announcing
"the 2 for 1 plan"

This plan permits you to air your shows simultaneously on WOR-TV, New York, and WFIL-TV, Philadelphia, at less cost than New York TV alone...on some stations.

WOR-TV
New York

WFIL-TV
Philadelphia

Now you can get profitable sales results in the world's richest TV area...a two-city market where a full fourth of the nation's TV families live.

Get complete data today on this new route to the heart of TV America!

In New York
WOR-TV SALES
1440 Broadway
New York 18, N.Y.
LOngacre 4-8000

In Philadelphia
WFIL-TV SALES
45th and Market Street
EVergreen 2-4700
Motorists watch for the red and white Amoco oval sign of greater value as they travel through the 19 states from Maine to Florida. They know that Amoco-Gas, Permalube Motor Oil, and other products of the American Oil Company are the quality result of expert and rounded knowledge.

Virginians see in Havens & Martin Stations (WTVR, WMBG, WCOD) the same calibre of know-how in radio and TV broadcasting. That's why they look to Havens & Martin Stations for their entertainment and public service. Together, Havens & Martin Stations comprise the first complete broadcasting institution of the South. Today they represent the most efficient way to sell Virginians.

Havens & Martin Inc. Stations are the only complete broadcasting institution in Richmond. Pioneer NBC outlets for Virginia's first market. WTVR represented nationally by Blair TV, Inc. WMBG represented nationally by The Bolling Co.
DOES YOUR PRODUCT BELONG in the KITCHEN?

it will pay you to find out more about PAT WARD

Columbus, Ohio loves Pat Ward and her woman's participation programs; you will, too, when you see what she does to your sales chart in this rich Central Ohio market. Write today for full details.

*COLUMN 6
COLUMBUS OHIO

Edward Lamb Enterprises, Inc., New York Office, Hotel Barclay, 111 E. 48th Street
Home Office, 500 Security Bldg., Toledo, Ohio
this little pig went to market

The largest stockyards east of Chicago—Lancaster, Pennsylvania's Union Stockyards, serving Reading, York, Harrisburg, Lebanon and other areas—overflowed with a profusion of pigs one day recently. Occasion was the Lebanon-Lancaster County 4-H Pig Round-up and Sale, and naturally, a WGAL-TV crew was on hand to bring the day's highlights to the many interested farm families in WGAL-TV's large Eastern Pennsylvania viewing audience. The camera followed Tom King, livestock specialist from Penn State College, as he judged the pigs, and also caught a glimpse of young Lorraine Eshleman, of Lebanon, with her carefully tended entry. Both on its news shows and its popular "Television Farmer" show, WGAL-TV took its farm viewers straight to the scene of the round-up, gave them a clear and complete story of this interesting agricultural event.

**WGAL-TV**
*Lancaster, Pennsylvania*
*A Steinman Station*
*Clair R. McCollough, Pres.*

Represented by
**ROBERT MEEKER ASSOCIATES**

New York Chicago Los Angeles San Francisco
CBS GETS AFFILIATES CBS RADIO querying affiliates on their charges for 30, 60, and 90-second local cut-ins, explaining they're bringing records up to date to be in better position to aid advertisers who want to implement network coverage by buying at local level, extra spots within their own network shows.

OGDEN IN NBC POST APPOINTMENT of Clifford Ogden, former vice president and general manager of the broadcast division of Capitol Records, as supervisor of NBC's West Coast TV film sales is to be announced today (Monday) by John D. Cron, national sales manager for NBC television films. Mr. Ogden, currently developing hundreds of sales plans for NBC Hollywood offices, will have charge of promoting sales of such NBC films as Hapalong Cassidy, Danger-Man Assignment, Lilli Palmer Show, and Douglas Fairbanks Jr.'s Presents in western half of U. S. He is slated to fly to New York tomorrow to confer with Robert W. Starnoff, vice president in charge of NBC television film division, and Mr. Cron.

ABC CHICAGO MEET RATES CAME in for additional comment in Chicago Friday as ABC conducted its third in series of five regional meetings for affiliates. Hosts at Blackstone Hotel were Robert E. Kintner, ABC president; Ernest Lee Jaehnke Jr., assistant to president; Charles T. Ayres, vice president, radio network; Ted Oberfelder, director of radio owned stations; Alfred R. Brown, national director, AM-TU, station relations, and John H. Norton Jr., ABC Chicago vice president.

NEW NARTB TV MEMBERS THREE new television stations have joined NARTB bringing membership to 93, President Harold E. Fellows announced Friday. New members are KPEL-TV Denver; WWLP (TV) Springfield, Mass., and KDBU (TV) Lubbock, Tex. All are post-freeze stations.

FCC Source Disclaims Interest in GOP Schedule; Stations Attack Ball "Scare Tactics" CHARGE "volunteer" Democrats are trying to frighten radio and TV stations into giving them details of Republican radio-TV plans for final two weeks of Presidential campaign was made Friday by 300 outlets received telegrams in which FCC's name was used repeatedly. In sequel to FCC's denial of Democratic group's demand that it investigate so-called Republican radio-TV spot blitz [8••, Oct. 13], George W. Ball, executive director, National Volunteers for Stevenson, contacted radio-TV outlets in 63 "critical" counties where organization contends GOP will conduct pre-election saturation drive [CLOSED CIRCUIT, Oct. 13]. Mr. Ball told BROADCASTING • TELECASTING there was no intent to coerce or mislead stations.

No official comment was available at FCC but one highly placed figure told BROADCASTING • TELECASTING that Democratic telegram looked like effort to "scare licensees."

"Any licensees should understand that if the Commission wants information it will ask for it directly," this official said. "We wouldn't ask any political organization to get this information for us. The purpose of this inquiry should be so apparent as not to fool any licensee. It looks like a smoke-screen effort to learn Republican plans."

Moreover it was pointed out regulations simply provide stations shall maintain records on political broadcasts for "public inspection." This does not require them to answer questionnaires from private interests or to supply data on "future" business commitments.

It was learned that FCC informally had been queried by broadcasters in one large city and had advised them they are (Continued on page 8)

BUSINESS BRIEFLY

RADIO SPOT TEST • Gerber's Baby Food planning 13-week test radio spot announcement campaign directed at farm wives. Ten announcements to be used weekly. If successful, full-size campaign will be undertaken. Agency, D'Arcy Adv., N. Y.

SIXTY-MARKET DRIVE • Crocey Div. of Aveo Mfg. Corp. (TV sets), through BBDO, N. Y., planning three-week radio spot announcement campaign to start Nov. 17 in 60 markets. Minutes and station breaks will be used.

EARLY NEXT YEAR • U. S. Time Corp., through Hirschon-Garrfield, N. Y., will use 104 announcements for radio campaign to start early next year. Agency is considering personality shows in smaller markets.

SWITCH CAMPAIGN • Electrolux (vacuum cleaners) cancelled its current radio spot campaign in 102 markets last week and will use money thus saved in another, six-week campaign in 20 new radio markets. Agency, BBDO, N. Y.

GOP IN NEW YORK • New York Republican State Committee sponsoring speeches on behalf of Eisenhow-Nixon-Ives ticket by Gov. Thomas E. Dewey over nine New York state CBS Radio affiliates tomorrow (Tuesday) from 8:15-6:30 p.m. EST and by Sen. Irving M. Ives (R-N. Y.) over six New York state CBS-TV affiliates tomorrow (Tuesday) from 7:15-7:30 p.m. EST.

EISENHOWER TALK • Citizens Committee for Eisenhow-Nixon signs for 11-12 midnight election eve on CBS-TV for talk by Gen. Eisenhow.
TV COST STUDY URGED
BY NARTB DISTRICT 2

NARTB asked to appoint committee to study TV costs and advertising values as basis for realistic TV station rates in resolution adopted Friday by District 2, meeting at Westminster-Country Club (early story page 24).

Proposed by R. B. Hanna, WRGB (TV) Schenectady, resolution followed discussion of rates by panel composed of James C. Sweeney, WDSU-TV New Orleans, chairman; Raymond F. Guy, NBC; Irving Rosenhaus, WATV (TV) Newark; William Fay, WHAM-TV Rochester; Paul Adanti, WHAG (TV) Syracuse; Richard J. Doherty, NARTB.

In discussion of UHF, Mr. Guy reported terrain is very important, with probability that wherever there is optical shadow there will also be radio shadow. Portland, Ore., with city on plain but with adjacent hilltop antenna site, is ideal for UHF, he said.

Resolution that since broadcasters have little or no protection against increases in operating costs, general policy of allowing 12 months rate protection to advertisers should be cut to 180 days was adopted. Resolutions committee headed by William Doerr Jr., WERR Bozeman, Charles Philips, WPBL, Syracuse; Mr. Hanna and Craig Lawrence, WCBS-TV New York, as members.

FILED AT FCC

ALTHOUGH no new applications were submitted to FCC Friday, there was one amended application tendered, one request from existing station for power increase and one engineering section for new TV station application filed which had been omitted when application was filed earlier in week.

Application Amended
Kansa City, Kan.—The KC KN Beste, Co., uhf Ch. 5, ERP 100 kw visual, 30 kw audio, Change antenna height above average terrain to 757 ft., above ground to 774 ft. (For application see B 7; July 14.)

City priority status: 20, No. 140. (Applicant seeks Kansas City, Mo., channel.)

Requests Power Increase
WKTV (TV) Utica, N. Y.—Copper City Bestc, Co., uhf Ch. 13. CP to increase ERP to 221.5 kw visual, 221.5 kw audio; Change antenna height above average terrain to 754 ft., above ground to 478 ft. Transmitter GE. Estimated cost of new equipment $93,300.

Engineering Sections Filed
Wausau, Wis.—Wisconsin Valley Television Corp., uhf Ch. 7, ERP 100.5 kw visual, 50.4 kw audio; antenna height above average terrain 748 ft. above ground 475 ft. Location to be determined. Transmitter location 4 mi. SW of Wausau on Rib Mt. Between Wib & Rib Mtns., near site of WRR (FM). Geodetic coordinates 44° 59' 06" N. Lat., 89° 40' 30" W. Long. (See application, page 97.) City priority status: Gr. A-2, No. 180.

AFTRA DEADLOCK

AFTRA negotiations with Chicago's five Class A stations came to deadlock Thurs., with managers issuing "final offer", no change from contracts now effective and which expire Oct. 31. Union seeks adjusted pay for commercials plus fringe benefits. AFTRA and NABET engineers' union studying dismissal of 11 engineers, five announcers and sound effects man from WGN, which slashed its staff by about 40 earlier in week (see earlier story).

PEOPLE ACT SERIES

REBROADCAST use by 183 stations in U. S. and Canada of The People Act series, originally offered on CBS Radio, was announced last week by People Act Center. Series was one of initial presentations of TV-Radio Workshop of Ford Foundation.

In this Issue—

IS a single rate for day and evening time in radio's future? ABC thinks so and is revising its rate card to that end—target date: Next April (Page 8). A. Fote, Cone & Belding executive thinks it will be common practice in a year (Page 24). Raymond Spect ore thinks it should be done now (Page 24).

MBB revises rates to meet the competition with other radio networks. There's one unique angle in Mutual's plan: Differences in charges in TV and non-TV markets. Page 25.

Ten years ago there were only heavy radio spot campaigns to announce the introduction of new models. Page 25.


RADIO and TV can both survive if both conduct themselves intelligently. That's the message of a man who handles $35 million worth of radio-TV accounts—Arthur Pryor of BBDO. Page 27.

HOW do stations really handle politics? A national survey conducted for a Ph.D. degree by a practicing broadcaster gives the answers. Some will surprised everybody. Page 28.

THE election won't be won by the bigger broadcast audience rating, but some new Nielsen figures on comparative broadcast performances by the Presidential candidates are the subject of close study by the politicians. Page 29.

COURT test of the three-year-old FCC rules against giveaway programs may finally come in December. Page 31.

NARTB District 3 demands investigation of embargos on radio-TV coverage of public and sports events. Page 48.

NATIONAL Collegiate Athletic Assn.'s television chairman says subscription television will enable colleges to telecast football games without losing their shirts at the stadium box-office. Page 65.

FCC grants three uhf and two uhf commercial stations. Page 65.

Upcoming
Oct. 20: 22: IRE-RRTMA annual meeting, Hotel Syracuse, Syracuse, N. Y.
Oct. 28-29: AAA Eastern Conference (New York, New England & Atlantic Councils) held regional convention, Roosevelt Hotel, N. Y.
Nov. 6-7: NARTB Radio Standards of Practice Committee, NARTB Hqrs., Washington.

References
(Continued from page 3)
All Clear at the Savannah River

Atomic Energy Plant!

Yes, Mr. Time Buyer, the multibillion dollar Atomic Energy Plant up the Savannah River in South Carolina does lie within WSAV’s 79 county, 3 state, half a billion plus market.

And tremendous as it is, this is just another segment in the vast and vastly expanding Savannah Seaboard Market. To sell all of it, use the station that sells best because it serves best on the long-range frequency of 630kc. You’ll reach 4 times more area, 3½ times more people than any other medium can deliver.

Make us prove it!

It’s 630 in Savannah

WSAV

REPRESENTED BY

JOHN BLAIR & COMPANY

SOUTHEASTERN REPRESENTATIVE:

HARRY E. CUMMINGS

BROADCASTING • Telecasting

October 29, 1952 • Page 7
Both national and local advertisers have found WDOD the best Chattanooga station to get the greater share of the market’s sales volume.

**Now**
on the air twenty-four hours a day

WDOD
AM - 5,000 watts
FM - 44,000 watts

**CHATTANOOGA'S PIONEER STATION**

National Representatives
Paul H. Raymer Company
WWJ's
New Listens

BOB MAXWELL . . . Fraternity of Early Risers. A New Listen at 6:30 A. M. Monday through Friday.

JOHN MERRIFIELD . . . News for Detroiters. A New Listen at 7:00 A. M.—9:00 A. M.

ROSS MULHOLLAND . . . Detroit's most-quoted disc jockey. A New Listen at 1:05 P. M. Monday through Friday.

CHARLES PENMAN . . . The Voice With Music. A New Listen at 7:00 P. M. Monday through Friday.

TOM MACMAHON . . . News From The Editor's Viewpoint. A New Listen at 1:00 P. M. and 2:00 P. M.

VICTOR LINDLAHR . . . "To Your Health." A New Listen at 9:15 A. M. Monday through Friday.

Detroit's Station of New Listens . . .

The best in programming—for the best in listening

some spots are better

For the best spot, at the right time, at the right place
It isn't by chance... it's by choice that television advertisers concentrate on the markets represented by NBC Spot Sales.

They know that television can sell more customers in markets where set saturation is highest.

In the 8 major markets where television stations represented by NBC Spot Sales are located, 75% of the families have television sets -- compared to an average saturation of 58% for all other television areas. In addition, these 8 markets account for one-half of all U.S. television homes.

Yes, some markets are better than others for the television advertiser -- so when you want to get the most out of spot television, call NBC Spot Sales.

**NBC Spot Sales**
30 Rockefeller Plaza, New York 20, N. Y.

**Representing Television Stations:**
- WEZ-TV Boston
- WNBK Cleveland
- WNBW Washington
- WRGB Schenectady-Albany-Troy
- WNST New York
- WNBQ Chicago
- KNBM Los Angeles
- WFTZ Philadelphia
- KPTV Portland, Ore.

**Representing Radio Stations:**
- KOA Denver
- WRC Washington
- WNBC New York
- WMAQ Chicago
- KNBC San Francisco
- WTAM Cleveland

*Bomar Lawrence Associates*
Sales departments cheer the advertising results over WGST. For 28 years we've been calling the plays in the Atlanta market with a top squad of sales-getting veterans. WGST has CPM—Coverage, Programming, Merchandising—the triple threat combination that spells victory for your product with Atlanta consumers. Get the facts from WGST or our reps today.

**Spot • • •**

DEMENT & DOUGHERTY, Chicago (Heet anti-freeze), buying spots in seven midwest and north central markets. Campaign is expected to extend to 20 markets. Agency: Ruthrauff & Ryan, Chicago.


TIDY HOUSE PRODUCTS Co., Shenandoah, Iowa, has extended M. J. B. Show to following stations: WBDM Chicago, WCCO Minneapolis, KMOX St. Louis, CKLW Windsor-Detroit, KOIL Omaha, WCAZ Carthage, Ill., and KODY North Platte, Neb. Agency: Buchanan-Thomas, Omaha.

**Network • • •**


LIGGETT & MYERS Tobacco Co., N. Y., participating in sponsorship of weekly broadcasts, starting last week, of three CBS Radio package programs, FBI in Peace and War, Wed., 8:30 p.m. EST Meet Millie, Thurs., 8-8:30 p.m. EST, and Mr. Keen, Tracer of Lost Persons, Fri., 8-8:30 p.m. EST. Agency: Cunningham & Walsh, N. Y.

VIPAMIN Corp. of America is sponsoring new 15-minute TV show featuring Billy Daniels on 25 ABC-TV stations, Sun., 6:30-6:45 p.m., effective Oct. 5 for 52 weeks. Agency: Kastor, Farrell, Chesley & Clifford, N. Y.

RCA VICTOR, Camden, N. J., renews The RCA Victor Show, starring Dennis Day on NBC-TV, Fri., 8:30-9 p.m. EST. Agency: J. Walter Thompson Co., N. Y.


**Agency Appointments • • •**

TRIFARI, KRUSMAN & FISHEL Inc., N. Y. (costume jewelry), names Abbott Kimball Inc., N. Y.


CERTIFIED FOODS Co. appoints Carmona Adv., Hollywood, for Chef Gourmet dressing. Radio and TV are being used.

KING MIDAS FEED MILLS, Minneapolis, appoints Mullen-Nicolin, same city. Radio will be used. Account executive is R. D. NICOLIN.

ORKIN EXTERMINATING Co. Inc., Atlanta, appoints Bearden-Thompson-Frankel Adv., same city. Radio-TV will be used.

**Advpeople • • •**

KARL B. McKENZIE named advertising director of Reardon Co., St. Louis.

RAY MULDOON appointed advertising production manager, Whirlpool Corp., St. Joseph, Mo.

HOWARD JONES, Pacific regional manager, Studebaker Corp., Portland, shifts to Los Angeles headquarters, to handle firm's centennial merchandising program. He is succeeded by LUCIEN G. CARNE.
Announcing:

a complete tele-communications consulting service with world wide facilities and experience . . .

Engineering, planning, design and construction for television, radio, multiplex, teletype, facsimile, telephone, radar and sonar fields and all other electronic fields.

Other services include:

LEGAL COUNSEL
TAX EXPERTS
ECONOMISTS
FINANCE
INSURANCE
MARKET RESEARCH
FOREIGN REPRESENTATION

Now, combined into one organization: years of basic experience—encompassing the entire field of electronics—ready to serve the industry and all its affiliated agencies as consultants in every phase of tele-communications operations!

William J. Scripps Associates, Inc., Tele-Communications Consultants, represents a new and vital service to this basic industry. It offers to civil and military organizations, foreign and domestic, an engineering, planning and architectural designing service built upon a foundation of experience unequalled anywhere.

If your business is radio, television, teletype, multiplex, telephone, microwave, radar or any associated electronic industry or service, we can assist you in many ways.

William J. Scripps is a radio and television pioneer, under whose guidance WWJ, the first station in America to broadcast a regular daily program, and WWJ-TV, Michigan's first TV station, have become nationally famous. Associated with him are Dr. Walter Duschinsky, internationally known for his work in planning and organizing complex broadcasting facilities, and William L. Foss, engineering consultant, advisor to the armed forces, and to many top-flight radio and television stations.

If you have ever felt the need for sound counsel on technical, legal or economic matters, market research and analysis, or for help in any phase of your operation, we are now prepared to serve you!

Inquiries about this new and vital service to the tele-communications industry are invited.

TELE-COMMUNICATIONS CONSULTANTS
WILLIAM J. SCRIPPS ASSOCIATES, INC.
286 South Woodward
Birmingham, Mich.

NEW YORK, N. Y. WASHINGTON, D. C. TULSA, OKLAHOMA LOS ANGELES, CALIF.
PARIS, FRANCE OTTAWA, CANADA LONDON, ENGLAND
William A. Chalmers, vice president and director of radio and television, Grey Adv., N. Y., has resigned, effective Nov. 1. Future plans will be announced shortly.

Walter Morris and W. D. Cunningham, account executives with Fuller & Smith & Ross Inc., N. Y., elected vice presidents.

Hays MacFarland, president of MacFarland, Aveyard & Co., Chicago, becomes board chairman, replaced by A. E. Aveyard, executive vice president. A. B. Dicus, now vice president, elected executive vice president and contact manager.

Brydon S. Greene, vice president, N. W. Ayer & Son, Phila., promoted to manage of client service there.

On all accounts

A former pilot with the Royal Canadian Air Force, William George White has been busy since last June getting his collective feet on the ground in a new setting—at the Joseph Katz Co. in Baltimore, Md.

This task would be a difficult one in any event, but with the heat of political timebuying at fever pitch, Mr. White has had his work cut out for him as manager of media buying for the Democratic National Committee. He sums up the time-consuming aspects of his duties this way:

"Since arriving at Baltimore, I have not had time to even learn the names of any clubs, much less join one."

Since assuming his new post, Mr. White has been directly responsible for network and spot radio and TV purchases, as well as other media buys, used in the Democratic campaign on a national basis. If his working philosophy bears him out, the Republicans had better look to their "blitzes." Mr. White claims that all campaigns he ever undertook achieved their objective: "None was unsuccessful."

A former Toronto station sound effects man, Mr. White succumbed to the lure of the advertising agency some four years ago. He has been with agencies ever since.

Bill White was born in Yonkers, N. Y., the son of a retired New York bond broker. He moved to Toronto in 1936, after receiving his early schooling in Yonkers and Mt. Kisco, and completed his education at the U. of Toronto.

Mr. White got his early business experience at CFRB as sound effects man and studio operator for which he later forsook higher education in favor of the "glamour of radio work."

When World War II broke out, Mr. White joined the Royal Canadian Air Force, training as a fighter pilot and serving in England. He returned to CFRB after the war, handling operating and sales functions.

New Year's Day, 1948, was a significant date for him. He returned to New York and two weeks later joined Benton & Bowles as time-buyer for its Canadian accounts. He helped launch Procter & Gamble's Tide.

Mr. White left B&B in April 1949 to join Pedlar & Ryan as chief radio-TV timebuyer on all accounts handled by the late Ted C. Fisher. Two years later (in May) he moved from timebuying to account executive on P&G products. He remained until last June when the Katz agency beckoned.

Among successful campaigns have been those for the Northeast Airlines and Camay.

The youthful media buyer is a

Sales-winning radio schedules for the Great Southwest just naturally include this pair of top-producing CBS Radio Stations. Results prove this! Write, wire or phone our representatives now for availabilities and rates!

National Representatives

John Blair & Co.

Page 14 • October 20, 1952
GEORGE I. CHATFIELD, Minneapolis agency executive, to William Esty Co., N. Y., as vice-president and member of executive committee.


RICHARD N. CALLAHAN elected vice president, Herington Adv., New Rochelle, N. Y.


CHARLES E. SMITH, merchandising manager of Long Beach (Calif.) Press Telegram, appointed head of newly opened Los Angeles office of Mathisson & Assoc., Milwaukee. Agency's new York office will be directed by EDGAR E. HINKLE, WGN-TV Chicago.

CURTIS HASELTINE, staff of Detroit Free Press, to N. W. Ayer & Son Inc., Detroit, to handle publicity on Plymouth account. J. J. CLARKE, plans-merchandising department, and JOSEPH S. FLICK Jr., transfer from agency's Philadelphia office to Detroit and Chicago, respectively. ALEXANDER B. WHEELER to Philadelphia plans-merchandising staff.

JEAN FRANKEN, BBDO, N. Y., to Albert Sidney Noble Inc., same city, as account executive.

E. GORDON STEPHENS, formerly a director of Walah Adv., Montreal, to Griswold-Eskleman Co., Louisville, Ky.

HELEN M. WHIGHAM, media director, Vick Knight Inc., Hollywood, resigns and will move to San Francisco.

ANN JOHNSON, supervisor of cooperative advertising, Sales Builders, Hollywood (distributor for Max Factor), to John H. Riordan Co., L. A., as time and space buyer.

FRANCES FRADIN, Kenyon & Eckhardt, N. Y., to Benton & Bowles, same city, as member of TV-copy department.

