters will wish to "scrutinize the competitive trend of ... rates," said Mr. Dean. "Wise rate policies which take into consideration not only audience costs per 1,000 but such factors as the rigidity of time, frequency and volume requirements can also open up new advertising revenue sources."

TV must price itself to attract medium-sized national advertisers. In 1951, Mr. Dean pointed out, TV networks obtained 69% of their time revenues from the 100 largest advertisers, of which the smallest spent $1.8 million in space and time, and only 31% from all other national advertisers. The objective should be to make TV possible for more national advertisers in the smaller budget class.

Television Now* ... and by the end of '54

<table>
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<tr>
<th>63% markets</th>
<th>125</th>
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<tr>
<td>63% part of total U.S. population</td>
<td>78% in TV range</td>
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<tr>
<td>68% part of total U.S. retail sales</td>
<td>80% in TV range</td>
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<td>TV homes</td>
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*Excluding post-thaw stations.

Page 24 • October 6, 1952
RADIO, TV TRENDS

THREE radio-television topics charting future trends in television, evaluating TV commercials and appraising current radio and TV rating methods highlighted the 43d annual meeting of the Assn. of National Advertisers in New York Sept. 29-Oct. 1.

Some 350 leading advertising executives, who attended the sessions at the Hotel Plaza, heard a talk on Tuesday afternoon by W. Dean Jr., vice president and director of marketing services, McCann-Erickson Inc., on "Surveying the New Frontiers of Television" (see opposite page).

At the opening session Monday J. Ward Maurer, director of advertising, the Wildroot Co., was elected chairman of the association, succeeding Wesley I. Nunn, advertising manager, Standard Oil Co. (Indiana). Ben R. Donaldson, director of advertising and sales promotion, Ford Motor Co., was elected vice chairman. Paul B. West was re-elected ANA president.

Re-elected to the board of directors were: Henry Schachte, director of advertising, Horden Co., and George Mosley, vice president in charge of advertising and sales promotion, Seagram Distillers Corp. (three years). Elected to the board were: Ralph Harrington, advertising manager, General Tire & Rubber Co.; R. A. Applegate, assistant director of advertising, E. I. du Pont de Nemours & Co.; George Oliva, director of advertising, National Biscuit Co. (three years); William Brooks Smith, director of advertising, Thomas J. Lipton Inc., and Harry J. Deines, general advertising manager, Westinghouse Electric Corp. (one year).

Selling Messages

In a speech entitled "What Makes Television Commercials Click?", Leyton Carter, of the Gallup & Robinson research department, reported Tuesday on the results of an analysis of several hundred television shows and a like number of TV commercials.

The survey, he reported, showed size of audience and proof of exposure to commercials are subsidiary considerations in weighing their effectiveness.

"The registration of selling messages is perhaps the most important single factor which impact provides. Without the transmission of selling messages which are important to the viewer, little buying urge is created. It is at this level of measure that we feel our great spread, and correspondingly, the great opportunity for alert advertisers," he said.

Developing the theme that "registration of selling messages" is the paramount factor, Mr. Carter argued against the contention that large audience is necessarily an important consideration. He insisted that his firm's research did not support this attitude. He said some programs with relatively low popularity reach a greater number of viewers with commercial effectiveness than some with high popularity.

In similar vein, Mr. Carter de-emphasized the value of "proof of exposure to commercial" as a yardstick of its pulling power. He asserted the Gallup & Robinson's research indicated certain advertising techniques will effectuate the remembering of a commercial but "fail to register any selling message."

In a slide demonstration, Mr. Carter discussed some advertising approaches which had proved notably effective or weak. He cited as an example of effectiveness those commercials which stressed brand superiority and contrasted this with the poor performance of the "straight sell" method. Mr. Carter noted that commercials which contain demonstrations of brand superiority, portraying how a product works, how it's made and why it's better, appear to "add up to a very fine selling job."

But the "straight selling" technique fails, Mr. Carter said, because he felt it accepts the premise that "people will work to get the picture story . . . and visualize product advantages and features without help."

"One of the difficulties in this approach is the fact that the 'picture' side of the medium does little work," Mr. Carter explained.

Use of the "before and after" technique has proved successful in (Continued on page 101)

RADIO GRANDSLAMS

Another victory for radio as a retail sales producer has been recorded by Advertising Research Bureau Inc. in a test made three weeks ago by Sears, Roebuck & Co. in Lansing, Mich. The same amount of money spent with WILS Lansing and with the Lansing State Journal, according to a preliminary ARBI report, resulted in radio output-pulling newspapers better than two to one, with measurable by traffic or sale volume.

There were several unusual features about this ARBI test. First, the advertised item, a Hollywood divan, retailed at $49.88, an exceptionally high price for test merchandise. Second, these divans were not special sale merchandise, but standard items made in Lansing and carried by the store as part of its regular furniture stock. Third, the sale days, Thursday to Saturday, September 11-13, coincided with the store's annual anniversary sale, biggest event of the store year, which began on Friday.

The divans used as the merchandise for the radio-newspaper test were advertised with a 50-inch newspaper ad, Sears' only ad in the paper that day, on Wednesday, and with four spots that day, nine on Thursday and ten on Friday on WILS. The divans were also featured in a display in a main window of the store.

Despite the concentration of all the newspaper appropriation in the Wednesday edition, with radio getting only four announcements that day, Thursday, first day of the sale, radio produced as much traffic to the item as the newspaper did, each delivering 37.5% of the total. On the succeeding days radio pulled far ahead of the paper, producing 34.8% of Friday's traffic to 13.0% for the paper, and on Saturday accounting for 35.8% to the newspaper's 7.1%.

Overall, radio brought 16 customers in to look at the divans, according to their answers to the ARBI interviewers, while the newspaper ad induced only seven readers to inspect them. The purchases made by the radio-created traffic in the store amounted to 56.7% of the total, while the newspaper readers brought in only 24.8% of the total. Six divans were bought by the radio-created customers, only four by the newspaper-created traffic.

Walt Dennis, commercial manager of WILS, said that this test has changed him from one of ARBI's severest critics to one of its strongest supporters. "Knowing what radio could do, I never saw any sense in spending money to prove it again," he said. "But now I realize that in breaking down the traditional prejudices of retailers, who can scarcely believe there is any way to advertise except in newspapers, the ARBI tests are one of the greatest assets a station has."

When he proposed further tests to Kenneth Lamblin, general manager of Sears' Lansing store, Mr. Dennis reported, Mr. Lamblin said that no further tests were needed to convince him and that from now on radio will be a regular medium for the store.

Mr. MAURER . . . new ANA chairman

In Lansing ARBI Test

Preliminary Summary of Results


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<th>Newspaper</th>
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<td>% No. Purchasing</td>
<td>6</td>
<td>4</td>
<td>2</td>
<td>1</td>
<td>13</td>
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<tr>
<td>% Purchasing</td>
<td></td>
<td></td>
<td></td>
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<td></td>
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<tr>
<td>Merchandise</td>
<td>37.5</td>
<td>57.1</td>
<td>33.3</td>
<td>6.3</td>
<td>18.9</td>
</tr>
<tr>
<td>% Dollar Value of Purchases</td>
<td>55.7</td>
<td>24.8</td>
<td>6.6</td>
<td>12.9</td>
<td>100.0</td>
</tr>
<tr>
<td>% of Traffic by Medium, by Day</td>
<td></td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Thursday</td>
<td>37.5</td>
<td>37.5</td>
<td>12.5</td>
<td>12.5</td>
<td>100.0</td>
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<td>Friday</td>
<td>34.8</td>
<td>34.8</td>
<td>17.4</td>
<td>34.8</td>
<td>100.0</td>
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<td>Saturday</td>
<td>35.8</td>
<td>7.1</td>
<td>7.1</td>
<td>50.0</td>
<td>100.0</td>
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<tr>
<td>% of Traffic by Medium, by Resident</td>
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<td>100.0</td>
<td>83.3</td>
<td>75.0</td>
<td>86.7</td>
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<tr>
<td>Outside City</td>
<td>6.2</td>
<td>16.7</td>
<td>25.0</td>
<td>13.3</td>
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</tr>
</tbody>
</table>

(1) These figures include all purchases made in the survey area by customers who were interviewed.

October 6, 1952 • Page 25
LINEUP of KLZ principals before hearing began (l to r): Messrs. Terry, McCaw, Hoffman, Gamble, Gould, Pierzon and Rickerson.

**FIRST POST-THAW TV HEARINGS**

THE FIRST comparative hearings on television applicants since September 1948 started last week in Washington as four applicants began formal competition for two vhf channels, as Denver Television Inc. (KLZ) and Aladdin Radio & Television Inc. (KZLO) were notified by the FCC that their petitions for vhf channel 26 and one channel in the vhf range were before Examiner Elizabeth D. Cunningham. The Denver applicants are competitive for vhf channel 26 with Telecasting Corporation of America of Portland, Ore., by competing in the temporary proceeding of uncontested bids or notified, it is conceded that the temporary proceeding will not affect hearing cases in hand at that time, it was pointed out.

The Denver applicants are presenting cases for hearing Examiner James D. Cunningham while the Portland proceedings are before Examiner Elizabeth C. Smith. Competing Applicants

Competing for vhf Channel 7 at Denver are Aladdin Radio & Television Inc. (KZLO) and Denver Television Co. (Wolfgang theatre interests). Seeking vhf Channel 4 are KMRY Broadcasting Co. of Metropolitan Television Co. (Bob Hope and Mayor Quigg Newton and associates). The latter recently bought KOA Denver for $2,250,000 from MBC [B&T, Sept. 1].

In the first two days of the Denver testimony, with KLZ witnesses leading off, two significant issues came to the fore:

- Anti-trust violations. Both Channel 7 applicants include motion picture principals.
- Legality of provision in CBS Radio contract providing for first refusal rights for TV affiliations. Also legality of affiliation agreement made more than six months before station begins operating.

In the Portland proceedings, the first hearing now underway concerns vhf Channel 21. The facility is requested at nearby Vancouver, Wash., by Vancouver Radio Corp. (KTRAN) and at Portland by Mt. Scott Telecasters Inc. (KGRN).

About Oct. 15 the Portland vhf Channel 12 hearing is slated to commence before Examiner Smith. Competing applicants are Oregon Television Inc., headed by ship builder-industrialist Henry A. White, Northwest Television and Broadcasting Co., whose president and one-third owner is John D. Keating, half owner of KYA San Francisco, KPOA Honolulu and KILO Hilo; and Columbia Empire Telecasters Inc., partly owned by KPOJ Portland and the Portland Oregon Journal, with majority interest held by Wesley I. Dumm, sole owner of KSDO and chief owner of KPIX (TV), both San Francisco.

The Portland vhf Channel 6 hearing is slated to commence Nov. 10 and involves the applications of KXL Telecasters (KXXL); Mount Hood Radio and Television Broadcasting Corp., new owner of KOIN there, and Pioneer Broadcasters Inc. (KGW).

The final Portland hearing, for vhf Channel 8, is scheduled to commence Dec. 1. Applications in this proceeding include Westinghouse Radio Stations Inc. (KEX); Portland Television Inc., headed by Ralph E. Williams Jr., local businessman; Cascade Television Co., comprised of several local businessmen and David McEwan, chief owner of KOLO Reno and KORK Las Vegas and part owner of KGYW.

**Huddle of Denver Television Co. team around President Wolfberg (center, seated) l to r: Messrs. Constant, Plotkin, Wolfberg, Morrissey and Nikolaitis.**

**Start at FCC**

whether comparative consideration should be allowed respecting proposed coverage of specific populations and areas. FCC's Broadcast Bureau opposes such consideration on the ground it was accounted for in the initial allocation plan of the Sixth Report and the standards provide no method for computing such specific coverage.

This issue is not peculiar to the Portland cases, however, and the conflict tends in several other proceedings also designated for final action in the near future [B&T, Sept. 1]. Numerous petitions and oppositions have been filed with respect to enlargement of issues.

Shadow of anti-trust proceedings hung over Denver applicants for Channel 7, when Aladdin's J. Gould, secretary of Aladdin Radio & Television Inc. (KZLO-AM-FM) was quizzed concerning the anti-trust suit brought by Cinema Amusement Inc. against Twentieth Century-Fox, RKO and Loew's-MGM.

This suit resulted in a $300,000 damage judgment against the film distributors earlier this year. The Denver U. S. District Court held that the distributors had conspired to withhold first-run films from the Broadway Theatre in Denver, owned by Cinema Amusement Inc.

Principals of Cinema Amusement Inc., John M. Wolfberg, father and son, who are also principals of Denver Television Inc., opposing KLZ for Channel 7.

Principals in KLZ are Harry E. Huffman, formerly manager of Fox Denver Theatres, and Frank H. Ricketson Jr., president of Fox Intermountain Theatres. Mr. Gould is also a part owner of competition and also some subsidiary companies, which are owned by National Theatres Inc. National Theatres Inc., until Sept. 28, was owned by 20th Century-Fox, which was forced to divest itself of the theatre ownership under the terms of the 1949 Supreme Court decision and subsequent consent decrees.

**Anti-trust Issue**

As soon as Denver Television counsel brought up the anti-trust issue, KLZ counsel objected. Examiner Cunningham overruled the objection, but stated that he did not propose to permit the retrial of anti-trust suits in the hearing.

KLZ counsel also alluded to an anti-trust suit for $300,000 damages brought last week by Denver drive-in theatre operator Kar-Vue Theatre Inc. against six Wolfberg-owned theatres and distributor United Artists Inc. Complaint alleged that United Artists refused to grant second-run film rights to Kar-Vue-owned Monaco Drive-In Theatre because of an agreement it had with the Wolfberg-owned theatres.

Second highlight of first two
days of Denver hearing involved the legality of a proposal in the CBS Radio-KLZ affiliation contract which gave CBS first refusal rights on TV affiliation when and if KLZ received a TV grant.

It is understood that Denver Television used CBS affiliation as the basis for its proposal for network operation in its application. It also set forth proposed non-network operation.

Hugh B. Terry, president and general manager of the KLZ stations, was questioned at length on his understanding of FCC chain broadcast Sec. 3.306(f) which prohibits affiliation contracts from being made more than six months in advance of a station's operation. At issue also was a Sept. 30 letter from CBS Vice President Herbert Akerberg agreeing to a CBS affiliation if and when KLZ received a TV grant.

Fight for Rights

In case of conflict with theatre TV, Mr. Terry said he would always fight for rights to broadcast for home TV sporting events and other spectacles and public events. This was in obvious reference to the theatre concerns of some of the major KLZ stockholders.

Mr. Terry testified that the KLZ staff had visited and studied at least 50 TV stations. Three of the KLZ staff had put in 6,644 hours on TV, Mr. Terry estimated. Some had actually worked in TV stations, he said.

Asker about the NABRT TV Code, Mr. Terry replied that the proposed KLZ-TV would follow the code, but that it would not be controlling. It would be used as a guide, he explained.

He also stated that KLZ had an agreement with KMYR by which the latter, if successful in getting a TV station, would lease half of KLZ's Laughout Mt. building and tower, for $3,000 a year. In the event KLZ were unsuccessful, and KMYR were successful, KMYR agreed to buy KLZ's equipment.

Total cost for facilities for the proposed KLZ-TV operation will be $757,779, the KLZ exhibit showed. Studio space is to be leased, at $1,600 per month. Payroll for 87 persons will amount to $247,260 per year. Estimated annual operations will cost $282,684. Estimated revenue will be $270,000.

In addition to these stations, KLZ-AM-FM was bought from the Gaylord-Bell interests by the Aladdin group three years ago for $1 million ($B+T, March 21, 1949). It operates on 550 kc with 5 kw. Mr. Terry, who is a 16% stockholder, has been with the station since 1940.

Scheduled to testify in behalf of KLZ's operating policies, following Mr. Terry, were prominent Denver citizens—Dr. Irwin Hinds, Judge Philip Gilliam of the Juvenile Court, Dr. Roy Hinderman, deputy school superintendent, and John Vivian, former Colorado governor. Counsel for KLZ is Theodore A. Pierson, Pierson & Ball.

In addition to Mr. Wolfberg, who is president and 34% stockholder, other Denver Television Inc. principals are P. Kirk Johnson, Texas oilman, 20% and first vice president; James M. Linn, 20%; Dr. Wilford W. Barber, physician, 10%; Sterling C. Holloway, Texas attorney, 10%; Max G. Brooks, banker, 5%.

Mr. Wolfberg was accompanied at the hearing by L. A. Nikolicor, majority stockholder and attorney; and second vice president; A. H. Constant, formerly KRKN-TV San Francisco program director, to be general manager of the Denver Television station if granted, and Tom Morrissey, former KFEL-TV Denver television engineer, to be technical director.

Counsel for Denver Television is Harry M. Piotkin, Arnold, Portas & Porter. This is Mr. Piotkin's first case before the FCC since leaving the Commission 16 months ago. He was assistant general counsel in charge of the Broadcast Division of the Law Dept.

FCC counsel at the Denver proceedings is Robert W. Rawson, assistant chief of the Broadcast Bureau Hearing Division. Jerome Padberg is engineer.

At the Portland Channel 21 hearing, engineering evidence was presented by both Mt. Scott Telecasters and Vancouver Radio Corp. Dwight D. Loomis, Portland consulting engineer and professor at Lewis & Clark College there, testified concerning the Mt. Scott proposals while Howard T. Head, consulting engineer with A. D. Ring & Co., Washington, testified in behalf of Vancouver Radio.

The Mt. Scott witness offered an exhibit containing a tabulation of cities which would receive service from the proposed station but following objection by Vancouver Radio counsel, it was revised to show cities within the Grade A and B contours without reference to specific service.

Thursday Sessions

On Thursday non-engineering presentation began with testimony on corporate details by Mr. Scott Secretary-Treasurer Francis I. Adams. Her husband, S. Adams, president of Mt. Scott, was to testify Friday. They are chief owners.

Besides pending request for enlargement of issues regarding comparative consideration of areas and populations to be served by the Channel 21 applicants, FCC's Broadcast Bureau referred the Commission to issue an injunctive order concerning potential interference to KPOJ and KPAM Portland because of the adjacency of the proposed TV antennas to the towers of the AM stations.

Legal counsel for Mt. Scott are Ralph H. Owen and Hessel E. Vriend Jr. of the Portland law firm of Clinton H. Hester. Counsel for Vancouver Radio are John P. Hearne, San Francisco, and Norman E. Jorgensen, Washington.

The Broadcast Bureau Hearing Division is represented at the proceedings by James O. Juntilla, attorney. John E. Doane and Louis Light are engineers.

COMPETITORS agree on B+T, although opposed to TV. (L to r): Fred F. Chitty, secretary-part owner of Vancouver Radio Corp. (KLAN), seeking Channel 21 at Vancouver; and Mr. and Mrs. Irwin S. Adams, president and secretary-treasurer, respectively, and majority stockholders in Mt. Scott Telecasters Inc. (KCON), seeking Channel 21 at Portland.

ATTENTIVE listeners at Portland hearings are J. E. Baudino (1), vice president and general manager of Westinghouse Radio Stations Inc., Channel 8 applicant, and C. Howard Hendricks (2), president, of Mount Hood Radio & Television Broadcasting Corp., Channel 6 applicant and new owner of KOIN Portland.

EMERGING from Portland Channel 8 proceedings are Cascade Television Co. President George C. Sheahan (1), 10% owner, and Vice President David McKay, 50% owner. Mr. McKay is chief owner of KOLO Reno and KORK Las Vegas and 43% owner, KGYW Vallejo, Calif.
TAYLOR NAMED

As an MBS Director

J. GLÄN TAYLOR, vice president of General Tire & Rubber Co. to join the O'Neill broadcast analysis group, to work on the coordination of the company's radio and TV interests. (BT, May 20), was elected a director of MBS at a meeting Tuesday of the network's board.

Mr. Taylor

In what a network spokesman described as an "unusually routine" meeting, the board announced a problem of adjusting Mutual rates to remain competitive with the other nationwide radio networks, which have recently instituted rate and discount adjustments lowering their; nighttime charges to advertisers, was discussed at length but no plan was determined, pending completion of an analysis of the plans of the other networks, now underway.

Attending Meeting

Meeting was attended by MBS president and chairman, Thomas P. O'Neill; Frank Schreiber, WGN Chicago; Willett H. Brown and Ward Ingram, Don Lee Broadcasting System; Theodore C. Striebert, president, General Telecasting System; H. K. Carpenter, WKB Cleveland; Benedict Gimbel WIP Philadelphia; William H. Neubrcher Jr., no contract vice president of MBS; James E. Wallen, MBS secretary and treasurer, and Mr. Taylor.

Lever Names Neubert

H. NORMAN NEUBERT, merchandising manager of owned and operated stations division of NBC, has been named brand advertising manager for Lever Brother's Surf and Swam. Before his NBC affiliation in 1960, Mr. Neubert was public relations manager at R. H. Macy, Co., New York, for seven years.

Strictly Service

WEEKLY sponsored program without commercials was reported by WPAC Patchogue, L. I. Sponsored on Sunday at 2:30-3:30 p.m. by Long Island realtor, Walter Shirley, program contains club notices, birth, wedding and organization announcements and recorded music. Show is designed exclusively for residents of 10,000-acre Shirley (L.L.) reality development and is paid for as a community service.

RINSO, SPRY

Lever Bros. Switches Agency Handling the Accounts

LEVER Brothers Co., New York, has appointed Hewitt, Ogilvy, Benson & Mather and Foote, Cone & Belding, New York, to handle the Rinso and Spry advertising, respectively, effective Jan. 2. Lever Brothers had withdrawn these accounts [CLOSED Circuit, Sept. 25] from Ruthrauff & Ryan, New York, which had handled Rinso advertising for 25 years and Spry for 17 years.

The combined billings of both accounts is said to be about $9 million, with 60% of that advertising budget going into radio and television. Ruthrauff & Ryan, however, will continue to handle the Canadian advertising of Lever Brothers.

This move on the part of the soap company marks the second major account that Ruthrauff & Ryan has lost this year. The first big blow came when Dodge Div. of the Chrysler Corp. went over to Grant Adv. early last spring.

AGENCY Since Start

R & R handled Spry from the time of its inception around 1935. The first advertising budget for the account was allocated to a network radio show entitled Artie Jemey on CBS. The program, on the air for the product for the past 17 years, is still on the same network. It currently is heard five times weekly, 12:30-3:30 p.m. on CBS Radio. Spry also participates in alternate sponsorship with Surf on Hawkins Falls on NBC-TV, 5:15 p.m. five times weekly.

Rinous which has been with R & R for the past 25 years, currently

"Why, hello Senator, I haven't seen you since the Gathings inquiry."

Scheiner Upped

To Head FCC Rules Div.

ARTHUR SCHEINER, 35-year-old assistant chief of the FCC Broadcast Bureau's Rules and Standard Division, was named to head the division, succeeding Paul Dobin, who resigned early last month to enter private law practice. (BT, Sept. 8).

Mr. Scheiner has served in a second-in-command of Mr. Scheiner the division since October 1951. Before then, he was a general attorney in the Renewals and the Motions Branches of the Broadcast Division, and the Safety and Special Services Div., FCC Law Dept. He joined the FCC after five years with the Army during World War II.

He was born in New York City in 1917, received an A.B. degree from New York U. in 1937, and an LL.B. from Columbia Law School in 1940.

Barrere To Bab

In Member Service Post

APPOINTMENT of Claude Barrere as director of member service of BAB was announced last week by Bureau President William B. Ryan. The appointment was effective Oct. 1.

Mr. Barrere, for the past five years head of his own program sales organization, formerly was manager of syndicated sales for NBC's Radio Recording Division and also served as assistant promotion manager of NBC's WEAF New York (now WNBC).

He is secretary of the Radio & Television Executives Society, the new organization formed through the merger of the Radio Executives Club of New York and the American Television Society, both of which he also served as secretary.

In his BAB post he will be responsible for membership promotion and service.

Willys-Overland Buy

OPENING 23d consecutive year on CBS Radio Oct. 19, weekly 1½ hour broadcasts of New York Philharmonic Symphony Orchestra will be sponsored by Willys-Overland Motor Corp., Toledo (Sunday, 2:30-4 p.m. EST). Contract for the 28-week series was announced by M. P. May, president of Willys-Overland, and Adrian Murphy, CBS Radio president. The Philharmonic has been unsponsored on CBS Radio since 1949. The series was sponsored from May 1943 through April 1947 by U. S. Rubber Co., and by Standard Oil Co. (N. J.) in 1948-1949. Agency for Willys is Ewell & Thurber Assoc., Toledo.
Radio revenue in 1951 was the highest in history—$460.4 million, 15.7% increase over revenue in 1950—according to the official financial report released last week by the FCC.

Of the $460.4 million total revenue of seven radio networks and 2,241 stations, $404.6 million was from time sales and $44.6 million from sale of programs or program services. (The approximately $1.2 million difference between the $460.4 million total and the sum of time and program services revenue reported by 66 independent FM stations and was not broken down between time and program services.)

Local time sales in 1951—$241.5 million—showed a healthy gain of 5.6% over that of business in 1950. Spot time sales were $119.5 million in 1951, up 6.6%. National network time sales fell 5.7%.

Network time sales fell 5.6% over 1950.

Radio earnings are concerned. As profits were understated, the difference between the two as far as profits were concerned. TV profits in 1951 (before federal income taxes) were $411.1 million, almost three-fourths of the radio earnings last year. For full TV financial report, see B T, Aug. 25.

Income of the four national and three regional radio networks (and their owned and operated stations) was $47.4 million, off 3.7% from 1950's profit margin—$49.1 million. Total income of all other stations was a whole sagged in 1951, the (Continued)

TABLE II

<table>
<thead>
<tr>
<th>Type of Expense</th>
<th>Amount</th>
<th>Per Cent Total</th>
<th>Per Cent of Revenues</th>
<th>Per Cent of Income</th>
<th>Stations serving as outlets for network-wide networks</th>
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<tr>
<td>Technical</td>
<td>$121,119</td>
<td>17.5%</td>
<td>26.5%</td>
<td>21.9%</td>
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<td>Program</td>
<td>357,540</td>
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<tr>
<td>Selling</td>
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<td>General &amp; Administrative</td>
<td>225,132</td>
<td>33.1%</td>
<td>16.3%</td>
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<tr>
<td>Total</td>
<td>$691,821</td>
<td>100.0%</td>
<td>$172,634</td>
<td>100.0%</td>
<td>$60,292</td>
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Average broadcast revenues per station:
- Technical: $907,549
- Program: $215,726
- Selling: $66,731
- General & Administrative: $158,906
- Total: $1,061,582

TABLE III

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<th>Class and time of station</th>
<th>Average per station</th>
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<th>1950</th>
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<tr>
<td>Broadcast</td>
<td>949.3</td>
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<td>TV</td>
<td>126.6</td>
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<td>AM</td>
<td>1,061.1</td>
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Simplified Form Planned

The FCC last week proposed to amend the form 324 upon which networks and licensees make their annual financial reports. The proposed form would be a simplified version of the present one. The following would be eliminated: Schedule 1A, "Analysis of Notes and Accounts Payable"; Schedule 2, "Contingent Accounts"; Note 1 of Schedule 7 (page 12), "Analysis of Broadcast Expenses (continued)"; and Schedule 9, "Analysis of Time Devoted to Networks".

Rule making procedures are required to amend the report form. The FCC said that interested parties may obtain copies of the proposed form on request to the Office of Reports and Information.
RATE CUT PLANS

REPORTING 100% acceptance by its affiliates, NBC put its new rate and discount schedule into effect last Wednesday and ABC radio appeared set to put its own plan into operation shortly. This leaves MBS as the only national radio network yet to follow suit on the changes initiated by CBS Radio in August.

The question of Mutual's approach to the problem was surveyed at a meeting of the MBS board last Tuesday, but plans were deferred pending completion of analysis of the plans announced by CBS Radio, NBC and ABC (see MBS board story, page 28).

NBC's report of 100% approval of its plan by affiliates made it the second network to get unanimous acceptance. CBS Radio had won over the last of its holdsout only a few months ago. NBC stations acceptance this time was in marked contrast to their reaction to two earlier NBC plans for time-cost reductions. On both, NBC was thwarted by affiliate opposition. In neither of those cases, however, did NBC have a cut by a rival network to use as a "sales tool" on its own affiliates.

New NBC Plan

Details of the new NBC plan [B&T, Sept. 8, et seq.—providing for an approximately 20% increase in evening net time charges; about 4% increase in Monday-through-Friday morning time costs, and an average 9% cut in Saturday and Sunday morning time charges—were outlined by NBC Sales Vice President John K. Herbert in letters sent Wednesday to advertisers and agencies, along with copies of the network's revised discount structure (see text at right).

Mr. Herbert said, in part:

"We have placed principal emphasis on substantial weekly dollar volume discounts on the assumption that they provide maximum flexibility in covering varied types of network purchase. With such discounts, the value of using NBC's network with its continuous national advertising and special promotion campaigns becomes even more pronounced; and it becomes economically attractive for all advertisers to expand station lines progressively in the light of their particular advertising requirements.

"At the same time, the year-round advertiser receives optimum discount benefits. We feel that the values of our discount approach are particularly striking in comparison with a discount system based on annual volume."

In addition to the weekly dollar-volume discounts [for details, see text], the plan provides that "an annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all facilities used during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year."

Instead of taking weekly discounts and annual rebate, an advertiser spending $1 million or more per year on NBC may take a 47.75% discount on gross time billing for programs originating from 6 p.m. to midnight New York time (including rebroadcasts of such programs).

Mr. Herbert also called attention to NBC's revised "contiguous rate" plan for combination day and night purchases, whereby an advertiser buying at least a 15-minute strip, plus another period of at least 15 minutes, will receive the lower "contiguous rate" on total program time within any one day.

Referring to this feature—first sale under which General Foods purchased a 15-minute Monday-Friday strip starring Bob Hope, along with an evening half-hour also featuring Mr. Hope [B&T, Sept. 29]—Mr. Herbert asserted:

"Under this new policy, a daytime strip advertiser can buy an evening period or strip at very substantial savings; and conversely, an evening advertiser can add daytime programming to his NBC schedule on an economic basis. By extending these contiguous rate benefits, we are seeking to develop for advertisers the combined and complementary advantages of daytime and evening radio as a low-cost, effective means of reaching tremendous unduplicated and diversified audiences."

By putting its new plan into effect on Wednesday, NBC missed its original target date of Sept. 29 by two days. There had been no indication, however, that any major holdup would develop. A week earlier, officials had foreseen "virtually 100%" acceptance by affiliates.

