Like kids go for lollypops

Baltimore merchants go for WITH like kids go for lollypops. They love the quick, profitable results they get from this low-cost station. At low, low rates, WITH delivers a huge, responsive audience—more listeners-per-dollar than any other radio or TV station in town. And that means low cost results! And that's why WITH carries the advertising of twice as many local folks as any other station in town!

So take a tip from these smart advertisers. Put WITH on your schedule. WITH can produce low-cost results for you, too! Get the whole story from your Forjoe man today!
Power
and
Pigs

Eight power projects now being constructed in Kentucky will boost Kentucky's electric power output by 1,643,000 kilowatts within 2 years!

Wolf Creek is being completed at a cost of 76 million dollars. Louisville Gas & Electric is spending 32 million dollars, and Kentucky Utilities is expanding its Central City and Tyrone plants at a cost of 19 million.

That's industrial GROWTH!

Any impressive farm gains? 1951 cash income from crops and livestock reached an all-time high of $632,632,000. Hogs and pigs, for example, brought Kentucky farmers $77,013,000 in 1950...and a record income of $85,763,000 in 1951!

Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)
groping for tv program time?

you can do better with Spot—much better

There's no groping when you buy national TV coverage on a Spot basis: Full choice of markets and time offerings . . . no minimum group requirements . . . wholehearted station cooperation . . . better picture quality than kinescopes . . . savings in time charges—enough to cover film prints, their distribution and other costs.

Get the full details from your Katz representative.

THE KATZ AGENCY, INC. • National Advertising Representatives

488 MADISON AVENUE, NEW YORK 22, NEW YORK • CHICAGO • LOS ANGELES • SAN FRANCISCO • ATLANTA • DALLAS • KANSAS CITY • DETROIT
STATE FAIR OF TEXAS
Dallas
OCTOBER 4th THRU 19th
World's Largest State Fair

THE "BIGGEST" BUY
IN THE
"BIGGEST" STATE

Most Powerful TV
Station in Texas

The only station in Dallas and Fort Worth not splitting any part of any network schedule with any other station in Dallas or Fort Worth— it's KRLD-TV and KRLD-TV only for CBS shows in both Dallas and Fort Worth.

John W. Runyon,
Chairman of the Board

Clyde W. Rembert,
President

KRLD-TV
Channel 4, Dallas

TEXAS' MOST POWERFUL TELEVISION STATION
SERIES AUDIENCE: 100 MILLION PRELIMINARY estimates indicate that mini-
 mum of 100 million people heard one or more
World's Series games via radio and that from
70 to 75 million people saw one or more games
on TV. Games were broadcast by some 560
MBs affiliated radio stations plus another 100
U. S. Stations, CBC network in Canada,
Latin American hookup and around world
by Armed Forces Radio Service and Voice of
America. They were telecast by NBC-TV net-
work of 64 stations in as many cities, plus
video outlets of four Mutual stockholders
in four major cities.

NBC CANCELS MEET CANCELLATION of plans for this year's
NBC affiliates convention, scheduled first
week of December at Boc Raton, Fla., has
been announced by network. Spokesmen
said action was taken after discussion with
number of affiliates elicited agreement that,
in view of special "rate" meeting with affil-
ates in Chicago in September, plus other re-
cent network-stations sessions, another meet-
ing this year is "unnecessary" and time would
be better spent working on day-to-day sales,
promotion and programming operations.

RTDG WAGE INCREASE RADIO and Television Directors Guild an-
nounced Friday it has concluded new contract
with television networks representing agencies
and packagers covering TV free lance direc-
tors in New York and Hollywood. New
York membership has approved pact and action from
Hollywood expected soon. Union said gains
include: average wage increases of 29% with
network TV directors minimum up to $175
weekly; clause requiring credit for TV staff
or free lance director as largest credit given;
eight-hour day for TV floor managers and
associate directors and other fringe benefits.

MERRILL OATH OATH of office for new Com. Eugene H.
Merrill will be administered Tuesday at FCC
by Chief Judge Harold M. Stephens of U. S.
Court of Appeals for District of Columbia (see
story page 55).

DODGE TO USE RADIO Chrysler Corp.'s
Dodge Div., through Grant Adv.'s Detroit
office, planning radio saturation spot announce-
ments to advertise its new Oct. 25. Meanwhile
Dodge dealers, through agency's New York
office, start radio campaign this week in
Philadelphia with six spots per day on five
stations.

40 MARKETS Penick & Ford Ltd. (Brer
Rabbit) starts spot radio campaign in 40
markets effective mid-October, through J.
Walter Thompson Co., N. Y.

EIGHT-WEEK CAMPAIGN Borden Co.
N. Y. (Borden's instant coffee), launching
eight-week radio spot campaign Oct. 20
in about eight markets. Doherty, Clifford,
Steers & Shenfield, N. Y., is agency.

RADIO, TV DRIVE Anahist Co., N. Y.
(Super-Anahist), buying spot schedule, start-
ing Oct. 29 for 13 weeks on 70 radio stations.
Advertiser also intends using TV spots but
number of markets has not yet been decided
upon. Ted Bates Inc., N. Y., is agency.

POLITICAL TIME CIO Political Action
Committee purchasing time over CBS radio
Oct. 21, 10:15-10:30 p.m. EST, for recorded
speech by CIO President Philip Murray on be-
half of Democratic Party nominees.

SEABROOK CAMPAIGN Seabrook
Farms, Bridgeton, N. J., preparing radio spot
announcement campaign to start Nov. 1, for
15 weeks, effective mid-October, to Cover
all states, radio and television networks and
station people, radio would have
been more aggressive and concerned about
its competitive position. It's very easy to be
a defeatist about the prospects for radio and
to forecast the future only in terms of doom.
But if today's problems are faced realistically,
there need be no question of radio's survival
and continued development."

Radio Best Low-Cost Mass Buy—Pryor

Radio must continually prove that no other
medium reaches such vast audience at such
low cost, keeping advertisers informed of value
of their broadcast investments, Arthur Pryor
Jr., BBDO vice president in charge of radio
and television, told NARTB District 6 dele-
gates Friday afternoon at Memphis meeting
(see early story, this issue).

Mr. Pryor said advertising people are con-
 fused by conflicting audience data and their
shortcomings. He hoped Advertising Research
Foundation, now studying problem, will come
up with set of standards for ratings and some
courses of action that can and can't be done.

"The greatest need is for research and intel-
jligent application of that research," he said.
"Radio needs a rating system which will give
a true picture of radio listening. Worst of all,
radio is in the emotional doghouse with a
lot of advertising people. One reason is that
in so many cases, unfortunately, the champions
of TV are the same people who have been the
stalwarts of radio."

"I believe the tremendous promotion put
behind TV by radio people has been at the
expense of radio and that if TV had not been
developed in the majority of cases by radio
networks and station people, radio would have
been more aggressive and concerned about
its competitive position. It's very easy to be
a defeatist about the prospects for radio and
to forecast the future only in terms of doom.
But if today's problems are faced realistically,
there need be no question of radio's survival
and continued development."

Reminder that most advertisers feel that
homes acquiring TV are lost forever to radio,
Mr. Pryor said, "We know this isn't true.
We must know more about that and about the
'extra set' listening in homes, the listening
to portable sets and to automobile sets.
He described TV as "a great medium" which
(Continued on page 114)
In this Issue—

Now that radio network charges are reduced, network salesmen are going after national business that has been placed in spot. Their new rental network is being put to work. Page 22.

VOTE registration is at record volume, and a "major share of the credit" belongs to radio and television. The biggest citizenship promotion campaign in history is paying off. Page 23.

NEWEST FCC Commissioner, Eugene Hyde Merrill, a Utah Democrat, will take office this week. The administration now has a clear majority on the FCC, four Democrats, two Republicans, one independent. Page 26.

IMPROVED "compatible" color television system will be ready for submission to the FCC next summer. It's the one on which the National Television Systems Committee has been working. Page 26.

NEXT Congress will probably go into the political broadcasting problem with more seriousness than past Congresses have shown. Though political heat is building up, the FCC refuses to investigate the asserted $2 million spot "blitz" on behalf of General Electric. Page 27.

COFFEEHEAD Larsen has his listeners drinking coffee by the gallon and buying grocery products by the truckload. A radio success story. Page 26.

THE American Trust Co. of San Francisco is winning customers and friends with "Science in Action," a 30-minute show which both teaches and amuses. A television success story. Page 71.

NARTB's District 5 condemns double- billing after Harold Fellows calls the practice "immoral and unethical."

FEDERAL court ruling in Washington, D. C., that witnesses before Congressional committees may refuse to testify before TV and radio won't help broadcasters in their efforts to get equal access to public hearings with the press. Page 44.

TV will kill off as many as 10,000 of today's 18,000 movie theatres in the next six years, according to a prominent movie exhibitor. He's selling off his theatrical holdings to go into TV. Page 69.

Upcoming


Oct. 16-17: Institute on Educational TV meet, Georgetown U., Washington, D. C.


(Other Upcomings, Page 37)
All It Took was a Haircut...

To unseat Samson as the most powerful member of the "long-hair" set.

"Long hair" might have helped Samson perform wonders with the jawbone of an ass, but it doesn't build a radio audience. KOWH bypassed the "Highbrow" in favor of rollicking entertainment. Everybody gets in the act—and the Omaha, Council Bluffs area loves it! You'll love the resulting Hooper, averaged below for the eleven-month period from October, 1951, to August, 1952. Big happy audience. Lots of money. Big sales!

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

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

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

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

36.3%

KOWH


OTHER STATION RATINGS

Kowh

OMAHA

"America's Most Listened-to Independent Station"

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

WAKR

5,000 WATTS

A B C

Represented by Weed & Co.

COMING!

WAKR-TV

Akon's FIRST TV Station

Ch. 49

BROADCASTING
TELECASTING

THE NEWSWEEKLY OF RADIO AND TELEVISION
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IN THIS BROADCASTING

Agency Beat
Allcatters
Alldied Arts
Editorial
FCC Actions
FCC Roundup
Feature of the Week
Film Report
Final Office
New Business
On All Accounts
Open Mike
Our Requests to
Programs, Promotion, Premiums
Strictly Business
Telestatus
Upcoming

TELECASTING Starts on page 67

WASHINGTON HEADQUARTERS

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ART AND LAYOUT: Duane McKenna.

CIRCULATION AND READER Service: JOHN P. COSGROVE, Manager; Elwood M. Slem, Sheila Bivril, Ernest Kanelopoulos, Betty Jacobs, Walter Cotter.

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485 Madison Ave., Zone 22, Plaza 5-8355. EDITORIAL: Rufus Crater, New York Editor; Florence Small, Agency Editor; Rooco Faimughtt, Dorothy Munster, Lil Theftstoln.

Bruce Robertson, Senior Associate Editor.

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

CHICAGO BUREAU

360 N. Michigan Ave., Zone 1.

Haylen 6-4115; William H. Shaw, Midwest Advertising Representative; Jane Pinkerton, News Editor.

HOLLYWOOD BUREAU

Taft Building, Hollywood and Vine, Zone 28, Republic 8-4131; David Glickman, West Coast Manager; Marjorie Ann Thomas.

TORONTO: 417 Harbour Emision, Empire 4-0775
James Montagnes.

SUBSCRIPTION INFORMATION

Annual subscription for 52 weekly issues: $7.00.

Annual subscription including BROADCASTING Yearbook (32nd issue): $9.00, or TELECASTING Yearbook (34th 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 issues: 55¢ per copy; 32nd and 54th issues: $1.50 per copy.

ADDRESS CHANGE: Please send requests to Circulation Dept., BROADCASTING or 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 1920 by Broadcasting Publications, Inc., using the title: Broadcastc—The News Magazine of the Fifth Estate. Broadcast Advertising* was acquired in 1932 and Broadcast Reporter in 1939.

*Reg. U. S. Patent Office

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BROADCASTING * TELECASTING
This fellow's trying to outsmart us... and that's good for YOU!

We don't know his name or even what he looks like. But we do know what he's up to. Right now at this minute he's working in the research laboratory of a competitive oil company. He may be devising the formula for a new and better gasoline, or developing an improved manufacturing process, or inventing a wonderful new petroleum by-product which may revolutionize the plastics industry. If he succeeds, his company will have a temporary competitive advantage over ours.

Frankly, this fellow worries us a little sometimes. But we're awfully glad he's around!

His habit of keeping at our heels keeps us on our toes. We have to be just as smart as he is (or maybe a little smarter) to stay in business. Intense competition among hundreds of competing oil companies has stimulated research and production to create for America an abundance of the good things of life undreamed of in other times or other countries.

Until somebody invents a better formula for prosperity than old-fashioned competition, let's all stick to our own system of trying to do a better job than the other fellow. That way, we'll all be better off!

ESSO STANDARD OIL COMPANY

This is an advertisement appearing during Oil Progress Week, Oct. 12-18 in newspapers in the 18 states and the District of Columbia where Esso Products are marketed.
WWL, the South’s Greatest Salesman, can help send your food sales Up—Up—Up! No tricks. It’s simple arithmetic: With WWL, you get more reach, more audience, more advertising extras than any other medium in the Deep South has to offer.

Coverage unsurpassed in the Deep South—intensive coverage over a 4-state market, rich with new industry and still unquestionably radio-dominated. That’s WWL!

Highest Ratings—built up over a period of 30 years through excellent programming, featuring CBS and Southern stars, the finest news coverage, outstanding special events. That’s WWL!

All-out advertising support—with liberal use of store displays, 24-sheet posters, streetcar and bus dash signs, newspaper ads, and personal calls on jobbers and distributors. Product push no other station South gives advertisers. That’s WWL!

Let WWL THE SOUTH’S GREATEST SALESMAN Sell the South for YOU!

50,000 WATTS CLEAR CHANNEL CBS RADIO AFFILIATE
A Department of Loyola University • Represented Nationally by The Katz Agency

October 13, 1952 • Page 11
HENRY G. LITTLE, executive vice president of Campbell-Ewald, Detroit, elected president. HENRY T. EWALD continues as board chairman and major stockholder after serving as president.

FOLKE A. OLSON, account executive with Seattle Post-Intelligencer, appointed account executive at H. J. McGrath & Assoc., Seattle.


DON MACLEOD, KOL Seattle, to West Pacific Agency, same city, as account executive.

KARL E. IRVIN Jr., McCann-Erickson, Chicago, to J. Walter Thompson Co., same city, as director of radio-TV research.

LOUIS JOSEPH RIGGIO, vice president and treasurer as well as partner in the two-year-old agency, Hilton & Riggio, New York, denies he was raised in a tobacco plant nursery and swaddled in an auctioneer's leaf. But he cannot escape the industry diagnosis that he was born with tobacco in his blood.

Son of a distinguished tobacco family, Mr. Riggio was born in New York City on Aug. 7, 1911. He was educated at Yale U., where, it is reliably reported, he smoked.

It was early in 1933 that he joined the American Tobacco Co. to serve his apprenticeship in the southern leaf markets. He then moved into the plant and became a tobacco leaf buyer, remaining with the firm for three years.

At the end of that time he returned to New York and joined his first agency, N. W. Ayer & Son, as an assistant account executive. Under Jack Hunter he helped handle the American Telephone & Telegraph Co. account, marking the first and presumably the last time that he was not in some way involved with tobacco.

The lure of the golden leaf brought him back with a king-sized enthusiasm in 1940 when he joined his brother as an officer of the newly formed company which manufactured Regent cigarettes.

At the end of seven years service with the firm, Mr. Riggio returned to American Tobacco Co. as director of sales and advertising.

Three years later—in 1950—he formed, together with Peter Hilton, the agency that bears their names, and Regent cigarettes was enlisted as one of their major accounts.

In addition to that product, the firm handles Colonial Airlines, Seabrook Farms, Schine Hotels, Evyan perfumes and others. Regents currently sponsors America Calling on CBS Radio, half-hour once a week, while Seabrook Farms is underwriting The Private Files of Matthew Bell with Joseph Cotton on MBS.

The Riggios—she is the former Marcella Modra—have been married for 17 years. They have 14-year-old twin boys, Louis and Phillip. The family lives in an apartment in Ardsley-on-the-Hudson. His principal hobby is tennis.
THOMAS B. COLEMAN and BARRETT WELCH elected vice presidents of Sullivan, Stauffer, Colwell & Bayles Inc., N. Y.


CHARLES F. SOUTHWARD, vice president, Harry Atkinson Adv., forms SOUTHWARD & Assoc., 134 N. La Salle St., Chicago. Telephone is Franklin 2-8100.

STEPHEN SIDDLE, space buyer, Bermingham, Castleman & Pierce Inc., N. Y., named media director in charge of purchasing all radio-TV time.

ROBERT L. NOURSE Jr., account executive, and DORIS MORGAN, his executive assistant, Dancer-Fitzgerald-Sample Inc., Hollywood, to Roy S. Durstine Inc., L. A., as account executive and member of media department, respectively.


H. BECHTEL SMITH, vice president in charge of advertising and sales, Royal Lace Paper Works Inc., Brooklyn, elected vice president and partner, Kiesewetter Assoc. Inc., N. Y.

LAWRENCE RUSSONIELLO, Aldridge Assoc., Phila., to John R. McAusland & Co., same city.

MICHAEL A. DAVENPORT, advertising department, Meier & Frank Co., Portland, Ore. (department store), to Don Dawson Co., that city, in creative-radio TV departments.

THOMAS P. KENNEDY, national news desk, New York Times, to copywriting staff, Caples Co., N. Y.

IRVING PADEREWSKI appointed art director, Getchal Co., N. Y.

DAVID W. MILLS, assistant art director, Ted Sommers Inc., Bridgeport, Conn., promoted to art director.

FREDERICK C. MCCORMACK Jr. to public relations staff, Geare-Marston Inc., Phila.


WEST PACIFIC Agency, Seattle, moves to 622 Broad St., that city. Telephone is Alder 3993.

H. G. SAMPLE Adv., Atlanta, moves to Suite 302, Glenn Bldg., same city.

BROADCASTING  •  Telecasting
RADIO PUTS SALES IN TV SET

- Yes...it took Radio—WDSU radio—to stir up the air waves and send TV set sales "billowing" for a New Orleans department store.*

- Here's how it happened: the store decided to test the effectiveness of its advertising with a special sale of television sets. For the test, one-half the advertising budget was used for radio spots on WDSU. A competing medium was allotted the other half of the budget.

- An impartial survey group—Advertising Research Bureau Inc.—interviewed customers who had been attracted to the sale, and found that 47.2% had learned about it from listening to WDSU. Only 20.8% had been attracted by the other medium. WDSU's magnetic air waves produced over twice as many prospective buyers!

- And when it came to sales figures, WDSU's radio customers spent 44.8% of the total dollar volume, as compared with the other medium's 23.7% of the total.

- Dollar for dollar—WDSU can "hoist" your sales...and keep them filled in the "Billion Dollar New Orleans Market!"

*(Name and details on request)

- Write, Wire, or Phone Your JOHN BLAIR Man

---

new business

Spot • • •

CALIFORNIA LIMA BEAN GROWERS Assn., Oxnard, starts spot announcement campaign in five TV markets, for 13 weeks from Oct. 15. Stations are WBEN-TV Buffalo, WHAM-TV Rochester, WAVE-TV WHAS-TV Louisville, WTIV (TV) Richmond and WSAZ-TV Huntington, W. Va. Agency: Mogge-Privett Inc., L. A.

AMUROL PRODUCTS Co., Chicago, will test new chlorophyll tooth-powder with 15 minutes weekly participation in Ruth Lyons Show on WLWC (TV) Columbus, WLWT (TV) Cincinnati and WLWD (TV) Dayton for 13 weeks. Agency: James Frankel, Chicago.


PHILLIPS PETROLEUM Co., Bartlesville, Okla., to sponsor Douglas Fairbanks Jr.'s International Theatre in 19 markets. Series of 39 films is being produced in London by Dougfair Corp., and is available for local or regional sponsorship on television on syndicated basis. Agency: Lambert & Feasley, N. Y.

Network • • •

CLUB ALUMINUM PRODUCTS Co., Chicago, renews Club Time, Sat., 5:45-6 p.m. EST over ABC radio for 52 weeks, starting Nov. 1. Agency: Buchanan & Co., Chicago.

S & FINE FOODS Co., S. F. (coffee, other products), added five Columbia Pacific Radio stations to current 14 CPRN station line-up of Second Cup of Coffee Club, Oct. 6. Contract for five times weekly quarter-hour program on 19 CPRN stations runs through April 29, 1953. Agency: Foote, Cone & Belding Inc., S. F.

Hazel Bishop Inc., N. Y. (No-Smear lipstick), will add sponsorship of Tues. and Thurs. portions of Loreno Jones on NBC radio, effective tomorrow (Tuesday). Advertiser previously sponsored Mon., Wed. and Fri. segments, will now be represented five times weekly. Agency: Raymond Spector Inc., N. Y.

Agency Appointments • • •

GODELL'S CURTAIN Mfrs., N. Y., appoints Dowd, Redfield & Johnstone Inc., same city. Radio will be used.

MANUFACTURERS BANK & TRUST Co., St. Louis, appoints Warner, Schenkel, Todd & Assoc., same city.

CALAVA GROWERS, L. A., appoints Foote, Cone & Belding Inc., that city.

HOBERG PAPER MILLS, Green Bay, Wis., names Campbell-Mithun, Chicago, effective Nov. 15. Broadcast media being considered.


Adpeople • • •

JAMES McCLELLAN to sales promotion staff, Kraft Foods Co., Chicago. JAMES R. BLOCHI, assistant to advertising and sales promotion manager, Nesco Inc., to Kraft's advertising department as assistant to TED JEFFERY, cheese products advertising manager.

ROBERT K. BYARS named assistant advertising manager of Standard Oil of Indiana, Chicago.

WALKER WAY named director of advertising and merchandising for Chrysler Div., Chrysler Corp. JOHN H. CARON is advertising manager.

JOHN H. BOYLE, director of TV, WAVE-TV Louisville, to Reynolds Metals Co., same city on advertising staff, in charge of radio-TV.
For many past favors, our thanks. For another 25 years of ever-growing service we pledge our constant endeavors:

**ADMINISTRATIVE**

J. N. Heiskell, President  
H. B. Patterson, Jr., Secy.-Treas.  
W. V. Hust, General Manager  
R. Joe Myers, Administrative Asst.  
Eunice Moore, Bookkeeper  
Millie Berg, Secretary  
Betsy Laster, Receptionist

**SALES—PROMOTION**

Oscar Alagood, Local Sales Mgr.  
Robert Hicks, Promotion Manager  
Mina Owen, Traffic Manager  
Jim Stuart, Salesman  
Betty Baskette, Secretary

**PROGRAM**

Harris Owen, Program Director  
Pat Watkins, Continuity  
Jim Key, Announcer  
Bob Hess, Announcer  
Alvin Dent, Announcer  
George Moore, Sports  
Bob Parker, Music Librarian

**NEWS**

Mark Weaver, News Director  
Gene Goss, Newsman  
Randy Gover, Newsman

**ENGINEERING**

Kermit F. Tracy, Chief Engineer  
Art Beem, Plant Supervisor  
Ed Sumer, Control Supervisor  
Blande Perry, Engineer  
Lowell Duty, Engineer  
John Bailey, Engineer  
Raleigh Wilson, Plant Protection  
Vernon Gotcher, Control  
Miles Waldron, Control  
Lee Bryant, Control  
Thad Wells, Control  
Max Greene, Maintenance

From its birth as a 50-watt portable transmitter, then known as WLBN on 1470 Kc, whose first voice was heard at the state fair in Little Rock on October 6, 1927... when it was purchased by Roy E. Steuber, still one of its stockholders, and made a permanent part of the business life of Arkansas... on through the summer of 1928 when it became known as KLRA with 500 watts power and a spanking new T-type antenna system... through the years of constant growth and increasing service to its community and state... until today, when it enters its twenty-sixth year of service to Arkansas and has become more than ever before “Arkansas’s Listening Habit”... KLRA has ever had uppermost in its mind the one thought of SERVICE through a well rounded program of interest to all its listeners—urban and rural—and in keeping with its responsibilities. Conspicuous, we believe, has been our long association with Columbia Broadcasting System—since November 11, 1928—in bringing to the people of Arkansas the outstanding programs of this great network. Our association has been mutually pleasant and beneficial.
feature of the week

WBMS Boston is now operating in the black for the first time in six years. In four months the station has increased its billings 70%. The number of sponsors is up over 100%. All this is in spite of a 25% rate increase and the normal summer business lag.

Managing Director Norman Furman, who took over as active head of the station last May, credits this remarkable about face to creative local programming.

When Mr. Furman began operating WBMS he made an intensive study of the 12 other stations, including four network and two TV, that served the listeners.

As the sixth manager for the station in five years he wanted to see for himself and was not ready to accept the advice of agency and advertiser people that he hire some good disc jockeys and attempt to appeal for audience on the same level as his competitors.

Anxious to carve a distinct niche for WBMS, he decided to attempt a station appeal to mature listeners, especially the housewife. A staff meeting agreed to institute a policy of sweet, soft music the majority of the time.

Programs such as Music of Yesterday, Journey Into Melody, Capitol's Corner (program of music and poetry), and others were created. Since Boston is a city of culture with a keen appreciation for good music, Saturday Symphony Matinee and Sunday Opera Matinee programs were initiated.

More and more of the station's news time was turned over to items of local interest. Your City Today is a regular program.

Contracts were signed with Boston's James Michael Curley, four-time Mayor and once Governor of Massachusetts, to do a father and son program with his son, George. The program went on the air on Father's Day, June 15, and the station received nationwide publicity. CBS-TV televised the first broadcast nationally. One network station carried the news in Boston on its news broadcast. Sponsors who had never considered WBMS (Continued on page 46)

strictly business

from the army in January, 1946, when he learned of an opening for a “continuity writer and exploitation man” with WHOT South Bend.

With a smile, Bill Kelley recalled that he honestly asked friends, “What the hell is continuity and exploitation?”

At the Indiana station, he learned quickly. Before long, the words, “continuity” and “exploitation” were an everyday part of his vocabulary. In addition, he was handling promotion and public relations.

In September 1947, he accepted a position at KFIA Amarillo, Tex. “It was my initiation and baptism to Texas,” said Mr. Kelley, who now proclaims his enthusiastic loyalty to the Lone Star State.

“Upon arrival in Amarillo, and not until then, did I learn that I was sportscaster, newscaster and special events man. I had arrived Saturday night and the following (Continued on page 47)
Advertisers and advertising agency people are unanimous in saying that the Welcome Mat is always out for the salesman who brings helpful information and who presents it capably and intelligently.

That is one of the reasons why H-R men find so many Open Doors. The youngest man in the H-R organization has had at least ten years of sales and advertising experience. And from a minimum of ten years, the years of experience range up to thirty.

H-R men know their business; they know the facts about the stations on their list and they can meet advertisers and agency executives on grounds of equality.

It is not difficult to understand — the more Open Doors, the more national spot billing for AM and TV stations. It pays to send a MAN to do a MAN'S work.
one low rate “corners” this
great West Virginia Market

Here’s the lush potential in “Personality’s” half-million volt area alone!

TOTAL POPULATION | 992,994
TOTAL FAMILIES | 250,337
RETAIL SALES | $543,571,000
FOOD SALES | $111,735,000
GENERAL MERCHANDISE SALES | $80,496,000
FURNITURE AND HOUSEHOLD GOODS SALES | $29,969,000
EFFECTIVE BUYING INCOME | $965,894,000

Source – U.S. Census and BMM Survey, 1950

POWER
PROGRAMMING
PROMOTION
EXPERIENCE

Two power-packed stations to provide a double “knockout” punch... with FM for good measure.
The best in ABC and CBS network radio, plus a local flavoring of programming and news.
Publishing monthly audience-building consumer magazines to help promote your program and product.
Operated jointly and staffed by competent, capable personnel who live... and love... radio.

it costs less when you use “Personality”

the personality stations

Joe L. Smith, Jr., Incorporated • Represented nationally by WEED & CO.

<table>
<thead>
<tr>
<th>Marketbook</th>
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<td><strong>EDITOR:</strong></td>
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<td>I should have acknowledged the Marketbook... long ago. But, as you know, August and September are busy days... Your people seem to have done a good solid job. Any time you need to refer to it, drop in. It will be on the shelf behind my desk, and handy...</td>
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</table>

Frank Silversail
Radio-TV Timebuying Mgr.
BBDO
New York

**EDITOR:**
We would appreciate your sending us 10 copies of the booklet containing the complete situation report on post-thaw television. We would appreciate your rushing these 10 copies to us... |

Dorothy Warga
Mathisson & Assoc.
Milwaukee

**EDITOR:**
We should have acknowledged the Guidebook, a special status report of television applications, grants and processing lines, was published in a limited edition which, of financial necessity, could not be generally circulated. A few copies are available at $1 each... |

**EDITOR:**
In the handy and useful article department, “TV Goes Nationwide” takes first prize... |

Walter E. Wagstaff
General Manager
KIDO Boise, Ida.

**EDITOR:**
We want to compliment you and your staff on publishing “Businesses Built By Radio.” We think this is one of the finest issues that has come our way in a long time. If extra copies are available, would you please send us 100... |

Phil Jackson
General Manager
KWCO Cheyenne, Wyo.

**EDITOR:**
Thank you for your TV Guidebook. During the past 25 years I have seen a fair number of other industry publications doing what was and is considered a good job in their fields, but your efforts top them all. You continue to amaze me... |

Thomas J. O’Brien Jr.
President
American National Video Productions Inc.
Chicago

**EDITOR:**
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Harry C. Wilder
President
WSYR-AM-FM-TV
Syracuse, N. Y.

**EDITOR:**
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Sy Weintraub
Vice President
Motion Pictures for Television Inc.
New York

**EDITOR:**
You and your staff are doing a very able job—and a very fair one—in covering the television industry...
NOW OFFERS MORE FOR LESS

ONE RATE from 7:00 A.M. to 10:30 P.M.
EFFECTIVE NOVEMBER 1, 1952

NOW, more than ever before, WGN is the greatest buy in the Middle West:

<table>
<thead>
<tr>
<th>Radio Homes</th>
<th>Homes Available</th>
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<tbody>
<tr>
<td>In WGN's Coverage Area</td>
<td>Per Dollar**</td>
</tr>
<tr>
<td>Six Years Ago</td>
<td>3,761,000</td>
</tr>
<tr>
<td>One Month Ago</td>
<td>5,079,000</td>
</tr>
<tr>
<td>NOVEMBER 1</td>
<td>5,079,000</td>
</tr>
</tbody>
</table>

This means, as of November 1, you can reach 7,109 more homes per dollar than you could six years ago, and 5,644 more homes than a month ago...WGN, the BEST advertising buy in the Middle West.

*Nielsen Radio Index  **Based on Class A, 1 time, hour rate

A Clear Channel Station... Serving the Middle West

Chicago 11
Illinois
50,000 Watts
720 On Your Dial

BROADCASTING • Telecasting  October 13, 1952 • Page 19
New accessibility puts every component at your fingertips. One latch opens both hinged sides and top. Dual bar handles provide better grip and easier carrying.
Here is the all-new TV camera the industry is talking about. The camera the leading networks are planning to use in their new Hollywood studios! The camera which will be used in most of the new stations this year—and next!

Leading network engineers (after careful tests) have proclaimed the TK-11A the finest camera ever produced, easiest in the world to handle, and the simplest one to get at.

The TK-11A has all the proven performance of the world-renowned RCA TK-10—plus these new features:

**NEW** 7-inch viewfinder picture tube produces larger, brighter, and sharper pictures to help the cameraman.

**NEW** plug-in, high-stability video amplifier—with frequency response uniform to 8.5 Mc!

**NEW** fixed-position alignment, coil for the Image Orthicon. Electrical control of coil eliminates all mechanical adjustments!

**NEW** plug-in blower for cooling the deflection coil and the Image Orthicon!

**NEW** electronic-protection system guards your Image Orthicon against deflection failure, or loss of driving signals.

**NEW** "overscan" control takes burden off Image Orthicon during warm-ups and rehearsals; new vertical reverse switch for film pick-ups.

For complete information on the TK-11A, call your RCA Broadcast Sales Representative.
Delaware Tops all U.S. in 1951 Average Income*

WDEL
AM · FM · TV
TOPS
all stations in this
richest market.

Let it sell your
product effectively,
economically.
Write for information.

Represented by
ROBERT MEEKER ASSOCIATES
New YorkChicagoLos AngelesSan Francisco

Figures released August 1952
by U.S. Dept. of Commerce.
RADIO’s fight for the advertising dollar is getting brisker, intramurally as well as with rival media.

In one of the latest developments, network salesmen were reported last week to be concentrating fire on spot radio with the argument that, commercial for commercial, the advertiser gets it cheaper on the network.

One advertiser, reported on the basis of his own experience, that networks are stressing the low-cost theme to such an extent as to appear to be competing—or trying to compete—more with spot radio than with newspapers, magazines, or even television.

Comparative figures indicate that, especially with the approximately 25% reduction in the cost of commercial time, the use of spot radio is increasing.

The “average” cost of a commercial placed on a spot basis in all of the approximately 1,200 radio markets of the country, according to the Station Representatives Association (formerly NARTSR), comes out to a little more than $7 per day time spot per station, and about $13 per evening spot.

This assumes the use of one station in each of the 1,200 markets and the use of the highest-priced station in multi-station markets.

Per-Station Cost by Networks

NBC authorities reported, as a “typical” case, that a quarter-hour evening strip on the network’s 199 stations would cost, say, $30,000 to $50,000 a week—which would figure down to about $10 per commercial message per station. This is based on three commercials per quarter-hour, or 15 per week.

At CBS Radio, where the same weekly figure—$30,000—was given for a typical evening quarter-hour strip, the cost per commercial message would be slightly higher because slightly fewer stations are involved—193 as against 199 at NBC.

The six-station difference would add up to approximately 30 cents to the per-commercial-per-station cost on CBS Radio.

These “typical” cases, officials said, reflect the recent reductions of approximately 25% in evening time charges. But in daytime periods, where costs were raised slightly, they also cited low “costs per commercial” through the sponsorship of network shows.

A “typical” NBC example was described as a quarter-hour strip costing around $18,500 per week. This cost, it was said, would average out to $6.17 per commercial message per station.

Approaching the question from another angle, NBC authorities said a weekly evening half-hour show costing $12,000 for the full network would average down to about $50 per commercial per station.

The network emphasis on cost-per-spot drew, naturally, a quick response from national representatives.

Tom Flanagan, managing director of Station Representatives Assn., stressed the flexibility and local appeal and sales pull which he said are natural advantages of spot broadcasting over network broadcasting.

Cites Pin-Point Placements

The advertiser who has to buy an “arbitrary network,” he said, must buy markets which are not necessarily productive for him, whereas in spot the sponsor can pick both the markets and the time of broadcast which are most suitable for his product.

Additionally, Mr. Flanagan said, spot radio advertisers can employ local shows—newscasts, disc jockey programs, farm shows, participation programs—with established and known appeal to particular audiences.

He also called attention to widespread use of spot by major advertisers—citing especially Ralston-Purina’s use of 568 stations in a single campaign; B. C. Remedy Co.’s use of 560; Lipton ice tea, 567; and Dodge automobiles, 456.

The president of a leading representative company meanwhile pointed out that the network advertiser must use that network’s affiliate even though it may rank third, fourth or fifth in its market and a competing advertiser may be using a more popular station there.

“Further,” he said, “network costs to the advertiser are on the basis of the rank of the town and not according to the sales draw of that town. In the South, yet the network advertiser is compelled to advertise more in the comparatively barren markets than in the smaller but more fertile ones.”

RADIO-TV VOTE-GETTING

AHH Lauds Aid

Both Claim Advantages

OCTOBER 13, 1952

SPOT-NETWORK COMPETITION
LENSEN & NEWELL
To Be Launched Tomorrow

THE ADVERTISING agency firm of Lennen & Newell Inc., succeeding the 28-year-old firm of Lennen & Mitchell, will be launched officially tomorrow (Tuesday).

In announcing details at a news luncheon last week in New York, Philip Lennen, chairman of the board of directors, said that "since our new set-up got going last June . . . we have added 10 million dollars in billing." Thus, the new agency will start off with 30 million in charge of their desks.

Other officers of the company are: H. W. Newell, founder, president and chief executive officer and previously a partner of Geyer, Newell & Ganger; Adolph Toigo, executive vice president and general manager; John McQuigg, executive vice president in the Detroit office; Walter Swartzfager, senior vice president and chairman of the executive committee; Walter O'Meara, senior vice president and executive director of all creative departments; Nicholas E. Kenny, vice president and radio and TV director; Peter V. Kesov, vice president and radio and TV copy chief.

About 50% of the agency's billing is in radio and television, Mr. Lennen said. He emphasized the agency's faith in its personnel.

Mr. Lennen said that in serving any advertiser the agency would follow four elemental steps:
1. (a) Determine what the consumer wants most in the advertiser's type of product; (b) determine whether these advantages are evident in the advertiser's product; (c) if not, determine if it is practical and economical to incorporate these advantages; (d) tell the story of these consumer-desired merits of the product interestingly and factually without relying on mere clever words and witty slogans.

Firm's Accounts

Accounts represented by Lennen & Mitchell at the time the new firm was announced May 29 were: Atlantic Sales Corp., Calvert Distillers Corp., Colgate-Palmolive-Peet, Dorothy Gray, Lenn & Fink Products Corp., P. Lorillard Co., Jos. Schlitz Brewing Co., Scripps-Howard Newspapers, Swedish-American Line and Tide Water Associated Oil Co., all of whom will continue to be served by Lennen & Newell. In the past four months, the following accounts joined Lennen & Newell: The Carlton House, Chicopee Mills Inc., Lummie Division, Emerson Drug Co., P. Lorillard Co. (Embossed cigarettes), Joseph Schlitz Breweries Inc., and United Aircraft Corp.