MERYN G. OAKNER, advertising manager, Chemical Corp. of Colorado, Denver, to Factor-Breyer Inc., L. A., as account executive.

ROBERT J. BARRETT, Howard Swink Adv., Marion, Ohio, to Guenther, Brown & Berne Inc., Cincinnati, as account executive.

ALLEN J. COPELAND Adv. and PAUL GRANT Adv., both Chicago, have merged, retaining latter name.

BRUCE B. BREWER & Co., Minneapolis, relocates at 400 Foshay Tower. Telephone is Atlantic 3114.

ALLEN & MARSHALL Adv., L. A., moves to 618 S. Serrano. Telephone is Dunkirk 7-5163.

firm believer in spot radio, a fac- tor on which the Democrats doubt- less will capitalize. He describes it as "one of the more effective mediums," and notes it presents advantages "unavailable in other media at the same cost."

"Frequency in either spot radio or TV must depend on overall cam- paign strategy," Mr. White explains with respect to political time. He concedes, however, that network radio "is a strong adver- tising medium, and as long as 95% of the homes in the U. S. have radio, and less than 40% TV [it will] remain a prime requisite in most major advertising cam- paigns." He has a healthy respect for network TV, too.

Mr. White is married, has two children, and his hobbies—when he finds the time—are golf and sail- ing.

On the Record: A Best Seller

"Diane" and her dreamy music have made WBEN's popular lady of the evening the SALESladys of the evening in Western New York. It's a welcome theme to swing-shifters, stay-at-homers and on-the-way-homers.

Diane is synonymous with relaxing rhythms, record requests and romantic verse to her thousands of listener-buyer fans. Diane also means "solid sell" to the many sponsors who've signed her late-date book.

Available in 10 minute segments, 11:20-to-midnight, Mon- day-through-Friday.

Ask Henry I. Christal About Availabilities

NEW YORK - CHICAGO - SAN FRANCISCO

WBEN

NBC BASIC

BUFFALO

October 20, 1952 • Page 15
WOOPS!!

Just to catch your eye, Mr. Time-buyer—Here at WRC, we feel that our sales story is something more than marks on paper. The statistics live, breathe and tell the wonderful success of WRC's dominant position in this rich, always-growing market.

WRC listening is up—way up. Some very choice availabilities in spots and programs are keyed to the listening tastes of the capital city. You see, we know this market, and we know what we can accomplish for a 'product. We've been here a long time, growing with our audiences.

The latest American Research Bureau report tells the story. We'll stand on that!

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

WRC

980 KC  •  93.9 FM
Represented by NBC Spot Sales

---

SALES INCREASE of 41.5% this year for Sealy Mattress Co. of Waterbury (Conn.) among 600 dealers in the Connecticut-Rhode Island-western Massachusetts area, has been ascribed by the company as largely due to the success of the five-minute Mon.-Fri. evening Sealy Weather Forecast on WNHC-TV New Haven.

Results of the weather program have been so successful Sealy has added the same show on WJAR-TV Providence, bringing it to 322,000 TV homes on WNHC and 225,000 on WJAR.

Produced by Edward Graceman & Assoc., Hartford, for Sealy, the show's format is described as "classically simple": Actual weather data is compiled and broadcast by Eastern Airlines forecasters on both stations, with both forecasters wearing Eastern Airlines uniforms. Some of the 45-minute commercials are filmed by a local producer and some live with the "Sealy Girl" announcer. Each is followed by a local dealer slide.

The show, slightly more than a year old, is credited with producing a 153.5% increase in a February annual sales event and doubling an annual July sales event.

EASTERN Airlines forecaster Donn Hinton (I) reveals cake from unidentified WNHC-TV employee on show's anniversary.

* * *

Dealers report some customers order Sealy mattresses by telephone after seeing them on TV.

WNHC-TV reports the show is one of its most appreciated public service presentations and Sealy's own surveys, conducted by a leading Connecticut university, indicate product-identification through TV is higher than all other media combined. Sealy of Waterbury has made the show the foundation for all its advertising, with ads and posters highlighting the TV show.

---

strictly business

John Blair station representative firm. Mr. Dilcher, who believes perseverance and plugging get the business, sees an ever-growing awareness of the importance of spot among agency, client and station personnel.

Because of the increasing importance of spot broadcasting, agencies, for example, are giving more attention and responsibility to the time-buying staff, which "used to be secondary to general media buyers." He says advertisers have learned that spot, tailor-made to the needs of a product, moves merchandise at the lowest cost.

Television, contrary to much opinion, has helped spot radio, Mr. Dilcher says, by bringing more advertisers into the broadcast fold and by converting TV buyers to radio. His company was the first station representative to split its radio-TV activity, organizing a separate company for video.

Mr. Dilcher, manager of Blair's Chicago headquarters office since January 1952, and an account executive with the firm since 1937, is (Continued on page 48)
YOU MIGHT GET A 175-POUND WOLF*

BUT...

YOU NEED THE FETZER STATIONS TO BAG SALES IN WESTERN MICHIGAN!

If you’re gunning for bigger sales in Western Michigan, you really need the double-barreled power of the Fetzer operation—WKZO-TV in television, WKZO-WJEF in radio!

**TELEVISION**

WKZO-TV, Channel 3, is the Official Basic CBS Outlet for Kalamazoo-Grand Rapids — America’s 18th television market. It serves more than a quarter million Western Michigan and Northern Indiana television homes—more TV homes than are available in many seemingly larger markets such as Seattle, Kansas City, New Orleans, etc. A 28-county Videodex Diary Study made in August, 1952, proves that WKZO-TV delivers 93.4% more television homes than Western Michigan’s other TV stations!

**RADIO**

WKZO, Kalamazoo, and WJEF, Grand Rapids, give outstanding radio coverage of Western Michigan. Each is consistently top station in its home city. Together they deliver about 57% more city listeners than the next-best two-station choice in Kalamazoo and Grand Rapids —yet cost 20% less! WKZO-WJEF’S rural circulation is spectacular, too. 1949 BMB figures credit WKZO-WJEF with big increases over 1946 in their unduplicated audiences—up 46.7% in the daytime, 52.9% at night! Get all the facts on the Fetzer Stations—write direct or ask Avery-Knodel!

* A wolf weighing just over 175 pounds was killed on Seventy Mile River in Alaska.

**FETZER BROADCASTING COMPANY**

**AVERY-KNODEL, INC., EXCLUSIVE NATIONAL REPRESENTATIVES**
good music is
good business in
greater Los Angeles
where

KFAC AM-FM

is the 24 hour music station

audiences are up!
pulse inc. surveys
confirmed by others,
attest to an uninterrupted
increase in KFAC listeners
since 1948 . . . despite
the advent of seven
TV channels.

local and national
advertisers confirm
daily the value to
themselves of KFAC's
unique and growing
place in the nation's
number two market.

THE LOS ANGELES BROADCASTING CO., INC.
645 South Mariposa Avenue, Los Angeles  DUnkirk 4-1231
REPRESENTED NATIONALLY BY
THE BOLLING COMPANY

Birthday Greetings
EDITOR:
CONGRATULATIONS ON ATTAINING
YOUR MAJORITY JUST IN TIME FOR
THE ELECTION, AND BEST WISHES
FOR TWENTY-ONE PLUS MORE YEARS
OF THE SAME EXCELLENT SERVICE TO
THE INDUSTRY. BEST PERSONAL
REGARDS.
HAROLD ESSEX
VICE PRES. & GEN. MGR.
WSJS WINSTON-SALEM, N. C.

EDITOR:
CONGRATULATIONS AND GOOD WISHES
ON BROADCASTING'S TWENTY FIRST
BIRTHDAY FROM YOUR CHARTER COPY
EDITOR. YOU HAVE DONE SUCH AN
EXCELLENT JOB BEFORE REACHING
MATURITY THAT I EXPECT EVEN
GREAT THINGS NOW THAT YOU ARE
OF AGE.
JAMES D. SECREST
EXECUTIVE VICE PRESIDENT
AM-FM TELEVISION MFRS. ASSN.
WASHINGTON

[EDITOR'S NOTE: Mr. Secrest was
BROADCASTING's original copy edi-
tor in 1931, then doubling in brass
as star reporter for the "Washington
Post."]

Readers Service
EDITOR:
If you have published any ar-
ticles during the past two years
dealing with transportation adver-
tising and with the advertising of
railroads in particular, will you be
kind enough to either send us tear
sheets of these articles or refer us
to the particular issues in which
they appeared . . .

Nat C. Wildman
Vice President
Joseph Katz Co.
New York

[EDITOR'S NOTE: Tear sheets of ar-
ticles in B.T March 16, 1952; July 23,
1951; May 8, 1950, have been sent to
Mr. Wildman.]

Editorial Comment
EDITOR:
["Botched Blitz", B.T, Oct. 13,
was] another of those deep think-
ing, balanced editorials which give
your page such a reputation for
impartiality.

Eugene Katz
The Katz Agency
New York

Missing Link
EDITOR:
We have received your [televi-
sion] map and are distributing it
among our sales engineers for their
use as reference material.

However, one error was noticed
in the map in that the Richmond-
Norfolk spur link off the main
north-south TV transmission line
is keyed as being coaxial cable.
This is to advise you that Philco
installed an 80-mile microwave TV
relay system between Richmond
and Norfolk about April, 1960. . . .

Gerard E. Nietal
Mgr., Advertising &
Sales Promotion
Philco Corp.
Philadelphia

Animal Act III
EDITOR:
Mr. Chase of CKLW Detroit and
Buddy Deane, WITH Baltimore,
may have been the first men to
have interviewed a lion but they
will have to take a back seat to
Margaret Bowencrans of WGBF.
Why?
1. She did the trick in 1946, two
years before Mr. Chase could get
up enough nerve to do it.
2. There was no protective rail-
ing to lean over. She went into
the cage armed with the trainer's
pistols which were loaded with
blank cartridges.
3. And she did get her interview
with the "talking" lion who had
an uncanny ability of letting out
a loud roar every time he was
asked a question.

This took place Nov. 27, 1946,
during the Shrine Circus in the
Coliseum, Evansville, Ind.

Those first liars haven't a chance!

Del Greenwood
Promotion Director
WGBF Evansville, Ind.

[EDITOR'S NOTE: The dispute over
who was the first to interview a
lion has reached a heated pitch in Open
Mike and B.T's news columns. Next
ting we expect to hear is that Daniel
had a microphone.]

Who's on First?
EDITOR:
. . . On page 63 of the Oct. 13
BROADCASTING * TELECASTING you
are carrying a Magnecord ad in
regard to binaural broadcasting.
The facts in the ad are wrong.
The first binaural broadcast
demonstration was conducted by
(Continued on page 20)
Which is the Pittsburgh market you want to reach?

In all three, more homes listen to KDKA than to any other station!

KDKA
50,000 watts
NBC Affiliate

PITTSBURGH


WESTINGHOUSE RADIO STATIONS Inc
WBZ • WBZA • KYW • WOWO • KEX • KDKA • WBZ-TV
National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

BROADCASTING • Telecasting
October 20, 1952 • Page 19
book reviews...

Another BLUE RIBBON Achievement!

This month's achievement citation goes to a KFAB staff member, Lyell Bremer, sports director. Bremer, in reporting sports events to midwesterners for over 12 years has achieved the title of "The Midwest's Greatest Football Broadcaster." He's "Mr. Football" to the fans whose respect and loyalty he earned through years of colorful, accurate, sincere reporting from Pennsylvania and Florida...to California and Oregon. The achievements of Lyell Bremer in the sports field accounts for KFAB's top football audience. It's another achievement reflected in sales for the KFAB advertiser. Find out more from Free & Peters...or contact Harry Burke, General Manager.

The MIDWEST-EMPIRE SERVED BEST BY KFAB

This month's achievement citation goes to a KFAB staff member, Lyell Bremer, sports director. Bremer, in reporting sports events to midwesterners for over 12 years has achieved the title of "The Midwest's Greatest Football Broadcaster." He's "Mr. Football" to the fans whose respect and loyalty he earned through years of colorful, accurate, sincere reporting from Pennsylvania and Florida...to California and Oregon. The achievements of Lyell Bremer in the sports field accounts for KFAB's top football audience. It's another achievement reflected in sales for the KFAB advertiser. Find out more from Free & Peters...or contact Harry Burke, General Manager.

RADIO SPECTRUM CONSERVATION.

THIS report deals with the shortage of spectrum space which, it says, is nearer exhaustion than is generally realized and calls for vigilant conservation.

"If the present haphazard plans of allocating wavelengths are continued, new services now on the drafting boards as well as needed expansion for existing services may be permanently foreclosed," the report cautions.

The report, in book form, represents one of the first programs of public policy to be conceived and recommended by engineers. For the most part, the book is written in non-technical language, with the exception of the chapter on radio-wave propagation.

THE SPICE OF VARIETY. Edited by Abel Green. Published by Henry Holt & Co., 333 Madison Ave., New York 17, N. Y. 277 pp. $5.00

Another bit of spice from the talent world is presented by Abel Green, who is editor of Variety and who co-authored Show Biz, a best-seller, with Joe Laurie Jr.

This book contains what are described as "the best pieces gleaned from Variety's Anniversary Issues." Contributors are the biggest names in show business, most of them familiar to radio-TV. Among the articles are Fred Allen's noted monologue first heard on the Big Show and titled "Mostly About an American." There are articles by Jack Benny, Eddie Cantor, Jimmy Durante, George Jessel, Edward G. Robinson, Groucho Marx, Sam Levenson, Ethel Barrymore and still many others including some novelists and critics.

Open Mike

(Continued from page 18)

WGMS Washington and the U.S. Recording Co. of Washington in April, 1949. It was a broadcast of the National Symphony Orchestra under Howard Mitchell...

M. Robert Rogers Vice Pres. & Gen. Mgr. WGMS Washington

[EDITOR'S NOTE: The advertisement said the first east coast binaural broadcast would have been 29 at the New York Audio Fair over WQXR New York.]

Low and Inside

EDITOR:

...Indications are that ball game sponsors in rapidly increasing numbers will drop all "curve" pitch descriptions in any future broadcasting. Some now hold firm opinions about the use of radio to disseminate fictitious information so misleading and actually harmful to the pitching ambitions of millions of young Americans...

The complexities involved in accurately analyzing the actual lines of flight and the visualisation of the pitched baseball are mainly responsible for the widespread, but scientifically untenable, belief in the "curve" pitch. There is no such thing as a curve...Ernest Lowry

Toronto, Canada

[EDITOR'S NOTE: Mr. Lowry describes himself as "specializing in research analyses of baseball flights and their optical effects."]
SAN DIEGO, California-
The FASTEST GROWING LARGE City in the U.S.A.

Now, the 31st. Market...

Total net effective BUYING INCOME:
(After income taxes)

Kansas City, Mo. . . . $1,040,040,000
Portland, Ore. . . . $1,028,170,000

SAN DIEGO, Calif....$1,004,186,000*

*Data Copyrighted, 1952 Sales Management Survey of
   Buying Power . . . city-county figures for all 5 markets.

1. Do you get your share of this billion dollar market?
2. Need a location for a light manufacturing plant?
3. Need a distribution set-up in Southern California?
4. A retail outlet for goods or services?

For more information write to Research Dept. KFMB RADIO AND TELEVISION
1405—5TH AVENUE, SAN DIEGO 1, CALIFORNIA
North Carolina rates more firsts in recognized market surveys than any other Southern state. More North Carolinians, according to BMB study, listen to WPTF than to any other station.
ABC'S SINGLE RATE POLICY

AN OVERHAUL of the ABC radio rate card, establishing a single rate for both day and evening time but making compensating discount revisions for those stations whose net daytime advertiser's were unaffected, is being developed by officials of the network and probably will be put into effect April 1.

This was revealed last week as ABC executives wound up the second of their projected half-dozen 1952 regional meetings with affiliates.

The changes, which network officials would have liked to put into effect Oct. 1 instead of the discount realignment which was established at that time, would be installed as a simplifying measure and would not in any way change present actual charges to advertisers or compensation of affiliates.

Authorities explained that the plan calls for some increase in daytime gross rates and some decrease in evening gross rates, with the result that daytime and nighttime rates would be identical. Simultaneously, however, discounts and station compensation formulas would be adjusted so that the net result of all the changes would be that advertisers pay the same as now and stations' compensation would be the same as now.

Gap is Reduced

Officials pointed out that the recent 25% average cut in evening charges, coupled with approximately 5% boosts in morning rates, already has substantially narrowed the differential between daytime and evening costs, and noted, further, that the single-rate move is in line with research which shows the gap between daytime and evening audiences is closing rapidly.

Additionally, they regard it as "a little absurd" to have discounts ranging up to, say, 60% or more. ABC officials feel it makes more sense and is more realistic and less complicated to achieve the same net result by adjusting gross rates to a point where discounts are kept at something less than skyscraper height.

To maintain the present small differential in actual costs of day and evening time when the gross rate is the same for both, would mean, of course, somewhat higher discounts for daytime periods than for evening.

Many radio stations have vigorously opposed any reduction in network card rates on the ground that such reductions pave the way for advertisers to demand cuts in local and national-spot rates. CBS Radio, for just that reason instituted the current round of changes by making discount revisions and guaranteed to keep its gross rates uncut for at least a year.

But ABC officials said they had not had a single objection from affiliates with whom they have discussed their plan.

These discussions have come at two regional meetings—one in Hollywood three weeks ago with Pacific Coast and Mountain State affiliates, and one last week with New England and North Atlantic states stations—and will be continued at four similar sessions scheduled during the next few weeks. On the strength of the reception of the plan at the first two meetings, network officials are confident that it will win acceptance and be put into effect April 1.

The April 1 date was picked because it comes exactly at the end of the six-month protection period afforded current advertisers against the daytime rate boosts incorporated in the Oct. 1 rate-and-discount realignment.

Assuming the single rate does go into effect April 1, advertisers then will be given "fielder's choice"—they can either pay current rates with current discounts, or they can pay the new single rate with the discounts that will then be applicable.

A number of ABC top officials wanted to put the single-rate policy into effect on Oct. 1, as ABC's answer to the CBS and NBC radio networks' revision which, via discount changes, produced an approximately 25% cut in evening time costs and about 5% rise in daytime charges [BT, Aug. 18, et seq.; also see MBS story, this page].

They felt, however, that they should not inaugurate such a date (Continued on page 88)

MBS' COMPETITIVE CUT

AGAINST a background of a 13% increase in gross billings, Mutual Broadcasting System made its move last week to follow the suit of rival networks in cutting nighttime advertising costs by approximately 25%.

Unlike those effected by the CBS, NBC, and ABC radio networks, the Mutual plan draws a distinction between advertiser costs in TV areas and those in non-TV markets, with affiliates which have TV competition taking the brunt of the cost reduction. Also unlike the other networks' changes, which already have gone into effect, Mutual's is to be effective Jan. 1.

Although these details were not officially disclosed, it was understood that the nighttime reduction for stations with TV competition would approximate 30% while for those outside of TV areas it would be about 10%. Affiliates which have no TV competition now, but acquire it in the future, would take the larger reduction six months after the TV competition takes the air, it was understood.

The dividing line between "TV areas" and "non-TV areas," authorities reported, would be the line marking a 50-mile radius from a television station—affiliates within 50 miles of a TV outlet would be adjudged to have TV competition; those outside the 50-mile zone would fall into the non-TV classification.

Mutual's shareholder stations, it was said, for the most part will bear a larger portion of the nighttime cutback than other affiliates. All of these—WOR New York, KJH Los Angeles, WNAC Boston, WGN Chicago, WHK Cleveland, WIP Philadelphia, and CKLW Windsor-Detroit—are in TV markets, and the first four, representing about 78% stock ownership of Mutual, also have TV stations. It was noted that WGN is cutting its nighttime rate 60% effective Nov. 1 [BT, Oct. 13].

Like the other radio networks, Mutual anticipates an increase for new advertisers, of approximately 5% in morning time charges everywhere and plans to restore in full, for afternoon time, the 10% reduction in costs which was put into effect as part of the four-network round of cost cuts in 1951. The changes anticipated by the current MBS plan, spokesmen said, are to be effected via revisions in discount structure rather than changes in gross rates.

Announcing the plan, which was outlined to and endorsed by the Mutual Affiliates Advisory Committee at a Virginia Beach, Va., meeting over the Columbus Day weekend [BT, Oct. 13], and which then was explained to all affiliates in a conference call last Wednesday (Continued on page 80)

Target Date Is April 1

Hinges on TV %

October 20, 1952 • Page 23
AM'S RATES, IMPACT

RADIO rates, and whether they should be raised or lowered at this time were vigorously debated Thursday afternoon at the NABTE District 2 meeting, Thursday and Friday at the Westchester Country Club, Rye, N. Y.

E. R. Vadeboncoeur, WSYR-AM-FM-TV Syracuse, director of the district, presided at the two-day meeting attended by about 100 representatives of stations and industry service organizations.

Raymond Spector, New York agency president, urged station operators to reduce nighttime rates now to the daytime level and not to think of any increase in daytime rates lest advertisers desert the mass media.

Mr. Vadeboncoeur, WSYR president, said that the meeting was attended by FM-TV Friday RADIO audience.

W. T. Reed Jr. (s), president, Larus & Brother Co., owner and operator of WRVA Richmond, points to a diamond set pin he just awarded to C. T. Lucy, station's general manager.

Award was for 40 years service. Mr. Lucy joined the tobacco firm as officer manager and later was named its advertising manager. His leadership of WRVA began in 1925.

SINGLE RADIO RATE

Forecast for Night and Day by Stolzoff

A SINGLE rate for both daytime and nighttime radio is forecast by J. S. Stolzoff, account executive, Foote, Cone & Belding, Chicago.

Mr. Stolzoff made the prediction in his paper to the Broadcast Advertising Clubs' Midwestern Conference in Grand Rapids, Oct. 11.

"It's my opinion, and the opinion, I might add, of more than a few others of the highest national advertisers in the country," he pointed out.

Mr. Stolzoff disclosed that radio rates had been the subject of much discussion lately. "Several of us had a series of meetings with all four of the national networks Monday and Tuesday of this week. The meetings were held on the question of nighttime radio and the costs of nighttime radio."

As far as television was concerned, Mr. Stolzoff remarked that he had just a couple of hunches.

"First, unless American manufacturing ingenuity can drive costs down to a point where a television station can be put on the air for $50,000 or $75,000 and maintained at a cost, including depreciation, of no more than $35 per broadcast hour, then I find it difficult to believe that television will have anything but a truly national for a long, long time.

"I hope I am wrong. But I must be headed into a period of an entirely different type of sponsor- sorship of television programs," he stated.

Sees Trend Increasing

"I hope I am wrong. But I suspect that more and more programs are going to be sold on a basis such as Your Show of Shows where an advertiser buys a one-minute spot announcement. We will see more rotational plans where an advertiser is on once every four to six weeks."

"This almost has to happen if we are to run up television networks with 30 hours a week of nighttime programming each. Somebody's going to have to pay for a total of 120 hours a week of daytime programming now. We have to assume that someone will be picking up the checks for nighttime TV. And it will not be a small check."

Debated at Dist. 2

W. T. Reed Jr. (s), president, Larus & Brother Co., owner and operator of WRVA Richmond, points to a diamond set pin he just awarded to C. T. Lucy, station's general manager.

Award was for 40 years service. Mr. Lucy joined the tobacco firm as officer manager and later was named its advertising manager. His leadership of WRVA began in 1925.
By Florence Small

In addition to the comparatively normal weekly promotion of automotive companies to introduce their 1953 models, a swell of radio spot activity by auto firms was developing last week.

A change in policy, 'Telecasting' showed that at least 10 auto advertisers are undertaking formidable radio spot campaigns, with only one or two relying exclusively on network programming.

Buick cars, for example, in addition to its sponsorship of the Buick program every fourth Tuesday from 8 to 9 p.m. on NBC-TV, will start a spot radio schedule early next year to promote its newest car which is to be unveiled Jan. 9. Buick will use 480 radio stations in 150 cities for a five-day saturation spot announcement schedule, effective Jan. 3. Kudner Agency, New York, handles the account.

Chrysler Corp., of the Chrysler Corp., introduces its new car on Oct. 30 with a three-day announcement list on about 85 radio stations. Spot campaign is effective Oct. 27 through Oct. 30 and is placed through McCann-Erickson, New York. The campaign is expected to be the largest in the firm's history.