One of the last "holdouts," it was understood, was KOB Albuquerque, co-owned by Time magazine and former FCC Chairman Wayne Coy. Network spokesmen attributed KOB's delay, at least in part, to illness which prevented Mr. Coy's familiarizing himself with details of the plan at an earlier date.

Exact date when ABC planned to put its new structure into effect had not been decided late last week. The original goal had been Oct. 1. Station acceptances were said to be coming in satisfactorily and officials reported no doubt it would be put into operation in the near future.

A major delaying factor was said to be the problem of maintaining quick liaison between the network's New York headquarters and the West Coast, where President Robert E. Kintner and top officials were confering after a regional meeting with Pacific and Mountain states affiliates. There was speculation that in putting its plan into effect, the network might make the changes retroactive to Oct. 1, its original target date.

1886

MERLIN HALL AYLESWORTH

1952

Merlin Hall Aylesworth

first president of NBC and originator of many of the enduring policies and practices of network broadcasting, died last Tuesday in St. Luke's Hospital, New York, after a lengthy illness. He was 66.

When Mr. Aylesworth assumed the presidency of the world's first radio network at the time of its formation, Sept. 9, 1926, no one knew anything about network broadcasting and even he lacked any radio experience. "I've come clean to my job," he said at the time, "with no experience and no prejudices. I am literally starting from scratch at the top."

On Nov. 15, 1926, NBC began regular daily operations, premised on the belief that network programs, of better quality than any individual station could provide, would encourage more people to join the radio audience. In 1936, when Mr. Aylesworth resigned as president to become head of Radio Keith-Orpheum Corp., which had been recently acquired by this superination while he was still with NBC, network radio was an established part of American life and a major power in the nation's entertainment and advertising industries.

The original network objective was outlined in 1926 by Mr. Aylesworth in words that are just as true today: "To find what program gives the fullest measure of service to the public; to establish the

MBS Defers Action

TEXT of NBC radio's revision of its rate- and discount structure, which became effective Oct. 1 (Parenthetical page references below supplied by NBC and refer to network's printed form):

AMENDMENTS TO RATE CARD #34

NBC RADIO NETWORK

Effective Oct. 1, 1952, Rate Card #34 is amended by the changes shown below in the sections entitled "Red Classifications" (page 4) and "Commissions, Discounts and Rebates" (pages 11-12). However, it is noted that the gains result in an increase in the total net time cost for a program ordered prior to Oct. 1, 1952, the effects of which will be deferred in their entirety with respect to that program until the expiration of six months from Oct. 1, 1952, and during such six month period the rate classifications and discount rebate structures provided in Rate Card #34 will apply to such program.

RATE CLASSIFICATIONS

All rates quoted on local time. Fractional rates do not apply to networks and network stations. WLW rates in hours other than network option time on request.

Evening Gross Rates—5:00 p.m. to 11:00 p.m.

As listed in Rate Card #34, with amendments effective prior to Oct. 1, 1952.

Daytime Gross Rates—8:00 a.m. to 6:00 a.m.

One-half of evening gross rates, divided by 0.6 (equivalent to 11.1% increase). Daytime gross rates for Canadian and Philippine stations will also be increased at the rates.

Transition Rates (service available in Rate Card #34)

(Continued on page 86)
what makes WLAC CLICK

WLAC chalks up another first

When WLAC's election returns indicated that the Hon. Frank G. Clement had won Tennessee's recent Gubernatorial Primary, Mr. Clement turned from his radio and said... "I'm ready for that WLAC microphone."

WLAC was ready too. Standing by in the candidate's hotel suite, WLAC's Esso Reporter staged another scoop with an exclusive pickup of the nominee's first acknowledgment of victory.

As in every election year for the past 25 years, listeners wanted to know... "how does WLAC get returns 30 minutes ahead of everyone else"...

Congressman airs victory

Since first campaigning over WLAC 12 years ago, J. Percy Priest, Democratic Whip of the U.S. House of Representatives shown acknowledging his 7th consecutive victory, has made WLAC his first port of call on election night.

Whether it's a Public Service assignment... or a job of selling merchandise... WLAC programs with personalities who know how to attract and hold radio listeners... best...

WLAC
CBS RADIO  50,000 WATTS
NASHVILLE, TENN.
Represented Nationally by The Katz Agency
NARTB Plans Study

RADIO'S STABILITY

STABILITY of radio station operation as a business enterprise will be shown by a nationwide study to be undertaken by NARTB, delegates of District 4 (Va., N. C., S. C. and Ga.) were told Thursday-Friday at Hotel Carolina, Pinehurst, N. C.

Despite the piling up of intra-industry competition, development of TV, increased operating costs and the invasion of other advertising media, a pilot study conducted by NARTB indicates that broadcasting will be revealed as one of the more solid among American commercial institutions.

Actual field work to show radio's standing in the U. S. economic picture will get under way in a fortnight, NARTB President Harold E. Fellows told District delegates. He introduced Richard Al- lerton, NARTB research director, who is taking over direction of the project from Fellows and is most extensive in the association's history.

Survey Details

Besides going into the solidity of stations, the survey will show how broadcasters have improved their product in recent years. Furthermore, it will present a careful analysis of the whole station structure and portray trends in rate-card practices.

An informal study of rate cards conducted recently by Mr. Allerton showed that stations in general are underpricing their five-minute rates in comparison with their quarter-hour periods as well as quarter-hours in relation to hourly.

In conducting the nationwide analysis of the broadcast medium, one of the nation's top management-research firms is to do the field work, under Mr. Allerton's supervision. The project was authorized several months ago by the NARTB board. Preliminary work started at once, leading up to the pilot studies.

Typical cities and markets all around the country have been selected. The research-management analysts will penetrate all phases of station operation. Identity of stations and markets will not be revealed, of course. Mr. Allerton will go into the field this week to get the project underway.

The research will develop principles of profitable radio station operation for guidance of broadcasters in the period of increasing competition.

Shafio, WIS Columbia, S. C., chairman of the resolutions committee. Other members were Cecil Hoskins, WNNC Asheville, N. C., and Phillip L. Allen, WLVA Lynchburg, Va.

Mr. Fellows described a series of NARTB projects, including the plan to bring about lower insurance rates for stations through uniform practices and a group underwriting proposal.

Campaign of NARTB in cooperation with National Assn of Radio & Television News Directors to break down arbitrary deadline practices prejudicial to radio and television was described by F. O. Carver, WJSJ, who is leading the fight. Mr. Carver spoke during a news panel moderated by I. Edgar Kirk, WPTF Raleigh, N. C.

The deadline formula, adopted under newspaper pressure more than a decade ago, specifies 7 a.m. and 7 p.m. as morning and evening release hours. Mr. Carver said the evening hour was especially harmful to radio and TV because it keeps many news items off 6 p.m. newscasts. He said the wire services have agreed to explore a more realistic formula.

"This formula puts radio's birthright into a mess of purdiggie," Mr. Carver said, terming it "obsoletely".

Untrained Newsmen

Jack Knell, WBT Charlotte, warned against allowing commentaries by untrained news personnel. This could put stations in a bad spot this year, he said, forcing them to give a lot of time to new groups entitled to answer inexperienced commentators.

Robert K. Richards, NARTB assistant to the president, showed delegates a proposed questionaire designed to serve as basis of an analysis of station news practices and trends.

Richard P. Doherty, NARTB employee-relations director, addressed the Thursday afternoon meeting on labor problems and economics of station management.

William T. Stubblefield, station relations director, led a discussion of association membership problems.

NETWORK TIME SALES

ADVERTISING expenditures for radio and TV network time figured at gross rates before discounts are running more than 12% ahead of last year, according to data issued last week by Publishers Information Bureau.

In August, the network-radio TV gross was $235,075,765, up 12.9% from the $201,066,965 gross of August 1951.

Mr. Essex named the following: Edgar Roney, head of the speaking Bureau of the Democratic National Committee, will support the Gov. Stevenson faction, while New Jersey State Senator Malcolm S. Forbes, chairman of N. J. Citizens for Eisenhower & Nixon and associate publisher of Forbes Magazine of Business, argues the Republican cause. Pauline Frederick, ABC news commentator, will be moderator.

Mary Marshall Named

HEART OF AMERICA chapter of American Women in Radio and Television, meeting in St. Louis Sept. 27-28, elected Mary Louis Marshall, WOC-AM-TV Davenport, Iowa, women's commentator, as president, and named the following advisory committee: Doris Murphy, KIA Shenandoah, Iowa; Anna Hayes, KCMO Kansas City; Betty Barnett, KSD-TV St. Louis, and Janice Wardman, WOC-AM-TV. The chapter includes Iowa, Nebraska, Missouri, North Dakota, South Dakota, and Kansas.
customers for every penny! Transit Radio delivers buying listeners at less than $1 per thousand!

WKRC-FM gives Cincinnatians the kind of entertainment they like to hear on busses. In addition to news and music, WKRC-FM offers such outstanding program features as:

**MAGAZINE OF THE AIR:**
Simulcast of a WKRC-AM program, one of Cincinnati's most popular disk-jockey shows. No idle adlibs between records, but planned bits of information of interest to housewives.

**BONUS BASKET:**
And “idea” series with a merchandising twist for food accounts. It sells and SELLS! Bus riders win valuable prizes, sponsors win customers and open new accounts. A proved success.

**ALONG THE LINES:**
A novel series of two minute featurettes. Descriptive narration about historical landmarks along the city's bus lines. Riders learn interesting facts about places they see “along the lines.”

**AT YOUR SERVICE:**
Radio's newest idea for selling through a public service approach. Builds good-will among club, school and church organizations. Wins friends, influences people to buy!

Check WKRC-FM's drug merchandising tie-up with sixty-five Hy-Pure Drug Stores in Greater Cincinnati.

Write for Full Details . . . Or Call Your Forjoe Man

Transit Radio also available on these other good stations:

<table>
<thead>
<tr>
<th>Station</th>
<th>City</th>
</tr>
</thead>
<tbody>
<tr>
<td>KXOK - FM</td>
<td>St. Louis</td>
</tr>
<tr>
<td>KCMO - FM</td>
<td>Kansas City</td>
</tr>
<tr>
<td>WWDC - FM</td>
<td>Washington D.C.</td>
</tr>
<tr>
<td>WTOA - FM</td>
<td>Trenton</td>
</tr>
<tr>
<td>WBUZ - FM</td>
<td>Bradbury Heights, Md.</td>
</tr>
<tr>
<td>WGTR - FM</td>
<td>Worcester</td>
</tr>
<tr>
<td>WKJF - FM</td>
<td>Pittsburgh</td>
</tr>
<tr>
<td>KCBO - FM</td>
<td>Des Moines</td>
</tr>
<tr>
<td>KTNT - FM</td>
<td>Tacoma</td>
</tr>
</tbody>
</table>

WKRC-FM CINCINNATI, OHIO

and all other Transit Radio stations represented by Forjoe & Co.
CODE REVIEW BOARD REPORTS

NARTB's TV Code Review Board in the first such action last week warned telecasters to take a critical look at programs and commercials during children's viewing hours and advised them to tighten up their scheduling.

It also recommended that "ad libbing" be prohibited unless the station has established controls to guard against violations of good taste.

And, stations were urged to eliminate the "pitchman" type of selling.

These actions, in the form of six resolutions which were sent to the TV Code's 94 subscribing stations, were taken at a two-day meeting last week in New York.

In essence, the Code Board recommended that stations exercise more caution in the scheduling of so-called mystery and crime programs during children's viewing hours. It also urged caution in the selection of commercial announcements during those times, particularly in regard to the type of commercial and the product advertised. It also suggested the rescheduling of programs with "drinking and killing" scenes to hours other than those when children are watching.

The Board's recommendations also "advised against permitting ad libbing on the medium unless the station owner has established controls which will guard against violations of good taste and other Code violations."

Edward H. Bronson, director of TV Code Affairs, reporting on field trips he has made in the last two months, said he found general compliance with the Code and a sincere desire on the part of telecasters to bring their operations into conformity with it.

Members of the TV Code Review Board are in addition to Mr. Fetzer: Louis A. Bernstein, director, New York City; Robert W. Friedman, World vice president, said just as WBS has made it a custom to provide stations with a half-hour open-end dramatic transcription which will be the 1952 Christmas gift of World Broadcasting System to its affiliates.

Announcing the program, which will be released Nov. 15 for use during the holiday season, Robert W. Friedman, World vice president, said just as WBS has made it a custom to provide stations with a half-hour open-end dramatic transcription which will be the 1952 Christmas gift of World Broadcasting System to its affiliates.

At the Xmas Lane, half-hour open-end dramatic transcription which will be the 1952 Christmas gift of World Broadcasting System to its affiliates.

At this time, it is also traditional for local and regional advertisers to sponsor the event.

Pat O'Brien stars in Christmas Lane, now being produced in Hollywood by Herbert Gordon, World vice president, and directed by Henry Hayward.

GORDON, (1) World vice president in charge of production of the special Christmas show, and its star, Pat O'Brien.

FCC VACANCY

List Grows Swiftly: Is it Merrill?

WHILE reports persisted last week that the FCC has not yet settled on its new commissioner, a dozen names were enterprises and former chairman of the Board of Mutual; Frank King, president and general manager of Florida Broadcasting Company (WMBR-AM-TV) Jacksonville, Fla., and Neal MaNaughten, NARTB engineering director and general manager, also of Florida Broadcasting Company.

Mr. Streibelt is a Republican, Mr. King a Democrat. Other names understood to be on the "Dawson list" include Fred Palmer of Columbus, former station executive, and Ralph Brunton, former president of KQW (now KCBS) San Francisco, now retired, and D. Gaylen Dunham, chief of radio-TV, U. S. Office of Education.

Among non-broadcasters reportedly on the "Dawson list" were former veteran engineer, now an appointments advisor to the President, former engineering executive of IT&T and its subsidiaries; Rep. R. Price of Missouri, and the Department of Justice, who was defeated in the primaries for the senatorial seat vacated by the veteran Tom Connally, and James Lauderdale,UTOR. For any returns, the FCC deliberated over the appointments of the National Telecommunications and Information Administration.

The appointment would be on a recess basis or until the Senate resumes in January. Then the President would determine whether he would nominate the same individual for the balance of the Jones tenure, which will expire June 30, 1953, or would nominate some other individual. The nomination would be subject to confirmation by the Senate.

With the new President assuming office Jan. 20, 1953, it was feared whether the Senate would be disposed to act upon any Truman nominations. Customarily, in such instances, the Senate would defer the selection of the new chief executive until an objection was filed as to the president's choice.

Warning Issued

PRIVILEGE of all television and radio applicants to specify the Em- pire State, receiver, transmitter and antenna site, as well as removal of a previously required $10,000 option to rent such site, was reported last week.

The modifications in the building's policies came to light in connection with a letter to FCC by Charles W. Lyon Jr., vice president for the Empire State, Inc. Corporation.

As a result of the approval of no firm agreements have been reached with prospective applicants for uhf Channel 31 in New York but it is expected that a position to state that space is available adequate to accommodate the an- tenna system, transmitter and ancillary equipment required for the uhf, now that the site is under supervision of the FCC. This move is expected to be made within the next two months.

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It was indicated such space would be available to the successful Channel 31 applicant, who would also have the option of sale or lease of the entire site.
The KRSC Salemaker spot package is sales dynamite in the profitable Seattle market. Terrific all-day, all-week impact. More listeners per dollar—moves merchandise right now! For Salemaker facts call or wire KRSC National Sales or our nearest rep:

**EAST:** Geo. W. Clark, Inc.

**WEST:** Lee F. O'Connell Co., Los Angeles
Western Radio Sales, San Francisco

KRSC

sells all the big Seattle market
CBS AFFILIATES last Monday selected John E. Fetzer, WKZO Kalamazoo, as permanent chairman and began groundwork for permanent organization of the committee [CLOSED CIRCUIT, Sept. 29]. The group met at Chicago's Ambassador Hotel East.

Mr. Fetzer, member of the CBS Radio Affiliates Committee since its inception, replaces the interim chairman, George B. Storer of Storer Broadcasting Co., who resigned all industry activity because of health.

The group, which probably will select its own chairman in the near future, accepted, what Mr. Fetzer termed a "mandate" for it to form a permanent committee. Mr. Fetzer is an ex-officio member of the organization committee and will work with Hubert Taft, WKRC Cincinnati; John Patt, Goodwill Stations, and Kenyon Brown, KWFT Wichita Falls.

Group's first report probably will be returned within a month.

The committee also will follow another "mandate" that it possibly obtain qualitative as well as quantitative research from CBS. Research and promotion committee, which will meet with CBS executives periodically on this subject, comprises Mr. Patt; Saul Haas, KIRO Seattle, and Neil Cline, representing Vic Sholla, WHAS Louisville.

After a briefing session, the group conferred with Adrian Murphy, CBS Radio president and Herbert V. Akerberg, CBS station relations vice president. CBS executives reportedly briefed the members on NBC's rate cut, pointing out that it is dissimilar to the CBS Radio reduction and that NBC contracts make additional rate adjustments possible at the expense of affiliated stations. They reportedly claimed no such loophole in CBS contracts.

Messrs. Murphy and Akerberg were understood to have told members that the network would report to the stations new developments in costs and rates as they occur.

John Poole, counsel for Storer Broadcasting who served as legal adviser in the affiliations sessions; William Quarnton, WMT Cedar Rapids; I. R. Lounsberry, WGR Buffalo; and Messrs. Fetzer, Patt, Cline, Taft, Brown and Haas attended the Chicago meeting.

Mr. Fetzer

Name Fetzer Chairman, Confer on 'Mandates'

SINGERS, SMITH
In WOR, MBS Moves

Promotions of two WOR and WOR-TV New York engineers, announced yesterday by Earl M. Johnson, MBS-WOR vice president in charge of engineering, advance Charles H. Singer to chief engineer of WOR and WOR-TV and Newland F. Smith to director of general engineering for Mutual, WOR and WOR-TV.

Mr. Singer, who celebrated his 25th anniversay with WOR Sept. 90, will be responsible for the operation and maintenance of all technical facilities of the stations. Mr. Smith, who joined WOR-TV in 1948 after working as a TV engineer for Philco and RCA-Victor, will supervise preparation, publication and distribution of technical information and reports.

KOB STATUS
Action Is Nearer

Move to finally settle the 11-year-old KOB Albuquerque situation was made by the FCC last week. It came as the course of acting on the station's request to amend its application seeking a license for 770 kc with 50 kw to show its new ownership by Time Inc. and Wayne Coy.

In memorandum opinion and order, to which Comr. Edward M. Webster dissented, the Commission: (1) Acceded to the request of KOB to amend its application to show its new owners; (2) denied a request by ABC, whose WJZ is licensed on 770 kc, to dismiss the application and (3) removed the rate from the pending file to proceed "as expeditiously as possible" to render a proposed decision.

KOB is officially licensed on 1030 kc with 10 kw. Due to a NARB complication in 1941, the FCC ordered it to move to 770 kc on which frequency it has been operating ever since under temporary special service authorizations. It is using 50 kw daytime, 25 kw nighttime.

Rogers to Law Firm

Christian E. Rogers Jr., formerly associated with the broadcast industry, has joined the Mechlin, Marshall & Smith law firm of Washington, D.C., it was announced last week. An assistant director of radio-TV with the GOP National Committee in 1947 and electronics and public relations consultant in Washington the following year, Mr. Rogers was recalled to active duty with the Navy in 1950 as assistant head of the Electronics Design Branch, Bureau of Aeronautics. He was general manager of Kalb Alexandria, La., in 1938.

NBS's New Plan

(Continued from page 30)

only if regularly scheduled program precedes or follows.

(1) 11:00 p.m. to midnight: One half of evening gross rates.

(2) Midnight to 8:00 a.m.: One third of evening gross rates.

DISCOUNTS, RATES AND DISCOUNTS

Weekly Discount Volume Discounts:

Discounts will be allowed on weekly gross time billings at the rates set forth below, providing the applicable rate of discount, all NBS network radio contracts for the same advertiser may be combined.

A. Daytime Programs—Originating from midnight NYT to 6:00 p.m. NYT and rebroadcasts.

Rate

Contracted Weekly of Discount on Value of Network Weekly Evening Time at Gross Rates Gross Billings

Less than $750 per week

5.0%

$750 or more but less than $5,000 per week

10.0%

$5,000 or more but less than $7,500 per week

17.5%

$7,500 or more but less than $15,000 per week

22.5%

$15,000 or more but less than $25,000 per week

26.0%

$25,000 or more per week

27.5%

B. Evening Programs—Originating from 6:00 p.m. NYT to midnight NYT and their rebroadcasts.

Rate

Contracted Weekly of Discount on Value of Network Evening Time at Gross Rates Gross Billings

Less than $6,250 per week

32.0%

$6,250 or more but less than $12,500 per week

34.5%

$12,500 or more but less than $25,000 per week

37.0%

$25,000 or more per week

39.5%

$50,000 or more per week

42.0%

Annual Rebate

An annual rebate of 10% for 52 consecutive weeks of broadcasting will be allowed on the gross time billing on all contracts entered into during the rebate year, except on such facilities as are discontinued prior to the end of the rebate year. The rebate will be due and payable at the end of each 52 weeks of consecutive service or currently on firm 52 week contracts. Interruptions of the series necessitated by the broadcasting of special events of importance will not affect the advertiser's right to the rebate.

Note: With respect to programs originating from 6:00 a.m. NYT to 12:00 noon NYT and their rebroadcasts (except Saturday and Sunday), the total discount computed in accordance with the foregoing provisions will be reduced by 10 percentage points.

Overall Discount:

At the advertiser's election, a discount of 47.75% will be allowed currently, in lieu of weekly discounts and annual rebate, on gross time billing for programs originating from 6:00 p.m. to midnight NYT and their rebroadcasts. The total contracted gross billing of such advertiser equals or exceeds $1,000,000 within a 12 month fiscal year period.

Advertising Agency Commission:

Provisions in Rate Card #34 apply. Conditional Payment Discount:

Provisions in Rate Card #34 apply.

---

TELEVISION OR RADIO TOWERS FOR SALE

Dismantled... ready for immediate shipment. 2 only 220' high galvanized steel towers. Approx 33' square at the bottom and 3' square at the top. The legs are 6' x 6' x ¼" angle iron. Comes equipped with an aircraft warning light on top. Sacrifice price... write today... Dept. D.

ZIDELL MACHINERY & SUPPLY CO.
321 S. W. MOODY ST.
PORTLAND 1, OREGON

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Page 36 • October 6, 1952
MORE ABOUT AMARILLO

(where does that guy get this stuff*?)

General Sherman is supposed to have said, "If I owned Texas and Hell, I'd rent out Texas and live in Hell." He was a poor judge of living quarters; and not much of a mathematician. If he had rented out just the Panhandle of Texas for 10¢ an acre a year, he could have scraped up a fair living out of its 14,000,000 acres.

Statisticians find themselves in clover hereabouts; there are so many millions of everything to add up. Bullet-creased old trail riders tell their progeny's progeny tales of high adventure of the days when there wasn't a wire fence in Texas. (Like the jack-rabbit, the barbed-wire fence is a Texas Panhandle invention.) Modern students of economics revel in other data.

Time-buyers, for example, take note of this fact: The 1951 gross cash farm income for the 78 counties (in 5 states) covered by Amarillo's KGNC totalled $925,492,000. That's more than the combined cash farm income of Maine, Connecticut, Delaware, Nevada, New Hampshire, Rhode Island, Vermont, and West Virginia.

And this one: There's one ranch in the Panhandle 860,000 acres big. Yet there are 35,229 farms in the Texas area alone served by KGNC.

And this one: There are enough revenue-producing activities in our market (oil, gas, railroads, airlines, helium, AEC plant, carbon black, synthetic rubber, Air Force Base) to make Amarillo first in the nation in per capita and per family retail sales.

One more: Texas ranges graze 85% of the nation's goats. We even got mohair than anybody.

* It's eclectic.
Her picture appears—yet 15 people know what she looks
They've never seen Grace Matthews in magazines, movies, or television...but as radio's "Big Sister," her image is as clear as can be in the minds of her many listeners. They know her smile, her hair-do, her walk, the clothes she wears. And no listener would trade her own idea of "Sister" with any other.

It's the same with the millions of listeners to "Our Gal Sunday"...or "Young Dr. Malone"...or "Aunt Jenny"...or 10 other daytime serials on CBS Radio.

What listeners create from the things they hear is what they'd like to buy. For people buy their own notions of what you'd like to sell—for their own special needs and wants.

And so, through radio, through these Monday-to-Friday dramas, a voice becomes a person...and a product comes into one's own home.

All day long, radio is all through the home. It has a facile way of going wherever people go—of fitting most everything they do.

This happens with the greatest enjoyment—and advertising effectiveness—on CBS Radio. For here, daytime radio is not only the most popular serial drama—but it's also Arthur Godfrey...the gayest music...the best news service...the most entered-into audience participation.

It's the kind of listening that livens up a day's routine...that can make the difference between spirited housewife and treadmill Hausfrau. It's the kind of listening that last season gave CBS Radio nine of radio's top ten daytime shows. They continue into the new season, building images—and sales.

This fall you can easily tell where radio is at its best as a household medium:

The weekday schedule on CBS RADIO is completely sold out.
FRENCH-CANADA
Special Audience Noted
SPECIAL advertising must be used to sell to the French-Canadian market. It represents 30% of Canada's population, and is the largest single ethnic group in Canada. Roland Beaudry, director of Vickers & Benson Ltd., Montreal, and Paul L'Anglais, president of Radio Programme Producers Ltd., Montreal, told the French Market Conference of the Advertising & Sales Club of Toronto.

Mr. Beaudry said there are 29 radio stations in Quebec province and two independent French-language networks, and that there are now a number of French-language stations in western Canada where there were none 10 years ago. Mr. L'Anglais pointed out that "what can be top entertainment in the English language, can be an immense flop in the province of Que-

KHING SHIFTS
Four Staffers Promoted
NAMING of Charles E. Lohnes to a new post of operations manager for KHQ Spokane was among appointments announced last week by Richard O. Dunning, president-general manager. Mr. Lohnes joined KHQ's commercial department in 1946. Other appointments were:

Robert H. Wesson, national sales, programming and production manager for KHQ, was named commercial manager for KHQ-TV, which is soon to take the air on Channel 6 [BET, July 14]. Mr. Wesson joined KHQ in 1947.

William C. Rhodes, of the sales department, has been named commercial manager for KHQ.

Richard H. Godon, who has been serving as chief announcer, will add the duties of radio program manager.

ALASKA SALES
Six Advertisers Buy
ADDITION of six advertisers to the schedule of the Alaska Broadcasting System was announced last week by Alaska Radio Sales, the ABS New York office. Advertisers are:

The Miller Brewing Co., Milwaukee, for San Francisco Forty Niners' professional football games on all six stations, started yesterday (Sunday) and ends Dec. 14 (Matheson & Assoc., Milwaukee); Philip Morris & Co., New York, for Sports Newspaper of the Air (Sat. 8-8:30 p.m. Alaska time) on KFQD Anchorage and KFBB Fairbanks (Bow Co., New York); and Warner-Hudnut, New York, for the CBS Radio Edgar Bergen Show on all six stations, effective yesterday (Kenyon & Eckhardt Inc., New York).

Also, Standard Brands Inc., New York; M. J. B. Co., San Francisco, and the Milwaukee Railroad started yesterday a schedule of spot announcements on all six stations.

INDIAN Council Fire Asan, national group dedicated to American Indian culture and history, is awarding a citation to ABC Radio's Silver Eagle program (Thurs. 7:30-8 p.m. EST) for helping to "maintain the authenicity of Indian lore" and for characterizing Indians "with the dignity befitting the Indian race."

BROADCASTING • Telecasting
THE 21ST MARKET

1st IN FOOD OUTLETS IN OKLAHOMA

RETAIL FOOD OUTLETS IN HOME COUNTIES

109
260
164
212
114
137
162
1158*

THAT'S ALMOST 3 TIMES AS MANY GROCERY STORES AS THERE ARE IN SCHENECTADY AND SCHENECTADY COUNTY, N.Y.

ASK THE O. L. TAYLOR CO. FOR FURTHER DETAILS

*FROM THE 1952 EDITOR AND PUBLISHER MARKET GUIDE.

Oklahoma Network

KBIX, Muskogee; KCRC, Enid; KADA, Ada; KWSH, Tri-Cities; KSWO, Lawton; KTMC, McAlester; KVSO, Ardmore
RADIO HOMES

CITIES in South Carolina and West Virginia showed sharp increases in number of radio homes during the 1940-50 decade, according to figures just released by the U. S. Census Bureau. Percentage of TV homes in 1950 was small, since service was just becoming available. At the time the census data were collected in April 1950, there were only about 5 million TV sets in the nation compared to nearly 19 million at the present time.

Among South Carolina cities, Rock Hill had the highest radio saturation with 96.1% of homes having radio sets.

In West Virginia, the cities averaged 97% radio saturation. The urbanized area of Wheeling-Steuvenville showed a 97.4% saturation and South Charleston had 99.2%.

Official U. S. Census radio and TV data (April 1950) for South Carolina and West Virginia follow on this page and page 44.

KHMO Pays Off In HANNIBAL*

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

For profitable sales results—let KHMO deliver your message to the majority of the 240,470 radio families living in the 41 county Hannibal area.

Year after year KHMO programming has earned the loyalty of these families who have the purchasing power to buy your product.

Write, wire or phone KHMO or Pearson today for availability.

Representative
John E. Pearson Company
Mutual Network
Hannibal, Missouri

5000 watts day • 1000 watts at night


Radio and television—1950 U. S. census of housing—West Virginia

<table>
<thead>
<tr>
<th>Area</th>
<th>Total Population</th>
<th>Urbanized Area</th>
<th>Non Urbanized Area</th>
<th>Percentage Urban</th>
<th>Percentage Non Urban</th>
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</thead>
<tbody>
<tr>
<td>Charleston (W. Va.)</td>
<td>127,012</td>
<td>38,946</td>
<td>88,066</td>
<td>30.4</td>
<td>69.6</td>
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<tr>
<td>Wheeling (W. Va.)</td>
<td>24,579</td>
<td>6,815</td>
<td>17,764</td>
<td>27.7</td>
<td>72.3</td>
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<tr>
<td>Huntington (W. Va.)</td>
<td>354,099</td>
<td>100,365</td>
<td>253,734</td>
<td>28.4</td>
<td>71.6</td>
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<td>Martinsburg</td>
<td>9,275</td>
<td>3,675</td>
<td>5,600</td>
<td>39.4</td>
<td>60.6</td>
</tr>
<tr>
<td>Steubenville (O.)</td>
<td>11,065,000</td>
<td>32,154</td>
<td>10,736,846</td>
<td>2.9</td>
<td>97.1</td>
</tr>
</tbody>
</table>

Statistics in adjacent tables and extracted from final reports of 1950 Census of Housing, Series H-A, No. 40 for South Carolina and No. 48 for West Virginia, which will be available in six weeks from the Superintendent of Documents, Washington 25, D. C., at 45 and 50 cents per copy, respectively.