ABC Buys 'Millionaire'

ABC's radio and television versions of "Lust Like a Millionaire" to ABC was announced last week by Masterson, Reddy & Nelson, New York, package producers. Radio show will begin Nov. 3 on Monday through Friday basis, 11:11:30 a.m. EST, as part of ABC's Pyramid sponsorship plan while the video version will premiere this Saturday (7:30-8 p.m. EST) under the sponsorship of Charles Ante1 Inc., Baltimore.

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**MERRILL POST**

**Election Is Key to Permanency**

[See Our Respect To, page 80] BY LATE Tuesday this week FCC once again will be operating with a five-man panel. Chairman as Eugene Hyde Merrill, Democrat of Utah, takes the oath of office. A recess appointee of President Truman, he will fill the unexpired term of Robert F. Jones, the former Republican Congressman from Ohio who resigned from the FCC a few weeks ago to enter private law practice [B&T, Sept. 22].

The name of Mr. Merrill—a man whose engineering background includes communications, electronics, allocations and administrative regulation, Office of Program and Requirements, Defense Production Administration. He will take the oath of office at FCC on Tuesday at 4 p.m. Mr. Merrill is to take over the offices vacated by Mr. Jones.

Ex-Comr. Jones now is a senior partner with the Washington radio law firm of Blank, Fensterman, Baron in association with Arthur Scharfeld and Theodore Baron. Mr. Scharfeld is president of the Federal Communications Bar Assn.

FCC's Political Complication

The Merrill appointment changes the political complexion of the Commission to Democratic—four Democrats to two Republicans and one Independent. Previously it had been three each for the two major parties. Shortly before Mr. Jones took the oath of office at FCC on Tuesday, Pm., Mr. Merrill is to take over the offices vacated by Mr. Jones.

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**MBS board chairman and president, Thomas F. O'Neill (I), is congratulated by J. Robert Cooper, conference chairman of the American Television Assn. convention, after Mr. O'Neill's address, "Wavelengths and Wheels," was delivered Oct. 6 at the New York convention.**

White House, he similarly, at the time for formal confirmation, could submit another name. But this is considered unlikely since Mr. Merrill is President Truman's choice and the appointee by his own admission is an admirer of the President and a staunch supporter of the present Administration. In the light of Mr. Merrill's experience in several fields analogous to his prospective FCC duties, it is felt the Democratic Presidential

(Continued on page 48)

**COMPATIBLE COLOR Next Summer—Loughren**

AN IMPROVED "compatible" color television system developed by National Television Systems Committee will be ready for submission to the industry and FCC next summer, according to A. V. Loughren, Hazeltine Electronics Corp., speaking at the 22nd semi-annual convention of the Society of Motion Picture & Television Engineers.

Mr. Loughren is chairman of the Committee at the present time, but NTSC told engineering delegates at the week-long Washington, D. C. convention that he was speaking as an individual and not in a committee capacity.

Herbert Barnett, assistant to the general Precision Equipment Co., was elected SMpte president. He succeeds Peter Mole, of Mole-Richardson Co.

Describing progress of NTSC's long-range color TV project, Mr. Loughren said the committee has been testing signal standards developed over a year ago. The all-electronic compatible system produces an "entirely adequate signal for commercial broadcasting as it stands," he added, but tests show minor improvements are still possible.

The NTSC standards have been described as closely related to the all-electronic system developed by RCA.

Testing is now underway to determine if more improvement can be made, and how, according to Mr. Loughren. When these have been completed, different types of tests will be made by an objective group within the committee which will serve as a self-checking organization.

One NTSC group has developed the standards by research, with another conducting neutral tests and criticizing. When these are completed the NTSC project will be submitted to the industry with recommendations.

Next step will be to ask FCC to reopen the color television case. This will be done by an individual company or group, it is believed, since NTSC is not considered a party in interest.

Progress Made

Progress has been made in fitting the color signal into the 6 channel bands, according to Mr. Loughren. He said sharpness of the color image depends principally on brightness information rather than color difference, showing illustrations to bring out the point.

RCA and Bell Laboratories have worked out ways to conserve spectrum space in color transmission, using some of the black-and-white band width for picture information, he said. The color information, he explained, is fed into unused space between components in the black-and-white signal. By this means the 4 mc portion of the TV channel is considered adequate for the color job.

Referring to theatre television, Mr. Loughren said one type of apparatus appears to provide a better color image than others. System considerations are more important than a long-range viewpoint then apparatus, he added. He suggested the theatre industry make sure the system adopted is not one that has inherent limitations. Systems that require transmission of twice as much information as simultaneous systems, he said, to provide an image of comparable quality, thus using up more spectrum space. The Eidophor system has drawn favorable comments from theatre operators who have seen it in action.

The SMPTE meeting opened Monday at the Hotel Statler, Washington. The agenda included nearly 100 papers on TV, motion picture, film, high-speed photography and related fields.

Signal Gen. began work demonstrated a mobile TV system housed in four busses. Sgt. John S. Auld, of Mineola, L. L., video superintendent, described the system to the convention, while Mr. Auld had continued their address. Mr. Auld down went to the mobile unit outside the hotel. The tape was stopped and he continued his address via a television signal picked

(Continued on page 88)

October 13, 1952 • Page 25
A CASUAL request by a WEMP disc jockey has led to one of the most successful local morning shows in the country. Every Milwaukee listener now knows THE COFFEE CLUB which has boosted WEMP’s morning audience 146% in a little more than three years. Furthermore, there’s a waiting list of eager would-be sponsors.

WEMP’s MORNING ‘COFFEE CLUB’

Boosts Audience 146%

Would You:
—Like to boost your morning audience 146% in a little over three years?
—Enjoy having your station referred to as the leading “food” station in your area?
—Be interested in an “early morning show” that is sold out with a long list of eager sponsors waiting to snap up the first vacancy?

If the answer is “yes” to any, or all, of those three questions it will be worth your while to read about a disc jockey called “Coffeehead” Larsen. He is heard each morning from 6:00 to 10 a.m. on WEMP Milwaukee.

Early in 1949 a young deejay on WEMP remarked over the air that it would be a nice thing if he had a hot, steaming cup of coffee.

Maybe he didn’t realize at that time the full power of radio, but he soon found out. The next day’s mail brought several pounds of coffee, some coffee pots, six tin cups and one made of china.

Bob Larsen was quick to get the idea. He installed a hot plate near the microphone, perked fresh coffee several times each morning, and drank it while spinning records and giving time, temperature, weather and news reports. The show was given a new name: The Coffee Club.

That gave the listeners more ideas—they began calling him “Coffeehead,” a name that has stuck to this day.

Young Larsen continued to develop the idea. He invited Mrs. Schulz and Mrs. Michalski to sit down at the kitchen table and have a cup of coffee with him as he drank his in the studio. He created a “homey” informality that pleased and attracted listeners.

Up until this time the commercials on the Larsen program were whatever the station could sell—a usual cross-section of local and national advertisers.

One day, Tom Dyson, account executive of WEMP, got a call from a salesman for a coffee concern which was interested in the brand of coffee Larsen was drinking. He was willing to furnish him with a year-round supply, free, for a plug. Mr. Dyson was too smart for that oldie and informed the chiseler that WEMP time was for sale at card rates.

But the call set him thinking. He began searching for a sponsor who would “tie in” with the Coffee Club idea.

Mr. Charles Wantz, of E. R. Godfrey & Sons Co., Independent Grocers Assn., wholesale supply depot, was the first to go on a definite schedule when he bought six one-minute announcements per day.

This was in August. Mr. Wantz told WEMP that he had never used radio before and looked upon the idea strictly as an experiment. In six months the schedule was doubled, using the original six for coffee and the additional half dozen for other IGA products.

Mr. Wantz was so pleased with results and with the increasing popularity of the program that when IGA began, early in 1960, to convert to super market type stores, he requested Mr. Larsen to make personal appearances at each opening and enunciate the ceremonies. A nominal fee was charged by the station for this service.

About this time the IGA spot announcements were converted, at the station’s suggestion, to exclusive sponsorship with the grocers taking three 10-minute segments Monday through Saturday. Listening had been increasing so rapidly that the show, which until this time had been from 6:30 to 9 a.m., was increased to four hours, 6-10 a.m. each weekday.

The connection between the Godfrey firm, station executives and Mr. Larsen has become closer each year. Hugh K. Bolce, WEMP manager, explains that “all WEMP announcers are hired on their sales ability. Their approach to the listeners must be informal, down-to-earth and friendly.”

In line with that policy, Mr. Larsen’s handling of commercials is informal and friendly in manner. He is given a free hand to interpret as he pleases and never reads them verbatim.

He meets with Godfrey executives at 2 p.m. each Tuesday to go over advertising plans for the future and review results. “In effect,” Mr. Larsen says, this type of contact “creates a closer relationship between the announcer, the sponsor and the product. The Godfrey sales executive sells me on the product directly. I also test each product personally before talking about it on the air.”

Each year on the last Sunday in May the IGA “family” of about 5,000 people gathers in the Milwaukee Auditorium. Mr. Larsen passes out coffee and personally meets each of the 450 IGA store owners in the state. This year D. J. Godfrey, board chairman of the firm, told store owners that in “the previous 17 months the IGA organization in southern Wisconsin has increased its annual sales potential by 19.6 million dollars.”

This increase is credited to the long-range program of conversion to super markets which has been undertaken since the firm started using the radio program. Each of the markets is independently owned, a fact Mr. Larsen stresses in his patter.

All 203 IGA stores in the WEMP primary area have their radios tuned to the station and Mr. Larsen continually salutes individual stores. He asks supervisors to check listenership in the stores while he is on the air.

Each day one IGA store proprietor is given special mention as “The Store Proprietor of the Day.” His name, store, address and phone are repeated six times during the program.

During the years Mr. Larsen has visited each of the 450 IGA stores.

During his recent appearance at

(Continued on page 118)
PROSPECT that the 83d Congress will be asked to overhaul current campaign practices and to improve citizens with political broadcast problems was held out last week.

Signs pointing in that direction were seen in the wake of FCC's rejection of a National Ad Pros request for Stevenson that request the Commission probe the $2 million "blitz" spot drive assertedly planned for Gen. Dwight Eisenhower and Adlai Stevenson (Oct. 7).

In rejecting the petition, the Commission said, however, it "will consider any specific information you are able to supply with respect to Communications Act requirements, but suggest that Corrupt Practices Act matters would more appropriately be pursued with the Dept. of Justice."

Letter to Ball

FCC's reply was contained in a letter from Chairman Walker to George W. Ball, executive director of the volunteers' group, which had filed the original protest from Springfield, Ill., the Stevenson campaign headquarters.

Collateral developments on this phase of the political broadcast issue were reflected elsewhere—in Denver where Sen. Edwin C. Johnson (D-Col.) lent his support to the Democratic Party cause, and on Capitol Hill where a Senate subcommittee moved quietly to elicit information from radio-TV stations on their political time practices.

There also was evidence that NARTB and the Justice Dept. might be drawn into the controversy, which involves the equal time provisions of Sec. 315 of the Communications Act. Whether the volunteers' organization would file a complaint with the Justice Dept. was not known.

In his reply to Mr. Ball, a Washington attorney who sparked the volunteers' action with an attack on "powerful hucksters" in the national presidential race, Chairman Walker said the Commission had no specific information on the existence of the plan . . . or the participants, if arrangements have been made."

Chairman Walker stated:

"In the absence of such information, including the names of any stations which may be involved, and what steps, if any, have been taken on behalf of your candidate to secure a share of such time as may become available, we can make no determination as to whether any violation of Sec. 315 . . . will occur. That section GENERALLY requires that a broadcast licensee afford equal opportunities to legally qualified candidates . . . . [Note: Capitalization for emphasis supplied."

Mr. Ball had asked FCC to publish names of "all sponsoring corporations which have agreed to take part in this scheme, as well as the names of all radio and TV stations participating."

Despite their denials, he added, they are speeding up their spot plans.

"We know they are asking some of the largest advertisers in the country to release some of their choice advertising time," Mr. Ball said.

He also sent out thousands of telegrams seeking radio-TV money on behalf of the Volunteers for Stevenson. The Citizens for Eisenhower Committee is embarked on a similar drive.

Mr. Ball also dispatched a copy of the protest to Justin Miller, NARTB board chairman and general counsel, with a note intimating that the plan may suggest "ethical considerations you may wish to examine."

President Harold E. Fellows commented during the District 5 meeting at Atlantic, Ga., that the purported plan was "perfectly ethical" providing equal time is made available to both candidates.

He urged broadcasters to exercise caution in handling political time (see separate story).

Sen. Johnson, chairman of the Senate Commerce Committee and perennial watchdog over FCC operations, reportedly had informed Mr. Ball that the Commission is "duty bound by law" to inquire into the plan.

"If the facts show that such a program is proposed and that it

MIKE AT $68 DOES IT FOR IKE

And Quite a Few Turn Out in Kalamazoo

AT A COST of $68, radio hastily brought out 12,000 Kalamazoos to greet Gen. Eisenhower when his special train made an unscheduled stop at the Michigan station.

Local GOP officials were notified at 7:08 p.m. that Ike would talk off-the-cuff at 9:30 p.m. Robert J. Baker, public relations chairman of the Republican committee, called WKZO promptly and a news bulletin was released.

Four spot announcements were aired between 7:45 and 9 p.m. By the time the candidate's train arrived, 12,000 people plus two hastily assembled bands were on hand.

The afternoon newspaper had no commitments had been received to indicate the candidate would make an appearance on his car platform.

Gen. Eisenhower looked at the human log-jam and observed, "I am flabbergasted, surprised and honored."
NETWORK SALES

Both Radio-TV Take Sharp August Rise

ANTICIPATING the opening of the fall season, time sales of the nationwide radio and TV networks in August rose sharply from their July low, according to figures compiled by Publishers Information Bureau on the expenditures of advertisers on radio and TV network time. Combined gross for all the networks during August totaled $25,675,765, a rise of 19.1% above the July total [B*T, Sept. 22].

It should be noted that the July figure does not include sponsorship of the national political convention radio network coverage by Admiral, Philco and Westinghouse. When those figures are included they narrow the gap between the July and August grosses. But for normal non-election year business the PIB data indicate beyond doubt that an upswing in network business began in August.

The number one network client, Procter & Gamble Co., for example, invested $2,118,807 in network time during August, compared to $1,488,342 (before discount), to $1,583,581 in July, an increase of 23.8% (Tables I and IV).

Other leading advertisers increased their purchases of network time in August. Comparison of Table II showing the leading radio network advertiser in each product category during August, with the same table for July [B*T, Sept. 22] shows that in 19 classes of advertised goods or services on the radio networks, more time was purchased in August, with only four categories whose leading network user spent less that month than July. In the TV network list (Table V), the score is 19 to 3, with the same table for July by [B*T, Sept. 22] shows that in 19 classes of advertised goods or services on the radio networks, more time was purchased in August, with only four categories whose leading network user spent less that month than July. In the TV network list (Table V), the score is 19 to 3, with the same table for July.

Total billings for each type of advertiser on the networks in August (Tables III and VI) also reflect the business improvement. In network advertising (Table III), 21 of the 29 classes of advertisers accounted for a larger gross in August than July. In network TV, 19 of 22 categories had greater grosses in August than July.

* * *

TABLE I

<table>
<thead>
<tr>
<th>Top Ten Radio Network Advertisers, August 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co. $1,197,347</td>
</tr>
<tr>
<td>2. Miller Brewing Co. 169,193</td>
</tr>
<tr>
<td>3. General Mills 88,805</td>
</tr>
<tr>
<td>4. General Foods Corp. 79,805</td>
</tr>
<tr>
<td>5. William Wrigley Jr. Co. 48,568</td>
</tr>
<tr>
<td>6. Gillette Co. 45,980</td>
</tr>
<tr>
<td>7. American Home Products Corp. 40,545</td>
</tr>
<tr>
<td>8. Chevrolet-Plymouth-Peugeot Co. 39,950</td>
</tr>
<tr>
<td>9. Calcolo-Palmquist-Peugeot Co. 291,918</td>
</tr>
<tr>
<td>10. Lever Brothers Co. 212,101</td>
</tr>
</tbody>
</table>

* * *

TABLE IV

<table>
<thead>
<tr>
<th>Top Ten TV Network Advertisers in August 1952</th>
</tr>
</thead>
<tbody>
<tr>
<td>1. Procter &amp; Gamble Co. $999,440</td>
</tr>
<tr>
<td>2. Chevrolet-Plymouth-Peugeot Co. 647,670</td>
</tr>
<tr>
<td>3. Lever Brothers Co. 572,043</td>
</tr>
<tr>
<td>4. Coca-Cola Co. 517,841</td>
</tr>
<tr>
<td>5. General Foods Corp. 541,175</td>
</tr>
<tr>
<td>6. General Motors Corp. 465,155</td>
</tr>
<tr>
<td>7. Liggett &amp; Myers Tobacco Co. 379,480</td>
</tr>
<tr>
<td>8. General Mills Inc. 353,501</td>
</tr>
<tr>
<td>9. Kellogg Co. 235,793</td>
</tr>
<tr>
<td>10. Ford Motor Co. 301,560</td>
</tr>
</tbody>
</table>

* * *

TABLE II

| Top Radio Network Advertisers by Product Groups for Aug. 1952 |

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Gross Time Expenditures</th>
<th>1952</th>
<th>1951</th>
</tr>
</thead>
<tbody>
<tr>
<td>Agriculture &amp; Farming</td>
<td>Allis-Chalmers Mfg. Co.</td>
<td>$28,300</td>
<td>11,600</td>
<td></td>
</tr>
<tr>
<td>Automotive, Auto. Access.</td>
<td>Ford Motor Co.</td>
<td>145,786</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Building Materials, Equip.</td>
<td>General Motors Corp.</td>
<td>86,413</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Confectionary &amp; Soft Drinks</td>
<td>Monarch Beverage Co.</td>
<td>66,154</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Gillette Co.</td>
<td>41,394</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Food Products</td>
<td>General Foods Corp.</td>
<td>586,650</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Standard Oil of Indiana</td>
<td>97,575</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Equipment &amp; Supplies</td>
<td>Procter &amp; Gamble Co.</td>
<td>133,906</td>
<td></td>
<td></td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Nookmeeke Steam Cotton Co.</td>
<td>47,024</td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

* * *

TABLE III

| Gross Radio Network Time Sales for August and Jan.-Aug. 1952 by Product Groups Compared to Same Period, 1951 |

<table>
<thead>
<tr>
<th></th>
<th></th>
<th></th>
</tr>
</thead>
<tbody>
<tr>
<td>Finance, Insurance</td>
<td>$243,557</td>
<td>$138,892</td>
</tr>
<tr>
<td>Tobacco</td>
<td>105,639</td>
<td>104,576</td>
</tr>
<tr>
<td>Cars, Trucks</td>
<td>183,444</td>
<td>314,174</td>
</tr>
<tr>
<td>Appliances</td>
<td>776,494</td>
<td>1,337,076</td>
</tr>
<tr>
<td>Toiletries</td>
<td>1,997,618</td>
<td>1,404,791</td>
</tr>
<tr>
<td>Household Equipment</td>
<td>61,785</td>
<td>70,076</td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>475,787</td>
<td>355,255</td>
</tr>
</tbody>
</table>

Total $10,757,244 $18,062,740

* * *

TABLE V

| Top TV Network Advertiser in Each Product Group for August 1952 |

<table>
<thead>
<tr>
<th>Product Group</th>
<th>Advertiser</th>
<th>Amount</th>
</tr>
</thead>
<tbody>
<tr>
<td>Apparel, Footwear &amp; Access.</td>
<td>International Shoe Co.</td>
<td>$53,425</td>
</tr>
<tr>
<td>Automotive, Auto. Access. &amp; Equip.</td>
<td>Ford Motor Co.</td>
<td>301,560</td>
</tr>
<tr>
<td>Bear, Wine &amp; Liquor</td>
<td>Pabst Brewing Corp.</td>
<td>145,786</td>
</tr>
<tr>
<td>Consumer Goods</td>
<td>General Foods Corp.</td>
<td>180,591</td>
</tr>
<tr>
<td>Drugs &amp; Remedies</td>
<td>Gillette Co.</td>
<td>81,301</td>
</tr>
<tr>
<td>Food Products &amp; Grocery</td>
<td>American Tobacco Co.</td>
<td>183,133</td>
</tr>
<tr>
<td>Gasoline, Lubricants &amp; Other Fuels</td>
<td>Gulf Oil Corp.</td>
<td>98,400</td>
</tr>
<tr>
<td>Household Equip. &amp; Supplies</td>
<td>American Home Products Corp.</td>
<td>101,580</td>
</tr>
<tr>
<td>Household Furnishings</td>
<td>Armstrong Cork Co.</td>
<td>199,955</td>
</tr>
<tr>
<td>Industrial Materials</td>
<td>International Harvester Co.</td>
<td>198,257</td>
</tr>
</tbody>
</table>

* * *

TABLE VI

| Gross TV Network Billings by Product Groups for August and Jan.-Aug. 1952 Compared to Same Period 1951 |

<table>
<thead>
<tr>
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<tr>
<td>Jewelry, Optical &amp; Cameras</td>
<td>$1,950,150 $241,205</td>
<td></td>
</tr>
<tr>
<td>Office Equip., Stationary &amp; Writing Supplies</td>
<td>$1,028,722 $602,001</td>
<td></td>
</tr>
<tr>
<td>Political Advertising</td>
<td>$1,033,645 $1,028,007</td>
<td></td>
</tr>
<tr>
<td>Retail Stores &amp; Direct Mail</td>
<td>$11,027,554 $10,351,290</td>
<td></td>
</tr>
<tr>
<td>Tobacco</td>
<td>$12,731,721 $12,731,721</td>
<td></td>
</tr>
<tr>
<td>Toiletries &amp; Toilet Goods</td>
<td>$359,564 $359,564</td>
<td></td>
</tr>
<tr>
<td>Miscellaneous</td>
<td>$750,226 $750,226</td>
<td></td>
</tr>
</tbody>
</table>

Total $212,736,521 $211,676,703

* * *

TABLE VII

<table>
<thead>
<tr>
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</tr>
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<td></td>
</tr>
</tbody>
</table>

Source: Publishers Information Bureau

* National political convention programs not included.

BROADCASTING * Telecasting
COTT ON RADIO

RADIO is "the only perfect advertising medium," NARTB District 6 (Ark., La., Miss., Tenn.) broadcasters were told at their Thursday-Friday meeting in Memphis by Ted Cott, NBC vice president in charge of its New York owned stations, WNBC and WNBCT (TV).

Appraising radio's present impact and its future possibilities, Mr. Cott said "the basic of advertising is repetitive, and only radio of all media has a low enough unit cost to allow purchase of multiple units with a turnover audience."

He contended radio has not been dramatized about what it does and "not exciting enough about what it should do." He added, "Broadcasting must retool its programming to meet changing times. Not television but other media, will kill radio but we may as well hold pre-mortem services for the bad (unimaginative) stations right now."

Henry B. Clay, KWKH Shreveport, La., presided at the sessions as district director. After hearing speakers discuss radio and TV problems, he said, "The broadcasters of Arkansas, Louisiana, Mississippi and Tennessee are very much aware of the need of revitalizing radio in the face of television's expansion. They will restate opportunities for a fresh approach to many forthcoming problems. Convinced radio is here to stay, they nevertheless are cognizant of the medium's changing position in the public and are prepared to do an even better job."

Review by Fellows

NARTB President Harold E. Fellows reviewed association problems at the Thursday morning session. He spoke also on WMCT (TV) Memphis in a recorded telecast prepared under direction of H. W. Chappell, WMCT-TV (TV) general manager. It was described as the first telecast by President Fellows during the district meeting series that started in mid-August.

The telecast was presented to the delegates at their annual banquet. Richard P. Doherty, NARTB employee-employer relations director, joined Mr. Fellows in a video recording on radio and television as a vocation. The film is to be made available soon to other TV stations.

In his telecast on WMCT Thursday, Mr. Fellows warned viewers against any group moving to control television, radio or any medium and urged them to "remember that that group is moving against you—and against your freedom to learn." He said it is "little wonder" such a powerful medium attracts all sorts of interests who criticize it thoughtlessly "and even in some cases would control it."

"Keep television free as you would guard your own freedom," Mr. Fellows said, "for when you are made to guard the integrity and freedom to perform the public medium you are defending a basic concept of democracy."

Mr. Clay appointed F. C. Sewell, WLAC Nashville, chairman of the resolutions committee. Other members were Storm Whaley, KUOA Siloam Springs, Ark.; Edgar Stern Jr., WDSU New Orleans, and Perry Shortall, WWMV Clarksville, Tenn.

A Friday TV panel included Walter Compton, WTIG (TV) Washington, as NARTB TV Board representative; Messrs. Slavick, Stern and Doherty, and John H. DeWitt Jr., and Irving Waugh, WSM Nashville.

William T. Stubbfield, NARTB station relations director, led a discussion of the membership problem. Ralph W. Hardy, NARTB government relations director, reviewed the regulatory and legislative situation in Washington.

Taking part in a news panel were Ed Ball, AP; Cliff Marshall, UP; Harold Baker, WSM Nashville; Lionel Swaim, WATO Oak Ridge, Tenn., and Mark Weaver, KLRA Little Rock.

Frank Grout, president of the Memphis Chamber of Commerce, spoke at the Thursday luncheon meeting.

NFL SUIT

ANNOUNCE NEW POSTPONEMENT

GOVERNMENT anti-trust suit against the National Football League, scheduled to start Nov. 6 [B&T, Aug. 11], has been postponed to Jan. 26, as it was announced last week.

Decision to change the date was made during a pre-trial conference in Philadelphia by U. S. District Judge Allan K. Grim. Originally, the trial was due to start last June.

The government's suit charges that the NFL engaged in a conspiracy in restraint of trade by restricting member football teams from freely selling radio and TV rights [B&T, Oct. 5, 1951]. The Justice Dept.'s complaint singled out Article X of the NFL constitution which obligates a radio-TV "blackout" when the home team is playing at home.

Pre-trial conference last week agreed to stipulations, order of testimony and other procedural questions.

OAKITE Opens Drive

OAKITE Products Inc., New York, is using a radio and television spot announcement campaign starting on varied dates early this month on 48 radio stations and 19 TV stations in 15 eastern markets for 15 weeks. Calkins & Holdren, Carlock, McClinton & Smith, N. Y., is the agency.

BROADCASTING * Telecasting
GREEN JOINS
Christal Firm From KOMO

RICHARD E. GREEN, KOMO
Seattle, manager of national sales and sales service, resigns effective this Friday, to become at 10:30 a.m. until the new West Coast office of Henry I. Christal Co., station representative, with headquarters in San Francisco.

The Christal office will move to 400 2nd St. in the Russ Bldg.

Succeeding Mr. Green at KOMO will be Bill Hub-bach, who recently returned to the station after two years in the armed services [B*T, Aug. 11]. King Mitchell, also of the KOMO sales staff, has been appointed to the newly established post of supervisor of local sales.

NABET WALKOUT
 Cancels Two NBC Shows

A WALKOUT by NBC engineers in Washington and Hollywood Oct. 5 forced the network to cancel the Colgate Comedy Hour on television and Meet the Press on both radio and TV.

Engineers at WRC and WNBW (TV) Washington, D. C., NBC Capital outlets, effective at 6:30 p.m. before 6 p.m. EST when Meet the Press was scheduled to go on the air.

NBC Washington engineers, members of the National Assn. of Broadcast Engineers & Technicians (CIO), reportedly were dissatisfied with the stations' consolidation of ranks in recent years and on Jan. 1, 1945, he succeeded Mr. McCosker as president of the station.

During the succeeding years, Mr. Streibert supervised WOR's operations and those of its FM and TV stations as well when they were inaugurated.

In June of this year, after the purchase of the WOR properties by General Teleradio, he was appointed president of General Telecasting System, a GT subsidiary designed to distribute programs to TV stations, presumably at film at least for the immediate future, and to serve as a video counterpart of MBS [B*T, June 30].

Mr. Streibert has served as a member of the boards of NATB and BMI and he is at present a director of BAB. He is also a di-rector of Ward Baking Co. and a member of its executive committee.

RCA Shifts Haber

JULIUS HABER, director of advertising and sales promotion for RCA Technical Products, has been named director of public relations for RCA Victor Div., effective Nov. 1. He will succeed James M. Toney, who has been appointed director of consumer products distribution.

PARTICIPATING in official opening ceremonies of the new four-story WNBC New Haven radio building are (1 to r) George Hicks, NBC; Mayor William C. Celentano; Patrick J. Goode, president, Elm City Broadcasting Corp., licensee of WNBC-AM-FM-TV; Fran Gregory, NBC singer-actress; Edward C. Obrist, station manager, and Aldo DeDominici, secretary-treasurer of Elm City Bevvy Corp.

STREIBERT RESIGNS
As WOR-AM-TV President

THEODORE C. STREIBERT on Friday announced his resignation as president of WOR and WOR-TV New York and as vice president of General Teleradio Inc., owner of the WOR properties, to become effective "at a later date."

Although he is ending an association of nearly 20 years with WOR, Mr. Streibert will continue to serve as a director of Mutual, which he helped to form and of which he has been a board member since its inception in 1934. He served as chairman of the MBS board in the 1949-1961 period.

Resignation of Mr. Streibert adds another name to the list of WOR and WOR-TV executives who have left the station since spring, when a program of integration of the operations of WOR and WOR-TV with those of MBS was inaugurated.

Follows Other Resignations

General Teleradio is majority stockholder of the network and Thomas F. O'Neill, president, is also president and board chairman of MBS. J. R. Poppele, vice president and chief engineer of the WOR stations; R. G. Maddux, vice president in charge of sales; Dave Driscoll, news head, and Bob Blake, publicity director, are among the station executives whose resignations have been announced in recent months, during which time there has also been a severe curtailment of non-executive personnel as a result of the merged network-station operations [B*T, Sept. 29].

After receiving his MBA from the Harvard Graduate School of Business Administration, Mr. Streibert in 1923 joined the school's Bureau of Business Research. An association with Guy W. Curry, Boston attorney, led in turn to posts as assistant secretary of PBO (subsequently RKO) Pictures Corp., treasurer of Cinema Credits Corp. and assistant to the executive vice president of Pathe Exchange.

In 1929 he deserted the movies to return to the Harvard Business School as assistant dean, remaining there until 1958, when the Macy department store group which then owned WOR persuaded him to make a second break with the educational world to join the station as assistant to President Alfred J. McCosker. He became vice president and general manager of WOR in 1938 and he succeeded Mr. McCosker as president of the station.

WGN RATES
AM and TV Card Altered

WGN Chicago cuts its Class A nighttime rate 50% effective Nov. 1 by standardizing all time from 7 to 10 p.m. But still at 50 p.m, as Class A, with the present daytime rate. Prime 7 to 10 p.m. time charges, with the new cost structure, drop from $990 to $450, with minute spots from $150 to $75.

Radio rates in four classes, A through D, have been simplified into A and B, with B time effective everything before 7 a.m. and after 10:30 p.m. Early-morning time from 7 until 8 a.m. has been upped priced, with reclassification from D to A rate.

WGN-TV also realigned its rates by classifying the 2 to 6 p.m. Sun-day period as Class C instead of Class D, for the immediate future, with reclassification from $1,200 to $900. WGN-TV schedules no Class B time on Sunday, so that under the new rate card all time after 6 p.m. is A.

The basic rate change WGN has effected in many years. It is a 50 kw clear channel station affiliated with MBS.

BORMANN SCORES
Celler's Radio-TV Stand

(Also see Contempt ruling story, page 44)

STRONG protest against the pro-hibition of radio-TV coverage of House and Senate was made last week to Rep. Emanuel Celler (D-N.Y.), chairman of the House Judiciary Committee, by Jim Bormann, president of the National Assn. of Radio News Directors.

Mr. Bormann, news director of WCBN, Chicago, is a Congressman to task for asserting that radio and TV should be barred from Congressional hearings because their presence would encourage "the aggression of "ham-actors." Mr. Celler made that reference in a speech before the Federal Bar Assn. last month [FBC, Sept. 29].

"Would it not be the more direct and effective method to restrain the offending Congressmen, and to legislate against the weak proce-dures and the more direct method to defend the rights of the witness," Mr. Bormann asked, "rather than to invade the right of freedom of informa-tion, which is the right of the peo-ple and not the right of television alone?"

In answer to Mr. Celler's refer-ence to TV as an "entertainment industry," Mr. Bormann called attention to the educational powers believed to be inherent in TV, as exemplified in the decision of the FCC to reserve TV channels for purely educational programs.

When Rep. Celler made his speech, he called on the Federal Bar Assn. to adopt a resolution in favor of barring radio-TV cover-age of court trials and Congress-sional hearings. This the FBA did.
More Samples from the WHO Mailbag

Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes he announced it at 7:30 or 9:30. Since we have no newspaper in Wesley, and the county papers would be published too late Thurs., so your service was perfect, covering Wesley—and burial at Metz—beyond Collfax.

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

Sincerely,
(REV.) J. A. RIGGS
Wesley, Iowa

Dear Mr. Loyet:

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

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

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

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

Dear Mr. Woods:

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

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

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday. Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb’s efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,
WILLIAM A. BUCHHOLZ
Des Moines 7, Iowa

Dear Mr. Shelley:

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

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

Very sincerely yours,
EDWIN EDGAR VOIGT
Simpson College
President
Indianola, Iowa

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large number of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

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

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Des Moines 7, Iowa

Dear Mr. Shelley:

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

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

Very sincerely yours,
EDWIN EDGAR VOIGT
Simpson College
President
Indianola, Iowa

Dear Sirs:

One of the finest things your station has done in a long time was to broadcast the concert by the Iowa Bandmasters Band. The music was fine and it was a thrill to hear them. With the large number of high school students interested in band music there is a large listening audience. The Cities Service Band is making a large place in the habits of the American listening audience. Thank you very much for these two concerts.

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

Dear Mr. Shelley:

We thank you sincerely for your service announcing the funeral of Curtis Benskin of our city. Yes he announced it at 7:30 or 9:30. Since we have no newspaper in Wesley, and the county papers would be published too late Thurs., so your service was perfect, covering Wesley—and burial at Metz—beyond Collfax.

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

Sincerely,
(REV.) J. A. RIGGS
Wesley, Iowa

Dear Mr. Loyet:

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

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

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

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

Dear Mr. Woods:

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

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

Dear Mr. Loyet:

Just a line to thank you and Herb Plambeck for the wonderful time a group of friends from my World War II outfit had as guests of WHO Saturday. Saturday was the first time in six years we fellows and our wives have had a chance to meet as a group. It was through Herb’s efforts that the meeting was such a huge success. We all enjoyed every minute of it and want you to know that you have gained several more staunch supporters for your fine station.

Sincerely yours,
WILLIAM A. BUCHHOLZ
Des Moines 7, Iowa

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

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

DOUBLE-BILLING, the artful device of forcing the national advertiser to foot the bill for cooperative advertising paid for at the local rate (with the medium pocketing the difference), was condemned formally by broadcasters of Georgia, Florida and Alabama last Monday at the NARTB District 5 meeting.

A resolution deprecating double billing of station rates, adopted at virtually all previous district meetings, was broadened to encompass the double-billing blight. Action came after NARTB President Harold Fellows had deplored the practice as immoral and unethical.

But double - billing, when requested by the local advertiser, was supported as proper by Emmett Brooks, WBEJ Brevton, Ala., who is also publisher of the city's newspaper. He said the practice was common among newspapers.

For the first time in this year's series of district meetings, the subject of NARBA (North American Regional Broadcasting Agreement), governing division of broadcast channels among nations of the continent came before a session. A resolution offered by Jerry Stone, WNDB Daytona Beach, Fla., calling upon the Senate to ratify the proposed agreement and upon the President to sign it, was adopted without debate.

An inspirational address by Ed Norton, one of the South's foremost industrialists and broadcasters, who recently concluded a term as a governor of the Federal Reserve Board, urged broadcasters to meet the responsibility directly ahead in selling America. The nation must learn how to sell its vast and constantly increasing production, he said, and a great responsibility devolves upon the broadcasters.

Review of Problems

Mr. Fellows kicked off the district session with a diagnosis of the problems confronting broadcasters and with a prognosis calling for a united industry, asserting its full influence, to thwart efforts to undermine it. He characterized radio and television as the "most vital force in this nation today."

In a question-and-answer session, President Fellows contended that the purported Republican "blitz" campaign, involving a reported $2 million in time purchases, is "perfectly ethical" provided the same time can be made available to the opposing forces. He urged broadcasters, however, to exercise extreme caution in their handling of political time, and suggested that careful records be kept—a point subsequently emphasized by Ralph Hardy, NARTB government relations director, who recounted the legislative and regulatory story behind the Washington scenes.

Thad Holt, WAPI WAFM-TV Birmingham, District 5 director who presided at the sessions, cited the unique status of the district—which boasts three NARTB directors. He shared the rostrum with Ed Kobak, WTWA Thomson, Ga. (Post office address, Ambassador Hotel, N. Y.), representing small stations, and A. D. (Jess) Willard Jr., WGAC Augusta, Ga., medium stations director, and former executive vice president of the national trade association.

Richard P. Deherty, NARTB employee-employer relations director, following a closed session address on economics of station management, labor problems and copy-rights, quarter-backed a fast-moving forum on station operating problems. Harold Danforth, WDBO Orlando, deprecating the sameness of station programming format, and urged changes, corresponding to those of the automobile manufacturers. He urged broadcasters to give greater thought to their "ethical responsibility," by avoiding over-sellng and multiple-spotting and by giving greater attention to the "personality" of accounts and to copy-writing.

Advises Newspaper Tack

It was here that Mr. Brooks got in his licks favoring double-billing, suggesting that stations could "take a leaf" from the newspapers. But Henry P. Johnston, WSGN Birmingham, a newspaper-owned station, argued that in his quarter-century in the newspaper and radio business, he had never known of double-billing as a reputable practice.