Chrysler's Dodge Div., through Grant Adv., Chicago, preceded its spot campaign with an extensive teaser schedule of 15-second radio spots and 60, 10 and 20-second TV spots throughout the country. All 4,100 Dodge dealers participated in the teaser schedule, and spots were bought on at least one station in every dealer market.

Teasers This Month

The teaser portion of the campaign, announcing that the all-new Dodge is coming, will be followed Oct. 23 with regular announcement schedules nationally for two to four weeks. The same number of stations will be used for 60, 50, 30 and 15-second radio commercials and for 60, 50 and 20-second TV spots.

Costs of the campaign cannot be estimated accurately, according to Grant executive said, because dealers are supplementing the national campaign with local purchases. The two-party agency schedule is financed from the regular Dodge co-op fund.

In addition to this saturation spot announce campaign, Dodge has signed a one-month network saturation program on NBC radio. Dodge will sponsor on Nov. 16 The Aldrich Family (7:30-8 p.m.) on Nov. 17 the Merceythought program, and a one-month broad cast of the Tandem package consisting of Red Skelton on Nov. 18 (8-9:30 p.m.), Barry Craig on Nov. 19 (10-11:30 p.m.), and Judy Canova on Nov. 20 (10-11:30 p.m.).

Dodge also bought the sports news portion featuring Jim McKay on WCBS-TV to introduce its 1953 cars effective Oct. 20 for three weeks. In addition Dodge has purchased Tuesday and Thursday participations in The Early Show and 6:30 p.m. Saturday announcements, all on CBS-TV, for the same three weeks.

Pontiac cars, through McManus, John & Adams, New York, is considering a radio and television spot announcement campaign which would be launched the middle of December. Its extent is yet undetermined.

The Pontiac account office is also understood to be contemplating a spot radio campaign but the details are not yet completed. The Chevrolet dealers are awaiting the parent corporation's plans and radio stations before they too join in promoting the new cars.

The company now sponsors a quarter-hour Dinah Shore program twice a week on NBC-TV. Campbell-Ewald, Detroit, handles the account.

Nash cars, through Geyer Adv., New York, will display one of its models in a one-week radio spot campaign another in March. An impressive spot radio campaign is being considered for the March unveiling.

Ford Motor Co., through J. Walter Thompson Co., New York, is planning to introduce its new model with a radio spot campaign slated to start in December. The list is expected to be about equal, and similar to that of last year.

Plymouth cars, through N. W. Ayer & Son, New York [BT, Oct. 6], is arranging a radio spot campaign to promote its 1953 model on NBC networks. Seventy-five minutes and 20-second announcements will be used.

Kaiser-Frazer cars is using a radio spot announcement schedule for two weeks, starting last Wednesday, in 60 markets. The car was introduced last Friday. William H. Weintraub & Co., New York, is the agency. This is in addition to the firm's continued sponsorship of Night Editor on eight television stations.

Lincoln-Mercury, through Kenyon & Eckhardt, New York, already has produced spot announce- ments for a radio campaign which has not yet decided on the extent of the drive. Lincoln-Mercury regularly sponsors the Ed Sullivan show on CBS-TV.

Meanwhile another motor company, Wallys-Overland Motors, made news last week by becoming the first advertiser to sign for sponsorship of the forthcoming television series, Omnibus, 90-minute weekly program produced by the Ford Foundation's TV-Radio Workshop CBS-TV, Sun.-Fri., 4:30-5 p.m.

Wallys-Overland will underwrite its part of the show, which starts Nov. 9, for 26 weeks. Four other automobile advertisers are expected to join in sponsoring the program. Wally's-Overland is handled by Ewell & Thurber Assoc.

Packard cars, though Maxon Inc., New York, currently sponsoring film series, Rebound, on a number of stations, is expected to increase its coverage when the program is placed on the DuMont network, alternate weeks, starting Nov. 21. The series will run 13 weeks, but may be cancelled by either party on 21 days' notice thereafter.

Programs of less than five minutes duration are firm for the first four weeks, after which either party may cancel with 14 days written notice. No substitution of programs is allowed but the amount of adjustment to the agency is subject to negotiation.

If both the visual and audio signals are interrupted, preempted reductions, credits, or make-good telecasts are in order.

SUBSTITUTION OF PROGRAMS: If the station substitutes a sponsored program of public interest for the scheduled program, the station is liable for the agency's non-cancelable live talent costs for a live program, and the reasonable allocated rental cost of films scheduled for the pre-empted time and not usable for future scheduling. However, the station's liability is not to exceed pre-empted time charges for the period involved.

RATE PROTECTION: The Standard Contract provides six months' rate protection for existing contracts or renewals.
AFM STANDBY
High Court Will Review

POSSIBLE importance to broadcasters is seen in the question whether the American Federation of Musicians may require a theatre to hire and pay a standby orchestra when a "name" band is performing and there is no need for a house orchestra.

Case was accepted for consideration by the Supreme Court last week. Petition for writ of certiorari was filed by the National Labor Relations Board. NLKB appealed from a U. S. Court of Appeals ruling last May overturning a 1961 NLRB decision which disallowed a conspiracy in labor practice charges against the Akron, Ohio, AFM local brought by Gamble Enterprises, Inc., operator of the Palace Theatre in that city.

At issue is the interpretation of Sec. 8 (b) (6) of the labor act which makes it an unfair labor practice for a union to "cause or attempt to cause an employer to make or agree to make payments in the nature of an exaction for services which are not performed or not to be performed." This provision was also made part of the National Labor Act when the Taft-Hartley Bill was passed in 1947. The section originally incorporated the entire anti-featherbedding provisions of the Lea Act, passed in 1946, amending the Communications Act, but in Senate-House conference it was revised to eliminate all but the standby provision.

Case originated in 1949 when Gamble Enterprises brought unfair labor practice charge to NLKB. NLKB examiner in 1960 found that a violation existed, but NLKB board ruled that no violation had been made, since the AFM local had failed to show that various schemes whereby the musicians hired would actually perform—before curtain time, at intermission, etc.

Constitutionality of the Lea Act was upheld by the Supreme Court in 1947 [8-17, June 30, 1947]. In 1948, AFM President James Caesar Petrillo was acquitted of Lea Act violation in an attempt to force WAAF Chicago to hire additional music librarians [8-17, Jan. 19, 1948].

B & B ELECTION
Top Posts to Boker, Lusk

WILLIAM R. BAKER Jr. and Robert E. Lusk were elected by the board of directors of Benton & Bowles as chairman of the board and president, respectively, Ather- ton W. Hobler, chairman of the executive committee, announced Thursday.

Mr. Baker has been president of the agency since 1960 and a member of the firm since 1933. Mr. Lusk, executive vice president since 1956, was joined in 1938. Mr. Hobler, who has been chairman of the board, continues his active role as head of the executive committee.

CHURCH AWARDS
Go to all Major Networks

TRIBUTE was paid to the five radio and television networks for their contributions to religious broadcasting by the Broadcasting and Film Commission of the National Council of Churches of Christ in the U.S.A. at a dinner Wednesday at the Waldorf-Astoria Hotel, New York.

Go to all Major Networks expressing the appreciation of the commission were accepted on behalf of the networks by Niles Trammell, NBC board chairman; Alexander Stronach Jr., vice-president of ABC; E. B. Cottrell, vice-president of ABC; Gene Flits, executive producer of WOR New York (Mutual); Dr. Allen B. DuMont, president of DuMont Labs, which operates the DuMont Television Network, and Adrian Murphy, president of CBS Radio.

The citations read in part: "On behalf of our constituent commis- sions and executives we express our deep appreciation to the radio and television industry for its contribution in providing its untold service in the broadcasting of religion."

Some 200 religious broadcasters associated with the commission and the networks heard keynote ad- dresses by Dr. Buel G. Gallagher, president of the College of the City of New York and an ordained minister of the Congregational Church, and Paul A. Walker, FCC chairman.

Dr. Gallagher declared that radio and television contribute their greatest public service through the broadcasting of religious programs and said 721,000 responses to the commission's religious broadcasts had been received.

Chairman Walker pledged that radio and television would dedicate themselves to "continued fruitful employment ... in the cause of human betterment and spiritual well-being."

Presiding at the dinner was Dr. Ronald Bridges, executive director of the Broadcasting and Film Commission. Presentation of awards was made by Dr. Truman E. Don- lass, chairman of the commission.

OATH of office is administered to newly appointed FCC Comr. Eugene H. Merrill (r) by Chief Judge Harold M. Stephens (l) of U. S. Court of Appeals for District of Columbia. FCC Vice Chairman Rose H. Hyde assists at ceremony held in Commission meeting room Tuesday.

CAMPBELL NAMED
Succeeds Borroff at WRS

ELDON CAMPBELL, New York representative of Westinghouse Radio Stations Inc. for three years, has been named WRS general sales manager by Joseph E. Bau- dino, vice president and general manager. He succeeds E. R. Bor- roff, who has resigned.

Mr. Campbell will maintain his New York office at 44 Madison Ave. He joined Westinghouse in 1938 at WOWO Fort Wayne, Ind., as an announcer, later becoming program manager. He became program manager of KEX Portland, Ore., when WRS acquired the station in 1944 and a year later was made sales manager. He was transferred to New York as sales coordinator after five years at KEX.

American Chicle Names

AMERICAN Chicle Co., New York, names Dancer-Fitzgerald-Sample, that city, to handle advertising for Dentyne, Chiclets, Beeman's Pep- tions of the Theatre Relations Board. NLRB appealed.

Three new appointments at ABC were announced Thursday by Ray Diaz, national program director for the radio department. They were as follows:

Byrtle M. Tower as director of program operations and William D. Hamilton as eastern production manager for the radio network, and Clayton Shields as business manager of the network radio pro- gram department.

Miss Tower, with ABC for seven years, has served as assistant manager of central booking, ABC radio; assistant to the national di- rector of program operations, and assistant to the program manager of ABC's WJZ New York.

Mr. Hamilton, who has been senior director of the radio depart- ment, joined the network in 1948 from the J. Walter Thompson Co. as associate radio director.

Miss Shields, who has been program budget and office director since January 1941, previously was secretary, later assistant, to the business manager. She has been with ABC since January 1946.

No TV at Home

AS IS customary when new g overnment officials are sworn in, Eugene H. Merrill's family (four children and his wife) was present last week when he became the seventh member of the Commission which exerts life or death con- trol over broadcasting. There was a TV set in the office as- signed to him, and one of his children examined it as though it were a new toy. The new Commissioner's wife explained our child's curi- osity. "We don't have a television set, at home," she said. "We don't think it's good for children."

ABC NAMES
Three in Program Unit

THREE new appointments at ABC were announced Thursday by Ray Diaz, national program director for the radio department. They were as follows:

Byrtle M. Tower as director of program operations and William D. Hamilton as eastern production manager for the radio network, and Clayton Shields as business manager of the network radio pro- gram department.

Miss Tower, with ABC for seven years, has served as assistant manager of central booking, ABC radio; assistant to the national di- rector of program operations, and assistant to the program manager of ABC's WJZ New York.

Mr. Hamilton, who has been senior director of the radio depart- ment, joined the network in 1948 from the J. Walter Thompson Co. as associate radio director.

Miss Shields, who has been program budget and office director since January 1941, previously was secretary, later assistant, to the business manager. She has been with ABC since January 1946.

NARTB BOARDS
Will Now Meet in D. C.

COMBINED Radio and Television Boards of NARTB will meet in Washington Dec. 3-4, instead of in Miami Beach Dec. 3-6, President Harold Root announced this week following a poll of direc- tors. The meetings were originally scheduled to dovetail with the NBC affiliates meeting at Boca Raton, Florida. Board of directors followed cancellation of NBC's conven- tion [8-17, Oct. 13].

No change had been announced late last week in the Television Board of Directors' decision to meet at Cap Cod Island, off the Florida east coast. It was known, however, that a change is under consideration.

BROADCASTING * Telecasting

Page 26 • October 20, 1952
A $35 million customer tells radio and TV . . .

THERE'S ROOM FOR BOTH, IF BOTH EARN IT

SELLING broadcast media in most cases is as simple as a thorough presentation of all the facts and figures, Arthur J. Pryor Jr., BBDO vice president in charge of radio and television, told members of the Sixth NARTB District, meeting at the Peabody Hotel in Memphis.

Mr. Pryor, who as BBDO radio-TV vice president controls some of the nation's largest radio-TV accounts, spoke Oct. 10 on the feelings and thoughts of agency people about the status of radio in TV markets [At Deadline, Oct. 13].

Introducing charts based on radio and television research, Mr. Pryor said both broadcast media "have grown fat because, in the majority of cases they haven't had to sweat for sales."

Mr. Pryor said he thought "most advertisers buy radio and TV—few of them are sold. The selling is done by factual presentations made available to salesmen by able station and network management."

"The BBDO vice president laid the blame for much of television's promotion ("at the expense of radio") on radio network and station people, themselves, and said if this had not been the case, radio would have been more aggressive and concerned about its competitive position.

"However, the radio folks are beginning to think about radio again and, little by little, life is regarding its more normal aspects. . . Some of us are beginning to feel we can discuss radio without the fear we are secretly being considered horse and buggy guys in a jet age," he said.

Calling on radio broadcasters to face problems realistically, he said retention of current business is "basically a question of keeping advertisers aware of the continuing advantages of their radio investments."

Mr. Pryor felt the greatest need is for research and its intelligent application. "Radio needs a rating system which will give a true picture of radio listening."

"Current audience figures don't take into account the listening to automobile sets, portables, radio in public places, nor the third, fourth and fifth sets in homes. We must know more about radio listening in TV homes," he said.

"No other medium reaches such a vast audience at such low costs, and we must continue to prove it," said Mr. Pryor.

The BBDO official said the "emotional approach" to media buying by agencies and advertisers is giving way to a more basic and realistic appraisal of advertising values and they are "beginning to think again in terms of 'how many for how much.' Under these circumstances, radio is on solid ground," he said.

Most of the concern in TV areas is over nighttime radio, with daytime radio "doing just fine" and indications being that it will do better, Mr. Pryor said. He said BBDO's timebuyers report orders for spot time have increased "an impressive amount" recently, with nighttime spot purchases in TV areas to "a considerable extent" switching to early morning spots.

Nighttime radio audiences are considerably smaller than TV in metropolitan centers, although accurate measurements of radio listening undoubtedly will raise total radio audience figures, said Mr. Pryor.

So far it hasn't been economically sound to delete network-radio stations in metropolitan TV centers, and few advertisers have taken advantage of their opportunity to do so, "but the story isn't finished, and it must be watched carefully," the BBDO vice president said.

Rate Problem

Nighttime radio rates may have to be reduced still more to compensate for lost audiences in big TV centers. Advertisers cannot make up for these lost audiences simply by adding TV over and above other media, because their budgets just are not that flexible, said Mr. Pryor.

He said some station people are bewailing their failure to raise radio rates along with other media, and that radio rates, when finally cut, already were too low, "but the water was already over the dam."

He said the chief worry about TV—its tremendous cost—is answered by the medium's exponents who say that although time and talent costs are going up, the cost per thousand is shrinking constantly.

Posing several questions for the future of radio and TV, Mr. Pryor said:

"The ultimate respective posi-

(Continued on page 31)

October 20, 1952 • Page 27
HOW STATIONS HANDLE POLITICS—A NATIONAL SURVEY

How many stations will put a Communist candidate on the air? How many will take a chance on FCC reprisal by censoring libel? How many sell time for politics and how many give it away? Answers to these and a lot of other political broadcasting questions were obtained in the first national study ever made on this subject. It was done for a Ph.D. degree by a practicing broadcaster.

FCC should survey the entire political broadcasting field after the 1962 elections and overhaul its rules and regulations to guide radio-TV stations from the present impasse of conflicting government regulations and state laws governing libel.

Both the Commission and industry should strive for the repeal of provisions of Sec. 315 of the Communications Act on political broadcasts, in anticipation of a new set of standards that would resolve current confusion on the subject.

These two suggestions, among others, highlight an exhaustive survey of individual station practices on political broadcasts as compiled over the past year.

The study was conducted by Richard M. Mall, public affairs director at WLWC-TV (Columbus), and associated with the speech department at Ohio State U. His findings were made available exclusively to BROADCASTING • TELECASTING.

Thorough Study

Mr. Mall surveyed perhaps every conceivable aspect of the political broadcast issue at the individual station level by means of questionnaires. The project began in September 1951. The form was mailed to nearly every AM station and all TV outlets. He received returns from 748 radio and 39 TV stations, claiming a "fairly accurate cross-section" of broadcasters—32.8% of all AM, and 30.3% of all TV.

The findings were broken down by characteristics: Station size, broadcast hours, network status, market size, area and age of station. TV was divided into the number of stations per market.

Mr. Mall obtained expressions of policy by examining (1) bases on which stations make time available, and (2) extent and kinds of censorship exercised by local broadcasters. A second questionnaire elicited data on various station practices. Distinction was drawn between policies of campaign and non-campaign periods.

Mr. Mall submitted his study as indicative of policy among a large segment of the industry, claiming help from the FCC, NARTB, networks, Ohio Assn. of Broadcasters and two national political committees as well as local broadcasters. Replies were offered, on promise of anonymity in some instances, by station managers or other responsible executives.

Among the findings reported:

- The majority of radio-TV stations do sell political time, especially during campaigns (see Table I). This practice tails with the results of the B+T survey in April 1948 (B+T, April 12, 1948), which found that 98% of AM station managers had so planned during that Presidential campaign.

- Majority of stations do not follow a policy of allotting free time to political broadcasts (see Table II).

- Amount of available political time is restricted by 42.4% of TV stations during campaigns, and by 58.3% between, and by 20.1% of radio outlets during and 19.9% between campaigns.

Survey notes "it is natural to assume some forms of restriction" must now be used by stations to curb the flood of political requests for time and maintain undisputed schedules. Another method of restricting time was rates charged (special political rates or regular one-time). Rate scale has been "helpful in curbing the number of political broadcasts."

Broadcasters are now prohibited from charging more than comparable rates for other commercial accounts under the McFarland amendment to the Communications Act. Stations now are advised to base their rates on whether office sought by candidate is national or local.

"A good many stations do offer free time but are careful to stipulate the terms and conditions imposed on its use," the survey found, adding the practice could lead to unending requests for time to reply to the reply." Stations must be financing political for limiting political broadcasts. On other restrictions, the study explains:

"Obviously the purchase of a large amount of time immediately following the election would give a certain political advantage—especially if the opposition was blocked out of the opportunity to be heard. It is the usual practice of stations to furnish on this procedure. (Many stations) will offer a large amount of time, provided it is on a regular, scheduled basis. The station usually reserves the right to approve or disapprove the scheduling of this time, keeping in mind the equal treatment of all political viewpoints involved."

A paid political program is "more apt to displace a regular commercial program than a sustaining political." The majority of radio stations are "not willing" to cancel regular commercials... while TV stations are "less stringent."

As for displacement of regular commercials, broadcasters used various yardsticks for interpreting the public interest: Interest in the local campaign, scheduling problems, sponsor and other considerations and individual circumstances. Broadcasters indicated they would be less inclined to displace news and religious broadcasts.

The majority of radio-TV stations do not solicit actively political time sales. But if time is sought, broadcasters will accept contracts. Most radio outlets have adhered to a policy of selling time (Continued on page 84).

<table>
<thead>
<tr>
<th>TABLE I</th>
<th>PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO SELL TIME FOR POLITICAL BROADCASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td><strong>DURING CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(33)</td>
</tr>
<tr>
<td>Per cent which do sell time</td>
<td>100.0%</td>
</tr>
<tr>
<td><strong>BETWEEN CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(28)</td>
</tr>
<tr>
<td>Per cent which do sell time</td>
<td>51.6%</td>
</tr>
</tbody>
</table>

* Many stations did not answer questions concerning "between campaigns" political matters on the entire questionnaire. In those cases where a significant number responded to such questions, the "between campaigns" response will be indicated.

<table>
<thead>
<tr>
<th>TABLE II</th>
<th>PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO GIVE FREE TIME FOR POLITICAL BROADCASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td><strong>DURING CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(33)</td>
</tr>
<tr>
<td>Per cent which do give time</td>
<td>24.5%</td>
</tr>
<tr>
<td><strong>BETWEEN CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(28)</td>
</tr>
<tr>
<td>Per cent which do give time</td>
<td>50.9%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE III</th>
<th>PROPORTION OF RADIO AND TELEVISION STATIONS WHICH DO CANCEL REGULAR COMMERCIALS IN FAVOR OF POLITICAL BROADCASTS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td><strong>DURING CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(33)</td>
</tr>
<tr>
<td>Per cent cancelling for sustaining politicals</td>
<td>33.3%</td>
</tr>
<tr>
<td><strong>BETWEEN CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(17)</td>
</tr>
<tr>
<td>Per cent which do cancel</td>
<td>34.6%</td>
</tr>
<tr>
<td><strong>COMMERCIAL CANCELLATION</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(18)</td>
</tr>
<tr>
<td>Per cent which do cancel</td>
<td>43.6%</td>
</tr>
</tbody>
</table>

<table>
<thead>
<tr>
<th>TABLE IV</th>
<th>THE POLICIES OF RADIO AND TELEVISION STATIONS TOWARD POLITICAL BROADCASTS BY COMMUNISTS DURING CAMPAIGNS</th>
</tr>
</thead>
<tbody>
<tr>
<td>TV Stations</td>
<td>All Stations</td>
</tr>
<tr>
<td><strong>DURING CAMPAIGNS</strong></td>
<td></td>
</tr>
<tr>
<td>Replies</td>
<td>(33)</td>
</tr>
<tr>
<td>Per cent which for Communist candidates</td>
<td>63.6%</td>
</tr>
<tr>
<td><strong>SELL TIME</strong></td>
<td></td>
</tr>
<tr>
<td>replies</td>
<td>12.1</td>
</tr>
<tr>
<td><strong>GIVE TIME</strong></td>
<td></td>
</tr>
<tr>
<td>replies</td>
<td>.1</td>
</tr>
</tbody>
</table>

| **Representative of Communist Party to support or oppose a candidate of another political party will** | | | | |
| Replies | (33) | (743) | (387) | (172) |
| Per cent of total | 44.6% | 44.6% | 43.5% | 45.6% | 46.6% |
| **SUPPORT** | | | | |
| replies | 45.2% | 46.6% | 44.1% | 41.8% | 50.5% |
| **OPPOSE** | | | | |
| replies | .1 | .2 | .2 | .2 | 3.0 |
| A person suspected of being a Communist, if an allotment of one will be made | | | | |
| Replies | (33) | (743) | (387) | (172) |
| Per cent of total | 43.8% | 44.1% | 45.6% | 43.5% | 45.6% |
| **SUPPORT** | | | | |
| replies | 44.4% | 45.6% | 44.1% | 41.8% | 50.5% |
| **OPPOSE** | | | | |
| replies | .1 | .2 | .2 | .2 | 3.0 |

| An organization believed to have Communist affiliations will | | | | |
| Replies | (33) | (743) | (387) | (172) |
| Per cent of total | 63.6% | 58.9% | 57.8% | 56.9% | 60.3% |
| **SUPPORT** | | | | |
| replies | 64.1% | 58.9% | 57.8% | 56.9% | 60.3% |
| **OPPOSE** | | | | |
| replies | .1 | .2 | .2 | .2 | 3.0 |

| Differences between the percentage total and 100% account for stations which did not answer. | | | | |

Page 28 • October 20, 1952

BROADCASTING • Telecasting
POLITICIANS ON MEDIA

There's a politician in your future—with a finger on your pulse and perhaps an eye on his rating.

And standing by the networks to weigh his fate Nov. 4 are the likes of "Mike Monrobot" and "Univac"—to mention but two electronic devices.

Ratings based on individual radio or television appearances of the Presidential and Vice Presidential nominees may not be as significant as the final election returns—but the trend is there.

The evidences are reflected at network and research levels as the campaign swings into its final two weeks.

The rating service firms will map plans for surveys measuring relative popularity of the candidates, perhaps hopeful that they won't be subjected to the indignities heaped on Gallup and Roper in the '48 campaign.

At the same time, preparations were underway at the major networks for the most comprehensive coverage of election results in history amid indications that approximately 10 hours of regular commercial network programs would be pre-empted to clear the way for returns.

Scattered Returns

There had been only scattered reports from the top research organizations, with the positions held by the candidates in competition with regular program fare—since the conventions last July.

Last week, however, A. C. Nielsen came up with a comparative report on cumulative audience as between the two White House aspirants. Other firms also were preparing reports.