These figures, computed in terms of retail value, are contained in the September 1952 Federal Reserve Bulletin.

A total of 172 department stores reported a 2% increase in radio-TV sets and phonograph sales from June 1952 compared to the same month last year but a 27% drop in first-half year sales from the first six months of 1951.

These figures, computed in terms of retail value, are contained in the September 1952 Federal Reserve Bulletin.

AM-TV SET SALES

Reported by Dept. Stores

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Strictly Business

(Continued from page 18)

Berle, George Jessel, Frances Langford and the Ritz Bros.

Mr. Mehrhoff joined the 65-year-old company in the spring of 1948, and became advertising manager to the summer of 1950, when American does a reported 37% of the national business volume in its line, with the nearest competitors getting only 12% and 9%.

Dale Mehrhoff went to Elgin after working for a Chicago-area publishing firm. In the war years, he was a flying officer in the Navy Air Corps more than three years, entering the service while a student at Illinois Wesleyan University, Bloomington.

After graduation, he went into the Navy full-time, taking pre-flight training in Iowa before teaching the techniques of blind flying at the world's largest instrument flight school in Atlanta.

In college, he majored in journalism and sociology. A member of Tau Kappa Epsilon, he was editor of the college newspaper, The Argus, and worked as publicity director of the college during his senior year.

He is a native of southern Illinois, where he lived through his high school years on a farm near Roodhouse. An avid bowler and golfer, Mr. Mehrhoff lives in Elgin with his wife, the former Barbara Thiele, a Pittsburgher whom he met in Atlanta, where she was stationed as a WAVES member. Their young sons are Tommy, 7, and Susie, 4.

KVWO Cheyenne, Wyo., opens downtown offices at 1710 Pioche Ave. Telephone is B-8451.

KHMO STANDARD METROPOLITAN AREAS

Page 42 • October 6, 1952

BROADCASTING • Telecasting
51° BELOW ZERO

Petroleum Research Helps Make Arctic Defense Possible

Recent Arctic maneuvers in snow, in icy seas, and in the air prove the outer line of U.S. defenses can now be pushed within 100 miles of the North Pole. Military observers reveal this conquest of the Arctic is made possible only by the high quality of today's fuels and lubricants, which operate at full efficiency in temperatures as low as 51° below zero.

This outstanding performance is no accident. It has resulted from never-ending research and product improvement by America's privately-managed oil businesses—competing with rivals to get to the public first with the newest and most improved oil products.

Like our Armed Forces, you benefit from this competition, too, with the finest oil products at the world's lowest prices. For example: 2 gallons of the gasoline you buy today do the work 3 did in 1925. Yet today's gasoline is priced about the same as it was then—only direct taxes are higher.

The risks in the oil business are high—for research and development costs are enormous and the new products developed by one oil company today may be surpassed tomorrow by some competitor's newer and even better product. But oilmen are willing to accept such risks as long as they have a chance to stay in business and earn a profit while serving you.

For a free, interesting booklet telling how you can benefit through the new improved oil products you use every day, write to Oil Industry Information Committee, American Petroleum Institute, Box P, 50 West 50th Street, New York 20, N. Y.
### RADIO AND TELEVISION—1950 U. S. CENSUS OF HOUSING—WEST VIRGINIA

#### ARE YOU A MR. Why Buy?

### WDBJ?

WDBJ is a 28-year-old pioneer in this rich market — a consistent leader year after year in listener loyalty, prestige, coverage, and sales results! According to 1949 BMB WDBJ’s weekly coverage represents 110,590 families daytime, and 85,830 families at night. WDBJ’s average share of audience in Roanoke is phenomenally high. Ask Fred Peters!

### THE STATE

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<tr>
<th>Area</th>
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<th>Total Radio</th>
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### SOUTHWEST VIRGINIA

Soutwest Virginia, of which Roanoke is the hub, is a complete market within itself. It represents about one-fourth of Virginia’s total buying power.
BUY GEORGE
the greatest salesman in the
SAN FRANCISCO BAY AREA

GEORGE RUGE

KYA KOFFEE KLUB
ON
KYA
San Francisco

Covering Northern California's
3,000,000 people
SA ME OLD OIL

THE Phillips 66 people of Bartlesville, Okla., who sell their gas and oil at prevailing market rates and normally buy radio and TV time [B&T, Sept. 8], would like to get some of their radio advertising free.

Collaborating in a scheme to lure donated commercials from disc jockey programs is Lambert & Feasley Inc. Advertising, a New York agency that charges usual fees for its professional services.

The two business organizations have sent stations an album of recordings because, as Ray Kremer, Lambert & Feasley's radio and TV director, puts it, "we think you'll enjoy them ... and because we think your listeners will enjoy them, too."

Suggested procedure for charitably-inclined stations is this: 'We'd like to suggest that you pass this album along to your disc jockeys and have them give one or both a spin, and ask for listener reaction ... and we'll predict, right now, that the folks will like them.'

Two of the four sides are strictly instrumental. One, titled "A Girl Likes to Know That She's Appreciated," is played in slow dixie rhythm by the Nelsonics and produced by Nelson Ideas Inc. for Lambert & Feasley, with recording by Empire Broadcasting Corp., New York.

Nothing commercial except the label on that side.

Turned over, the Nelsonics are supported by Julie Conway and Dan Landt. The title is the same.

Mr. Kremer writes that "the commercial message is held down to a minimum . . . with that minimum presented in a very palatable fashion . . . not just as a sales pitch . . . but as a darned good song."

Miss Conway innocently opens with this non-commercial theme, offered in a boudoir mood:

A girlie likes to know that she's appreciated,
When you take her riding in your car.
Here the sustaining motif is abandoned for this "minimum" explanation of how to show a girlie that she's appreciated:

Just fill your tank With Phillips 66 gasoline, Is that good? Julie supplies the answer (watch your blood pressure, boys).
She'll love you for your pickup, She'll love you for your speed.
Obviously impressed, Dan shows he's savvy about autos and girls by responding:
Everything I buy her has got to have class.

That's why I always ask for Phillips 66 gas . . . WHAT POWER. Here's how my baby knows that she's appreciated I fill up with Phillips—Phillips 66 gas.

By this time they're both con vinced, as one swap off two-voice line plainly demonstrates:

Phillips 66 can do plenty for you.

That "minimum" commercial out of the way, the third side is sustaining except for the innocuous title "March." The melody and style follow the mood of another famed Philip—John Philip Sousa, using patterns familiar to lovers of the bandleader's compositions.

Side 4, however, gets down to business once again as the "Phillips Four" vocal group joins the Nelsonics in performing the same marching melody. At last, Phillips 66 premium oil gets a break. The "minimum" lyrics follow:

Get up and go, your car will go When you fill it up with Phillips 66.
You really step with lots of pep, It's really keen when you use Phillips gasoline.
For motor oil and gasoline that's super-safe for your machine Fill up with Phillips 66.
To keep your motor superfine Just drive in at the Phillips sign, Get Phillips 66 heavy-duty premium oil and Phillips 66, the peppy gasoline.

Quick to protest was Ben Ludy, general manager of WIBW Topeka, who wrote Lambert & Feasley, "By no stretch of the imagination would we consider using these except on a strictly card-rate basis. I cannot quite believe that Phillips petroleum would ask any other media to give them free advertising..."

[EDITORS' NOTE: Pepsi-Cola hit the spot with Jingles that have become national rage hits on paid time, Phillips and Lambert & Feasley might do the same by supplying their lyrics and "buying" radio time rather than trying to get it free.]

ABC PROMOTION

Uses 'Conversation' Motif

PROGRAM of "conversation advertising" will be employed by ABC radio in its newspaper and on-the-air promotion this fall, with ads using the same concept available for promotion of affilate's own shows and network programs.

The ads carry pictures of one or two persons in a conversational pose, with "balloons" to show what they are saying. Recordings employ the same technique for on-the-air promotion.

SESAC Inc., New York, sending subscribers first releases in new series of transcriptions by Walter Solec and his orchestra. Pieces include polkas, kapers and waltzes. Both Polish and English lyrics are sung by Mr. Solec.

Visit ing Firemen

KBIG Hollywood, Calif., is distributing membership cards in the "Visiting Firemen's Club," entitling visitors to full club privileges. Each member is designated a special chief, and is entitled to use club's offices at KBIG, 6625 Sunset Blvd., Hollywood 28. "This includes full use of desk, phone, paper, clips, secretaries, pencils and KBIG's program schedules. Club management guarantees freedom from conversation with salesmen, who are chained in separated offices. Card is being distributed by Robert J. McAndrews, KBIG commercial manager, to point out KBIG black ink operation in its third month on the air, studio-transmitter links and use of latest RCA equipment.

'SELL RADIO'

BAB Offers Spot Kit

BAB moved into the second phase of its "sell radio" campaign last week by making available to both member and non-member radio stations, kits containing spot announcements stressing radio as a sales, information and entertainment medium.

BAB President William B. Ryan said "the use of radio to sell radio" is the most important part of the local phase of our advertising campaign," and noted that "we will run three separate on-the-air campaigns through the cooperation of our stations between now and April 1."

In addition to the kits made available last week—which contain twelve 20-second and eight 1-minute announcements—others will be distributed the first of January and a supplementary series of transcribed announcements will be sent out around Nov. 1, according to current plans.

"In these three campaigns," Mr. Ryan said, "stations will use live and transcribed announcements to sell listeners on the size and power of radio, and, indirectly, to impress advertisers — and the millions of salesmen, clerks, jobbers, wholesalers, etc., who influence advertising decisions — with the same facts."

BAB kicked off its campaign a few weeks ago with full-page advertisements in New York and Chicago newspapers and in radio and industrial trade publications [B&T, Sept. 8]. These ads, which ended last week, are now being run in more than 125 newspapers over the signatures of individual or groups of stations. Second ad in the campaign—a one-sided ad—began this week.
"We increased fringe area coverage by 29%—at a cost of less than 3¢ per family!"

General Electric Limiting Amplifier Helps a 250-watt Independent Outpull Higher Powered Competitors

This G-E amplifier cost WOLF, Syracuse, $897*. According to station management, this General Electric equipment has been twice as effective in attracting fringe area listeners as a $14,000 half-wave antenna system previously used alone. Why? Because it gets the signal into fringe areas at a low volume setting and automatically minimizes the effect of interfering signals and noise.

Since the installation of the amplifier, the station has had the largest Hooper shares of audience in its history. In dollar volume and number of advertisers, business has never been better.

More than 450 stations are now using the G-E Limiter. The Broadcast Man at the G-E office near you has plenty of information on its performance. Call him today and he will demonstrate why it's one of the most farsighted investments a station can make. Meanwhile, let us send you a new illustrated bulletin on the Limiting Amplifier. Write: General Electric Company, Section 102-6, Electronics Park, Syracuse, New York.

*Price today slightly higher.

...Says the station manager

"In a recent campaign, with three stations dividing the advertiser's schedule, WOLF (250 watts) outpulled two regional 5 kw stations in out-of-town mail. Telephone orders came in from as far away as 46 miles. We attribute this penetration in large measure to the General Electric Limiter."

Sherm Marshall, General Manager

...Says the station engineer

"This limiter anticipates a peak—and is already cutting when the peak is reached. With it you can always use the full capabilities of your signal without causing even instantaneous overmodulation. It enables us to use more current without reducing the life of the modulation tubes."

Den McIv, Station Engineer

You can put your confidence in—GENERAL ELECTRIC
EUGENE E. JUSTER (r), WRC Washington general manager, presents a plaque to Mary Nee (c) of the P. J. Nee Furniture Co., that city, while Lee Dayton, host on the sponsored WRC program, Hour of Dreams, looks on. Plaque marks 72d anniversary of P. J. Nee Co.'s founding.

**BUENO PROMOTION**

**HALLICRAFTERS, WILD AGREE**

NOT ALL heads-up promoting is in the ring. John Mahoney, advertising manager, Hallicrafters, learned some days ahead that the only blow-by-blow broadcast of the Marciano - Walcott championship bout would be carried on WRIL Boston for shortwave in Spanish to South America. Fight was barred by U. S. radio or TV [B&T, Sept. 25].

He wired all distributors, noting that the broadcast could be picked up on either of two frequencies by Hallicrafters shortwave radio.

Ash Chambers, vice president and Herbert A. Davies, sales manager of Dixie Distributors, Birmingham, Ala., wanted to circulate the name of Hallicrafters which was new in the area. They contacted WILD Simms and Dr. T. R. Hernandez, of Birmingham, Southern U.'s Romance Language Dept.

The night of the fight last week, two Hallicrafters BR40 radios were set up at WILD's studio, and as the description came over, Mr. Hernandez translated. Gabby Bell did the English announcing after getting the typed written notes which were passed from the translator to a stenographer. An estimated 150,000 persons in the Birmingham area heard the program, it was said. Dixie firm also bought 80 spots on WILD two days before the fight telling listeners they could hear the bout via shortwave if they knew Spanish, or on WILD in English.

**ABRUCHT NAMED**

**Heads Lamb's Erie Properties**

APPOINTMENT of Paul Albracht as director of various Edward Lamb properties in Erie, Pa., and his election as a vice president of Edward Lamb Enterprises Inc. was announced last week.

Mr. Albracht has been general manager of the Erie Dispatch since 1946. His service with the newspaper dates back to 27 years when he began as a newsboy. New officers have been opened for Mr. Albracht in Erie's Commerce Bldg. He coordinate affairs of WICU (TV), WIKK, the Erie Adv. Co. and the Erie Dispatch. Mr. Lamb also owns WTVN (TV) Columbus, Ohio, WOTD Toledo and WHOO Orlando, Fla.

**L. A. CD ALERT**

**18 Stations Take Part**

EIGHTEEN radio stations took part in Los Angeles' first full-scale CD (contraband) program, the latest in a series sponsored by the California Committee, of WNEW and WOR. Under the guidance of WOR's W. W. King, the program was a success and other stations are expected to join soon.

**ARMED FORCES RADIO UNITS**

U. S. Army Reserve, Hollywood, are offering courses in all phases of radio and television to men between ages of 17 and 34, as announced by Maj. David Branson, commanding officer.

**TECHNICAL Cooperation Administration's (State Dept.) public affairs staff has developed new documentary script for its radio production kit. Script, entitled The Loucal Fighters, tells of Point 4 cooperation in Middle East in battle against crop-destroying desert locust.
No Other Radio Show Offers
The Merchandising Extras
of Kitchen Karnival!

Kitchen Karnival is the daily half-hour radio show that offers you capacity merchandising in the Baltimore area food stores. Here are the important extras that Kitchen Karnival gives you.

Your product is mass displayed at luncheon broadcasts and at church and civic broadcasts in and around Baltimore.

Your product is offered as a prize at each weekly broadcast.

Your product is actually sampled by luncheon guests and audiences numbering over 500 each week. Surveys show that each participating housewife will tell 6 others about her experience. Hence, 3,000 per week.

Your product gets special point-of-sale display and active in-store promotion from full time merchandising men.

The Merchandising Department works for the advertiser in the following manner:
- Advertising matter is displayed in preferential places
- Obtains tie-in ads in newspapers and hand bills
- Special merchandising manager plans campaigns and promotions for each sponsor, sets up luncheons, shows and displays and personally visits dozens of chain and independent stores weekly
- Stores not handling advertisers' product are encouraged to do so, bona fide orders are obtained, forwarded to wholesalers
- Stores cooperating are given courtesy plugs on the air
- Competitor survey made available to you
- You receive weekly report of activities and progress of the special Kitchen Karnival campaign promoting your product.

50,000 WATTS WBAL NBC IN MARYLAND
NATIONALLY REPRESENTED BY EDWARD PETRY & CO.
New Business
(Continued from page 14)

MURPHY OLDSMOBILE, Chicago (distributors, Pfaff sewing machines), renews This Is My Melody on ABC-TV, weekly half-hour, for 26 weeks from Oct. 1. Agency: Bosell & Jacobs Inc., Hollywood.

Agency Appointments • • •
HOME PRODUCTS INTERNATIONAL appoints Dillion-Cousins & Assoc., N. Y., to handle Anacin in Mexico.
FRAWLEY Corp., Culver City (Paper Mate pens), appoints Erwin, Wasey & Co. Ltd., L. A. Radio-TV is being used.
TUNA RESEARCH FOUNDATION, Long Beach (10 Calif. packers), appoints J. Walter Thompson Co., L. A.
EASE DETERGENT, Burbank, appoints Yambert-Prochonow Inc., Beverly Hills. Radio-TV is being used. RAYMOND PROCHONOW is account executive.
CROTON WATCH Co., N. Y., names Doyle, Dane, Bernbach Inc., that city.
MURPHY OLDSMOBILE, L. A. (new car dealers), appoints Walter McCreery Inc., Beverly Hills. Radio is being used. TV will be added.


Adpeople • • •
E. P. LESLIE elected vice president of Walgreen Co., Chicago, heading advertising, merchandising, purchasing and warehousing activities. He replaces J. E. WARD, retired.
JAMES P. DELAFIELD, assistant marketing manager for concentrates and specialties in Birds Eye Div. of General Foods, N. Y., named to newly-created position of division’s general manager.
MILT GREY, vice president in charge of sales, Hill-Shaw Co., Chicago (appliance mfrs.), to Precision Specialties Inc., L. A. (Revell play-planned toys), as director of merchandising.
CHARLES E. GOODCHILD, internal auditor and cost accountant, Sterling Drug Inc., N. Y., elected assistant controller. HOWARD BRITTON, administrative assistant to treasurer promoted to assistant treasurer.

HOW WOULD YOU SAY IT?
Word Usage in Radio Commercials Surveyed

IN RADIO commercials, the “you's”—not the “I's”—have it. In fact, the word “you” appears in commercials more often than any other, which may not be so “wonderful,” (the second most used word) or even “new” (the next ranking).

These findings are contained in a survey of some 303 commercials conducted by a graduate research student at the University of Wisconsin School of Journalism. According to David L. Thompson, writers of commercial announcements have some standard—if not new—ideas on the variety of

words they use. In the order of use frequency, the products aimed at “you” are “wonderful,” “new,” “good,” “big,” “free,” “finest,” “speedy,” “amazing,” and “super.” On the other hand, a variety of words with taste appeal also were used—“freshest,” “mild,” “pure,” “creamy,” “tender,” “sweet” and “tasty.”

Concludes Mr. Thompson: “Although the writers’ supply of adjectives and other words appealing to most listeners seems to be fairly limited, it could not be called unsuccessful. The commercials used... represented three-fourths of the gross network expenditures for 1950-51.”

SCBA ‘Whinging’
62 words about Selling Farm Folks...

and why Maynard Speece can do it!

Maynard Speece Qualifies...

A boy on a farm at Meadowlands, Minnesota...truck driver, steelworker, farm hand, U of M graduate, seed analyst in state laboratory, County Agent...then, to charge of agricultural radio at the State University.

From 4 years as assistant director of office of information for U.S. Dept. of Agriculture at Washington...Speece came to WCCO as Farm Service Director.

This is the background which makes rural confidence in him evident as he talks farming...to farmers!

In Minnesota—plus much of Dakota and Wisconsin, where Farms and Farm Families are the core of our prosperity...this is what it takes to sell them:

You must be a sincere friend and know their situation.

You must convince them that you speak as one of them—and with their interest at heart.

You must know what you are talking about.
SELL YOUR PRODUCT
IN
CINCINNATI
ON WCKY, THE "SELLINGEST" STATION
IN THE NATION.

WCKY's daytime news and music block programming has the AUDIENCE, and WCKY's d.j.s - Rex Dale, Leo Underhill, Paul Miller and Nelson King are the top air salesmen in Cincinnati.

A few of the products that WCKY is boosting to the top in sales in Cincinnati are:

- Brach Candy - Zest
- Tide - Vicks
- Electrolux - G. E.
- Gulf
- Halo - Castoria
- Wonder Bread - Shulton
- Va. Dare Wine
- Int'l. Silver - Groves Labs
- Kroger - Pepto Bismol
- Bulova
- Birdseye - LaFrance
- Bayers
- Puss 'n Boots
- Pepsi-Cola
- Colgate Toothpaste - Lifesavers
- Chase & Sanborn Coffee
- Zerex - Bisodol
- Royal Pudding
- Minipoo
- Lipton Soups
- Blondex - Thorobred
- Bendix - Silver Star Blades
- Muntz TV
- Prestone - Motorola
- Analist.

BUY WCKY AND SELL YOUR PRODUCT
IN CINCINNATI
WITH 50,000 WATTS OF SELLING POWER.
SELL YOUR PRODUCT
TO
THE SOUTH
ON WCKY'S JAMBOREE, THE PROGRAM WITH A NATIONAL REPUTATION AS THE "SELLINGEST" PROGRAM ON THE AIR.

The large southern audience of the JAMBOREE, plus the air salesmanship of Nelson King and Marty Roberts, will give you sales results in the South that will amaze you.

WCKY's JAMBOREE SELLS THE SOUTH
50 GRAND IN WATTS

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

or
C. H. "Top" Topmiller
WCKY Cincinnati
Phone: Cherry 6565
TWX: Ci 281
Merlin Hall Aylesworth

"MR. RADIO" is gone. "Deac" Aylesworth slipped away last Tuesday at 66. It was Deac who put together radio's first network—NBC—in 1926. It was in the days of no written contracts with affiliates; when a telephone talk with Deac at 711 Fifth Ave. was all that was needed.

For 10 years Deac directed the destinies of NBC. Events moved so swiftly that he had no time to rest—no time to wind down before entering a new undertaking within a year of the start of the NBC Red network. He handled the station relations, sold the accounts and held the hands of the artists. If a crisis developed in Washington, invariably he was the first witness. He was a "city slicker" in the eyes of some members of Congress, but almost always he had them weeping before the hearings were closed.

For two decades, Deac Aylesworth was a bright star in mass communications. After the first 10 years in radio, he became the man behind the scenes—-the Blue—under the publisher of the New York World-Telegram. In the process he pitched in on Radio City, where he maintained his legal and consoling influence on many occasions.

Deac had led a hard, fast life. He had the gift of leadership. He was a genius in his field. Radio might not have developed to its present stature if his dynamic personality had not been there at the start 20 years ago.

Double and Nothing

SHORT of a nationwide investigation by a large and resourceful detective force, there is no way of finding out how widespread is the practice of double billing in broadcasting.

Double billing means submitting two bills to local dealers who contract for time in cooperative advertising campaigns. One bill is figured at the station's local rate and the other at the national rate, which usually is considerably higher. The local dealer passes on the bigger bill to the national advertiser with whom he is "cooperating" in the campaign, and as the national advertiser pays him, he pockets the difference between the national and local rate and pays the station on a local basis.

Like the double standard, double billing is known to exist, but statistics as to its prevalence are difficult to come by. Similarly, like the double standard, it cannot be justified on any ethical ground.

It belongs to the genre under-the-counter deal and as such is scorned by reputable members of the broadcasting business. As pointed out by Frank Silvernail, chairman of the American Assn. of Advertising Agencies' Committee on Radio and Television Broadcasting and radio-TV timebuying manager of BBDO, it is outlawed by the standard AAAA contract [B&T, Sept. 29].

A clause in that contract states "there shall be no secret rates, rebates or agreements affecting rates." Any broadcaster who indulges in double billing is in violation of that clause.

Whether it can be found in many places or in few, it is doing nothing to improve the moral climate of radio and television. A decline in business morals leads inevitably to financial loss. Put that way, the argument against double billing ought to be persuasive to even the least ethical intelligence. In one community, if five respectable Rochester stations can be believed, double billing has already created the unpleasant pattern of, first, declining moral standards and, second, reducing business volume.

As reported in this journal a fortnight ago, the five stations have said that "the entire segment of the radio community has been blacklisted by national advertisers and advertising agencies" because one station was discovered to be engaging in the objectionable practice.

These five stations have been obliged to make an announcement swearing that they will abstain from double billing. It is unfortunate that such action became necessary in Rochester and would be more unfortunate if ethical operators in other communities had to follow suit.

There is a natural, if quite indefensible, temptation for local broadcasters to stoop to double billing in caboots with local dealers, since both are apt to feel that national advertisers are big and rich and hence able to foot bigger bills than local merchants can.

The temptation must be resisted, wherever aroused. National advertisers may be big and rich, but they didn't get that way being dumb.

Let's Sit This One Out

BEFORE HE steps down four months hence, President Truman can make another appointment to the FCC. That is his prerogative. We hope he won't exercise it.

Mr. Truman was executive in 1945, Mr. Truman has made seven appointments to the Commission. Only Paul A. Walker, who took office a year after Franklin D. Roosevelt became President, is not an original Truman appointee—and he was named to the chairmanship by Mr. Truman.

If Mr. Truman should elect to make an appointment, of necessity it must be on an interim basis. That's because Congress is in recess. A nomination would have to be submitted when Congress convenes in January. There's no assurance that the new Senate would confirm a Truman nominee when a new President—whether Eisenhow or Stevenson—takes office later in the same month.

The new President should have the privilege of making his own selection. He might want the new member to become chairman. The FCC now has as members two Republicans (since the resignation of the hard-fighting Robert F. Jones last month) and an independent. The law specifies that there shall be no more than four members of the same political faith.

In these circumstances, it would appear to be difficult for Mr. Truman to find a well-qualified man to fill the Jones vacancy. This is not post for a political hack who might accept the call even for the short-term prestige. Election of a career official in communications would win favor—if the right man were selected—but even qualified career men under-standably are loath to forsake civil service status for a short-term political appointment.

We hope the President won't yield to the importunities of the political patronage-dispensers. In these next four months, the FCC can set one member short. It seldom sits with its full membership anyway, what with those frequent trips to the "field" made by this member or that for the ostensible purpose of speaking.

If Mr. Truman is bent upon making an appointment, it is to be hoped that he will select a qualified business man, with broadcasting background and experience. Even in four months such a person might strike a few blows for prudence and sound economy in administration.

THE WAY Herbert Mayer got into electronics may not be biographically logical but judging by his successful career the transition was commercially sound.

Nine years of law practice in New York were suddenly abandoned early in World War II when this successful barrister started worrying because he learned that a shortage of coil-winding facilities was seriously delaying war production and anybody he'd always nursed a desire to enter business.

Electronics looked like an industry with a tremendous future so Herbert Mayer decided to get into it via the coil-winding route. He not only wanted to be a good businessman, but he really was. By the end of the war Empire Coil Co. was the leading supplier to Westinghouse of intricate radar coils. Mr. Mayer is president of Empire.

With arrival of V-J Day, the company converted from radar to the manufacture of radio coils and transformers. The post-war electronics industry provided a good market for these products and the manufacturing plant thrived.

Two years later—1947 to be specific—Mr. Mayer was deeply moved by a speech Brig. Gen. David Sarnoff delivered to a meeting of Radio Makers Assn. In his speech, Gen. Sarnoff looked into the electronics future and extolled the coming era of television.

Herbert Mayer was impressed, just as he had been impressed by the coil-winding shortage early in the war. With his customary enthusiasm and his desire to create, he applied for and received a grant to construct a television station in Cleveland. At the same time he turned Empire's energies toward development of television components with the result that the company now is the leading outside supplier of these parts to RCA and numbers among customers such manufacturers as Philco, DuMont, Capehart-Farnsworth and Hallicrafters.

Simultaneously, the manufacturing division and embryo television station proceeded under forced draft and WXEL (TV) Cleveland went on the air Dec. 17, 1949 from suburban Parma, assigned to Channel 9. At that time some video experts were uttering snide comments about the upper half of the VHF television band and its economic possibilities.

Despite the dire predictions, WXEL was an immediate success. It has telecast Cleveland Indians baseball games for the past three seasons. Within two years the volume of business (Continued on page 68)
Radio Station WOV announces a vastly expanded service to the New York Italian community

To more than two million Americans of Italian origin in the New York area, WOV has, for twenty-two years, been the radio voice they have always felt was pre-eminently theirs. Since the war, WOV has also been an intimate link between this vast audience and their relatives and acquaintances in Italy — America’s best friends in Europe. Every rating, every study ever made, has placed WOV far and away first among media in its impact on the largest Italian-speaking community in the entire world.

Now, from 9:30 A.M. to 8:00 in the evening, WOV is the only radio station serving New York’s great Italian audience. This unique dominance of the largest single economic grouping in the New York area goes hand in hand with a deep sense of responsibility to this audience, expressed in program service of the highest quality known in the field of specialized broadcasting. Now this is further enhanced through the cooperative sharing of news-gathering and promotional facilities between WOV and Il Progresso Italo-Americano, largest Italian-language daily newspaper in the United States.

Both in New York and in Italy, where WOV operates studios and mobile recording units, and where Il Progresso maintains a Rome bureau, WOV and Il Progresso will collaborate in the interests of comprehensive news coverage and enlarged public service. Reports from WOV’s short-wave listening post will be shared. A powerful program of mutual exploitation between Il Progresso and WOV is already under way.

What’s the importance for you?

This: There are far more Italians in the WOV market than there are in Rome itself. Overwhelmingly, they listen to WOV. Today they have more money to spend than ever before in history. And now WOV is a more powerful instrument than ever before to influence their buying in your direction.

WOV’s exclusive and vastly expanded broadcasting service to the largest, most loyal, and most responsive audience in two decades of WOV Italian-language operation means sales — for you.
JAY E. WAGNER Jr., assistant manager, WLEC Sandusky, Ohio, elected president and general manager, succeeding the late ALBERT E. HEISER [B&T, Sept. 1].

ROBERT S. HIX, sales manager, KFH-AM-FM Wichita, Kan., elected executive vice president of Missouri Valley Broadcasting Corp., and general manager of KRES St. Joseph, Mo.

SIDNEY H. TEAR, commercial manager, WYVE Wytheville, Va., to WCFV Clifton Forge, Va., as general manager. JOHN ECHOLS appointed commercial manager at latter station.

ART HEIN to WBBM Chicago as sales service manager, replacing BOB WOLD, who moves to local sales.

JOHN HABERLAN, sales staff, WKY Oklahoma City, appointed to newly created position of local sales manager at station.

HENRY SULLIVAN, manager, WCOC Greensboro, N. C., to WGTN Wilson, N. C., in same capacity.

WALTER F. GAINES, manager, WIEL Elizabethtown, Ky., resigns. He will be replaced by DEE HUDDLESON, program director at WKCT Bowling Green. JACK EVERSOLE, station manager, WKAY Glasgow, to WKCT, succeeding Mr. Huddleston.