James W. Woodruff Jr., WRBL Columbus, called upon broadcasters to think beyond "today's business" and to contemplate tomorrow's

(Continued on page 65)
ASCAP toasts ED SULLIVAN

ASCAP's 3000 Composers and Authors and 500 Publishers are grateful to you, Ed Sullivan, for:

- Bringing the ASCAP Story over "Toot of The Town" into the homes of millions of televiwers on two successive weeks . . .
- Reminding America of ASCAP's more than 38 years of service to the entertainment industry and the nation . . .
- Dramatizing ASCAP's struggle to provide a measure of security for Composers and Authors, enabling them to add new works to ASCAP's varied and ever-growing repertoire . . .
- Delighting young and old with glimpses of a few among the thousands of creators who have made ASCAP music truly "The Music of America"

Thanks, Ed Sullivan, for your fine shows and human understanding. They are deeply appreciated by the Composers, Authors and Publishers of America.
ON THE AIR

KB

TRANSMITTING DENVER'S
FROM ATOP

chann

Studios and Offices at:
Telephone:

Free and Peters,
National Representatives
MOST POWERFUL SIGNAL
LOOKOUT MOUNTAIN

IN DENVER
OCTOBER 12

Manager
JOE HEROLD
Commercial Manager
JERRY LEE

1100 California Street
Tabor 6386

Pioneer Representatives since 1932
Congratulations

KBTV
DENVER

First Post-Freeze VHF "High-Channel" Station

RCA-EQUIPPED THROUGHOUT

RADIO CORPORATION of AMERICA
ENGINEERING PRODUCTS DEPARTMENT
CAMDEN, N.J.
APPOINTMENT last week of Benito Gaguine, legal assistant to FCC Commissioner Rosel H. Hyde, to be FCC hearing examiner, brings to 12 the number of FCC "judges." Five have been added to the long-time seven in the last two months.

It is understood that there are still two vacancies which the Commission is considering in order to bring the number of examiners up to 14. This is the strength for which the Congressional appropriation for fiscal 1954, $300,000, was earmarked for personnel to process TV applications.

Among those mentioned as having been recommended to fill the two vacancies, only one not yet officially confirmed is attorney H. Gifford Irion, Aural Facilities Div. of the Broadcast Bureau [CLOSED CIRCUIT, Aug. 18].

Recently appointed were William G. Butts, from Common Carrier Bureau; Annie N. Huntting, also from Common Carrier Bureau; Thomas H. Donahue, Broadcast Bureau, and Herbert Sharfman, Office of Opinions and Reviews.

Mr. Gaguine received his A.B. degree from the University of N. Y. in 1934, and LL.B. in 1939, from Columbia U. In 1939 he received a LL.M. degree from George Washington U. in Washington.

He joined the Federal Alcohol Administration in 1935 and later was with the Bureau of Internal Revenue. In 1941 he joined the FCC, serving in Broadcast Div. and Safety and Special Radio Services Division. During World War II, Mr. Gaguine served in the Army's Public Information Branch.

Mr. Gaguine served in the Army's Judge Advocate General's Dept.

Dr. S. F. Lowe

DR. S. F. LOWE, 62, director of the Radio & Television Commission of the Southern Baptist Convention since 1938, died Oct. 4 after a long illness. A native of Kentucky, he is survived by his wife, three sons, a daughter and six grandchildren.

John B. Flack

JOHN B. FLACK, 53, founder and president of the Flack Advertising agency, died Oct. 7 at Memorial Hospital in Syracuse. Mr. Flack entered the advertising business after graduation from Syracuse U. in 1921. Ten years later he founded the agency.

GAGUINE NAMED
As FCC Hearing Examiner

Mr. Gaguine

MUTUAL MEET
Rates on MAAC Agenda

LED by President and Board Chairman Thomas F. O’Neil, MBS officials were slated to chart their answer to rival networks’ rate and discount adjustments in meetings with the Mutual Affiliates Advisory Committee at Virginia Beach, Va., over the past weekend.

Several plans calculated to match, generally, the changes already instituted by the three other national radio networks would be considered. Some authorities said as many as six alternative plans had been devised for consideration.

The rate question was expected to dominate the session. It was described, however, as also being an organizational meeting for the new MAAC, since it was the first following the election of new MAAC members in August.

The agenda apart from the rate issue was expected to include election of a MAAC chairman and post of the two vice presidents who are yet to be named, and a meeting of the MAAC’s spring convention.

The Mutual executives, including Mr. O’Neil and Executive Vice President William H. Fineshriber Jr., were planning to leave New York for Virginia Beach Saturday morning.

Members of the MAAC include: Mr. Cagle; Fred Fletcher, WRAL Raleigh, N. C.; Jack Younts, WEEB Southern Pines, N. C.; John Cogburn, WHBW Memphis, Bob McRaney, WCHB Columbus, Miss.; John Laux, WSTV Steubenville, Ohio; Wendell Mayes, KEBW Brownwood, Tex.; Victor Douty, WAZL Hazelton, Pa.; Fred Wagenvoord, KCRG Cedar Rapids; E. J. McKellar, KVOX Moorhead, Minn.; George Hatch, KALL Salt Lake City; Rex Howell, KFJX Grand Junction, Colo.; Porter Smith, WGRC Louisvile; Hugh Potter, WOMI Owensboro, Ky.

William Cherney
FUNERAL services were held Wednesday near Chicago for William Cherney, 65, president of William Cherney & Assoc., Chicago advertising agency. He died Monday at his home in Fox River Grove, Ill. He is survived by his wife, a son and a daughter.

Kohler Names Deutsch
RADIO home saturation in Iowa reached a peak of 99% of all occupied homes in the Waterloo urbanized area, according to the 1950 U. S. Census data just released by the Census Bureau. Percentage of TV homes in the state was small in April 1950, when census data were collected, there being only 5 million TV sets in the nation compared to 10 million at the present time.

In all major Iowa cities, more than 97% of occupied homes were equipped with radio sets, according to the Census Bureau. Official U. S. Census radio and TV data (April 1950) for Iowa follow:

<table>
<thead>
<tr>
<th>City</th>
<th>Home Population</th>
<th>Radio Home Population</th>
<th>TV Home Population</th>
<th>% of Population</th>
<th>% of Radio Population</th>
<th>% of TV Population</th>
</tr>
</thead>
<tbody>
<tr>
<td>Des Moines</td>
<td>177,965</td>
<td>157,816</td>
<td>142,510</td>
<td>89.1</td>
<td>82.8</td>
<td>80.2</td>
</tr>
<tr>
<td>Davenport</td>
<td>194,925</td>
<td>176,472</td>
<td>151,105</td>
<td>90.2</td>
<td>88.2</td>
<td>77.8</td>
</tr>
<tr>
<td>Waterloo</td>
<td>29,440</td>
<td>25,945</td>
<td>22,201</td>
<td>88.0</td>
<td>83.0</td>
<td>75.1</td>
</tr>
</tbody>
</table>

Statistics in adjacent table are extracted from final reports of the 1950 Census of Housing, Series H-A, No. 15 for Iowa, which will be available in about six weeks from the Superintendent of Documents, Washington, D. C., at 55 cents per copy.

Statistics on distribution of the population in the states are presented in final reports of the 1950 Census of Population, Series P-A, No. 15, now available from the Superintendent of Documents, at 25 cents a copy for each state. Descriptions and maps of "urbanized areas" are presented in these reports.

Statistics on characteristics of the population in the states are presented in final reports of the 1950 Census of Population, Series P-B, No. 15, available from the Superintendent of Documents, at 60 cents per copy. Descriptions of Standard Metropolitan Areas, if any, are presented in these reports.

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

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

who wants zein

We've been pressure-cooking John Crosby's latest column on Madison Avenue prose, and just about have it house-broken. He had us downwind for awhile—we were soft as a grape—but, after spitballing the whole picture with the top brass, we have most of the egg off our face.

Except one thing. "You got to have enough protein," he indicates. If he means edestin, we're at the end of our hemp. If it's glutenin he's kicking around, it jells—we're almost up to our armpits in wheat. But if he's finalizing on zein, we're really on the green. Zein, it says in our encyclopedia, is a corn protein. Man, we have zein. Iowa again promises to fill the nation's bins with 647,940,000 bushels of corn this fall.

That's protein which turns into purchasing power which turns into sales which turns into another reason for you to call the Katz Agency and try the WMT market for size. It fits big sales and small (or large) budgets.

CEDAR RAPIDS
600 KC  5000 WATTS  BASIC CBS RADIO NETWORK
Represented Nationally by the Katz Agency
THEY’RE ALL BACK

...and out front with the customers

You might easily picture this time clock in stores all over the country. And with the same names. For Benny, Bergen, Crosby, Godfrey, and company have started a new fall season on CBS Radio. And they’re giving their greatest performances not only in 43 million homes and 27 million cars—but as salesmen behind counters from coast to coast.

There’s no sales force like them—for selling more things to more people in more places...

It makes a difference that so many of the leading shows are heard on the same network. (More of them are on CBS Radio than on all other networks combined.) For they bring all the network’s sponsors into a main stream of customer traffic. They create the best locations in all advertising.

For this reason 25 per cent more time is sponsored on CBS Radio than on any other network. And the time-slots still available have all the “crowd” advantages of stores next to Macy’s or Gimbel’s.

Around the clock CBS Radio’s star attractions assure the greatest carry-over of listeners from show to show...the largest average audience...the lowest advertising cost

You too can be out front with the customers on the CBS Radio Network

NOTE: Sunday, 2:30 to 4:00 pm (Slot 77) has just been filled by the New York Philharmonic-Syphony for Willys-Overland Motors, Inc.
There's plenty of valuable information for recording engineers and tape enthusiasts in the new series of "Sound Talk" bulletins. Written by technical experts and backed by extensive laboratory tests, these fact-filled bulletins furnish a rich, practical background of magnetic recording information for anyone engaged in professional recording work. "Sound Talk" bulletins are currently being mailed to upwards of 3,000 users of professional tape recording equipment. If you are not on our mailing list, simply fill out and mail the coupon below and we will send you your "Sound Talk" binder containing a complete set of bulletins. There will be no charge for this or for the succeeding bulletins you will receive, of course.

Minnesota Mining & Mfg. Co.
St. Paul 6, Minn.

Please put my name on your mailing list to receive free "Sound Talk" bulletins.

NAME: ____________________________________________

ADDRESS: _______________________________________

CITY: _________ ZONE: _______ STATE: ____________

U.S. AGENCIES
Add Canadian Branches

INCREASED American investment interest and a growing amount of advertising business in all Canadian media are bringing a larger number of American advertising agencies to Canada.

While no official announcements have been made, there are many reports of more agencies looking for office space and Canadian advertising men at Toronto and Montreal among those reported planning offices in Canada is McCann-Erickson Inc., New York. There are now 16 American agencies in Canada as compared to 12 a year ago.

The invasion of U.S. agencies may pose troubles for Canadian advertising agencies and Canadian and American station representatives. Canadian agencies are losing big accounts which they handled for Canadian subsidiaries of parent American companies. While Canadian offices of American agencies now handle the accounts, they are adding wholly Canadian accounts as they become established.

Station representatives have other difficulties. While business in Canada was placed from U.S. agencies, American station representatives earned a commission. Now that the agencies have offices in Canada, station representatives are claiming the commissions as the business is placed from Canadian offices of the agencies.

It is understood some U.S. station representatives are discussing a commission split with Canadian station representatives of such stations. One American station representative firm is seriously considering opening a branch office in Canada.

OHIO AD MEET
To Honor AFA's Elon Borton

OHIO State U.'s ninth annual Ad- vertising Conference will honor Elon G. Borton, president-general manager, Advertising Federation of America, at a luncheon Oct. 17 in Columbus' Chittenden Hotel.

Mr. Borton will be honored for "distinguished contributions to the field of advertising," according to Dr. Kenneth Dameron, conference committee chairman. In addition, Mr. Borton will speak on "The Role of Organized Advertising in Selling America's $350 Billion Output."

The two-day conference, with headquarters at the Fort Hayes Hotel, will be co-sponsored by the university's commerce college, the Fifth AFA District, and advertising organizations in Ohio and adjoining states.

WMTR Morristown, N. J., has opened a branch office in Dover, N. J. Station and the Dover Lakeland News are teaming up in what was described as first newspaper-radio cooperative effort in the area on station's newest.

KBA MEETING
Fall Sessions Open Today

OPENING sessions of the two-day Kentucky Broadcasters Assn. fall meeting get underway today at Ashland's Henry Clay Hotel.

After registration and committee meetings, BAB President William B. Ryan and Ashland Mayor David Aronberg are the luncheon speakers. Sales clinic is slated for 2 p.m. with Miller Welch, WLAF Lex- ington, to be chairman of a panel comprising Parker Smith, WKYW Louisville; Richard Goodlette, WKIC Hazard; Prewitt Lackey, WFPAD Paducah and Edward Dam-rum, WKEK Pikeville. After the sales meeting, a report of the nominating committee is scheduled. Paul Blazer, board chairman, Ashland Oil & Refining Co., will speak at a buffet supper-meeting to close the day's activities.

Tomorrow's morning session is to be devoted to elections of officers and a business meeting.

Brief luncheon talks will be made by Robert T. Mason, WMRN Marion, Ohio, NARTB District 7 director, and John T. Gelder, WCHS Charleston, president, West Virginia Broadcasters Assn.

A program clinic is slated for 2 p.m. with Jean Clos, WKLO Louis ville, chairman, and W. R. Martin, WCMJ Ashland: Scott True, WPTM Maysville; Sam Livingston, WKYB Paducah, and Ed Brownell Jr., WLEX Lexington, panel members.

OHIO CAMPAIGN
Spots Spur Registration

CAMPAIGN waged by Cleveland stations and spearheaded by WGAR President John P. Palt, chairman of NARTB's Register-and-Vote Committee, is credited with swelling national election registrations in that city and elsewhere in Ohio.

A radio- TV saturation drive on a special program drive spurred a 5%- 10% increase in northeastern Ohio registration and a record high for Cleveland. Nearly 2,000 spots and 5-, 15-, 30-minute programs were used in the three-week campaign.

Most Cleveland stations used availability for spots plugs two days before the campaign deadline. WGAR made use of, in addition to a flurry of announcements, all talent to promote registration each day until the drive. Stunts included special sound newscasts dramatizing issue, and spots by Gen. Dwight Eisenhower and Charles Taft, GOP candidate for governor in Ohio.

Another feature was an appearance by Boy Scouts on special shows to point up the private voting. Bill Jordan, WHO Cleveland disc jockey, conducted a "Why I Want My Baby To Be President" contest. Jake Heintz, WTAM and WNBK (TV) Cleveland, also aired a special youngsters' show. Spots, recorded by Ted Brown, Ohio secretary of state, were supplemented with lobby displays.

Goodyear Tire Dealer
Keeps Sales Rolling
With Fulton Lewis, Jr.

Herb Quinn and Horace Hodgson (left to right above) took to the air to promote Quinn-Hodgson Tire Service. Well into their second year of sponsorship of Fulton Lewis, Jr. on KOLN, the Mutual station in Lincoln, Nebraska, they report:

"We continue to be amazed at the results brought to us by our sponsorship of Mr. Lewis. Our firm works on a modest advertising budget; because his listeners are so loyal, Fulton Lewis gives us maximum results from our ad dollars."

The 5-nights-a-week Fulton Lewis program, with a ready-made audience and the prestige of the largest national network, is available for sale to local advertisers at local time cost plus low, pro-rated talent cost. Currently sponsored on 364 Mutual stations by 732 advertisers, Fulton Lewis, Jr. offers a proved and tested means of reaching customers and prospects. Check your local Mutual outlet — or the Co-operative Program Department, Mutual Broadcasting System, 1440 Broadway, NYC 18 (or Tribune Tower, Chicago 11).
CONTEMPT RULING

BULWARK to the maintenance of the ban on radio-TV coverage of House committees is seen in a Federal judge’s decision last week that a witness before a Congressional committee may refuse to testify in front of TV cameras and radio microphones. It is also feared that this first judicial seal of approval on the banning of broadcast media may speed Senate action on a resolution (S Res 319) to serve the same purpose in the upper house.

Prohibition against radio-TV coverage of House meetings was imposed by Speaker Sam Rayburn (D-Tex.) earlier this year [B*T, March 10, 3]. In the Senate, Sen. Pat McCarran (D-Nev.), chairman of the Senate Judiciary Committee, offered the resolution to ban radio-TV coverage of Senate meetings [B*T, May 26]. The resolution was never reported out of the Judiciary Committee.

In his decision adjudging alleged Cleveland gamblers Morris Klein- man and Louis Rothkopf not guilty of contempt of Congress, U. S. District Judge H. A. Schweinhaut upheld their refusal to answer any questions put to them during the height of the Kefauver Crime Committee hearings in March, 1951 [B*T, April 2, 1951].

Both men claimed that their constitutional rights would be violated if they were compelled to testify while TV cameras, radio microphones, newscast cameras and lights and other "apparatus" were in operation.

Judge Schweinhaut termed the issue “simple in its nature and simple in its solution.” He said:

"The only reason for having a witness on the stand, either before a committee of Congress or before a court, is to get a thoughtful, calm, considered, and, it is to be hoped, truthful disclosure of facts. That is not always accomplished, even under the best of circumstances. But at least the atmosphere of the forum should lend itself to that end.

"In the cases now to be decided, the stipulation of facts discloses that there were, in close proximity to the witness, television cameras, newscast cameras, news photographers with their concomitant flashbulbs, radio microphones, a large and crowded hearing room with spectators standing along the walls, etc. The obdurate stand taken by these two defendants must be viewed in the context of all of these conditions. The concentration of all of these elements seems to me necessarily so to disturb and distract any witness to the point that he might say today something that next week he will realize was erroneous. And this mistake could get him into trouble all over again."

"It cannot be said that for..."

Radio, TV Loses Out

According to an independent survey made by students at North Dakota Agricultural College, 17 out of 18 families within a 90-mile radius of Fargo prefer WDAY to any other station. 3,969 farm families in the rich Red River Valley were asked, “To what radio station does your family listen most?” 78.6% said WDAY, with the next station getting only 4.4%.

Fargo-Moorhead Hoopers credit WDAY with much the same overwhelming popularity "in town". Despite the fact that the other three major networks are represented with local studios, WDAY consistently gets a 3-to-1 greater share of audience than all other Fargo-Moorhead stations combined.

WDAY is one of America's great radio buys, serving one of America's great farm markets. Write direct or ask Free & Peters for the facts!

WDAY • NBC • 970 KILOCYCLES • 5000 WATTS
FREE & PETERS, INC., Exclusive National Representatives

17 OUT OF 18 PREFER WDAY, FARGO!

John, who is a good man, one rule applies, but for Jack, who is not a good man, another rule applies."

Defendants waived a jury trial. According to law, Judge Schweinhaut's ruling cannot be appealed to a higher court.

The appearance of Messrs. Kleinman and Rothkopf came after telecasts of the Kefauver Crime Committee hearings had attracted nationwide attention. In one case, on the objections of reputed gambler Frank Costello, the TV cameras were focused on his hands, but microphones remained "off" during his testimony before the committee.

Messrs. Kleinman and Rothkopf, however, refused to answer any questions while the broadcast apparatus, newscast and photographic equipment were in operation. They persisted in this refusal even though TV cameras were aimed only at the committee and its counsel.

In a memorandum submitted to the Court by Assistant U. S. At- torney William Hitz, it was pointed out that the U. S. Court of Appeals in February of this year upheld the right of the Kefauver Committee to permit TV-radio and newscast equipment for coverage. In U. S. v. Moran, the appellate court upheld a conviction for perjury. Rebutting the defense argument that the Kefauver Committee was not "a competent tribunal" in the legal sense, the Court said:

"... nor was the hearing so lacking in decorum because of microphones, television cameras and photographers that it cannot be regarded as a 'competent tribunal.'"

Cities California Ruling

Mr. Hitz also called attention to a California murder conviction which was upheld by the U. S. Supreme Court last April. In People v. Stroble, Mr. Hitz pointed out that the California Supreme Court held that television scenes in the court room during Mr. Stroble's "perilla" trial for murder was not prejudicial error.

Last March, Speaker Rayburn "ruled" that House rules did not permit the broadcasting or telecasting of committee sessions. He issued his ban based on his "interpretation" of the House rules of procedure.

In May, Sen. McCarran introduced a resolution (S Res 319) to ban radio and TV from covering Senate committee sessions. No action was taken last Congress.

The House of Delegates of the American Bar Assn., last March, passed a resolution recommending a ban on the broadcasting or telecasting of court trials and committee hearings [B*T, May 26]. This was followed by a similar stand by the New York State Bar Assn. Three states have passed laws prohibiting the broadcast media from covering court and legislative sessions — New York, Wisconsin and Georgia. Latest to make known its opposition to radio-TV coverage was the Federal Bar Assn. [B*T, Sept. 29].

Page 44 • October 13, 1952 BROADCASTING • Telecasting
Prestige and listener-preference give WREC advertisers an anchor to get a firm hold on this great $2,000,000,000 market. Planned, high quality programming keeps a steady audience of interested listeners. (WREC has the highest Hooper rating of any Memphis Radio Station). Yet, the cost is actually 10.1% less per thousand listeners than in 1946. Tie up your sales program in the Mid-South by keeping your sales message on the station your customers prefer—WREC.
KBKO CONTROL
Allan, Kelly Take Over
W. GORDON ALLEN, president of Oregon’s Beaver Network, and Thomas P. Kelly, commercial manager of KGAE Salem, Ore., have taken over management of KBKO Portland from Mercury Broadcasting Co., following FCC approval more than a fortnight ago of their purchase for $26,800 of controlling interest in KBKO [B*T, Sept. 29].
Mr. Kelly will be in charge of KBKO, which plans new call letters and studio location. Chuck Wheeler, KGAE account executive, is new KGAE commercial manager. These two outlets, plus KGAL Lebanon, are Beaver Network stations. A fourth, KSGA Redmond, began operations last Wednesday (see story, this page).
Mr. Allen owns stock in all four properties, including 216 of 425 shares of KBKO. Mr. Kelly has 106 of total shares.

before are now bankrolling the program.
A survey of the city showed 60,000 Negroes in the Boston metropolitan area. To interest this group of listeners the station engaged Sammy Lewis, popular New England colored band leader as the first colored disc jockey in the area. His one-hour daily program is paying off in sponsorships. Other programming, directed to the Negro audience, has been added.
Arrangements were made with Estelle M. Sterneberger, of WLIB New York, first recipient of the Albert Einstein award, to tape a special You and the News analysis for the station. After Labor Day a local Charm School of the Air was inaugurated. Also planned with another Greater Boston personality is a program which revolves around Bob Emery of "Big Brother" and "Small Fry" fame. Mr. Furman believes that the increase in billings since he took over as manager of the station is a direct result of the aggressive attempt to place WBMS in a unique spot in the Boston area. Every independent station, he feels, "has a golden opportunity today. It can keep the cash register humming, in spite of keener-than-ever competition from network radio and television."
The success we have had with our program innovations can be duplicated anywhere," Mr. Furman believes, "if the independent station will look in its own backyard for ideas that will attract listeners in its particular area."
"Where there are listeners," he concludes, "there are sponsors." The record has proved Mr. Furman’s point.

Feature of the Week
(Continued from page 16)

One Bumper Crop
On Top of Another
Makes WIBW Listeners Rich

RIGHT on top of the largest wheat crop in Kansas history comes the U.S.D.A. estimate of a corn crop about 20% higher than last year. Guaranteed prices insure WIBW listeners their 12th year of skyrocketing income ... spendable CASH.

Make no mistake about it, these extra-rich farm families are WIBW's audience. They listen to us most because we're THE FARM STATION for Kansas.

What's more, they ACT on our recommendations. You get fast sales action right through your local dealers. Let us prove it with RESULTS FOR YOU.

* Kansas Radio Audience 1952

GILMORE RESIGNS
As WBIG Greensboro Officer RESIGNATION of Aileen Gilmore as secretary-treasurer and office manager of the North Carolina Broadcasting Co., licensee of WBIG Greensboro [B*T, Oct. 6], was accompanied by praise from the station for her "recognition of WBIG's obligation to the community."
Miss Gilmore has now announced plans. She joined WBIG in June 1945, was elected secretary in January 1947 and was made treasurer in February 1949. She previously was bookkeeper and office manager for Community Radio Mill, Randleman, N. C., Stedman Mfg. Co. and P & P Chair Co., Asheboro, N. C.

HEARING ASKED
On WWDC-FM License REVERSAL of FCC order dismissing protest by Transit Riders Assn. Inc., Washington, against renewal without hearing of WWDC-FM Washington license was asked Monday in U. S. Court of Appeals, District of Columbia. The association asks the court to require the FCC to hold public hearings on the license renewal application of WWDC-FM, which was granted such renewal without hearing July 10. The U. S. Supreme Court ruled May 26 that the D. C. Public Utilities Commission was within its rights in permitting radio programming for buses operated in the nation’s capital [B*T, June 2]. This decision reversed an appellate court ruling holding riders were deprived of liberty without due process of law [B*T, June 15, 1951].
TRA argued Sec. 309 (e) of the Federal Communications Act provided for filing of protests against applications for broadcast licenses by "any party in interest." Carl L. Shipley, TRA attorney, contended TRA is a legitimate party in interest, citing separate FCC opinions supporting its view.
Claude N. Palmer, TRA president, said the group includes over 500 trolley and bus patrons. The petition was described as "but one phase of a continuous and vigorous drive to free the captive audience."

KSFG MAKES BOW
On 1240 kc in Redmond
KSFG Redmond, Ore., 250 w on 1240 kc, went on the air Wednesday. The station is owned by W. Gordon Allen and Harold C. Singleton, doing business as the Redmond Broadcasting Co.
Mr. Singleton is chief engineer of KBKO, Portland, Ore., and owner of KTFL Walla Walla. Wash. Mr. Allen also operates KGAL Lebanon and KGAE Salem, Ore., and reportedly has just received FCC approval of the transfer of control to him of KBKO Portland. Gil Lieber, formerly with KBMY Billings, Mont., is manager of KSFG. Al Horton is KSFG chief engineer.
Strictly Business
(Continued from page 18)

Monday night I did a sports cast for the first time in my life,” Mr. Kelley was with KFDA until January 1949, when he joined the sales force of KTSA San Antonio.

In August 1950, Mr. Kelley became a local salesman for KEYL (TV) San Antonio, which then was a DuMont Television Network affiliate. He was in charge of network, local, national and regional from March 1951 through June 1952. In November 1951, the station was purchased by the Fort Industry Co., now the Storer Broadcasting Co.

Mr. Kelley’s present duties include the handling of network sales and schedules, and all national and regional and spot sales. KEYL is affiliated with CBS-TV, ABC-TV and DuMont.

Wherever Mr. Kelley has gone, he has been active in civic affairs. San Antonio is no exception. He is a member of the board of directors, San Antonio Advertising Club and chairman of the Lion’s Club publicity committee.

Although born July 14, 1918, in Jersey City, New Jersey, Mr. Kelley now considers himself a Texan. “There’s no place like Texas,” says Mr. Kelley, talking like a native son. “I have four or five poll tax receipts to prove my loyalty. Mention the tidelands issue and I’ll argue long and loud as the native Texan. Greatest place on earth, this San Antonio, for a golf enthusiast . . . it’s a year-round activity here.”

Mr. Kelley was married Dec. 2, 1950, to Victoria Rotherham, who lived directly across the street from him in Jersey City for many years.

His hobbies are golf and bowling and he nurses an ambition to someday own a sailboat. He doesn’t think even his Texas colleagues will mind if he still clings to his loyalty to the New York Giants baseball team.

Mr. Kelley proudly tells you of his color movies of bull fights in Mexico—“the fight from start to finish,” then adds, jokingly, “Sorry, they’re not available for TV.”

ON inspection tour of WNAX Yankton, S. D., are (1 to r) Luther Hill, publisher, Des Moines Register & Tribune; Robert R. Tinch, WNAX general manager, and Gardner Cowles Jr., publisher, Look and Quick magazines. Mr. Cowles is president and Mr. Hill is executive vice president of the Cowles Broadcasting Co., which operates WNAX.

IRISH' NETWORK
Now Numbers 88 Stations

IRISH Football Network with 88 stations is claimed to be the largest specialized network in the nation, according to AT&T. Play-by-play accounts of Notre Dame grid games originate with WSBI South Bend and are carried from coast-to-coast, to Hawaii and Alaska, and, via the Armed Forces network, to servicemen overseas.

Joe Boland, WSBI’s sports director, conceived and built the five-year-old network. Mr. Boland handles both the business phases of the network and the play-by-play broadcasts.

Stations contracting for the service buy a single “low-priced” package broadcast cued for local sale. Each station handles its commercials from its own studios. The package price in most cases includes costs to each station’s control board.

GOVT. DISCOUNTS
Toro Assn. Urges End

END of the special 260-time rate for Canadian govern m ent advertising is being recommended by the Radio Station Representative Assn. of Toronto, to stations represented by the member firms. This was decided at a station representatives meeting last week at Toronto. It follows the action already taken by a number of western Canadian stations. Originally the stations gave government business a special discount to foster more radio advertising by government departments. Because this did not develop western stations now handle government advertising in the manner of any other sponsor.

The representatives also are investigating via the Canadian Assn. of Broadcasters, how small market stations can set up economically their own editorial policy broadcasts at the local level.
Merrill’s Post Keyed to Election
(Continued from page 25)

nominee, if successful, would prefer to retain him.

The next FCC term to expire after those of Chairman Walker (1936) and ex-Comm'r. Jones (1954) is that of Comm'r. Hennecke (1955). She is an ardent New Dealer and champion of educational TV reservations. It is assumed a Republican President would choose to name another should there not already be four Republicans on the Commission at that time.

Com'r. Webster’s term expires in 1956.

The present term of Vice Chairmen, Hyde expires in 1958. With FCC and its predecessor, the Federal Radio Commission, since 1928 and a Commissioner since 1946, he is considered a likely choice for the Chairmanship should the Republicans win in November. Another Chairmanship possibility, of course, is Republican Com'r. Sterling, whose term expires in 1957.

Within hours after President Truman’s announcement on Monday of Mr. Merrill’s appointment, the latter paid a courtesy call upon Chairman Walker at the Commission. He was again at the Commission on Thursday for conference with the Chairman and other members of the Commission to arrange his affairs and transfer.

Mr. Merrill, announcing the Merrill appointment at Salt Lake City, declared:

“This morning I signed a paper appointing to the FCC a distinguished resident of your state, Eugene H. Merrill. I thought you might be interested in that, because I understand that Mr. Merrill’s father was a member of the board of this university. Of course, that was good recommendation for him, as far as I was concerned. . . .”

Mr. Merrill might be surprised at the thick file that we went over before appointing him. But I don’t want you or him to worry—his file is fine.

Mr. Merrill’s name has come up several times before when the President was understood to be considering filling vacancies on the FCC. He was a prospective appointee even as early as the time a fellow Mormon, Com'r. Hyde, was considered and selected.

Engineer by Profession

Mr. Merrill by chosen profession is an engineer. He was graduated in 1932 from the U. of Utah as a mining engineer. In 1933 he became chief engineer of the Utah Public Utilities Commission, his first case involving an investigation of the rates, property values and operation of the Mountain States Telephone & Telegraph Co.

In 1940 he became president of the National Conference of Public Utilities Commission Engineers and from 1941-45 was consulting engineer to the Utah Public Utilities Commission.

Just prior to Pearl Harbor Mr. Merrill joined the Office of Production Management, aiding in the organization of its successor, the War Production Board. He was assigned to communications, including radio, telephone and telegraph. Radio later was separated from his responsibilities, and he then devoted full attention to telephone and telegraph until the end of the war.

In 1945 Mr. Merrill was assigned overseas for the Foreign Economic Administration, first to Austria as a power consultant and then to Germany as deputy and next acting chief of communications. His duties included allocation of radio frequencies for the occupation forces and civilian population among the other broad fields of communication. Provisions for television were involved.

Joined NFA

He returned from Germany to Washington in 1950 to join Gen. William H. Harrison’s National Production Authority and aid in its establishment. He headed up a group of materials experts allocating such basic items as steel, copper and rubber.

Although he refuses to commit himself as to his future philosophy when serving with FCC, Mr. Merrill firmly believes “government is for the people.”

“Those who hold government positions,” he said, “should devote all their energies to what is for the benefit of the people. The Democratic party in Utah and the U. S. is sympathetic to the welfare of the people. Those who name national tickets are interested in the same philosophy... I am an admirer and supporter of President Truman, the Administration and Governor Stevenson.”

CBC BOARD MEET

Set for Ottawa, Nov. 6-8

POWER increases and share transfers top the Nov. 6-8 public sessions scheduled by Board of Governors of the Canadian Broadcasting Corp., at Ottawa. Power increase from 5 kw to 10 kw on 1220 kc, is requested by CKCW Moncton. Power increase and frequency change is asked by CKRS Jonquiere, from 1240 kc to 590 kc, and from 250 w to 1 kw.

CJNT Quebec requests a change in license from English-language to French-language. CHNO Sudbury wants a supplementary transmitter of 250 w on 900 kc to operate with the present CHNO transmitter’s 1 kw on 1440 kc. Share transfers are asked by CKLS La Sarre, CJAD Montreal, CKNW New Westminster, CJEM Edmundston, CJFX Antigonish, and CHAB Moose Jaw. Emergency transmitter licenses are requested by CFJR Brockville, and CKY Winnipeg.
"We want speed at any price
...yet we use the cheapest air service!"

—Richard E. Crowe, President, Globe Electrotype Company

"We ship electrotypes to publications all over the country—from 30 to 300 in a single day. That's a lot of deadlines!
"We've made it a rule to specify Air Express.
"When Air Express started in 1927, we were among its first customers. We've used it ever since. And, in all that time, we've NEVER HAD ONE SINGLE KICK on an Air Express shipment! That's quite a record, and I've checked it with our people here.

"We've tested other air services. Air Express is consistently faster and more dependable. AND COSTS LESS! On most of our shipments, Air Express rates are the lowest, by a few cents to several dollars. Those differences add up to thousands of dollars in a year's shipping.
"I would advise anyone who is confused about shipping claims to test Air Express and keep a record of results. It convinced us."
again...and again...and again

day in...day out...the

Broadcasting Yearbook*

* Circulation 17,000 — Advertising Deadline
is used by the

Stanley Pulver, Lever Brothers

buyers who place

George Kern, Geyer Advertising

time on your station

Charles Wilds, N. W. Ayer

November 20 • Covers Every Timebuyer of Radio Consequence
ABC-UPT

IF initial decision by FCC Hearing Examiner Leo Resnick comes out early in November, as expected, it is possible that the merger of ABC and United Paramount Theatres Inc. may be an accomplished fact before the end of this year.

Last of proposed findings was submitted to the Examiner last Monday by the FCC's Broadcast Bureau [AT DEADLINE, Oct. 6]. The Broadcast Bureau recommended that the merger be denied and also the licenses be revoked of Paramount Pictures' KTLA Los Angeles, UPT's WBKB and the DuMont-owned TV stations in New York (WABD), Washington (WTGC) and Pittsburgh (WDTV).

General approach by the Broadcast Bureau was that the licensees were not qualified to operate broadcast stations because of their anti-trust history and also the merger would not be in the public interest.

DuMont is involved because of its alleged control by Paramount Pictures, according to the Broadcast Bureau. Paramount Pictures owns 29% of the DuMont firm.

Similar position regarding the merger was taken by DuMont in its proposed findings filed Oct. 3. It also asked the Examiner to disregard the Commission's order instructing him to eliminate all evidence in the record concerning anti-trust violations of the principals which occurred before August 1948.

ABC and UPT filed a joint recommendation setting forth reasons for approving the merger. Paramount Pictures also filed proposed findings favoring the renewal of licenes of its owned stations [B*T, Sept. 29].

Also involved in the Paramount case is the sale of WBKB (TV) Chicago from the merged American Broadcasting-Paramount Theatres Inc. to CBS for $6 million. ABC already owns WENR-TV there.

After an initial decision is issued, parties in the case may file within 20 days exceptions with the Commission and ask for oral argument.

Because the Commission has indicated its desire to speed a final decision, it may be presumed oral argument would be scheduled within a week after the 20-day period. There has been some talk that FCC might shorten the period by announcing meanwhile that it would hold oral argument if requested on the 21st day.

There is no set time for the Commission to act after oral argument. However, most observers believe that it will issue a final decision within a week or 10 days following oral argument. This would make it the first week in December.

'SFREE' LABEL

FTC Members' Demur

FTC's blanket prohibition against use of the word "free" in broadcast and published advertising claims evoked stern criticism from the agency's newest member last week.

Albert A. Carretta, sworn in as a Federal Trade Commissioner earlier this year, challenged FTC's interpretation as unreasonable and restrictive in an order involving a New York businessman. Comr. Lowell B. Mason joined him in the dissent.

Comr. Carretta agreed largely with FTC's ruling in this case but objected to the form of the order. Advertisers generally have been put on notice, through their advertising agencies, that use of the word in connection with ad claims is frowned upon [B*T, May 26, April 14].

"In my opinion, what we should do is to put only such limitation on the use of the word 'free' as may be necessary to prevent its deceptive use," Comr. Carretta asserted.

FTC rests its belief on an administrative interpretation published in February 1948 and upheld by the U. S. Court of Appeals. The U. S. Supreme Court later refused to review the instant case, thus affirming the statute. Better Business Bureaus in major cities, aware of these decisions, also have been viewing ad claims.

Comr. Carretta's deviation from Commission thinking was first revealed by the majority in the Book-of-the-Month case last May.

FTC's order last week was directed at Fred Schambach, New York, who assembles music boxes and sells or distributes them.
The words are new, the tune is old—
But when the singers get too bold,

It's time to say, "STOP THE MUSIC!"