And one—American Research Bureau—indicated it will defer a November TV survey of regular programs from the first to the second week of the month because of election news competition with normal commercial fare.

Nielsen data showed that a simulcast by Gen. Dwight Eisenhower on NBC radio and NBC-TV Sept. 4 reached the largest cumulative audience accorded either candidate in sponsored radio and TV speeches made during the early part of September.

The report, covering the first sponsored radio and television broadcasts by Gen. Eisenhower and Gov. Stevenson during the campaign, gave the GOP nominee 2,440,000 radio homes and 5,320,000 TV homes on the Sept. 4 broadcast-television.

Allowing for duplication of homes the compilation shows that from Sept. 1-9, Gen Eisenhower reached 7,805,000 radio homes with four talks—an average of 1,956,000 homes per talk—while Gov. Stevenson was heard in 4,103,000 homes with three addresses—or an average of 1,367,067 homes.

For television, the GOP nominee recorded 5,320,000 homes reached for one talk compared to the Governor's 5,334,000 for three appearances.

The Nielsen data show homes tuned in for six minutes or longer, as follows, with the day and hour of the broadcast and, in most instances, the number of stations employed also shown. All these factors, it was pointed out, influence the number of homes that can be reached. The report (times are EDT unless otherwise indicated):

RADIO

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 174 stations (simulcast), 2,440,000 homes reached.

Stevenson, ABC, Sept. 4, 9:30-10 p.m., 174 stations (simulcast), 2,527,000 homes reached.

Eisenhower, NBC-ABC, Sept. 6, 2:30-3 p.m., 243 stations, 1,284,000 homes reached.

Stevenson, NBC-ABC, Sept. 6, 9:30-10 p.m., 174 stations, 1,272,000 homes reached.

Eisenhower, MBS, Sept. 8, 6:30-7 p.m. local time, 614,000 homes reached.

Eisenhower, NBC-ABC-9, 10-10:30 p.m., 3,464,000 homes reached.

Stevenson, CBS, Sept. 9, 10:30-11 p.m. (simulcast), 1,955,000 homes reached.

TELEVISION

Stevenson, CBS, Sept. 1, 1-1:30 p.m., 58 stations, 1,382,000 homes reached.

Eisenhower, NBC, Sept. 4, 9:30-10 p.m., 60 stations (simulcast), 5,320,000 homes reached.

Stevenson, ABC, Sept. 5, 9-9:30 p.m., 49 stations (simulcast), 2,056,000 homes reached.

Stevenson, CBS, Sept. 5, 9:30-9:45 p.m., 37 stations (simulcast), 2,996,000 homes reached.

A Nielsen survey of Aug. 31-Sept. 6 gave Gen. Eisenhower's maiden sponsored simulcast speech in Philadelphia a rating of 5.7—sixth in the list of top 10 radio ratings for that week.

Ratings by the major research companies have been scrutinized perhaps just as avidly behind the scenes by the two political parties as by competitive commercial sponsors. And claims to audience coverage have been pursued almost as zealously.

The Democrats have confined a large portion of their network time buys to a combination of CBS Radio and DuMont TV Network.

The Republicans have been utilizing the facilities of CBS-TV and NBC-TV, as well as ABC and NBC radio networks. In some instances, the GOP has put together a selected ABC-NBC station network.

Ratings have assumed perhaps as much stature as actual attendance at political rallies.

This fervent interest in audience coverage has been building up slowly since the nominating conventions in Chicago last July. It will culminate in election eve political broadcasts and teletasks which give evidence of saturating the airwaves.

Network Strategists

Network planners were busily mapping out strategy for maximum use of personnel and mechanical aids in New York headquarters and elsewhere to bring viewers and listeners the progress of the election as rapidly as it unfolds.

New York will be the focal point of news transmission, with periodic reports from other pivotal cities.

NBC radio and TV will rely on "Mike Monrobot," so-called "electronic brain," for trends of the voters in various regions and for predictions on what the voting is likely to be a few hours hence. NBC claimed the device is the "fastest electronic computer in the country."

CBS radio and TV will make use for the first time of the newly-developed Remington-Rand "Univac," an electronic computer capable of making thousands of arithmetic calculations per second.

In addition, rapid returns from all over the country, it is geared to furnish an instantaneous comparison with returns at the same hour and from the same places as in the Presidential elections of 1944 and 1948.

Both ABC radio and TV and MBS reported that their respective coverage will be supplied by use of the latest type of mechanical-electronic tabulating equipment and, like NBC and CBS, will employ numerous visual aids to interpret the tide of events.

DuMont, which had not completed definite plans for election night coverage, indicated it will use the CBS-TV coverage sponsored talk of the week and probably some reportage from its owned and operated stations.

Breakdown on election night plans as reported by the networks follows:

NBC

NBC radio will begin fulltime coverage at 8 p.m. and NBC-TV at 9 p.m., both EST, under the sponsorship of Philco Corp. Three hours of regularly scheduled commercial radio time and two and one-half hours of TV time will be cancelled.

Coverage will be under the overall direction of William R. McAndrew, with Charles Colledge, producer in charge of TV at election headquarters; Joseph Meyers, producer of NBC radio reports; Francis McCall, supervisor of remote TV pickups throughout the country, and Ad Schneider, supervisor of remote TV pickups in New York.

For television, Bill Henry will provide the running commentary, John Cameron Swayze will concent-

(Continued on page 44)
AM's Rates, Impact
(Continued from page 21)

ence of the broadcast media comprises a major asset that is particularly important in advertising articles of no great interest to most people, such as soap or tea, he said, pointing out that publication ads for such products can easily be turned aside but people listening to a program can not avoid the commercials despite their lack of interest in the product.

H. M. Beville, NBC director of research and planning, called radio a vital instrument in the fact that broadcasters had failed to promote the all-important fact, not shown by ratings, that radio sells merchandise. He presented a slide film report on the survey made for NBC by W. R. Simmons & Associates, which showed that the average American housewife spends two hours and four minutes a day listening to radio, one hour and 25 minutes watching TV, 38 minutes reading newspapers and 16 minutes reading magazines. Matched samples of listeners showed that, for program after program, listeners bought appreciably more of the product advertised on the show than non-listeners did.

A program plan to clinch up the ARBI tests of the effectiveness of radio as a medium for retailers by financing the research costs of 100 tests made by a single store or up to 2,500 stations so that was announced at the Thursday afternoon session by Kevin Sweeney, BAB vice president, announced Thursday in an address before the NAB Dist. 2 meeting (see story, page 24).

“For nearly two years evidence has been piling up in tests made by department stores and other principal retailers that radio reaches a very large group of customers not influenced by newspapers, now the No. 1 medium for retailers,” Mr. Sweeney said.

Only one step now remains: One major store chain must make enough tests to confirm on a large scale the validity of the past two years’ findings. The other stores will then follow suit.

BAB will finance the research costs of 100 or more tests made by a single store, involving probably $25,000 to $50,000 worth of advertising, or up to 2,500 tests for a chain, which would spend some $600,000 in advertising all types of merchandise in stores of all sizes in about 50 cities. The offer has “virtually no strings,” Mr. Sweeney said. “The store or chain is free to choose the items, the media, the dates, the research organization and the method by which the research is to be done. We only reserve the right to make certain that the method is equitable and scientific.”

Comparative Test

The ARBI tests involved a comparison of radio with another medium of store advertising, usually newspapers, with the same amount of money being spent in each medium at the same time to advertise the same item of merchandise. Reporting on recent tests made in Rochester and Syracuse, Mr. Sweeney said the usual pattern emerged:

In seven of eight studies for leading brands sold in the two cities, radio produced more sales per dollar than newspapers.

“But that is less important than the fact that radio reached a large number of prospects that dominant newspaper space failed to touch,” he said. “The two media seem to complement one another and should

RETAIL TEST

TO CLINCH the evidence of more than 200 ARBI tests of radio’s ability to move goods for retailers, BAB is offering to underwrite the research costs of a conclusive series of tests made either by a large retail chain or by a major store, Kevin Sweeney, BAB vice president, announced Thursday, to be used together for maximum coverage.

Mr. Sweeney said BAB’s offer to underwrite a major test is being advanced because the relatively few tests made so far in major cities do not permit the firm conclusion that will result when a major chain or key department store makes a ‘depth study’ which will give them results on 25 to 30 ready-to-wear items, another 25 to 30 home furnishing items, etc.

He revealed that BAB has already financed two comprehensive tests in recent months—one by a grocery chain and one by a department store chain—each involving seven studies. “But these are only small pilot studies compared to what we are now ready to do,” he said.

Lever Bros. Names

WEST P. Woodbridge Jr. and Thomas S. Murphy, associated with Pepsodent Div. of Lever Bros Co., N. Y., as assistant div. advertising manager and product advertising manager for Chlorodyne, respectively, were named brand advertising managers.

AMONG those at the ABC Western Affiliates annual meeting, held at the Beverly Hills Hotel, that city, were (l to r) Charles Ayers, ABC vice-president in charge of radio; Frans Robischon, owner, KWMN Reno; Alfred R. Beckman, ABC director of station relations; Bob Ellis, KGHB Pueblo manager; Milo Peterson, KGEM Boise manager; Jack Flanigan, KITO San Bernardino manager; and Ned Hullinger, stations relations manager, ABC Western Div.

BAB to Underwrite Major Project

35 Staffers Released

THIRTY-FIVE radio and television staffers at WGN-AM-TV Chicago have been laid off in an unprecedented move for the Chicago Tribune broadcast properties. Laid off after a check on operating costs, the 35 employees represent less than 10% of the total personnel, which numbers about 400.

Almost all departments except sales were hit in the move which began a fortnight ago. Employees were given varying notices, depending on their service with the company. No management personnel was involved.

Keystone Adds 117

KEYSTONE Broadcasting System reported in Chicago last week that 117 stations have been signed as new affiliates since the first of the year. Blanche Stein, station relations director, said the total is now 500 stations covering 1,460 counties outside TV range.

FM PROMOTION

Begins Nov. 3 in Alabama

FOUR-WEEK campaign promoting the sale of FM-equipped radio receivers will begin Nov. 3 in Alabama under joint sponsorship of NASA, WJBC-WBBN Television and WGBY. Mfrs. Assn. Taking part will be 16 Alabama FM stations along with several AM applicants for FM licenses and wholesalers of the well-known brands of FM-equipped sets.

Henry P. Johnston, WSGN-FM Birmingham, will supervise activities of radio stations. John Evans, head of the Big Band Committee and chairman of the distributors committee. Distributors will set up 600 FM display pieces created by RTMA. Stations will carry announcements and transcribed demonstrations of FM reception.

PA. WOMEN

Hold First AWRT Meet

EXCHANGE of ideas among American Women in Radio and Television as a means of helping all women broadcasters was urged in a talk to members of AWRT’s Pennsylvania Div. at the group’s first meeting Oct. 11 at Williamsport Hotel. Gertrude T. Carter, regional chairman, from WBVP Beaver Falls.

Radio women from 40 Pennsylvania stations attended the group’s initial meeting, held at Williamsport’s Lycoming Hotel, which also featured a luncheon address by Doris Corwich, national AWRT president and NBC supervisor of public affairs, who urged each woman to consider seriously her duty in the field of communication.

An afternoon panel featured Esther Scureman, WCDL Carbondale; Dolly Banks, WHA Philadelphia, and Alma Cramer, WARD Johnstown. In the evening activities included a cocktail party, a film showing, a fashion show and a dinner sponsored by WAPA WLYC and WBVP Williamsport. Highlight of the dinner program, headed by Kay Sasso of WAPA and Joan Kimm of WLYC, was a talk by Warren Bower, assistant dean of the School of Radio and Television, concerning the educator and mass communications. Next conference will be held in Pittsburgh.

Chicago Milk Campaign

PURE MILK Assn., market representa- tion, 4,400 milk producers in the Chicago area, is planning its first advertising campaign. Radio and TV spots and programs will be used to help promote milk consumption. Agency is Mel DeMunn and Associates, same city.

Ch. 2173
LONG-PENDING court test of the FCC's anti-giveaway rules, initiated more than three years ago, last Thursday was tentatively set for argument during the week of Dec. 15. Before a federal statutory court in New York.

With FCC and the challenging networks agreeing to have the case decided on the basis of briefs and oral argument rather than actual trial, Judge Vincent Liebelle of the U. S. Court for the Southern District of New York set the tentative timetable as follows, subject to approval by the yet-to-be-appointed three-judge court:

Main briefs to be exchanged by the participants on or by Dec. 1; reply briefs to be filed by Dec. 10; oral argument to be held starting at 2 p.m. on a day to be selected during the week of Dec. 15.

Participants are the FCC in defense of its rules, and the other side, NBC, CBS and ABC, which secured a stay order against them in September 1949, shortly after they were issued and before they could come into effect [BT, Oct. 3, 1949]. FCC handed down the rules on Aug. 18, 1949, to take effect on Oct. 1, but then, after the preliminary ruling, voluntarily suspended the effective date until at least 30 days after completion of the court tests [BT, Sept. 26, 1949].

New Judge to Be Named

A three-judge court composed of District Judges Leibelle and Simon Rifkind and Appeals Court Judge Charles Clark originally was named to hear the case, but Judge Rifkind subsequently resigned to return to private law practice and another jurist will have to be designated to sit with Judges Leibelle and Clark.

Network attorneys indicated last week a belief that, even though the case has lain dormant for more than three years, it will eventually be carried to the U. S. Supreme Court regardless of the three-judge court's decision.

Although the number of network "giveaways" employing a telephone gimmick—one of the main features against which FCC's rules appeared to be directed, in the opinion of some observers—are considerably fewer now than at the time FCC acted, they are widely prevalent on local stations. Additionally, observers felt that FCC might undertake to bring a large number of non-telephone giveaways within the range of its ban if the rules are upheld.

At the time the rules were adopted, giveaways at the network and local level were said unofficially to total millions of dollars in cash and merchandise per year. It was generally conceded that a three-judge legal authorities at the time that the rules were calculated to drive off the air virtually all of the big money and merchandise giveaway programs than being aired by the network except those depending upon audience participation alone—and even some of the latter, it was said, might not be free of the test of lottery law violation. Scores of syndicated giveaways and local shows also would be suspect, it was said.

Significant features of the rules defining programs which would be illegal are as follows:

1. "... the determination whether a particular program comes within the provisions of subsection (a) [which forbids licensees to carry lottery, gift-enterprise or similar schemes] depends on the facts of each case. However, the Commission will in any event consider that a program comes within the provisions of subsection (a) if in connection with such program a prize consisting of money or thing of value is awarded to any person whose selection is dependent in whole or in part upon luck or chance, if as a condition of winning or competing for such prize:

1) Such winner or winners are required to furnish any money or thing of value or are required to bond or post a bond or any product sold, manufactured, furnished or distributed by a sponsor of a program broadcast on the station in question;

2) Such winner or winners are required to be listening to or viewing the program in question on a radio or television receiver; or

3) Such winner or winners are required to answer correctly a question, the answer to which is given on a program broadcast over the station in question or where aid to answering the question correctly is given on a program broadcast over the station in question. For the purposes of this provision the broadcasting of the question to be answered over the radio station on a previous program will be considered as an aid in answering the question correctly; or

4) Such winner or winners are required to answer the phone in a prescribed manner or with a prescribed phrase, or are required to write a letter in a prescribed manner or containing a prescribed phrase, if the prescribed manner of answering the phone or writing the letter or the prescribed phrase to be used over the phone or in the letter (or an aid in ascertaining the prescribed phrase or the prescribed manner of answering the phone or writing the letter) is, or has been, broadcast over the station in question.

Prado Indiana Drive

PRADO Wine Co., Indianapolis, for its five brands of Melody Hill California wines, will use animations and AM jingles in a broadcast campaign throughout Indiana. Agency: Ruben Adv., Indianapolis.
HEARING STATUS

FOLLOWING a precedent ruling two weeks ago in the Portland, Ore., TV hearings—that comparative hearing issues may not be enlarged to take into account coverage and population factors—(B & T, Oct. 15)—the FCC last week turned down five petitions from other applicants in as many cities asking for the same thing.

In each case, the Commission referred to the Portland decision which permitted applicants to put coverage and population information into the record under present general issues. However, each case must be judged on its own merits, the Commission then said, and these will vary from city to city and applicant to applicant.

The Commission also pointed out that coverage predictions, as indicated in the Sixth Report and Order (B & T, April 14) and incorporated in the new rules and standards, were established for purposes of TV channel allocations and were not precise enough for specific coverage measurements.

The cities in which petitions were turned down were Tampa-St. Petersburg, Fla.; Wichita, Kan.; Jackson, Mich.; Duluth, Minn., and Flint, Mich.

New Hearings Begin

Meanwhile, two new TV hearings began last Wednesday: Harrisburg, Pa., and Tampa-St. Petersburg, Fla.

Two additional hearings were scheduled to begin today (Monday). They are Jackson, Mich., and Wichita, Kan.

Also slated to start today was the contest for Denver's vhf Channel 4. The two applicants are KOA, owned 50% by Radial Scope, a television comedian Bob Hope and 50% by Denver Mayor Quigg Newton and associates, including Don Searle, former ABC western division chief, as executive vice president and general manager, and KMYK, owned by F. W. and A. G. Meyer. Friday saw the conclusion of the hearing between KFZ and Denver Television Co. (Wolvberg theatre interests) for vhf Channel 7.

In the Portland, Ore., proceedings last week, where a dozen applicants seek four channels, the vhf Channel 21 hearing was substantially completed and the vhf Channel 12 hearing commenced before Examiner Elizabeth C. Smith. The Channel 21 case was adjourned until Nov. 7, when remaining data will be presented and the hearing concluded. The Portland Channel 6 hearing is to commence Nov. 10; Channel 8, Dec. 1.

In Harrisburg there are two applicants for uhf Channel 27 and two for vhf Channel 71. The latter contest faded when the two applicants announced they were combining.

The two applicants for uhf Channel 27 are WHGB, owned by Herbert Kendrick and the Philadelphia Inquirer (WPHL-AM-FM-TV), and WCMB Lemoyne, Pa., whose majority stockholder is Edgar T. Shepard Jr.

One of the extra issues in the Channel 27 case is the question of potential overlap between WFIL-TV Philadelphia and the TV proposal of WHGB Harrisburg. The FCC Broadcast Bureau also has asked that possible interference by WCMB's proposed TV site to the antenna of WHP be made an additional issue.

Joining forces are the two applicants for Channel 71: Harrisburg Broadcasters Inc., 100% owned by Donald E. Newhouse, and WAXB (FM), owned by Hal Bishop and W. T. Wright.

Mr. Newhouse is the son of S. I. Newhouse, head of the Newhouse newspaper chain (Harrisburg Patriot News, Syracuse Post-Standard and Herald Journal, New York Times, Advance Telecasting Co.), owned by himself. He was given permission to withdraw that application three weeks ago. He then filed as second owner of Tampa Television.

Channel 13 applicants are Tampa Times/WDAE, Orange Television Broadcasting Co., principally owned by department store executives David A. Falk and Frank E. Mandel, and Tampa Television Co., 20% owned by W. Walter Tison (owner of WALT Tampa) and attorneys Doyle E. Carlson, David Biner Ward, H. H. Baskin, O. K. Reaves and G. E. Mabry, among others.

Channel 13 fight has been highlighted by opposition of Orange Television Co. to Tampa Television. Originally, Mr. Tison was an applicant by himself. He was given permission to withdraw that application three weeks ago. He then filed as fifth owner of Tampa Television.

This led Orange Television to petition the Commission to overrule the motion commissioner's permission for Mr. Tison to withdraw "without prejudice" his original application and also against the Commission accepting the new application. This was on the ground that Mr. Tison had two applications pending at the same time, since his new application was filed Sept. 24 and his original one was dismissed until Sept. 26. The point was made that if the second was not accepted until the first was, then it would be less than 20 days before the hearing date and therefore ineligible.

(Continued on page 72)
Like kids go for cowboy suits

Baltimore merchants go for WITH like kids go for cowboy suits. 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!

IN BALTIMORE

WITH

TOM TINSLEY, PRESIDENT • REPRESENTED BY FORJOE AND COMPANY
Politicians on Media—Rates in Mill

(Continued from page 29)

trate on returns in the Presidential race. Morgan Beatty, returns on the Senate and Gubernatorial contests, and Ned Brooks, on the Congressional elections.

For radio audiences, George Hicks and Merrill Mueller will furnish the running story of the Presidential race and the general election picture. Richard Harkness will broadcast developments on im-
portant Presidential and Senatorial contests and Ray Henle on House elections. Additionally, NBC will use radio-TV teams headed by Ben Grauer at GOP headquarters and Kenneth Biallagh at Demo-
cratic headquarters. Accompany-
ing Gen. Eisenhower on election night will be Frank Boughrholster, while Gov. Stevenson will be covered by Ray Scherer. In Washing-
ton, Arthur Barriault will su-

preview reports from both party and candidate headquarters. A staff of 350 is expected at New York headquarters.

CBS

CBS Radio will begin coverage at 8 p.m. EST, and is also sending a team both under sponsorship by the Westinghouse Corp., which claims the first radio broadcast of election returns in 1928, when Warren G. Harding was chosen President. Pre-empting of 2 hours-10 minutes of commercial radio network time and 1 hour-30 minutes of TV com-
mercial time is anticipated.

Overall supervising election night coverage will be directed by Wella Church for CBS Radio and Sig Mickelson for CBS-TV, directors of news and special events for

WAVZ GOES OVER

To Stevenson via Editorial

WAVZ New Haven, Conn., which claims to have pioneered the radio editorial format in recent years, last Friday utilized the device to announce its support of Gov. Adlai Stevenson of Illinois for another term.

At the same time, WAVZ ofer-

ered equal free time to propon-
te for other candidates, includ-
ing representatives of the local Eisenhower and Progressive Party groups. They were to speak on Saturday and Sunday mornings. The station previously had sup-
ported Gen. Dwight Eisenhower.

8 p.m. Monday, WAVZ, vice president and general manager, delivered the editorial. He cited inadequate press coverage given the Democratic nominee as "one of the greatest men repre-
senting the country, but out to give you the editorial opinion of this station." Editorial reading was preceded and followed by la-

beling of the material as such.

WAVZ station received nu-

umerous national awards on the basis of civic improvements pro-
moted by the editorials. It has been airing them sporadically over the past three years.

the respective networks. A com-

bined radio-TV force will operate out of New York and Washington. The running story will be provided by a relay team consisting of Walter Cronkite, Robert Trout, Alfred Lunt, and Douglas Ed-

wars. Special reports, analyses, and interviews will be broadcast from time to time by Edward R. Murrow, Lowell Thomas, Larry Leiser, Charles Collingwood, and Don Holleneck. Bill Wood will be in charge of pickups from Wash-
ington headquarters of the Demo-
cratic and Republican parties, as-

sisted by Bill Shadel and Ron Cochran. Ed Morgan will cover Gov. Stevenson and Bill Downs will cover Gen. Eisenhower.

For CBS Radio, Samuel Lubell, political analyst, will give periodic broadcasts on trends of the election based on reports from stra-
tegetic centers. For CBS-TV Don Harrison will serve as senior direc-
tor. Paul Levitan will supervise remote pickups from CBS-TV affili-
atves throughout the country. Fritz Littlejohn, CBS-TV news mana-
ging editor, and his staff handle ro-
desk and make assignments. Elec-
tion staff in New York is expected to number about 300.

MBS

MBS will start election night programming at 8 p.m. EST with commercial support by the General Motors Div. of General Motors and Chevrolet Dealers of America. Only regularly scheduled network commercial time after 8 p.m. that night are news-
casts, which will be presented under their regular sponsorships.

Co-supervisors of the network’s broadcasts will be Milton Burgh, MBS news director, and Arthur Cohen, director of the MBS News Service. Commentators will include Gabriel Heater, Fulton Louis Jr., Cedric Foster, Cecil Brown, Bill Cunningham, William Hillman, H. R. Schmid, Michael Barstow, Everett Holles, Fred Van Deventer, Lew Nichols, Frank Singizer, Ed Pettitt, Prescott Robinson, Lyle Van and Henry Gladstone, plus MBS regional news directors. A staff of 250, including some 200 tabulators, will be on hand in New York headquarters.

ABC

ABC radio and television will begin election night operations at 8 p.m. EST and will be under the direction of Admiral Corp. Network commer-
cial cancellations for that night total 35 minutes on radio, with no TV time pre-empted.