AL CONSTANT, program manager, KRON-TV San Francisco, resigns to become general manager of Denver (Col.) Television Co.'s proposed TV station in Denver.

AILEEN GILMORE, secretary-treasurer WBIG Greensboro, N. C., has resigned. She will announce plans following vacation.

DANIEL G. EVANS rejoins sales staff, WDSU-TV New Orleans, after tour of duty with U. S. Navy.

JACK BESSE, KSAN San Francisco, MARGARET ANDREASEN, WOW Omaha and GORDON MOREHOUSE, KSWI Council Bluffs, to sales staff, KOIL Omaha.

TELFORD TAYLOR, former FCC General Counsel and administrator, Small Farm Defense Administration [B&T, Sept. 29, 15], resumes law practice in association with James M. Landis and David E. Scoill. Firm, Landis, Taylor & Scoill, is located at 400 Madison Ave., N. Y.

NORMAN S. BRETT, formerly media director for Mervin & Jesse Levine Inc., N. Y., appointed to newly-created post of sales promotion manager for DuMont Television Network.

FRANCES KANE, writer of "Feminine Topis" column in New Haven Journal Courier, to sales department of WAVZ New Haven.

RADIODIFFUSION FRANCAISE, French broadcasting system in North America, moves to new offices at 972 Fifth Ave., N. Y. Telephone is 4-1501.

ARNOLD, FORTAS & PORTER, Washington law firm, moves to its own building at 1229 19th St., N.W. Telephone remains Executive 7800.

PERSONALS...

RICHARD J. MONAHAN, commercial manager, WAVZ New Haven, Conn., elected secretary-treasurer of Civic Assn. of Milford (Conn.), . . .

FRANKLIN DUNHAM, radio-TV chief at Office of Education, will teach graduate course in educational radio and TV at American U., Washington, D. C., this fall.

ORLA ST. CLAIR, radio attorney and president of San Francisco Bar Assn., appointed to city's Municipal Court by Gov. Warren.

BILL VERNON, account executive, WABB (TV) New York, father of boy, Michael Stuart, Sept. 17 . . . BOB HAWKES, network TV salesman at ABC Chicago, father of girl, Marilyn.

LEONARD H. LEVITT, WOV New York salesman, father of girl, Gail Ann.

STOCK HOLDINGS

Confirmed by Newspapers

REPORT that Mrs. John Sparkman, wife of the Democratic Vice Presidential nominee, holds 49% of stock in WAVU Albertville, Ala., and received $6,501 in dividends from the station last year were confirmed by a newspaper the past fortnight.

Published disclosure by the Montgomery (Ala.) Advertiser to that effect reportedly was confirmed by WAVU General Manager Pat M. Courington, who described himself as the husband of Mrs. Sparkman's niece. He declined to say how much she had paid for the stock. He owns the other 51%.

Mr. Courington held that the importance of Mrs. Sparkman's published interest in WAVU is being exaggerated and reportedly denied any inference that she had helped him to obtain a license from the FCC.

When reminded by Jack Steele, New York Herald Tribune reporter, that the dividends may represent a 10% return on an investment of $65,010, Mr. Courington was quoted as saying that Mrs. Sparkman had not invested "anything like that." He added: "The radio business is not like a big corporation. We have good years and bad years."

WBAL Raises Rates

WBAL, Baltimore has increased by some 10% the cost of announcements in its morning local programming. In announcing the increase, Leslie H. Peard Jr., station manager, commented, "Radio in Baltimore is in a very healthy situation. Our 'sold out' success story is simply the result of hard work, strong merchandising and the independent station technique of programming." Increase became effective Wednesday. The station is an NBC affiliate.

KIHO Author

RICHARD MORENUS, commercial manager, KIHO Sioux Falls, S. D., on Oct. 13 will have his book, Crazy-White-Man, Sha-ga-na-sha Wad-ducke, published by Rand McNally & Co., Chicago. The book is an account of Mr. Morenus' life for six years in the northern Canadian wilderness, where temperatures sometimes plunged to 63 degrees below zero and his nearest neighbors were roving Indians. Mr. Morenus was a successful radio writer in New York in 1940, when a doctor advised him to get away from it all for awhile.
CLEVELAND'S Chief STATION Sells Ohio's Richest Market!

Get your share of more than five billion dollars effective buying income in the 17 rich Ohio counties served by WJW!

CHIEF SAYS:

WJW has the coverage you need to sell the great Northern Ohio Market
- Cleveland's Strongest Signal
- Best Local Programs
- Favorite Network Shows
- Sales Minded Merchandising

WJW Advertisers Get Fast Sales Results
Carmel Myers Prod. Formed
CARMEL MYERS last week announced formation of Carmel Myers Productions, New York, a new radio-TV packaging firm. Production already has begun with three packages reported nearing completion.

Miss Myers recently obtained rights to a collection of Mark Hel-linger stories and has transcribed Mark Hellinger Tales into a series of half-hour radio dramas, starring Edward Arnold as narrator and directed by Sherman Marks. Additionally, a half-hour TV series titled Cradle of Stars, starring and directed by Gregory Ratoff, has been filmed and is ready for distribution. Another 15-minute situation comedy radio package featuring Blossom Seeley and Benny Fields is planned.

**Fund Finalist**

ADVERTISING Women of New York awarded a $1,500 scholarship to New York U's Dept. of Marketing to Susan McCall of J. Walter Thompson Co. for being the young woman “whose interest in advertising and work in this field merits recognition.” Scholarship fund was created to commemorate the 40th anniversary of AWNY.

**Net Worth**

**RED KELLER, executive producer, WBEN-TV Buffalo, appointed program director, replaced by JOHN L. HUTCHINSON, in charge of station's remote telecasts.**

**JOHN VROMAN, program director, WDAF Valdosta, Ga., to WABE Mobile, Ala., in same capacity, replacing REGI MOORE, who has resigned.**

**MARTIN H. FULLER promoted to program director, KOMA Oklahoma City, replacing BOB EASTMAN, who transfers to news department.**

**ROBERT YEAGER, WVL Cincinnati producer, promoted to assistant program director, replacing CHET HERMAN, who now heads station's talent control operation.**

**BILL SHOMETTE named farm and ranch director, WOAi San Antonio, replacing BILLY McREYNOLDS, who becomes assistant program manager.**

**BOB HILL, sports director, WANE Pittsburgh, Pa., promoted to program director, CARL COOPER added to staff as announcer.**

**MAE H. DEHN, assistant business manager of ABC television program department, to WJZ-TV New York in newly-created post of business manager.**

**GENE A. DEALESSI program department, KFSP San Francisco, named director of promotion and publicity.**

**NEIL LUKENS, WGOV Valdosta, Ga., to WEAS Memphis, Tenn., as program director. KURT ALEXANDER added to WEAS staff as production coordinator.**

**SEYMOUR HOROWITZ, assistant program manager, WJAR-TV Providence, R. I., named program manager, replacing MANLEY TESSEY, station's TV director, appointed production coordinator.**

**HARRIS OWEN, program director, KLTV Little Rock, Ark., appointed radio chairman of Community Chest drive there.**

**WILLIAM H. REYNOLDS to announcing staff, WTJM-AM-TV Milwaukee.**

**DICK ALEXANDER to announcing staff, WICC Bridgeport, Conn.**

**MARY McKAIG, Lockheed Aircraft Co., Burbank, to Hollywood headquarters of KBIG Avalon, as member of two departments.**

**ROBERT L. DAVY, floor manager, KPIX (TV) San Francisco, named director of special shows there.**

**LARRY McKINLEY, chief announcer, WMFS Chattanooga, Tenn., to WMNY New Orleans, as program director.**

**THOMAS V. BELCHER, following separation from Army, returns to KNBH (TV) Hollywood as director.**

**CHARLES ANDERSON, announcer, KFL Los Angeles, recalled to active duty and assigned to Air Force Video Production Squadron, Burbank.**

**MYRON J. BENNETT, WGN Chicago, to KOIL Omaha, Neb., for M. J. B. Show. PAUL MUNT, KBOI Omaha, to KOIL's announcing staff. HELEN NORWOOD, KFGT Fort Worth, to KOIL promotion and continuity staff.**

**SHEPARD MENKEN, actor on CBS Radio Broadway in My Street, and GABRIEL CURTIZ, Hollywood TV actor, assigned roles in Stanley Kramer feature film production, "The Jugler."**

**NANCY OSGOOD, director of women's activities, WRC and WBWB (TV) Washington, elected president of D. C. chapter of American Women in Radio & Television.**

**BIL BOKEO named staff director of WCAL-TV Philadelphia. MORT CHA- VENSON appointed assistant art director. BOB SWANSON, WCM Cam- den, N. J., and John Dean, WTEL Philadelphia, appointed staff announcers of WCAL-TV. JACK DOLPH and JERRY TAYLOR added to WCAL production staff.**

**PATRICIA HARDY, New York TV actress, assigned role in Universal-International feature film, "Night Flowers."**

**RAL GOLDMAN and AL GORDON, Hollywood special material radio writers, written material for CBS Radio Jack Benny Show.**

**DAVE PARKER, radio-TV instructor, Wayne U., Detroit, to NBC Chicago TV production staff as assistant director.**

**WILLIAM TALMAN and CAROLE RICHARDS, Hollywood radio-TV actors, named co-chairmen of Defeat Dystrophy drive, Beverly Hills, working in cooperation with Muscular Dystrophy Assn. of California.**

**AL CASSADY, former band leader, to announcing staff, WPFW Palm Beach, Fla.**

**PAT CROWLEY, New York TV actress, assigned role in Paramount Pictures feature film, "Reaching for the Stars."**

**CECILIA VIOLENS, WQW New York, named Wake Up NY, and Charles Carter were married Sept. 27.**

**BOB HORN, recorded music director, WFIL-AM-TV Philadelphia, father of girl, Sept. 9.**

**BLAINE HANKS, announcer, KOIN Portland, Ore., father of boy, Stephen, Sept. 19.**

**JIM CONWAY, show personality at WBBM Chicago, father of boy.**

**RALPH CUMMINGS, sound man, KNX Hollywood, and SCOTTIE DYER, script secretary, CBS Radio The Lime- nite, were married, Sept. 26.**

**News . . .**

**CY TUMA, midwestern announcer, to KOTV (TV) Tulsa, as news di- rector.**

**GEORGE GRIM, Minneapolis (Minn.) Public relations, to KSTP-AM-MTV Minneapolis-St. Paul, as newscaster, after return from South America Nov. 1.**

**GILBERT MARTIN, newscaster, KTLA (TV) Hollywood, promoted to news editor. DICK KEUSING, assistant newsman, KTLA (TV), named newscaster, ALFRED KOTULA, given newscast. JERRY BIRD-WELL, United Press, L. A., to sta- tion's news staff.**

**CHET HUNTLEY, ABC Western Div. News, analyst, given first annual achievement award by Phi Beta Kappa Metropolitian Lodge No. 1740, L. A., for "impartial presentation of the problems of the new State of Israel in its relation to world affairs."**

**AMOS EASTRIDGE, KFAR Omaha, to news staff, KOIL same city.**

**Wins Sarnoff Grant**

OSCAR OLIVER Jr., 23-year-old student at NYU's College of En- gineering, is winner of the first David Sarnoff Fellowship, estab- lished by RCA in honor of its board chairman, Dr. Therenlike Sa- ville, dean of the college, an- nounced Thurs- day. Mr. Oliver was selected from a class of 256 graduating en- gineers to receive the fellow- ship which provides an annual grant of $2,700 for predoctoral study. Award was established in February 1952 as part of an RCA program to assist in the educa- tion of scientific personnel for leadership in the electronics in- dustry. It is administered jointly by Dean Saville and the RCA Edu- cation Committee.

Mr. Oliver
"Hand me my crutches, Mary!

"Doc or no Doc... no wounded leg is keeping me home on Election Day! When I was over in Korea, one of the big things we figured we were fighting for was the right to vote as we please.

"Just look at that crowd! Seems like everybody in town's turning out to vote today. In fact, it's been predicted that more than 55 million people all over the nation will be voting!

"Heard the other day call it 'National Beef Day'. Says he, we all beef at one time or another about our local, state, or national governments, or certain people in them. And today's the day we get a chance to back up those beefs with ballots!

"Whether we squawk about corruption by public officials... about wasteful squandering of our hard-earned tax dollars... about government interfering in public utilities and private business... about overloading government payrolls with un-needed workers... or about government employees with red sympathies—Election Day is the big moment for us citizens to get it off our chests with those votes our Constitution guarantees us.

"I say, thank God we don't live in one of those commie countries where people have only hand-picked red candidates to vote for. Those poor devils just don't get a chance to vote for anybody else. Sometimes, Mary, I think we don't fully appreciate how lucky we are. We vote for whom we honestly think best... and nobody on God's green earth knows how we vote!

"So hand me those crutches, Honey. And get your hat and coat on, too. We're going to vote together... bum leg or no bum leg."

REPUBLIC STEEL
Republic Building • Cleveland 1, Ohio

Republic BECAME strong in a strong and free America. Republic can REMAIN strong only in an America that remains strong and free. To answer the urgent needs of Defense Production, Republic is taking a significant part in the development of Titanium... whose structural strength compares favorably with that of many steels, and whose corrosion-resistance ranks it with some of the stainless steels. Yet Titanium is only 60% as heavy as alloy steel. No development project (except that of atomic energy) has commanded as much attention and research in so short a period as has Titanium... the metal of the future. Keep your eye on Republic Titanium and Titanium Alloys!

* * *

This message is one of a series appearing in national magazines, and in newspapers in communities where Republic mills, mines and offices are located. For a full color reprint, or permission to broadcast or telecast, write Dept. M, Republic Steel, Cleveland 1, Ohio.
F. BLASH, president, Webster-Chicago Corp., Chicago, elected board chairman succeeded by DONALD MacGREGORY, vice president in charge of manufacturing, Zenith Radio Corp., same city.

GORDON C. KNIGHT, operations manager of commercial products div., Capehart-Parsonsworth Corp., to IT&T Corp., as assistant to the president.

WILLIAM E. BOSS appointed manager of TV market development for RCA Victor Home Instrument Dept., Camden, N. J.

THEODORE L. BOWES, manager of Stromberg-Carlson's patent dept., and GEORGE C. GORDON, attorney with law firm of Nixon, Hargrave, Devans & Dey, elected assistant secretaries of Stromberg-Carlson.

FRANCES SCULLY, ABC radio movie news commentator, to Ettinger Co., Hollywood publicity firm, as member of radio-TV department.

GRAYBAR ELECTRIC Co., North Birmingham, Ala., appointed distributor for CBS-Columbia TV receivers in that state and Florida.

JOHN H. ADAMS, Rola Co., Cleveland, Ohio, appointed associate sales manager.


MORT D. BARRON, CBS-Columbia Inc., Brooklyn, N. Y., appointed associate sales promotion manager.

BRETTICE CAMERON to staff of George F. Foley Inc., N. Y., radio TV firm, as production assistant.


BOB MOSHER, Art Cefr & Co., to Merit CoiI Transformer Corp., Chicago, as representative in New England.

ADVERTISING RESEARCH BUREAU Inc., Seattle, moves to 4200 University Way, that city. Telephone is Melrose 8191. JOSEPH B. WARD's office remains in Central Bldg.

LOU PEGUY, WJAC-TV Johnstown, Pa., to Leland Powers School of Theatre, Radio & Television, Boston, as assistant director of radio department.

WARREN COLLINS, cameraman, and JORGEN CHRISTENSEN, art and animation director, to audio-visual production unit of S. W. Caldwell Ltd., Toronto.

ENGINEERING PRODUCTS Dept., RCA, Camden, announces production of new tower amplifier equipment for use in RCA community TV "Antenna-plex" systems to provide high gain TV signal amplification in areas where signal strength is low. RCA Type SX-2CT tower amplifier system is designed for use in community Antennaplex systems for one, two or three-channel service.

HEWLETT-PACKARD Co., Palo Alto, Calif., announces production of two-wide-range RC oscillators, Models 300AB and 300CD, featuring high stability and accuracy, quickly resettable tuning circuits. Only three front panel controls are used.

MERIT COIL & TRANSFORMER Corp., Chicago, announces manufacture of six new power transformers. Type P3076, P3077 and P3078 are units for new low-voltage-high current TV set designs; P3079 for sets using selenium rectifiers. Model P3079 is damped isolation filament transformer. TV Auto transformer Model P3080 is picture tube voltage booster with rating of primary 6.3; output 12.6 at 1 amperes with taps at 9.45 and 6.3 volts.

JOSEPH CHOVELAK, NBC Chicago maintenance engineer, father of girl, Elissa Mary.

CLOTHING SALES ARE COLOSSAL
in America's Miracle Market
Norfolk Portsmouth Newport News

AM-TV-FM
AM-FM
NBC AFFILIATE
ALL NETWORKS
NORFOLK, VIRGINIA
5,000 Watts Day and Night

NABET-RCA VICTOR
Pact Ends Strike Threat
NATIONAL Assn. of Broadcast Engineers & Technicians and RCA Victor Div. came to terms on a new contract Wednesday, staving off a strike threat involving 140 employees of the firm's custom record plant in New York [B&T, Sept. 29].

NABET and RCA officials said the settlement provides for a basic general wage increase of six cents an hour. The wage scale will range from $.35% to $.18% an hour. Fringe benefits under the agreement, which went into effect Wednesday, include two paid days off in case of death in family and additional pay for holidays worked.

NPA Appointments
TWO KEY appointments touching on the materials welfare of broadcasters and set manufacturers were announced by National Production Authority (NPA) last week. Richard W. Murphy was named assistant administrator for NPA's Textile, Leather & Specialty Equipment Branch, under which the Electromicro Products Div. falls. Ruf B. Newman Jr. was appointed acting assistant administrator for NPA Facilities & Construction.

BROADCASTING • Telecasting
INDIANA SPORTSCASTER HOOKS 10,091 LETTERS FROM 23 STATES IN ONE WEEK

When Ernie Ashley, popular WOWO sportscaster, offered sample fishhooks to his listeners, 10,091 letters quickly poured in from 23 states! This is no record, of course, for we’re used to tremendous mail response at WOWO. But it’s an indication of the way in which this station stays close to its listeners by using mail-pull constantly to check on programming effectiveness.

By any yardstick, Ernie Ashley has proved an effective attraction for sports audiences. His success is based on an unusual ability to project personality, plus a knowledge of sports that only an active participant can offer. Ernie has been a city golf champion at Fort Wayne, a basketball star in the Army, a semi-pro baseball player... and he can be a triple-threat addition to your Midwest sales drive.

Ernie Ashley, and other WOWO personalities, know precisely how to sell the average Midwesterner. They can help move merchandise for you in one of the nation’s most important market-areas! For more information, get in touch with WOWO or Free & Peters.
Our Respects To
(Continued from page 54)

and desire to provide better programming facilities had brought about an expansion of the Parma plant to nearly three times its original size. This culminated in the opening of downtown offices and studios in Esquire Theatre, newly renovated and converted into Wixel Studio D.

Mr. Mayer's electronic appetite wasn't whetted by the two major enterprises, however, so he decided to expand his television empire by acquiring two uhf stations—Channel 27 in Portland and Channel 26 in Denver. The two cities were major video-less areas because of the draw-out FCC freeze.

The Portland project is an epic in television's exciting history. Last July 11 Mr. Mayer got the Portland and Denver grants. There weren't any commercial uhf transmitters available so he bought the experimental equipment that RCA has operated at Bridgeport, Conn., for several years. The gear was boxed and shipped by fast freight and truck to Portland and reassembled by RCA.

All the while, building crews were working around the clock, seven days a week, and by Sept. 15 the building was complete and all equipment in place. RCA had hustled out a 21-gain antenna and it was installed within five days. A 280-foot tower that arrived Sept. 9 was completed Sept. 11 just as the antenna arrived.

The 17.6 kw signal went on the air at 12:01 a.m. Sept. 18, giving Portland its first television service.

The commercial career of this ex-lawyer thus has been marked by a series of high-pressure projects, enough to wreak the carcass of an average executive. Herbert Mayer is quite aware of the hazards of pressure, and therefore is successful in avoiding them. First, his work is both a vocation and an avocation. He loves it, and goes to work at 8:30 a.m. He's a night owl, and frequently works beyond midnight.

Next step to avoid ulcers and related business ills consists of close adherence to a series of admonitions on his desk. They are simple, though numerous: avoid worry, tension, overwork, over-fatigue, over-eating, over-haste, constant deadlines, too little relaxation, too few vacations, sorrow.

Available to Employees

That's a lot of avoiding, but Mr. Mayer is an efficient avoider. He has a private office, it's almost unused because he prefers a desk in the general office where he is available to employees at all times. His inspirational leadership has built up employee loyalty. As one employee put it, "Being around Herbert Mayer is exhilarating and exciting and a liberal education on how to conduct a business operation. He is a tremendous force."

Mr. Mayer has an active social conscience and is quick to employ handicapped workers as well as some who need rehabilitation. He doesn't like to talk about these things, dismissing them as "part of our responsibility as employers to give a man a chance."

Herbert Mayer was born in 1898 in New York City, son of a successful builder. At Colgate he led the debating team and was a truck star. He got his legal education at the U. of Wisconsin. In 1936 he married the former Frances Leaper, of Green Bay, Wis., a commercial artist. Her artistic talents are found, incidentally, in many phases of Empire's activities including plant decoration, trademarks and letterheads. The Mayers have five children—"a basketball team" as their father puts it, two boys and three girls. They live in Larchmont, N. Y. His hobbies include skiing and mountain climbing.

The philosophy that led to his electronics progress is summed up by Mr. Mayer in a quotation from Rabindranath Tagore, voiced at the Wixel opening in 1949: "Faith is the bird that feels the light and sings, while the dawn is still dark."

KBA Meets Oct. 13-14

KENTUCKY Broadcasters Assn. will meet Oct. 13-14 at the Henry Clay Hotel in Ashland, Ky., Hugh O. Potter, secretary-treasurer of KBA, announced last week. Mr. Potter is general manager of WOMI Owensboro, Ky.

KMPC RETURNS CP

Cites Technical Problems

CONSTRUCTION permit for 50 kw nighttime was turned back to the FCC last week by KMPC Los Angeles, after six fruitless years trying to make the directional array work [B&T, Sept. 22].

Major problem, according to the station's letter to the Commission, was re-radiation from surrounding hills. Station recounted the amount of time and energy it and its engineering consultants put into the attempt to make the three-element array work. Also understood to be a factor in the decision to give up the 50 kw CP was the impact of TV on nighttime listening and the recent network rate cuts for Class A time.

KMPC operates on 710 kc with 50 kw day, 10 kw night, directional.

WSYR ANNIVERSARY

30th Birthday Observed

WSYR Syracuse has celebrated its 30th anniversary with ceremonies built around the theme, "Life Begins at 30." The station traces its first broadcast back to Sept. 15, 1925, from a single room in nearby Cazenovia. That night, under the call letters WMAC, a signal was beamed to Syracuse, 22 miles away.

The station expanded rapidly and today, WSYR covers 22 central New York counties. It moved to Syracuse where, in 1932, the station was purchased by the late Harry Wilder and his son, Harry C. Wilder, who last Tuesday retired from active participation [B&T, Sept. 29]. WSYR-FM was added in 1946; WSYR-TV in 1950.

ARF Adds Subscribers


"Isn't radio wonderful!"

(see inside front cover)

CHICAGO 7

Clear Channel Home of the National Barn Dance
CHILDBR'D'S VIEWING
Youth's Habits Surveyed
CENTRAL Ohio families are obtaining a high degree of "television control" with respect to children's viewing habits, according to a survey just released by the Franklin County (Ohio) Television Committee of the White House Conference on Children & Youth.

Although children are subject to family control on getting chores and homework done, the survey showed they still spend a lot of time watching television. The survey showed that TV doesn't claim too many young viewers after school or on Sunday mornings, but that television "reigns supreme" after the evening meal. Of the children, 64.8% said they go to church Sunday morning.

Edward L. Greene

EDWARD LAWRENCE GREENE, 68, president of the National Better Business Bureau, died Sept. 27 at his home in Mamaroneck, N.Y., following a heart attack. Mr. Greene headed the Bureau's operations since its incorporation in 1925 as successor to the National Vieline Council of the Associated Advertising Clubs of the world.

J. Robert Corry

J. ROBERT CORRY, 45, general manager and senior account executive of Lewis Edwin Ryan, Washington advertising agency, died last Monday at George Washington U. Hospital, that city, after a long illness. He was with Ryan for 25 years. He is survived by his wife, Mrs. Louise Heider Corry, of their Bethesda, Md., address.

ASSOCIATED Blind Inc., New York, is soliciting the support of radio stations, "the No. 1 entertainment medium of the blind," and of television outlets to promote its contest to select "the most beautiful blind girl in America."
**milesstones...**

- **WBZ-AM-FM** Muskegon, Mich., observes its AM outlet's 26th anniversary Nov. 3. Established in Ludington, Mich., WBZ moved its facilities in 1934 to Muskegon. Arch Shawd is president-general manager of WBZ, licensed to Ashbacker Radio Corp.

- **FESTIVAL for Germania Broadcast**, which claims to be the oldest foreign language program in the U.S., was celebrated on the show's 25th anniversary, Oct. 3, at Orchestra Hall, Chicago, the city where it is aired seven days a week on WGES. Top radio and operetta stars who have appeared on the German-language show in the past, were present, and others included Hermann Leopoldi, Viennese composer, and Franziska Gaal, film actress. Proceeds go to Chicago Heart Assn.

- **JIM MURRAY**, KQV Pittsburg manager, is celebrating his 20th anniversary in radio. Mr. Murray became publicity director for WJAS Pittsburgh in 1925. Later, he served in the same post for WCAE and WKDA, both in Pittsburgh. In 1944, he became promotion director for WIZ New York. In 1945, he returned to KQV as sales manager and was made station manager in 1946.

- **STARTING its 15th year of broadcasting last month**, KXOK St. Louis called attention to expansion of its facilities, personnel and service since it went on the air in 1928 with 1 kw on 1250 kc. The ABC affiliate, which now operates with 5 kw on 680 kc, marked anniversary by giving a special program and a public service show. KXOK also operates KXOK-FM and is a TV applicant for channel 4 in St. Louis.

- **WOW Omaha** in September marked its 25th anniversary affiliation with NBC. Station says affiliation in 1927 occurred "when the art of broadcasting itself had been established only a few years," and recalls early history, including founding by Woodmen of the World Life Insurance Society. WOW, owned by Meredith Publishing Co., is headed by General Manager Frank P. Fogarty.

- **KXOK St. Louis'** general manager, C. L. (Chet) Thomas presents a specially engraved watch to Lt. Roland J. Schumacher on the latter's Sept. 19 program, So It Can't Happen to You. Date marks the program's 14th birthday. Lt. Schumacher is head of the safety education division of the St. Louis Police Dept. Program is broadcast on KXOK in the interest of safety education and has been an award winner from the National Safety Council and other organizations.

- **NBC's Railroad Hour** starts its fifth consecutive year under sponsorship of Assn. of American Railroads, Washington, D.C. (8-9:30 p.m. EST) today (Monday). Starring Gordon MacRae and guest co-stars, the operettas and musicals on the program are written by Jerome Lawrence and Robert Lee and produced by Murray Bolen, Agency in Benton & Bowles.

- **WSTC Stamford, Conn.,** observed its 11th anniversary Sept. 18 with several special programs depicting growth of the station and its activities. Owned and operated by Western Connecticut Broadcasting Co. since Jan. 1, 1946, WSTC has been headed by Julian Schwartz for five years.

- **WYNNE SPEEDE**, who hosts Your Neighbor Lady on WNAS Yankton, S. D., has celebrated her 11th year on the air.

- **WPFB Middletown, Ohio,** has entered its fifth year of broadcast operation. The 1-kw station is owned and operated by Paul F. Braden.

- **WPBR Baltimore** is celebrating its 16th year of broadcasts from the Timonium fair grounds, scene of the Maryland State Fair. Helen Brooks, who conducts Every Woman's Hour on WPBR, introduced William F. Schulerberg, president of the fair, on the opening broadcast. He conducts station's It's Fun to Cook program. Mr. Schulerberg bought the fair grounds with the aid of other Baltimore businessmen two years ago.

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**in this room...**

**there's no room for doubt**

There can be no room for doubt in the continuity and fidelity of your broadcast. You demand — and get — the best in transmitting and studio equipment. **Nor should you compromise with quality in the tape recorder you select.** AMPEX Recorders are engineered to the highest professional standards of reliability and performance.

**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 NAB standards. When you have an AMPEX, you have a machine built for years-ahead performance.

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**AMPEX**

**MAGNETIC RECORDERS**

**AMPEX ELECTRIC CORPORATION • 934 CHARTER STREET • REDWOOD CITY, CALIFORNIA**
WORLD SERIES

WELL over 100 million people saw the 1952 World's Series last week when Gillette Co., which picked up a tab for the privilege, broadcast them on radio and TV for the first time. As a result, Gillette, the razor manufacturer exclusive of all World's Series games and All-Star games through 1956, has negotiated a five-year agreement with the baseball commissioner, then B. Chandler, giving the company exclusive rights to all World's Series games and All-Star games through 1956. The price was a flat $1 million a year for the telecasting privileges and an overall package price of $1,370,000 for the radio and TV rights. Concurrently, Gillette signed a contract with MBS to broadcast the games by radio for the full six years and subsequently negotiated a TV deal with NBC-TV which runs through 1954.

This year, Gillette added 100 independent stations to the 500 Mutual affiliates broadcasting the series games in the U.S.; placed the broadcasts on the CBC stations in Canada, with the play-by-play accounts also broadcast in French in Eastern Canada; and added a Latin-American network which received its reports in Spanish. The Armed Forces Network sent the series to U.S. fighting men and women around the globe and the Voice of America told the rest of the world about this annual major U.S. event.

TV coverage included the 64 NBC-TV affiliates in as many cities, plus the four TV stations of Mutual stockholders — WOR-TV New York, WGN-TV Chicago, KHTV Los Angeles and WNAC-TV Boston. The WOR-TV crew, which had broadcast the Dodgers home games throughout the year, originated the pickups from Ebbets Field in Brooklyn. TV pickups from Yankee Stadium were handled by the crew of WPX (TV) New York, which telecasts the Yankees' home games. WPX and WINS also broadcast the games from Yankee Stadium on TV and radio, respectively, but without pay from Gillette, under a rule that stations carrying a team's home games through the season may broadcast the team's World Series games from its home park.