A virulent campaign of antitruck propaganda has been directed to the newsrooms of press and radio in recent months. Its sources are cleverly concealed. Even so, most editors and commentators have recognized it for what it is, and have quietly buried it in the wastebasket.

A Senate Committee investigating an earlier antitruck campaign using similar tactics had this to say:

"It is perfectly legitimate for any industry to get its point of view before the people of the country. Criticism can only arise when material originating from the railroads is not so designated. Railroads being a public utility, the public has the right to know the source of any information concerning them in order to evaluate properly the extent to which such information may be biased."

Railroad campaigns against trucks are nothing new. But the railroad interest never comes out in the open, so it can be identified as the source of the noise. The same Senate Committee recognized this fact when it reported:

"Railroads and railroad associations have spent large sums in lobbying for antitruck legislation. Seldom revealing their true role, they have worked 'under cover' behind the fronts of taxpayers' groups, transportation associations, safety councils, and other organized groups. Among the measures thus secretly sponsored have been laws increasing taxes on trucks, limiting the size and weight of trucks and trailers, and tightening insurance and license requirements. Material furnished free to newspapers and supposedly coming from a disinterested source gave wide publicity to the railroads' point of view. Research studies presented as the work of impartial engineers or taxpayers' groups, but actually financed by the railroads, purported to show the damage done to highways by trucks and the inadequacy of taxation on trucks."

The current antitruck campaign has merely written some new lyrics for the same old discordant tune that occasioned these quotes. But the message and the tactics of the singers are the same. And they're wearing the same old false faces as they chant their hymn of hate. We trust that no one will be taken in by the noise!

ANY NEWS ABOUT TRUCKS you get from us is clearly identified with our own name. We're not "anti"-anything—we're for the best service we can give to the nation's producers, distributors and consumers. If you want facts about the trucking industry, we and our 51 member associations stand ready to help you. You'll be amazed to find out how important trucks have become to the continuing prosperity of every community—including yours!

JOHN V. LAWRENCE, Managing Director
American Trucking Associations, Inc.

American Trucking Industry
American Trucking Associations, Washington 6, D.C.
MILWAUKIE, center of a vast lumber industry and growing neighbor of Portland, is the site of many new industries. Diversified agricultural area in the Milwaukie district supplies much produce to Metropolitan Portland. Only five miles from Portland's city center, Milwaukie is fast expanding as a residential district and has complete shopping facilities for every need.

MAYOR Fred Sperr, Milwaukie businessman, says, "It is indeed gratifying to our city to have KGW take an interest in our area. We all feel that this interest typifies the spirit of this great station during its long public service span. We know KGW will continue to serve us best of all Northwest radio."

In newspaper parlance "30" means the end of a story but with KGW it means the beginning of many stories. In our 31st year of continuous service in the nation's 30th largest city where nearly 100 per cent of the metropolitan area homes have radio, KGW offers the utmost in day-in day-out listener loyalty.

KGW's radio penetration in the Oregon-Southwest Washington area is a factor of such overwhelming importance that you, as an advertiser, cannot afford not to use KGW to sell your product.

KGW alone gives truly full coverage to this area. It gives you the maximum degree of customer saturation and will never be displaced in this regard.

"Plus" service with Portland's pioneer station at that highly desirable low frequency of 620. You're truly in the "know" when you buy "six-two-oh"!

REPRESENTED NATIONALLY BY EDWARD PETRY & CO., Inc.

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THEY “KNOW” SIX-TWO-OH IN MILWAUKIE

DRUGGIST Vern C. Conwell, Milwaukie Pharmacy, reports, "KGW's merchandising promotion and general interest in our community is a great asset to all business people. We know KGW and have enjoyed its great public service more than thirty years."

BUSINESSMAN H. W. Berry, District Manager of the International Harvester Company plant near Milwaukie, states, "Our company realizes the tremendous potential of the Portland area. We have recently completed a million dollar plant here to back our faith in the continued growth of the Northwest.

GARAGE OWNER Leonard B. Mullan of Mullan's Milwaukie Garage, asserts, "Our community relies on radio to bring us entertainment and news. For more than 30 years we've relied on KGW for the best in this field. Truly the 'People's Choice' in Milwaukie."

BANKER A. H. Zander, president of the First State Bank of Milwaukie, reports, "I have been in the Milwaukie banking business for more than 40 years and have had the opportunity to watch KGW grow.

Grocer Clyde Basler, owner of the independent Price-Rite Grocery in Milwaukie, states, "For best results KGW is the choice. We have seen increases of 30 to 45 per cent on products when they are KGW-advertised."

Shoeman C. H. Nickles, owner-operator of Nickles Buster Brown Shoe Store of Milwaukie, asserts, "For fastest reaction on special sales or day-by-day advertising, KGW brings you results that count.

Milwaukie... serving a retail trade area of more than 35,000 persons, and center of continued industrial and residential growth, acclaims KGW as the "Choice" radio medium in the Portland area.
questionnaires to be sent to radio-TV stations and other media.

The questionnaires will request information from broadcasters on what candidates have purchased time, amount of time, and general station practices. Paul Cotton, general counsel for the subcommittee, told Broadcasting • Telecasting last Thursday. They will be sent to as many stations as possible and political groups as well within the next fortnight, he added.

The subcommittee, headed by Sen. Guy Gillette (D-Iowa) until his recent resignation, comprises Sens. Thomas C. Heinings Jr. (D-Mo.), Robert C. Hendrickson (R-N. J.) and A. S. (Mike) Monroney (D-Okl.). Industry officials testified last spring when hearings were held. One suggestion was that blocks of time be set aside for political broadcasts.

Situation 'Desperate'

Sen. Gillette terms the present situation "desperate" and feels that both parties are able to spend far in excess of amounts limited by the Hatch Act. Political committees must confine their expenditures to $3 million. Corporations and labor groups are prohibited under the Federal Corrupt Practices Act from making contributions to political candidates.

Meanwhile, there were varied reactions last week on the purported $2 million spot campaign announced by Ted Bates & Co. last month and "revealed" by the Volunteers for Stevenson. The original plan, encompassing radio and TV spots voiced in part by Gen. Eisenhower for use in crucial areas, was prepared for the National Citizens for Eisenhower Committee.

Officially, the Republican National had nothing to say on the reported plan or the Democrats' protests to FCC.

Privately, the Republicans claim that they are spending more money for network programs, despite their claim that they must scrape the barrel.

There were reports that both the Democrats and GOP would hold up their spot campaigns until money-raising problems could be ironed out.

Aside from the purchase of nine half-hours on DuMont TV Network and a like number on CBS Radio—all by the Democratic National Committee—it was learned that the Democrats have three radio spot campaigns in the mill—described as regular, "grass roots," and rural. Use will be made of regional networks (Don Lee, Intermountain, Keystone). Films are in preparation for use by state committees.

Money problems also were pointed out in other ways:

- Stephen Mitchell, chairman of the Democratic National Committee, scored the GOP spot plan as a "step toward . . . dangerous monopoly;" said the Democrats would buy all the spots they could afford but had sealed down their original figure on time; claimed the party almost had to cancel broadcasts in 1948 for lack of funds; reported the Democrats "have come within an eyelash of having to cancel some of Gov. Stevenson's telecasts and broadcasts in this campaign."

- Joel T. Browhill, GOP candidate for Congress from Virginia, charged that the Democrats had tried to do what they later condemned the Republicans for doing—buying up TV spots in closing days of the campaign. He scored the Democratic FCC protest as a "case of sour grapes."

- Gov. Stevenson himself chided the GOP for its so-called spot "blitz," and felt "this campaign is going to backfire." ("This isn't a soap opera, this isn't Ivory soap vs. Palmolive.") The spots, the Democratic Presidential nominee stated, will not help Americans "forget the Republican record."

Election returns coverage also was taking shape last week at the networks.

Signing of the Chevrolet Div. of General Motors and the Chevrolet Dealers of America to sponsor Mutual's all-night coverage of election returns on Nov. 4-5 [B+T, Sept. 29] was announced last week by MBS Sales Vice President Adolf N. Hult.

MBS plans to cancel all regularly scheduled programs except newscasts after about 7 p.m. EST on election night and present continuous coverage of the returns, with commentators stationed in key cities across the country to provide rapid tallies and commentary.

MBS Election Plans

Mutual's election headquarters in New York will be operated under the supervision of News Director Milton Burgh and Special Events Director Arthur Feldman.

Details of the Chevrolet sponsor-ship agreement were not disclosed, except that Mutual said the election coverage on more than 500 MBS stations would be presented "in cooperation with the Chevrolet Div. and Chevrolet Dealers. Campbell-Ewald Co. is agency for both the division and the dealers.

The Chevrolet-MBS pact means that the election night coverage of all national networks—radio and TV—will be sponsored. Westinghouse is sponsoring CBS Radio's and CBS-TV's plus that of four DuMont TV Network stations; Philco is underwriting NBC radio and television coverage, while AD-
Radio and mirai scheduled for radio work speeches a.m. The Other stations are Odell, Carolina contributors garn, ing examiner, L. contributions from June 10:35 simulcast Radio national Committee campaign problems. Among other contributions from June 31, 1952. Among disbursements reported by the committee were $19,030 for CBS-TV and $11,585.80 for CBS Radio network time charges for a simulcast Aug. 28; and various sums for recordings by NBC New York and Sound Studios, Washington, D. C. as well as for tapes by Magnecord Inc. Additionally, the report showed miscellaneous expenses incurred by Frank E. McKinley, former chairman of the Democratic National Committee, for meetings to discuss raising money for radio and television broadcasts. The listings indicate Mr. McKinley met on at least a dozen different occasions with radio-TV and political individuals to discuss money and other campaign problems. A detailed listing of the GOP National Committee report, showing radio-TV expenditures, appeared in a previous issue [B*T, Oct. 6].

NARTB MEMBERS
41 Added Since Aug. 28

FORTUNATE escape from injury was reported when Bea Wyse, owner of KWBW Hutchinson, Kan.; her son, William Wyse Jr., and KWBW Manager Hal King made a forced airplane landing in a plowed field near Hutchinson Sept. 28 while they were returning from a business trip to Austin, Tex. Mr. King, who was piloting the four-seated plane, landed it without damage after the engine failed when the plane ran out of gas. Its faulty gas gauge had read 10 gallons.


ELECTRICITY USE

TV Boosts Utility Revenue

TELEVISION is boosting the electrical utility industry's revenues by more than $200 million a year, Dr. Charles B. Jolliffe, vice president and technical director of RCA, estimated last week.

Addressing a conference of utility executives, sponsored by Ebasco Services Inc. in New York on Monday, Dr. Jolliffe said that "present estimates place the added revenue to your utility industry, directly traceable to power consumption by television home receivers, at $200 million a year."

In addition to this, he said, "the estimated total of electrical consumption by television studios and transmitters in the U. S. approaches $2.5 million a year."

In the New York market alone, Dr. Jolliffe said, Consolidated Edi- son "attributes $15 million of its increase in revenues during the 12 months ended June 30, 1962, to home television usage."

MEAN TO THE RICH

FLINT MARKET

Flint, Michigan, is America's largest General Motors plant city and has a buying income $1613.00 higher than the national average.

More than half of GM's multi-million-dollar expansion program is now under way—in Flint. Defense contracts for Flint factories are now total 1 billion dollars. . . . Flint is STILL expanding its earning and spending ability. Sell the Big Flint Market through Flint's First Station—WFDF.

WHAM FLINT MICH.

910 Kilocycles

One of America's Pioneer Stations

OUR 31ST YEAR

BASIC

AMERICAN BROADCASTING COMPANY

Associated with WOOD and WOOD-TV Grand Rapids—WFBM and WFBM-TV Indianapolis—WEOA Evansville.

REPRESENTED BY THE KATZ AGENCY

October 13, 1952 • Page 57
SURPASSED ONLY BY METROPOLITAN NYC AND CHICAGO . . .

Big Aggie Land—
a countrypolitan market

IT'S A MARKET made cohesive by one radio station, reached by one station, sold by one station. One of the world's richest agricultural areas, Big Aggie Land's million radio families last year enjoyed an effective buying income of $4.2 billion, spent $3½ billion in purchases at retail. Only two areas spent more—metropolitan NYC and Chicago.

BIG AGGIE LAND is the 267 counties in Minnesota, the Dakotas, Nebraska and Iowa covered by WNAX. To the farmers and townspeople of Big Aggie Land radio is news, weather and farm data, entertainment and social life—and radio is WNAX. Radios are found in 97.3% of the homes; 80% listen to WNAX 3 to 7 times a week.
LATEST DIARY STUDY PROVES

Big Aggie Land
dominated by WNAX

THIS YEAR, as in 1950, 1948, 1946, and 1945, Audience Surveys, Inc. conducted a listener diary study in 80 Big Aggie Land counties representing 5 states. Trends established in earlier studies continued in 1952. There are more radio homes (up 27%*); more sets in use (up 69.3% daytime, 32.6% night); higher WNAX ratings (up 50.7% daytime, 16.1% night); and bigger WNAX average audience (up 91% daytime, 47% night).

WNAX HAS THE TOP RATING in 97.3% of the 500 quarter-hours covered by the diary, up from 87.8% in 1950. On an overall share-of-audience basis, WNAX averages more than 3 times that of its nearest competitor. Locally produced shows account for 48% of the quarter-hours covered by the diary, with a 28% average-share-of-audience, fantastically high in view of the fact that 52 stations received mention in the study.

THE DIARY STUDY ** proves the unquestionable dominance of WNAX. Big Aggie Land is a rich, fertile area well worth your cultivation. One radio station, and only one station, delivers it—solidly. That’s WNAX, where you belong to keep your sales up and yours sales costs down. Further information from The Katz Agency.

* All % comparisons express 1952 increase over 1945.
** For a copy, write Bob Tincher in Yankton, S. Dak.
Pat Analogy

THERE IS reason to predict that before long, miles and miles of Hollywood feature film will be made available to television.

No one can set the date on which the vaults will be opened, but it may come sooner than most producers and exhibitors now anticipate.

Here's why:

Because of television's voracious appetite for programming, the current flood of films produced especially for television is increasing and their quality improving. Quite obviously, the owners of theatrical film cannot, without suffering economic losses, hoard their property long enough to let the producers of special TV films tie up the television market. The owners of theatrical film will have to release it to TV before social TV film production gets much bigger than it is right now.

A lot of movie exhibitors feel that the opening of the film vaults will signal the closing of the exhibitors' tombs. Perhaps they would be less fearful if reminded of an analogous situation that arose and was satisfactorily resolved by radio industry leaders years ago.

When radio first became a dynamic force, the newspapers—fearing that radio's immediacy would kill the news business for them—demanded that the news services protect newspapers against radio. Several artificial restraints, ranging from outright denial of service to enforce delays in radio use of news, were tried by the wire services before they became aware that radio and radio news were here to stay.

Radio now has access to all the news that newspapers can get, and both radio and newspapers have survived handsomely. Large percentages of movie exhibitors, the owners of theatrical film are trying the same dodge that the wire services tried at the behest of their newspaper clients. It is only a matter of time, and not much time at that, before the film situation arrives at the same resolution. We venture that both television and movies will survive.

Educated TV Pedagogy

GRADUALLY rational thinking about educational television is increasing. A spurt to more of it came 10 days ago from Lester E. Cox, who is in an unusually objective position from which to view the problem.

Mr. Cox is a broadcaster, with substantial interests in KWTO Springfield, Mo., and KCMO Kansas City, and he is also a member of the Board of Curators of the U. of Missouri. Mr. Cox thinks it unlikely that many schools can make a go of non-commercial, educational TV stations and therefore if the theory of that kind of operation obtained, educational TV is destined to wither on the vine.

What schools should do (as his own U. of Missouri has done) is apply for commercial channels in competition with commercial applicants, and operate those they are granted as commercial enterprises, thus providing practical, rather than unreal, laboratories for students who want to go into TV professionally. Only that way can educational stations hope to support programming capable of attracting audiences. They would not get these assignments on a "reserved" basis, departing from every concept ever enunciated on use of public domain. The 242 reserved channel assignments, generally known back into the competitive arena, to be used by successful applicants, whatever their walk of life, commercially or non-commercially, as they see fit.

Mr. Cox made his remarks to the annual meeting Oct. 4 of the Governing Boards of State Universities and Allied Institutions in Portland, Ore. Another educator-broadcaster, Michael R. Haney, general manager of Cornell-owned WHCU Ithaca, N. Y., also urged that schools approach TV with realism.

The degree to which professional educators have been influenced along less realistic lines was shown when, after hearing the sensible arguments of Messrs. Cox and Hanna, the assembly voted a resolution urging the FCC to extend the period of reservation for the non-commercial channels.

Eventually, we feel sure, the more practical view will prevail.

We must assume that educators are interested in getting the most effectiveness out of their teaching. The only way they can accomplish that purpose in teaching by TV is to establish their television on a sound and practical economic basis.

EUGENE HYDE MERRILL

IF THERE'S one thing Eugene Merrill likes, it's a chance to tackle a long-range job of appalling proportions.

Most of the experience of this newest member of the FCC has been along that line and it would be hard to find an organization more in need of a man who combines engineering, communications, electronics, allocations and regulatory background with a yen for achievement.

All those qualities accompany Mr. Merrill into the Commissionership, plus a working philosophy that will be equally helpful. It's inherent in him to work long hours, and hard. At Defense Production Administration, where he heads—the Materials Branch, his daily routine starts at 7 a.m. He's generally first on the job at the government cathedral housing this vital defense operation, and he's usually among the last to leave—this in response to urgent pleadings by Mrs. Merrill and four hungry kids at their Arlington, Va., home.

Mr. Merrill, like Comr. Rosel Hyde (no relation, despite his middle name), is a Mormon. If there's a 142d cousin relationship anywhere, it could stem back to the new Commissioner's great grandfather, Orson Hyde, one of the original founders of the Mormon church in the 1830's and who took to the long trek to Utah.

Oldest of the Merrill children is named Hyde in recognition of the famed empire builder.

There's a shock of blondish gray hair that quickly catches the eye of those who first meet Eugene Merrill. Decidedly on the fair side, he attributes the prominent grayish cast that made its appearance several years ago to his propensity for long office hours and an earnest desire to follow his creed—people in government jobs should devote all their energies to what is for the benefit of the people.

The grayish hair tends to make him look older than his 44 years might justify. Once his smile appears, however, the impression is different and the effect is that of a handsome, youngish middle-aged executive—and that's just what he is.

This business of digging into big projects has dominated Mr. Merrill's professional career. Just after he became chief engineer of the Utah Public Utilities Commission in 1935, only three years out of the U. of Utah, he conducted an investigation of the rates, property values and operations of Mountain States Telephone & Telegraph Co.

In his next job—as an early organizer of Office of Production Management in 1941—he helped set up the War Production Board (Continued on page 64)

Page 60 • October 13, 1952
"Ah! — I have caught zee true spirit of Louisville!"

Measure the WAVE-area audience in "family-hours-per-week" and you get an amazing total of 5,142,000 hours a week devoted to radio!

This is many more hours than are devoted to TV — is 310.7% more hours than to newspapers!

That's another reason why WAVE radio is your best Louisville buy. Ask Free & Peters!

Facts above are from scientific, authoritative survey made by Dr. Raymond A. Kemper (head of the Psychological Services Center, University of Louisville) in WAVE area, March, 1952.
Wonder How Miss Gilbert Is in "Histery"?

By now I guess you've heard about the spelling errors in the kids' report cards this week.

A typical card looked like this:
- Arithmetic: B
- Geography: B
- Spelling: C
- Grammar: B

I don't know if Miss Gilbert, the principal, actually wrote those cards, but she took full responsibility. This morning I hear she got up in the Assembly Hall — before all the students — and started writing GRAMMAR with two "a's" on the blackboard 100 times!

From where I sit, I'll bet this makes her even more popular with the students. It's nice to see an expert admit she occasionally makes a mistake. Too many so-called "experts" claim they're never wrong on such subjects as what you or I ought to eat ... what we should wear ... whether we should enjoy beer or buttermilk. A really wise person never claims to "know all the answers" all the time.

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From where I sit by Joe Marsh

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Front Office

HARRY W. BARNAH, account executive, WTTM Trenton, promoted to local sales manager.

CHAUNCY T. HINMAN appointed assistant manager, WVMI Biloxi, Miss.

CHARLES F. ABBOTT Jr. to WJZ-TV New York as account executive in TV sales department.

QUENTIN W. WELTY, general manager, WMVO Mt. Vernon, Ohio, appointed commercial manager, WWSU-AM-FM Wooster, Ohio.

GREGORY CHRISTIAN, WJIM-TV Lansing, Mich., to WSAZ-TV Huntington, W. Va., as account executive.

CLARE COPELAND, CJCA Edmonton and CKRC Winnipeg, appointed assistant sales manager of CKWX Vancouver.

DONALD CALLEN, announcer, KBIG Avalon, Calif., promoted to resident manager.

LEWIS SHULTZ to sales staff of WIRE Indianapolis.

KETTELL-CARTER, radio representative firm, appointed sales representative in New England by WTWN St. Johnsbury, Vt., and WIKE Newport, Vt.

MILTON E. BLISS to NBC Chicago as agricultural representative in network radio sales.

ARTHUR J. O'LAUGHLIN, Foster & Kleiser, Seattle, to KING-TV same city, as account executive. JIM NEIDIGH promoted to head of national sales at KING-TV.

GENE HOGAN, former salesman at WVCW Coral Gables, to WQAM Miami, in same capacity.

FRITZ DONNELL, manager of KGMB Honolulu, to Ault Supply Co., same city, to handle advertising and promotion.

JAMES S. AYERS, Atlanta, southeastern radio-TV station representative, relocates at 301 Glenn Bldg.

STORER BROADCASTING Co.'s New York telephone number has been changed to Eldorado 5-7690.

Personals . . .

GEORGE L. MOSKOVICS, manager of TV development, KNXT (TV) Hollywood, will speak on "Television as a Force in Marketing" at meeting of American Marketing Assn., that city, Oct. 15 ... CHARLES A. STORKE, vice president, KTMS Santa Barbara, named president of the 1963 annual Old Spanish Days Fiesta ... BILL J. SHUEL, salesman, WIRE Indianapolis, father of boy, Steven, Sept. 26.

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The NBC station serving greater YOUNGSTOWN, O.
30th population area in U.S.
5,000 WATTS

WFMJ

Duplicating on 50,000 Watts FM

Broadcasting • Telecasting
project that ran the job of tooling up and producing the goods that won World War II. His role was communications, including radio, telephone and telegraph. There he used his engineering background to lead the designing of electronics. After radio was cut off from his unit, he concentrated on telephone and telegraph production.

That four-year assignment served as a perfect background for another one just like it—rebuilding Germany's communications from a mass of rubble into an efficient system. Foreign Economic Administration sent him first to Austria in 1945 as a power consultant but he soon wound up in Germany as deputy and then acting chief of communications.

Government records bear eloquent tribute to the five-year rebuilding project. All over the U.S. part of occupied Germany the masses of wreckage were rebuilt and staffed with new German personnel. Behind all this was the desire to halt unrest and the spread of Communism. In the undertaking he learned about frequency allocations because he had to make the channel assignments to occupation forces and the civilian population, besides directing other communications, the savings bank and postal check systems and passenger bus facilities.

Takes NPA Post

By 1950 the German communications system was performing smoothly. And by that time another big undertaking was in the embryo—retooling for another war. Among the first to join Gen. William H. Harrison in setting up National Production Authority was Eugene Merrill. Soon the project was rolling along and he was placed in charge of a group of materials experts allocating steel, copper, rubber, textiles, nonferrous metals, chemicals and other items to the stockpile as well as finding the need for increased production.

Now Eugene Merrill finds himself in the middle of still another major assignment—regulation of the fast-expanding television industry, along with the older media. His background should prove to be a big asset.

The Merrill career started 3½ decades ago when the young grammar school student became Salt Lake City's hardest selling newspaper. Week after week he won the Deseret News weekly prize for selling the most papers—a record he discusses cheerfully in contrast to his reticence about other professional achievements.

In high school he played basketball, played on the School of Mines & Engineering at U. of Utah, he was a pupil under his father, Dr. Joseph F. Merrill, director of the school. During his freshman year, Dr. Merrill resigned to become commissioner of auditing for the Mormon church and a member of the church's governing body. The younger Merrill, incidentally, has always been active in church work and still teaches a Sunday School class at Falls Church, Va. His higher education included economics and law courses, but he had to abandon football for lack of time.

Upon graduation from the university he spent several months inspecting mining properties, and then went with U. S. Smelting & Refining & Mining Co., remaining there until he joined the Public Utilities Commission.

He married Barbara McCune Musser, of Salt Lake City, in 1939, meeting her at the state capitol where she was secretary to the Attorney General. They have four children: Hyde, 9; Barbara Jean, 7; Roger, 4; Laura, 2.

Has Open-Minded Approach

"What are your thoughts on regulation of radio and television?" the new Commissioner was asked. The answer is typical of his scientific approach to all problems: "Do I commit myself ahead of time?—No."

A Democrat, he is a loyal follower of President Truman and his Administration, as well as a supporter of Gov. Adlai Stevenson, the Democratic nominee.

KRSC SALE

Price Is $234,500

SALE of KRSC Seattle to a Washington group holding radio and newspaper properties in the Northwest was announced last week by J. Eilroy McCaw, president of Radio Sales Corp. The sale price was $234,500 plus net quick assets.

Members of the purchasing group, Washington Telecasters Inc., include J. L. Longston, C. V. Zaser and Robert L. Pollack. They are interested in KPUG Bellingham and KSEM Moses Lake, both in Washington.

The negotiations, subject to usual FCC approval, were handled by Blackburn-Hamilton.

KRSC operates with 1 kw on 1150 kc. The station was founded in 1940. Mr. McCaw is interested in a number of western stations.

WHHK Sale Approved

SALE of WHKK Akron, Ohio, by United Broadcasting Co. for $35,000 to two of its sales executives has been approved by the FCC. The purchasers are Jackson B. Maurer, general sales manager of United Broadcasting's WKIP Cleveland, and Philip R. Hessel, general sales manager of WHKK. The pair will assume active management of WHKK [B•T, Sept. 1].

Here's a revolutionary way to publicize your station —recapture audiences — and give your listeners a startling experience in "3rd Dimension" sound.

Just use your present AM & FM channels, plus the new Binaural Magne recorder and you can produce the most "talked about" program in your station's history.

Only Magne cord's professional Binaural tape recorders make this advanced method of broadcasting possible at low cost to you.

Write — for information on programming and engineering — plus pre-recorded binaural tapes! LET US HELP YOU build your own binaural broadcast.

Magne cord, Inc. Dept. B-10
225 W. Ohio Street + Chicago 10, Illinois

World's Oldest and Largest Manufacturers of Professional Magnetic Recording Equipment.
SHORTAGE FEARS
Expressed by Set Group

FEAR that shortage of basic materials will cramp radio-TV set output early in 1953 was voiced by a receiver manufacturers' industry advisory group last Thursday.

Conferring with electronic officials of the National Production Authority, set-makers cited potential scarcity of copper, aluminum and steel because of the steel shutdown and labor shortages in some areas, particularly Chicago. Production shortage of 21-inch TV picture tubes also was reported. Labor shortage exists among engineers and assembly-line workers.

Fulfillment of military needs was pointed up in a seventh quarterly report, New Resources Bring New Opportunities, submitted to President Truman by Henry H. Fowler, new director of the Office of Defense Mobilization.

"Output of electronic equipment is now running at a rate more than double that of a year ago," Mr. Fowler reported. "Some of the largest and most complicated equipment is now reaching volume output."

Manpower Problems

Mr. Fowler also noted that employment in civilian radio-TV manufacturing rose in the third quarter (July through September), "reversing the down trend of the second quarter." Military electronics employment also increased "and further gains are expected." Mr. Fowler said, adding that "acute shortages are in immediate prospect" for the engineering and scientific fields. Technical personnel completely trained will continue to decline through 1964.

Meanwhile, NPA indicated last week that relaxation of regulations governing construction by radio-TV broadcasters and other industrial groups may be deferred beyond April 1 to May 1. Under this policy evoked because of the impact of the steel strike—virtually all new major station building is precluded until next spring. Broadcasters whose construction already is underway will be able to complete their project [B+T, Oct. 6, Sept. 29].

Mr. Fowler also reviewed NPA's automatic allotment procedure which becomes effective Jan. 1 and provides larger quantities of materials under self-authorization, not to mention a saving of paper work. This is reflected in cutbacks of personnel in NPA's Electronics Division and a general realignment of the agency's functions. At least a dozen members of that division have vacated their posts, either returning to private industry or transferring to other government agencies. Positions affected mainly are components and electronics tubes.

KECA Los Angeles Mickey Kate Show, weekly hour-long musical variety program, is sponsored by American Jewish Marketers, L. A. Agency is Louis J. Weisman Adv. Agency, that city.

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Graybar recommends

THE NEW ALTEC 250A SPEECH INPUT CONSOLE

Here is the latest addition to Altec's new and enlarged line of speech input equipment—the 250A Console. A completely self-contained unit for AM, FM, or TV, the Altec 250A offers:

- Two main program channels which can be operated simultaneously on separate programs.
- A nine-channel parallel mixer—any combination of nine inputs can be used at the same time on either channel.
- All necessary monitoring, cue, audition, and signaling circuits.
- Controls, keys, and pots conveniently arranged for maximum accessibility.

All pre-amplifiers, line amplifiers, and power supplies are of the plug-in type...are compact...easy to change and service. (The pre-amplifier unit, for instance, is only 1 3/4" x 4 1/2" x 9" in over-all size.) The plug-in units are also available for rack-mounted and custom speech input installations.

Ask your near-by Graybar Broadcast Equipment Representative for complete information on Altec speech input equipment for any requirement. He'll be glad to furnish you with data covering specifications and performance of the new Altec 250A and 230B consoles, as well as the popular 220A portable model. Graybar Electric Company, Inc., Executive Offices: Graybar Building, New York 17, N. Y.
Compatible Color

(Continued from page 22)

up by receivers in the auditorium. He finished the talk live from the platform. Proceedings were transmitted to the Pentagon by the mobile station.

Nearly 800 delegates were registered at the convention, with all 17 sessions well attended. Radio and TV network officials as well as FCC and other government officials were guests Tuesday at a luncheon given by RCA, with Jack O'Brien, RCA theatre sound equipment and visual sales manager, serving as host.

The David Sarnoff Gold Medal Award was presented at the Wednesday dinner to Axel G. Jensen, Bell Labs. The annual SMPTE Journal award went to D. L. MacAdam, Eastman Kodak Co. Receiving honorable mention were F. C. Williams of Eastman Kodak Co., and Otto H. Schade of the Tube Dept., RCA Victor Div.

Film processing techniques were covered in a number of papers, along with methods of recording TV programs by kinescope and motion picture processes. Karl Freund of Hollywood detailed the methods used in shooting I Love Lucy (CBS-TV) program, with TV cameras replaced by three motion picture cameras.

Talks on Kinescope

Kinescope papers were read by Ralph E. Lovell and Robert M. Blodgett on NBC. They described devices used to prepare improved film recordings. L. L. Pourciau, General Precision Lab, read a paper on a new image-orthicon camera chain and associated gear, operated by remote control. W. E. Stewart, RCA Engineering Products Div., described a new TV projector.

Successful use of image orthicon cameras for all films transmitted by WABD (TV) New York for the last year was described by Rodney D. Chipp, DuMont TV network engineering department. One of these cameras to replace iconoscopes for film transmission followed a year of tests. Mr. Chipp said the image orthicon can produce good pictures, with no operational difficulty, from nearly all grades of film, with technical manual hours for previews and rehearsals eliminated. When all cameras in a station are of the same type, maintenance is standardized, he said, and inventories reduced. Operating costs of image orthicons are only a few cents an hour higher than iconoscopes, he noted.

Mr. Mole told the delegates he believed movies and television can live together, supplementing and strengthening each other.

French Network Expands

FRENCH-language network service will be expanded Oct. 19 by Canadian Broadcasting Corp. to French-language stations outside the Quebec province. Donald Manson, CBC general manager, announced that French-language stations in Ontario and western Canada will receive the service from 8 a.m. to midnight. Exclusion of stations to be served are CFCL Timmins, Ont.; CHNO Sudbury, Ont.; CKSB St. Boniface, Man.; CHBD Sault Ste. Marie, Ont., and CFGX Gravelbourg, Sask., if possible.

Logs and Politics

DEMOCRATS have carried their press feud another step. The Democratic National Committee has told party workers to watch radio-TV schedules in their local newspapers to make sure Gov. Adlai E. Stevenson gets "a fair break." Many papers list speeches by the Governor as national committee programs without mentioning his name, but when Gen. Eisenhowers speaks, his name is listed. The committee urged.

Double-Billing

(Continued from page 22)

problems in a TV-saturated operation. He said it is impossible to cope with these problems, and to avoid the pitfalls of rate-cutting. He urged reappraisal by broadcasters of the matter of classification of accounts. For example, the co-op situation, and determination whether accounts should be billed as national or local.

The resolutions committee, functioning with uncommon speed, brought in its recommendations on the first day, rather than the second day of the meeting. Honored by Allen M. Woodall, WDAR Columbus, the committee comprised Michael Ford, Johnstone and Stone, Kings Smith of WCOV Montgomery, Bob Roundhouse, WQXI Atlanta, and Harry Camp, WQAM Miami.

In addition to those enumerated, recollections adopted included one on the NARTB for the 25 years of its existence with a resolution that they should have been able to say the FCC to change its requirements with respect to supplying engineering data on signal patterns. They cause undue hardship upon existing stations when the FCC is asked to supply such data to new applicants or those seeking modifications for utilization of the same channels, resolution claimed.

Other resolutions praised the stewardship of President Fellows and of his NARTB staff and lauded the accomplishments of the Holt District 5 administration.

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

via Graybar

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NATIONAL GUARD
New Recorded Show Ready

RECORDED series of musical programs, Let's Go to Town, has been offered to more than 1,800 radio stations by the National Guard bureau on behalf of its recruiting.

Stations are asked to play the 5-minute recordings as public service features, with provision for local tie-ins by guard units. Programs feature top bands and singers and will run until June 30, 1963.

The bureau like the U. S. Air Force and Army, has been tarnpered for lack of funds to buy radio time. Part of a fiscal 1953 $250,000 budget is being used for recording and distributing the programs and other recruiting aids. Robert W. Orr & Assoc. handles the Guard account.

LEADERSHIP IS EARNED • LEADERSHIP IS EARNED • LEAD

VOICE OF ALABAMA
Re-Formed as Television Corp.

CORPORATE reorganization of Voice of Alabama Inc., as the Television Corp., was effected Oct. 2 at a meeting in Birmingham, but it entails no change in control or management. The Voice of Alabama Div. will operate WAPI and WAPM-FM-TV.

Capital stock has been increased from 1,000 shares of $100 par to 100,000 shares of $5 par. Officers remain Ed Norton, board chairman; Thad Holt, president-treasurer, and Ernest H. Mitchell Jr., secretary. Mr. Norton holds 76,636 7/11ths shares and Mr. Holt, 23,364 4/11ths shares. FCC will be notified of the transaction when legal forms are completed.

NATIONAL NIELSEN RATINGS*
TOP RADIO PROGRAMS
(Total U. S. Area, Including Small-Town, Farm and Urban Homes and Including Telephone and Non-Telephone Homes)

EXTRA-WEEK
August 31-September 6, 1952
EVENING, ONCE-A-WEEK

Current Rating
Number

Program

1

Drozgut (NBC)

2

Yo But Your Life (NBC)

3

People Are Fancy (CBS)

4

Dr. Christian (CBS)

5

Galactica of America (NBC)

6

Eisenhower Speech (ABC, Thu.)

7

Great Gildersleeve (NBC)

8

F.B.I. in Peace and War (CBS)

9

Life With Luji (CBS)

10

Father Knows Best (NBC)

(*) Homes reached during all or any part of
the program, except for homes listening only
1 to 3 minutes.

Copyright 1952 by A. C. Nielsen Co.

690 KC REQUESTS
New Bids Pend on NARBA

PENDING ratification and entry
force of the new North American
Regional Broadcasting Agree-
ment, two applications for 690 kc
were placed in the FCC's pending
file by the Commission last week,
but the cases were continued in
hearing docket status as well.

The applications involved include
the request of WTOC Savannah,
Ga., for switch from 5 kw on 1290
kc, directional night, to 10 kw on
690 kc, and a new station bid by
Brennan Broadcasting Co. for 25
kw on 690 kc, directional night, at
Jacksonville, Fla. FCC's order
noted applicants "would fail
to protect Cuba under the new
NARBA." Further comparative
consideration cannot be held until
the status of NARBA is settled,
FCC indicated.

NJBA MEETING
Hennock to Speak

AN ADDRESS by FCC Comr.
Frieda B. Hennock, an appraisal
of educational radio and television,
and a political debate will be fea-
tures of the fall meeting of the New
Jersey Broadcasters Assn.
and the Fifth Annual Rutgers
Radio Institute, scheduled today
(Monday) and tomorrow at the
Walt Whitman hotel in Camden.

Program, announced last week by
NJBA President Paul Alpert, WSNJ
Bridgeport, calls for Miss Hennock
to speak at a luncheon today. The
debate will pit N. J. GOP Sen.
H. Alexander-Smith, seeking.
re-election, against Archibald Alex-
ander, his Democratic rival, in ad-
dresses scheduled for broadcast
by several New Jersey stations.

Speakers at the radio institute are
selected to include Rutgers President
Lewis Webster Jones, on "Educational
Radio and TV—Where Do We Stand?";
Dr. Frederick W. Wabing, state
Commission of Education, on "Educa-
tional TV"; Dr. Paul Manning, Rutgers
lecturer in sociology on "How
Do the Soviets React to the Voice
of America" and Dr. Richard McCor-
mick, Rutgers associate professor of
history, on "New Jersey History."