For the first time this year, the night will be headed by Thomas Velotta, vice president for news and special events at ABC radio, assisted by John Maddigan, ABC-TV director of news and special events, and Don Coe, ABC radio director of news and special events. Forty commentators will be used through-

out the night as a combined radio-
television team, including Walter Win-

chell, Drew Pearson, Elmer Davis, John Daly, Mary Margaret Mc-
Bride, Martin Agronsky, Erwin D. Canham, Dr. George Gallup, Paul Harvey, Quincy Howe, George So-
kolsky, Ted Malone, Leo Cherne and John Knealendar. ABC will use a staff of some 300 persons in its New York headquarters.

All networks will make election night broadcasts from the Armed Forces Radio Service for transmission to U.S. troops over-

seas and to all naval vessels at sea.

The respective claims of each political camp are substantial, but not significant of any special trend in the voting sentiment of U.S. listeners and probable viewers. Probably the ratings could more properly be said to be indicative of a sharp upturn in political interest as re-

flected in the increase of registra-

tions sparked by the NARTB-

American Heritage Foundation citizens promotion drive [BT, Oct., 13].

Spark of interest first showed during the national conven-
tion season, and drew a rating of 41 for the first evening ses-

sion—a rating higher than that of any regular commercial program.

The American Research Bureau estimates that 10 million saw the GOP conclave—about one-third of the U. S. population and perhaps slightly more than one-half of the eligible voting population.

Pulse Measures

The Pulse Inc. measured the tele-
viewing audience in the New York metropolitan area, finding that the Republicans outdraw the Demo-
crats by more than a third. It gave the GOP 43.0 and 16.5 for evening and afternoon sessions, respec-
tively, as against 32.0 and 12.2.

It was pointed out that the Demo-
crats were handicapped by the Republicans measuring first, heat factors (keeping people outdoors) and baseball competition.

A. C. Nielsen also measured the convention radio audience, report-
ing that more than a third of the national audience listened to the GOP conclave. Peak audience was 15 million homes.

The Nielsen TV Index gave nod to the Democrats on viewing, re-

porting 14,566,000 video homes tuned in to their convention, com-
pared to 13,097,000 for the GO

P脉

More recently, the dramatic build-up to Sen. Richard M. Nixon’s (R-Calif.) radio-TV report of his finances gave him a ready-made audience, with NBC estimating some 25 million viewers and CBS an overall audience of 90 million for that program.

As the campaign moves into the final fortnight, both parties are using their networks as radio-TV commitments as funds will permit. There were indica-

tions last week that, despite the Democrats’ protest over the assert-

ion of "fireside chats" in their campaign [BT, Oct. 6], the administration party is bet-

teer heeled to saturate the airwaves.

Despite a cry over lack of funds, the Democrats have reserved nine

more simulcasts, effective this week, including four “fireside” chats by Gov. Stevenson. First is booked for Tuesday on NBC-TV and CBS Radio from Chicago. It’s being billed as perhaps the first such political simulcast made pos-
bable by public money subscriptions. Democrats have purchased nine half-hours each on DuMont and CBS Radio.

Other programs, including simul-
casts: Monday (today), Mrs. Franklin Roosevelt at the White House for President Truman (from Pittsburgh), ABC radio (weekdays), CBS radio (Saturday), ABC President Alben Barkley (Jersey City), CBS radio (Sunday), WBCN (Boston rally), CBS radio and World News Tonight, and CTS Radio and TV (Denver), will sponsor two other CBS-

Synopsis hours and the CBS-Political Action Committee the other.

By contrast, the only network commitments set up for Gen. Eisen-

hower are NBC radio this Wed-

sday and CBS Radio-TV Oct. 29. GO

P high command is shopping around for funds to buy network time.Lenihan, probably at the Boston Garden. The Repub-

licans have bought only seven si-
mulcasts to date, plus two cited above, to be compared to the Democrats’ 18.

This preponderance of Demo-
cratic time commitments has raised concern in some station cir-

cles. One southwest TV broadcaster reported his orders running at a ratio of five to one, posing a ques-
tion of programming balance.

A charge by Sen. A. S. (Miles) Monroney (D-Okl.) that the GO

P had to cancel Eisenhower telecasts has been denied by Frank Arm-

strong, Kudner Inc., agency han-
dling the GOP account. He con-

cluded that lack of funds may limit the general’s network appearances in the last two weeks—at least those sponsored by the GO

P National Committee.

The Democrats also have launch-

ed spot drives in California, Illinois, Minnesota and Ohio, among others. There had been some talk of cen-

tering on the “fireside chats” in radio-TV talks for lack of money, but the Democratic National Com-
mittee rejected any such possibil-

ity. The pinch has been severe but

(Continued on page 36)

DEMOCRATIC National Committee Chairman Stephen Mitchell (l) discusses broadcast media operations and expected coverage with New York City Director, WSB-AM-FM-TV Atlanta. Mr. Reinsch was TV consultant to the Democrats prior to the national con-

vention and there have been reports that he will return to committee ac-

tivity [CLOSED CIRCUIT, Sept. 29].

Page 34 • October 20, 1952

BROADCASTING • Telecasting
NOT EVERY INDIAN CAN BE A CHIEF...

But all 620 affiliates
of the Keystone Network
are chiefs in their camps
—beating the drums
for their advertisers goods
in the rich hunting grounds
of Hometown and Rural America!

And if you like this wampum too
—you may buy all 620 chiefs
of this exclusive tribe — or
only a scouting party!
How about discussing your problems
in this market with us?

KEYSTONE BROADCASTING SYSTEM, Inc.

- New York: 580 Fifth Ave.
- Chicago: 111 W. Washington
- Los Angeles: 1324 Wilshire Blvd.
MBS' Cutout Costs

CONTINUED FROM PAGE 7

day, Executive Vice President William H. Fineshriber Jr. asserted: "MBS has traditionally stood out against the deprecation of radio values. We have consistently been the last of the networks to lower rates or make reductions." Through our different formulas for TV and non-TV markets, we have established a principle of pricing which should make this MBS's last move in this area.

Although MBS officials proposed to delay effectiveness of the plan until Jan. 1, they asked affiliates to sign and return as soon as possible a new form embodying the proposed changes. This, they explained, would permit salesmen to start at once to sell 1953 business on the new price structure. The amended forms were being distributed last week.

MBS officials say the plan will:

1. Eliminate the reduction of approximately 25% in nighttime rates coast-to-coast, which was revised to approximately 5% in all areas.

2. Increase monthly rates to new advertisers by approximately 5% in all areas.

3. Restore last year's 10% cut in afternoon advertiser time costs.

Two days before public announcement of the plan on Wednesday, Mutual reported that its gross billings for the first nine months of 1952, compared with the same period of 1951, were $33,000,000 compared with $35,400,000 for the same period of 1951. The figures won't, however, show the effect of the 1951 cost reduction, which was made via revised discounts rather than changes in the rates themselves.

The report put January-September 1952 gross billings at $14,584,119, compared with $13,918,135 for the comparable 1951 period. September 1952 gross billings were reported up 21% over those for September 1951—$1,607,104, 25% more than the September of 1951.

The Virginia Beach meeting at which MBS's plan to "get competitive" with other radio networks was unveiled was attended by President-Board Chairman Thomas F. O'Neil, Mr. Fineshriber, and other top officials of the network, along with members of the Mutual Affiliate Advisory Committee.

The session was also an organizational meeting for MAAC, following recent election of new members for several districts.

John Cleghorn, WHBQ Memphis, was elected chairman of the committee, succeeding Gene Cagle, KFJZ Fort Worth, who is now serving his second term as a member of the board.

MBS's 119,000,000 in gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross billings for the year was unveiled was which MBS's gross bil...
announces the appointment of

The O. L. Taylor Company

as

National Representatives

HOMETOWN JAMBOREE. Plays 48 towns per year in KELO Primary. Amateur contests, plus professionals, plus the search for Mr. and Mrs. South Dakota. Full page promotion weekly in the Sioux Falls Daily Argus Leader, plus extra hometown rural page. $200.00 per 1/2 hour.

MARIE HORTEN .......... Sioux Falls' Women's Show
LITTLE OSCAR .......... Sioux Falls' Only Daily Live Talent Show.
FARM NEWS ............. South Dakota's farm news by South Dakota's Farm Authority, Les Harding. On the air at farm listening hours.

TRI-STATE COVERAGE
.5 MV Area
51 Counties
Population .......... 700,000
Radio Homes .......... 207,000

PRIMARY & SECONDARY COVERAGE AREA
87 Counties
Population .......... 1,250,000
Radio Homes .......... 354,000

"The First With The Best in The Upper Midwest"
ABC's Single Rate (Continued from page 28)

parture without first consulting affiliates—and, because of the competitive pressures arising from the fact that CBS Radio and NBC already had acted, they concluded that they did not have time for such consultations before making some move of their own to "meet the competition."

First chance to broach the idea to a large group of affiliates came at the Hollywood meeting with West Coast and Mountain States affiliates on Sept. 29. Second was at the week's regional meeting in New York, when the subject was discussed at considerable length again, and third was in Chicago on Friday. Fourth will be in New Orleans next Monday, and similar meetings are to be held in one or two other cities on a date or dates not yet set.

Other subjects being canvassed in these national meetings, which are held annually, include sales, program, and advertising and promotion plans, plus other questions of common concern to network and station participants.

In their discussions of the pending merger of ABC with United Paramount Theatres, network officials are making clear their expectation that the move will be given the necessary FCC approval by around Dec. 1 and that ABC will be in excellent position to compete keenly with NBC and CBS, as well as the other networks, in both radio and television.

Maintains Place In Home

Research studies also were presented to show that, although TV may be driving radio out of the living room, it is by no means driving it out of the house.

President Robert E. Kintner and Ernest Lee Jahncke Jr., vice president and general manager, are heading the network's delegations to the regional meetings.

Others who attended last Wednesday's meeting in New York—which drew approximately 70 representatives of 55 to 60 ABC stations in New England, Pennsylvania, New York, New Jersey, Maryland, the District of Columbia and parts of the South—were slated to participate in those in Chicago and New Orleans included Charles T. Ayres, vice president for the radio network; Ted Oberfeiler, director of station relations; Alfred R. Beckman, national director, and William Wylie, manager of radio and TV station relations departments, and Oliver Trez, director of research and sales development.

Additionally, all regional managers of the radio and TV station relations departments were scheduled to attend the New York meeting, including Earl Mullin, Jim Mahoney, Ralph Hatcher, Bob Guthrie, Joe Merkle, Don Shaw and Spencer Schiel.

Messrs. Mullin and Mahoney also were slated to attend the Chicago meeting, which was for affiliates from Ohio, West Virginia, Michigan, Indiana, Illinois, Kentucky, Wisconsin, Minnesota, Iowa, Nebraska, Kansas and North and South Dakota.

The New Orleans meeting today at the International House will be for affiliates from Oklahoma, Arkansas, Texas, Louisiana, Mississippi, Tennessee, Alabama and west Florida.

**SUCCESSFUL results of the cigarette industry's radio and television campaign to acquaint the public with the sizable federal tax on cigarettes was described last week by Robert M. Ganger, president of P. Lorillard & Co., New York, at a Sales Executives Club of New York luncheon last week.**

Highlighting the industry campaign, Mr. Ganger said, "For the first time, the industry is on the march. It has come to the point of being in a position to achieve, not to produce results for its own reasons, but for the public good."

He underlined another public misconception pointed out in the survey: "Cigarette prices are too high . . . and prices would come down if the cigarette industry spent less on advertising."

With these public sentiments in mind, the industry last spring began to use 30-second spot and "help-you-get" radio and television commercials and 27 television programs of various cigarette companies for a period of six weeks, he said.

"Before the campaign we tapped public opinion and found that only 9% of smokers knew the federal tax was 8 cents a pack. After the six week campaign, we tapped public opinion again and found this 9% had grown to 53%, an increase of 44 points in six weeks."

Mr. Ganger said the first survey (before the campaign) showed that "nearly half the smokers thought federal taxes should be increased," Mr. Ganger added, "but the latest survey revealed that only one-third of smokers thought cigarettes "should bear an additional burden."

Dwelling on the significance of an increase from 8 to 52% of public awareness of the amount of the cigarette tax, Mr. Ganger added: "If you had a product that was known to just 8% of the public and then, after only a six-week period, you found it was known to 95% of the public, you would say, I'm sure, that this result was not only wonderful—it was almost unbelievable! For you sales-management men knowing that a product has got to pass over every idea to the mass public."

Changing attitudes toward increasing the cigarette tax from one-half to one-third was tanta-

mount to a salesman adding 139% "of all markets in this country— as new customers to his line," Mr. Ganger remarked. He noted that in this instance the campaign did a sales job and consequently the public, "bought an idea—just as they buy a product."

The results of the campaign, Mr. Ganger declared, illustrate that 'industry and company advertising can be teamed up with public relations—and do everyone a lot of good.' He observed that the radio and TV programs helped clear the air of misconception about taxes and prices and thereby created "a better and more friendly climate for future sales and merchandising activities."

"Despite the overwhelmingly favorable results of the campaign, Mr. Ganger noted, the program did not cost the participating companies "a single penny" outside of funds for research. He explained the campaign was handled as "hitchhikes, cowcatchers and spots on regular radio and TV programs."

**Toni, Bobbi Buy**

**BOBBI home permanent, through Leo Burnett, Chicago, and the Toni Co.'s White Rain shampoo, via Tatham-Laird, same city, will sponsor the last two quarter-hours on ABC's Breakfast Club (five-a-week, 8 to 9 a.m. CST) from Oct. 21 to Nov. 8. Segments are the 8 to 8:15 slots on Tuesday and Thursday.**

RADIO-TV GAVE FACTS ON TAX

Cigarette Firm Leader Lauds Media
STARS SHINE NIGHT and DAY on WJBK
The Station with a Million Friends

TOP TALENT TO DO A TOP SELLING JOB FOR YOU

NORM LENHARDT 6:00 to 7:30 A.M.
GENTILE & BINGE 7:30 to 9:15 A.M.
DON McLEOD 9:15 to 11:00 A.M.
3:30 to 6:00 P.M.
BOB MURPHY 11:00 A.M. to 12:00 Noon
TOM GEORGE 12:00 Noon to 3:30 P.M.
7:00 to 8:00 P.M.
HEADLESS HORSEMAN 6:00 to 7:00 P.M.
KEN CLINE 8:00 to 10:00 P.M.
LARRY GENTILE 10:00 P.M. to 1:00 A.M.

Air Salesman Without Peer

☆ Broke all records for sales results on powerful WWVA, Wheeling, with his casual, relaxed, wonderfully “real” selling technique.

☆ Starred on Station WOR, New York.

☆ Master of ceremonies and star of his own show on the full NBC network for 13 weeks.

NOW ON WJBK

doing the same terrific selling job 4 1/2 hours a day
(12:00-3:30 p.m., 7:00-8:00 p.m.)

WJBK Detroit

A STORER STATION
TOPS in MUSIC, NEWS and SPORTS

National Sales Mgr., TOM HARKER, 488 Madison, New York 22, ELDORADO 5-2455
Represented Nationally by THE KATZ AGENCY

BROADCASTING • Telecasting

October 20, 1952 • Page 39
NEWS BLACKOUTS
RADIO-TV fight to halt censorship of public and sports events was creation after the event was over, the district delegates demanded Wilkes-Barre; L. Waters Melbourne, WCAO Baltimore, and sports events. He added, however, that TV has "definitely brought

NEWS BLACKOUTS
RADIO-TV fight to halt censorship of public and sports events was creation after the event was over, the district delegates demanded Wilkes-Barre; L. Waters Melbourne, WCAO Baltimore, and sports events. He added, however, that TV has "definitely brought

It's A Bright Daytime Picture!

WOODland! TV
It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a terrific share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

PULSE STUDY*
GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA
Share of Audience, Average 4-4 Hour Homes Using TV
MONDAY — FRIDAY
WOOD-TV 10 AM - 12 N 12 N - 6 PM
90% 60% 30%
STATION B 10
STATION C 8
WOOD-TV SATURDAY
STATION B 75
STATION C 43
STATION C
STATION B
STATION C

NARTB Urged to Lead Fight at Dist. 3
EVANS NAMED
To Manage KGMB-AM-TV
C. RICHARD EVANS, for 25 years with KSL Salt Lake City, has been named vice president and general manager of KGMB-AM-TV Honolulu by J. Howard Worrall, president of Hawaiian Broadcasting System. Mr. Evans rose from technician to the vice presidency of KSL and directed development of KSL-TV including construction of the 10,000-foot-high TV transmitter.

Mr. Evans has appointed Wayne Kearl, recently sales promotion manager of KNXT (TV) Hollywood, as sales and promotion manager of the Honolulu AM and re-

Animal Audience
E. L. JACKSON, owner of a large herd of cattle in the WSB Atlanta coverage area, reports that he keeps the dials of his radio tuned to WSB because music from the station "soothes the nerves of his cattle." WSB said also that chicken farmers in northern Georgia and in South Carolina report that WSB programs "keep their chickens happy." holds patent applications for new recording and reproducing devices.

Among Mr. Evans' professional connections are Public Relations Society of America, National Society of Professional Engineers, American Institute of Radio Engineers, Acoustical Society of America and Radio Executives Club of America. He was first president of Utah Broadcasters Assn., is past president of Utah Society of Professional Engineers and is a member of the Salt Lake Rotary Club and Chamber of Commerce.

CD Slides
SERIES of film identification slides is being distributed to TV stations by the Federal Civil Defense Administration for use in promoting volunteer CD enlistments. Six-second spots will be used by 86 TV stations in 45 critical target areas during National Civil Defense Volunteer Registration campaign Nov. 11-27. Viewers are asked to enlisting, engineer and other services.

VIDEO COMMERCIALS NEED STUDY
Ads Have Reached Adolescence, McMahon Finds
Ears and towers, sales and dollars—these make modern heraldry for The Plus Network. +Ears to mark the 17 million radio homes in non-tv america (dominated 2-1 by mbs) and the 73 million family-hours-a-day of radio listening in tv america (where mbs alone is gaining listeners). +A neighborly radio tower to set the mbs pattern of the most stations nearest the most people (560 affiliates—nearly double any other network’s). +Sales gains to show what mbs is doing for clients (and vice versa: billings up 13% here, 1st 9 months over ’51). +Stretched dollars to represent mbs economy (lowest costs in all broadcast advertising).

These four forces, put together the Plus way, can herald new profits for you!

Mutual Broadcasting System · 1440 Broadway · New York 18 · L0ngacre 4-8000
NEWS BLACKOUTS

RADIO fight to halt censorship of public and sports events was started last week, with NARTB to spearhead the effort to halt discrimination against the electronic media.

Aroused by a number of recent instances in which radio and TV have been kicked around by governmental agencies, colleges and sports promoters, with the public deprived of news coverage, broadcasters from NARTB District 3 (Pa., W. Va., Md., Del.) decided to wage a fight for their rights.

District 3 delegates, meeting at Harrisburg, Pa., last week called on the association to investigate the censorship trend and to develop a program of action.

NARTB President Harold E. Fellows sparked the drive in his opening address to the meeting, 15th of the 17-meeting series. He said it is a long-range battle but predicted the industry will win the right to report public events.

District 3 delegates set the campaign in motion Tuesday by adopting two strong resolutions calling for industry investigations.

Referring to the Walcott-Marceiano fight in Philadelphia, where radio and TV were denied access and an embargo was placed on use of round-by-round reports for re-creation after the event was over, the district delegates demanded that the NARTB board name a committee to study the incident and "if such study confirms current reports of unjust censorship, take proper steps to oppose a repetition of such denial of freedom in the future."

A second resolution pointed to repeated evidence of a dangerous trend toward foreclosing radio and television from coverage of public events, such as the NCAA ban on football game coverage, the rules of congressional leaders regarding coverage of public committee sessions, various limitations on coverage of baseball and other sporting events.

Asks Convention Report

The district called on NARTB to make "a complete study" and report to the national convention in Los Angeles next spring for proper recommendations and action by the members.

In opening the District 3 meeting Leonard Kapner, WCAE Pittsburgh, presiding as district director, named J. Gorman Walsh WDEL-AM-TV Wilmington, Del., as chairman of the resolutions committee. Others on the committee were Roy E. Morgan, WILK Wilkes-Barre; L. Waters Melbourne, WCAO Baltimore, and Lawrence H. Rogers Jr., WSAM-AM-TV Huntington, W. Va.

"It just doesn't make sense to deprive the public of a major sports event such as the Walcott-Marcoiano fight and confine it to a handful of people in theatres," Mr. Fellows said, adding that the principle is "a dangerous one.

He contended promoters should not go so far as to prevent use of re-created accounts of a sports event on radio and television."

"This is a long fight," Mr. Fellows said. "We are going to obtain our rights. Congressional proceedings and similar public affairs should be available to radio and television. The public is invited to sit in the gallery. Every citizen has that privilege and radio and television are entitled to the same rights."

J. Robert Gulick, WAGL-AM-TV Lancaster, Pa., presiding at a sales panel, advocated a 10% increase in rates on most radio stations, contending this boost should have been made years ago when set circulation was increasing rapidly.

He observed that coming of TV competition in nearby all markets will create an acute nighttime sales problem and influence sale of live sports events. He added, however, that TV has "definitely brought out the fact that daytime radio is more valuable than ever."

Offering a list of sales suggestions, Mr. Gulick listed these ideas among others: Train salesmen to sell programs as well as announcements; sell creatively instead of harming the whole industry by lambasting competitors; obtain new clients; sell a second and third program to present clients.

A. K. Redmond, WHP Harrisburg, denounced rate-cutting as a destroyer of confidence and opposed giving national rates to accounts whose products and services are nationally distributed. He said double-billing is "pulling us all down in the estimation of the advertiser."

The third, B. Price, WBVP Beaver Falls, topped it off by adding, "The guy who double-bills is dishonest and digging his own commercial grave."

William H. Paulsgrove, WJZ West Lafayette, termed inquiring contracts a liability, referring to the recent increase in P. I. offers. Mr. Redmond called P. I. "the curse of the industry" and added that many five-minute transcriptions (Continued on page 44)

Strictly Business

(Continued from page 16)

a native of Charleston, W. Va. He was graduated from the U. of West Virginia, where he was a star athlete on the Mountaineer football and track teams, and a member of Kappa Alpha fraternity.

Always interested in getting into the advertising field, he had his first chance in 1926 in Chicago with the Tribune to Greer Barres chil-

to play professional football with the Packers. Through a friend, he got a job with the Chicago Daily News selling classified advertising. Shortly thereafter, he worked on local display at the Herald-Examin-
er and soon took charge of all chain store accounts.

In 1929, Mr. Dicler went to work for an AT&T subsidiary, Electrical Research Products Inc., as the first Chicago salesman in the newly-informed educational film department. Later he went to New York to sell Western Electric sound equipment to movie theatres and transcription turntables to radio stations. It was there he met Joan Rappoach of New Britain, N. H.

After a storybook whirlwind courtship starting on a Tuesday, they were married the following Saturday in the Little Church Around the Corner with a borrowed wed-
ding ring, two paid witnesses and a 50-cent corsage.

They started their domestic life in Chicago, where he joined the national advertising staff of Scripps-Howard newspapers; continued to Dallas, where he was S-H office manager for five years, and returned to Chicago when he joined John Blair & Co. The Blair sales staff then included three persons. There are now seven salesmen, four in radio and three in TV. Mr. Dicler is active in sales activity of the radio salesmen.

He and his family live in suburban Glen Ellyn, where Mr. Dil-
er is active in civic affairs. He has worked as chairman of the nominating committee and campaign manager for the Village Betterment Party and is a director of Glen Oak Country Club, where he and his wife play golf and shoot skeet and trap. They participate in various inter-country club sports events. He is also a member of the Chicago Radio Management Club.

The Dilchers have three children: Charles Jr., 20, a junior at Purdue U. who is majoring in mechanical engineering and is a Phi Kappa Psi; Henry, 17, a high school senior who plans to study aeronautical engineering at Purdue, and Mary Ann, 12, a cham-

pion swimmer and diver in junior high who also expects to attend Purdue.
Hop aboard your "Buyers Of Time"... grab yourselves a conducted tour to the lands where the great Diehm goes. Up along the Maine Coast is... WIDE... right in the heart of that State's rich resort area, plus a prosperous year-round manufacturing payroll. Last year's retail sales $30,000,000.