Red Barber, who has been describing Dodgers games since 1939, and Mel Allen, with as long a record with the Yankees, announced the telecasts. Ralph Giffen, WOR-TV camera director, supervised the video pickups from Ebbets Field; Jack Murphy those from Yankee Stadium. Al Helfer, who does the MBS "Game Of The Day," and Jack Brickhouse of WGN Chicago handled the radio play-by-play accounts, with Bill Corum, Gillette fight announcer, supplying color.

Buckingham Appointed

A. O. BUCKINGHAM, advertising consultant has been named managing director of Young & Rubicam Ltd., London. He succeeds George D. Bryson, who is to return to this country as a vice president and contact supervisor of the agency's New York office. Sigurd S. Larm, president, announced last week.

To Record Audience
By Gillette

Use of TV to observe the interior of steam generators' furnaces in power plants has proved a successful aid in maintaining efficient operation, according to a report by L. M. Exley, Long Island (N. Y.) Light Co. engineer. Mr. Exley made his report at the Falls General Meeting of the American Institute of Electrical Engineers in New Orleans. Camera was placed in an opening at the top of two pulverized coal and oil-fired furnaces and recorded changes during different stages of combustion. Lenses were protected by water and air-cooled glass.
'(Hot' Tape

WAVZ New Haven, Conn., claims a scoop on Gov. Adlai Stevenson’s recent visit to that city. Station sent three newsmen to Bridgeport Municipal Airport and tape-recorded the Democratic Presidential nominee’s conversation with local political dignitaries. “'Hot’ tape was removed from recorder, raced back to New Haven, and broadcast within five hours。”WAVZ reports many listeners phoned in, expressing gratitude for coverage. Newsman George LeZotte, who recorded the airport scene, also fired a few questions at the Illinois governor.

### NEC Sessions

TELEVISION is the brightest development in peacetime electronics today, and offers the best opportunity in that field for research and advancement in a peacetime economy. This conviction, relating video to electronics for defense and industry, was expressed by Dr. E. W. Engstrom, vice president in charge of the RCA Labs. Div., who key-noted the opening-day session of the eighth annual National Electronics Conference in Chicago last week.

Dr. Engstrom, a TV pioneer who was cited for his work by the Royal Swedish Academy of Engineering Research in 1949 and 1960 and by the U. of Minnesota, correlated three phases in the electronic progression. Beginning with electronics for defense, he outlined electronics for defense and industry and then for industry alone, explaining the ultimate objective of all research is to achieve "direct benefits to mankind.”

Television, as "today’s No. 1 opportunity in peacetime electronics," is at the beginning of "a second big surge." This new growth period, the speaker explained, follows the depression impact of uhf as practicable and the understanding and reduction of uhf interference and the subsequent lifting of the tv freeze by FCC. The re-growth period will expand to a nationwide service with a potential of 2,000 stations and perhaps 50 million sets in homes within the next five years, Dr. Engstrom said. Another "primeau" for the future is color TV.

The annual conference, which began Monday and ended Wednesdays, was, the Hotel Sherman, featured a variety of technical papers covering all phases and several new developments in the electronics field. One paper presented Monday by C. H. Flett of Westinghouse, Pittsburgh, concerned an "efficient" system for control of static interference in color TV. Mr. Jones explained that some colors are more affected by static than others.

Westinghouse Set Described

K. E. Farr of Westinghouse described a 42-tube color TV set which Westinghoven had designed for commercial use. It involves an all-electronic system with the RCA tri-color tube, and is compatible on uhf as well as vhf bands, he said. Television in the "piping" may look and sound better to the home viewer because of a new liquid installation for coaxial cables. This innovation, on one end, is reported a set of the American Phenolic Corp., Chicago, retains the TV signal within the cable "pipeline" and keeps it from freezing out.

G. C. Struhl of Northern U. described a new material, cadmium sulfide crystals, which may be used in the manufacture of radio tubes "half the size of a match." The material, a semi-conductor, can also be used in transistors, which the speaker said promise to replace the vacuum tube.

Conference luncheon speakers included, in addition to Dr. Engstrom on Monday, Maj. Gen. George I. Bock, chief signal officer, U. S. Army, speaking Tuesday, and Dr. H. T. Selsidew, executive of special products development, Bendix Aviation Corp.


### WOR-TV ‘All Night’

WOR-TV ‘ALL NIGHT’ Draws 10,000 Telegrams

VIEWERS of WOR-TV New York’s midnight-to-morning All Night Show sent in more than 10,000 telegrams in less than six weeks, the station has reported. Station figures that at an average of 500 cents per telegram, it spent an aggregate of $4,700 with Western Union.

The program, from midnight to 4 a.m. Tuesday through Saturday mornings and 11:30 p.m. Saturday to 6 a.m. Sunday, with Fred Robbins as m.c., started on WOR-TV July 19. Between July 23 and Aug. 31, the week with the content used on the show pulled 10,927 telegrams, three-fourths sent after 1 a.m.

Wires were sent: Midnight-1 a.m., 1,890 (25%); 1-2 a.m., 706 (35%); 2-3 a.m., 645 (25%); after 3 a.m., 339 (15%).

Pulse survey of the week of Aug. 1 found 12% of New York TV families seeing something on the show sometime during the week, with an average rating of 3.5%. station claimed Monday-Thursdays r a t i n g was 2.8%; Friday, 3.7%; and Saturday, 5.0, it was said.

### ATFP Officers

Full Slate Relected

OFFICERS of the year-old Alliance of Television Film Producers, Hollywood, have been reelected for another year. Continuing as president is Maurice Mann, manager of West Coast operations, Ziv TV Programs Inc.

Other officers are: William F. Brody, head of William F. Brody Prod. Inc., Beverly Hills; Basil Grillo, secretary-treasurer; and executive producer, His Crosby Enterprises, treasurer, and Patrice Wexler, executive producer; Prime Productions, secretary-past president; and Patrice Wexler, president.加大奶奶 Jerry Fairbanks, Inc., was re-elected vice-president, with Basil Grillo appointed membership chairman.

### Scharer Appointed

APPOINMTMENT of Henry Scharer as deputy director of public information for the Commerce Dept. was announced last Monday by Commerce Secretary Charles Sawyer. Mr. Scharer, a former newspaper man, has been active with government agencies and departments in information work for the past decade.

### WTG (TV) Sales

TWENTY clients have signed new contracts for programs or spot campaigns on WTG (TV) Washington, General Manager Walter C. Lewis, was reported. New clients, programs and agencies are:


### With spots you can select your prospects

And promote sales of your product when listeners are likely to be using it.

In the now widely used National Spot Radio report that Printers’ Ink released on July 11, specific ways to use National Spot were reported.

Number 3 of these specifics pointed up an obvious selling idea, but one that many national advertisers have not yet used to their advantage. The net of the idea is this. Using Spot advertising, wrote our editors, “You can promote a product at the time of day when many listeners are likely to be using it.”

Can you think of a better time to sell a disregard cup of coffee to a disgruntled male than during any one of the 120 minutes, ranging from 6 a.m. to 8 a.m.?

Wouldn’t these same minutes be a good time to give him some good news about a better detergent, shaving cream, real hickory-smoked bacon or ham, or even a new shirt that not only fit when bought, but also fit perfectly after 80 trips to a laundry and still looked almost as good as new?

And wouldn’t it be a good time to sell the “little woman” during the morning hours one of any one hundred things she might use in the preparation of food, or a better tool or gadget to cut down her housework?

“Spot radio has the virtue of conveying the advertiser’s message at the very time people are most concerned with his product.” This statement from our National Spot Radio report sums up our editors’ idea of its great efficiency.

Bob Kenyon

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ROBERT E. KENYON, JR.
Advertising Director

Printers’ Ink

205 East 42nd Street, New York 17, N.Y.
Chicago - Pasadena - Atlanta - Boston - London
If you have question marks about using TV profitably and economically, DuMont has a pair of smart answers: two low-cost TV shows with proved audience appeal that are now available for co-sponsorship.

A favorite TV quiz show with a 766,000 mail count from January-June, 1952, and an average Nielsen rating of 16.4 from July '51-June '52. Its low cost and valuable time franchise make TWENTY QUESTIONS a bright answer to your TV problem.

A real TV buy that had a 1,717,152 mail count from July '51 to May '52 and a Nielsen rating of 14.4 for September '51-June '52. Ask DuMont today how this low cost program can help your Dollars Do More On DuMont.

DU MONT
TELEVISION NETWORK
515 Madison Avenue, New York 22, N. Y. - MU 8-2600
A Division of The Allen B. DuMont Laboratories, Inc.
TIME FOR BEANY
The program that sells **ALL** the family

276,000 boys and girls, 90,000 mothers and 65,000 dads are captured by the charm of Bob Clampett’s *Time For Beany* on KTLA, channel 5, Los Angeles. Beany is **AVAILABLE LIVE ON KTLA** at a cost of only $1.26 per thousand viewers.

TV’s top puppet adventure serial, twelve minutes, five times weekly, is **AVAILABLE ON FILM** in markets throughout the country.

*Time For Beany* is completely merchandised. Sponsors enjoy bonus benefits from extensive program exploitation. Tested premiums, point of sale displays and product tie-ins are all available directly from Paramount’s Television merchandising department.

*Time For Beany* is a family program. It has won over 35 public service awards and is strongly endorsed by parent-teacher and civic groups interested in child welfare.

For an audition print, wire, write or telephone...

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

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

ALWAYS IN FRONT BY AN OVERWHELMING MARGIN
TOTAL of five more new station grants—four vhf and one uhf—were issued by FCC last week to increase post-thaw authorizations to 69-59 commercial and 9 non-commercial, educational permits.

An additional 15 applicants were notified that hearings are necessary in their requests. This brings the number of applications designated or slated for hearing since processing commenced in July following the final reallocation of the Sixth Report and Order [B-E, April 14 et seq.].

On Wednesday, the first competitive hearings on TV applications (see September 19) got underway in Washington for contested licenses at Denver and Portland, Ore. (see story page 26).

FCC on Oct. 15 will stop processing new contested applications for an unspecified limited time in order to speed up handling of uncontested assignments in cities without service. The amendment to the temporary processing rule was announced a fortnight ago [B-E, Sept. 22].

The speed-up plan will not affect outlined processing of hearing applications already designated or notified by Oct. 15, however, FCC officials said.

The new grants are as follows:

Lincoln, Neb. (City priority Group A-2, No. 3)—Dr. Cyril J. Rindfleisch, television broadcaster, granted vhf Channel 12, effective radiated power 21.5 kw visual and 11 kw sound, antenna height above average terrain 10 ft. Estimated commencement date: September 12, 1953.

Saginaw, Mich. (Group A-2, No. 2)—Lake Huron Broadcasting Corp. (WKXW), granted uhf Channel 57, ERP 1 kw visual and 1 kw sound, antenna height 470 ft. Estimated commencement date: October 2, 1953.

Wilkes-Barre, Pa. (Group A-2, No. 6)—Louis G. Baltimore (WRRS), granted uhf Channel 28, ERP 1,000 kw visual and 500 kw sound, antenna height 129 ft. Estimated commencement date: December 1, 1953.

Woburn, Mass. (Group A-2, No. 6)—Woburn Broadcasting Co., granted uhf Channel 35, ERP 250 kw visual and 150 kw sound, antenna height 1,610 ft. Estimated commencement date: September 1, 1953.

Ashbury Park, N.J. (Group B-1, No. 135)—Atlantic Video Corp., granted uhf Channel 15, ERP 25 kw visual and 50 kw sound, antenna height 470 ft. Estimated commencement date: January 1, 1953.

The following applicants were notified of necessity for hearings:

Tampa, Fla. (Group A-2, No. 3)—Tampa Television Co., seeking vhf Channel 12, is being advised its application indicates necessity for hearing in connection with bids of Tampa Times Co. and Orange Television Broadcasting Co. for same facilities.

Saginaw, Mich. (Group A-2, No. 33)—Tri-City Television Corp. and Booth Radio and Television Stations Inc. (WSGW), both seeking vhf Channel 13, are being advised institutions.

Manchester, N.H. (Group A-2, No. 40)—Grandview Inc. (WKRR), applicant for uhf Channel 40, is being advised hearing is required on question of financial qualifications.

Portland, Ore. (Group A-2, No. 45)—Oliver Broadcasting Corp. (WPOH) steps could be taken to grant Channel 45, both seeking vhf Channel 40, are being notified of hearing.

Worcester, Mass. (Group B-1, No. 130)—Salisbury Broadcasting Corp., New England Broadcasting Co., (WNER) and Wilson Enterprises Inc. (purchaser of WNER), granted application for uhf Channel 32, are being advised hearing.

Portland, Ore. (Group B-1, No. 127)—Morrisville, Pa., granted application for uhf Channel 16, are being advised hearing.

In other actions last week, FCC granted an all-service permit to WOL-TV Ames, Iowa, granting switch from vhf Channel 4 to Channel 5 pursuant to terms of the Sixth Report. ERP will be increased from 13 kw visual and 8 kw auroral to 28.5 kw visual and 15 kw auroral.

Sylvania Electric Products Co., Emporium, Pa., was authorized removal of limited time operation of its two experimental uhf stations in re-transmitting signals of WJAC-TV Johnstown, Pa., and other commercial outlets. Time now is limited for research and tests, subject to prior consent of stations whose programs are re-transmitted.

Two pending TV applicants have filed amendments to specify different channels. Television Montana, Butte, Mont., amends from vhf Channel 12 to Channel 6, while WLOK Lima, Ohio, switches from uhf Channel 41 to Channel 73.

WRAY Princeton, Ind., petitioned FCC to allocate uhf Channel 52 there.

INTERNATIONAL News Service announced Thursday it had asked its legal department to study all records of the "drastic restrictions imposed upon radio and TV stations by promoters of the recent Walcott-Martiano fight" with a view toward ascertaining what extent the promoters are taking radio and TV stations from such restrictions in the future.

In announcing the move, INS General Manager Seymour Berkson also disclosed that INS has called upon the Associated Press and the United Press to join in an effort to effect a more satisfactory arrangement between news services and fight promoters "regarding any such restrictions on future sporting events."

The action followed protests from some broadcasters with respect to the re-creating of the Walcott-Martiano bout at the conclusion of the fight. All wire services notified radio clients that the promotions had imposed certain limitation rights although the notices to stations differed in interpretation.

INS told stations that the promoters of the fight, Herman Taylor, had announced that "any violation of the restriction against round-by-round or blow-by-blow description of the fight by radio or TV will be subject to prosecution;" including specifically a re-creation.

AP notified clients that "exclusive contracts ... prohibit use on the air of the fight while it is in progress." The wire service added that the radio wire would carry a "slugged in advance for use after the fight ends" and that "the results of the fight will be as complete as other news requirements permit."

UPI's Admonition

UPI warned its clients not to carry a blow-by-blow or round-by-round description during the fight or a re-creation after the bout but told them they might use 100-word summaries of each round as a newscast at the conclusion of the event. UP also provided wrap-up and color stories.

Neil Irick, representing the International Boxing Club that promoted the fight, with Mr. Taylor, confirmed that his office had notified the wire services of restrictions. He told BROADCASTING & TELECASTING the decision to impose a curb on blow-by-blow accounts and a re-creation at the end of a bout was taken because stations in the past have tended to give the impression they are broadcasting the actual sports event.

In his statement Thursday, Mr. Berkson said that he had asked INS' legal department to consult with the legal departments of AP and UP with a view to coordinating the study of the legal aspects of the situation.

"The situation seems to revolve around the question of when and to what extent the news of a fight like the Walcott-Martiano fight or any other similar sports event promoted commercially comes in the public domain and can be broadcast fully regardless of all efforts to clamp down restrictions even after the fight is over," Mr. Berkson declared.

He noted that "the right to report current events, whether they be sporting events or any other events, is basically tied up with the whole concept of freedom of the press, radio, etc."

"We are hopeful," Mr. Berkson said, "that our effort in this matter will result in better recognition of the rights of broadcasters and publishers alike to cover the news of such fights and in elimination of the disturbing confusion created as a result of the restrictions imposed.

(Continued on page 82)
television grants and applications

Digest of Those Filed With FCC Sept. 26 Through Oct. 2

Grants Since April 14:

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
<td>135</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Educational</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total</td>
</tr>
<tr>
<td>Includes KEX-TV Matamoras (Mexico-Brownsville).</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>Applications Filed Since April 14:</th>
</tr>
</thead>
<tbody>
<tr>
<td>New</td>
</tr>
<tr>
<td>------</td>
</tr>
<tr>
<td>Commercial</td>
</tr>
<tr>
<td>Educational</td>
</tr>
<tr>
<td>Includes XELD-TV Matamoras (Mexico-Brownsville).</td>
</tr>
</tbody>
</table>

One applicant did not specify channel.

Includes 68 already granted.

[For summary of grants and notifications of hearing, see story, page 69.]

APPLICATIONS (Listed by States)

1. Indicates pre-authorization application filed amended.

GADSDEN, Ala. — Jacob A. Newborn Jr., 513 19th St., 673 16th St., an engineer, filed a plan to build a television transmitter in Gadsden, 673 16th St., operating cost $200,000, revenue $2,000,000. Post Office address is Gadsden. T. 98.

BERKELEY, Calif. — George S. Novack & C. T. George, 515 19th St., 673 16th St., an engineer, filed a plan to build a television transmitter in Berkeley, 673 16th St., operating cost $150,000, revenue $1,500,000. Post Office address is Berkeley. T. 98.

BOISE, Idaho — Idaho. Boise, 990 19th St., 673 16th St., an engineer, filed a plan to build a television transmitter in Boise, 673 16th St., operating cost $200,000, revenue $2,000,000. Post Office address is Boise. T. 98.

Cedar Rapids, Iowa — Cedar Rapids, 990 19th St., 673 16th St., an engineer, filed a plan to build a television transmitter in Cedar Rapids, 673 16th St., operating cost $200,000, revenue $2,000,000. Post Office address is Cedar Rapids. T. 98.

Cedar Rapids, Iowa — Cedar Rapids, 990 19th St., 673 16th St., an engineer, filed a plan to build a television transmitter in Cedar Rapids, 673 16th St., operating cost $200,000, revenue $2,000,000. Post Office address is Cedar Rapids. T. 98.

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**KPTV'S SIGNAL**
**Extends 30-40 Miles—RCA**

KPTV (TV) Portland, Ore.'s "primary coverage" will extend about 20 miles, RCA's Engineering Products Dept. noted last week. The department had a team of experienced technical experts at work surveying the Portland operation. KPTV's present power is 16 kw ERP.

This initial report of 20-mile effectiveness was reached after measurements of the station's signal, it was explained. KPTV is the first uhf station to take to the air commercially [B* T, Sept. 29, 22]. RCA's unit, reporting also on "secondary coverage," concluded it "will be provided to between 30 and 40 miles in the north and south directions (east and west directions are limited to 25 miles by mountain ranges)." Primary signal covers all major suburbs and the city's trading area.

Observation of signal quality showed excellent pictures over the area "with the exception of localized (and relatively small) areas which are 'shadowed' by intervening hills," the RCA department said. "A check of local radio and television industry (retailers, wholesalers, service shops, etc.) indicates that uhf has been received with almost unbounded enthusiasm by the great majority," it was claimed. The engineering team spent two weeks after the station's debut measuring signal strength throughout the Portland area.

RCA said, "First optimistic reports, which to many seemed almost too good to believe, are being solidly confirmed...."

**BRIG. GEN. David Sarnoff, RCA board chairman, last Tuesday compared the growth of uhf and the opening of KPTV (TV) Portland, Ore., nation's first commercial uhf station, to the Lewis and Clark pioneering explorations of the American Northwest. In a 15-minute telecast shared with FCC Chairman Paul A. Walker and which was carried by KPTV as the station began regular programming with the first game of the World Series, Gen. Sarnoff praised Herbert Mayer, president of Empire Coil Co., Inc., which installed in Portland the dismantled equipment from the RCA experimental uhf station at Bridgeport, Conn., to be the first uhf commercial station on the air [B*T, Sept. 22].

Speaking from New York, where Sandra Mayer, daughter of Mr. Mayer, presented the RCA board chairman a citation in recognition of RCA's contribution to the development of television, Gen. Sarnoff said: "In bringing television to Portland, Mr. Herbert Mayer ... and his associates have acted in the traditional pioneering spirit of the great Northwest."

"As a triumph in radio exploration the opening of the uhf spectrum may well be compared with the historic Lewis and Clark expedition that opened up the Northwest wilderness."

"These ultra high frequencies are of great significance to the future of television. Hundreds of new channels bring additional millions of Americans into range of television programs."

Gen. Sarnoff praised Chairman Walker and his associates on the FCC "for their great interest in bringing the new trails of uhf into service.

"By licensing new stations they now encourage the television broadcasters to make use of these new pathways through the air by filling them with program traffic."

"We are happy to have had a part in blazing this trail across the continent and are pleased to have KPTV affiliated with the NBC's television network."

Speaking from Washington, D.C., Chairman Walker greeted KPTV as the "harbinger" of a new era of expansion for American television. He remarked: "This takes television into a new frontier of the ether. We can now have up to 2,000 stations in all parts of the country. There is a new era of ownership. Each station can have its own stations. Many communities can have their own television stations than new have a daily newspaper of their own.

"In due time other uhf stations will be built all over the nation," Chairman Walker said. KPTV put the country's first commercial uhf program on the air Sept. 20, but regular programming did not begin until last Tuesday.

**STOLKIN DENIES**
**TV Plans for RKO Movies**

Despite a denial by Ralph E. Stolkin, who headed a syndicate which bought control of RKO Radio Pictures Inc. [B*T, Sept. 29, 22], that the studio plans at this time "to release a million backlog of movies to TV, a report persists in Hollywood that RKO films which have outrun their theatrical release value, will be re-edited for video under a deal being negotiated with a major TV network."

Mr. Stolkin, who was elected firm president last Thursday, declared that "it is not our intention of time until the film and TV industries will be cooperating fully." He expressed belief 85 to 90% of TV shows will be on film in the future.

**Educators Hear Plans**
**FCC CHAIRMAN Paul A. Walker last Thursday told Pennsylvania educators four plans by which they may add more television channels to the four now reserved in Pennsylvania for educational use. Addressing the Annual Education Congress at Harrisburg under auspices of JECF, Chairman Walker said that after June 2, 1953, educators may (1) apply for "drop-in" channels, (2) request a deletion or substitution in other communities, (3) ask reservation of a commercial channel for non-commercial educational use or (4) apply competitively now for a commercial channel and use it either for commercial or non-commercial educational purposes.

**NCS Signs Seven**
**FIVE agencies and two advertisers have signed contracts with the National Commercial Service within 10 days after it was made available to them, A. C. Nielsen Co. reported Thursday. The agencies are: Ted Bates Co.; Foote, Cone & Belding; Marshack & Pratt; Morse International, and Young & Rubicam. Advertisers are Esso Standard Oil Co. and Borden Co.**

**United TV Sales**

UNITED Television Programs Inc., Chicago, has sold a seven-week, half-hour filmed series, "Men of MOC," to WOCT-TV Davenport for 26 weeks and "Hollywood Off Beat to National Bohemian Beer, Baltimore, for 19-weeks' booking on WMAR-TV Baltimore. UPN's film package, Big Town has been renewed by the Streitman Biscuit Co., Cincinnati, for airing on WSAZ-TV Huntington and has been sold to WJIM-TV Lansing and Fall City Brewing Co., Louisville, has renewed Old American Barn Dance over WSAZ-TV, all for 26 weeks.

**October 6, 1952**
REPRESENTING LEADING TELEVISION STATIONS:

Davenport
(Central Broadcasting Co.—WHO-WOC)

Denver
(Colorado Television Corporation)

Fort Worth-Dallas
(STAR-TELEGRAM)

Louisville
(WAVE, Inc.)

Miami
(Wometco Theatres)

Minneapolis-St. Paul
(DISPATCH-PIONEER PRESS)

New York
(THE NEWS)

St. Louis
(POST-DISPATCH)

San Francisco
(THE CHRONICLE)

WOC-TV*

KBTV

WBAP-TV*

WAVE-TV*

WTJ

WCCO-TV

WPIX

KSD-TV*

KRON-TV*

*Primary NBC Affiliates
SAY HE GETS ALMOST EVERYBODY INTO TELEVISION. WHAT ABOUT US?"

Free & Peters is now in its sixth year in television-station representation—sold our first TV order back in 1947.

Since then we’ve helped clear thousands of TV hours — have helped put dozens and dozens of successful advertisers and agencies “into television”.

Operating an entirely separate Television Department in our New York, Chicago, Detroit, San Francisco and Hollywood offices (in all of which the rivalry between our TV specialists and our AM specialists is something you really ought to see!) we F&P Colonels are determined to keep on giving the top service in television . . . to keep on helping more and more people to “get into TV”.

PETERS, INC.

Representatives Since 1932

NEW YORK
CHICAGO
ATLANTA
DETROIT
FT. WORTH
HOLLYWOOD
SAN FRANCISCO
**Comparative Network Showsheet**

### Sunday, September 12

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>8:00 PM</td>
<td>TBA</td>
<td>Men of the Week</td>
<td>L</td>
<td>New York Times Youth Forum</td>
</tr>
<tr>
<td>8:15</td>
<td>TBA</td>
<td>Aloha</td>
<td>Set It Now</td>
<td>L</td>
</tr>
<tr>
<td>9:00</td>
<td>TBA</td>
<td>Wrigley Gum</td>
<td>Autry Show</td>
<td>L</td>
</tr>
<tr>
<td>9:15</td>
<td>TBA</td>
<td>American Tobacco</td>
<td>This Is Show Business</td>
<td>L</td>
</tr>
<tr>
<td>9:30</td>
<td>TBA</td>
<td>Reynolds Metals</td>
<td>Eddie Mayhoff</td>
<td>F</td>
</tr>
<tr>
<td>9:45</td>
<td>TBA</td>
<td>Innsbruck</td>
<td>Hollywood Screen Test</td>
<td>L</td>
</tr>
<tr>
<td>10:00</td>
<td>TBA</td>
<td>Sterling Drug</td>
<td>Inspector Mark</td>
<td>L</td>
</tr>
<tr>
<td>10:15</td>
<td>TBA</td>
<td>Lever</td>
<td>Lax Video Theatre</td>
<td>L</td>
</tr>
<tr>
<td>10:30</td>
<td>TBA</td>
<td>Lipton</td>
<td>Godfrey's Talent Scouts</td>
<td>L</td>
</tr>
<tr>
<td>10:45</td>
<td>TBA</td>
<td>Philip Morris</td>
<td>London Calling</td>
<td>L</td>
</tr>
<tr>
<td>11:00</td>
<td>TBA</td>
<td>Bristol Myers</td>
<td>Break the Block</td>
<td>L</td>
</tr>
<tr>
<td>11:15 PM</td>
<td>TBA</td>
<td>General Electric</td>
<td>Fred Warde</td>
<td>L</td>
</tr>
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</table>

### Monday, September 13

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
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</thead>
<tbody>
<tr>
<td>8:00 PM</td>
<td>TBA</td>
<td>New York Times Youth Forum</td>
<td>L</td>
<td>Gen Foods Roy Rogers</td>
</tr>
<tr>
<td>8:15</td>
<td>TBA</td>
<td>College Campus</td>
<td>Cadet</td>
<td>L</td>
</tr>
<tr>
<td>9:00</td>
<td>TBA</td>
<td>General Foods</td>
<td>Capt. Video</td>
<td>Up To Par</td>
</tr>
<tr>
<td>9:15</td>
<td>TBA</td>
<td>P&amp;G</td>
<td>Brush</td>
<td>F</td>
</tr>
<tr>
<td>9:30</td>
<td>TBA</td>
<td>Amer. Ogi. &amp; Co.</td>
<td>News L</td>
<td>Lever Dependent</td>
</tr>
<tr>
<td>9:45</td>
<td>TBA</td>
<td>Lever</td>
<td>Dependent 7:45-8 p.m.</td>
<td>Shadow Wave</td>
</tr>
<tr>
<td>10:00</td>
<td>TBA</td>
<td>Cincinnati</td>
<td>Caravan</td>
<td>L</td>
</tr>
<tr>
<td>10:15</td>
<td>TBA</td>
<td>Penthouse</td>
<td>Washington</td>
<td>L</td>
</tr>
<tr>
<td>10:30</td>
<td>TBA</td>
<td>Winchester</td>
<td>Mahoney Show</td>
<td>L</td>
</tr>
<tr>
<td>10:45</td>
<td>TBA</td>
<td>Croley</td>
<td>Spalding Alternating</td>
<td>L</td>
</tr>
<tr>
<td>11:00</td>
<td>TBA</td>
<td>Firestone</td>
<td>Voice of Firestone</td>
<td>L</td>
</tr>
<tr>
<td>11:15 PM</td>
<td>TBA</td>
<td>Quick on the Draw</td>
<td>From Bob Dunn</td>
<td>L</td>
</tr>
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</table>

### Tuesday, September 14

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
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<th>NBC</th>
</tr>
</thead>
<tbody>
<tr>
<td>8:00 PM</td>
<td>TBA</td>
<td>Electric Auto-Life</td>
<td>Susanne</td>
<td>L</td>
</tr>
<tr>
<td>8:15</td>
<td>TBA</td>
<td>Johnson Wax</td>
<td>with American Tobacco Co.</td>
<td>L</td>
</tr>
<tr>
<td>9:00</td>
<td>TBA</td>
<td>Robert Montgomery</td>
<td>Prosecco</td>
<td>L</td>
</tr>
<tr>
<td>9:15</td>
<td>TBA</td>
<td>Bally</td>
<td>Goodman</td>
<td>L</td>
</tr>
<tr>
<td>9:30</td>
<td>TBA</td>
<td>All-Star News</td>
<td>L &amp; F</td>
<td>P&amp;G Bath House</td>
</tr>
<tr>
<td>9:45</td>
<td>TBA</td>
<td>All-Star News &amp; L &amp; F</td>
<td>P&amp;G Film House</td>
<td>L</td>
</tr>
<tr>
<td>10:00</td>
<td>TBA</td>
<td>P&amp;G and</td>
<td>Lana &amp; Leo</td>
<td>L</td>
</tr>
<tr>
<td>10:15</td>
<td>TBA</td>
<td>Mars Candy</td>
<td>Corp.</td>
<td>L</td>
</tr>
<tr>
<td>10:30</td>
<td>TBA</td>
<td>Walter</td>
<td>My Line</td>
<td>L</td>
</tr>
<tr>
<td>10:45</td>
<td>TBA</td>
<td>Youth On the March</td>
<td>L</td>
<td>TBA</td>
</tr>
<tr>
<td>11:00</td>
<td>TBA</td>
<td>Greensboro</td>
<td>Internat'l</td>
<td>L</td>
</tr>
<tr>
<td>11:15 PM</td>
<td>TBA</td>
<td>Bally</td>
<td>Goodman</td>
<td>L</td>
</tr>
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</table>