The broadcasters are to tour
WCAU Philadelphia's new Radio-
TV Center and also visit RCA's
Camden plant during the two-day
meeting. WCM and WIKDN
Camden are host stations. NJBA
officers will be elected Tuesday.

d-CON CASE
FTC Takes Testimony

TESTIMONY was taken last week
by the Federal Trade Commission
on a complaint which alleges ad-
vertising misrepresentations by
The d-Con Co., Chicago, manufac-
turer of rodenticide preparations.

The company has been active in
promoting the merchandising of its
products through radio per-inquiry
deals in which stations were asked
to compete for contest prizes. FTC
filed its complaint last spring
(B*H, March 24).

Hearing was held in Chicago last
Monday, with Webster Ballinger
presiding as hearing examiner.
Edward F. Downs was attorney
in support of the government's com-
plaint.

30 years of skilfully fitting a top-quality medium to
top quality market is ringing cash registers
all over rich Central New York for WSYR's and
WSYR-TV's local and national advertisers.

Write, Wire, Phone or Ask Headley-Reed

WYSR-ACUSE
AM • FM • TV

NBC AFFILIATE — The Only Complete Broadcasting Institution in Central New York

Broadcasting • Telecasting

Page 66 • October 13, 1952
"BROADWAY TV THEATRE" enters the Fall season as the top-rated dramatic show on New York television!*

Live drama, delivering the client's sales story five nights a week, to a weekly audience of 2,141,000 viewers . . . more people than are reached by any other drama on any other TV station in the world's largest market.

WOR-TV channel 9 for New York

*Source: Telepulse, Sept., '52
One News Flash on WGAL-TV—
and the FBI Gets Its Man

The day after his picture appeared on WGAL-TV's "Wanted Persons" program, a butcher employed in a Lancaster, Pennsylvania super-market was arrested by special agents of the FBI on charges of forgery, fraud against the Federal Government, and conspiracy in an embezzlement at a U.S. Naval Base. Two alert WGAL-TV viewers had recognized the 315-pound butcher when his picture was flashed on the screen, and promptly called the FBI. Result: the apprehension and arrest of a "wanted person."

Through its "Wanted Person" telecasts, presented in cooperation with the FBI, WGAL-TV is privileged to perform an important public service, the effectiveness of which is clearly illustrated by the dramatic incident described above.

WGAL-TV
Lancaster, Pennsylvania
A Steinman Station
Clair R. McCollough, Pres.
THEODORE R. (TED) GAMBLE, prime example of a motion picture exhibitor "moving" into radio and TV, revealed last week that he has already disposed of most of his theatrical holdings because he is convinced TV will deal a death blow to movie exhibition "as it is now set up."

Mr. Gamble, who headed the Treasury Department's War Bond Savings Drives as a dollar-a-year man during World War II, is already the principal stockholder of KJRH Seattle, KQIN Portland, Ore., and KCMJ Palm Springs, Calif. He is a 20% stockholder in KLZ Denver.

It was in the Denver TV hearings, which completed the second week last week, that Mr. Gamble made his disclosures. KLZ is being opposed by Denver Television Co. (Wolfberg theatre interests) for Denver's Channel 7 [B&T, Oct. 7].

In 1949, Mr. Gamble made that decision, he related, and as of today his once $2.5 million investment in movie houses in Wisconsin, Ohio, Indiana and California have been bought down to less than $500,000. In another six months, he expects to be out of the theatre business entirely, he said.

Bas' is for Mr. Gamble's drastic conclusion, he said, was his belief that small, neighborhood and small-town "subsequent-run" theatres will be hardest hit by TV. He predicted that from 6,500 to 10,000 of today's 18,000 theatres will go out of business in the next six years. Since his theatres were in the class he felt would be most affected by TV, he decided to liquidate his holdings in them, he said.

"The time is coming when TV and theatres will work together," he told Broadcasting & Telectasting. "But, when that time comes, I want to own a stand-in theatre with superior films that will maintain themselves. The moving picture business won't be the same kind of a business it is today."

A less pessimistic attitude toward motion picture exhibition and TV was taken by one of Mr. Gamble's associates in KLZ, Frank H. Ricketson Jr., president of the 90-theatre Fox Intermountain circuit and a 13.8% stockholder in KLZ, declared he did not think there was a conflict between TV and theatre exhibition. He said that he forewore the day "when TV and theatres will complement each other, just like radio and theatres."

Asked about the government's suit against major producers regarding release of 16mm film to TV and other sources, Mr. Ricketson frankly declared he does not think 16mm film should be made available to TV. "That would take people out of our theatres," he said. "Certainly, not first-run films," he added.

Mr. Ricketson, who is treasurer of KLZ, was interrogated regarding anti-trust matters in the motion picture industry. He was one of the two principals in the innovation of Bank Night, which was used by 5,000 theatres in the 1933-35 period. It ceased operation when the Post Office Department ruled it was a lottery.

It was also determined that Mr. Ricketson owns 8% of Cheyenne (Wyo.) Newspapers Inc., publisher (Continued on page 88)
TV 'FACTS OF LIFE'

[Also see District 5 story on double biling in this issue.]

THE FACTS of TV life, economically, philosophically and allocations-wise, were unfolded to broadcasters of Georgia, Alabama and Florida last Tuesday at a wide-open seminar conducted at the NARTB District 5 meeting in Atlanta.

A dozen participants, qualified to do the job before a national convention, covered the subject from all points of the compass. And they didn't predict a rosy economic future for television broadcasters everywhere throughout the simple expedient of getting a license.

Robert D. Sweezy, WDSU-TV New Orleans, chairman of the NARTB-TV board, keynoted the panel in somber tones, predicting a fate worse than that of rampant radio rate-cutting if television broadcasters do not approach their obligations with "courage and non-conscience." Unless the penalties that befell radio are avoided, he warned, "someone is going to take television away from us."

"TV is the strongest, in dollars," Mr. Sweezy declared, that the politicians could well conclude it "should not be left in the hands of private industry."

He said he sounded this grim note because he wanted television broadcasters to forget interminable sniping and pitch in on the all-important industry fight to preserve the medium in private hands.

Panel Members

Participating in the panel with Chairman Sweezy were William B. Lodge, CBS-TV; Richard P. Doherity, and Thad Brown, NARTB; Harold S. Lodge, Jr., WSB-TV Atlanta; Jerry Ruwitch, WMGR-TV Jacksonville; John Outler Jr., WSB-TV Atlanta; Lee Ruwitch, WTVJ (TV) Miami; Jack Rollins, WAGA-TV Atlanta; William T. Lane, WVT (TV) Atlanta; C. P. Persons Jr., WAFM-TV Birmingham, and Standing, former District Small Station Director, Ed Woodruff, Jr., WRBL Columbus, and Allen Woodall, WDAK Columbus. Absent from the reunion (but present at the meeting) was A. D. (Jess) Willard, WGAC Augusta, medium station director and former NARTB executive vice president.

only the Confederate flag was missing at this reunion of past and present rebel members of the NARTB board present to open the District 5 meeting last Monday at Atlanta. (An impromptu poll of the 100-old broadcasters present, conducted by NARTB President Harold Fellows revealed that there's an thousands of dollars of cutting of broadcasters of Georgia, Alabama, and Florida, with only one rebel yell for Stevenson and the balance for Ike.)

Seated (1 to r) District Director Thad Holt, WAPI Birmingham, who presided; Small Station Director Ed Kobok, WTWA Thomson, Ga.; Standing, former directors J. Leonard Reinsch, Cox Radio and TV stations; Henry P. Johnson, WSB-TV Atlanta; and William T. Lane, WVT (TV) Atlanta; C. P. Persons Jr., WAFM-TV Birmingham, and Standing, former District Small Station Director, Ed Woodruff, Jr., WRBL Columbus, and Allen Woodall, WDAK Columbus. Absent from the reunion (but present at the meeting) was A. D. (Jess) Willard, WGAC Augusta, medium station director and former NARTB executive vice president.

The importance of film-buying was stressed by Mr. Ruwitch. There is no "fixed price" on film, he said. Exhibitors are accustomed to "bucking around and bargaining." In the Miami market, he said, Hopalong Cassidy is bought for $15 for motion picture exhibition, while the identical film for TV has a price tag of $250.

Citing this as a means of comparison, he predicted the same sort of bargaining will take place in TV when there is more competition. As a rule of thumb, he said, "It is dangerous to allow producers to equal the cost of the time purchased.

WTVJ's Mr. Lane reported on the operations of his station, which he described as "unique in a grue-some way." It is the third station in the 760,000 population Atlanta market, and for its first 12 months has been in the red. The 18th board and become passé unless the producers release them soon for TV."

... (Continued on page 108)

Film Cost Savings

PREMIERE showing of an as yet unnamed film produced by CBS to demonstrate ways of reducing film programming costs, as a departure from Hollywood techniques, was given last Tuesday before the NARTB District 5 meeting in Atlanta.

The film had been completed the preceding Friday. CBS Engineering Vice President William B. Lodge flew to Atlanta to present the feature to kick off a TV panel. Demonstrated were special techniques to reduce filming costs and conserve working hours.

... (Continued on page 110)

APPEALS COST

High in FCC Man-Hours Dollars

THERE'S more than mere motion — be it legal or political — when a government agency "files" with a court the record of a proceeding put into dispute by the appeal of an unsuccessful applicant before that agency. And FCC is no exception.

There are hundreds of man-hours and thousands of dollars at FCC going into preparation of the record of the final TV reallocation for "filing" with the U. S. Court of Appeals for the District of Columbia in connection with appeals of the Sixth Report and Order by WLOA Braddock, Pa., KYVL Lafayette, La., and WISC Madison, Wis.

Such a record is to be filed in the U. S. Court of Appeals at Philadelphia with respect to the appeal of WWSW Pittsburgh and will be required in the appeals court at San Francisco if FCC's plea to dismiss the Sixth Report protest of KROW Oakland is unsuccessful.

In its request of Sept. 29 before the District of Columbia court for extension of time to Oct. 31 to file the record, FCC cited as reason for delay the extensive nature of the record and noted that the WLOA and KYVL appeals may in effect be rendered moot by allocation corrections since proposed by FCC to its Sixth Report. Through consent of counsel for the protesting stations, the extension was granted to Oct. 31, the same date the filing of record is due in the Philadelphia court.

Filing of record at San Francisco is now due until 40 days after the court disposes of FCC's motion to dismiss the KROW appeal.

WLOA and WWSW protested FCC's failure to allocate vhf Channel 4 to Bradock, Pa., and the Pittsburgh area. FCC has proposed to correct the case by putting Channel 4 at Irwin, Pa. [B.T., Sept. 1].

FCC several weeks ago finalized its corrective proposal to allot vhf Channel 10 at Lafayette, La., answering the practical aspect of KYVL's complaint [B.T., Sept. 29].

KROW, one of the original San Francisco area applicants, appealed for restoration of the pre-thaw allocation of six vhf channels (now five, one reserved for education) and asked that its hearing status rights be re-established [B.T., Aug. 11]. WISC contests FCC's failure to make all uhf facilities there commercial [B.T., June 16]. WISC urged that the educational reservation of one uhf channel be switched to the station.

... (Continued on page 110)
EIGHTEEN AWARDS in two years is the record of a scientific television program that interests as well as educates its viewers and wins nothing but praise for its sponsors.

Science in Action is a 30-minute weekly program on KGO-TV San Francisco. It is sponsored by the American Trust Co., a 100-year-old institution that finds the coverage pattern of the station almost duplicates the area served by its 84 branches.

The only television used by the bank, the program was decided on because of the firm's interest in supporting an educational project and at the same time trying out television as an advertising medium.

American Trust has a well diversified advertising program using nearly every media and has long shown an interest in such school connected activities as the Future Farmers of America and the 4-H Clubs in rural areas.

First the general idea of the program was decided upon by the bank, its agency McCann-Erickson and the California Academy of Sciences, which produces the show. The three groups then sent representatives to the California state capital in Sacramento for advice from the State Board of Education.

Program Topics Discussed

The group met with Mr. Frank B. Lindsay, assistant division chief for secondary education, to discuss program topics thoroughly. It was decided that Science in Action should select topics which would coincide closely with classroom subjects being studied about the same time.

The bank executives wanted to devote the program's commercial time to arouse interest in scientific subjects and to help young people select careers. John Harvey, the announcer, interviews a young student from a local school each week. These students are selected for their interest in some phase of science. They demonstrate an application of what they are learning in classroom and laboratory study of such subjects as chemistry, photography, electronics, zoology, etc.

Care is taken in preparing the "commercial" copy to leave out commonly-used "banking terms." The words "savings," "checking account," "security" and the like are avoided entirely. There are no "hard selling" commercials. The importance of dignity and restraint in the use of the bank's name and mention of its service is constantly emphasized during the commercials' preparation.

Proof that the sponsor is right in this approach is found in the heavy mail pull which the program draws. Fully 17% of these letters praise handling of the commercials. There has never been a criticism of this phase of the program.

Development of the show is not the work of any single person. It is masterminded by a group which Dr. Robert C. Miller, director of the California Academy of Sciences, calls the production committee. There are five members. The sponsor is represented by its advertising manager, Lester B. Johnson and by Kenneth D. Jones of McCann-Erickson. KGO-TV lends its director of studio productions, Russel Baker, and technical director, Stan Younger. An Academy of Science writer, Benjamin Draper, heads the committee as executive producer.

Topics are selected two months in advance. Six weeks planning goes into each show. Dr. Miller says, "The show is a combination of the elements of solid science teaching and showmanship. The two are not incompatible, we have found."

The show's format is built around a guest scientist, a top man on the subject for that program. Dr. Otto Struve, one of the world's foremost astronomers, for example.

(Continued on page 105)

PRODUCTION committee includes (l to r): Russell Baker, KGO-TV, director of the program; Dr. Harvey E. White, nuclear physicist; Lester B. Johnson, advertising manager of American Trust Co.; Dr. Miller; and (seated) Kenneth D. Jones, McCann-Erickson and Benjamin Draper, executive producer.
NEW STATION GRANTS

Grants: The FCC has granted the following broadcasting permits:

**Commercial:**
- Priority status: C. Bestg.
- City: Grants April 14:
  - VHF: 15
  - UHF: 49
  - Total: 64

**Educational:**
- Priority status: B. C.
  - City: Grants April 14:
  - VHF: 17
  - UHF: 26
  - Total: 43

Commercial television stations on the air:
- Includes XELD-TV Matamoras (Maxie-Brownsville).

APPLICATIONS FILED AFTER OCT. 3:

For application, see TV Applications, B.T., Sept. 7, July 7, No. 33.


ASHBURY PARK, N. J.—Atlantic Video Corp. Granted vhf Ch. 36 (12-13 mc); ERP 100 kw visual, 10 kw audio, antenna height above average terrain 100 ft., first year operating cost $250,000, frequency 88 mc. Post Office address o/c Walter Reed Jr., 710 Avenue Transmitter location intersection of States Routes 28 and 45, a N. Geographic coordinates 40° 17' 31" N., 74° 07' 25" W. Long Transmitter and antenna RCA. Legal counsel Richard Cohler and Harlan P. Koons, Washington Consulting Engineer Walter D. Gordon, Washington. Principals include President Walter Reade Jr. (49.4%), New York, and New Jersey theatre operator, and Vice President and Secretary Robert L. Snyder (50.6%).

LUBBOCK, Tex.—Texas Telecting Inc. Granted vhf Ch. 3 (210-216 mc); ERP 5 kw visual, 5 kw audio, antenna height above average terrain 200 ft., first year operating cost $175,000, frequency 88 mc. Post Office address o/c W. C. Moore, W. C. Moore & Son, Lubbock, Texas. Geographic coordinates 33° 31' 14" N., 101° 47' 14" W. Transmitter and antenna RCC. Legal counsel Lott, Ferguson, & Paul. Consulting engineer W. C. Moore, Lubbock. President and treasurer R. A. Dunlap. Governing board chairman W. W. Johnson. Secretary J. R. McKee. Treasurer H. W. Wolfe (31%).

LUBBOCK, Tex.—B-Antenna Co., Inc. Granted vhf Ch. 7 (566-572 mc); ERP 1 kw visual, 1 kw audio, antenna height above average terrain 300 ft., first year operating cost $150,000, frequency 88 mc. Post Office address o/c W. C. Moore, W. C. Moore & Son, Lubbock, Texas. Geographic coordinates 33° 31' 14" N., 101° 47' 14" W. Transmitter and antenna RCC. Legal counsel Lott, Ferguson, & Paul. Consulting engineer W. C. Moore, Lubbock. President and treasurer R. A. Dunlap. Governing board chairman W. W. Johnson. Secretary J. R. McKee. Treasurer H. W. Wolfe (31%).

For application, see TV Applications, B.T., Sept. 7, July 7, No. 33.

**APPLICATIONS FILED AFTER OCT. 3:**

For application, see TV Applications, B.T., Aug. 4. City priority status: Gr. A-2, No. 57.

**SPECIAL TEMPORARY AUTHORITY GRANTED**

KXTV (TV) DENVER, Colo.—Granted temporary authority to operate new station initially on channel 12, ERP 5 kw visual, 5 kw audio, antenna height above average terrain 300 ft., first year operating cost $175,000, frequency 88 mc. Post Office address o/c W. C. Moore, W. C. Moore & Son, Lubbock, Texas. Geographic coordinates 33° 31' 14" N., 101° 47' 14" W. Transmitter and antenna RCC. Legal counsel Lott, Ferguson, & Paul. Consulting engineer W. C. Moore, Lubbock. President and treasurer R. A. Dunlap. Governing board chairman W. W. Johnson. Secretary J. R. McKee. Treasurer H. W. Wolfe (31%).

For application, see TV Applications, B.T., Aug. 4. City priority status: Gr. A-2, No. 57.
FIVE NEW GRANTS

FOUR NEW vhf grants and one uhf authorization were announced by FCC last week to boost the total post-holiday new station permits to 73, including 64 commercial and 9 noncommercial outlets.

Additionally, the Commission designated or notified for hearing a total of 25 applications in various cities. All grants and virtually all hearings will be held in the city group P-A-2 listing, cities 40 miles or more from service.

The new station grants included:

St. Petersburg, Fla. (Group A-2, No. 3) - City of St. Petersburg (WSUN), granted uhf Channel 38 with effective radiated power of 83 kw visual and 42 kw aural and antenna height above average terrain of 480 ft. Estimated commencement date: Unknown.

Amarillo, Tex. (Group A-2, No. 47) - Plain Radio Broadcasting Co. (KVAR), granted vhf Channel 11, ERP 100 kw visual and 50 kw aural, antenna 770 ft. Estimated commencement date: Six to eight months.

Los Angeles, Calif. (Group A-2, No. 50) - Bryant Radio and Television Inc. (KBH), granted vhf Channel 11, ERP 125 kw visual and 65 kw aural, antenna 800 ft. Estimated commencement date: Unknown.

Field, Mo. (Group A-2, No. 57) - Independent Broadcasting Co. (KTTM), granted vhf Channel 10, ERP 125 kw visual and 64 kw aural, antenna 800 ft. Estimated commencement date: Unknown.

NCAA REVIEW

TV on Chicago Agenda

TELEVISION pops up again as a major item on the agenda of the National Collegiate Athletic Assn. today (Monday) and Tuesday when the executive committee meets in Chicago at the LaSalle Hotel. Members of the TV Committee will present an up-to-date report on the progress on NCA's controlled video program, according to Executive Secretary Walter Byers. The TV program, however, now that most of its problems are solved, is much more concerned with discussion than other NCAA matters.

Proposal under consideration by the NCAA Television Committee whereby college football television receipts would be distributed to all members on a basis yet to be formulated was assailed last Wednesday by Notre Dame Director of Athletics Ed (Moose) Krause. He characterized the plan as "buttering the bread" of "slovenialistic and communistic." Mr. Krause asserted that if such a program were adopted, it logically followed that all colleges should share their "peanut" revenue with state universities and the physical properties of one another.

BROADCASTING * Teletacng

The following applicants were designated or notified for hearing last week:

Wichita, Kan. (Group A-2, No. 69) - Mid-Continent Television Inc. and Sun Television Co. Inc., granted Channel 3 applicants who now seek vhf Channel 3 in Wichita with effective radiated power of 60 kw visual and 30 kw aural.

Boulder, Colo. (Group A-2, No. 71) - Sacramento Broadcasters Inc. Inc., granted Channel 6 applicant still seeking vhf Channel 3, granted vhf Channel 3, in Boulder with effective radiated power of 10 kw visual and 5 kw aural.

Salt Lake City, Utah (Group A-2, No. 72) - Salt Lake City Television Inc. granted vhf Channel 3, in Salt Lake City with effective radiated power of 3 kw visual and 1 kw aural.

FCC Partly Refuses

PERMISSION to amend the TV application of KOA Denver to show Don Searle as 10% stockholder was refused last week by FCC Hearing Examiner James D. Cunningham, after the recorder, Marvin D. Morrow, reported that the RAC equipment already is on order and it is hoped to get the new TV outlet on the air within six to eight months.

All of the Channel 11 grant to KCBD Lubbock, Tex., was granted by the FCC, and March if materials are available.

KOAMENDES

FCC AMENDMENTS

PERMISSION to amend the application of KOA Denver to show Don Searle as 10% stockholder was refused last week by FCC Hearing Examiner James D. Cunningham, after the recorder, Marvin D. Morrow, reported that the RAC equipment already is on order and it is hoped to get the new TV outlet on the air within six to eight months.

In the original application, KOA showed half ownership each by radio-TV and screen comedian Bob Hope and by Denver Mayor Quigg Douglas. Mr. Morrow said the FCC was to consist of three members for each 50% ownership, with seventh chosen by those six directors. The FCC has made Mr. Searle, former ABC Western Division executive, the seventh director.

Allowed by the examiner, however, were KOA's request to show Mr. Searle as general manager [BT, Sept. 8] and to make engineering and program changes.

ENGINEERS Ebel (1) and Cal- laghan look over sample and dia- gram of new uhf lead-in line de- veloped by RCA and manufactured by Anaconda.

RCA UFH LEAD-IN

Now on Market

LEAD-IN line developed by RCA for uhf TV reception, manufactured by Anaconda Wire & Cable Co., has been tested successfully in Portland, Ore., Lawrence C. Ebel, supervisor of Anaconda's electrical laboratory, and J. D. Callaghan, assistant chief engineer, RCA Serv- ice Co., said Tuesday.

The new connection between the antenna and uhf receiver (ATV-270) consists of a pair of high-strength Copperhead conduc- tors, each surrounded by Poly- ethylene spiral thread.

The engineers say the line provides good reception despite rain, salt spray, dirt or electrical interference. It is easy for the service man to handle and is available in a wholesale price of $85 for $75 per thousand feet, three to four times that of the 300-ohm ribbon line commonly used as lead- in for vhf installations, with which it is comparable.

DUMONT BILLINGS

Bergmann Cites Swift Rise

GROSS billings of the Dumont TV Network will surpass $10 million this year and should triple that amount in four more years, Du- mont's Director of Development, Mr. Bergmann told the Television Assn. of Phila- delphia in a speech last Wednesday.

He predicted, on the basis of a projection made by the Dumont research Department, that "over one billion dollars will be spent by national advertisers in network and national spot television in 1966." He continued: "At its peak, network and national spot radio reached only $406 million. Thus, by 1968, national television dollars will be two and one-half times peak radio dollars."

Reviewing Dumont development of low-cost advertising techniques, Mr. Bergmann reported on the net- work's engineering success with "In 1949 on total [Publishers In- formation Bureau] network billing amount to less than $1 million; in 1950 it became $4.5 million; in 1951, $7.7 million, and in 1952 it will pass the $10 million mark. Four more years should triple the 1952 mark."
THIS CAN'T HAPPEN TO YOU:
the star's struggles with a balky fastener will never stop your show...
when you USE FILM

For complete information concerning film selection and processing...special Eastman services, equipment, and materials...address: Motion Picture Film Department, Eastman Kodak Company, Rochester 4, N. Y. East Coast Division, 342 Madison Avenue, New York 17, N. Y. Midwest Division, 137 North Wabash Avenue, Chicago 2, Illinois. West Coast Division, 6706 Santa Monica Blvd., Hollywood 38, California.
Option on Hearing Issues

(Continued from page 89)

power, differences in antenna heights, and other assorted elements of difference which may be shown to exist as among the applicants is a problem peculiar to any particular case; to the probable value of the evidence purporting to establish these differences between applicants; and, to the degree of difference established with respect to any specific factor or factors. Moreover, the Commission will not preclude the possibility that, which factors, and of what degree differences between applicants. The Commission believes that such differences may be considered material or decisive in determining a "choice" between applicants.

With respect to issue No. 2, "It is the Commission's intention that this issue be considered primarily directed to programming," the majority opinion stated.

"Issue No. 2 does not require specific showings of populations and areas purporting to establish differences in 'service' between applicants. However, the Commission believes that such differences may be concluded from the record submitted by the applicants under the provisions of Issue No. 5." The opinion explained that in reaching this view, "the Commission recognizes that differences between predicted areas and populations within the respective Grade A and B contours may sometimes be material as an ele-

THE SECOND: Second is the introduction of a rule which would require the Commission to show with respect to the areas and populations within the respective Grade A and B contours will be considered as necessary because of the effect on our choice between applicants. ALL pertinently comparative factors is considered and weighed in accord with our views [previously expressed].

The ruling stated, however, that the "wishes to point out that there are many grave problems as there are and considered in the submission, in the admission, and in the evaluation of the evidence referred to above." The following criteria were set forth:

FIRST: The right to introduce such evidence is in no way to be construed as an amendment to the conceded differences between the areas and populations within the respective Grade A and B contours will be considered as necessary with respect to any other factors of consideration.

THIRD: To the extent that evidence is introduced purporting to show differences between the evidence referred to above. The Commission rules that the evidence so introduced is evidence of differences between the areas and populations within the respective Grade A and B contours will be considered as necessary with respect to any other factors of consideration.

The initial petition for enlarge-

First Asked Last Month

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If you sell your product west of the Rockies, these letters label an advertising package that is put together especially for you. One you have needed for a long time.

It's a new regional television network, the nation's first, tying the scattered major TV markets of the West into a unit which is not only easy to buy and use, but as sales-productive as any you will find.

It brings together more than 75 per cent of the people of California, Arizona and Utah in a single $10-billion market area.

And it carries with it opportunities not available till now to tailor your sales message to a Western audience...to closely coordinate your merchandising...to program with a regional touch—and with the full production resources of CBS Television in Hollywood at hand.

It's here now, and your CBS Television Spot Sales representative will be happy to show you what it can deliver. It's...

**CBS TELEVISION PACIFIC NETWORK**

including KNXT, Los Angeles, KPIX, San Francisco, KPMB-TV, San Diego, KSL-TV, Salt Lake City, and KPHO-TV, Phoenix.
HEARINGS

FCC on Oct. 9 notified 26 applicants for TV stations that their applications indicate the necessity for hearing. For full details, see story, page 69.

NEW APPLICATIONS

Listed by States

Indicates pre-thermal application referred (amended).

PHENIX CITY, Ala.—Community Bestg. Co. (WPXN), u/f Ch. 29 (584-mc); ERP 32.5 kw visual, 15.1 kw audio, antenna height above average terrain 300 ft., above ground 546 ft. Estimated construction cost $230,841, first year operating cost $12,000, revenue $100,000. Post Office address P.O. Box 368, Phenix City, Ala. Station located 1900 McCann St. Transmitter location about 1/4 mi. west of 180 Av. at 1800 McCann St. Extended. Geographic coordinates 31° 28' 35" N. Lat., 85° 01' 10" W. Long. Transmitter and antenna RCA. Legal counsel Frank U. Fisher, Washington, Consulting engineer Commercial Radio Equipment Co., Washington. Principal include President Roy M. Greene (1); Executive Vice President Clarence L. Leeper (5) and Secretary-Treasurer Virgil E. Greene (1). City priority status: Gr. A-2, No. 42 (Columbus, Ga., channel is sought).

SACRAMENTO, Calif.—KAA-TV Co., u/f Ch. 46 (300-646 mc); ERP 39.8 kw visual, 10.3 kw audio; antenna height above average terrain 210 ft., above ground 446 ft. Estimated construction cost $173,000, first year operating cost $19,000, revenue $246,000. Post Office address 1110 Cashmere St., Los Angeles, Calif. Studio location to be determined. Transmitter location 1080-85 North St., Sacramento, Geographic coordinates 38° 39' 30" N. Lat., 121° 29' 10" W. Long. Transmitter and antenna RCA, Legal counsel Fisher, Wayland, Duvall & Southmayd, Washington. Consulting engineer Vandivere, Cohen & Weiss, Washington, Principals include Ashley L. Robison (60%), owner of Robison Corp. (precision machine shop), Los Angeles, and Frank E. Hurst (38%), 37% owner of Pacific Overseas Airlines Corp. (airplane overhaul facilities and manufacture of airplane parts, etc.), Los Angeles. Mr. Robison was an employee of WCHL. Board 1927 to 1946. City priority status: Gr. A-2, No. 11.

JOLIET, Ill.—Joliet Television Inc. (WJOL), u/f Ch. 48 (674-678 mc); ERP 10.9 kw visual, 5.0 kw audio; antenna height above average terrain 501 ft., above ground 528 ft. Estimated construction cost $195,877, first year operating cost $85,300, revenue $96,000. Post Office address 601 Walnut St., Joliet, III., Studio and transmitter location 601 Walnut St. Geographic coordinates 41° 11' 57" N. Lat., 90° 17' 37" W. Long. Transmitter and antenna RCA. Legal counsel Prince, Taylor & Cramp, Chicago. Consulting engineer Lloyd R. Aimo, Des Moines, Iowa. Principals include President and Director John W. Boles (37%), president, general manager, and owner of controlling interest of KJCB and owner of WCHL Joliet, N. D. Secretary John Hjellum (0.3%), partner in Joliet in (N.D.) law firm of Bittgers, Hjellum & Weiss; Myrel T. Eiby (39%), former, and Mary Frances Hayes (15%), housewife, Joliet. Bestg. Co., licensee of KJCB, owns 65% of applicant. Mr. Boles is president and treasurer of Jamestown, Bestg. Co. City priority status: Gr. A-2, No. 23.

MUSKOGEE, Okla.—Oklahoma Press Pub. Co. (KBOK), u/f Ch. 8 (180-182 mc); ERP 2.5 kw visual, 1.4 kw audio; antenna height above average terrain 100 ft., above ground 400 ft. Estimated construction cost $145,250, first year operating cost $12,000, revenue $5,900. Post Office address 124-216 Wall St., Muskogee, Okla. Station located 1180 Bixby Ave., Muskogee, Okla. Transmitter location on east side of Mill St., about 0.8 mi. south and east of Muskogee city boundary. Geographic coordinates 36° 26' 53" N. Lat., 96° 57' 11" W. Long. Transmitter and antenna RCA. Legal counsel Green, Jakobson, Duvall & Southmayd, Washington. Consulting engineer Commercial Radio Equipment Co., Washington. Principals include President and Treasurer Tams Bixby (40%), owner of Over- seas Airlines Co., and Vice President Neale Quadry (39%), Esther Bixby (18%) wife of President, and Virginia B. Hoopes (10%), secretary-treasurer. City priority status: Gr. A-3, No. 18.

TULSA, Okla.—Elfred Beck, u/f Ch. 39 (534-538 mc); ERP 179.3 kw visual, 89.7 kw audio; antenna height above average terrain 518 ft., above ground 496 ft. Estimated construction cost $451,126, first year operating cost $229,000, revenue $540,000. Post Office address 2360 South Florence St., Tulsa, Okla., Studio location 2360 South Florence St., Tulsa. Transmitter location 36th St. and Delaware Ave. Geographic coordinates 36° 06' 06" N. Lat., 95° 56' 50" W. Long. Transmitter and antenna RCA. Legal counsel Welch, Mott & Morgan, Washington. Consulting engineer George C. Davis, Washington. Sole owner is Elfred Beck, Jr., Manager of Albee Co. (dil production), Tulsa, owner of Charlene Estates Edition (real estate sales), Tulsa, and 6.5% owner of the Gilbreath Land & Cattle Co. (livestock rental property). City priority status: Gr. B-4, No. 197.


HOUSTON, Tex.—KNUZ Television Co. (KNZU), u/f Ch. 39 (620-626 mc); ERP 95 kw visual, 54 kw audio; antenna height above average terrain 577 ft., above ground 546 ft. Estimated construction cost $387,876, first year operating cost $395,379, revenue $298,260. Post Office address P. O. Box 3135, Houston, Tex. Studio and transmitter location 4702 Austin St. Geographic coordinates 39° 38' 30" N. Lat., 95° 23' 53" W. Long. Transmitter and antenna RCA. Legal counsel Cohn & Marlow, Washington. Consulting engineer Weeldon & Carr, Washington. Principals include President Max E. Jacoby (46%), 56% stockholder, KNZU; Vice President and Treasurer Irvin M. Shlenker (40%), chairman of the board and owner and trustee of substantial stock interest of Houston National Bank; General Manager David H. Morris (5%), general manager and assistant Treasurer Douglas B. Hicks (5%), 28% owner of KNZU; Secretary Bailey A. Swenson (10%), 28% owner of KNZU and Assistant Secretary Leon Green (5%), 34% owner of KNZU. City priority status: Gr. B-4, No. 183.

BROADCASTING  Telecasting

Page 78  October 13, 1952

(Continued on page 80)
And keep 'em up...with

**FRONT PAGE DETECTIVE** starring
Edmund Lowe. Ratings and sales curves reach
for the sky when this top mystery-detective film
series is aimed at local markets. Here's proof:

- **5th most popular TV show in San Diego.**
- **Among the Top 10 shows in Baltimore.**
- **Sponsor's sales up 42% in just 26 weeks.**

Raise your sales sights faster with "Front Page
Detective." 39 complete half-hour episodes.
Still available in many markets. Call or write...

**Consolidated Television Sales**
5746 Sunset Blvd., Hollywood 28, HO 9-6369
25 Vanderbilt Ave., New York 17, MU 6-7543
520 N. Michigan Blvd., Chicago 11, MI 2-5231
TV Grants and Applications

(Continued from page 79)

MIDLAND, Tex.—Permian Basin Television Co., vhf Ch. 2 (54-60 mc); only 12 kw visual; antenna height above average terrain 500 ft., estimated construction cost $240,000. [For application, see TV Applications, Sept. 22.]

TOPEKA, Kan.—S. H. Patterson (Combined application, modification of vhf Ch. 6 (82-88 mc.) from vhf Ch. 4 (48-54 mc.) to vhf Ch. 5, visual, 15 kw visual; antenna height above average terrain 900 ft.; for application, see TV Applications, B.T., Aug. 11.]

WICHITA, Kan.—Sunflower Television Co., (application of modification), from vhf Chs. 6 (82-88 mc.) to vhf Ch. 5 (54-60 mc.). For application, see TV Applications, B.T., July 7.

EXISTING STATIONS

Granted Change in Channel

W-O-L, Ames, Iowa: State College of Agriculture & Mechanical Arts, for permission to increase power from 3 kw visual, 3 kw aural, antenna height above average terrain 350 ft. Also granted extension, location, antenna and equipment changes.

Changes Requested

W-I-C, Bridgeport, Conn.—Southern Connecticut & Long Island Television Co., Mod. C.P. (which authorized new TV station) to change ERP to 182 kw visual, 91 kw aural; change geographic coordinates to 114 St. Bridgeport; change coordinates to 34° 20' 01" N. Long.

W-J-TY, Jackson, Miss.—Mississippi Pub. Corp., Mod. C.P. (which authorized new TV station) to change ERP to 182 kw visual, 91 kw aural; change geographic coordinates to 114 St. Bridgeport; change coordinates to 34° 20' 01" N. Long.

W-C-M, Memphis, Tenn.—Memphis Broadcasting Co., Mod. C.P. to change frequency to vhf Ch. 5 (56-62 mc.), from vhf Ch. 3 (68-74 mc.) and make antenna changes.

K-T-A (TV), Austin, Tex.—Tom Potter & Associates (which authorized new TV station) to change transmitter location to a 1,350 ft. hill west of building, Austin. For application, see TV Applications, B.T., Sept. 22.

K-S-T-M, El Paso, Tex.—Tri-State Best, Co., Mod. C.P. (which authorized new TV station) to change frequency to vhf Ch. 10 (146-152 mc.), visual, 9 kw visual, antenna height above average terrain 900 ft., from 5 kw visual, 2.5 kw aural; antenna height above average terrain 1,144 ft., antenna tower height 672 ft., north of Seward, Washington. For application, see TV Applications, B.T., Aug. 20.

K-E-B-O, Bremerton, Wash.—K-B-O Broadcasting Co., Mod. C.P. (which authorized new TV station) to change frequency to vhf Ch. 6 (82-88 mc.); antenna height above average terrain 400 ft., to 3,000 ft., from 3,000 ft., above ground to 182 ft., from 182 ft. Change geographic coordinates to 49° 43' 38" N. Lat., 122° 37' 08" W. Long. For application, see TV Applications, B.T., Aug. 4.

FAVORITE STORY PRINCIPALS INCLUDE

1 to r) Eddie Davis, director; Maurice Unger, Ziv West TV star; and star and narrator.

N-B-C TV WINS

'BEST' DMAA Industry Award

NBC television last week won the all-best-of-industry award of Direct Mail Adv. Assn. for its use of direct mail to promote programming and sales. The award was made at the 35th annual conference, Oct. 8-10 at the Shoreham Hotel, Washington, D. C.

During the presentation of the medal, Mr. Daniel Webb, ABC's vice president, announced that the award was James Nelson, manager of advertising and promotion for NBC. Certificates to the 66 winners in the 24th annual competition were presented by Dorothy Collins, of the Lucite Strike Hit Parade television program.

Among companies receiving best-of-industry awards were General Electric Co., Electronics Div., of which Roy Jordan is manager of advertising and sales promotion; WMCA New York, for independent radio stations, with William H. Voorry as sales promotion director; NBC for radio networks, with Jacob A. Evans as manager of radio and advertising promotion.