Vic's flying carpet is a world famous "Magee" made in Bloomsburg, Pa., location of... WHLM... nestled in beautiful Susquehanna Valley, one of Pennsylvania's richest manufacturing and agricultural areas.

WHOL... In Allentown, Pa., is one of the most progressive and prosperous cities in the East. Located in the center of a $350,000,000 yearly retail sales area of diversified manufacturing plants and rich farms. Farm dollars over $28,000,000.

Vic's home base is Hazleton... Pennsylvania's highest city... locale of... WAZL... where from 8:00 in the morning 'til 10:30 at night you are guaranteed 70% of the radio listening audience. Retail sales are over $78,000,000.
AMONG those attending the NARTB District 6 meeting [B&T, Oct. 13] were (seated, I to r) Bill Mute, KLRA Little Rock; Henry Clay, KWKH Shreveport, District director; Ted Cart, WNBC-WMCT (TV) New York, and George Thomas, KYOL Lafayette, La.; standing, Ken Flenniken, WDEF Chattanooga; Bill Stubblefield, NARTB; Walter Compton, WTTG (TV) Washington; Roy Dobadie, WJBO Baton Rouge; Henry Slavick, WMC-WMCT (TV) Memphis.

GROUPED at NARTB District 6 meeting were (seated, I to r) Granville Walters, WAML Laurel, Miss.; Mrs. Harold Kroetsch, WMPS Memphis; Harold E. Fellows, NARTB president; Edgar Stern Jr., WDSU New Orleans; standing, Storm Whaley, KUOA Sileum Springs, Ark.; John Hart, WBIR Knoxville; Glenn Dolberg, BMI, New York, and T. B. Lanford, KRMD Shreveport.

News Blackout Fight Urged

(Continued from page 48)

are "nothing but a five-minute pitch." "You're selling the industry down the river if you use P. I."

Mr. Paulusgrove added, with Mr. Gulick reminding that the standard contract form contains a clause requiring the station to give an advertiser as low a rate as that enjoyed by any other advertiser.

Richard P. Doberly and Charles H. Tower, NARTB employee-employer relations director and assistant director, respectively, conducted a panel discussion on economics and management problems.

Robert K. Richards, NARTB assistant to the president, conducted a panel on news programming. Participating were Joseph Cleary, WESB Bradford, Pa.; W. J. Thomas, WCPA Clearfield, Pa., and Mr. Rogers.

"News is your best public relations weapon," Mr. Richards reminded. He called for a change in hold-for-release rules discriminating against early evening news casts.

Mr. Cleary urged stations to take advantage of radio's speed in delivering news to the public. Mr. Thomas advocated wider use of portable tape recorders and telephone beep facilities for news purposes.

Mr. Rogers, noting that the public hasn't yet learned to feed tips to radio stations as they do in the case of newspapers, suggested all station employees serve as voluntary tipsters. He urged stations to take stands on public issues and not be afraid to criticize public agencies merely because they operate with a government license.

Presiding at the Tuesday morning TV panel, Paul Raibourn, KTLA (TV) Los Angeles and member of NARTB's TV Board, said the public has paid $8 billion for television sets and $800-$900 million for programs. He noted that TV dealers have received $2 billion of the $6 billion set fund.

"That's all wrong," he declared. "The manufacturers have dominated TV and have made the money thus far." He looked ahead to the day "everyone dreams of" when there will be 50 million TV sets and 2,000 TV stations, suggesting the average program cost will run about $50 per set per year, with the networks getting a good part of this fund and the station $10 to $12. He estimated minimum TV station operating costs at $230,000 a year.

Station Payroll Requirements

Roger W. Clipp, WFIL-TV Philadelphia, said a station requires a minimum of 30 persons, or a payroll of $110,000, with costs running around $250,000. He offered a series of general rules-of-thumb for radio operators to use in estimating TV conditions—2½ to 4 times the investment, number of people, rates, revenue, loss, efficiency and "0% to 4 times less time to play golf."

Charles Vanda, WCAU-TV Philadelphia, advised autonomy in TV personnel as the best way to keep down costs. He predicted film companies soon will raise their prices. F. W. Cardall, WBJA-TV Baltimore, pointed out that TV has increased Baltimore's advertising budgets and radio hasn't suffered from the competition.

Mr. Rogers of WSAZ-TV Huntington said new TV stations will

(Continued on page 46)
"Spots Before and After AP News Easy to Sell."

"We've found that featuring AP news every hour provides our best adjacencies. All 60 AP news programs per week are sold, as are all the adjacencies. Many sponsors take the adjacencies while waiting to grab the next available 5-minute news program."

Jerry Stone, General Manager
WNDB, WNBD-FM,
Daytona Beach, Fla.

AP NEWS Sells Adjacencies, Too!

"AP Adjacencies Make Other Selling Easy."

"KBOE gives much credit for its phenomenal success to The Associated Press. Listener competition is terrific because all four networks come into Oskaloosa strong. But we've never been without a sponsor on an AP newscast. And the adjacencies to these programs are so desirable that they make it easier to sell other programs."

Ken Kilmer, Manager
KBOE,
Oskaloosa, Iowa.

For full information on how you can put Associated Press news to work for you and your sponsors, contact your AP Field Representative or write

Hundreds of the country’s finest stations announce with pride

"THIS STATION IS A MEMBER OF THE ASSOCIATED PRESS."
Simplified circuit design ... fewer controls ... ease of adjustment ... frameless, unified cabinet ... automatic voltage control ... extreme accessibility of all components ... easy cut-back to 500 watts ... electric door lacks ... these are only a few of the many new refinements incorporated in the new Type 314-2 Transmitter by Continental. Complete details and technical data available on request.

find costs running about 120% of income for quite a while. He added that it's necessary to deliver a good product before revenue equals costs.

Harold C. Lund, WDTV (TV) Pittsburgh, offered suggestions on translating the increase of audience into income by means of periodical rate increases.

Panel members discussed ways of bringing department stores into television, agreeing this type of business had proved one of the major attractions. Appointments, Robert M. Richmond, WCAO Baltimore, a former department store executive, said the whole thinking of store buyers and advertising officials is along newspaper lines.

Mr. Raibourn, winding up the panel, emphasized the value of good, local programming, including community events in which young people take part. "It will be a lot better world, and better from a television code standpoint, if you put on these programs instead of network comedians who live on sexual wisecracks," he said. Mr. Clipp and other panel members warned against "too much bricks and mortar" in building TV stations.

Victor C. Diehm, WAZL Hazelton, Pa., presided at a merchandising panel. Taking part were Mr. Kapner and Edward Wallis, WIP Philadelphia.

Among other resolutions adopted by District 3 was a proposal that NATB conduct "a comprehensive annual report of the all-industry efforts in the public interest" for distribution throughout the nation during National Radio & Television Week. Delegates renewed their pledge to continue the vigorous campaign to promote registration and to bring out a record vote in November, recalling that American Heritage Foundation has given the electronic media official credit for much of the increase in registration [B*7, Oct. 15].

Tampa Radio City
Proposed by WFLA's Harvey

ALL radio and television station studios in Tampa, Fla., would be housed in one giant "radio city" in a proposal by George W. Harvey, general manager of WFLA-AM-FM that city. He made the proposal in a talk to the Tampa Board of Realtors Oct. 9.

Mr. Harvey said all radio and TV stations in Tampa instead of setting up separate facilities, could locate their studios in a radio-television center patterned after New York's Radio City. He said the central building would cut down on expenses for all stations and that the studio center would set Tampa apart as one of the most forward-looking cities in the nation.

AAA Meeting
Set for Oct. 28 in N. Y.

CREATIVE responsibility of advertising agency personnel will be the key theme of the Eastern Annual Conference of American Assn. of Adv. Agencies slated for New York on Oct. 28-29. More than 1,000 persons are expected to attend from agencies in the New York, New England, and Atlantic councils.

Agenda for the meeting, being released today (Monday), calls for a session on radio and TV production to be held as one of several group meetings scheduled.

Lewis H. Titterton, Compton Adv., will serve as chairman for radio-TV-AM. The session is set for the morning of Oct. 29, concurrently with two other group meetings.

Harper Chairman

Announcing plans for the conference, Marion Harper Jr. of McCann-Erickson, conference chairman, asserted that "every factor in the making of sales-building advertising calls for creative thinking on the part of agency personnel." He said the conference "will be devoted to exploring means of stimulating creative thinking for the betterment of advertising and the advertising business."

Nine group meetings are scheduled in the two-day period, following the general session Tuesday morning, Oct. 28. The three group sessions that afternoon, and their respective chairman, are: Cozy & Art, John H. Tinker Jr.; McCann-Erickson; Media, Lyndon O. Brown, Dancer - Fitzgerald - Sample; and Trade & Industrial, Henry C. Silldorf, G. N. Basford Co.

Wednesday morning's group meetings in addition to the one on radio-TV production, will deal with international advertising, led by Lorimer B. Sloum, Young & Rubicam, and with marketing and merchandising, under John S. Grier, Young & Rubicam.

Louis Brockway, Young & Rubicam, will address a Wednesday luncheon which will be open only to members of management or their representatives.

Wednesday Meetings

Three other simultaneous group meetings are slated Wednesday afternoon, with one of these—management—to be subdivided into three sessions for agencies of various sizes. The chairman of these management meetings will be James J. Mcmahon of James J. Mcmahon Inc.; Donald K. Clifford of Doherty, Clifford, Steers & Sherman, and Fred B. Manchee of BBDO.

Other Wednesday afternoon meetings will deal with mechanical production, under the chairmanship of Millet of Cunningham & Walsh, and with research, under Henry F. Godfrey, J. Walter Thompson Co.
ONLY A COMBINATION OF STATIONS CAN COVER GEORGIA'S MAJOR MARKETS

THE GEORGIA TRIO

ATLANTA  
WAGA  
5000w  590kc  CBS RADIO

MACON  
WMAZ  
10,000w  940kc  CBS RADIO

SAVANNAH  
WTOC  
5000w  1290kc  CBS RADIO

the TRIO offers advertisers at one low cost:

CONCENTRATED COVERAGE

MERCHANDISING ASSISTANCE

LISTENER LOYALTY BUILT BY LOCAL PROGRAMMING

DEALER LOYALTIES

in 3 major markets

represented individually and
as a group by

THE KATZ AGENCY, INC.

NEW YORK  CHICAGO  DETROIT  ATLANTA  DALLAS  KANSAS CITY  LOS ANGELES  SAN FRANCISCO

October 20, 1952 • Page 47
**WOOD-TV**

**It's A Bright Daytime Picture!**

**WOODland! TV**

It's a sunny picture for WOOD-TV in the prosperous Grand Rapids, Muskegon, Kalamazoo and Battle Creek market. Pulse proves that WOOD-TV has a terrific share of the listeners from sign-on to 6 p.m. If you want selling power in the great Western Michigan market, consider WOOD-TV in the light of these statistics:

**PULSE STUDY**

**WOOD-TV, GRAND RAPIDS, MUSKEGON, KALAMAZOO, BATTLE CREEK AREA**

<table>
<thead>
<tr>
<th>Day</th>
<th>Station B</th>
<th>Station C</th>
</tr>
</thead>
<tbody>
<tr>
<td>Monday</td>
<td>10 AM</td>
<td>12 N</td>
</tr>
<tr>
<td></td>
<td>90%</td>
<td>60%</td>
</tr>
<tr>
<td>Sunday</td>
<td>12 N</td>
<td>6 PM</td>
</tr>
<tr>
<td></td>
<td>60%</td>
<td>2</td>
</tr>
<tr>
<td>Saturday</td>
<td>10</td>
<td>10</td>
</tr>
<tr>
<td></td>
<td>2</td>
<td>2</td>
</tr>
</tbody>
</table>

**Pick a bright spot in Western Michigan advertising from this folder of complete details on all live shows currently available on WOOD-TV...the area's only station with live facilities and locally produced shows. Write, wire, call or send a pigeon; WOOD-TV direct or nearest Katz office.**

---

**EVANS NAMED**

**To Manage KGMB-AM-TV**

C. RICHARD EVANS, for 25 years with KSL Salt Lake City, has been named vice president and general manager of KGMB-AM-TV Honolulu by J. Howard Worrall, president of Hawaiian Broadcasting System. Mr. Evans rose from technician to the vice presidency of KSL and directed development of KSL-TV including construction of the 10,000-foot-high TV transmitter.

Mr. Evans has appointed Wayne Kearl, recently sales promotion manager of KNXT (TV), Hollywood, as sales and promotion manager of the Honolulu AM and recently authorized TV outlet. Both will serve in their same capacities at KHBC Hilo, also operated by Hawaiian Broadcasting System. Before going to KNXT Mr. Kearl had been at the KSL stations in Salt Lake City.

During World War II, Mr. Evans served as research project engineer at the Columbia U. war research division, with the Navy holding a number of classified patents in his name. He designed the installation for the weekly CBS broadcasts from the Salt Lake Tabernacle and holds patent applications for new recording and reproducing devices.

Among Mr. Evans' professional connections are Public Relations Society of America, National Society of Professional Engineers, American Institute of Radio Engineers, Acoustical Society of America and Radio Executives Club of America. He was first president of Utah Broadcasters Assn., is a past president of Utah Society of Professional Engineers and is a member of the Salt Lake Rotary Club and Chamber of Commerce.

---

**Animal Audience**

E. L. JACKSON, owner of a large herd of cattle in the WSB Atlanta coverage area, reports that he keeps the dials of his radio tuned to WSB because music from the station "soothes the nerves of his cattle." WSB said also that chicken farmers in northern Georgia and in South Carolina report that WSB programs "keep their chickens happy."

---

**CD Slides**

SERIES of film identification slides is being distributed to TV stations by the Federal Civil Defense Administration for use in promoting volunteer CD enrollment. Six second spots will be used by 86 TV stations in 45 critical target areas during National Civil Defense Volunteer Registration campaign Nov. 11-27. Viewers are asked to enlist in police, engineer and other services.

---

**VIDEO COMMERCIALS NEED STUDY**

**Ads Have Reached Adolescence, McMahon Finds**

TELEVISION commercials have reached adolescence and now need to face a frank discussion of the facts of life.

This view is expressed by Harry Wayne McMahon, executive producer of Five Star Productions, Hollywood, in his book titled, *The Television Commercial*, being issued this week in a pre-publication edition to some 50 key advertising and TV industry executives for their comment and suggestions. It will be released to the trade early next year.

"Cartoon remains the most misused and abused technique in the business," Mr. McMahon states.

Listing what he considers each technique does best in making TV film commercials, Mr. McMahon states cartoon is advantageous for (a) gaining interest, (b) trademark characters, (c) personalizing the product, (d) exaggeration, (e) fantasy and (f) signing jingles. Live action-narrative, he declares in best for (a) demonstration, (b) exposition, (c) human interest and (d) appetite appeal. He classified live action-dialogue best for (a) "personality" commercials, (b) testimonials and (c) key copy lines.

Well-constructed commercials rarely need more than a minute to get the job done, he continues. The three great advantages the 20 second spot has over the one minute commercial are sustained impact, longer life and greater flexibility.

Six "Checks" for a successful TV commercial are listed as idea and imagination; interest and information; identification and impact.

Mr. McMahon believes that live action is the most useful technique in TV commercials because it permits the simplest translation of human, personal experience from the screen to the viewer.

"Instead of cutting costs, an advertiser controls costs by pre-planning. Good writing is the secret of cost control."
4 A’s CONVENTION

CHARLES R. DEVINE, secretary-treasurer of Devine & Brassard Inc., Spokane, last week was elected chairman of the Pacific Council of the American Assn. of Adv. Agencies at its 16th annual convention held at Arrowhead Springs Hotel, San Bernardino. He succeeds Carl K. Tester, president, Philip J. Meany Co., Los Angeles.

Elected vice chairman was Ross Ryder, president, Ryder & Ingram Ltd., Oakland. Trevor Evans, vice president and radio-TV director, Pacific National Adv. Agency, Seattle, was named secretary-treasurer.

Pacific Council board of governors are Fred Fidler, vice president, J. Walter Thompson Co., San Francisco; A. W. Neally, vice president and manager, BBDO, Los Angeles; Ford Stibley, vice president, Foote, Cone & Belding, San Francisco; Wayne R. Leland, partner, House & Leland, Portland, and Mr. Tester.

Prediction of a 40% increase in advertising volume was made by Frederic A. Gamble, president of AAAA and key speaker at the start Monday of the three-day convention.

"The volume of advertising is high in relation to the past," he said, "but not in relation to the volume of goods and services for which it is helping to find customers. It should go still higher, as much as 40% above the present," he said.

"At the recent Assn. of National Adv. meeting the percentage of advertising to gross national product was reported to be 2.55%, the highest since the war, and nearing the long-time average of 3%.

"When our federal government begins to take less for war and for defense, as most authorities predict in the not too distant future, volume of advertising may well rise toward the $8 billion figure necessary to sustain a $300 million economy in peacetime."

Would Label 'Hucksters'

He suggested using the much-disliked word “huckster” to place blame for bad advertising practices where it belongs—on the “bad actors in advertising.” Assenting “we blame the shyster lawyers” for bad practices in the legal field and “quack doctors” for unethical practices in the medical profession, he said, "Maybe what we need to do is to slap the term huckster to our bosoms instead of trying to ignore it.

"Maybe we should use it—use it to describe the bad actors in advertising—the huckster advertiser, the huckster agency, the huckster medium. Let's condemn the huckster and let's not censure advertising for what the hucksters do."

Mrs. Marjorie Child Husted (Betty Crocker), head of the Minneapolis home service consulting firm bearing her name, addressed the Monday luncheon meeting dedicated to the importance of women in advertising. Film star Gail Patrick, and wife of Cornwall Jackson, vice president, J. Walter Thompson Co., Los Angeles, presided.

Stressing the fact that women control 84% of the nation's buying power, Mrs. Husted said that advertising has been built up and prospered by its appeal to women.

"Advertising," she said, "has helped free women from long hours of routine tasks."

More than 360 agency executives, their wives and guests were registered for the convention presided over by Mr. Tester.

J. Paul Hoag, president, Hoag & Provandie Inc., Boston, and 4-A's national director, told how the association can provide more aggressive assistance to advertising agencies.


APPEAL LOST

WIBK Must Cease Operation

FINIS for WIBK Knoxville was written last week when the Supreme Court refused the station's request for writ of certiorari.

Supreme Court's refusal to hear the WIBK case means that the station must go off the air under a 1946 FCC decision which held that the Rev. J. Harold Smith's omen- The painting in his writings and speeches made him unfit to be a licensee and that his financial qualifications had been misrepresented in his application.

Under the last FCC extension of temporary operating authority, WIBK had until Dec. 1 or 30 days after the Supreme Court acted on its appeal to comply. Consensus is that the Supreme Court will issue its formal denial of WIBK's petition for certiorari in about 25 days from last Monday and that the station must wind up its affairs 30 days thereafter.

WIBK began operating under FCC program test authority on July 11, 1947. Its application for a license was set for hearing Aug. 14, 1947. After hearing, the FCC denied the license on Aug. 11, 1949. Upon appeal to the U. S. Court of Appeals in Washington, the FCC decision was sustained [B*T, Oct. 29, 1951]. It was an appeal from the court's decision which the Supreme Court refused to hear last week.

Presenting the WOOD BUNDLE!

IF YOU SELL THROUGH A&P IN WESTERN MICHIGAN . . . the WOOD BUNDLE is for you! It's your big chance to tie your radio advertising directly to exclusive point-of-sale displays in 29 A&P stores. Here's how it works:

1. You buy 13 consecutive weeks of spots or programs (time costs not less than $100.00 per week) on WOOD, the oldest and most powerful station in the dominant Western Michigan market.

2. During the 13 week period your product gets one full week of exclusive "end" or "dump" display in each of 29 A&P stores, with highest volume of any other food store chain in the Grand Rapids market.

No competing product will be given prominence during the featured week.

THAT'S THE WOOD BUNDLE . . . a hard-hitting promotion plan that has proved highly successful . . . a merchandising technique to introduce faster selling. Like to tie up a neat package? This is for you!

SEND TODAY for WOOD BUNDLE folder stating guarantees and full details. Better yet, wire or call . . . WOOD direct or nearest Katz office.
Government Leaders Send Congratulations

Allen Pomeroy, Mayor of Seattle: "It was amazing how KING set up to cover the state so completely. The up-to-minute coverage kept us well informed of the trend of the state voting at all times."

Sen. Harry P. Cain, Repub. Nominee, U. S. Senate: "KING-TV has made an outstanding contribution to the people of Washington State by the thoroughly planned and well executed system of covering the primary election returns."
Rep. Hugh B. Mitchell, Demo. Nominee, Governor: "My sincere congratulations upon your reporting of the 1952 primary election ... am sure that many, many people join me in expressing appreciation of the splendid public service you have rendered."

Rep. Henry M. Jackson, Demo. Nominee, U. S. Senate: "KING-TV and KING-AM coverage of the primary election was superb. Your arrangements for gathering and tabulating the vote so quickly were the best I have seen."

STATE APPLAUDS KING-TV
Seattle station beats competition by full hour on coverage of Washington state election

SEATTLE, WASH.—KING Broadcasting Company set up an elaborate "network" of telephone lines to 39 counties here on the night of primary election (Sept. 9) and kept far ahead of local newspapers, wire services and radio stations with statewide voting returns.

KING-TV consistently was more than one hour ahead of competition.

KING-TV and Radio KING were flooded with telephone calls and swamped by mail that declared the simulcast coverage the fastest and most complete report ever given a Washington State election. Many said the coverage was one of the finest public services ever presented to the people of the Puget Sound Country.

Preparations for the big event started three weeks before the election to line up the returns from 4,312 precincts. Thirty-eight extra persons were engaged, besides the regular production, camera and technical staffs, to guarantee up-to-the-minute tabulations.

Huge boards were mounted in the studios on which results were posted for the quick perusal of both TV and AM commentators. A large crew of statisticians and telephone operators, comprised of KING staff members and wives of KING employees, received and counted the results on special telephones and tabulating equipment.

The KING-wives all are members of the Ryther Center for the aid of children, and the money they earned was donated to that institution.

The simulcast was completed at 2:10 a.m., with all but one winner determined in the 17 statewide races.

Management of KING-TV complimented United Press for its effective cooperation in compiling election returns.

KING's tremendous undertaking brought not only widespread approval from the voters, but a prediction from political experts that KING's exciting coverage of the primary election will greatly stimulate voting in the November 4 general election.
Safeguard for Spots

THE BUSINESS of spot telecasting, still riding what some day will be a relatively low coordinate in a swiftly soaring trend line, has been brought to a stage of orderly uniformity by adoption of the AAAA-NARTB standard contract form.

This document reflects many months of serious discussion by the two associations plus the benefits of experience acquired in three decades of aural spot broadcasting. It follows present practices in spot telecasting for the most part but eliminates danger of confusion.

Most important, the fruits of this mutual understanding between two important associations include assured protection for stations in cancelling programs for public interest events. Originally advertising agencies wanted reimbursement for their commission in cancellation of sponsored programs, but the NARTB committee insisted this was unjust despite network practices.

A fortunate phase of the contract is its flexibility. Like the aural spot contract, it can be amended from time to time as growth of the video medium justifies. The new standard TV form deserves the same universal acceptance given the aural contract.

Side by Side

CLIENTS of BBDO spend about $35 million a year in radio and television advertising. The BBDO executive in charge of radio and television, therefore, can hardly be considered in the amateur class when it comes to analyzing the progress of these media.

As reported elsewhere in this issue, Arthur Pryor Jr., BBDO's vice president in charge of radio and television, believes that radio and television are now "the best unduplicated media buy available to advertisers."

Those are historic words. Consider what they mean now and can mean in the future.

If advertisers are going to consider radio and television as complementary media, they are going to need more information on the special capabilities of each than is now available. Some may want to buy TV in periods where its audience is bigger than radio's or radio in periods when it enjoys an advantage over TV. Others may investigate the simulcast (surely the least duplicated advertising combination imaginable).

Whatever their techniques of using radio and TV as complementary media, advertisers will require much more qualitative research than is currently available. Broadcasters need that information too, for only by finding out who listens and what the audience likes can they improve their programming.

As Mr. Pryor told District 6, "Research and its intelligent application, plus service to your advertising account and to the communities, are the keys to success in trying times ahead."

We venture that if his advice is followed, both radio and television will prosper, for the programs of both will be redesigned to fit new audience requirements.

It will not be a case of one medium cannibalizing the other, as some have feared, but of two vigorous and enlightened media living side by side and both in demand as useful advertising vehicles.