### Saturday, September 11

<table>
<thead>
<tr>
<th>Time</th>
<th>ABC</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
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</thead>
<tbody>
<tr>
<td>1:30 PM</td>
<td>TBA</td>
<td>CBS</td>
<td>News</td>
<td>L</td>
</tr>
<tr>
<td>1:30</td>
<td>TBA</td>
<td>M &amp; W</td>
<td>9-14-15</td>
<td>TFI-F</td>
</tr>
<tr>
<td>1:45</td>
<td>TBA</td>
<td>Arthur Godfrey</td>
<td>10-11 a.m. (See Footnote)</td>
<td>L</td>
</tr>
<tr>
<td>2:00</td>
<td>TBA</td>
<td>Wheel of Fortune</td>
<td>O partic.</td>
<td>S</td>
</tr>
<tr>
<td>2:15</td>
<td>TBA</td>
<td>There's One Family</td>
<td>S</td>
<td>L</td>
</tr>
<tr>
<td>2:30</td>
<td>TBA</td>
<td>United National</td>
<td>L</td>
<td>L</td>
</tr>
<tr>
<td>2:45</td>
<td>TBA</td>
<td>C-P-P (M&amp;W)</td>
<td>Strike</td>
<td>L</td>
</tr>
<tr>
<td>3:00</td>
<td>TBA</td>
<td>Brown Shoe</td>
<td>Smiley's Fat McConnell</td>
<td>L</td>
</tr>
<tr>
<td>3:15</td>
<td>TBA</td>
<td>Florida Citrus Corp.</td>
<td>Happy's Party</td>
<td>L</td>
</tr>
<tr>
<td>3:30</td>
<td>TBA</td>
<td>International Shoe Co.</td>
<td>Kids &amp; Co.</td>
<td>L</td>
</tr>
<tr>
<td>3:45</td>
<td>TBA</td>
<td>L &amp; F</td>
<td>Goodman</td>
<td>L</td>
</tr>
<tr>
<td>4:00</td>
<td>TBA</td>
<td>P&amp;G</td>
<td>Bath House</td>
<td>L</td>
</tr>
<tr>
<td>4:15</td>
<td>TBA</td>
<td>L &amp; F</td>
<td>Goodman</td>
<td>L</td>
</tr>
<tr>
<td>4:30</td>
<td>TBA</td>
<td>P&amp;G</td>
<td>Bath House</td>
<td>L</td>
</tr>
<tr>
<td>4:45</td>
<td>TBA</td>
<td>L &amp; F</td>
<td>Goodman</td>
<td>L</td>
</tr>
<tr>
<td>5:00</td>
<td>TBA</td>
<td>Kellogg Corn Flakes</td>
<td>S. 5-9 P.M.</td>
<td>L</td>
</tr>
<tr>
<td>5:15</td>
<td>TBA</td>
<td>Kellogg Corn Flakes</td>
<td>Super Circus</td>
<td>L</td>
</tr>
<tr>
<td>5:30</td>
<td>TBA</td>
<td>Mary Candy</td>
<td>Co.</td>
<td>L</td>
</tr>
<tr>
<td>5:45 PM</td>
<td>TBA</td>
<td>L &amp; F</td>
<td>Goodman</td>
<td>L</td>
</tr>
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### Sunday

<table>
<thead>
<tr>
<th>Time</th>
<th>CBS</th>
<th>DuMont</th>
<th>NBC</th>
<th>ABC</th>
</tr>
</thead>
<tbody>
<tr>
<td>6:00 PM</td>
<td>NFL Football Game of the Week</td>
<td>Armed Services Football</td>
<td>General Motors Football</td>
<td>Pro Football</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Thursday Night Football</td>
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<td>Thursday Night Football</td>
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### Monday - Friday

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<th>ABC</th>
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<tbody>
<tr>
<td>6:00 PM</td>
<td>NFL Football Game of the Week</td>
<td>Armed Services Football</td>
<td>General Motors Football</td>
<td>Pro Football</td>
</tr>
<tr>
<td>6:15 PM</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
</tr>
<tr>
<td>6:30 PM</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
</tr>
<tr>
<td>6:45 PM</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
<td>Thursday Night Football</td>
</tr>
</tbody>
</table>

### Saturday

- **Summit Co. Sports Show** at 7:00 PM
- **NFL Football Game** at 6:00 PM
- **CBS Sports Special** at 7:00 PM
- **DuMont Television** at 8:00 PM
- **NBC Sports Special** at 9:00 PM
- **ABC Sports Special** at 10:00 PM

### Notes

- **2:45-3:18 P.M.** - CBS and NBC will present their weekly football games, as well as special events.
- **3:45-4:15 P.M.** - DuMont will present its weekly baseball games.
- **4:45-5:15 P.M.** - ABC will present its weekly basketball games.
- **5:30-6:00 P.M.** - NBC will present its weekly hockey games.
- **6:15-6:45 P.M.** - CBS will present its weekly soccer games.
- **7:00-7:30 P.M.** - DuMont will present its weekly tennis games.
- **7:45-8:15 P.M.** - NBC will present its weekly volleyball games.
- **8:30-9:00 P.M.** - ABC will present its weekly boxing games.
- **9:15-9:45 P.M.** - CBS will present its weekly bowling games.
- **10:00-10:30 P.M.** - DuMont will present its weekly wrestling games.
- **10:45-11:15 P.M.** - NBC will present its weekly golf games.
Happy Birthday to us!

5 years on Television

5 years with RCA Victor

Musical Director • JACK FASCINATO  Producer • BEULAH ZACHARY  Director • LEWIS GOMAVITZ  Costume Designer • JOSEPH LOCKWOOD

Page 76  •  October 6, 1952
August Tube Sales Near $11 Million—RTMA

ARadio-Television Mfrs. Assn. reported last week that 68% of the TV picture tubes sold to receiver manufacturers in August were 18 inches and larger. Sales by set manufacturers in August totaled 597,628 units valued at $10,970,215 compared with 324,143 tubes valued at $6,847,290 sold in July. Ninety-nine per cent of cathode ray tubes sold to receiver manufacturers in August were rectangular and 16 inches or larger.

CBS-TV Develops New Set Technique

CBS Television scenic art department has developed a new scenery construction technique that uses prefabricated Masonite flats in assorted stock sizes instead of the traditional muslin-on-frame used for walls, doors and partitions. The technique is now being demonstrated to sponsors, agencies and broadcasting executives. CBS-TV claims that the new technique not only speeds up set construction but permits more freedom in overall design and assures better lighting and camera maneuverability.

New TV Lab At Wisconsin U.

INITIAL outlay of $105,750 and fund of $34,000 have been appropriated by the University of Wisconsin for construction and first-year operation of a closed circuit TV laboratory. The facility will be used for "experience, instruction and research," according to H. L. Ewbank, chairman of the university radio committee. Another group will supervise research to determine "the relative efficiency of different types of television programs with respect to content and method of presentation" and educational broadcasts. Research unit is headed by Dean John Guy Fowkes.

Video Ventilation

TELEVISION personnel who have fretted about hot studios can take heart in an announcement that most TV stations to be constructed on from now on will be cooler. According to Bern C. Benson, temperature control expert of Minneapolis-Honeywell Co., Minneapolis, whose engineers have designed a new cooling system, studio will be air-conditioned with new electronic temperature controls 100 times more sensitive than conventional types that are being used generally.

Weekly Television Summary—October 6, 1952—TELECASTING Survey

### City Outlets on Air Sets in Area
---
Metamora (Mexico), Brownsville, Tex. KIST-TV 24,500
Pensacola, Fla. WFLA-TV 117,613
---
Rockford, Ill. WQAD-TV 64,576
---
Evansville, Ind. WKY-TV 100,474
---
Portsmouth, O. WBOC-TV 66,456
---
Moline, Ill. WIVK-TV 237,000
---
Chicago, Ill. WLS-TV 1,180,419
---
Fort Worth, Tex. KSL-TV 365,000
---
Wichita, Kan. KODA-TV 410,076
---
Cincinnati, Ohio WCPO-TV, WKRC-TV, WLWT 365,000
---
Cleveland, Ohio WJW-TV, WTOV 229,000
---
Erie, Pa. WERX-TV 668,766
---
Baltimore, Md. WJZ-TV 529,500
---
Washington, D.C. WJLA-TV 952,500
---
Syracuse, N.Y. WSYR, WFXV-TV 393,650
---
St. Louis, Mo. KSDK-TV, KTVI 180,416
---
San Antonio, Tex. KSAT, KABB-TV 107,671
---
Kansas City, Mo. KCFB-TV, KMBC-TV, KCTV, KCEN 132,793
---
Omaha, Neb. KOLN-TV, KTVN, KWCH 177,000
---
Oklahoma City KOCO, KVUL-TV 152,731
---
St. Paul, Minn. WCCO-TV, WSTM 111,000
---
El Paso, Tex. KFOX-TV, KFAN 324,143
---
Los Angeles KTLA, KNX, KTTV 1,347,154
---
Total Stations on Air 111
---
Total Markets on Air 66
---

**Note:** The market coverage areas overlap each other and may not be mutually exclusive. The figures are based on data gathered by distributors, TV circulation committees and manufacturers. Since many are compiled monthly, some may not be current in successive summaries. Total sets in all areas are necessarily approximate.
Rugged GPL Camera withstands a Rugged Trip

20,000 Miles Cross-Country Without Camera Service

This GPL image orthicon camera has just completed a demonstration tour to studios in 67 cities from Maine to Mexico...Michigan to Miami.

Without a single service operation, it took the bumps of 20,000 miles of hard driving. It was loaded and unloaded more than 150 times. Every working element received far more than normal wear and tear, as usual on demonstrations. Yet nothing failed, nothing needed replacing.

This is the kind of ruggedness you may have for both studio and field operations, PLUS all the precision of GPL camera design. This unit is engineered for smooth, fast control, from pushbutton turret change to remote adjustment or iris and focus.

For the stations just starting, it has many special advantages: in compactness of chains, ease of operations.

Write, wire or phone, for full details of the camera equipment that is the “industry’s leading line—in quality, in design.”

General Precision Laboratory

十月六日，1952年

BROADCASTING * Telecasting

October 6, 1952 * Page 79
TOWER RULES

PROPOSED rule-making proceedings to modify Part 17 of FCC's rules on lighting and marking of radio-TV towers and to modify CAA's minimum flight altitude rules are seen as forthcoming actions following the final government-industry meeting on the tall towers-air navigation problem last Monday in Washington.

FCC Commr. E. M. Webster and CAA Deputy Administrator F. B. Lee, co-chairmen of the joint meetings attended by representatives of the government and the broadcasting and aviation industries, accepted the report of an "ad hoc" committee. The committee was named earlier to investigate a possible method of achieving uniform treatment by regional airspace subcommittees of applications for radio and TV towers over 500 ft. high located adjacent to existing airways [B*T, April 28].

The report recommended that existing procedures be continued for the handling of tower clearance applications on a case-to-case basis by regional airspace subcommittees and concluded that general fixed criteria for the handling of such applications are not practical [B*T, Sept. 15]. The report included suggested changes for Part 17 of FCC's rules to modify tower marking and lighting requirements.

It also bore an attachment, not a part of the report, setting forth CAA's proposed addition to the Manual of Procedure of the CAA Office of Aviation Safety relating to "obstruction clearance for objects located outside but adjacent to the limits of present civil airways or direct routes."

Calling of the first joint meeting last spring to consider the potential air hazard of tall towers stemmed from announcement of FCC's Sixth Report and Order finalizing the TV reallocation and providing for potential establishment of over 2,000 TV stations in nearly 1,300 communities with tower height of 2,000 ft. permissible. Aviation interests became alarmed that 2,000 ft. towers would soon be built in many areas, but the ad hoc report found that only about 5% of the towers expected to be constructed will exceed 1,000 ft.

PROF. CARELL GREET, CBS speech consultant since 1937 and associate professor of English at Barnard College, has resumed his duties at the network after a seven-month leave of absence for lectures in Europe.

Lighting and Marking Proposal Expected

Merlin H. Aylesworth
(Continued from page 10)

best possible facilities for such service; to make the entire structure self-supporting, for if radio is to survive, broadcasting must stand on its own legs.

Pursuing the goal during the following decade, NBC under Mr. Aylesworth's direction created noted religious programs and hosted the Musical Appreciation Hour and American Album of Familiar Music; such variety shows as Fleischmann Hour with Rudy Vallee and guests and President's Inaugural Program. With Amos 'n Andy, NBC established the daily serial program as a basic radio formula. "Deacon" Aylesworth, as he was affectionately known to hundreds of friends in every aspect of American life, was born July 19, 1886, in Cedar Rapids, Iowa, the son of the Rev. B. T. Aylesworth. He attended Colorado Agricultural College, U. of Colorado, U. of Wisconsin and Columbia U. and in 1910 received his law degree from Denver U.

After practicing law in Fort Collins, Colo., from 1914, he became chairman of the Colorado Public Utilities Commission, which he left in 1918 to join the Utah Power & Light Co. A year later, he was appointed managing director of the National Electrical Light Assn., remaining in that post until 1928, when Owen D. Young of General Electric, Gen. Guy E. Tripp of Westinghouse and Maj. Gen. James G. Harbord of RCA persuaded him to enter radio.

After Mr. Aylesworth left the NBC presidency in January 1936, he stayed for two years as chairman of RKO and then transferred his activities to the newspaper field as an executive of the Scripps-Howard newspapers, in March 1958 becoming publisher of the New York World-Telegram, Scripps-Howard evening paper in that city. He resigned in 1941 and during the war years served as an executive consultant to the Office of the Coordinator of Inter-American Affairs.

In recent years, Mr. Aylesworth has maintained a Rockefeller Center office as an attorney and business consultant. One of his clients was Cities Service Co., which at his urging started a weekly program on NBC in February 1937 and is today the oldest continuous advertiser in network radio. He was chairman of the executive committee of Ellington & Co., New York advertising agency.

In 1909 Mr. Aylesworth married the former Blanch Parrott, the marriage ending in divorce. In 1914 he married the former Caroline Andrews McEntee, who was with him at the time of his death. He also is survived by two children of his first marriage, Barton Jerome Aylesworth and Dorothy Aylesworth, and a sister.

Funeral services were held Friday morning in New York. Burial was at Redding, Conn.

WISE BUYERS

Buy KFMB TV
San Diego's First
and only TV Station
Blankets California's
Third Market!

KFMB-TV
KFMB-AM
San Diego 1, Calif.
Represented
by THE
BRANHAM CO.

San Diego's 1951
Furniture, Radio
and Household
STORE SALES
were
$40,330,000

John A. Kennedy, Board Chairman; Howard L. Chonoff, Gen. Mgr.

Page 60 • October 6, 1952

CBS, NBC OPEN
West Coast TV Centers
SIDE-BY-SIDE sprit by CBS and NBC to complete their new West Coast TV plants for the fall season ended last weekend when both facilities began operations.

Emanating from CBS Television City, Beverly Blvd. and Fairfax Ave., Los Angeles, was My Friend Irma on Friday, 8:30-9 p.m. (EST). Special All Star Revue inaugurated the facilities of NBC Television Center, Burbank, on Saturday 9-10 p.m. (EST).

CBS has set up more than $1.5 million worth of electronic equipment and especially designed video gear. The initial unit, which is an estimated $12 million and covers 15 acres, represents the first step in a reported $35 million eventual investment. The unit consists of a six-story building and four 12,000-sq. ft. studios, two for audiences, each seating 350 persons, and two, non-audience.

There also is $5,000 sq. ft. of office space, production facilities for story conference rooms, writers, directors, producers, sta's dressing rooms and three 4,500-sq. ft. rehearsal halls.

Newest Equipment

Included in the newest equipment are: an all-electronic stage-lighting control installation, which can control 5,250,000 w; five audio consoles, built at CBS-TV New York; $250,000 worth of cameras, motor-driven camera cranes and miles of coaxial cable.

Designed by architects William L. Pereira and Charles Luckman, CBS Television City, when completed, will cover 25 acres and include two more studios and a 13-story administration building of 600,000 sq. ft. Ground was broken Dec. 29, 1950.

The first unit of NBC Television Center, Burbank, covers five acres of the 45-acre tract and represents an estimated cost of $2.7 million of reported $22 million eventual investment.

The initial structure includes a 140 x 180-ft. service building connected with two 12,500-sq. ft. theatre style studios, each seating 500 persons, 350 TV cameras, Tk-11-A cameras, 24 TV monitors, complete sound proofing, air conditioning and fire-preventive sprinkler systems.

BROADCASTING • Telecasting

80
Film Report

Fair lady is, in fact, a consumer...a big one! And it will pay you to woo her with Alexander film commercials. You'll find (as have more than 100 of the nation's biggest advertisers) that there is no finer way to win the hearts and purses of ladies. 

A big reason why it pays to rely on Alexander for your film commercial is need is experienced. Fastidious women, women of distinction and, in fact, the women of the world appreciate the care, the quality and the "know-how" that are inherent in the Alexander approach:... Production quality that has evolved through more than thirty years of experience and progress in audio-visual advertising; the kind of experience that makes a girl sit up and take notice!... Precision processing in Alexander's own laboratories that achieves the most exacting contrast control for telecasting that pleases milady's eyesight!... Multi-track sound recording direct to 16mm for extra high fidelity, so Mile doesn't have to whip out her ear trumpet to catch your sweet sales story!

Woo her with Alexander film commercials. She'll love you for it!

- - - Write Today for Full Details - - -

Alexander Film Co.

COLORADO SPRINGS

New York • Dallas • Hollywood • Detroit • San Francisco • Chicago

October 6, 1952 • Page 81
BROADCASTING/TELECASTING

MEMBERSHIP of the Authors League of America and the Screen Writers Guild will vote Oct. 15 on the first contract covering free- lance television writers and ABC-TV, NBC-TV and CBS-TV. ALA will consider the pact at a meeting in New York and SWG will do the same in Hollywood.

The contract sets up a minimum basic agreement negotiated with the networks and will go into effect Oct. 16 if ALA and SWG members approve. It covers network shows originating from New York, Chicago and Hollywood.

The following minimum scale for writers has been proposed, with the first figure in each case indicating the commercial fee and the second the sustaining fee:

On programs of five minutes or less:
- Originals, $110 and $80; adaptations, $185 and $155; on 30 or 60 minutes:
- Originals, $200 and $165; adaptations, $155 and $125; on 15 or 30 minutes:
- Originals, $200 and $155; adaptations, $155 and $125; $175 and $150.

On programs of one hour or more:
- Originals, $355 and $375; adaptations, $200 and $175; on 90 or 120 minutes:
- Originals, $425 and $450; adaptations, $250 and $225; on 60 minutes or less:
- Originals, $225 and $215; adaptations, $155 and $125.

Producers may also pay residuals of $65 and $50, $115 and $100, $50 and $40, or $200 and $150; on 45 minutes or less:
- Originals, $200 and $150; adaptations, $150 and $110.

While the contract covers syndicated shows and film series turned out by the networks, these provisions will be negotiated as soon as networks employ writers for such tasks. SWG is representing these writers in negotiations.

The agreement also contains provisions for music and lyrics written specifically for TV. Songs for a series will be paid for on a basis of $375 (commercial) and $265 (sustaining) while lyrics without music, $200 (commercial) and $150 (sustaining).

MEMBER FEE

FEES

ALA, SWG Study Plan

ALEX L. JONES

Subscription

Boxing Blackout Studied by INS

(Continued from page 89)

on the Walcott-Marciano fight.

Both UP and AP indicated to

BROADCASTING/TELECASTING they did not plan at this time to join

INS in any further exploration of

the question. Both expressed the

viewpoint that the matter involved

the IBC and individual stations,

rather than the news services

which, they said, act as a trans-

mission agency.

A spokesman for another wire

service said that coverage of the

Walcott-Marciano bout had been

sufficient for a re-creation of the

bout. He added that to his knowl-

edge news of a sports event is in

the public domain once it is com-

pleted and a radio station would be

justified in re-creating it.

Quick to protest the promoter's ban

was Mark L. Haas, vice presi-

dent of KMPC Los Angeles. Mr.

Haas was the first he could recall

that radio stations were prohibited

from re-creating a sports event fol-

lowing the end of the event.

KMPC had sold a re-created ver-

sion to Los Angeles Brewing Co.

after INS and United Press had

assured him the station could use

their blow-by-blow accounts for

recreation, Mr. Haas said. But the

afternoon of the fight, he added,

they notified the station it could not

use their reports and that such reports were for publication only.

Mr. Haas said INS sent him the

following wire, forcing cancella-

tion of the re-creation:

To INS clients:

INS has been legally informed that

under restrictions announced by Pro-

duction Commissioner Ed Wal-

cott-Rocky Marciano fight in Phila-

delphia last Monday, and that pub-

lished round-by-round description that will be carried in this publication.

Taylor states that there are no limita-

tions on news accounts of the out-

come of the fight, but that the round-by-round description cannot be used for purposes other than publication, including spe-

cifically the re-creating or simulating of the fight on a blow-by-blow basis on any radio or unlicensed TV broad-

cast.

Promoter Taylor announced that any

violation of the restriction against

round-by-round or blow-by-blow de-

scription of the fight by radio or TV

will be subject to prosecution.

In announcing cancellation of the

re-creation KMPC told the whole

story to its listeners for dis-

appointing them. "KMPC believed

that such a re-creation was a ser-

vice to the public audience entitled and for which there are numerous precedents, not only with fights but other major sports events as well," the station in-

formed its audience.

Mr. Haas added later, "This sets a

precedent in radio broadcasting and

apparently is the opening round of a battle between radio and television on the one hand and theatre television on the other." He said that such a precedent might become an industry standard, if the networks do not act to protect their sports events as they are in progress, but I do not recognize any right for them to control news of the event unless on the round-by-round basis. I feel that radio and television as an industry should recognize that something must be done to protect their rights."

As far as could be learned, no complaints up to Friday had been filed with INS or AP by any of the congressional commit-

tees concerned with radio-TV.

INS-TELENEWS BUY

Purchases of INS-Telesnews daily service of film and TV news wire by ABC for the network's five owned and operated TV stations was to be announced today (Mon-

day) by the INS television depart-

ment.

Service to WJZ-TV New York is effective today and will start

Oct. 13 on WENR-TV Chicago, KECO-TV Los Angeles and KGO-TV San Francisco. Service to WAGG-TV Detroit will begin Nov. 2. Department said the service now goes to more than 81% of the nation's TV market areas. It was said ABC is the second major TV network to contract for INS-Tele-

news service, CBS-TV having been a client for the past four years.

Freelance Fees

ALA, SWG Study Plan

MEMBERSHIP of the Authors League of America and the Screen Writers Guild will vote Oct. 15 on the first contract covering freelance television writers and ABC-TV, NBC-TV and CBS-TV. ALA will consider the pact at a meeting in New York and SWG will do the same in Hollywood.

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The agreement also contains provisions for music and lyrics written specifically for TV. Songs for a series will be paid for on a basis of $375 (commercial) and $265 (sustaining) while lyrics without music, $200 (commercial) and $150 (sustaining).

SSC&B Elects

THOMAS B. COLEMAN, formerly of J. Sterling Getchel, New York, and Barrett Welch, previously of Foote, Cone & Belding, same city, have been elected vice president of Sullivan, Stauffer, Colwell & Baylen, N. Y.

BROADCASTING • Telecasting

Testing
OPEN HOUSE FOR CLIENTS AND PROSPECTS
Agencies Also Invited to NBC Chicago Promotion

ABC Chicago has come up with a client and agency promotion idea which will set a precedent for a network division and possibly serve as a pilot model for future exploitation of all NBC stations. Division executives are planning a day-long television open house in October for some 2,000 persons from Midwest advertising agencies and from area manufacturing firms, all potential television buyers. Invitations will be sent to all agencies and clients regardless of size and present broadcast billing, with present and potential network and local clients showing the inner-workings of television.

Designed to familiarize buyers with sponsors with the whys of the business, including how costs are set, the open house is scheduled to start at 10 a.m. and continue rough 5 p.m., with a buffet luncheon served at the noon hour. NBC Vice President Harry Kopf, sales manager for WMAQ and NBQ (TV), will serve as official host. John Keys, advertising and promotion manager for both stations, will be serving with all department managers in coordinating plans, which will be presented at a general meeting this week.

The plan includes tours for all guests, handled by directors and producers who know the video operation and can answer business and production questions. Because the size of the crowd may be large, it is planned to have a single TV show operating simultaneously in several locations, with local various personalities appearing for "a bit" before the cameras in a parade of talent lasting from one to one and one-half hours.

Demonstrations will be carried out in all departments, from film to sales, with a representative of each department available for questioning.

KEARNEY NAMED
In ABC-TV Sales Shift

DON L. KEARNEY, national manager of ABC-TV Spot Sales, has been named national sales manager of the network's owned television stations under ABC's new policy of having its outlets represented nationally by independent representation companies. Mr. Kearney will coordinate national selling activities of the ABC-owned television stations with those of the representatives named by ABC—Edward Petry & Co. and Blair-TV. He will also supervise program sales on all five ABC-owned television stations—WKBW-TV New York, WENR-TV Chicago, WXYZ-TV Detroit, KECA-TV Los Angeles, and KGO-TV San Francisc—and will be the network's executive liaison officer between the Petry and Blair-TV companies.

PTV SALES UNIT
Revamps for TV Expansion

Y WEINTRAUB, vice president and sales manager of Motion Pictures for Television, has been elected vice president in charge of distribution and sales, a new position, as part of a general realignment of the MPTV sales organization in anticipation of an expansion of TV into new markets.

Other changes in the sales organization, announced by Mr. Weintraub, whose own new duties will involve long-range planning and development of sales and distribution as well as the creation of new apartments for the company, include:

Erwin H. Ezzer, account executive in the eastern United States, to sales manager, responsible for the five PTV branch offices; David L. Wolfer, head of the California office, to vice president in charge of West Coast sales; Lew Kerner, continuing as production and programming representative in Hollywood, will report directly to New York; Richard Feiner, transferred from Los Angeles to New York to cover eastern markets, including Philadelphia, Washington and Baltimore.

A new department of MPTV has been created to service new TV markets. Paul Diamond, East Coast sales manager, will service new applicants east of the Mississippi; Arthur Kalman, midwestern salesmen, will service those to the west. As new markets go on the air, MPTV plans to open additional branches to supplement the present offices in New York, Chicago, Boston, Dallas and Los Angeles.

One-arm driving is fine...

...so is one-arm "park benching"

...but it takes two arms to get the best results

Mrs. E. Azcarraga Jr.

MRS. EMILIO AZCARRAGA JR., 25, wife of the vice president in charge of TV operations for the Emilio Azcarraga broadcast interests in Mexico, died Tuesday night in Doctor's Hospital, New York, where she had been admitted as a patient Sunday for treatment of a spinal disorder. The Azcarraga properties include XEW, XEW-TV, and XEQ in Mexico City and construction permits for TV stations in Paso de Cortez, Monterrey, Guadalajara, Tampico, Veracruz and Guanajuato. The remains were returned to Mexico City Tuesday night for burial.
a new section to appear every month in TELEVISION RATES AND DATA

starting in November

The increasing use of film in television has created a new need—the need for a comprehensive, organized source of information for film buyers.

STANDARD RATE now fills this need with "Films for Television" in TVRD, every month, with in-between Bulletins as required. Here is a market place for TV films—where producers and distributors show their available and forthcoming film products—where buyers of film see what's being offered.

### II—Producers of Film Programs for Television

(Producers of Films Listed in Part I are marked with *)

<table>
<thead>
<tr>
<th>California—Hollywood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Allegra Productions, Inc. (Republic Studio)</td>
</tr>
<tr>
<td>Tel: Sunset 2-1229</td>
</tr>
<tr>
<td>*Cathedral Films</td>
</tr>
<tr>
<td>Tel: Sunset Blvd., Hollywood, Calif.</td>
</tr>
<tr>
<td>*Desilu Productions</td>
</tr>
<tr>
<td>9208 Santa Monica Blvd., Beverly Hills, Calif.</td>
</tr>
<tr>
<td>Tel: 902-2238</td>
</tr>
<tr>
<td>ILLINOIS—Oak Park</td>
</tr>
<tr>
<td>Atlas Film Corp.</td>
</tr>
<tr>
<td>1313 S. 07th, Oak Park, III.</td>
</tr>
<tr>
<td>Tel: Austin 7E-8600</td>
</tr>
<tr>
<td>NEW YORK—New York</td>
</tr>
<tr>
<td>DuMont Film Department</td>
</tr>
<tr>
<td>515 Madison Ave., N. Y. 2, N. Y.</td>
</tr>
<tr>
<td>Tel: Murray Hill 8-2600</td>
</tr>
<tr>
<td>DuMont Teletransmission</td>
</tr>
<tr>
<td>515 Madison Ave., N. Y. 2, N. Y.</td>
</tr>
<tr>
<td>Tel: Murray Hill 8-2600</td>
</tr>
<tr>
<td>*Jerry Fairbanks, Inc. (Branch, see Hollywood)</td>
</tr>
<tr>
<td>6305 Sunset Blvd., Hollywood, Calif.</td>
</tr>
<tr>
<td>Tel: Sunset 2-1101</td>
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<tr>
<td>MASSACHUSETTS—Boston</td>
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<tr>
<td>Beacon Television Features</td>
</tr>
<tr>
<td>420 Boylston St., Boston, Mass.</td>
</tr>
<tr>
<td>Tel: 647-3530</td>
</tr>
<tr>
<td>CALIFORNIA—Hollywood</td>
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<tr>
<td>Consolidated TV Series</td>
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<tr>
<td>Hollywood 4-6304</td>
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<tr>
<td>Jerry Fairbanks, Inc.</td>
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</tr>
<tr>
<td>Consolidated TV Series</td>
</tr>
<tr>
<td>Hollywood 4-6304</td>
</tr>
<tr>
<td>Jerry Fairbanks, Inc.</td>
</tr>
<tr>
<td>6305 Sunset Blvd., Hollywood, Calif.</td>
</tr>
<tr>
<td>Tel: Sunset 2-1101</td>
</tr>
<tr>
<td>Massachusetts—Boston</td>
</tr>
<tr>
<td>Beacon Television Features</td>
</tr>
<tr>
<td>420 Boylston St., Boston, Mass.</td>
</tr>
<tr>
<td>Tel: 647-3530</td>
</tr>
</tbody>
</table>

Film distributors, listed alphabetically by states and cities. An alphabetical list by name, of distributors also included.