Elon G. Borton, president-general manager, Advertising Association of America, told DMAA that direct mail is used more by concerns than any other medium. Whereas newspapers can use mail at any time and in any amount," he said, there are only 3,000 radio and about 100 TV outlets, for example, along with 2,000 daily newspapers, 10,000 weeklies and a relatively small number of magazines. He called for strengthening of the DMAA operation, reminding that "one advertising medium for its division of promotion alone besides a big budget for its overall association."

ZIV TV SALES

Activity, Staff Added

EXPANSION and realignment of the Ziv Television Programs Sales Inquiries Office has changed the basis of expected record sales of the new Ziv TV film series, Favorite Story, together with other stepped-up sales activities, were announced last week by M. J. Rinfret, sales vice president.

In a reshuffling of the sales department, Mr. Rinfret announced Walter Kingsley, former account executive of the division, will assume duties of western division sales manager and Albert S. Goustin, former New York account executive, will take over Mr. Kingsley's duties as eastern division manager. Ed J. Broome continues as central division sales manager. Before joining Ziv two years ago, Mr. Kingsley was an account executive with WOPC Boston and previously served as commercial manager of WHOB Gardner, Mass. Mr. Goustin became associated with Ziv earlier this year after resigning from Blair TV Inc., where he supervised eastern sales.

New account executives, as announced by Mr. Rinfret, include: David T. Los Angeles; C. E. McCurry, Virginia-North Carolina; Charles Brittt, Memphis, and John Brumback, five northwestern states.

In a further realignment, Mr. Rinfret said the New York office has been shifted to the Minneapolis-St. Paul area; William Johnson to the Kentucky area; Paul Blair from Chicago to Detroit; Robert Carroll from Detroit to upstate New York, and Leon Bernard from upstate New York to Pittsburgh.

Increase in personnel was attributed in part by John L. Sinn, company president, to a large regional advertisers in the East, Midwest and on the West Coast to the new film series, starring Adolph Menjou. Although the program has not been announced, Mr. Sinn revealed, the show has been sold to the Olympia Beer Co., Olympia, Wash., and Blatser company, which will market specials for $100,000.

Olympia has purchased the entire West Coast: KPTV (TV) Portland; KING — TV Seattle; KXXL-TV Spokane; KHQ-TV Spokane; KRON-TV San Francisco; Los Angeles, over a station to be announced later, and KFMB-TV San Diego.

Blats will sponsor the show at Milwaukee and on several other stations to be announced soon.
RCA Victor proudly congratulates the Kukla Fran and Ollie show on attaining its 5th Anniversary.

A special bouquet to Burr Tillstrom—the hand and voice behind the puppets—for his imaginative and valuable contribution to the entertainment field. Together with Fran Allison, who has lent her charm and sensitive wit, Burr Tillstrom has created a world of fantasy that has very real meaning for millions of Americans—adults and children alike. The very best wishes from America's favorite television to one of the truly top shows in the entertainment field!

RCA Victor

DIVISION OF RADIO CORPORATION OF AMERICA

World Leader in Radio... First in Recorded Music... First in Television
COMPETITIONS

Is KVAN-KGON Hearing Test Case?

EXAMPLE of what is in store for applicants in comparative TV hearings for the week of Feb. 21 consists of FCC hearing on KORC Vancouver, Wash., and KGON Portland, Ore., as attorneys examined witnesses of the opposition.

Mr. Adams was questioned in detail concerning estimated operating costs by opposing counsel.

The witness said the proposed outlets to operate as an independent though network affiliated station. The station's programs would be 66% commercial with the majority of all shows to be on film at first. Some television shooting would be done. The applicant has no film work experience, he testified. Time would be available to numerous local organizations, he said, including Lewis & Clark College, the U. of Portland and the Portland Symphony Society.

The other Mt. Scott witness last week was Edward S. Saxe, operations manager and chief engineer of KGON, who testified concerning corporate qualifications, the programming and public service record of KVAN and the needs and composition of the operating station. He pointed out that the proposed KVAN-TV would be distinctively a Vancouver station, emphasizing that the city is the center and base in the state.

Russ Coughlan, assistant manager of KROW Oakland, Calif., will be TV program supervisor of the proposed KVAN-TV as well as prospective affiliated TV operations at Oakland and Coos Bay, Ore., also testified. Expected on the stand Friday was Sheldon F. Sackett, 75% owner of Van- loo of the KONG, who also is president of KROW and KOOS Coos Bay. He was expected to present financial and other details.

The Portland Channel 12 hearing is expected to last nearly a month. The Channel 6 hearing is scheduled to commence Nov. 10 and the Channel 8 proceeding is slated to commence Dec. 1. All will be televisially opened Oct. 1. [B+T, Oct. 6].

Radio Revenue

MUST radio revenue go down when TV comes into the picture? Not necessarily, according to Eugene Katz, executive of The Katz Agency, station representatives. Testifying on the effect of TV upon jointly-owned AM stations in the Denver TV hearing last Monday, Mr. Katz stated that the eight single-owned AM-TV stations his agency represents, radio national spot business, is increasing since the advent of TV operations in each case. He gave no figures.

Source of Staffers

WHERE are the men coming from to staff the 1,000-odd TV stations expected to come on the air in the next few years? In B, KLZ Denver president and general manager, revealed last week that he has received more than 100 applications for jobs with TV, if and when it is granted. Most of them are from staffers of the current 110 commercial operating stations, but some are also from advertising agencies and TV freelancers. Mr. Terry told of the applications during cross examination in the Denver Channel 7 hearing in Washington.

MOVIE CHANNELS

Hearing Agenda Set

LIST of witnesses and the theatre-TV subjects they will testify on were submitted to the FCC last week by counsel for the Motion Picture Exhibitors National Exhibitors Theatre Television Committee. The first phase of the hearing, before the FCC on ban, starts Oct. 28. It will be concerned with engineering and accounting matters.

A pre-trial conference of attorneys for all parties to the hearing is scheduled for Oct. 30, when attorneys will discuss procedure and the order of testimony.

Carrying the bulk of the testimony for theatre-TV interests will be engineers Stuart L. Bailey, Jar- sny & Bailey, and Frank McIntosh and Andrew F. Inglis.

The Oct. 20 hearing is a result of the 1951 petition of theatre-TV adherents asking for an allocation of frequencies in the uhf portion of the spectrum for theatre TV. Cross examination are scheduled to take place beginning Jan. 12, 1953.

ANTI-TRUST SUIT

Answers Data Set Nov. 15

DEFENDANTS in the Dept. of Justice suit to force release of 100 color movies to local TV stations were granted a second time extension to Nov. 15 for filing answers.

Previous filing date had been set at Oct. 15 after defendants' attorneys in early August requested extension of time [B+T, Aug. 11]. In granting the request the court granted a first day extension, William C. Dixon, chief of the Justice Dept.'s Southern California Anti-Trust Div., said defendants' attorneys had advised they would not ask for a change of venue from Los Angeles to New York, where federal court dockets are more crowded.

The suit was filed July 22 [B+T, Aug. 4, July 25].

Page 82 • October 13, 1952

of Wyoming State and State Tribe, Cheyenne Newspapers Inc. is 66% stockholder in KFBC Cheyenne, TV applicant for that city.

Possibility of duplopy was raised when it was pointed out that Cheyenne is 96 air miles from Denver.

The claim that he would show that Harris P. Welford, father of principal Denver Television Co. stockholder, was "real party in interest" in the TV applicant, was made by KLZ counsel Theodore A. Pierson, of Pierso & Ball.

Cross examination of Mr. Welford, who is president as well as 34% stockholder in Denver Television, commenced Thursday. If all subscriptions are taken up, Mr. Welford will retain a 21.8% interest in the company, he acknowledged during direct testimony.

Other major stockholders in Denver Television are F. Kirk John- son, Texas oil magnate, 29% Janis Welford, TV and screen actor, 20%; Sterling C. Holloway, Texas attorney, 10%; Wilford M. Barber, physician, 10%, and Sam Wolberg, 5%.

Denver Television plans to spend $688,524 in construction, $600,000 per year in operating expenses. Of this, $239,820 would be payroll for 61 people. While Welford is geared to $362.50 per one-time Class A time charge.

Revenue was estimated as $612,- 622, if network sales are included. If network-affiliated, operating cost would be $750 less than the $600,000 estimated.

Wolfgang Movie Holdings

Wolfgang interests own six theaters in Denver—downtown Broadway and Paramount and four drive-ins.

Among others who testified last week was J. Elroy McCaw, KLZ vice president and 20% stockholder. He was deposed Thursday, and time he would devote to KLZ-TV operation, if granted, in the light of his other radio holdings.

Mr. McCaw owns 100% of KRSC Seattle (which is being sold, see story on page 63) and KQCN Honolulu; and KILU Mil- lers, Tex. He holds a 50% interest in KYA San Fran- cisco, KSL Radio, KPOA Honolulu; and KILU Mil- lers, T. H. He is one-third owner of KYYA Yakima, Wash., and of KALM Rich- mond, Wash. It was also brought out that Mrs. McCaw is 25% owner of KAPA Raymond, Wash., and that its president-5% owner, Joe Chytik, is the former manager of McCaw-owned KELO Cottull.

Remaining of this week is scheduled to be up with other Denver Television stockholders and general manager H. G. Constant, former KRON-TV San Francisco, commercial manager, and Technical Director Tom Morrissey, former KPEL-TV Denver chief engineer.

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The top live shows in Atlanta for spot participation

wsb-tv

World's tallest TV tower • Atlanta, Georgia

If the sales story of your product can be more effectively told with live action and demonstration, WSB-TV's staff produced shows are made to order for you. For special promotions aimed at the Southeast... for products with close-hauled production budgets, they are perfect. No talent charges. In addition to shows described there are others. Minute spots and larger segments are available. Currently, a few are open on news and on weather—if you hurry. Let us give you complete information. Contact WSB-TV direct or ask your Petry man.

Get the story on the sales job "Come into the Kitchen" did for a dry milk account. Also for a line of kitchen equipment. One of Atlanta's best-sellers for appliances, gadgets, as well as for food products!

Hugo Wrat, the sophisticated puppet with a terrific appeal to the adult sense of humor, teams with veteran MC Bob Van Camp and guests to make our afternoon "Tea for Two" a potent sales vehicle.

Atlanta's pioneer puppet show. For anything kids buy or make their parents buy, "Woody Willow" is the South's top salesman. A live audience for this one; sampling, awarding of prizes, etc., welcomed.

Anybody who says good corn ain't good selling just ain't heard our "Peachtree Cowboys." Their handling of a multiple dealer tie-in for an electrical manufacturer is a beaut. What's your product?
TOTAL number of television families rose during the April-June quarter at the fastest pace—about 12%, to a total of 16.4 million—since January 1951, according to a report issued last week by the Market Research Corp. of America.

The report showed this overall market picture, as of July:

... More than 58% of all television families live in large cities and metropolitan centers; about 26% live in cities of 50,000 to 500,000. Less than 1 in 20 of TV households is a farm family. The rest, about 14% of the market, live in communities of up to 50,000.

"More than 45% of the TV market is concentrated in the Northeastern part of the U. S.; 77 of every 100 TV families are in the combined Northeast-North Central area. The Mountain-Southwest states account for less than 5% of the market, the South for slightly more than 9%, and the Pacific states for about 10%.

The report showed all income groups gained in TV ownership since the last preceding survey, although there was no significant change in the "basic character of the market set from the standpoint of family income." For instance, about 58% of TV families fall into the upper income half of the population (33% in the top one-fourth, and 25% in the second highest one-fourth), while about 16% are in the lowest income group.

Approximately 47 of each 100 TV families have four or more members; about 27% are three-member families, and the rest, about 26%, are one- and two-member families. Approximately 36% of the total market consists of families in which there are no children; families with children 6 to 12 years old represent almost 39% of the market; those with children in the 13-20 age group represent about 26%.

About 60% of the heads of TV families have at least a high school education.

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Teleprefix Releases Multi-Market List

MULTI-MARKET Telephone ratings were released last week comparing top 15 one-income TV shows and top 10 multi-weekly programs for September 2-8 to those of August, plus top 10 program types for September, as follows:

**TOP FIFTEEN REGULARLY SCHEDULED ONCE A WEEK SHOWS**

<table>
<thead>
<tr>
<th>City</th>
<th>Outlets on Air</th>
<th>Sets in Area</th>
</tr>
</thead>
<tbody>
<tr>
<td>Motomoro (Mexico)</td>
<td>KMEX-TV</td>
<td>36,000</td>
</tr>
<tr>
<td>Bronx</td>
<td>WEDG</td>
<td>14,100</td>
</tr>
<tr>
<td>New York</td>
<td>WABC-TV</td>
<td>26,000</td>
</tr>
<tr>
<td>Philadelphia</td>
<td>WCAU-TV</td>
<td>1,083,649</td>
</tr>
<tr>
<td>Chicago</td>
<td>WMAQ-TV</td>
<td>40,000</td>
</tr>
<tr>
<td>Detroit</td>
<td>WXYZ-TV</td>
<td>134,937</td>
</tr>
<tr>
<td>Oklahoma City</td>
<td>WTVI-TV</td>
<td>132,721</td>
</tr>
<tr>
<td>Kansas City</td>
<td>KMBC-TV</td>
<td>141,600</td>
</tr>
<tr>
<td>Richmond</td>
<td>WHAS-TV</td>
<td>141,600</td>
</tr>
<tr>
<td>Washington</td>
<td>WRC-TV</td>
<td>134,937</td>
</tr>
<tr>
<td>Seattle</td>
<td>KVLY-TV</td>
<td>108,500</td>
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<tr>
<td>Los Angeles</td>
<td>KTLA-TV</td>
<td>1,347,154</td>
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<tr>
<td>Miami</td>
<td>WTVJ</td>
<td>179,612</td>
</tr>
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Weekly Television Summary—October 13, 1952—Televizing Survey

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<th>Sets in Area</th>
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<td>Montemoros (Mexico)</td>
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<td>40,000</td>
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</tr>
</tbody>
</table>

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MRCA Reports Rapid Rise In April-July TV Families

(Report 237)

Godfrey and His Friends (CBS) 31.3 32.4
Best of Groucho Marx (NBC) 27.1 28.3
My Little Margie (CBS) 26.7 24.7
TV Playhouse (NBC) 26.7 23.1
Boxing (CBS) 26.4 23.8
What's My Line? (CBS) 25.6 24.0
Gangbusters (NBC) 25.2 20.0
Your Hit Parade (NBC) 25.0 21.7
Rocket Squad (CBS) 24.9 31.3
Mama (CBS) 24.7
Big Town (CBS) 24.4 31.2
Robert Montgomery (NBC) 24.1 25.2
Toast of the Town (CBS) 24.0 31.9

**TOP TEN REGULARLY SCHEDULED MULTI-WEEKLY SHOWS**

<table>
<thead>
<tr>
<th>Program</th>
<th>Average Rating</th>
<th>Sept. Avg.</th>
</tr>
</thead>
<tbody>
<tr>
<td>Perry Como (CBS)</td>
<td>11.3</td>
<td></td>
</tr>
<tr>
<td>Howdy Doody (NBC)</td>
<td>11.2 10.4</td>
<td></td>
</tr>
<tr>
<td>Camel News (NBC)</td>
<td>10.4 10.1</td>
<td></td>
</tr>
<tr>
<td>Dinah Shore (NBC)</td>
<td>8.8</td>
<td></td>
</tr>
<tr>
<td>Strike is Red (CBS)</td>
<td>8.3 7.9</td>
<td></td>
</tr>
<tr>
<td>Big Payoff (NBC)</td>
<td>7.8 7.5</td>
<td></td>
</tr>
<tr>
<td>Captains Video (DuMont)</td>
<td>7.7 8.4</td>
<td></td>
</tr>
<tr>
<td>CBS-TV News (CBS)</td>
<td>7.7 7.1</td>
<td></td>
</tr>
<tr>
<td>Music Hall (CBS)</td>
<td>7.7</td>
<td></td>
</tr>
</tbody>
</table>

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Multipulse Top Ten Program Types, September, 1952.

<table>
<thead>
<tr>
<th>Average Rating</th>
</tr>
</thead>
<tbody>
<tr>
<td>Comedy Variety</td>
</tr>
<tr>
<td>24.3</td>
</tr>
<tr>
<td>Talent</td>
</tr>
<tr>
<td>18.5</td>
</tr>
<tr>
<td>Drama &amp; Mysteries</td>
</tr>
<tr>
<td>17.0</td>
</tr>
<tr>
<td>Boxing</td>
</tr>
<tr>
<td>16.6</td>
</tr>
<tr>
<td>Comedy Situation</td>
</tr>
<tr>
<td>15.8</td>
</tr>
<tr>
<td>Westerns</td>
</tr>
<tr>
<td>14.5</td>
</tr>
<tr>
<td>Musical Variety</td>
</tr>
<tr>
<td>12.4</td>
</tr>
<tr>
<td>Political</td>
</tr>
<tr>
<td>12.4</td>
</tr>
<tr>
<td>Football</td>
</tr>
<tr>
<td>8.6</td>
</tr>
<tr>
<td>Quiz-Audience Participation</td>
</tr>
<tr>
<td>10.5</td>
</tr>
</tbody>
</table>
You Can't Buck Uncle Buckshot

When WBTV's colorful codger calls the kiddies to see another rip-roarin' western story on "Frontier Tales," he draws more viewers than the total of TV homes in the WBTV area—a viewers-per-set record equalled by only 4 other shows on the station's entire schedule. To get closer to the kids in WBTV's 35-county, intense coverage area, speak to them through Uncle Buckshot.

*Videodex rating 26.5; viewers per set, 4.0

SERVING THE CAROLINAS' BIGGEST TELEVISION AUDIENCE

Jefferson Standard Broadcasting Company

Represented Nationally by CBS Television Spot Sales
COMBINED radio-television operation is the predominant feature of WFIL-AM-FM-TV Philadelphia's new $1 million building scheduled for opening today (Monday).

The new structure, at 46th and brings under one roof for the first time all divisions of the WFIL operation, integrating radio, television, film and newsreel and other activities. A reorganization of personnel accompanies the move.

The "priceless basis of experience" was used to blueprint the new radio and television center, according to WFIL General Manager Roger W. Clipp, who said WFIL's combined operation has had a "thorough shakedown cruise" of more than 30 years in radio and five years in television.

The 33,000 sq. ft. of studio and office space provides ground floor studios easily converted to either radio or TV, varied production activities, simplified control room operation and enlarged newsreel and film facilities. Four studios, two for TV, one for radio and a fourth for either, are interconnected.

Coordination of audio or video signals from any or all of the studios, as well as from film, remote and network sources, may be handled by a director at the control room in each studio. All other technical apparatus and personnel except an audio engineer operate from the master control room. Property and carpentry shops and an engineering laboratory also occupy the ground floor.

Executive and administrative offices are on the upper floor of the two-stories-and-basement building, with a complete print shop and film projection booths.

In the basement are the editorial and technical staffs of the WFIL-TV Newsreel, with photographic processing equipment. Adjoining is the regular WFIL-TV film department plus locker and shower facilities for technical and production personnel and dressing rooms for artists. Individual listening and viewing booths aid musical program preparation. Luncheon facilities and a private parking lot also are included.

PERSONNEL REALIGNMENT

WFIL also announced a reorganization and integration of personnel with departments now spanning AM-TV operations including business, advertising, promotion, music, maintenance, engineering, news and talent. Each station maintains its own program and production staffs.

John D. Scheuer Jr. will coordinate AM and TV program departments, headed, respectively, by Felix Meyer and Jack Steck. Donald S. Kellett will coordinate combined advertising and promotion headed by Joe Zimmerman, with continuity, traffic, film, talent, general filing and maintenance headed by Louis E. Littlejohn, chief maintenance engineer. Messrs. Scheuer and Kellett both are Mr. Clipp's executive assistants.

Kenneth W. Stowman directs TV sales and George A. Koehler, radio sales. Lee Irgang remains as business office manager and Chief Engineer Henry Weas as head of all AM-TV operations. The station management believes the integrated personnel setup will stem over-expansion, eliminate duplication and provide better efficiency.

30-Year History

WFIL, which began operations in 1922, and which added FM service in 1941, was purchased in 1946 by Walter H. Annenberg, editor-publisher of the Philadelphia Inquirer for an announced $1,900,000; more than $2 million has been spent since on expansion. TV was added in 1947. Besides the new building's ground space, an additional lot equivalent to a city block is being held in reserve to provide for any further needs.

Network origins by WFIL-TV include Paul Whitman's TV Teen Club; Pud's Price Party, sponsored by Feter's bubble gum; Junior Press Conference, conducted by newspaperwoman Ruth Geri Hagy, all for ABC-TV, and Percy Crawford's Youth on the March for DuMont.
Heart of the Gulf Coast section of America's greatest farm state is Harris County, which, despite being included in the metropolitan area of Greater Houston, has more cattle than any other county in Texas.

One year ago, on October 1, 1951, a young fellow named Bill McDougall looked into the television cameras of KPRC-TV and walked straight into the hearts and lives of thousands of agriculturally-minded folks on the Texas Gulf Coast.

Bill's program, "RFD-TV" is televised on KPRC-TV at 12:30 every day, Monday through Friday. It combines live appearances of those who actually DO the farming with film clips of on-the-scene activities. Bill actually films these scenes himself, taking daily trips throughout the Gulf Coast area. To date, Bill has filmed approximately 13,000 feet of farm and ranch scenes, and has traveled over 12,000 miles to find subject matter of interest to his viewers.

The live interviews, the demonstrations and the films used on RFD-TV bring the Farm Folks closer to the urban TV viewer. They enable numerous farm agency workers to SHOW to those they serve many of the solutions to farm problems and methods of improved practices that heretofore were only written about in circulars or letters.

Now, approximately 260 shows later, more than 1,200 individuals, representing every recognized Agricultural Agency, have appeared with Bill on "RFD-TV". These agencies and organizations have been regularly scheduled: Texas A. & M. Extension Service, i.e., County Agriculture Agent, County Home Demonstration Agent, Assistant Agents representing Boys and Girls 4-H Clubs, College, Extension and Experiment Station specialist; University of Houston Agriculture Department, i.e., Faculty and Students; Houston Chamber of Commerce Agriculture Department, i.e., Specialists, Committeeemen, Directors; Public Markets, i.e., Livestock officers, producers, breeders, traders and Farmer's Co-op Produce officers and farmers; Farm and Ranch Club, i.e., directors, officers, farmers-ranchers; Vocational Agriculture, i.e., FFA and FHA Advisors; Southwest Milk Producers, i.e., directors, dairymen, and distributors. In addition, there are many unscheduled appearances of visiting groups and individuals concerned with and serving Agriculture.

SERVICE TO AGRICULTURE is an important phase of KPRC-TV's contribution to the living and working habits of viewers in the Gulf Coast area... an audience to whom Bill McDougall and "RFD-TV" have a vital meaning.
PINPOINT YOUR PERSISTENT SALESMAN

UNIVERSITIES

UNIVERSITIES should operate commercial instead of noncommercial TV stations but should be ready to show the public interest than noneducational interests competing for the same channel, according to a university curator who also holds radio interests.

Lester E. Cox, member of the U. of Missouri board of curators and holder of interests in KCMO Kansas City and KWTO Springfield, Mo., made the statement at a panel on "Educational Television" Oct. 2 at the 39th annual meeting of Governing Boards of State Universities and Allied Institutions in Portland, Ore.

Mr. Cox, who also is a member of the board of trustees of Southern Methodist U., advised the group to concentrate on the large audience with "tremendous purchasing power" which have been created by commercial radio, while noncommercial educational radio stations "seemed to wither on the vine."

Cites ‘Failure’ Reason

He said he believed the "failure" of educational radio stations was due to their being "100% educational."

Citing the expense of building a "first-class" TV station, which he said is estimated at $250,000 to $300,000 minimum and $1 million or more maximum, he said such an investment calls for full capacity use of the station. He questioned whether the institution could provide program material for 16 to 18 hours every day.

Mr. Cox advocated formation of an educational network by institutions to provide a large audience, (2) spread the burden of program preparation among many institutions, (3) increase quality of programs.

He also advocated use of film instead of relay and telephone line systems, both to save money and to avoid presentation of live program failures.

Besides programming some purely commercial programs, Mr. Cox said, an institution's TV station might also secure sponsorship for educational programs.

He said profits from commercial programs could be used to produce better programs and to hire better instructors and pay both AM and TV programs on discs and film could be distributed to regular commercial stations.

Mr. Frazier, who has been in radio for 30 years, beginning as an engineer with WCAU Philadelphia, said he was impressed with the ease commercial broadcasters have secured financing through sale of cooperate stocks or by loans from bankers.

Educators planning a commercial television station, according to Mr. Frazier, should: (1) consider the availability of an unassigned TV channel and confer with a Washington consulting a consulting radio engineer; (2) examine availability of ingredients such as program material and talent, physical plant and studio facilities and equipment; (3) consider the overall purpose for which the station is intended both as a cultural and educational influence and as a training ground for students; (4) determine the balance of investment between studio and transmitting plant facilities.

Mr. Frazier said the all-important consideration in selecting the transmitter site, antenna height and transmitter power is matching investment and operating cost with the ability of the area served to provide economic support.

Mr. Hanna, who manages the commercial station operated by Cornell U., stressed the high costs of television. He cautioned the educators that each institution must know and understand more than the mere fact FCC has made 242 channels available to them.

"This could be wasteful and financially dangerous to go into television unless we can see far ahead with assurance and confidence," he warned. Mr. Hanna has just been appointed to the Dewey Commission on educational TV in New York (see story, this issue).

Friel cited WOITV

Dr. Friel, told the story of WOITV Ames, the only college-owned video station in the nation operating throughout the TV freeze. The story is: (1) the station is noneducational; (2) there is little time for educators to decide what they are going to do.

He pointed out that up to Oct. 1, only a few institutions had filed applications. Tax-supported institutions must get their money from legislatures.

The meeting went on record to ask the FCC to extend the time limit on educational channel reservations.

CBS-TV Signs WJTV

SIGNING OF WJTV (TV) Jackson, Miss., as a primary affiliate of the CBS-TV, effective Dec. 25, was announced last Tuesday by Dr. Herbert V. Akersberg, CBS TV vice president in charge of station relations. WJTV, billed as the first TV outlet in Mississippi, will operate on channel 30, the same channel in which Mississippi Publishers Corp., publisher of the Daily News and the Clarion-Ledger there, and will be under general management of T. M. Hederman Jr.

Hearing Issues

(Continued from page 76)

the principal community to the surrounding rural areas.

It is for these reasons that the Commission should not blind itself to practical considerations and sequences of decisions based upon an efficiency factor which will prevent duplications throughout the entire medium to the year 2000. Therefore, the Commission sets up an "attractive nuisance" which encourages all applicants in this field to make folklore, minimum investments for maximum facilities, it cannot later evade responsibility for the later day. It is evident that it did nothing affirmative to bring about the uninformative proposal. Rather, consonant with its jurisdiction and responsibilities the Commission should keep open a rational and prudent road development that will promote its orderly growth, and economic and competitive economic factors and as the state of the art. Its ultimate plan will be provided whereby both the public and private interest may be satisfied and thereafter enhanced.

Furthermore, once such an "engineering issue" is included in these comparative hearings, in my opinion, that it will play an improperly important role therein. Our experience in AM would appear to confirm such an approach being. For these alleged differences in coverage and service do not suggest that there is any tangible distinction between the stations which is tempting to rely upon other less significant considerations, such as the character of the applicants, its proposed programming and whether it meets the needs of the local community. Particularly will this be true of "unavoidable differences in the same channel, (Continued from page 75)
Community service is its own reward, but enterprise that wins such an award as this means audiences that reward the Advertiser.

For greatest shows, brightest stars, richest returns, it's **KPIX**

TELEVISION CHANNEL
SAN FRANCISCO, CALIF.

Affiliated with CBS and DuMont Television Networks...represented by the Katz Agency
Radio-TV Vote-Getting Lauded
(Continued from page 23)

within a day and the remaining 3% said they would vote but were in no hurry to register.

John Archer Carter, radio and television director of the foundation, joined in lauding the active part taken by the media in the campaign.

Foundation officials add a special tribute to NARTB President Harold E. Fellows; Robert K. Richards, assistant to the president and public affairs director; John H. Smith Jr., coordinating NARTB's activities, and finally to John F. Patt, WGAR Cleveland, chairman of the nationwide NARTB Register-
ter-and-Vote Committee, working through the national association and individual state chairmen.

While no one is presuming to give radio and TV more than their share of the credit for the sharp increase in registration everywhere, foundation officials are first to point out that the electronic media were the first to start high-power promotion.

Last March, AHF provided stations with spots before any other major organization was involved. Literally thousands of announcements were carried by radio stations, networks, with no effort to keep track of their role in those early days.

As the movement developed, NARTB entered the scene. President Fellows named Mr. Patt to direct the drive. Flanking him on the committee were Roger W. Clipp, WFIL Philadelphia; Frank Fogarty, WOW-TV Omaha; Kenneth D. Green, WLJB Bowling Green, Ky.; Paul W. Morency, WTIC Hartford; Joseph Wilkins, KFBB Great Falls, Mont.

Individual state chairmen were named, with presidents of the 33 state associations incorporated in the project. Soon state committees were in operation all over the nation. They, in turn, contacted governors in a large number of states and for the first time many governors specified days for intensive registration drives.

NARTB quickly prepared kits for all radio and TV stations. These included announcements, suggestions for stunts, slides, flip cards and other devices. The third and final kit has been sent out.

Originality Demonstrated
What surprised AHF officials, though it is the way stations and networks came through with original ideas of their own, writing a saga in advertising history.

A radio drive that is expected to draw national attention is being launched by MBS radio network. Mutual is building up to an election eve celebration like no other election eve event—a "Lights Up, Votes Out" spectacle.

Through steady hammering over its facilities, the network will encourage home owners all over the U. S. to turn on their porch lights election eve. Parades, celebrations and other gimmicks are part of the package.

ABC is understood to be cooking up a series of promotions in which affiliates will take part. NBC is in the middle of a 50-day drive in 50 top cities. Five-minute daily programs feature 34-minute recorded talks by such personalities as Mrs. Franklin D. Roosevelt, Bing Crosby, Fannie Hurst, Cardinal Spellman, Eddie Cantor, Bob Hope and Mr. Fellows.

In his, Mr. Fellows calls the NARTB coordination of radio and TV facilities "the most important public service function this organization has ever done."

CBS, Procter & Gamble Co. and Compton Adv. have cooperated in a recording by Lowell Thomas, "What Every Voter Should Know.

The recording goes out to CBS Radio affiliates for broadcast. It is non-commercial.

These are just a few of the radio contributions. Television, too, is contributing in a big way. A new TV kit has been prepared. Like the final radio kit it places emphasis on voting. Included are slides, films, slides, flip cards and other devices.

Firestone Tire & Rubber Co., to mention a typical recent stunt, televised blow-up elephants and donkeys, with a singer performing Democratic and Republican songs.

RCA Victor has supplied free of charge to 2,600 disc jockeys a transcription of a specially written song, "Voters on Parade," sung by Vaughn Monroe. Performances started a few days ago.

AHF has worked with organizations sponsoring 26 million people, half as many as voted in 1948, and they are working to get other people to vote. Girl Scouts, American Legion, fraternal groups, women's clubs and other agencies are included.

Ad Council Efforts
Advertising Council is concentrating on the vote drive as election nears. Its first allocation was sent out in the fact sheet over a month ago, with the big activity just starting. Advertisers, talent and media are coming through in an amazing way, according to the council, which said it never before has encountered so much "plus" in an allocation, referring to extra services contributed.

Last week in New York thou-
sands of citizens were standing in line at registration places as a re- sult of the intensive promotion, according to AHF. All over the country there are reports of steady pounding on the registration theme, supported by spectacular stunts.

NARTB's third and final kit in- cludes spot copy; work-ins for disc jockey shows, sports broadcasts, news reports, interviews, quiz shows, and housewives programs; special adaptations of time signals, weather forecasts, signs-on, signs-off and station breaks. There are dozens of ideas for promotions and public relations activities which

(Continued on page 92)
The ANDREW "Skew" Antenna is the only antenna which provides a circular radiation pattern from antenna elements placed around a supporting structure which is larger than a half wave-length on a side! With the "Skew" Antenna, it is possible to mount a multiplicity of TV antennas on the sides of tall buildings, on the sides of existing towers - even towers which also support a standard antenna on top. The economy offered by a joint operation of this type is obvious.

At present, the "Skew" Antenna is custom built for each installation and consequently general performance specifications cannot be delineated. However, ANDREW engineers will be glad to discuss its application to specific situations.

*Patents applied for

ANDREW four element "Skew" Antenna on the conical end of the mooring mast of the Empire State building, used as auxiliary by WJZ-TV. Lower on the mooring mast, artist's sketch shows the 48 element ANDREW "Skew" Antenna to be installed for WATV.
Radio-TV Vote-Getting Lauded
(Continued from page 80)

promote local voting. Stations are shown how to serve as the voice for vote-getting projects of local merchants. Poll parties, testimonial dinners, whispering voter contest stunts and "Reel-E-Lectons" dramatizing great campaigns of the past are suggested.

A wrap-up of activity by local stations is planned immediately after election day, according to Mr. Patt, and forms have been included in the final kit.

In Mr. Patt’s own area, Cleveland, a barrage of radio and TV announcements has brought registration to an all-time high of 775,000, representing 87% of the electorate (see story, this issue).

NARR’S registration scoreboard will be brought up to date when results of this week’s telegraphic survey are computed. At the moment it stands like this:

Arizona—Up more than 15%.
Arkansas—Gain from 10 to 15%.
California—Vote will be highest in history.
Connecticut—Registration up 3.4% times in capital.
Delaware—Gain of 10,000 voters.
Florida—Pick-up of 5% to date; 61,000 new voters.
Indiana—20% boost.
Iowa—Looks like a 20% gain in registrations.
Kansas—Already 5.9% with big push ahead.
Maine—Gain averages 7,500 per county.
Maryland—140,000 more voters on rolls.
Minnesota—Urban precincts up 35%.
Mississippi—Up about 42,000.
Missouri—Up 5%; exceeds political estimates.
Montana—10% gain.
Nebraska—10 to 15% above normal.
Nevada—Up 14.5%.
New Hampshire—33% more voters in primary.
New Jersey—9,000 more voters per county.

New Mexico—Estimate gain of 23,000.
New York—Registration high; has quadrupled in some districts.
Ohio—All-around gain of 20%.
Pennsylvania—30% in cities; good elsewhere.
Rhode Island—17.3% advance scored.
South Carolina—55,000 more registrants.
South Dakota—Close to a 5% boost.
Tennessee—Up around 5%.
Utah—More than 80% of residents to vote.
Washington—Up by 153,500 people.
West Virginia—Gain around 10%.
Wyoming—10% increase.

Gains have also been reported by NAPB chairmen in Alabama, Colorado, Kentucky, Massachusetts, Oklahoma, Oregon, and Virginia.

NBC-TV Signs WFMJ

WFMJ-TV Youngstown, Ohio, will be an NBC affiliate when the uhf Channel 73 outlet goes on the air early next year, NBC Station Relations Director Sheldon B. Hickox announced last week. Mr. Hickox negotiated the affiliation agreement with Leonard E. Nasman, WFMJ sales manager, who represented William F. Maag, owner and publisher of the Youngstown Vindicator and owner of WFMJ. Mr. Nasman will supervise TV operations.

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For details, write to the Pioneer in this line.
In Philadelphia people watch *WPTZ* more than any other TV Station!*

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

**WPTZ**

**NBC - TV AFFILIATE**

1600 Architects Building, Phila. 3, Pa.
Phone LOcust 4-5500, or NBC Spot Sales
Tel Ra Productions, Philadelphia, adds four stations to its list of Sports Parade subscribers, making a total of 37 stations which telemcast the series. Stations added last week are WBNS-TV Columbus, Ohio; WMBR-TV Jacksonville, Fla.; WTMJ-TV Milwaukee, Wis., and KOTV (TV) Tulsa, Okla. The program is sponsored in majority of markets by Bristol-Meyers (Vitalia and Bufferin), and placed through Doherty, Clifford & Shenfield.

Consolidated Television Sales’ package, Big Ten Game of the Week, has been purchased by four more TV stations, bringing total markets to 23— including 19 under sponsorship of Phillips Petroleum Co. Four new stations who contracted for the collegiate football series: WPIX (TV) New York, WAAM (TV) Baltimore, KECA-TV Los Angeles and WCP0-TV Cincinnati.

CBS Television Film Sales has sold Strange Adventure, filmed quarter hour drama, to the Southern California Gas Co., Los Angeles, for showing on KNXT (TV) Los Angeles. The series now is seen in 46 markets.

Peerless Television Production Inc. has sold “March of the Wooden Soldiers,” an 80-minute feature film starring Laurel and Hardy, in Atlanta, Boston, Chicago, Detroit, Dayton, Cincinnati, Louisville, Salt Lake City, San Francisco, Washington and Milwaukee. The film originally was released by MGM.

Foundation Films Corp., Pasadena, Calif., has signed withDuMont TV Network for presentation of a new religious film series, Reading the Bible, of 13 Old Testament Bible readings and a cappella choir selections. Narration is done by Henry Wilcoxon. Production was directed by Arthur Pierson.

Princeton Film Center Inc., Princeton, N. J., which moved New York office Oct. 1 to 270 Park Ave., has announced sales in several cities of Norman Brokenshire, the Handsyman, series of five-minute open-end TV programs, to the Stanley Works, New Britain, Conn.; Black & Decker Co., Towson, Md., and Royal Bedding Co. Pittsburgh. Other sales: Seven one-minute commercials for Stanley Tool through Horton Noyes Co., Providence; one-minute commercial work for Black & Decker, through Van Sant, Dugdale & Co., Baltimore, and eight one-minute spots for Blue Cross through Grey & Rogers, Phila.