Hearings: Ad Infinitum

FOR THE PAST three weeks we have published in all essential detail the testimony before the FCC on applications for new television stations in Portland, Ore., and Denver. These are the bellwether cases which should mark the guideposts for applicants in the literally hundreds of hearings ahead on mutually exclusive applications.

The high interest stems from the fact that these are the first adversary proceedings on city-by-city allocations since the 1948 freeze. The FCC already has designated about 240 applicants in 195 stations.

Last Wednesday a soft freeze upon as yet undesignated hearing cases was made effective, to permit the FCC to clean up the back-log. Proceeding for hearings will be resumed at a date to be determined.

We have covered these initial hearings comprehensively because of the evident hunger for information. This interest is exhibited not only by applicants, but by their prospective customers. Advertisers and advertising agencies want to know about new television stations in new markets as well as upcoming additional services in existing markets. They are learning about effective radiated power, antenna gain and Grade A and B coverage.

It is our intention to cover salient developments in all these hearings. We will avoid repetitious testimony. But we will not ignore any new facts or procedures introduced, or the eye-witness be deposed by hearing examiners or FCC counsel.

The hearings held so far have been a revelation to many of the prospective newcomer owners and stockholders. New ground is being broken at every day's session. Newcomers had no idea of the scope and magnitude of these proceedings—which are unlike those in any other business or pursuit. If they get their grants, they will be better broadcasters because of it. And management will have an easier time.

Because the FCC wheels grind so slowly, it is evident that no few of the applicants are becoming discouraged. Some are bound to drop out because they don't want to tie up their assets for indeterminate periods. Others may become disconsolate when they find that new stations do not pay off the moment they begin operation.

The procedure the FCC has formulated is cumbersome. The Commission hasn't made it any easier in its interpretations of its regulations, invariably leaving the burden on the applicants. It seems incongruous that the FCC should authorize stations in secondary markets, where survival is questionable, while many larger markets, pleading for new stations, must await their turns months or even years. But that's the way it works. The "planned economy" allocation whereby facilities are designated for given immovable locations, as against the "first come, first served" concept which governed the original broadcast allocations.

Somewhere along the line the FCC, perforce, will find a way to expedite grants in the areas willing, anxious and able to accommodate them. It cannot resist the public will indefinitely. That time may not come until the allocations have been decided on, or until next June. It is then that the FCC will, under its rules, entertain "rule-making" petitions.

But it could come by next January. There will be a new occupant in the White House. While his character is no likely to be television-conscious, TV is the headliner in the 1952 elections—from nominating conventions to ballot. TV service starts with the allocations, and the allocations come from the FCC.

M ORRIS LEE HITE

MORRIS LEE HITE, president of Tracy-Locke Co., Dallas, has a simple philosophy when it comes to advertising.

Mr. Hite believes, "You can talk to more people for less money by radio than by any other method. More sales are made by talking than by any other way. If you've got something worthwhile to say, let everybody in on it—say it via radio."

That is what more than two decades of advertising experience have taught Mr. Hite. But he has learned his lessons well, having pulled himself up by his own bootstraps.

He was born Nov. 23, 1910, in Anadarko, Okla., in the heart of the Indian country. In childhood, he was one of a handful of wide-eyed boys who attended the big Indian dances at the Anadarko County Fair. Few persons came to watch that spectacle in those days. The Indians danced all night just for fun. It has been interesting for Mr. Hite to observe what advertising has done in this instance. Today the Southwest Indian Festival at Anadarko attracts national publicity. Some 50,000 persons now jam into the town of 4,000 to see the festival.

Mr. Hite, who is 41, can trace his sales experience back to when he was nine. His first selling experience involved the output of one Jerome Dairy. Mr. Hite adds that he did the milking too.

Of formal education, there was little for Mr. Hite. He left school when 16, before finishing high school. He left home and went to work for a publisher who happened to keep a bound file of advertising magazines.

Mr. Hite didn't earn enough money to go out nights so he read the magazines and was sold on making a career of advertising. Once decided on his direction, young Mr. Hite studied practically all the available books on advertising.

His first advertising job was with a newspaper in Oklahoma City. He was fired, but, Mr. Hite adds, the publisher made other mistakes, too—the newspaper went broke.

He next worked in the advertising and publicity department of a theatre chain. He recalls that he once stood the townspeople of Ardmore, Okla., on their collective ear by standing on an old airplane on its nose. This simulated air crash was set up in front of Ardmore's Ritz Theatre to publicize a picture of the late Wallace Berry, "Now We Are in the Air."

Thereafter, he tried his hand by starting a small agency in Oklahoma City. This he sold in 1937 and joined Tracy-Locke-Dawson Inc.,...
ask Procter & Gamble

Procter & Gamble is the biggest advertiser in America.

Last year they spent over $18,000,000 in radio. Like the National Biscuit Company, Liggett & Myers and many other of America's largest advertisers, they invested more money in radio than in any other medium.

Ernie, the Hamburger King, of 118 Pike Street, Seattle, is one of the smaller advertisers in America. Last year Ernie spent approximately $7,000 in radio. Like countless other local merchants from coast to coast, he invested more money in radio than in any other medium.

Sales results? P&G had the biggest year in its history. So did Ernie. (In fact, Ernie's sales climbed to an average of 1,200 hamburgers a day.)

The truth is that at both the national and local level, radio offers economy and flexibility that no other medium can touch. And do you realize how much the radio-listening population has grown? Today there are 105,300,000 radio sets in the U. S. A. Virtually every home is a radio home—and over half of them have two or more sets.

The average American now spends more time with radio than with magazines, TV and newspapers combined.

Beyond question, the smartest buys in all advertising are being made in radio. And they're being made right now.
GEORGE COOK ATKINSON, account executive, WQXR-AM-FM New York, elected vice president and general manager, KEAR San Mateo, Calif.

JOHN NORTH, Chicago manager, Radio Representatives Inc., has resigned. Future plans will be announced shortly. He will be succeeded by EDWARD NICKEY, sales staff, WAAF Chicago.

KARL PLAIN, account executive, KSTP-AM-FM-TV Minneapolis-St. Paul, appointed national sales manager there. BILL BRAZZIL, executive vice president, Fotovox Inc., motion picture production firm, to KSTP-TV as local sales manager.

THOMAS L. DAVIS appointed commercial manager, WAAF-AM-FM Chicago.

JACK MILLER, writer-producer, Henri, Hurst & McDonald, Chicago, to sales staff, WWBM same city.

Mr. Plain

LEWIS C. RIGLER to sales staff, KGAF Gainesville, Tex.

GREGORY LINCOLN, WPIX (TV) New York production staff member, named assistant to commercial manager, replacing HERBERT STEELE Jr., who shifts to station sales.

GEORGE W. CLARK Inc., Chicago, station representative firm, named to handle sales for WCLO Janesville and WGEZ Beloit, Wis.

avery KNODEL Inc., station representative firm, appointed national representative by KEPO El Paso, Tex.

JAMES P. POSTON, commercial manager, WAYS Charlotte, N. C., promoted to general manager, succeeding WALTER H. GOAN, who has resigned.

BILL HUNEFIELD to sales department of KSFO San Francisco, after tour of duty with U. S. Navy.

LARRY BUSKETT, sales manager, KLAC Hollywood, shifts to KLAC-AM-TV as assistant general sales manager.

DONALD R. McFALL, sales manager, WTRC-AM-FM Elkhart, Ind., appointed general manager replacing RICHARD W. HOLLOWAY, who has resigned.

WALLACE R. JACKSON appointed manager of KCRS Midland, Tex., replacing J. M. McDONALD, who has resigned.

FRED ADAIR, former general manager of KPIK San Luis Obispo, Calif., to KSFO San Francisco, as account executive.

FRED W. BOHN, sales staff, Arlinghaus Engraving Co., to sales staff of WTAM Cleveland.

BILL GUILD, manager, CJOC Lethbridge, and former board chairman of Canadian Assn. of Broadcasters, to CFI Victoria, in same capacity, succeeding M. V. CHESNUT, new manager of Winnipeg office of All-Canada Radio Facilities Ltd. NORM BOTTERILL, manager of CKRM Regina, replaces Mr. Guild.

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

NATIONAL BROADCAST SALES, Toronto, station representation firm, moves to 222 Simcoe St.

MUTUAL BROADCASTING SYSTEM, N. Y., changes telephone number to Longacre 4-8000.

PERSONALS


ELLIOTT M. SANGER, executive vice president and general manager of WQXR New York, to be presented with 1952 award of Columbia U. School of Journalism Alumni Assn. on Nov. 13 "for outstanding achievement in journalism and allied fields." . . . LAUREDA WAKEFIELD, widow of former FCC commissioners, RAY C. WAKEFIELD, and Harry Bunker, Colorado Springs newspaper executive, will be married Nov. 23 at San Francisco home of CARL I. WHEAT, former chief telephone counsel, FCC.

BARNEY OCHS, account executive, WLTV (TV) Atlanta, father of girl, Kaydine Bennett.

UN PROGRAMMING

Fall Schedule Announced

FALL SCHEDULE of UN broadcasts and teletasks in the U. S. and Canada was announced last week by the Radio Div. Dept. of Information. Plans include teletasks of General Assembly sessions Mon.-Fri. on NBC-TV, 11 a.m.-12 noon EST, and CBS-TV, 4:30-5 p.m. EST, plus a special week-end half hour kinescope, The UN This Week, for selected stations.

Radio programs include: UN Today, a 15-minute Mon.-Fri. recorded summary of UN news on 250 MBS stations, and the UN's Network for Peace and Dominion Network of Canada; UN on the Record, a weekly 15-minute program on CBS Radio (Saturday, 6:15-6:30 p.m. EST) and the Trans-Canada Network; Sunday, 6:30-6:45 p.m. EST); UN Story, a weekly quarter-hour transmitted dramatic series on 500 U. S. stations; and UN News, a five-minute summary on WNYC-TV New York (Mon.-Sat., 6:50-6:55 p.m. EST).

WELL-KNOWN figure in radio-TV industry, Herbert Barnett (r), elected president of Society of Motion Picture & Television Engineers. He is assistant to the president, General Precision Equipment Co. Congratulating him is Peter Molc, Molc-Richardson Co., who just completed a two-year term as SMPTE president.
in building bridges . . .

or broadcast transmitters

ENGINEERING makes the difference!

In spanning rivers with graceful suspension bridges or manufacturing quality broadcast transmitters, engineering excellence is essential to the finished product. Collins new 21E 5 KW transmitter incorporates engineering advancement to achieve thorough dependability. Great simplification in the circuits associated with the modulator and power amplifier stages have been gained through use of recently developed high gain, long lived tetrodes. Frequency control is accomplished by means of the new plug-in, super stability low temperature coefficient crystals which automatically eliminate the need for crystal ovens. Complete accessibility and full visibility of all tubes plus built-in modulation peak limiting and operating economy combine to make the Collins 21E transmitter the superlative performer in the broadcast field.

Collins consistency in engineering excellence is your guarantee of dependability and premium performance in the complete line of broadcast and speech equipment. Write for complete details and descriptive literature.

Collins 21E 5 KW Broadcast Transmitter

For quality in broadcasting equipment, it's . . .

COLLINS RADIO COMPANY, Cedar Rapids, Iowa

11 W. 42nd Street
NEW YORK 36

1930 Hi-Line Drive
DALLAS 2

2700 W. Olive Avenue
BURBANK

Dogwood Road, Fountain City
KNOXVILLE

BROADCASTING • Telecasting

October 20, 1952 • Page 55
Our Respects to  
(Continued from page 52)  
Dallas, as an account executive. He has been at the same stand since except for nearly four years military service. He left the Army a major, after serving more than two years in the Pacific, the Philippines, Okinawa, Japan and China.

After release from the Army, Mr. Hite returned to Dallas. Tracy-Locke-Dawson had been dissolved. The New York office had been absorbed by Geyer, Newell & Ganger (now Geyer Adv. Inc.). The Dallas office had been re-incorporated as Tracy-Locke Co. Inc. He was named executive vice president of the Dallas office. Then in April 1950, when Raymond P. Locke retired, Mr. Hite assumed the presidency. As president, Mr. Hite says that he is interested in selling goods, not in winning awards. He believes an account executive should be able to step into the client's sales manager's shoes as a pinch-hitter at any time.

He believes—and has helped demonstrate—that a regional brand can outsell a national brand every time in many package products; that national brands soon will decentralize advertising and selling methods. Tracy-Locke specializes in consumer merchandise—especially food. The agency handles some of the largest food accounts in Texas and elsewhere in the Southwest. Mr. Hite hopes to continue to build Tracy-Locke as one of the nation's best regional agencies. He plans to accomplish this by doing an even better job of simply selling clients' products at a profit against any and all media. He plans eventually to improve regional coverage by opening additional offices in the area. The agency now has offices now in Dallas and in Houston.

Active in civic circles, Mr. Hite is a member of the Dallas Rotary Club, the Dallas Advertising League and the Dallas Athletic Club. He plays golf and finds much enjoyment in studying people. He lives in a fashionable section of Dallas with his wife and two sons.

A helpful sense of humor, Mr. Hite is more often than not the butt of his own jokes. One story he likes to tell on himself is his experience in delivering a market survey to Cerveceria Quatemec, brewers of Carta Blanca Beers in Monterrey, Mexico.

Mr. Hite presented the results through an interpreter only to find out later that the brewery president, a graduate of the Massachusetts Institute of Technology and "could probably speak better English than anyone present, including the guy who made the presentation."

UN PRAISES  
Broadcastor Support  
PRASEIS for broadcaster participation in United Nations Radio Day voiced in letter to NARTB President Harold E. Fellows by Benjamin Cohen, UN assistant secretary general for public information. More than 1,000 stations have been regular "Our Network for Peace," he said, and in recent months 40 more applied for weekly transcribed series. Total of 920 million U.S. listeners was reached as result of the cooperation, he said, and the plan will be adopted in other nations. He said, "American broadcasters have demonstrated up to their highest traditions of public service in giving so generously of their facilities in the cause of lasting peace."

CCBA Meet Nov. 3  
DISCUSSION on the proposed Canadian Broadcasting Corp. regulations for stations, as well as on program content, will feature the annual meeting of the Central Canada Broadcasters Assn. (CCBA) at the Royal York Hotel, Toronto, Nov. 3-4. Mainly a sales and programming clinic, with panel speakers and meetings also, will be informal sessions of station personnel on problems affecting all stations. A report is expected on the status of liquor advertising on Ontario stations, which currently is not permitted. Murray Brown, CPFL London, CCBA president, will preside at all meetings.

SEPARATION of the sales staffs of KFEL Denver and KFEL-TV, which went on the air last July, has been completed.

Late last month, Oct. 10, was that of Bill Conklin, former KFEL sales manager, to the TV outlet's national salesmanship. He will sell something that has to be done in all areas of the station and be responsible for clearing network commitments.

Blair-TV Inc. is KFEL-TV's station representative. Station is affiliated with NBC-TV and DuMont.

John J. McEniry, who joined KFEL sales in 1945, succeeds Mr. Conklin with the title of national and local manager. He; as KFEL salesman since 1949, becomes KFEL-TV's local commercial manager.

Mr. Conklin started with KFEL (MBB affiliate) as assistant sales manager in 1944 and was made sales manager in 1949. Gene O'Fallon Sr. is general manager and Frank Bishop, managing director, of both stations.

DAMAGES APPEAL  
GF, B & B Prepare Brief  
GENERAL Foods Corp. (Maxwell House Coffee) and Betton & Bowles Inc., last week were preparing an appeal from a court verdict which awarded $375,000 in compensatory damages to Raymond B. Morgan Co., Hollywood agency, for allegedly appropriating a radio promotion idea. GF had lost a request for a new trial.

After a week's long hearing, a jury Aug. 8 brought in the $375,000 verdict in Los Angeles Superior Court [B*T, Aug. 18]. The National Marketing Co., charging unfair competition and misappropriation of an implied contract in the alleged appropriating of a copyrighted "Doorbell Ringing Plan," had originally sued for $1.5 million damages [B*T, June 25, 1951].

Admen Elections  
ROBERT G. STOLZ, advertising manager, Brown Shoe Co., has been re-elected President of the Advertising Club of St. Louis. Other officers include Louis J. Hoffman, vice president, Central States Paper & Bag Co., first vice president; John Roberts, director, St. Louis Globe-Democrat, second vice president; Elsey M. Roberts Jr., vice president, KOKK Inc., third vice president; David B. Propper, manager, KD-S-TV, treasurer, and Charles F. Kistenmacher, manager director, St. Louis Globe-Democrat, secretary.
A Tale of Two Roads

This is a road that serves you every day. It is the public road that takes you where you want to go and brings you things you use.

This is another road that serves you every day. It is the steel highway of the railroads on which trains provide the low-cost mass transportation so essential to America's tremendous agricultural and industrial production. Without railroads, even motor vehicles could not exist and operate.

The public roads—built and maintained by taxes you pay—are designed to take care not only of your automobile but also of the 95 per cent of all motor trucks which are engaged in farm and local delivery and industrial use. But to take care of the other 5 per cent of trucks—the big, heavy, highway freighters—calls for roads more expensive than are needed by the vast majority of highway users.

On the other hand, railroads—built and maintained at their own expense—are for heavy-duty hauling. These railroads carry—for you and all America—more tons of freight more miles than all other forms of transportation combined, and do it for charges which average less than those of any other form of general transportation.

And the more freight the railroads carry, the less wear and tear there will be on your public highways—and the less you, as a taxpayer, will have to pay for building and maintaining these highways.
What's he looking at?

Frank Silvernail
Batten, Barton, Durstine & Osborn

is looking at your advertisement in the Broadcasting Yearbook

Jack Stelling
program director,
KTXL San Angelo, Tex., to WJPG
Green Bay, Wis., in same capacity replacing Blaine Walsh who transfers to WTMJ-TV Milwaukee.

Ron Miller
program director,
WPGF Portland, Ind.

Don Howell
producer-director,
WSMU-TV New Orleans, transfers to operations department as assistant to STANLEY HOLIDAY, program operations manager.

Happy Ison
assistant program director and chief announcer, WVOW Logan, W. Va., to WORZ Orlando, Fla.

Arlene Gilbert
copywriting staff, WICC Bridgeport, Conn.

Dewey Gill
KDEC Decorah, Iowa, to announcing staff, WJPG Green Bay, Wis.

Don Bernard
announcing staff, WJEL Springfield, Ohio.

Dick Gottlieb
KPRC-TV Houston performer, named campaign director of 1953 March of Dimes drive in that city.

Mary Holt
formerly with WFRS and WDKO Cleveland, to WJMO that city.

William R. Rolls,
staff announcer, WAYS Charlotte, N. C., promoted to music librarian.

Tom Keys
executive sports editor of Columbus (Ohio) Citizen, to sports staff, WHWC (TV) Columbus.

Tom Conway
star of ABC-TV Mystery Theater, assigned role in Sol Lesser feature film, "Tarzan and the She-Devil!"

Bill McColgan
WFMJ Youngstown, Ohio, to WGAR Cleveland, as sports director.

STU Wilson
production manager, KBOG Avalon, Calif., assigned role in M-G-M feature film, "Bandwagon.

Fred Birnbaum
department editor, Sponsor magazine, appointed assistant promotion director, WCAU Philadelphia.

Frank Nelson
actor on CBS Radio Jack Benny Show, assigned role in M-G-M feature film, "Remains To Be Seen."

Lurene Tuttle
Hollywood radio actress, assigned role in M-G-M feature film, "Give a Girl a Break."

Bill Kerwin
announcer, WREX Topeka, Kan., to KCMO Kansas City, in same capacity.

Richard E. Hardy

Waggy Wangelheim
star of KNBE (TV) Outdoors with Waggy Wangelheim, father of boy, Dennis, Sept. 30.

JIM REID, sports director, WPTF Raleigh, N. C., father of boy, Michael Ernest, Oct. 9.

Edward M. Keath
radio-TV director and columnist for St. Louis Globe-Democrat, to WTTV (TV) Bloomington, Ind., as director of news and special events.

Howard W. Coleman, publications department, Vapor Heating Corp., Chicago, to NBC there as press writer.

Mr. Keath
Paul Sullivan
to news staff, WIP Philadelphia, to write and present four daily news shows.

Tedd Jaffee
news editor, WAAM (TV) Baltimore, and ANITA JAFFEE, Mary Landis and Mary Lusha Show on WBAL-TV that city, parents of boy, John Leonard, Sept. 25.

Bill Moore
Newark sportscaster, and Eileen Watson were married Oct. 5.

HOWARD W. COLEMAN, publications department, Vapor Heating Corp., Chicago, to NBC there as press writer.

Mr. Keath
Paul Sullivan
to news staff, WIP Philadelphia, to write and present four daily news shows.

Tedd Jaffee
news editor, WAAM (TV) Baltimore, and ANITA JAFFEE, Mary Landis and Mary Lusha Show on WBAL-TV that city, parents of boy, John Leonard, Sept. 25.

Bill Moore
Newark sportscaster, and Eileen Watson were married Oct. 5.

Krnt Award
Little Rock Wins Plaque
Paul Rhoades, newscaster, KRNT Des Moines, presented the first annual "KRNT National Safety Award" to the city of Little Rock at the 40th National Safety Congress in Chicago last week.

KRNT this year began a nation-wide deathless-days traffic campaign for cities of over 100,000 population. Little Rock outdistanced Des Moines to win the award. KRNT has spearheaded a year-around traffic safety drive in Des Moines.

Kaltenborn Fellowship
GILBERT GODFREY, UP radio news staff member in New York, has been awarded a 1952-53 Kaltenborn Foundation Fellowship Award to work on a book on 19th Century American editors. Vincent J. Buranelli, McGraw-Hill Pub. Co., was awarded a similar fellowship to prepare a handbook on how history and political theory can be better integrated into daily news coverage. Awards were established by H. V. Kaltenborn, NBC commentator.

Whoc's 'Willie'
Client Does the Buying
SUCCESS of a 30-minute weekly program on WHOC Philadelphia, Miss., which appeals to a selling audience rather than a buying one, has been demonstrated as the sponsor, a local lumber company, begins the program for the third year.

Slanted to owners of small woodlands farms who sell their timber to the lumber company, the Sunday morning half-hour of news and gossip items that are conducted by G. O. Gordon, also a county school principal, who is affectionately known as "Uncle Willie." According to WHOC Manager William H. Cole, "Uncle Willie" combines words of forestry wisdom such as woodland management and fire prevention with homespun philosophy, while announcer delivered commercials advertise the lumber company as a market for the farmers' timber harvests.

Much of the program's material is taken from radio services furnished by American Forest Products Industries Inc., Washington, a non-profit organization promoting sound woodland management and sponsored by the nation's wood-using industries. AFP material includes free quarter-hour transcriptions dramatizing forest resources, and is directed at the estimated 4,000,000 owners of small woodlots in the U. S.

STU ERWIN, radio-TV and screen comedian, has been presented with American Cancer Society 1952 Distin-guished Service Award for his work during Cancer Crusade.
For AM·FM·TV·Microwave...

TRUSCON STEEL TOWERS
Guyed or Self-Supporting

Wind Stability

Maximum Strength-to-Weight Ratio

Fast, Low-Cost Erection

Truscon knows towers—is staffed and equipped to engineer your next tower assembly to meet all your requirements.

That's because Truscon has an unexcelled background of tower information and skill. Truscon engineers have designed and built radio towers for all types of duty throughout the world... towers to function dependably in all kinds of topography and weather conditions... towers with the strength to meet all contingencies.

And, this experience is at your call now. Whether your current or future plans call for new or enlarged AM, FM, TV, or Microwave facilities, take your tower troubles to Truscon.

Your phone call or letter to your nearest Truscon district office—or to our home office in Youngstown—gets tower problems off your hands and into ours.

Phone or write today. Truscon® Steel Co., 1074 Albert St., Youngstown 1, Ohio.
Subsidiary of Republic Steel Corporation.

TRUSCON a name you can build on
WELS RENEWAL
Is Proposed by Examiner

FCC HEARING Examiner Basil P. Cooper on Oct. 9 issued an initial decision looking towards license renewal of WELS Kinston, N. C. Hearing had been held on the question of whether three principals in the licensee corporation in 1950 had transferred control in the licensee without prior FCC consent, had kept these transactions concealed from the Commission and whether the licensee was qualified to operate the station.