### IV—Distributors of Feature Films Available for Television

(Produced for Theater, Education, etc.)

<table>
<thead>
<tr>
<th>California—Hollywood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Baker Distributors</td>
</tr>
<tr>
<td>100 W. Sunset, Hollywood, Calif.</td>
</tr>
<tr>
<td>Tel: Sunset 2-9700</td>
</tr>
<tr>
<td>Features: 35—Drama—Various Types</td>
</tr>
<tr>
<td>Shorts: 45—Documentary, 16—Sports</td>
</tr>
<tr>
<td>ILLINOIS—Hollywood</td>
</tr>
<tr>
<td>Quality Film Co.</td>
</tr>
<tr>
<td>630 N. Dearborn, Chicago, III.</td>
</tr>
<tr>
<td>Tel: 2-9716</td>
</tr>
<tr>
<td>Features: 35—Drama—Various Types</td>
</tr>
<tr>
<td>Shorts: 45—Documentary, 16—Sports</td>
</tr>
</tbody>
</table>

Commercial films producers, listed alphabetically, including the names of the products for which they have produced films, and the advertising agencies handling the accounts.

### V—Producers of TV Film Commercials, Showing Products and

<table>
<thead>
<tr>
<th>California—Hollywood</th>
</tr>
</thead>
<tbody>
<tr>
<td>Jerry Fairbanks, Inc.</td>
</tr>
<tr>
<td>6305 Sunset Blvd., Hollywood 28, Calif.</td>
</tr>
<tr>
<td>Tel: Sunset 2-1101</td>
</tr>
<tr>
<td>White Owl Cigarettes—Young &amp; Rubicam</td>
</tr>
<tr>
<td>Five Star Productions</td>
</tr>
<tr>
<td>6328 Sunset Blvd., Hollywood, Calif.</td>
</tr>
<tr>
<td>Tel: Sunset 2-1101</td>
</tr>
<tr>
<td>Dry Corp. Dancer—Fitzgerald &amp; Sample</td>
</tr>
<tr>
<td>California—Los Angeles</td>
</tr>
<tr>
<td>Tel: Whitehall 2-8971</td>
</tr>
<tr>
<td>O. C. E. —Young &amp; Rubicam</td>
</tr>
<tr>
<td>Kling Studios, Inc.</td>
</tr>
<tr>
<td>460 E. Fairbanks Court, Chicago, Ill.</td>
</tr>
<tr>
<td>Tel: 7-0400</td>
</tr>
<tr>
<td>Admiral—Erwin Wheel &amp; Co.</td>
</tr>
<tr>
<td>NEW YORK—New York</td>
</tr>
<tr>
<td>American Film Producers</td>
</tr>
<tr>
<td>1600 Broadway, New York, N. Y.</td>
</tr>
<tr>
<td>Tel: Plaza 7-5910</td>
</tr>
</tbody>
</table>

Films produced for television, listed under HOUR, HALF HOUR, QUARTER HOUR, and 1-10 MINUTES for quick use by film buyers and users.

Film producers, listed alphabetically by states and cities (shown here) and also separate alphabetical listings by name.
...an added service for:

a two-way opportunity for

film producers
film distributors

"Films for Television," as a part of TELEVISION RATES AND DATA, an SRDS publication, now brings valuable, wanted information to the one place where time buyers, film buyers, and advertisers have for years looked for rates, facilities, and technical requirements of TV stations.

Those who produce films for television and those who distribute film programs and feature movie films released for television gain in two ways from this added service:

- Free listing of your services... as illustrated on page opposite.
- Be sure to send necessary information AT ONCE to Standard Rate and Data Service, Inc., 1740 Ridge Ave., Evanston, Ill.

A good place to describe your service, your films, your availabilities, your rates or terms. Advertising rates are the same as for the regular section of TELEVISION RATES AND DATA.

TO EQUIPMENT MANUFACTURERS—"Films for Television" provides the logical spot for description of cameras (accessories, sales, rentals), film laboratories, film servicing and editing. TO OTHERS—And for services such as talent agencies, music, costume rental, etc.

Important note—Closing date for listing data is the 12th of the month preceding publication; for advertisers, the 17th of the month preceding publication. The subscription price, $10.00 a year, entitles subscribers to between-issues Bulletin Service.

STANDARD RATE & DATA SERVICE, INC.
the national authority serving the media-buying function

SALES AND SERVICE OFFICES: NEW YORK • CHICAGO • LOS ANGELES
publishers of consumer magazine rates and data • business publication rates and data • national network radio and television service • radio rates and data • television rates and data • newspaper rates and data • transportation advertising rates and data • A.B.C. weekly newspaper rates and data • consumer markets, serving the market-media selection function

ROADCASTING • Telecasting

October 6, 1952 • Page 35
SMITH RADIO

Hits Lufkin Co. TV Bid

SMITH Radio Co., Port Arthur, Tex., applicant for vhf Channel 4, that city, last week asked the FCC to dismis a competing application from Lufkin Amusement Co., for Beaumont, on grounds the latter failed to file sufficient information with the Commission.

Smith Radio seeks Channel 4 in Port Arthur and Lufkin, Channel 4 in Beaumont. FCC assigned it for use in either community. The Commission then notified Smith Radio its application and that of Lufkin were mutually exclusive and must be set for consolidated hearing. Lufkin Amusement comprises some officers of East Texas Theatres Inc.

The petitioner claimed that Lufkin failed to supply articles of incorporation, balance sheets showing financial support, and other data. Smith Radio cited Sec. 1.371 of the Commission's rules stating applica tions "which fail to comply with regulations (filing answers to all questions and submitting new exhibits and data) by the time they are received for processing, will be dismissed." Petition was prepared for Joe B. Carrigan and James K. Smith, equal partners, and by Loucks, Zias, Young & Jansky, Washington, D. C. attorneys.

SET MARKET

Sirruga gives Opinion

ALTHOUGH color television is now "feasible," costs are still too high and color will not be on the market for two to four years. This was predicted by Ross D. Sirruga, president of Admiral Corp., Chicago, who spoke Thursday in New York to the Society of Security Analysts.

Mr. Sirruga said "one thing is certain" about color TV. When the system is finally adopted, it will be all-electronic and compatible. He also said that (1) multiple set ownership as in radio will become the rule rather than the exception; (2) the trend is toward large screen sets, and (3) obsolescence will be a large factor in future TV set sales.

Admiral, which sells a 21-inch model for $200, will need at least nine months to catch up with orders, he said. Increasing demand for this size, he added, is causing tube makers to fall behind in production as large-size tube production slows down mass output. He estimated at least 20 million sets will be sold within five years.

Mobile TV Caravan

MOBILE TV caravan, built to specifications by RCA, will be put on display by the Army Signal Corps during the 72d semi-annual convention of the Society of Motion Picture & Television Engineers, opening in Washington today (Monday). System is designed to explore use of TV as a tactical and training medium in the U. S. Army. It comprises self-contained equipment for production of scenes from three field cameras or a film chain. Associated sound can originate from microphones, tape discs or film. Combined audio-video signals can be fed simultaneously to kine scope-recording equipment and via microwave link to a remote point up to 20 miles away. TV production can be displayed on ten 16-inch, direct-view monitors and on a 58-inch projection screen. Consulting engineers and attorneys are invited by Broadcast Equipment Div. of RCA Victor to see display.

WBTV Clinic

WBTV (TV) Charlotte, N. C., staff members will discuss all phases of TV operation for benefit of prospective educational and commercial TV licensees in the Carolinas at a TV clinic set by the station for Oct. 22-23. Those attending will also inspect WBTV facilities in operation. FCC Chairman Paul A. Walker has been invited to speak at a banquet set the season day of the clinic.

WBAT-TV Birthday

New Equipment Marks Fete

COINCIDING with WBAT-TV Fort Worth's fourth birthday Sept. 29, George Cranston, general manager, announced the addition of new engineering equipment.

Mr. Cranston listed the new equipment as a TS-20 Relay Switcher, a Master Switcher and an RCA Genlock. In addition, the anniversary was observed in salutes to the station by all programs.

Lighting Clinics

STUDIO lighting as a means of improving television pictures will be discussed and demonstrated at a series of clinics to be held at the General Electric Lighting Institute in Cleveland for a week starting Oct. 13. Guest TV network speakers and GE specialists will discuss lighting for engineers and production specialists who are expected to attend two clinics at Nela Park. TV cameras will take pictures of lighting situations and monitors will reflect the quality of picture. Sessions will be conducted in a model studio built in the institute's auditorium, and cover lighting for various type sets.

NBC-TV's show, Monday, Mon.-Fri., 7-9 a.m. EDT, has been awarded U. S. Navy citation for "outstanding public service."

MIDWEST LINK

Planned in Relay System

A TV radio-relay channel between Chicago and Milwaukee, to go into service the middle of 1953, repli cating present provisional facilities and a subsequent extension of that channel to provide TV program transmission between Chicago and Minneapolis are called for in application filed with the F. Wednesday by AT&T for a microwave radio-relay system connecting Minneapolis with Milwaukee & Chicago.

In addition to the TV serv ice the new satellite system will provide additional telephone serv ice for the tri-state area. Event use of the system to provide a channel from Chicago to Minne sola will give that city another hookup with the AT&T TV network facilities, which now reach Minneapolis by coaxial cable out to Des Moines.

FILM FIRM FORMED

As South American Li cee

FORMATION of South American Motion Picture Producers As 9253 Hollywood Blvd., Hollywood, to act as intermediary in the distribution of TV and feature film abroad, has been announced Max E. Gilmore, attorney and 6 president.

SAMPFA will secure equipe technicians, stars and raw material for films made outside U. S., and act as representative arranging distribution.

CBS Signs WNOK-TV

SIGNING of WNOK-TV Columbia, S. C., as a CBS-TV primary affiliate, was announced last week. The affiliation will become effective Oct. 1. Station authorized by FCC in June is under construction by Palmetto Radio Corp., licensee of WNOK Columbia, and assigned uhf Channel 67. H. Moo McElveen Jr. is general manager.

A GOLD MINE—

Tested Radio-TV Programs

Dramatic, Music, Mystery, Comedy News, Sports, Political, Safety, Edu cational, Religious, Contests

Over 500 Radio-Television Tests Programs in the Summer Issue

A tool for stations, agencies, sponsors and program builders now sent to leading networks, stations, etc. in U. S. and Canada

SPECIAL ANNUAL OFFER

$6.90; SUMMER ISSUE: $3.00 cash or COD

(Radio today—few copies available)

CABINET-TELEVISION

TESTED PROGRAMS

204 Park Ave., Yonkers 3, N. Y.
Two Cooks Sell Better Than One!

"HOME COOKING" WITH MR. AND MRS. IS TELEVISED MONDAY THRU FRIDAY 11:00 TO 11:45 A.M. FROM THE MODERN WAAM KITCHEN . . . AND THE RESULTS ARE AMAZING!

Every morning, Monday thru Friday, at eleven, Mr. and Mrs. get to work in a kitchen set up just for television. The WAAM cameras see everything that goes on in the oven, the pots and pans, the chopping board, the mixing bowls, etc. At home, thousands and thousands of Maryland housewives sit and watch while Mr. and Mrs. demonstrate how to prepare the most delicious meals in the most economical manner. The sponsored products are sold beautifully and solidly. THE COST IS LOW—$46 per participation less frequencies—one of the sweetest buys in television. Look into it!

WAAM TELEVISION . . . CHANNEL 13 . . . BALTIMORE
Represented nationally by Harrington, Righter & Parsons, Inc.
DuMONT—ABC Affiliate

October 6, 1952 • Page 87
PENNIES have been attached to a new promotion piece being distributed by WICC Bridgeport, Conn. to retailers in that area. Cartoon figure, holding the coin, says "You'll admit a potential customer is well worth a penny...well it costs less than a penny to advertise on WICC."

DAYTIME PROGRAMMING
FULL-PAGE ad stressing CBS Radio's daytime programming was run in New York Times and Herald Tribune Fortnight ago. Also scheduled to appear in trade publications is an ad showing Grace Mathews, radio's Big Sister, with the caption: "Her picture never appears—yet 15 million people know exactly what she looks like!"

SUCCESS MEANS FAILURE
A PROGRAM, so successful that it was a failure, has been reported by WKLO Louisville. Kye Bechel, Frank, station's disc jockey, invited his teenage devotees to an on-the-air "open house" and anticipated several hundred would attend. An estimated 2,000 youngsters jammed the studio for the event. Space limitations made it necessary for WKLO to cancel the show. Disappointed students, the station says, are confident that "Beech" will host another open house when adequate facilities are obtained.

HARRY VON ZELL, announcer who airs spots for Grayson's, ready-to-wear store for women, on West Coast stations, received 1,500 Christmas cards as a result of a "Christmas in July" stunt. Instead of the usual July clearance sale, Grayson's, through the Milton Weinberg Ad. Co. of Los Angeles, promoted a "Christmas in July" sale. Mr. Von Zell began each commercial by wishing listeners a Merry Christmas. Grayson's reported sales volume in all stores up 55% over last July.

WPEN'S CUSTOMER-FRIENDS
WPEN Philadelphia sends mailing piece recalling days of genuine stores when customer-friends of the proprietor gathered around pot-bellied stove and discussed the day's happenings while making a purchase or two. WPEN says times have changed but people haven't and that WPEN has more buying-friends than any other station in that market.

LETTERS RECEIVED
MORE than 300 letters of commendation were received by WDBC-PM Hartford in a 10-day period following the start of WDBC-PM's rebroadcasting programs of WQXR-FM New York. Letters came from Connecticut, Massachusetts and (Long Island) New York.

RONSONS FOR EXECUTIVES
RONSON Art Metal Works Ltd., Toronto, is offering silver plaques and cash prizes, as well as Ronson lighters to top executives of stations doing best publicity and promotion on its Trans-Canada network show, It Happened Here. First prize is $100, with other prizes $50 and $25, plus plaques and lighters.

SCHOOL BOOK COVERS
NEW program promotion stunt has been distributed by WTOP Inc. Washington, D. C., in the form of textbook covers for 5,500 school children in area. Instructions are provided showing children how to cover book. Cover tells teachers, "After study—relax with WTOP-AM-FM-TV" and gives checklist for marking off WTOP-CBS radio-TV stars who have heard or seen during week. Promotion cites cover as "another reason why WTOP Television is the most viewed and WTOP Radio is the most listened-to in this area!"

CHRISTMAS IN JULY

'SOUNDS OF CENTURY'
WLW Cincinnati's "Sounds of the Century" contest, a feature of the station's fall block program, is now underway. Basis of the contest is a series of eight sounds, familiar to everyone in the WLW coverage area. These sounds are being amplified and will be played on WLW programs. Eight listeners who correctly identify the sounds will each receive a 1952 Kaiser. WLW is offering its listeners an additional opportunity to win a Yellow Dragon model Kaiser automobile. Listeners are asked to submit a 25-word statement on the subject, "The sound of the century which meant most to me was . . ." These mail entries will be judged at the end of the series.

MONDAY QUARTERBACKS' QUARTER-HOUR live Monday Quarterbacks, packaged by Jack Douglas Productions, Hollywood, started on KNBH (TV) that city for Hoffman Radio Corp., L. A. (Easy Vision TV sets), Sept. 29 for 12 weeks. Program features Bob Waterfield, Los Angeles Rams quarterback, and his analysis of the previous day's Rams game. Football personalities will be introduced by sportscaster Bob Kelly and a telephone device has been perfected whereby viewers may call in questions. Agency is Foote, Cone & Belding, L. A.

ONE-MAN SHOW
ONE-MAN dramatic presentation titled Night Editor is being presented weekly over WMAR-TV Baltimore, under sponsorship of Kaiser-Frazer dealers in that area. Show features Hal Burdick and is set in a newspaper office. As news comes into his desk the Night Editor selects one item to cue his story for the night.

SPECIAL TV SECTION
A SPECIAL 18-page supplement was published in the Sept. 21 issue of The Milwaukee Journal, honoring The Journal Co.'s WMJ-Milwaukee. The supplement, printed with color, brings readers up to date on the outlet for television in general and WMJ-TV in particular.

WGBH CELEBRATES

PROMOTING POWER
RADIO stations carrying the Fr 6, 1951. FCC Chairman Paul Freeman, U.S.A., starring Tyr Power, will participate in the promotional and publicity campaign in connection with Power's appearance in "Mr. Brown's Body" in 60 cities, starting Nov. 1. Local stations will be in with promotional plans w Mr. Power appears in their city.

CELEBRITY INTERVIEWS
KECA-TV Los Angeles Andy Ke portrait, sponsored by Kais Frazer Dealers Assn., that ci features packager Andy Ke interviews with celebrities. Weel quarter-hour program stresses "third man" or other personal of each guest. Agency is Ad Ass L. A.

It's Happening in New Haven!

W N H C
sells
COFFEE
MONTHS
James McDonnell has been selling his special private blend of coffee on W N H C
If you have something to sell in New Haven Choose The Station That Sells
W N H C NEW HAVEN
NBC RADIO
Represented nationally by The Katz Agency

Page 88 * October 6, 1952
Far More FM

MORE than 40,000 classes in New York City grade schools and high schools will listen each week during this school year to the monthly educational programs of WNYC (FM), according to the 1962-63 program bulletin released Friday. Rapid growth from 9,000 classes in the 1947-48 school year was attributed by school officials to the greater availability of FM radios in schools and to improved programming.

Foscarini, CHEF GRANDY, CFDA VICTORIA, and CFSM SHELVINGTON FALL.

Canadian copyright problems will be aired before Canadian Exchquer Court Justice J. C. A. Cameron at Toronto late in November, when CAB and Composers, Authors & Potters Assn. of Canada (CAPAC) will present their views on the controversial ruling of the Canadian Copyright Board that broadcast copyright fees be based on a percentage of station gross revenue [B†, April 7].

FALL PROMOTION

WMAQ, WNBN Begin Oct. 12

FALL promotion for local and network clients on WMAQ and WNBN (TV), NBC's O&O stations in Chicago, will give 200 advertisers an estimated $50,000 worth of plugs. Planned by John Keys, stations' promotion and advertising manager, the 10-week campaign will include on-air promotions, newspaper ads, car cards and magazine space.

WMAQ, starting Oct. 12, will promote the Chicago TV schedule, which will include 13 Chicago dailies and 13 out-of-town dailies for one month. Two-sheet color posters will go into subway, elevator and suburban transit railway platforms in mid-November for two months. Total of 5,000 lines of newspaper advertising will promote clients and shows on WNBN (TV) for six weeks starting Nov. 1. Car cards also will be used.

PROGRAM CONTROL

Industry Gets Support

STRONG support for the governing of television programming by voluntary action of station management was cast by Martin H. Wexler, Executive Secretary, National Council of Catholic Men.

Mr. Wexler spoke before the 26th national meeting of the National Council of Catholic Women held in Seattle, Oct. 20-24.

"There are only two practical ways to govern television programming," said Mr. Wexler. "The first is by the voluntary action of those responsible for the management of television stations; the second is by an alert public opinion."

Mr. Wexler told delegates that in his opinion, "the television industry is making a sincere and honest effort to control and restrain itself. They need our cooperation for a fair trial," he added.

He pointed out that Catholic stations have a responsibility to praise and condemn TV programs with equal fairness. "By not praising and condemning with impartial fairness," Mr. Wexler cautioned, "we Catholicons vitiate the influence that we might bring to bear on the future of television."

The National Council of Catholic Men produces the Catholic portion of the NBC-TV feature, Frontiers of Faith, and three network radio programs: The Catholic Hour (NBO); Christian in Action (WOR) and Faith in Our Times (MBS).

SEATTLE AD STUDY

Radio-TV Dates Announced

DATES for the study of radio and TV in the weekly advertising course of the Advertising & Sales Club, Seattle, have been set. They are:

Planning and writing the radio campaign, Nov. 6, Warren McCloy, KIRO Seattle continuity director, instructing; writing for television, Nov. 13, John Jessup, Ronig C. Fuller & Assoc., Seattle, account executive; tour of KOMO Seattle, Jan. 15, Ray Baker, vice president and general manager; supervising; tour of KING-TV Seattle, Jan. 22, A. P. Hunter, sales manager, the supervisor. Radio-TV tours are part of a general exploration of the major advertising media. Courses began Sept. 25 with first sessions confined to planning and copy preparation.

Socialist Labor Buys

SOCIALIST Labor Party of America has purchased time on CBS Radio for a campaign address by its Presidential candidate, Eric Hass, today (Monday), 10:45-11 p.m. (EST). He will speak from stations whose CBS Radio affiliates are in the Midwest, probably Chicago or Milwaukee.

Ideal home for permanent tenants! Perfect location! $500-750 a month in well established neighborhood (Kansas City Primary Trade area). Dedicated recently by Bea Johnson (formerly Lorna Taylor) to the women of the Heart of America and operated strictly according to the Heart of America plan. Immediate occupancy for advertiser wishing to reach large wealthy group who dominate 52% of Midwest purchases. The KMBC-KFRM "Happy Home" is open for occupancy at all times. Call, write or phone the nearest Free and Peters office or KMBC-KFRM, Kansas City, Mo. Locations in the new development are moving rapidly and immediate commitments are recommended.

-October 6, 1952 - Page 89
AD RATES
Political Issue—Carlson
ADVERTISING practices were injected directly into the heated political campaign last week with a charge that the Administration plans to “browbeat” certain anti-Democratic newspapers, and presumably their radio-TV properties if station ownership is involved.

The blast was leveled by Sen. Frank Carlson (R-Kan.), top aide to GOP Presidential nominee Dwight Eisenhower. It promptly was dismissed by Administration officials as “just politics.” Sen. Carlson claimed he had information that anti-Truman papers would face a probe prior to the election—probably those which had uncovered corruption and scandal in the Administration. He cited the subpoena served on the Kansas City Star Co. last June as “emphasizing the nasty political flavor of these election year attacks on newspapers.”

The Kansas City Star Co. owns the Star, the Times and WDAF-AM-TV that city. It was ordered to produce all corporate records and contracts of the paper and stations since Jan. 1, 1956. The question of possible anti-trust action was raised [B*7, June 30]. Sen. Carlson thought the incident “significant,” and said there would be others.

The inference in this and other cases has been that there may be a question of forced combination advertising rates. Some papers have been charged with attempting political police operations through unit rates, that is, requiring advertisers to buy space in both papers under common ownership in the same city. More than 170 U.S. newspapers use this combination ad feature.

Roy A. Roberts, president of the Kansas City Star Co., stated last week that “we as yet have been charged with nothing.” He added that the firm opened all our books” to the inquiry under subpoena by a grand jury. Included are all contracts signed by WDAF-AM-TV and pacts for news services and features.

Sen. Carlson quoted President Truman as stating Sept. 11 that “...so far as I can remember, I never had the support of the metropolitan press in Missouri when I was running for the Senate...”

Sen. Carlson said the plan calls for the Dept. of Justice “to subpoena files, letters, memoranda and records of newspapers and to subject them to thorough examination by Truman appointees during the closing weeks of this political campaign...”

DISCUSSING Register & Vote Campaign are Tennessee Gov. Gordon Browning (seated), and (l to r) Jack Drake, WLAC Nashville newsmen, and Perry Sheffill, Tennessee Asm. of Broadcasters president.

CONSTRUCTION
‘No New Start’ Polic. Confirmed by DPA

ALLOCATIONS of structural steel for the first quarter of 1953, to be siphoned off for new starts on construction “directly essential to the defense program,” were announced by the Government last Wednesday [B*7, Sept. 29].

With few exceptions, the allotments are limited to advance quotas already advanced for next January-April and virtually preclude the start of any new major radio-TV station or new quarter until next spring, the Defense Production Administration indicated.

“Catching up with outstanding allotments of structural steel will take longer than with other types of steel because of the excessive backlog of structural orders already on the books at the time of the strike and because of the greater relative loss of production of structural steel,” Ralph S. Trigg, DPA deputy administrator, said in announcing the allocations.

For this reason, he stressed, the only new starts permitted will be industrial expansion (radio-TV falls in that category) and in commercial and other construction will be limited to essential projects. Radio-TV construction already underway probably will receive materials to complete projects. Broadcasters may continue to sell-authorize TV stations for other types—aluminum and steel on smaller construction, remodeling or alterations.

First Quarter Allocation
The Electronics Division of the National Production Authority, claimant for civilian requirements, was not allocated steel for the first quarter compared to 250 and 450 tons in the third and fourth quarters, respectively, of 1952.

DPA earlier had announced first-quarter-1953 allocations of controlled materials for civilian industries. Set-makers will receive about 75% of their fourth-quarter steel quotas and 60% of their third-quarter allotments, Copper and aluminum will remain virtually the same.

The “napper” here is that future allocations are based on these two quarters—six months for which the set industry underestimated its steel requirements prior to the steel strike last spring. Manufacturers currently all getting about 35% of base peric steel usage, but the amount may be increased as steel becomes more plentiful next spring. They are receiving 50-55% of their prior Korea copper and aluminum quotas. These percentages pose a real reversal of the situation where steel at one time was in heavier supply than copper and aluminum.

Despite the steel cutback, industry probably will meet its seasonal demands for radio-TV receivers and other products.

No general relief from cobalt and nickel shortages is in sight for manufacturers of permanent magnets used in radio-TV receivers.

An industry advisory group has advised NPA a “high recovery” of these materials from scrap will help the industry because so companies are putting scrap back into military and defense-supplying products.

Only 29% of the magnet industry’s output goes to civilian radio and television manufacturers, with the balance earmarked for the government programs.

Pure tungsten, used in tube fillers in radio-TV receivers as other electronic components, has been decontrolled by NPA, also with molybdenum. Both materials were described as in “adequate supply” to fulfill military, defense and civilian requirements. The decontrol order, however, does not liberalize use increase allocations of these materials.

WICC Goes Fulltime
WICC Bridgeport began round-the-clock operation last Saturday, at claims to be the only 24-hour operation in Connecticut. The 11:30 p.m. to 6 a.m. portion will be taken up Mon.-Sat. by Dick’s Den, starrin’ Dick Alexander.

WVAM voted the dominating position in this Altoona—Central Pennsylvania Market

With Listeners
With Local Advertisers
POWER + PUNCH = RESULTS
first with the finest
D A Y A N D N I G H T
Weed & Co. representatives

MOST POWERFUL—MOST POPULAR

WVAM has attained the dominating position in this Altoona—Central Pennsylvania Market

With Listeners
With Local Advertisers

POWER + PUNCH = RESULTS
first with the finest
D A Y A N D N I G H T
Weed & Co. representatives

Page 90 * October 6, 1952
GRIDCAST PACTS

More Signing Reported

The 1952 gridiron season was gathering momentum last week as further signings were reported by stations across the nation. Other signings were reported earlier (B&T, Sept. 22).

Philips Petroleum Co. will sponsor "Big Ten Game of the Week" on some 59 video stations in about 12 states. Series is produced by Sportsvision Inc., Los Angeles.

Twenty-four Michigan stations and one Ohio station will broadcast all nine Michigan State College games over a Midwest radio network. Feeds will originate at WEAR-AM-FM East Lansing.

Dalrymple's Cooperative Sales Assn., through Ketchum, MacLeod & Grove Inc., will sponsor U. of Pittsburgh games over KDKA Pittsburgh.

Ohio Oil Co. will sponsor a top-flight slate schedule of nine Midwest games over WOWO Fort Wayne, Ind.

KBNC San Francisco will air 10 West Coast games.

Five local Wisconsin Overland dealers have bought a quarter in each of eight high school games to be telecast by WAAM (TV) Baltimore.

KXIC Iowa City, Iowa, will feed U. of Iowa games to a network of 11 Iowa radio stations.

Standard Oil of Indiana is sponsoring Northwest U. gridcasts over KFAI Omaha.

Metropolitan Realty Co. and the Jim Ryan Construction Co. will sponsor a Northwest U. of Notre Dame games over KOIL Omaha.

Don Allen Chevrolet, Pittsburgh, will sponsor broadcasts of nine Penn State games over KQV Pittsburgh.

Cott Bottling will sponsor the full schedule of Boston College, Holy Cross and Yale U. games, a total of 17 games, on WNAC Boston. Agency is John C. Dowd Inc.

Area Kaiser-Frazer dealers will sponsor seven Naval Academy games over WWDC Washington.

KANS Wichita, Kan., will air all U. of Kansas games.

ABC's West-Salem sold a total of 188 quarter-hours of sponsored football programs, including sponsorship of 15 college contests, 12 league games and several special football features.

WFIL Philadelphia will air U. of Pennsylvania games. Before game-time, Berry Bros. Buick dealer will sponsor "Pigskin Parade." Immediately after the games, Shore Brothers, Pontiac dealers, will sponsor "Touchdown Review."

Package of 85 sports events—including 13 college games of Notre Dame and Drake U. and high school basketball contests—have been bought by KQXO Des Moines, Iowa, by a Packing Co., NAPA Des Moines Warehouse and Friedman's Chrysler Agency for cooperative sponsorship.


MANHATTAN, N.Y. (AP) — The Board of Estimate, which controls city spending, has authorized $2 million for a new television station in Manhattan.

The station, to be called WNBC, will occupy the third floor of the Daily News building. The city will pay $600,000 for equipment and $1.4 million for a 30-year lease.

The station will broadcast in color and will be controlled by RCA, which has a majority interest in the Daily News.

The station is scheduled to go on the air in the fall of 1952.