Cornell Film Co., N. Y., has acquired world wide distribution rights to two full-length films, “High Calling” and “Pocahontas,” to be released to TV after shown in theatres early in 1953.

Vahid Pahlens plans mid-November production on Great Loves, series of 39 half-hour TV films in color, interiors of which will be shot in London and exteriors in the actual European setting. Hedy Lamarr will star as the feminine partner of famous love stories in history and will be costumed by such European courtiers as Fath and Dior. Remainder of cast will be made up of talent from New York and Hollywood. Following 10-day production schedule for each film, Edgar Ulmer will direct from scripts by Salka Viertel, Aeneas Mackenzie, Hans Kafka, Noel Coward and others [B+T, June 18].

Hurrell Productions Inc., Burbank, has completed eight one-minute animated TV film commercials for Mohawk Carpet Mills, Amsterdam, N. Y. Filmed in both black and white and film in color, spots feature “Tommy Hawk,” specially created

SHEEN LAUDS
To Sarnoff and NBC
TRIBUTE to Brig. Gen. David Sarnoff and NBC for advancing the cause of religion in the past 25 years was paid last week by Bishop Fulton J. Sheen. In a letter to the RCA board chairman, Bishop Sheen said, “No industry in modern history has contributed so much to religion, good will and inspirational living as NBC.” He mentioned the simulcast he was scheduled to make over NBC radio and TV networks Oct. 12, in preparation for Mission Sunday, Oct. 19.

In his letter, Bishop Sheen scotched rumors of a rift between himself and NBC. These arose after Bishop Sheen announced that pressure of other work forced him, regretfully, to decline the invitation of the National Council of Catholic Men to be the principal speaker on NBC’s Catholic Hour.
Television has brought campaigning a long way from 1920, when candidates campaigned from the front porch of their homes. Today, presidential candidates simply step before the television cameras and are seen and heard by many millions of people.

The first intercity network television broadcast using today's methods took place between New York and Philadelphia, only seven years ago. In the relatively short period since then, the Bell System has expanded its television network from coast to coast... so that 99% of the country's television sets can receive the same program at the same time.

Such development, at such a pace, requires great investments of effort, ingenuity and money. Radio-relay and coaxial cable routes have to be built. Special equipment has to be designed, and special personnel trained to install, maintain and operate it.

Yet the cost of the service is low. Bell System charges, for use of its intercity network facilities, average about 10 cents a mile for a half hour.
CANCER TELETHON
L. A. Stations Set Oct. 25
AIMED at raising $750,000, a show, City of Hope Telethon for the cancer society, possibly the last program of its type to be scheduled on the west coast, will be telecast by KTAL (TV), KNBH (TV), KTTV (TV) and KLAC-TV Hollywood, oct. 25.
Telethon is scheduled from 10 p.m. PST, Saturday, through 12:30 p.m. PST, Sunday. Arrangements are handled by station managers Donald Norman, KNBH (TV); Klaus Landsberg, KTAL (TV); Richard Moore, KTTV (TV) and Don Pederson, KLAC-Tv; in cooperation with Samuel Faberman, national assistant executive director of the City of Hope.

DEWEY PANEL
INSURING a practical approach to problems of educational telecasting in New York state, which has been granted licenses for six noncommercial educational TV stations, Gov. Thomas E. Dewey has appointed Michael R. Hanna, general manager of WHCU Ithaca and Bernard Duffy, president of BBD0, New York, to the temporary state commission on the use of telecasting for educational purposes.

Created by the 1952 state legislature and approved by Gov. Dewey (B&T, March 24, 17), the TV commission is empowered to make a thorough and comprehensive study of the use of TV facilities for educational purposes. Sum of $25,000 was voted for study, to aid the board of regents of the U. of New York, state agency which has received licenses for educational TV stations in Albany, Buffalo, Rochester, Syracuse, New York and Binghamton. No money has been appropriated to construct or operate the TV stations.

Dr. Paul F. Lazarsfeld, sociology professor at Columbia U., also has been made a member of the commission. He is author of studies on the psychological-sociological effects of broadcasting and co-inventor, with CBS President Frank Stanton, of the Program Analyzer measuring individual and group reactions to the component parts of TV programs.

Group's chairman is Douglas M. Moffat, member of the New York law firm of Cravath, Swaine & Alexanderson to RCA
DR. E. F. W. ALEXANDERSON, radio, TV, and electronics engineer and inventor, who also was RCA's chief engineer from 1920 to 1934, last week returned to RCA as a consultant. He is credited with more than 300 inventions, including the high-frequency alternator which bears his name and a number of important developments in antennas, electron tubes, radio receivers, transmitters, and electronic control equipment, as well as in TV research and development. Dr. Alexanderson retired recently from General Electric Co.

CINCINNATI UHF
Educators Map Plans
GROUNDWORK for a noncommercial educational TV station to operate on UHF channel 48 in Cincinnati has been laid by representatives of various institutions in a meeting called to obtain pledges.
Early estimates place the initial expenditure at about $250,000 for the first year operation, and another $100,000 for each succeeding year of operation. Participating institutions are being asked to provide $15,000. Another $5,000 will be raised by the UHF Council for engineering studies.

After the educational agencies sign articles of incorporation, the licensee firm will be known as the Greater Cincinnati Television Educational Foundation. Some seven groups had pledged support.

AFM FILM FEE
Replaces 5% Spot Royalty
AMERICAN Federation of Musicians has eliminated the 5% royalty formula on all filmed TV announcements of one minute or less by setting a fixed fee.

The new AFM rules, which musicians can play one minute or less filmed spots at the scale of $27 per man, with leaders or single musicians double for an hour-long session. No more than three filmed spots of one minute can be produced in the hour-long session. They also must be for the same sponsor. The producer must sign an agreement with the union trust fund trustee for payment of $100 per announcement per year if it is used. The agreement provides for blanket use of the film spots on an unlimited number of stations within the year.

AFM president James C. Petrillo, in notifying Phil Fischer, vice-president of Los Angeles Local 47, of the policy changes said the federation had given great consideration to the matter of TV film, jingles and spot announcements.

"It was never intended that the 5% of station time charge policy should apply to these very short announcements," he wired. "Therefore in lieu of the 5% payment to the trustee, we have devised a new policy, retaining the payment principle to the trustee by substituting a fixed fee for the 5% of the station time charges."

He stressed the fact, however, that the new fixed fee does not apply to regular length TV films.

Looking for Radio & Television Technicians?
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207 Willoughby Avenue • BROOKLYN 5, NEW YORK

Page 96 • October 13, 1952

BROADCASTING • Telecasting
MODEL 105-507 AUTO-DRY AIRE* DEHYDRATOR

SPECIFICATIONS:

- Fully automatic—dry air available without interruption. Capacity 3 CFM
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FAULDER NAMED Is WMS Station Mgr.

GEORGE B. FAULDER has been appointed station manager of WMS, Memphis, Harold R. Kreilstein, station's president, announced last week. Mr. Faulder formerly was manager of WMAK Nashville.

Mr. Faulder's broadcasting career got underway in 1941 when he joined WMC Memphis as an announcer. He joined the army in 1942, served until 1945, then entered law school at the U. of Michigan.

In 1947, he joined WMS announcing staff. The following year he was appointed WMS program director, a position he held until he became manager of WMAK.

Native of Wapakoneta, Ohio, Mr. Faulder began his business career with Erwin, Wacey & Co.

KWEM REQUEST FCC Denies Outright Move

PETITION of KWEM West Memphis, Ark., requesting grant without hearing of its application to move to Memphis, Tenn., was denied by FCC last week and the application was continued in hearing status in spite of the Commission Broadcast Bureau's statement it has no objection to the move.

Comr. Rosel H. Hyde dissented from the majority ruling. He stated FCC should approve the transfer of main studio location, a ruling consistent with Commission action in other cases such as those involving stations at Versailles-Lexington, Ky., and Pawtucket-Providence, R.I.

The Commission noted the request was designated for hearing on issues "relating to the future program policies of Station KWEM with regard to West Memphis, Ark., and the furnishing of an outlet for the expression of the needs of that community." KWEM stated it would have an auxiliary studio in West Memphis to serve local organizations and advertisers on the same basis as at present.

RATKE & DREHER Takes Over RBG Debts

RATKE & DREHER Adv., New York, new agency for Radio Bargain Guild Inc., New York, has written radio stations offering to "take over any obligations" which may be due to stations from "Radio Bargain Guild Inc." under contracts placed last spring.

The advertiser and its former agency, Harold Kaye Adv., New York, are attempting to clear all outstanding debts, Mr. Kaye said. Mr. Kaye no longer is handling the account but in another business now representing home demonstration advertisers who use TV.

Papers Sponsor Show

TWO NEWSPAPERS sponsoring the Frederie W. Ziv transcribed radio series, Freedom, U.S.A., are promoting the program with extensive campaigns in their cities. The Raleigh (N. C.) Times, which sponsors the series on WRAL that city, carried an 18-day series of advertisements describing the program and including endorsements from Sens. Clyde E. Hoey and Willis Smith of North Carolina. Newspaper also used spot announcements on WRAL, posters on the newspaper's trucks and stands, and trailers in local movie houses. The other newspaper sponsor, the Memphis Press-Scimitar, currently is running an ad series plus page one stories focusing attention on the start of the program this Thursday on WMC Memphis.

Set Production

New '52 Figures Released

PRODUCTION of radio sets reached a total of 5,823,881 for the first eight months of 1951, according to the monthly compilation by Radio-Television Mfrs. Assn. Figures cover the entire manufacturing industry. August radio output totaled 543,802 sets compared to 563,407 for the same month of 1951.

TV production of 397,769 sets in August, highest since March, brought the year's total to 2,914,926 units. In August 1951 only 146,708 TV receivers were produced, less than half the total this year.

RTMA found 29,671 home sets with FM tuning facilities were produced in August. Another 7,582 TV receivers had tuning equipment for the FM band.

Total radio-TV production for the first eight months of 1952 follows:

<table>
<thead>
<tr>
<th>Month</th>
<th>Television</th>
<th>Home Sets</th>
<th>Portables</th>
<th>Auto</th>
<th>Clock</th>
<th>Total Radio</th>
</tr>
</thead>
<tbody>
<tr>
<td>January</td>
<td>404,926</td>
<td>238,722</td>
<td>60,433</td>
<td>195,147</td>
<td>80,155</td>
<td>631,655</td>
</tr>
<tr>
<td>February</td>
<td>409,327</td>
<td>312,703</td>
<td>73,866</td>
<td>267,779</td>
<td>106,102</td>
<td>799,453</td>
</tr>
<tr>
<td>March</td>
<td>510,561</td>
<td>357,699</td>
<td>99,720</td>
<td>343,314</td>
<td>173,149</td>
<td>975,892</td>
</tr>
<tr>
<td>April</td>
<td>322,878</td>
<td>336,164</td>
<td>110,599</td>
<td>275,330</td>
<td>174,003</td>
<td>847,946</td>
</tr>
<tr>
<td>May</td>
<td>309,775</td>
<td>288,927</td>
<td>120,351</td>
<td>218,478</td>
<td>115,588</td>
<td>724,344</td>
</tr>
<tr>
<td>June</td>
<td>341,152</td>
<td>297,669</td>
<td>205,186</td>
<td>246,909</td>
<td>124,489</td>
<td>874,252</td>
</tr>
<tr>
<td>July</td>
<td>198,921</td>
<td>203,846</td>
<td>81,353</td>
<td>95,220</td>
<td>61,295</td>
<td>441,736</td>
</tr>
<tr>
<td>August</td>
<td>397,749</td>
<td>323,721</td>
<td>105,906</td>
<td>94,515</td>
<td>108,753</td>
<td>545,002</td>
</tr>
<tr>
<td>Totals</td>
<td>2,914,926</td>
<td>2,270,473</td>
<td>881,444</td>
<td>1,723,412</td>
<td>947,552</td>
<td>5,823,881</td>
</tr>
</tbody>
</table>

Right now, WIOD's local time sales are the highest since 1947!...a great record in view of competition from 10 radio stations with 43 local salesmen and one TV station with 11 local salesmen.

And, we got this business...not by selling "high ratings" to our local advertisers...but by getting 'em results!

Ask your Hollingbery Man for facts!
NEWSPRINT
Expansion Is Off 25%

THE U. S. faces "continuing shortages" of timber for newsprint and expansion of production has fallen about 25% short of the objective. Secretary of Commerce Charles W. Sawyer told a House Judiciary subcommittee Oct. 2.

The subcommittee, headed by Rep. Emanuel Celler (D-N. Y.), held hearings on the newsprint situation as a result of an "arbitrary" increase in the cost of newsprint imposed by Canadian manufacturers last May. The Dept. of Commerce was assigned to study the problem, with a view to the possible use of new materials and expansion of U. S. production facilities.

Authorities have asserted continued shortages could have an unfavorable effect not alone for small dailies and publications, but also in the long run for printed media advertising budgets while indirectly favoring expenditures for broadcast advertising.

Rep. Celler praised the Commerce Dept. for its survey, not yet completed, and also warned that "recurring newsprint shortages ... and skyrocketing newsprint prices ... are not conductive to the thriving of a free and independent press either in the United States or abroad."

NAHB Housing Series

SERIES OF 13 transcribed radio programs on housing has been produced by the National Assn. of Home Builders, Washington, D. C. The series features interviews of prominent figures in the housing field, and is available for $25 to $75, depending on population of area, from the association at 1228 Connecticut Ave. N.W., Washington, D. C.

Cecil H. Sufficient appointed program supervisor WNYE (FM) New York. Other staff changes include: JEAN A. EICKS to script supervisor; DOROTHY KLOCK to TV supervisor; and ROBERT GLADSTONE to chief staff announcer.

PATRICIA A. SEARIGHT appointed director of program operations, WTOP Washington.

HENRY O'NEILL, part-time announcer, WLWC (TV) Columbus, to full-time announcing staff there.

CHARLIE SLATE to WBTN Danville, Va., as farm service director.

BOB SMITH, NBC sportscaster, to DuMont TV Network as sports commentator and conductor of Sports Varieties program.

DOROTHY STEVENS to WLAN Lancaster, Pa., as women's director.

Cynthia Maxwell, former manager of local sales service, WABD (TV) New York, appointed traffic supervisor, KGU Honolulu.

NORM GRIFFIN named farm service director of CKWX Vancouver, Ron Hanka, announcer, CHB Moose Jaw, to CBX Edmonton, in same capacity. HARRY RASKY, news editor, CKX Toronto, appointed producer at CBLT (TV) Toronto.

THOMAS HATTE, Hollywood free lance radio-TV announcer, to KTLA (TV) that city, in same capacity.

ROB HUESTAD, staff director, KTVT (TV) Hollywood, shifts to night supervisor.


JEAN CHAPPELL to WIRE Indianapolis as music librarian, replacing NORMA JEAN CASPER, who resigned to be married.

BY COILIG, assistant sales manager, ABC Western Div., to KNXT (TV) Hollywood, as assistant promotion manager in charge of trade promotion.

GERTRUDE BERG, star of The Goldbergs, former radio-TV show, as signed role in Lester Cowan feature film production, "Main Street to Broadway."" 

ROGER RAMEBAUZ, coordinator of student personnel services, U. of Denver, to KLZ Denver as promotion manager succeeding JOHN CONNOLLY, now service and promotion manager for Lamar, Colorado Buick agency.

FRANK JAMES, announcer-news editor, KOOL Phoenix, to KQOL Los Angeles, as announcer.

BIL BRENNAN, program director, KNXT (TV) Hollywood, shifts to CBS-TV that city, as script coordinator.

FRED CLARK, who portrays Harry Morton on CBS-TV George Burns and Gracie Allen Show, assigned role in Paramount Pictures feature film, "Here Come the Girls."

JOHN DENNER, Hollywood radio announcer, to Germany for role in 20th Century-Fox feature film, "Man on a Tightrope."

CYNTHIA MAXWELL, office manager, KVFN Hollywood, transfers to station's Los Angeles headquarters, in same capacity.

FRED CUSTER, accountant, C. F. Braun Co., Alhambra, Calif. (engineer), to KFOL Los Angeles, as office manager.

GEOFFREY WADDINGTON, Canadian radio musical director, named director of music for Canadian Broadcasting Corp., with headquarters at Toronto.

MINERVA URECAL, featured on NBC-TV Dennis Day Show, assigned role in Warner Bros. feature film, "By the Light of the Silvery Moon."

WILLARD WATERMAN, star of NBC radio The Great Gildersleeve, assigned role in M-G-M feature film, "Remains To Be Seen."

DONAL L. JONES, U. S. Army and former announcer at WSN Allen-town, Pa., father of boy, Christopher.

RICHILL WILLIAMS, who portrays Betty on NBC radio Father Knows Best, mother of girl, Sept. 30.

GEORGE F. HACK, disc jockey, WNWO York, Pa., father of girl, Diane Lynn.

News . . .


MANNY WRIGHT to KBOR Brownsville, Tex., as news editor.

WBNS Doesn't Fall Back on the "NET"

With the greatest of ease . . . WBNS programming swings back and forth from top CBS shows to locally-produced programs built around beloved Ohio personalities. Blessed with a choice of all the best CBS talent, WBNS knows sponsors can't miss when local favorites add their endorsement to selling messages aimed at Central Ohio.  

ask John Blair

PBWS

WBNS - 5,000

WELD - FM - 13,000 COLUMBUS, OHIO

Julius Haber, director of advertising and sales promotion for RCA technical products, appointed director of public relations for RCA Victor, Cambridge succeeding James M. Toney, now director of consumer products distribution.

Frank J. Simpson, southern div. sales manager for Thor Corp., Chicago, and vice president, promoted to sales manager. Thomas R. ChadwicK, new general sales manager, will coordinate all Thor sales work.

Ross Downing, manager of eastern states div. of United Press, named to new post of assistant general business manager of UP, N. Y. Carl B. Mollerander, who formerly directed business office staff in N. Y., appointed assistant general sales manager.

W. T. Dowsing, radio department, J. Walter Thompson Co. Ltd., Toronto, to S. W. Caldwell Ltd., Toronto, as head of sound engineering at radio-TV center. J. M. Savage, TV scriptwriter, BBC, to Caldwell firm as coordinator of TV production.

Howard Briggs, assistant vice-president in charge of Hoffman Labs Inc. government contract office, Washington, transfers to Los Angeles headquarters as assistant to R. Leslie Hoffman, firm president.

Walter S. Bates to A. V. Tape Libraries Inc. of N. Y., as sales representative.

John A. Cavaliere, supervisor of commercial service, General Electric Co.'s cathode ray tube operation, Syracuse, N. Y., appointed manager of firm's new central regional tube warehouse now under construction in Chicago.

Robert Foster, World Broadcasting Co., to Audio Video Recording Co., N. Y., as sales representative.

J. L. Fowler, General Electric Supply Co., Kansas City, to CBS-Columbia Inc., as district manager in Nebraska, Iowa, Kansas and Missouri.

Tube Dept., RCA Victor, Camden, N. J., announces publication of Service Parts Directory (SP-1014), containing schematic diagrams, parts lists and top and bottom chassis views for 71-1950 and 1951 RCA Victor TV receivers.


Sprague Electric Co., North Adams, Mass., has released Catalog 31 on transmitter type miniature capacitors which conform with Joint Army-Navy specifications JAPC-

Julius Cohen, associated with Washington consulting firm of George C. Davis, returned from nine months' active duty with U. S. Army Signal Corps.


J. J. Harty, public relations representative, American Airlines, Hollywood, elected president of Los Angeles publicity Club. Other officers include: Joe Mcciccrce, County of L. A., first vice president; Joe Alvin, Carl Byleir & Associates (public relations firm), and George Goodale, L. A. Angels (ball team); second vice presidents; Carroll Sugar, BBDQ, treasurer; Dorothy Jackson, Booz, Allen & Hamilton (engineers), secretary.

C. B. McGeehe elects vice president of Truscon Steel Co., Youngstown, Ohio, subsidiary of Republic Steel Corp.


Jerry Landay, announcer-coordinator, WSYR Syracuse, N. Y., to TelePrompTer Corp., N. Y., in supervisory capacity.

Radio reaches people! Cover the Nashveil 4 market with WSIK. The Nashville market (53 counties in middle Tennessee and southern Kentucky) is covered by WSIK. See latest BMB report.

Celebrating A Quarter-Century of Service!
WNEW New York has been lauded as "a brassy little station that for a number of years now has impudently danced rings around its heavy-breathing competitors."

In its October issue [C C I R C U I T, Sept. 8], Fortune says, "That goes not merely for the independents — among which WNEW is generally rated No. 1 in the entire U. S. — but for such giant network outlets as WNBC, WJZ and WOR (but not CBS), whose elaborate and expensive daytime programs are for the most part outdrawn by WNEW's shrewdly manipulated drumfire of tin-pan-alley tunes.

Acknowledging that comparative figures are not available, the magazine comments that "it is a fair assumption" that during the hours in which WNEW pulls the largest audience, it gets up the largest gross, and with its low-cost operation, earns the highest rate of profit.

"Along Radio Row," says Fortune, "... many have itched to know just how much the Little Monster makes. That secret Fortune now discloses ...

"In 1948, when television was yet a pup, WNEW enjoyed what up to that time was its finest all-around year. Out of gross time sales of $2,400,000, it took an operating profit of $655,500, and its net after taxes of $332,600 represented a return of more than 25% on the station's modest capital investment.

"Then, in 1949," Fortune continues, "WNEW received a shock. Dollar-wise it was insignificant — the gross sales slipped by only $35,000, and operating profit was down a couple of percentage points — but to WNEW, whose progress hadn't been faulted in 14 years, the writing on the wall spelled 't-e-l-e-v-i-s-i-o-n.'"

For WNEW's article recounted that WNEW made a remarkable recovery in 1950. "Sales soared to $2,870,600, and WNEW took a profit of nearly 30 cents on every dollar of income: the gross profit was $839,600, the net, $358,400.

"Though in 1051 sales fell off to $2,730,900 (these are all October-to-October fiscal-year figures), the villain was not television, but a costly flood of the Hackensack River that silenced WNEW's transmitter in Kearny, N. J., for several days," says Fortune.

Figures Up to Date

Bringing figures up to date, the magazine adds, "For the first six months of fiscal 1952 the station's sales of $1,429,800 were the highest for any comparable period in its history, and at the rate second-half billings were running, it was almost certain that 1952 would eclipse the record year 1950."

Tribute was paid to Bernice Judis, executive vice president and general manager, and to Ira M. Herbert, vice president and sales director.

Miss Judis' principal admonition to WNEW's staff was, "Entertain, and while entertaining, sell." Another terse memo Fortune reported was advice passed along by Miss Judis to time salesmen: "You are required to earn $10,000 the first year, and at least twice that after two years — okay, honey?"

Mr. Herbert feels in a similar way about salesmen. "Two years ago," Fortune reported, "a WNEW salesman earning $37,000 a year was fired. "He wasn't getting what he should have got from his potential," is Mr. Herbert's explanation."

WNEW, 10 kw on 1120 kc, has a CP to increase power to 50 kw. The outlet is owned by William Cherry, who also owns WPRO-AM-FM Providence.

KCBS

Radio Corporation of America

Electron Tubes

HARRISON, N. J.

RCA 5762

The tube that

"Stands on its head"

Stands on its head, electrically speaking, because its grid-flange construction permits grounded-grid operation with effective isolation of input and output circuits. Benefits: simplified circuitry, lower lead inductance, and more stable operation.

Grid-flange construction — an RCA development — opened a new era in VHF operation. The 5762 is one example of this design. The tube features a very efficient plate radiator that requires less than half the air flow previously needed for a tube with the same power rating. It runs cooler — offers substantial operating economy.

There's an RCA Tube Distributor just around the corner from your station. For fast, friendly service — call him!
**Programs promotion premiums**

SELL MORE IN THE SOUTH'S No. 1 State!  
A Lucky Strike in the Camel City

*Winston-Salem is the home of S. J. Reynolds Tobacco Co.*

1/5th of all DRUGS
Sold in North Carolina
ARE SOLD IN WINSTON-SALEM'S

**WSJS**
15-COUNTY MARKET
* $14,700,000—S. M.
  1952 Survey of Buying Power

Recent official Hooper Ratings show WSJS, the Journal-Sentinel Station, FIRST in the morning—FIRST in the afternoon—FIRST in the evening! For the finest in AM-FM coverage, it's WSJS in Winston-Salem.

Represented by: HEADLEY-REED CO.

**PROGRAM** and news departments of WGAR Cleveland, WLS Chicago, WCAU Philadelphia, KPFW Los Angeles and WGBH Albany have combined their efforts to produce a series of four half-hour shows covering the pre-election picture in the states where the stations are located. Each station has its own commentary, and a four-minute analysis of the political race in its coverage area. Commentaries are built into a half-hour show by the WPTR news staff and then returned to the individual stations.

**SALUTE FROM CPRN**

COLUMBIA Pacific Radio Network salute the five new CBS Radio West Coast outlets Oct. 9 with a special 25-minute program, *This Is Radio*, encompassing radio from 1926 to 1952. Show was written and produced by Ralph Rose and Frank T. Hughes. Frank Goos was host-narrator for KHUM Eureka, Calif., KRNR Roseburg, KYJC Medford, KFLW Klamath Falls, Ore., and WKIE Kennewick, Wash.

**PLACE MAT PROMOTION**

MOST recent addition to overall promotion efforts of WBTV (TV) Charlotte, N. C., is the distribution of 200,000 place mats to restaurants in the station's coverage area. The mats, decorated with two-color line drawings of various Charlotte landmarks, have the most prominent spot devoted to a line drawing of WBTV's mountain-top transmitter.

**PEANUT BUTTER TIME**

ROSEFIELD Packing Co., manufacturer of Skippy Peanut Butter, is to sponsor a twice-weekly, 15-minute show over WBAL Baltimore beginning Oct. 21. The company has used TV exclusively in that area for the past two years to advertise Skippy Peanut Butter. Radio time purchase, it was said, may be credited to WBAL's merchandising operation, “Chain Reaction,” which guarantees advertisers prominent full-week displays in the city's 217 A&P, American and Food Fair stores.

**POSTER PREVIEWS**

NEWSSTANDS throughout a 60-mile radius of Philadelphia will feature a different WIP Philadelphia program each week through billboard posters issued by Quick magazine. Among programs to be promoted are The Frank Brookhouse Show, Freedom, USA, the Villanova gridcasts and shows of the station's new broadcaster, Paul Sullivan.

**WWMI BENCHES**

TEN benches have been provided at key bus stop locations throughout Biloxi, Miss., by WWMI there to promote the station. Back of each bench carries the outlet's call letters and a reminder that WWMI is "The Gulf Coast's Most Powerful Radio Station."

**STUFFERS SELL WCAP**

LAUNDRIES in Lowell, Mass., are rotating in distribution of 1,500 bundle stuffers weekly in their packages promoting WCAP in that city, programs on the station and programs' sponsors. Station relates that "several pieces of new business can be directly traced to the stuffers arriving at the right home at the right time."

**TRIPS TO INAUGURATION**

EXPENSE-paid trips to the Presidential inauguration are being offered by WTCN Minneapolis-St. Paul for best answers to a contest based on completion of the sentence "I am going to vote because . . ." Copyrighted under the title "Vote-athon!" the top three prizes are trips for two each to the inauguration. Third of the top three awards will go to a youngster who writes why his parents intend to vote.

**SUCCESS CANCELS SPOTS**

COMPLETE stock of 7,000 pair of ladies nylon stockings was sold in less than a week by Crosby Shoe Store in Washington, D. C., through Washington Transit Radio (WWDC-FM), according to a report from the station. Several spots per day were used on the station. No other advertising medium was employed. So effective was the campaign that store officials requested that the hosiery special be deleted from the Crosby commercials.

**LISTENING'S THE THING**

AD promoting the slogan "You can't see a thing on KIXL (Dallas)—but it's there!" was run by the station in the Dallas Times Herald last week. Layout consisted of a series of dashes which connected a pair of glasses and the copy which plugged station's music programming.

**TIES UP PHONE LINES**

WCY Cincinnati received a "cease and desist" order from the telephone company after the station offered on three successive mornings 10 pairs of tickets for an ice show to the first 10 persons who called in the answer to a "mystery tune" on its disc jockey show. The station's switchboard was swamped and the telephone company's trouble-shooters finally identified the radio offer as the cause for a complete early-morning tie-up of the main downtown exchange.

**‘OUTLAW’ DISC JOCKEY**

WWFB Miami, Fla., flyover shows rogues' gallery front and profile shots of a bearded, Stetsoned, "desperado" named "Great Scott," identified as a disc jockey from 3 to 5:45 P.M. Mon.-Sat. on the station. Flyer states "Great Scott" is wanted for "robbery" because he "steals" audiences from competitors. "Reward" offered is a "pleasant spell of listening" for "catching him on your dial."

**WODD-WESTINGHOUSE TWINS**

WESTINGHOUSE "twins"—a Westinghouse Laundromat and Spin-Drier—were awarded to Mr. and Mrs. W. G. Fulghum, parents of newly-born twin sons, on Sept. 23, day promotion of the twin appliances began. Patti Hubs, m.c. of WDDO-AM-FM Chattanooga's Patti's Parade, as part of the nation-wide promotion, tape-recorded an interview with the parents for playback on her 8:15-6:55 a.m. program.

**Represented by the Kolls Agency**

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tion is predestined to lose money at the start. Those with NBC and CBS affiliations would prosper, he said.

Mr. Doherty, in alluding to recent surveys he had made, said that in the two top TV-populated markets—New York and Los Angeles—there are five stations in the red, two "pink" and the remaining seven making money. There are seven stations in each market.

In a discussion of size of TV networks, touched off by A. D. (Jess) Willard, WGAC Augusta, it was agreed generally that TV networks would be substantially smaller than AM because of high cost of facilities and time. Mr. Willard said that, realistically, it had to be concluded that average TV networks will not be of more than 60 or 70 markets, as against 150-200 market radio networks. On the same theme, multiple sponsorships were predicted to defray costs.

Another round of discussion centered upon the single rate card vs. separate national and retail rates. Mr. Marshall contended that even the hamburger stand and the flower shop should pay the same rate as the national account on the ground that it could buy the smaller unit and still earn a return. Mr. Butler, who said he had thumped the tub for the single rate in radio, averred that two rates inevitably lead to three or four rates and finally to "how much have you got and how soon can you get it over here." He urged broadcasters to keep television in a buyer's market. Once it becomes a "seller's" market, he said, there will be no bottom price.

The advertising agency buyer, Mr. Outler, said, is the broadcaster's best friend. They deplore rate deviations.

UHF vs. VHF was debated, with Mr. Lodge citing certain unknown factors in UHF coverage. He pointed out that there can be no UHF power in excess of 10 or 12 kw for some time, although there were promises that at least one high-powered transmitter would be on the air by the end of the year. He expressed misgivings, however. UHF contemplates use of drivers for amplification up to 100 to 200 kw effective radiated power, with a 10 kw transmitter.

Mr. Lodge predicted there might be only 20 or 30 substantially powered UHF stations delivered during 1953 and that others might go on with low power, "giving UHF a black eye," or would hold off.

As for UHF coverage, Mr. Lodge said, "it is fine in flat areas" but in the mountains and valleys, it has a "rough time." He questioned UHF's ability to "get behind the hills."

Same Color Quality

As for color, it was Mr. Lodge's view that the quality would be the same on VHF and UHF. Both use the same channel width, he pointed out. As for quality, UHF and VHF are identical where the signals are adequate.

Nevertheless, he said that there appeared to be no reason why an applicant for UHF should have an "inferiority complex." He alluded to the woeful lack of knowledge on propagation.

Analyzing latest data on personnel costs, Mr. Doherty said that a study he had just completed indicates the average TV station spends $1,000 per man per month. In smaller stations, it runs as low as $800 and in the largest, in excess of the $1,000 figure. A small station can operate with 27 people, or a payroll of approximately $3,500 a week, he said. This contemplates secondary market operation.

A poll of TV stations in the district showed that WSB-TV has 45 people assigned to television only, with others who are interchangeable; WMBE-TV, 41 fulltime TV; WAFM-TV, 22 people with no interchangeable personnel; WTVJ (TV), 105 people aside from 26 in its film organization, or a total of 130; WDSU-TV, 83 TV only (plus 47 in the combined operation); and WBRC-TV, 20 to 25 TV only.

Percentage-wise, Mr. Doherty said, his current annual breakdown of television station staffs, discloses 41% of staff in technical; 28% program and production; 21% general administrative; 6% sales and 4% film.
**NCAB MEET**

TIPS on profit-making were offered members of the North Carolina Assn. of Broadcasters at their fall meeting by Jack Knabb, head of Jack Knabb Adv. Co., Rochester, N. Y., and public relations director of the Radio Broadcast Management Council, Rochester. The NCAB meetings were held Oct. 3-4 at Pinehurst, N. C.

Using the title "It Takes Courage to Make a Profit," Mr. Knabb said broadcasters must stand pat on good program service, sound sales approaches and adherence to rate cards.

T. H. Patterson, WRFP Washington, presided at the sessions. New officers were elected as follows: Cecil Hopkins, WWNC Asheville, president; Jack Younts, WEEB Southern Pines, secretary; James MacNeil, WTSB Lumberton, vice president.

Mr. Knabb said broadcasters often are victims of fear—fear of losing money and fear that radio is on the way out. "Salesmen should sell an idea first, then the program," he said, urging also the saturation technique by which an advertiser hits the market hard by concentrating a barrage of radio messages over many stations.

Local events such as fires and emergencies should be covered intensively, at the same time providing a large and salable audience that is attractive to sponsors. He said many local industrial firms have never been contacted by radio salesmen.

Mr. Knabb advocated use of more local participating audience programs. He said stations should closely watch changes in local store and business operations as a source of potential sponsor contacts. Special sales offer a good source of business. He further promoted, he said. He advised salesmen to know the special problems of each store so they can make intelligent presentations tailored to particular needs.

**GALS TAKE OVER**

*Operate KLAS for Day*

It all started when Fred Stoe, president and general manager of KLAS Las Vegas, agreed to help the Las Vegas Business & Professional Women's Club observe National B.F.W. Week, Sept. 28-Oct. 4.

The ladies' request that they be allowed to "learn something about the part radio plays in our community" grew until the entire KLAS staff, with the exception of the engineers, found itself on the outside looking in.

All 8 B.F.W. moved in at 7 a.m. Oct. 2, and stayed until 10:30 p.m., giving spotcasts, making announcements, spinning records, checking ledgers and selling radio time. The latter was stimulated by a promise of 50% commission.

The women unanimously decided that "there's more to operating a radio station and making announcements than we thought!"

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**Profit-Making Tips Given by Knabb**

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**STRESS NEWS**

**Canadian Outlets Urged**

Canadian stations are urged to stress their local and wire news services, especially those given on Sunday, when few sections of the country have any other news services. This is a recommendation of the Press Committee of the Canadian Assn. of Broadcasters, and was accepted by the CAB board of directors at its recent meeting.

The committee also has recommended stations obtain press privileges in all provincial legislatures where they are not granted now; have news representatives attend conventions of provincial weekly newspapers, and give fast, factual and complete coverage of special events, even at the expense of commercial programs. Outstanding station coverage of provincial elections has been found a prestige and audience builder, it was noted. CAB's head-office at Ottawa has other press committee recommendations, including railway passes for newspeople, and standard CAB identification cards for newsmanship employees.

**RCA Fellowships**

RCA fellowship worth from $1,800 to $2,700 have been awarded to six young scientists and graduate engineering students, Dr. C. B. Joliffe, vice president and technical director of RCA, announced last week. The winners are: Oscar Oliver Jr., New York; Henry Martel, Pasadena, Calif.; Edgar Lipworth, Salford, Lancashire, England; Mitchell S. Cohen, Schenectady, N. Y.; Peter H. Lord, Englewood, N. J., and Edward W. Schwarz, Springfield, Ill.

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**NEW OFFICERS of North Carolina Assn. of Broadcasters, elected Oct. 4 (1 to r): Jack Younts, WEEB Southern Pines, secretary; Cecil Hopkins, WWNC Asheville, president; James MacNeil, WTSB Lumberton, vice president.**

**AD COUNCIL**

*Cites Radio-TV Support*

THROUGH its advertising channels, American business contributed more than $1.5 billion In time and space to public service projects during the past decade, the Advertiser Council reported last week in issuing its 1951-52 report on its 10th anniversary.

Through the radio allocation plan, the report showed, businesses gave "major radio support to 23 top-priority campaigns" and "additional coverage to 40 other causes" during 1961, while TV advertisers, agencies and networks "gave invaluable support to 18 top-priority campaigns and extra coverage to 20 other campaigns."

It was estimated that sponsored network radio programs alone contributed more than 4 billion "radio home impressions"--a home impression being one message heard once in one home based on Nielsen figures--while TV home impressions achieved via network commercial shows were placed at more than one billion.

Local stations, both radio and TV, made major contributions to council activities along with the work done via the networks, the report asserted.

The 10th anniversary report was signed by T. S. Reppplier, chairman, and Fairlax M. Cone, president of Foote, Cone & Belding, who was 1961-62 chairman of the council.

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**Put your ideas... on RCA Victor Transcriptions!**

Good program ideas and top talent deserve RCA Victor transcription quality and service. Your material—spot announcements to full-length shows—should get the benefit of RCA's technical experience and research.

Your order, large or small, is recorded, processed and pressed in the country's best-equipped studios and plants...receives world-famous RCA Victor engineering. Complete transcribed radio production and script-writing facilities are available.