NATIONAL NIELSEN RATINGS* TOP RADIO PROGRAMS

(Total U. S. Area, including Small-Town, Farm and Residential areas and including Telephone and Non-Telephone Homes)

REGULAR WEEK

August 17-23, 1952

EVENING, MONDAY-A-THURSDAY

<table>
<thead>
<tr>
<th>Current Rank</th>
<th>Program</th>
<th>Average for All Programs</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>Dr. Cooper (NBC)</td>
<td>7.4</td>
</tr>
<tr>
<td>2</td>
<td>J. J. Johnson (NBC)</td>
<td>6.6</td>
</tr>
<tr>
<td>3</td>
<td>Good News (CBS)</td>
<td>6.3</td>
</tr>
<tr>
<td>4</td>
<td>John Sparks (CBS)</td>
<td>6.1</td>
</tr>
<tr>
<td>5</td>
<td>Life With Luigi (CBS)</td>
<td>5.6</td>
</tr>
<tr>
<td>6</td>
<td>WOR New York (ABC)</td>
<td>5.3</td>
</tr>
<tr>
<td>7</td>
<td>Genie Audience Show (CBS)</td>
<td>5.0</td>
</tr>
<tr>
<td>8</td>
<td>Paul Harvey Show (CBS)</td>
<td>4.9</td>
</tr>
<tr>
<td>9</td>
<td>Great Gildersleeve (NBC)</td>
<td>4.8</td>
</tr>
</tbody>
</table>

MONDAY, AUGUST 20

10 John A. Gössling (CBS) | 5.3

CURRENT TOP RADIO HOUSES

<table>
<thead>
<tr>
<th>Current Rating</th>
<th>Program</th>
</tr>
</thead>
<tbody>
<tr>
<td>11</td>
<td>KDKA Pittsburgh (CBS)</td>
</tr>
<tr>
<td>12</td>
<td>WRKO Boston (CBS)</td>
</tr>
<tr>
<td>13</td>
<td>WMCA New York (CBS)</td>
</tr>
<tr>
<td>14</td>
<td>WJW Cleveland (CBS)</td>
</tr>
<tr>
<td>15</td>
<td>WOR New York (ABC)</td>
</tr>
</tbody>
</table>

ADVERTISING

As an aid to both living in America is the message behind plans to expand to nationwide promotion the fourth annual Advertising Recognition Week, which was originated by the Adv. Assn. of the West.

Co-sponsoring Advertising Recognition Week, scheduled for Feb. 15-21 next year, will be the Adv. Federation of America, according to Howard Willoughby, executive vice president of Sunset Magazine, senior vice president of AAWFM and general chairman of the advertising week project.

Also joining on the local level will be such organizations as local chambers of commerce, the U. S. Chamber of Commerce. AAW’s mid-winter conference, set for Jan. 24-25 at Fresno, will discuss plans further. R. C. Ostland, vice president of Cline Adv. Service, Boise, Idaho, and president of the Boise Adv. Club, is chairman of the project’s plans committee and will distribute a kit of campaign materials.

FRANK EDWARDS, WOR New York and AAWF commentator, is offering listeners free copies of a booklet listing voting records on major issues of every member of Congress. Mr. Edwards distributed a similar booklet to nearly a million persons in 1950.

THE QUAD-CITIES

72nd in Retail Sales

Among Sales Management’s 162 Metropolitan Areas

STEADILY increasing is the standing of the Quad-Cities among the 162 standard metropolitan areas. Now in 72nd place for retail sales volume, the Quad-Cities continue to grow. And growing with the community for over 25 years, WHBE is a powerful influence in the home through over 240,000 Quad-Citians—quality people who buy quality goods—you’re included, if you so desire.

Les Johnston, V.P. and Gen. Mgr.

FAMILY

WIBW has been a farm station for almost a quarter-century. We sell Kansas and adjoining states because we’ve served them well. We’re one of the family.

WIBW the Voice of Kansas and Opeka

BROADCASTING • Telecasting

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customers for every penny!

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

WWDC
WASHINGTON, D. C.

and other Transit Radio stations represented by Forjoe & Co.
WEOK Fund-Raising

WEOK Poughkeepsie, N. Y., broadcast a two-hour program Sept. 19 on behalf of the Assn. for Mentally Handicapped Children in Poughkeepsie, with appeals for funds being made by Mrs. Eleanor Roosevelt, Superintendent of Schools Fox Holden and others. Local talent provided musical entertainment.

KAYL Alleviates Tragedy

WHEN 7-year-old Stanley Kieran died of polio Sept. 20 and the following day the Kieran home caught fire, KAYL-AM-FM Storm Lake, Iowa, took matters into its own hands, according to Program Director Paul R. Zuberberg. An announcer Andy Lynn and several Junior Chamber of Commerce members began an impromptu 90-minute broadcast at 5 p.m. Sept. 21 which they called “Operation Heart,” asking listeners to donate whatever they could to aid the stricken family. At the program’s close $2,500 had been pledged from 15 northwest Iowa towns, and 48 hours later the total had grown to $2,900 and included offers of two dwellings with moving assistance promised by the Junior Chamber of Commerce.

WFPB Committed

EFFORTS of WFPB Middletown, Ohio, in recruiting blood donors and promoting other American Red Cross activities have drawn commendation from ABC’s local chapter. Ames Gardner, chapter chairman, praised station staff and WFPB President-General Manager Paul Braden for “an outstanding job” and for giving “freely of their time and facilities in the interest of our community.”

WBNS-TV Film Encore

FILM shown last spring on WBNS-TV Columbus, Ohio, titled “Devil on Wheels,” a story about “hot rods,” received such a big response that the sponsor of the Ohio National Bank Theatre program on which it appeared, Ohio National Bank, has secured a copy of the film and turned it over to the Columbus police department for free educational showing to central Ohio clubs and societies. Motion Pictures for Television Inc. is distributor.

One Man Operation

DON DRENNER, KGEP Cof feyville, Kan., engineer, has a hobby that literally would make an author or printer blush. He is both a printer and an author. Unable to get his literary efforts published, Mr. Drenner sets type and publishes his own works. His hand-operated, publishing “house” is called the Zauberberg Press, or Magic Mountain Press, named after Thomas Mann’s novel, Magic Mountain. The radio engineer’s latest work, a full-length novel, The Vault of Night, soon will be off the Zauberberg Press. He has written technical articles in radio, and poetry for publication for some time. Mr. Drenner’s unusual hobby extends to his method of operation: He often rewrites sections as he sets the print; his book will contain the printer’s correction sheet in the appendix to explain misspelled or missprinted words.

Blood Blackout

10G Mayfield, Ky., dramatized drive for blood when a Red Cross bloodmobile visited the sta tion area by going off the air for half hour while eight members its staff gave their blood. Announcements preceding the blacked-out time were rebroadcast, “while the staff is donating, 100%.”

Cancer Marathon

ORTS personalities joined 1 Tacker, disc jockey at WCRB latham, Mass., to raise $700 for cancer fund on a marathon pro gram. Show started at 6:30 a.m. and ended at 2:30 p.m., with noted ebrities taking phoned contributions. Among those appearing were ko Holvacov, head football coach, ston College; Bennie Friedman, id coach at Brandeis U.; Sid ron, Boston Braves outfi elder; Tommy Collins, featherweight king champion.

FILM EXCHANGE

Jacobson Sees TV Activity

HERBERT L. JACOBSON, director-general of the Trieste Radio Network, predicts an exchange of television films between the nations of Europe and the U. S. He was to arrive in New York today aboard the liner “Constitution.”

In a statement for release today, Mr. Jacobson noted that Europeans have become accustomed to dubbed versions of American movies and would accept dubbed telefilms “if prices are within European range.” The four-station Trieste Radio Network, which is installing television, broadcasts to Italy and Yugoslavia from the free territory.

Amateur Exams By Mail

FCC last week invited attention of amateur radio operators serving in the armed forces to a new rule which permits examination for Advanced Class operating privileges before the end of the one-year waiting period. Where servicemen are overseas or otherwise unable to reach one of the Commission’s examining points, the examination may be conducted by mail under specified conditions, FCC said. Further information may be had from the Engineer-In-Charge, District 24, FCC, Washington 25, D.C.
Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 99.

September 29 Decisions — BY BROADCAST BUREAU

KTVF Denver, Col.—Granted STA to operate on commercial basis on Ch. 9; ERP 12.5 kw Vis. 6.3 kw Aur.; ant. height 397 ft.; engineering conditions; for period beginning Sept. 29, and ending Sep. 29, to event later than 3 a.m. Sept. 11.

AM—1300 kc.

KVIM New Iberia, La.—Granted license covering change in frequency: 1360 to 1350 kc., 1 kw.

Move Transmitter Location

WELC Welch, W. Va.—Granted license covering installation of new trans. and moving trans. and studio approx. 260 ft. to adjoining building.

Extension of Completion Date

WKBR Pulaski, Tenn.—Granted mod. CP for extension of completion date to 11-15-52.

WVAM Ationena, Pa.—Granted mod. CP for extension of completion date to 4-1-53.

WPMY-TV Greensboro, N. C.—Granted mod. CP for extension of completion date to 4-26-53.

WPRT Trenton, N. J.—Granted mod. CP for extension of completion date to 11-15-52.

RGKO Dallas, Texas.—Granted mod. CP for extension of completion date to 12-1-52.

Modification of CP

KTRW Tuscaloosa, Wash.—Granted mod. CP for approval of ant., trans., location, and change type trans. at 106-316 kc.

Transmission Authority

Lansing Bctt, Co., Lansing, Mich.—Granted Authority to transmit by leased telephone wire, programs consisting of play-by-play coverage of Michigan State football games to KLW Windsor, Ont., beginning Sept. 27, and ending Nov. 22.

Delete FM

WIRL-TV Troy, N. Y.—Request to cancel license and delete FM at Troy. N. Y.

WBRX-FM Louisville, Ky.—Granted request to cancel license and delete FM.

Replacement Expired CP

WKCS Knoxville, Tenn.—Granted CP to replace CP which authorized new noncommercial educational FM within station area.

Change Studio Location

WALK-TV York, Pa.—Granted mod. CP to change studio location.

Change Antenna Height

WTVF Nashville, Tenn.—Granted mod. CP to change ant. height from 350 ft. to 700 ft. and make ant. changes.

September 29 Applications — ACCEPTED FOR FILING

KRCIC Hot Springs, Ark.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

WTRP La Grange, Ga.—Mod. CP, which authorized new AM, for approval of ant., trans. and studio locations.

—TV APPLICANTS—

NEW 5 KW

TV TRANSMITTER AVAILABLE

Make offer for brand new RCA TTSA Channel 7-13 TV trans- mitter, tubes, SB filter, crystals, control console included. Transmitter crated, ready to ship from RCA, Camden.

Box 511R

BROADCASTING • TELECASTING

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—TOWERS •

AM • FM • TV

Complete Installations

TOWER SALES & ERECTING CO.

1600 N. E. Columbia Blvd.
Portland 11, Oregon

COMMERCIAL RADIO MONITORING COMPANY

PRESION FREQUENCY MEASUREMENT

Engineer on duty all night every night

JACKSON 3502

P. O. Box 7037 Kansas City, Mo.
**CLASSIFIED ADVERTISEMENTS**

**Payable in advance. Checks and money orders only.**

**Deadline:** Undated—Monday preceding publication date. **Display—Tuesday preceding publication date.**

**Situations Wanted** 20¢ per word—**$2.00 minimum**; **Help Wanted** 25¢ per word—**$2.00 minimum**

**All other classifications** 30¢ per word—**$4.00 minimum**; **Display ads** $15.00 per inch

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**Help Wanted**

**Managerial**

Sales manager—New York State independent station. Excellent opportunity for motivated, well-qualified person. Must have terminal radio background, proven sales ability, and be ready to take charge of our top salesmen. Excellent opportunity for advancement. Send resume to: BROADCASTING TELECASTING, 90 N. State St., Chicago 4, Ill.

Commercial manager wanted by 250 watt full-time station. Must have a man who can create and sell his creation, who is willing to put down the pavement for advancement. Salary plus commission on all sales. Write Box 68R, BROADCASTING TELECASTING.

Salesman—Strong local salesman for 5000 watt basic Midwest metropolitan station. Must be able to get quick sales and be able to work with Top 40 disks. Box 69E, BROADCASTING TELECASTING.

Salesman—Good sales record, and top quality of work. Must be loyal to company, and have good references. Box 65B, BROADCASTING TELECASTING.

**Broadcasting Engineer**

Engineer-announcer, 1 kw Southeast independent, TV studio, $6500 per year plus commission and the commercial managership for the first year. If interested, write Box 55A, BROADCASTING TELECASTING.

**Announcers**

**Announcer—Engineer.** Attention professional announcers — We are in the market for an experienced announcer who must be able to do top-notch radio background, produce commercials, and write scripts. Excellent opportunity for advancement. Send resume to: BROADCASTING TELECASTING.

Announcer-Engineer, 250 watt Virginia station seeks experienced announcer-engineer, 30 percent salary, 70 percent commission. Box 62G, BROADCASTING TELECASTING.

**Photographer**

Photographer and editor wanted. Must be able to make serviceable transcriptions, photos, etc. Send box numbers to be sent at owner's risk. Box 65H, BROADCASTING TELECASTING.

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**Help Wanted (Cont'd)**

Wanted: Engineer, 40 hour week $2500.00. Call James Childress, WSSV, North Carolina.

**Help Wanted (Cont'd)**

First class engineers and combinations available. WREI, Kewanee, Illinois.

Immediate—Engineer-announcer needed. Top salary, excellent working conditions. Box 63B, BROADCASTING TELECASTING.

Wanted—First phone man to fill opening now. WRDL, West Point, Geor.

First class engineers and combinations available. Box 64B, BROADCASTING TELECASTING.

Television

Technical

Television broadcast technician wanted. Must have experience and good transmission and repair experience. No salaried job, experienced in wiring and assembling equipment. Send complete information to Ed Talbott, KHOD-TV, El Paso, Tex.
network newscaster—a name you know well—wants to leave New York. Looking for new opportunities in medium-sized town where he and his family can live comfortably. This man came from small towns and can handle changing hours. Return all mail. Box 509B, BROADCASTING TELECASTING.

Diligent, personable announcer for TV or radio. Wide commercial experience plus two years in the TV field. Can send reel or arrange personal interview. Presently employed in North-east area. Tape, photo, Box 557B, BROADCASTING TELECASTING.

Experienced announcer, independent, experienced in all phases of TV news. Salesman, salesman, sales manager. Interested in permanent position. Box 65, BROADCASTING TELECASTING.

Wanted: purse, camera, tape recorder. Interested in permanent position. Be sure you are a member of AFTRA. Box 7. BROADCASTING TELECASTING.

Engineer, experienced chief, maintenance. Excellent record. Box 586R, BROADCASTING TELECASTING.

Combination man—plenty of experience both in sales and management. The right individual for the right job. Box 530R, BROADCASTING TELECASTING.

Announcer/director-manager, experienced network. Excellent reputation. Box 49O, BROADCASTING TELECASTING.

Presently PD: 15 years experience in all phases of radio with top West Coast stations. Desires first-rate opportunities. Box 522R, BROADCASTING TELECASTING.

PD: unusual talent, experienced in all phases of radio and TV. Desires position as program director with a change of atmosphere. Box 500R, BROADCASTING TELECASTING.

Nationally known announcer for your network. Box 507R, BROADCASTING TELECASTING.
**Wanted to Buy**

**Stations**

Wanted to buy—Station in single station market preferably daytime out of TV coverage. Write full particulars and terms to Box 562, Dunn, North Carolina.

**Equipment, etc.**

Station in Alabama wants to buy used console, transmitter and 250 watt equipment. Box 591R, BROADCASTING • TELECASTING.

Wanted—Used transmitter for standby, 250 or 1000 watt in good condition. Box 638R, BROADCASTING • TELECASTING.

Used Ampex 400, good condition. State price and availability. Box 668R, BROADCASTING • TELECASTING.

Need 5 kw transmitter in good condition not over ten years old. Also dual or single channel console in good condition both commercial. Air mail information to W. D’Orr Cozzen, Intermountain Network, 146 South Main Street, Salt Lake City, Utah.

**Miscellaneous**


First class phone license at our resident school. Also correspondence course, serving the industry since 1937. Write for catalogue. Don Martin Radio School, 4632 North Cherokee, Hollywood 28, Calif.

**Help Wanted**

**Announcers**

PERSONALITY WANTED

One of the top metropolitan radio independents accepting applications from disc jockeys. Applicants must have winning personality and convincing sales and on-the-air background. Write in detail to Box 654R, BROADCASTING • TELECASTING.

AM station going on the air with television in November needs capable announcer for AM and TV. The man we want must be conscientious, hard working and well grounded in broadcast fundamentals. Above all, he must be cooperative. Salary will be tailored to fit abilities and experience. Station is network affiliate in pleasant Pennsylvania city. Write full details including present salary and complete references. Write Box 655R, BROADCASTING • TELECASTING.

**TECHNICAL WRITER**

Old established Midwest radio manufacturing company has immediate opening for man with flair for writing. Good technical knowledge of radio broadcast equipment desired for writing instruction manuals and preparation of technical literature. Send complete details with photo to Box 613R, BROADCASTING • TELECASTING.

**AUDIO ENGINEER**

Immediate opening for man to assist in design of studio equipment for radio and TV broadcasting. Good practical knowledge plus experience in audio broadcast techniques major requisite. Location: Midwest. Send complete details with photo to Box 614R, BROADCASTING • TELECASTING.

**Situation Wanted**

**Managerial**

Want TV Commercial Manager? Competent sales executive, 3 years local and national television sales. Experience includes middle market station and leading national tele representative. Box 664R, BROADCASTING • TELECASTING.

**Situation Wanted**

Technical

ARE YOU QUALIFIED to CHIEF ENGINEER or TELEVISION STATION and our AM Station in Texas? If you are sure of yourself in theory and experience, do not apply. Write Box 651R, BROADCASTING • TELECASTING.

**AUDIO ENGINEER**

Immediate opening for man to assist in design of studio equipment for radio and TV broadcasting. Good practical knowledge plus experience in audio broadcast techniques major requisite. Location: Midwest. Send complete details with photo to Box 614R, BROADCASTING • TELECASTING.

**Situation Wanted**

Managerial

Want TV Commercial Manager? Competent sales executive, 3 years local and national television sales. Experience includes middle market station and leading national tele representative. Box 664R, BROADCASTING • TELECASTING.

**Situation Wanted**

Technical

ARE YOU QUALIFIED to CHIEF ENGINEER or TELEVISION STATION and our AM Station in Texas? If you are sure of yourself in theory and experience, do not apply. Write Box 651R, BROADCASTING • TELECASTING.

**AUDIO ENGINEER**

Immediate opening for man to assist in design of studio equipment for radio and TV broadcasting. Good practical knowledge plus experience in audio broadcast techniques major requisite. Location: Midwest. Send complete details with photo to Box 614R, BROADCASTING • TELECASTING.

**Equipment, etc.**

WANTED TO BUY RCA 77D MICROPHONES, TURN TABLES, in good condition.

**Miscellaneous**

WHO PAINTED WBTV's 562 foot TOWER? J. M. HAMILTON & CO. DURHAM, N. C.

**Employment Service**

WANT A GOOD EXECUTIVE? Competent, reliable General, Commercial and Program Managers: Chief Engineers, Disc Jockeys, Sportscasters, other specialists. Tell Us your needs today. Delays are costly.

**FOR SALE**

TRANSIT TYPE FM RECEIVERS

6 Stromberg-Carlson complete with tubes (3 chassis with spare parts)

16 Electronic Research type receivers complete (2 chassis with spare parts)

Make Offer F.O.B.

Huntington, West Virginia

Call or Write

WPLH

P. O. Box 390

BROADCASTING • TELECASTING
CHANNEL SWITCH PROTECTION IS ASKED

TELEVISION stations changing frequency under terms of FCC's allocation should not have their licenses jeopardized by competitive applications for new channel, NARTB District 4 decided at meeting as two members, closed at Pinehurst, N. C. (early story page 32). Members felt FCC should decline to accept any competitive application which would not have been acceptable for filing except because of channel change.

District urged FCC to relax operator rules "in this FM stronghold" on ground present requirements impose hardship on stations.

Another resolution pledged policy of "fair competition and fair and stable rates," pointing to fact that broadcasting business is thriving in this district.

KLZ COMMERCIAL RATIO PROBED AT HEARING

MAJOR emphasis in TV hearing for Denver's Channel 7 Friday was on KLZ policy respecting division between commercial and sustenance time. President and General Manager Hugh B. Terry stated station had no fixed policy in that regard, but said each program was based on its merit, that whether it was salable or not made no difference in its scheduling. In point of fact, Mr. Terry pointed out, KLZ's ratio was 70% commercial to 30% sustaining. For proposed KLZ TV, ratio is 60% commercial to 40% sustaining, he indicated.

The third day of hearing and second day Mr. Terry has been on stand (for earlier story, see page 26). Also heard Friday in behalf of KLZ were former Colorado Governor John W. Snyder, Assistant School Superintendent Dr. Roy Hinderman and Dr. Irvin Hinds.

All of Friday at Portland Channel 21 hearing was devoted to testimony by Irwin S. Adams, president of larger Mt. Scott Telecasters Inc. (KGON), on personal qualifications and details of Portland market. He is to resume Monday with additional exhibits. Vice President and General Manager (KAN Vancouver), Channel 21 competitor, will follow later with non-engineering evidence.

THEATRE-TV HEARING

SPECIFICS of accounting and cost phase of theatre TV hearing, scheduled to begin Oct. 20, were set forth by FCC Friday. To be heard by Commission en banc will be details on following from Motion Picture Assn. of America and National Exhibitors Theatre TV Committee: (1) Theatre TV projection equipment—kinescope projection, film storage and Eildoph; (2) costs of theatre TV transmission—cost studies, AT&T price quotations, comparision of radio spectrum utilization. Commission also asked MPAA and NETTC to furnish it with list of witnesses and summary of testimony by Oct. 9; announced hearings would start at 10 a.m. in auditorium of National Museum.

WHQB AMENDS APPLICATION

HARDING College, licensee WHQB Memphis, Friday tendered amended post-thaw TV application at FCC for vhf Channel 13 with effective radiated power of 238 kw visual, antenna height above average terrain 501 ft. Estimated construction cost $445,099, first year operating cost $400,000, revenue $465,000.

NBC ROBBED

NBC CASHIER'S office robbed of estimated $4,000 by three-wielded armed bandits who entered second-floor RCA Bldg. quarters about 12:45 p.m. Friday, herded seven occupants into private office, lofted one cash drawer but missed two others, escaped.
TV commercials which stress the performance ability of a product, Mr. Carter said. He added that registration of the sales argument in this type of commercial is invariably of the highest order.

It is possible to achieve the most satisfactory results with a combination of techniques, Mr. Carter declared. He said that his company research showed a commercial that embodied both demonstration and animation techniques that scored high in effectiveness.

As part of a panel discussion offered by the Advertising Research Foundation at Wednesday's session, Dr. E. L. Deckinger, chairman of ARF's committee on Radio-TV Rating Methods, outlined several projects currently under his direction, as he had at an American Marketing Assn. meeting the week before [BT, Sept. 29]. Edgar Kobak, ARF president, served as moderator during the panel talks, which centered on the topic, "New Horizons for Advertising Research—the Promise Is Being Performed.

An upswing in advertising expenditures by the nation's leading advertisers of an average 4% anticipated for 1953 as compared with this year was reported in an ANA survey released at the opening day session. Taking 1951 as the "yardstick year," the report listed 1953 automotive advertising expenditures 26% above; drugs and cosmetics, up 18%; food and grocery products (except canned goods), up 10%. The study also showed that sales volume is expected to be 5% higher next year, the same amount that 1952 sales are estimated to be ahead of 1951.


ANA delegates were entertained at their Tuesday evening banquet by CBS Radio and Television. Garry Moore, was master of ceremonies for the program, produced by Lester Gottlieb, CBS Radio vice president in charge of network programs. Thomas Curtin, assistant to the general advertising manager, Westinghouse Electric Corp., headed the ANA entertainment committee.

**WILS Names Taylor**

O. L. TAYLOR Co. has been appointed exclusive national representatives for WILS Lansing, Mich.
the public into accepting them as authentic.

As frankly admitted by the authors, this plan is intended to circumvent the principle of equal radio and TV time for rival candidates.

The authors of the plan are aware that the Democratic party will be expected to meet this "biting" challenge: It would be impossible for the Demo-
crats to raise an extra $2,500,000 cash overspent or leftover. But the Democrats would not have time to prepare rebuttal programs even if cash were available.

The sudden and complete domina-
tion of the air waves, plus the advan-
tage of a one-party press, would give the Republicans almost total control of communications in the decisive areas of the country during the de-
clining weeks of the campaign.

We do not think it necessary to stress the grave question of public policy that is raised. We think all Americans are mindful of what has happened to other nations when the main sources of information are sub-
verted or brought under the domina-
tion of a privileged group.

As you will see from the details of this scheme, it could be promoted only by an entity between a very wealthy group and the manage-
ments of the great corporations spon-
soring national programs, plus the cooperation of the radio and TV sta-
tions broadcasting these programs, and General Eisenhower himself.

Referring to the plan itself, Mr. Ball charged that the spots "are to be obtained by getting national advertisers to surrender their spots for these three weeks, thus throw-
ing their purchase open to the Re-
publican and Democratic parties from the stations and the network.

He quoted the "authors" as say-
ing that "since the Republican plan would be organized and the Demo-
crats would not, the Republicans could obtain the lion's share of the good time." He also called FCC's attention to the plan, as out-
lined, of obtaining recorded state-
ments by Gen. Eisenhower and later recruiting persons to ask

Levin summarily called his news conference. He explained the plan: "Inasmuch as there were no radio or TV spots featuring Gen. Dwight Eisenhower in 50-plus counties of 12 states, lost to the GOP in 1948, the last three weeks of the drive.

Mr. Reeves said the figure is closer to "several hundred thousand-
sand dollars," and that the $2 mil-
lion previously reported was far.

The cold truth is that the Citizens for Eisenhower group has not bought any single radio spot, nor has it con-
tacted to buy one single radio spot, nor has it approached any of the sta-
tions or networks with an eye to

To Results in
This Area is Via
HALIFAX • NOVA SCOTIA
Maritimes Buclist Steffen
Contact
JOS. WEED & CO.
350 Madison Ave, New York
5000 WATTS
NOW!

$1 million-plus in availabilities at a few pennies on the dollar. The plan is supervised by the Democratic National Committee, Volunteers and other groups, var-
ious Radio-Television networks, with the exception of NBC, which is esti-
mated on the basis of rates for radio and TV network coverage per

The table comprises afternoon sponsored shows (It's Up To You) and simul-
casts using one or two special networks. Evening time fans of the

In the meantime the Republicans are working on their Kudner plan for the last three weeks, and other network availabilities. The

Donations to Date
Contributions totaling about $30,

DAVISON
The Shortest Route
To results
in this Area is Via

Page 100 • October 6, 1952

BROADCASTING • Telecast
BAB SUMS UP MEETS

RADIO STATION managers and sales chiefs across the nation regard today as a stronger and its prospects brighter than at any time in the past two years and believe rates will begin to rise at especially daytime rates—as soon as TV’s advent has been “digested.”

This optimistic grass-roots consensus was reported last week by BAB President Ryan on the strength of meetings with more than 2,000 station heads, sales managers and salesmen in the recently completed series of 42-day-long clinics conducted by BAB thru Double’s billing. Almost 600 stations were represented at the meetings, which started in April and ran through mid-September.

The men who own and manage radio stations and sell time for stations appear much more certain now that radio advertising has a great future than they have been since early 1936,” Mr. Ryan asserted. “This new confidence is based on a combination of increasing billings and intuition. The vast majority of station managers were not asked to feel 1936 could be their best year in history if they worked hard enough.”

Other principal conclusions by the clinic participants—whom BAB described as the “largest group of radio sales personnel ever to attend such a series of meetings”—were reported as follows:

- "There’s no ceiling to the amount of local business stations can do.”
- "No other medium can look toward radio to become a stronger competitor with most stations planning to go to larger shares of the direct mail, newspaper, outdoor and TV budgets in their respective markets.
- De-emphasis of ratings as a major sales tool is underway throughout the country.
- "Radio salesmen are becoming ‘announcement happy’ and should build up program sales as the ‘heavy artillery’ of radio advertising."
- Improvement of radio copy—to get more "sell" into it—is a No. 1 assignment.
- The reservoir of competent trained sales personnel is inadequate and a crisis may develop soon as a result of TV stations drafting many good radio salesmen.
- Cooperation among stations at the state and local levels will "further, if the current disposition toward joint cooperative efforts continues, with joint solicitation of non-radio advertisers getting major attention.

Mr. Ryan reported that more than 80 of the major ideas have been placed on BAB’s planning board as a result of suggestions received from station management during the clinics.

One of these is development of a simplified rate card based on the announcement unit rather than the nighttime hour unit. The theory behind this: Why should radio’s rate cards be based on the unit which is least frequently sold—the nighttime hour—rather than on the announcement, which is sold most often? In any event, it was felt, the announcement rate should at least be given priority in display on the rate card.

The consensus of station management, Mr. Ryan said, was that the period of rate adjustment soon will be over, and that station rates will not be greatly affected by the network revisions. However, it was felt that the new ideas be discussed at nighttime radio rates has brought to light necessary changes for some stations. In these cases it was felt adjustments at the local level will continue for some months.

Most radio men consider radio rates to be fair below what they should be, based on sales results, and feel that “radio rates will begin to go up again, especially during daylight hours, as soon as the 1,800 new television stations that have been authorized are ‘digested’ and the complete extent of TV competition is known in every market.” Mr. Ryan’s report continued.

McConnell Represents

JOSEPH H. McCONNELL, NBC president, will represent the communications field at Manhattan College (N.Y.) Centennial Year Symposium Oct. 23. Symposium’s subject will be “America To Be.”
Seniority Counts

WWJ, world's oldest radio station, celebrates its 32nd Anniversary

Naturally, WWJ is proud of its seniority status in the nation and its own market—Detroit. The wealth of experience acquired through the years continually serves as the guiding influence for WWJ's pioneering and aggressive programming. This spirit has built for WWJ a loyal audience that responds enthusiastically to the sales appeals of WWJ advertisers.

WWJ
(NATIONAL FIRSTS)

FIRST radio station, August 20, 1920
FIRST election returns, August 31, 1920
FIRST radio dancing party, September 4, 1920
FIRST fight results, September 6, 1920
FIRST vocal concert, September 23, 1920
FIRST World Series scores, October 5, 1920
FIRST church chimes, December, 1921
FIRST symphony concert, February 10, 1922
FIRST radio orchestra, May 28, 1922
FIRST radio wedding, June 18, 1922

(MICHIGAN FIRSTS)

FIRST eyewitness football game, October 25, 1924 (Mich.-Wisconsin)
FIRST eyewitness baseball game, April 19, 1927 (Detroit-Cleveland)
FIRST eyewitness boat races, August 2, 1924 (Gold Cup)
FIRST Michigan FM station, May 9, 1941

Dorothy Gish at the microphone of the original DeForest transmitter used by WWJ in 1920.
Colonial Stores is among the top ten food chains in the United States, although its 347 modern supermarkets and food stores are concentrated in eight Southeastern states. Colonial has its own bakeries, warehouses, and distribution system—a complete food-shopping service warmly appreciated by its thousands of loyal customers.

Havens & Martin, Inc., Stations, WTVR, WMBG and WCOD, likewise, serve the rich Virginia markets centering around Richmond.

They have built a faithful audience that can come only from long years of service. Advertisers know the value of this loyalty, and they know the power of Richmond's only complete broadcast institution.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.