Contact an RCA Victor Custom Record office today:

630 Fifth Avenue
Dept. B-196, NEW YORK 20
Judson 2-5011
440 North Lake Shore Drive
Dept. B-109, CHICAGO 11
Whitehall 4-3318
1016 North Cemore Avenue
Dept. B-100, HOLLYWOOD 38
Hillside 5171

Write now for our fact-filled Custom Record Brochure!
Science in Action
(Continued from page 71)
was guest scientist on two programs covering Mars, the moon and stellar evolution.

The show is strictly scripted and formatted to present background and information for the average viewer. A generous use of visual material is a part of each program.

A host narrator, usually a personable member of the Academy's staff, is used. This host is always a scientist who can talk on a professional level with the guest. The commercial is presented after the topic of the evening has been covered. Following the commercial is a weekly feature: "The Animal of the Week." During this portion of the show animals ranging in size from a praying mantis to a live baby elephant have been shown. There is a brief discussion of the animal's characteristics.

Bank Promotes Show
From the first, the bank has done everything possible to make the show a success. An aggressive advertiser, the institution has promoted the show by means of posters and painted bulletins. During 1961 the entire poster and bulletin schedule was devoted to the show. This was the largest amount of money spent on outdoor to promote television in the San Francisco area.

The outstanding success of the show is indicated in the many awards it has received during the past two years. In 1950-51 it received first place in the San Francisco Examiner, San Mateo Times and TV Preview viewers' polls; was awarded the title of Best Educational and Cultural program by the Academy of Television Arts and Sciences and was given a special program award by the American Assn. of University Women, San Francisco chapter.

In 1951-52 it again received first place in the San Francisco Examiner and San Mateo Times viewers' polls; best educational and cultural program and best live show awards from the Academy of Television Arts and Sciences and a number of local awards from viewers' groups.

In addition the program received five national awards in 1951-52 including those from the American Public Relations Assn.; American Banking Assn.; School Broadcast Conference, Chicago; Ohio State U. Radio-TV conference and the National Report, American Assn. of University Women.

The show has been built as a family show for the participation of all age levels. No material change has been made in the format since its origination, except a more extended use of the physical properties and facilities of the Academy to improve its presentation.

While the bank does not reveal the exact budget set aside for the show they have not cut corners in its production and the program is believed to be the highest budgeted of any half-hour show in the San Francisco market. It is also one of the most rehearsed of any show in the area.

Appeal to schools has been so great that well over 200 copies of each script are prepared for each show so that schools can be sent copies on request. Many classes re-enact portions of the programs. Others hold discussion groups on the day following a program of particular interest.

No Summer Substitute
The program is on the air during the school months. The bank uses no summer replacements.

While officials of the bank feel that it is impossible to give any figures on the value of the television show to the institution they report that many depositors comment on the program. The amount of mail the bank receives in addition to that sent to the station is felt to be satisfactory proof of the popular interest in the show and the public support of its sponsor.

Many problems have arisen during actual production of the show. A special telescopic lens was perfected for a KGO-TV camera to enable the show to shoot the moon. Cameras are often used successfully on the show to let viewers look through microscopes at special slides and live matter. A frog's egg was dissected on the show under a microscope with the TV camera looking through on the aid of a prism.

Animals appearing on the program are always unpredictable. One night a litter of 91 snakes on the show managed to wiggle from their bag and shortly after the show signed off. No studio ever emptied faster. But Academy scientists did a quick, thorough job of getting the snakes back into the bag.

Another time a gopher, being readyed for the program, bit its handler during rehearsal. A small amount of ether was used to slow the gopher down for the actual show so that he could be handled safely.

While both sponsors and executives of KGO-TV are constantly striving to improve the show they are pleased with the success of the present format. They believe it has earned a place as a valuable part of the community in the months it has been on the air.

WSAB MEETING
Sales Clinic Held
SALES clinic and capsule reports of program and spot developments from BMI headlined a two-day fall meeting of the Washington State Broadcasters Assn. at a Chisholm Hotel, Yakima, Wash., fortnight ago.

James Cox, West Coast director of BMI, reminded that any TV impact on radio can be offset by "imagination" for new programs. Second-day sales clinic featured an exchange of selling ideas among station management and sales executives, with Joe Chytli, KELA Centralia, WSAB sales committee chairman, presiding at the sessions. Leo Beckley, KBRC Mt. Vernon, WSAB president, presided at the opening business session.

Rogan Jones, KVOS Bellingham, discussed advantages of Broadcast Advertising Bureau selling services. William Treynor, NARTB West Coast office, reviewed services of the association.

WSAB members were advised of plans for a state association network to handle election coverage. Some 20 stations participated in a similar venture for primary election coverage.

CBS Radio Brief
CBS Radio the past fortnight issued a presentation, "Where Network Radio Faces Peak Competition," based on a Pulse survey. It showed that radio listening in TV homes is high, that video families listen to radio during all evening hours, that more than half of this listening is to network stations and that the networks get their greatest share of listening in the peak TV hours of 5-10 p.m. [B+T, Sept. 8].
Grants authorizing new stations and transfers, accompanied by a roundup of new station and transfer applications, begin on page 111.

October 6 Applications

**CP-Construction Permit**

**KZLO** Grants change from 1460 kc to 1560 kc to WOBX, miracle, St. Paul, Minn.

**KJIL** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**ＫOJ3** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KXRE** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KOMM** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KQCS** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**K洗澡** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KWHJ** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KTVT** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KXRE** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KSEQ** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KJIL** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KJJO** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KJIL** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

**KJJO** Grants change from 1360 kc to 1320 kc to WOBX, miracle, St. Paul, Minn.

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CONSULTING RADIO & TELEVISION ENGINEERS

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
Adams 2414
Member AFCC

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash. 4, D. C.
Telephone District 1205
Member AFCC

—Established 1926—
PAUL GODLEY CO.
Upper Montclair, N. J. MO. 3-3000
Laboratories Great Notch, N. J.
Member AFCC

COMMERCIAL RADIO EQUIPMENT
Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCC

A. D. RING & CO.
26 Years’ Experience in Radio Engineering
MUNSEY BLDG., REPUBLIC 2347
WASHINGTON 4, D. C.
Member AFCC

There is no substitute for experience
GILLET & BERGQUIST
982 NATL. PRESS BLDG., NA. 3373
WASHINGTON, D. C.
Member AFCC

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 0111
Washington 4, D. C.
Member AFCC

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BLDG., EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCC

RUSSELL P. MAY
1422 L St., N. W.
Kellogg Bldg., Wash., D. C.
Republic 3984
Member AFCC

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1052 Warner Bldg.
Washington 4, D. C.
Member AFCC

MILLARD M. GARRISON
1519 Connecticut Avenue
WASHINGTON 4, D. C.
Member AFCC

KEAR & KENNEDY
1302 18th St., N. W.
WASHINGTON 6, D. C.
Member AFCC

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dallas, Texas
Seattle, Wash.
Member AFCC

WILLIAM L. FOSS, Inc.
Formerly Colton & Fox, Inc.
927 15th St., N. W.
Republic 3883
WASHINGTON, D. C.

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCC

LYNNE C. SMEBY
“Registered Professional Engineer”
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

GUY C. HUTCHESON
610 N. W.
ARLINGTON, TEXAS

ROBERT M. SILLIMAN
1011 New Hampshire Ave., N. W.
Republic 6446
Washington 7, D. C.

WALTER F. KEAN
AM-TV BROADCAST ALLOCATION, FCC & FIELD ENGINEERING
1 Riverside Road—Riverside 7-2153
Riverside, Ill.
(A Chicago suburb)

GRANT R. WRATHALL
Aptos, California
Appointments arranged for
San Francisco Seattle Bld Lake City
Los Angeles Portland Phoenix
Box 240 Aptos—3352
Member AFCC

RAYMOND M. WILMOTTE
1469 Church Street, N. W. December 1331
Washington 5, D. C.
Member AFCC

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif. Normandy 2-6715

RALPH L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BLDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7345

JAMES L. BIRD
Consulting Radio Engineer
Fairview Hotel, KYA.
33 Elm Ave.
San Francisco 8, Calif.
Hollywood, Calif.
Downtown 8-5556
Downtown 4-4171
Member AFCC

October 13, 1952 Page 107
Help Wanted

Managerial

Representative business long established. Young, energetic or aggressive type man 35-50 years of age, general manager, $25,000 to $50,000 according to ownership interest desired. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only. Box 798, BROADCASTING TELECASTING.

Commercial manager—Major Southern network affiliate—WMOJ, top market. Now interviewing. High income, over-the-air, 5 days, 9-5. No experience necessary. Will train. Write in full giving references and plans for expansion. Box 1064, BROADCASTING TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city seeks top-notch salesman to present staff. Remuneration on clear basis plus commission. Will draw. Write in full giving references and plans for expansion. Box 1064, BROADCASTING TELECASTING.

Independent station alone in fast-growing, progressive city, seeks salesman with aggressive drive for major market. High income. Car necessary. Part-time announcing desirable. Box 1063, BROADCASTING TELECASTING.

Wanted—Radio salesman for major Southern market. Box 868R, BROADCASTING TELECASTING.

Have opening for topnotch salesman and an independent program director in West Coast or Pacific Coast. Location is West Coast or Pacific Coast. Both. Must have proven sales record. Announcement to be held. Excellent salary plus commission. Only permanent opening for top-notch salesman. Station, in New Mexico. Send references and full details including photo to first letter opening immediately. Box 1156R, TELECASTING.

Independent in major metropolitan Southeastern city—Large commercial station, seeks experienced, well-qualified general salesman, who is not afraid of the competition. Must have first-class, competitive compensation. Must have three years experience, sales manager. Weekly draw against commission. Great opportunity for a range of people. Personal interview necessary. WLPD—Send resume to.

Announcers

Florida coast station. Need two combination men. Both must be heavy on announcing that includes disc, experience record, references, first letter, $50. Box 815R, BROADCASTING TELECASTING.

Announcer—engineer—first phone, $65.00 per week, excellent opportunity. Experience, 40 hours, 15 overtime. Disc or tape operator preferred. Box 578R, BROADCASTING TELECASTING.

Engineer—announcer, 1 kw Southeast. Overtime, 15%. Full time. Good opportunity. Experience, $1000 to $1500. Box 615R, BROADCASTING TELECASTING.

Staff announcer needed for Midsouth network and regional affiliate. Top pay for staff. Experience essential. Send resume and photo to Box 615R, BROADCASTING TELECASTING.

Help Wanted (Cont’d)

Have immediate opening for combo, engineer and announcer. First phone, $50.00 per week. Full details if interested, Box 821R, BROADCASTING TELECASTING.

Wanted—Combination announcer-engineer, accept on announcing. Ability to do the rest. Pace: Northwest coast, small market. Send tape or disc, full details including photo and experience. Box 788R, BROADCASTING TELECASTING.

Wanted: An announcer with experience. Must have good voice for newscast and commercials, full-time job, $40.00 per week. No night work. Box 863R, BROADCASTING TELECASTING.


Announcer—Experienced man for 5 kw clear in Southeast. First class ticket helpful. We are no longer in operation but can be fully available. Send voice sample including audition. Popular metropolitan city, continental staff, TV plans, auditions, back-up wanted. Box 988R, BROADCASTING TELECASTING.


Announcer—engineer with first phone, $60.00 per week. First phone very desirable. Box 750R, TELECASTING.

Combination announcer-engineer, first ticket with emphasis on announcing. First call and first shift. Box 755R, TELECASTING.

Combination announcer—engineer, first ticket with emphasis on announcing. First call and first shift. Box 750R, TELECASTING.

Excellent opportunity for good combo man. Emphasis announcing for morning shift. Contact WINE, Elkins, West Virginia.

Announcer strong on news and DJ. Required to write and air local news programs. Send TC or tape to WMGW, Meadville, Pennsylvania.

Help Wanted (Cont’d)

First class engineer or announcer-engineer with immediate opening. WSHE, Huntsville, Alabama.

Transmitter engineer wanted. First call, $50.00 per week. Contact Chief Engineer, WCRQ, Johnstown, Pennsylvania.

Need transmitter engineer for 5 kw station. First call, $50.00 per week. Box 820R, BROADCASTING TELECASTING.

Engineer, first phone. Salary commensurate with experience. Box 457R, 45 hours, 6 week. Contact F. E. Lackey, WHOP, Hopkinsville, Kentucky.

First class engineer with announcing ability. Eighty dollars weekly. Send details including photo and audition to Box 867R, WBYES, St. Louis, Missouri.

Engineer—Control and transmitter. Salary, cost of living bonus. WSHS, Cleveland, Ohio.

Immediate opening for first class operator. $50.00 for four hours. Time and a half for fifth hour. Contact Dan Williams, Radio Station WVOY, Wilson, N. C.

Engineer with first class license capable of taking over chief's job in 35 kw network station. Write full qualifications, availability and salary requested to: Gustave Nathan, Radio Station WWCO, Waterbury, Connecticut.

Chief engineer needed immediately, some announcing, good pay. New station in East. Contact Paul Reid, 264, Hawkinsville, Georgia.

First class engineer, no experience required. Will train for combination position. $40 per week plus all details to P. O. Box 50, New Iberia, Louisiana.

Production-Programming, Others


Technical

250 watt small town Pennsylvania station, permanent combination position. Box 1039R, TELECASTING.

Wanted: First phone to fill immediate opening. Sixty dollars for forty hours. Time and one half for overtime. Box 798R, BROADCASTING TELECASTING.

Chief and first phone operator posi- tion. First call, first shift. Location in Pennsylvania. Enjoyable city, AM AND M. Moderate start, good potential. Box 319R, BROADCASTING TELECASTING.

Nebraska. First class engineer wanted for new AM and FM station. Alliance, Nebraska. Job mainly technical. First phone position anticipated amount of announcing. $300.00 per month.

Engineer wanted. KOPI, Butte, Montana. Car necessary.

Help Wanted

Managerial

Representative business long established. Young, energetic or aggressive type man 35-50 years of age, general manager, $25,000 to $50,000 according to ownership interest desired. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only. Box 798, BROADCASTING TELECASTING.

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Staff announcer needed for Midsouth network and regional affiliate. Top pay for staff. Experience essential. Send resume and photo to Box 615R, BROADCASTING TELECASTING.
Situations Wanted (Cont'd)

Announcer. Experienced news, DJ, remote and voice work. Check New York State network affiliate. Box 798, BROADCASTING TELECASTING.

Announcer—Prefer Northeast. Box 689, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 789, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 790, BROADCASTING TELECASTING.

Technical

Chief engineer to take complete charge of broadcast and television station. Consider only professional engineer. Also pronounced, record engineer. Must have at least five years experience. Box 589, BROADCASTING TELECASTING.

First phone, no station experience, technically trained, single, veteran, no dependents. Prefer West. Box 798, BROADCASTING TELECASTING.

Engineer—First phone. 23, single, draft exempt, technical school graduate. Box 799, BROADCASTING TELECASTING.

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Engineer—First phone, 23, single, draft exempt, technical school graduate. Box 799, BROADCASTING TELECASTING.


Looking for colored disc jockey, announcer. Must have a few months experience. Call me. (not a refrigerator.) If you are the man you are wanted. Call me. Box 799, BROADCASTING TELECASTING.

Located in a pleasant environment near the sea. Seeks slight foreign accent, which would be an asset in this role, but not necessary. Also can handle the job of program producer. Single—free to travel. Call me. Box 789, BROADCASTING TELECASTING.

Versatile experienced announcer. Call for interview. Voice operated. Draft exempt. Box 790, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)


Looking for colored disc jockey, announcer. Must have a few months experience. Call me. (not a refrigerator.) If you are the man you are wanted. Call me. Box 799, BROADCASTING TELECASTING.

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Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 790, BROADCASTING TELECASTING.

Technical

Present television chief engineer designing television station, particularly with station planning and sound phases of radio and television. Highest compensation. Box 690, BROADCASTING TELECASTING.

Production, Programming, Others

Available immediately. Outstanding major market radio personality, available immediately. No experience, no all phases. None better. Basketball a specialty. To New Hampshire. Box 790, BROADCASTING TELECASTING.

Announcer—disc jockey, newscaster. For full-time. Light experience. Settle small community. PreferReferences and resume. Tape or disc on reel. Holds chief engineer for years. Box 791, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 789, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 790, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 791, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 792, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 793, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 794, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 795, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 796, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 797, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 798, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 799, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 800, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 801, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 802, BROADCASTING TELECASTING.

Announcer—Immediate. Check state and network commercial experience all phases. Available immediately. Box 803, BROADCASTING TELECASTING.
Appeals Costs High To FCC
(Continued from page 70)

Litigation Division, has explained that most all of the general reallocation proceeding record must be filed with the court, but in the city-by-city portion, only the pertinent city record need be filed.

Mr. Wollenberg said a conference may be held with counsel for WWSW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WISC, WLO or KRVOL has been held, he stated.

The FCC official said four or five staff members have been working full time since early August to compile the papers and prepare many for photostating. FCC has its own photostating unit where additional people have been handling the duplication of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

The final portion of the allocation record are being prepared. Mr. Wollenberg said, one for the District of Columbia court, another for the Philadelphia court and the third for FCC’s docket, may be filed in the coming weeks. About one more week will be required to complete the job.

The general portion of the allocation record, including the findings of fact, record starts with the FCC notice of July 11, 1949, the initial reallocation proposal. It also includes the allocation comments filed in August and September 1949; the revised allocation order of Feb. 1, 1950; Third Notice of March 22, 1951; all general and specific comments and ex parte communications, and pertinent city-by-city comments. The color TV portion is excluded, but comments on educational TV are included.

The record involves some 32 volumes of hearing transcripts and nearly 180 exhibits. Processers last Wednesday had identified their 15,000-page page of the record, excluding the hearing transcripts, with more to come.

Photostating Expense
One estimate of the cost of photostating the record at regular commercial rates was given as $around $80,000.

After the record is filed with the courts, FCC and the contesting parties are expected to confer on sharing of the additional costs, which will be necessary to have the record printed. No estimates of this further expense are available since the conferences may bring about elimination of less relevant portions before printing.

An exploratory meeting with officials of the District of Columbia superior court has been held, and representatives of the Federal Communications Bar Assn. to deal with streamlining of “rules of court” concerning such matters as filing of

FCC's.

An important WLS client is looking for a woman broadcaster who has not only the ability to talk to the ordinary housewife on her own level. This broadcaster must be capable of producing her own show which will probably be along the homemaker type although other ideas appealing to this same class of listener are invited. These programs will be 15 minute daily shows over some 70 super power and regional stations. An opportunity is offered to become an associate director of the Home Service Department of that network. The salary will definitely be better than usual and liberal bonus arrangements will be made. Also included will be hospital benefits and retirement pension plans.

The broadcaster selected must be willing to devote her entire time and abilities to any task which will lead to the advancement and promotion of the client's products.

She must be willing to reside in a Midwestern town of approximately 100,000 population.


This position represents a permanent placement with a rapidly growing organization for the past 12 years has been successful. It is definitely a real opportunity for someone who can meet the rather stringent requirements of the client. Ability to talk to housewives on their own level is a must.
FCC Actions

(Continued from page 107)

APPLICANT RETURNED
WHVF Wausau, Wis.—Mod. CP, which authorized new AM, for extension of completion date.

October 9 Decisions . . .

BY COMMISSION EN BANC

AM—1070 kc
WAPI Birmingham, Ala.—Granted CP to increase power from 290 w to 500 w, and change type trans., operating on 1070 kc, 5 kw N, D-N; engineering condition.

AM—910 kc
KLCN Blytheville, Ark.—Granted mod. CP, which authorized change to Class 10 to 5 kw, and change type trans., operating on 910 kc; engineering condition.

AM—1220 kc
WPAK Falls Church, Va.—Granted CP to increase power from 290 w to 500 w, and change type trans., operating D on 1220 kc; engineering conditions.

Advised of Hearing

Sumter Bentz, Co., York, Ala.—Is being advised that application for new station on 1250 kc-unl, with 500 w D-N, indicates mutual interference with station KTAE Taylor, Tex., and also with program service, and indicates necessity of Arctic.

WHA Rosanne, Va.—Is being advised that application to make changes in DA pattern indicates necessity of hearing because of interference to WAYS Charlotte, N. C.

KAFB Bakersfield, Calif.—Is being advised that application for mod. CP to license to change from DA-DN to DA-N, indicates necessity of hearing because of interference to KSFO San Francisco, Calif., and KPVM San Diego.

Replace Expired CP

KECC Pittsburg, Calif.—Granted application for CP to replace expired CP, which authorized changes in DA-N; engineering conditions.

Advised of Hearing

WKWE Griffin, Ga.—Is being advised that application to change height of vertical radiator, indicates necessity for hearing because of change in channel interference to WMVG Milledgeville, Ga., and WGBF Cartersville, Ga.

Reinstall Expired CP

WBT-FM Salisbury, N. C.—Granted consent, with regulations, to continue CP for FM, with expiration date of 1 month from date.

Docket Actions . . .

ORDERS

WTMV East St. Louis, Ill.—FCC de- nied petitions of WTMV to relicense and grant its application for CP to change from 1 kw to 1500 kc, 1 kw fulltime, DA-DN, WTMV may file new application within 30 days from date of order. Order Oct. 8.

KKEI Farmington, Mo.—FCC granted petition for reconsideration, and grant of KKEI application for CP to change frequency from 1250 kc to 800 kc with 1 kw D and KF, FCC granted conditions. Order (and grant) Oct. 7.

KOB Albuquerque, N. M.—FCC granted renewal of power of special license for operation of FM of new station, replacement of expired CP, as to permit, for six months from Oct. 1, or until completion of construction of new station, whichever is sooner. Order (and grant) Oct. 7.

Fremont, Ohio—FCC amended Sec. 3.500 of the Rules as to Table of Television Assignments, Ch. 79, for CP to Table of Television Assignments, Ch. 79, (plus) to Fremont. Order Sept. 25.

Columbia Empire Telecasting Co., Portland, Ore.—FCC denied petition for clarification of clarifications on issues in current proceeding involving its application and that of Northwest Television Co. and Northwest Tele- vision, for new TV stations on Ch. 15 in Portland. Order Oct. 9.

Old Hickory, Tenn.—FCC adopted order finalizing proposed rules making assignment of Ch. 6, 7 and 14, to WJY, WML, and WBK, effective 30 days from date of publica- tion in the Federal Register. Order Sept. 29.

KIMP Mount Pleasant, Tex.—FCC denied petition for reconsideration and grant without hearing of KIMP application, for CP to change hours of operation from daytime only to fulltime with present power of 500 w. Order dismissed petition. Order Oct. 1.

Radio KXK, Klinedinst, Colo.—Application for CP for WAQX, 3.608 kc, will be processed. Memorandum opinion and order Oct. 5.

MEMORANDUM OPINIONS AND ORDERS
American-Republican Inc., Water- bury, Conn.—FCC denied petition re- quests waiver of Sec. 52.80 of rules and amendment of Table of Television Assignments to assign additional unlicensed TV channel to Waterbury. Memorandu- m opinion and order Oct. 9.

Orange Television Bestco., etc.—published application for consolidated hearing with those of Orange Television Bestco., and Tampa Times Co., for that channel at Dallas, scheduled for Oct. 15 in Washington. Memorandum opinion and order Oct. 9.

WTMN Savannah, Ga., and Brennan Bestco., Jacksonville, Fla.—FCC denied petition for reconsideration of Commission's decision in Fifth Report & Order (B.T. April 14) which would include Ch. 10 to Terre Haute, Ind., in lieu of assigning Ch. 10 to Logansport and Oshkosh, Ky., or, in the alternative, granting application filed as a unit to assign Ch. 10 to Carbondale, Ill., and Logansport, Ind. Comm. Hennock issued dissenting opinion. Memorandum opinion and order Oct. 7.

Loganport Bestco., Cory, Logansport, Ind.—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Loganport Bestco.'s counterpro- posta to assign Ch. 5 and 11 with 30 kw to Dubuque at separations less than the minimum. Comm. Bartley reviewed Commission opinion and order Sept. 25.

Alexandria, La.—FCC states that application for channelization of station now will be processed. Memorandum opinion and order Sept. 12.

WRBN Big Rapids, Mich.—FCC dis- missed petition filed by Nathan Williams, Owosso, Mich., to reopen (Continued on page 118)
FCC Roundup

(Continued from page 111)

Commission's action of Sept. 3, which granted without a hearing the application of Paul A. Broggi, Proprietor, for a television station on 1460 kc, 500 w-D (WBNR), Memorandum opinion and order Oct. 11.

KOB Albuquerque, N. M.—FCC granted petition of KOB to amend its applications for a television station on 530 kc, 500 w-D (KOB) and a television station on 1460 kc, 500 w-D (WBNR). Memorandum opinion and order Oct. 12.


KJRL Pocatello, Idaho (Radio & Television Best, Co. of Idaho, previously assigned KJRL, Estherville, Iowa (Estherville Best, Co., previously assigned KLKL, Estherville, Iowa, 500 w-D (WBNR), WBSM Besten, Madison (BSM Besten, Co., previously assigned WBSM, Madison, 500 w-D (WBNR), WIEF Besten, Miss. (IFE Besten, Co., previously assigned WIEF, Madison, 500 w-D (WBNR), and WDDD Besten, Tex. (DDD Besten, Co., previously assigned WDDD, Madison, 500 w-D (WBNR). Memorandum opinion and order Oct. 14.

KWJMاذ, a television station on 530 kc, 500 w-D (KWJM), changed from plus to minus. Memorandum opinion and order Oct. 15.

KOB Albuquerque, N. M.—FCC granted petition of KOB to amend its applications for a television station on 530 kc, 500 w-D (KOB) and a television station on 1460 kc, 500 w-D (WBNR). Memorandum opinion and order Oct. 11.

WFJM-TV Youngstown, Ohio.—FCC denied petition for waiver of TV temporary construction permit to allow WFJM-TV to file application for modification of station and re to ch. 21. FCC also denied supplemental petition challenging legality of rule and dismissed application which had been tendered for filing. Memorandum opinion and order Sept. 30.


Wisconsin Best, System, Milwaukee, Wis.—FCC denied petition requesting reconsideration of memorandum opinion and order of Sept. 26, 1952, that no temporary operating permit for TV applications to give special priority to cities in which hearings have been completed pursuant to the direction of the "freeze" in September, 1952. Memorandum opinion and order Oct. 13.

Mobile, Ala.—FCC finalized proposal of Aug. 4 to add ch. 19 to Lafayette, La., as the third city among county of TV assignments to locate to Mobile Ch. 5, 10, 14, 16, 19, 21, 36, 40, and 50.

Baton Rouge, La.—FCC finalized proposal of Aug. 4 to add ch. 10 to Lafayette, La., to the list of TV assignments to allocate Baton Rouge Ch. 10, 16, 40, 50, 55.

New Orleans, La.—FCC finalized proposal of Aug. 4 to add ch. 19 to Lafayette, La., as the third city among county of TV assignments to allocate to New Orleans Ch. 12, 18, 20, 25, 30, and 40.


Action Sept. 25.

New Orleans, La.—FCC finalized proposal of Aug. 4 to add ch. 10 to LaFayette, La., as the fourth city among county of TV assignments to locate to New Orleans Ch. 12, 18, 20, 25, 30, and 40.


TEMPORARY AUTHORITY GRANTED

To Test Radio Microphone

KNBB (TV) Hollywood, Calif.—FCC granted NBC special temporary authority to test radiophone microphone in KNBB (TV) studio for a period of 30 days to test radio type microphone in KNBB (TV) studio. The purpose of this test is to improve the continuing nature and will not be renewed. Authorization subject to interference condition. Granted Oct. 9.

INITIAL DECISION

WELS Kinston, N. C.—Farmers Broadcasting Service Inc. and Basset F. Cooper issued Initial decision in granting application of Basset F. Cooper to construct and operate a television station at Kinston, N. C., as a Class B station with power and responsibility and that there shall be an initial decision on the interference condition. Granted Oct. 17.

Non-Dockets Actions...

AM GRANTS


FM GRANTS


WDEC (FM) Clinton, S. C.—Grants transfer of control from J. F. Frank Myers (5%) and W. G. Pearl- man (95%) to M. P. Myers (95%) and Pearl- man (5%). M. P. Myers is president of WDEC, Inc. and is managing and controlling the station. Granted Oct. 25, 1952.


SELL YOUR PRODUCT IN CINCINNATI ON WCKY

The "SELLINGEST" Station in the nation

Buy WCKY and Sell your product in Cincinnati, with 50,000 Watts of Selling Power

BROADCASTING • Telecasting
President John
Monday in St.
performer
RICHARD
New
Granted transfer
interest. Granted
Talbot
nority stockholders.

mam Valley Bcstg.

June
CATIONS,

BROADCASTING

Richard
KATL Houston, Tex.

AGNES

THE TREASURE STATE OF THE

TRIAL of $1 million damage suit

hamilton harvey
HAMILTON ST. JOHN HARVEY,
74, a vice president of Albert
Frank-Geuhter Law Inc., New
York, died Tuesday at his home in
Bloomfield, N. J. His wife survives.
PETITION TO SET ASIDE REBROADCAST RULE

PETITION to vacate and set aside FCC's new rule requiring station to report in 10 days to FCC why it refused requests to rebroadcast its programs was filed with Commission Friday by Haley & Doty, Washington radio law firm, in behalf of several radio and TV stations. Petitioner charges new rule violates Sec. 325 of Communications Act. Effective date of rule, adopted in May [B&T, May 19], has been extended to Oct. 31 upon request of NARTB, NBC and others. Sec. 325 precludes rebroadcasting without "express authority" of originating station, petitioner asserted, but new FCC rule "takes what was obviously intended to be protection for licensees and completely changes its substance." New rule makes station guilty until proven innocent, petition charged, pointing out Sec. 325 "is a recognition of a right in a licensee that which is transmitted by it over the air. It cannot be contended . . . that no right exists." Practical burden upon stations in administration of rule also was cited.

BARTON TO NARTB

JACK BARTON, for five years with Capitol Records in Hollywood, joins NARTB Oct. 15 as field representative for the Station Relations Dept., reporting to William T. Stubblefield, station relations director. He began his radio career as announcer at WFRP Savannah, Ga., in 1941, later becoming program director of WDOC Savannah, now serving as news and special events director of WPDJ Jacksonville, Fla., he joined Air Force. Prior to his service at Capitol Records he was at WJTY East Point, Ga. Mr. Barton will work out of NARTB Washington office with William K. Treynor headquartering in San Francisco as West Coast representative.

OVERLAP MADE ISSUE

OVERLAP between Harrissburg, Pa., TV applicant WHGB and WFIL-TV Philadelphia was made issue in uhf Channel 27 hearing, scheduled to start Oct. 15, FCC ordered Friday. WHGB is half-owned by Triangle Publications, licensee of WFIL-TV and cities are 94 air miles apart. Action was taken by FCC on petition of Roosmeyne Corp., other applicant in Harrissburg, which claimed that substantial Grade B overlap would occur between proposed WHGB station and WFIL-TV.

ABC STATEMENT

ESTIMATED loss of $565,000 for nine months ended Sept. 30, compared to net income of $77,000 (after federal income taxes) for comparable period of 1951, was reported by ABC and subsidiaries in earnings released Saturday. Loss for first nine months of this year is lower reduced $560,000 for recovery of federal income taxes under carry-back provisions of internal revenue code.

WHTN ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Huntington, W. Va., petitioned FCC Friday to dismiss TV channel 5 application of WHTN. Latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

PETITION TO SET ASIDE REBROADCAST RULE

PETITION to vacate and set aside FCC's new rule requiring station to report in 10 days to FCC why it refused requests to rebroadcast its programs was filed with Commission Friday by Haley & Doty, Washington radio law firm, in behalf of several radio and TV stations. Petitioner charges new rule violates Sec. 325 of Communications Act. Effective date of rule, adopted in May [B&T, May 19], has been extended to Oct. 31 upon request of NARTB, NBC and others. Sec. 325 precludes rebroadcasting without "express authority" of originating station, petitioner asserted, but new FCC rule "takes what was obviously intended to be protection for licensees and completely changes its substance." New rule makes station guilty until proven innocent, petition charged, pointing out Sec. 325 "is a recognition of a right in a licensee that which is transmitted by it over the air. It cannot be contended . . . that no right exists." Practical burden upon stations in administration of rule also was cited.

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21 YEARS AGO

TWENTY-ONE years ago—specifically Oct. 15, 1931—Vol. 1 No. 1 of BROADCASTING made its bow, "firm in its belief in the American system of radio."
The editorial columns carried this statement:

"Frankly, the editors of BROADCAST-ING in this issue and in the columns of radio, will intend to play nobody's 'game' but that of the broadcasting indus-try as a whole. This periodical has not been conceived as the spokesman for any one network, any one station or any particular group."
The lead article in this first issue presented a statement by Maj. Gen. Charles MeK. Saltzman, Chairman of the Federal Radio Commission, calling U. S. broad-casting the best in the world and urging improvement of programs to keep pace with technical advances.

Philip G. Loucks, then managing di-rector of the NAB, forecast a record attendance at NAB's approaching ninth annual convention at Detroit, with Presi-dent Herbert Hoover addressing the con-vention by remote control. Among headlines were these:

- Columbia Scouts Independents' Fears of Replacement by system of Boosters
- Hedges to Remain in Charge of WMAQ
- New WCAU Studios to Cost $350,000
- Nine Stations Given Maximum Power (50 kw)
- Danger Signals Ahead of the Broadcasters, an article by Henry Adams Bellows, CBS vice president
- Power of ICC to Rule on Rates for Broadcasting to Be Tested
- Census Shows Radio's Hold on Country
- A lot of electrons have poured out of radio and TV: Broad-casting published its first issue. The industry's spectacular growth has been carefully recorded in the 21 ensuing years.
- This dedicatory pledge in Vol. No. 1 still stands, "To the American system of free, competitive and self-sustaining radio enterprise, this new publication, accordingly, is dedicated." 

BARTLEY WARNS EDUCATORS

FCC Comr. Robert T. Bartley last Friday sounded the warning to educators in a talk before Annual Study Conference of Alabama Assn. of Broadcasters, U. of Alabama campus, Tuscaloosa. "I must say frankly that unless the next several months reveal substantially greater activity on the part of the educator in acquiring and using the channels now set aside, there will be slight basis for justifying all of the 242 channels now reserved for edu-cation," said Comr. Bartley. He advised edu-ca tors "to wake up to these new opportunities in television, and wake up promptly. . . ."

PEOPLE . . .

EDWARD M. KEATH, radio and TV director and columnist of St. Louis Globe-Democrat for past three years, joining WTTV (TV) Bloom-ington, Ind., as director of news and special events. He formerly was newswriter with NBC in Chicago and later program director of Reviewing Stand, Mutual forum.

RALPH T. WINQUIST, Bridgeport, Conn., engineer, named chief engineer of WICC that city.

WILLIAM G. SIEBERT, secretary-treasurer of WJ&O Detroit and serving 24th year at station, celebrates 25th wedding anniversary Oct. 15.

JULIAN PACF, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, in TV copy de-partment.

Radio Best Buy

(Continued from page 5)
someday may be "the greatest of them all," but said it will not replace any medium.

Broadcasters have TV to retrain for sales, he recalled, advising them to sell by factual presentations "made available to salesmen by able station and network managements."

Most concern over radio centers on night periods, he said, with daytime radio "doing just fine and indications are it will do even better."

"Our timebuyers tell me that recently orders for spot time have increased an impressive amount," he said. "Looking it squarely in the eye, nighttime radio is not delivering anywhere near the audiences it should in metropolitan centers where there are TV stations. A more accurate measurement of radio listening will undoubtedly result in a rise of both radio and TV audiences, but TV audiences, without question, will continue to be considerably greater than radio."

Referring to cost of TV, he said they are "of tremendous concern" and program-station lineup involves "a couple of million dollars a year if we are real careful." He mentioned a BBD client who said his TV show is he adding over and above radio costs about three times as much per broadcast as his radio program.

He predicted, on basis of consensus of many people, radio and TV will each emerge as strong national medium, complementing and sup-plementing each other."

"The best unduplicated media buy available to advertisers is a combination of radio and TV," he concluded, with "duplication at a minimum."

 Aubrey Williams, radio-TV director of Fitz-gerald Adv. Agency, New Orleans, said agencies need more sales ammunition, comparable to magazines and newspapers. Agencies could get more radio-TV money from clients with better research, especially in TV, he added. He commended ARBI tests of radio's ability to sell goods in retail stores and urged stations to keep distributors and dealers convinced of value of radio and TV as advertising media.

In morning AM panel delegates covered wide list of problems. Participants included Wiley Harris, WDIX Jackson, Miss.; Harold Wheelahan, WSMB New Orleans; John Hart, WNOX, Lebanon; Earl H. Smith, WLOM Baton Rouge, La., and John Vath, WLOU Lake Charles, La.

WVJS PETITION

WVJS Owensboro, Ky., petitioned FCC Friday to assign vhf Channel 9 to Hatfield, Ind., 11 miles from Owensboro. No other city is af-fected, WVJS said.

BROADCASTING • Telecasting
It's easy to be rating-smart and dollar foolish, if you don't take a second look at the best way to reach the big, booming San Antonio market.

There might be some argument on which is San Antonio's Number One Station. You'd have to specify how, when, and where. But there is NO ARGUMENT over which station is the BEST BUY! It's KTSA on every count... morning, noon, and night! It's KTSA for the big CBS programs! It's KTSA for the most complete news coverage! It's KTSA for real service and quality operation on both AM and FM! It's KTSA for the local coverage and merchandising that only two great metropolitan newspapers can give!

Be Dollar-wise! Why pay 57% more for less than a 1% greater share* of the audience?

* Average Class A basic rate
* San Antonio Pulse Report

KTSA
AM/FM

RADIO SERVICE OF THE SAN ANTONIO EXPRESS AND EVENING NEWS

Represented Nationally by FREE & PETERS, INC.
NEW YORK
BOSTON
CHICAGO
DETROIT
SAN FRANCISCO
ATLANTA
HOLLYWOOD

WEED & COMPANY

RADIO STATION REPRESENTATIVES