The hearings centered around sale of stock by E. L. Scott, Robert E. Wasdon and Jack Siegel, organizers and original owners of 33% each of the licensee, Farmers Broadcasting Service Inc., on Sept. 21, 1950, to eight other persons.

FCC conclusions stated, "We find that the persons committed by the parties grew out of a sincere desire to enable the residents of Kinston to aid and assist Station WELS to render a better service to Kinston and that there was no desire or intent to deceive and mislead the Commission."

The FCC action becomes effective 40 days from Oct. 9.

RCA VICTOR has released complete library of some 6,000 separate tunes to KXYZ Houston, to promote its 46 rpm collection.

EDWARD L. PINCUS, president, Motorola-Philadelphia Co., elected president of Motorola New York Inc. ALLEN WILLIAMS, vice president in charge of operations at latter firm, to Motorola's Chicago headquarters as assistant sales manager of parent company. JOHN D. MINNICK appointed sales manager of Philadelphia branch.

DON F. MIERSCH and JAMES M. FARRELL appointed western and eastern division sales managers, respectively, for Crosley Div., Avo Mfg. Cincinnati.

JOE CHAPMAN LANE Jr., Westminster Electric Corp., appointed advertising staff representative for firm's electronic tube division.

S. PETER SHAFER appointed district merchantman, Spartan Radio Television, Jackson, Mich., in Long Island and Brooklyn, N. Y., areas.

WENDELL S. ERICKSON, AP bureau chief in Honolulu, appointed chief of AP's New Mexico bureau with headquarters in Albuquerque.


ORSATTI & Co., Beverly Hills (talent agency), moves to 300 S. Beverly Dr.


Crosley Radio Corp. N. Y. district manager, JOHN D. MINNICK, appointed sales manager of Philadelphia branch.

WILLIAM J. PALMER appointed sales manager, Bell & Howell Corp., Naperville, III.

PAUL BRYANT appointed western sales manager, Zenith Radio Corp., Chicago, with headquarters in L. A.

FRED R. CLARKE Development Corp., Cleveland, appoints Sonuscout Corp., N. Y., as exclusive distributor for Sound Mirror tape recorder in New York City, Western Long Island and northern New Jersey.

PAULA LA RIVIERE, Hollywood free lancer radio-TV producer-director, forms LESLIE Agency, 1008 S. Western, No. 6, Portland, to serve as TV consultant and program package.

FEDERAL TELECOMMUNICATION Labs., Nutley, N. J., announces development of improved version of Poly-Eex scanner, PTL-88A, for TV station application. Unit now permits single operator to take complete charge of station's program sources and present them in most effective manner.

AMPLIFIER Corp., America, N. Y., announces manufacture of Broadcastinger Model 610-SD, new battery-powered portable tape recorder with spring-wound motor. Instrument operates at tape speed of 7¼ in. per second, furnishing 15 minutes of playback on standard 8½” diameter 500’ reel of sound recording tape.

SHALLCROSS Mfg. Co., Collingdale, Pa., announces production of Type 54A, miniature precision wire-wound resistor for decades and other applications, requiring low resistance values with close tolerance, low temperature rise, and low inductance.

INDUSTRIAL CONDENSER Corp., Chicago, III., announces manufacture of new line of capacitors. Known as "Stablex D" series, capacitors are particularly adapted for use in equipment subjected to extreme altitude and climatic changes.

TUBE DEPT., RCA Victor, Camden, N. J., announces production of new 5-inch oscilloscope, WO-88A.

ECOR Inc., Chicago, announces production of new tape recorder, Model 29B, featuring new finger-tip control insuring simple and positive operation. Integrally built-in dual speed machine, rewinds recording speed from standard “¼” to “½” per second producing maximum recording time of two full hours.

TECHNICAL APPLIANCE Corp., Sherburne, N. Y., announces production of complete line of antennas designed for uhf reception. Included are parabolic-reflector types, yagis, modified X (Bow-Tie) and Vee type antennas.


GLENDALE LARSEN, transmitter engineer, KTRI Sioux City, Iowa, appointed chief engineer, succeeding WILL LEWIS, who has resigned.

HERMAN L. HOLCHER, operating engineer, WICE Providence, R. I., inducted into U. S. Army and is serving with Signal Corps, Augusta, Ga.

STAN Bockes to WSYR Syracuse engineering staff.

NAT HERMAN, engineer, WCMJ Cambridge, Md., and Joan Levenson have announced their engagement.

BAB CONTEST
Ryan Announces Plans

SECOND annual Broadcast Advertising Bureau "Radio Gets Results" contest, designed to help provide BAB with information for its promotional plans, was announced by BAB President William R. Ryan last week.

Closing date for all contest entries from member stations will be Nov. 16 and winners will be announced after Dec. 15. Stations are asked to submit one or more results stories in nine categories: Apparel, automotive, department stores, financial, food and grocery stores, food and grocery products, home furnishing stores, specialized services and miscellaneous.

First, second and third prizes will be awarded in each classification and BAB will provide duplicate awards to the station winners for presentation to advertisers adjudged practical users of radio advertising.

Judges for the contest include: Dr. Robert L. Swain, editor of Radio Topics; Dale Pearson, advertising manager for the American Bankers Assn.; Pete Wemhoff, editor of Automotive News, and F. C. Ferry, advertising manager of Grand Union Co., representing the Supermarket Institute.

"Last year's contest was a great success," Mr. Ryan said, "not only in providing us with material to promote radio but, on the local level, for giving the station sales promotional tools to publicize itself to its advertisers and agencies. We had over 300 entries last year and we expect to have twice that number submitted for our 1952 contest."

Stevenson Aid Sought

MILTON BIOW, president of Biow Co., New York, spoke last Tuesday before 50 members of publicity, advertising and publishing professions to enlist their aid in the presidential campaign of Gov. Adlai Stevenson. The meeting was called by the N. Y. Volunteers for Stevenson.
ASCAP SALUTES A RADIO SHOW-MAN WHO KNOWS THE VALUE OF ASCAP MUSIC IN SELLING HIS STATIONS.

September 22, 1952

Dear Jule:

We all think your brochure, "America Grew With Music," is terrific!

Could you please send me ten copies so we can have our salesmen make use of it.

Thanks and regards.

Sincerely,

Adna H. Karns
Vice President and General Manager

Mr. J. M. Collins
ASCAP
575 Madison Avenue
New York 22
New York

AMERICAN SOCIETY OF COMPOSERS, AUTHORS AND PUBLISHERS
575 MADISON AVENUE, NEW YORK 22, N. Y.
PRICE CONTROL

Renewed on Components; RTMA Objects
OVER THE strong objections of the Radio-Television Mfrs. Assn., the government last week reimposed price ceilings on radio-TV-phonograph components, effective next Monday.

Action by the Office of Price Stabilization capped a round of mid-week developments in which RTMA charged that OPS was making it impossible to place parts, and that it would cause havoc throughout industry among both set and parts manufacturers. "RTMA branded the action as "improper" and asked that the order be rescinded until industry could present its case.

The amended regulation restores ceilings only on radio, television and phonograph parts, but, per company officials, it serves the "across-the-board" suspension for receivers announced in OPS' decontrol action Aug. 29 (BW, Sept. 1).

The agency earlier had set an effective date of Oct. 15 (when the revocation was announced) but extended it another 12 days to enable parts-makers to make adjustments. It was reported that RTMA is preparing voluminous data for a hearing tomorrow (Tuesday). A committee headed by vice-president of RTMA's Parts Div., has been named by RTMA President and Board Chairman A. D. Plamondon Jr. to present industry's case.

OPS said recontrol action was necessary because suspension of parts ceilings extends beyond the radio-TV industry and would impair controls on other commodities still under controls. It noted that many radio-TV set parts generally go into parts made by radio-TV manufacturers. Additionally, suspension rendered controls ineffective over repair services which involve sale of parts for replacement purposes.

In a wire to OPS Director Tighe Woods, James D. Secret, RTMA executive vice president, said there have been "no sales to radio TV manufacturers" and OPS ordered the suspension because prices had increased since controls were suspended.

OPS spokesmen conceded later that this may be part of the reason, but explained that other factors involved. OPS issued a clarifying order upon receipt of the RTMA telegram. Mr. Secret initially contacted Economic Stabilization Board.

WHAS Wins Award
WHAS-AM-TV Louisville is winner of a certificate of Public Relations Achievement, it was announced today (Monday) by Robert E. Harper, chairman of the 1952 Awards Competition Committee of the American Public Relations Assn. For their competition, 13 Silver Anvil trophies and 24 certificates were awarded. Awards will be presented during the association's annual convention in Washington early in March.

WHAS, the station of the Kentucky Telephone Co., has been awarded the highest award for the best performance of a Canadian station in the recent Canadian Sweepstakes.

ELECTION TO TROOPS
Signal Corps Sets Plan
U. S. TROOPS overseas will be kept abreast of election returns by means of the Army Signal Corps' expansive communications network, Frank Pace Jr., Secretary of the Army, announced Oct. 12.

For the first time in history, the service hopes to provide simultaneous news coverage of a national election to the entire Army through Signal Corps and Army Troop Information facilities. The Army will use services of the three major press associations, trans- mitting results via their 72 overseas radio outlets and over 200 newspapers.

Leaders in TWO of the Midwest's Richest Markets!
KMTV-OMAHA
Almost 65% Saturation in a Billion Dollar Market
Over 1/2 million people living in nearly 150,000 TV homes have an effective buying income over a Billion Dollars.

Latest Pulse figures (July 29,Aug. 19) show KMTV leads in 9 out of the top 10 once-a-week shows and 4 out of the top 5 weekly shows.

In addition, KMTV is currently expanding and remodeling studio facilities to insure still better service to their many advertisers and viewers. Now under construction is a modern, air-conditioned, acoustically treated studio, a new film processing room, news room, glass enclosed control room, offices and greatly expanded storage space.

These new facilities will enable KMTV to give Channel 3 viewers the finest quality telecasting. Contact Katz or KMTV today.

SABC ADDS
With 25 More Libraries
MORE than 25 music publishers' catalogs have become affiliated with SESAC Inc. within the past year. The new SESAC publishers are:


WOOK Keeps Awake
THERE have been "Talkathons" and "Telethons, but it remained for WOOK Washington, D.C., to come up with the latest—a "Wilikithon." Station recently presented an all-night disc show to promote Wilkin Coffee. Event was part of the station's campaign for best promotion of its coffee by radio stations. WOOK claims the program was non-commercial and was undertaken as a pitch for an advertising contract with Wilkins.
Practically all of Birmingham's viewers watch WAFM-TV... practically all of the time they are watching television. It's a well-supported fact. During September, for instance, WAFM-TV had 14 of the top 15 weekly shows, 6 of the top 10 multi-weekly shows, and 70% more quarter-hour wins than Birmingham's second TV station (Birmingham Telepulse). Conclusion: you're sitting pretty with your customers when you are on WAFM-TV. For details, ask WAFM-TV, "Television Alabama," or CBS Television Spot Sales.
G.E. TAKES UHF LEAD WITH "TRIPLE POWER" KLYSTRON

New tube for 12 kw transmitter is rated at 15 kw; three times that of other klystron tubes for TV

High power UHF television becomes a reality for 1953 as quantity production begins on General Electric's 12 kw UHF Transmitter. Utilizing a 15 kw klystron tube, the high-power UHF transmitter is rated at 12 kilowatts to assure the required linearity over the operating range.

Power Tripled

This literally triples the power of other available klystron tubes to produce the highest power in the industry today. Production of the units coincides with the release of UHF channel allocations.

A six-kilowatt unit, operated experimentally at Electronics Park for nearly a year, led to the 15 kw klystron tube development.

UHF Helical Antenna

At the same time, development of a simple, high-gain UHF Helical Antenna was in progress. This antenna, now in production, features a simplified feed system—only one feed point per bay—and power gains of 5 to 25 times. Antennas will be available for delivery in Transmitter-Antenna combinations.

THE 15 kw KLYSTRON

What it does!

Engineers agree the main reason why the G-E 15 kw klystron tube represents such an outstanding electronic achievement is its amazing simplification in comparison with both conventional tubes and other klystrons for television.

For one thing, all amplification circuits are confined within the G-E tube—simplifying circuit arrangement as well as tube replacement. Secondly, the G-E klystron overcomes all major complexities of using standard type tubes for high power UHF while providing 120 times amplification in a single tube.

Development of klystron tubes began during the war for use in radar equipments.

Radar was able to utilize the klystron's entire output, and the tube was rated on this basis. In UHF television application, however, a 20% reduction takes place in usable rated output. Therefore a 15 kw tube is necessary to power a 12 kw transmitter.

COMPACT TV TRANSLATOR FOR UHF RECEPTION TO LEAVE CABINET APPEARANCE UNCHANGED

Announcement has been made of a new G-E UHF Translator that can be installed in any current G-E table or console model without removing the chassis or changing the appearance of the cabinet. The unit will sell for $30 to $50.

Model Noted for Simplicity

The Translator is an extremely simple unit, both from engineering and installation standpoints. It will provide reception on present receivers of programs telecast on the new ultra high frequencies. When installed, maximum sensitivity will be obtained because the high amplification of the Translator is added to the amplification of the TV receiver.

The entire assembly can be mounted on the inside of current General Electric television models using the "A-K" and later chassis. The new Translator has been specifically designed to provide ease of installation and excellent UHF reception.

Meet our District Sales Manager!

Tom Bost, southeastern District Sales Manager, is a highly-qualified, friendly advisor on equipment requirements for complete television systems. He has served the southeastern district with offices in Atlanta, since 1949.

A native of Hartshorne, Okla., Bost was graduated from Oklahoma A & M College with a B.S. degree in electrical engineering. He joined General Electric in 1941, where he completed a series of factory tests, engineering and business assignments.

Recent sales accredited to Tom Bost have been to WKAB-TV, Mobile; WLAC, Nashville; WSIX, Nashville; WDOD, Chattanooga; and WBIR, Knoxville.

UHF Translator Model 103 Now Ready For Delivery
POST-THAW GRANTS: 78

BY LARRY CHRISTOPHER

PERMITS for three vhf and two uhf commercial TV stations were granted by FCC last week to boost the total number of post-thaw authorizations to 78, including 99 commercial outlets and 9 noncommercial educational stations.

The grants were made Wednesday, the same date on which the Commission's processing "speed-up" plan became effective. FCC amended its temporary processing procedure to specify that after Oct. 16 for a "limited period" no new contested applications would be set for hearing—in view of the backlog of hearing cases already in hand—that non-contested bids in cities presently without service might be processed more rapidly [B*T, Sept. 22]. Processing of hearing cases already designated or notified will continue, however.

Eight additional applicants were notified Wednesday that their requests are mutually exclusive with others, hence hearings will be required. These were the last cases so notified at the speed-up plan went into effect.

There presently are nearly 240 applications designated or notified for comparative hearing in some 10 different areas.

The new station grants were awarded the following:

Lincoln, Neb. (City priority Group A-2, No. 28)—Cornbelt Broadcasting Corp. (KFOR), granted vhf Channel 62, effective radiated power 56 kw visual and 25.5 kw aural with antenna height above average terrain 250 ft. Estimated commencement date: Unknown.

St. Joseph, Mo. (Group A-2, No. 44)—KQFX Inc. (KQFX), granted vhf Channel 2, ERP 52 kw visual and 26 kw aural, antenna 810 ft. Estimated commencement date: Unknown.

Amarillo, Tex. (Group A-2, No. 47)—Amarillo Broadcasting Co. (KFDA), granted vhf Channel 2, ERP 56 kw visual and 20.5 kw aural, antenna 550 ft. Estimated commencement date: Unknown.


East Lansing, Mich. (Group B-1, No. 41)—Michigan State Board of Agriculture (WKEF), granted uhf Channel 69, ERP 245 kw visual and 125 kw aural, antenna 968 ft. Estimated commencement date: Unknown.

The applications notified for hearing included:

Evansville, Ind. (Group A-2, No. 17)—E. Tuley, seeking vhf Channel 62, is being advised consolidated hearing is required with competitive bids of Premier Television Inc. and The American Television Corp., with additional question respecting proposed studio location of Tuley.

Comrs._-_channels: (Group A-3, No. 49)—Davenport Broadcasting Co. (KSTT Davenport) and American Broadcasting Stations Inc. (WTVW), both seeking vhf Channel 2, are being notified of need for hearing with additional question respecting studio location of Davenport Broadcasting. FCC denied petition of American Broadcasting seeking dismissal of Davenport Broadcasting application.

Charleston, S. C. (Group A-3, No. 55)—Southern Broadcasting Co. (KOFM Atlantic City), Southern Broadcasting Co. (WTMA) and Charleston Broadcasting Co. (WHPM), all seeking Channel 2, are being notified of need for hearing with additional question respecting studio location of Southern Broadcasting and Atlantic Coast Broadcasting.

Galveston, Tex. (Group A-2, No. 58)—Galveston Television & Radio Co. (KXLI), Gulf Television Co., both seeking vhf Channel 11, are being notified of hearing.

"PAY-SEE" GRID PLAN

TELEVISION is here to stay, "and we hope college football will stay with it," but pay-as-you-see rather than free video seems to be the answer.

This opinion was given last week by Asa Bushnell, commissioner of the Eastern College Athletic Assn. to the television committee of the National Collegiate Athletic Assn. Mr. Bushnell met in Chicago last Monday through Thursday with the 17-man executive council of NCAA to outline the progress of the present controlled system of network telecasting and to sketch future problems of the TV committee which need to be confronted and solved now before "they become a reality."

Accepting the advent of subscription TV in four to five years as a fact, Mr. Bushnell and his committee have boiled down to four some seven methods of adapting the system to college football and of distributing the profits generally.

He, with other members of the council, have previewed four pay-as-you-see systems now in the planning stage, and have talked "very recently" with their officials about possible costs, profits and coverage.

Mr. Bushnell said that because in the past "premium financial and publicity rewards" have tempted some schools to live beyond their means and establish an over-ambitious athletic program, the TV committee seeks to equalize some of the staggering profits which the schools potentially could make with a subscription form of TV. With 19 million sets throughout the country assessed at even 25 cents per receiver, one game could bring in $700,000 a week in a single day, it was pointed out.

During the past three years, the NCAA reports, the group has realized that "unrestricted television provides financial and publicity rewards for successful football teams far beyond any rewards ever known in intercollegiate athletics." Terming this a threat to amateur football, the group points out that TV circulation grows the advent of subscription video would bring about a situation in which rights for "a few network games, now measured in thousands of dollars, will be measured in millions."

The committee is concerned because regardless of which kind of television is involved, relatively few schools will participate in and profit from a TV program. The association therefore is considering removal of the "excessive" portion of future subscription TV payments and allocation of this fund on a pro-rata basis among NCAA schools which have football teams in TV areas.

Network television plans for 1953 football will not be settled until committee recommendations are made to the entire membership at the annual convention next January in Washington, D. C. At that time, the 16-man TV committee will make its report, based to a large degree on results of a continuing study of the effects of TV on gate attendance. The study is being conducted again this year by the National Opinion Research Center at the U. of Chicago, and financed by a 12% assessment on TV receipts of participating colleges. The 18% assessment in 1951 has been reduced 6%, the amount re- bated when the fund was found excessive. The 12% amounts to an estimated $70,000 this year, one source said.

Catches NCAA Eye

October 20, 1952

PAY-SEE' GRID PLAN

Continued on page 96
televising grants and applications

Digest of Those Filed With FCC Oct. 10 Through Oct. 16

Grants Since April 14

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>2</td>
<td>7</td>
</tr>
<tr>
<td>Educational</td>
<td>3</td>
<td>11</td>
</tr>
<tr>
<td>Total</td>
<td>5</td>
<td>18</td>
</tr>
</tbody>
</table>

Commercial televising stations on the air

- 1 includes XELD-TV Matamoras (Mass.)-Brownsville.
- 1 includes XELD-TV Matamoras (Mass.)-Brownsville.

NEW APPLICATIONS

Listed by States

EAST LANSING, Mich.—Michigan State Board of Agriculture has granted unheld vhf Ch. 69 (766-772 MHz) ERP 240 kw visual, 115 kw aural; antenna height above average terrain 460 ft., above ground 486 ft. Engineering condition: Estimated construction cost $229,000, first year operating cost $160,000, revenue $180,000, estimated gross revenue $450,000.

ST. JOSEPH, Mo. — KFRE, Inc., 1000 E. State, St. Joseph, Mo., seeks to operate a television station on Ch. 64, with a transmitter located at 1000 W. Outer Rd., St. Joseph, Mo. Proposed station would have an ERP of 5 kw visual, 15 kw aural; antenna height above average terrain 490 ft., above ground 516 ft. Estimated construction cost $229,000, first year operating cost $160,000, revenue $180,000, estimated gross revenue $450,000.

ARIZONA

AMARILLO, Tex. — Amarillo Business Co. (KFDA), 1017 1/2 Pine St., Amarillo, seeks to operate a television station on Ch. 49, with a transmitter located at 8001 Lake Park Blvd., Amarillo, Texas. Proposed station would have an ERP of 5 kw visual, 15 kw aural; antenna height above average terrain 500 ft., above ground 520 ft. Estimated construction cost $229,000, first year operating cost $160,000, revenue $180,000, estimated gross revenue $450,000.

JEROME, Ariz. — Jerome Broadcasting Co., 122 S. Main St., Jerome, seeks to operate a television station on Ch. 12, with a transmitter located at 201 S. Main St., Jerome, Arizona. Proposed station would have an ERP of 2 kw visual, 15 kw aural; antenna height above average terrain 500 ft., above ground 520 ft. Estimated construction cost $229,000, first year operating cost $160,000, revenue $180,000, estimated gross revenue $450,000.

LINCOLN, Neb. — Coral Broadcasting Co., 401 S. 40th St., Lincoln, seeks to operate a television station on Ch. 18, with a transmitter located at 1126 S. 40th St., Lincoln, Nebraska. Proposed station would have an ERP of 5 kw visual, 15 kw aural; antenna height above average terrain 500 ft., above ground 520 ft. Estimated construction cost $229,000, first year operating cost $160,000, revenue $180,000, estimated gross revenue $450,000.

RALEIGH, N. C. — Sir Walter Television & Broadcast Co. Granted unheld vhf Ch. 28 (814-820 MHz); ERP 36 kw visual, 15 kw aural; antenna height above average terrain 460 ft., above ground 486 ft. Engineering condition: Estimated construction cost $229,000, first year operating cost $160,000, revenue $180,000, estimated gross revenue $450,000.

NEW APPLICATIONS

Listed by States

SAN FRANCISCO, Calif.—General Teleradio Inc. (KFVR), Ch. 49 (643-649 MHz); ERP 6 kw visual, 15 kw aural; antenna height above average terrain 200 ft., above ground 226 ft. Estimated construction cost $464,142, first year operating cost $340,250, revenue $380,000. Post Office address 1311 4th St., San Francisco, Calif.; transmitting station location 100 Van Ness Ave. Transmitting location 2 mi. SW of Daly City. Transmitter studio and remote control equipment of NBC-San Francisco, and KRON-TV and KNBN-FM tower are located 1 mi. NE of Daly City; Transmitter location 5000 S. Van Ness Ave., San Francisco; Transmitter location 4001 Van Ness Ave.; Crew of engineers at 4001 Van Ness Ave.; Proprietors include Robert R. Haislip (50%) and Donald B. Raitt (50%). Robert R. Haislip has been employed in Teleproduction, Hollywood, Calif., for over 20 yrs. as ...
The New Grantees’ Commencement Target Dates

HERE are the 78 post-harrow TV grantees and the dates on which they expect to commence operation. Channels authorized, as well as network affiliation where signed, is also given.

<table>
<thead>
<tr>
<th>Grantee</th>
<th>Channel</th>
<th>Starting Date</th>
<th>Network Affiliation</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFEL-TV Denver</td>
<td>Ch. 2</td>
<td>On the Air</td>
<td>NBC, DuMont</td>
</tr>
<tr>
<td>KPTV (TV) Portland</td>
<td>Ch. 27</td>
<td>On the Air</td>
<td>NBC</td>
</tr>
<tr>
<td>KTV (TV) Denver</td>
<td>Ch. 2</td>
<td>On the Air</td>
<td>NBC</td>
</tr>
<tr>
<td>WSB-TV York, Pa.</td>
<td>Ch. 4</td>
<td>Nov. 18</td>
<td>ABC</td>
</tr>
<tr>
<td>KKX-TV Spokane, Wash</td>
<td>Ch. 18</td>
<td>Dec. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WHER-TV Willsboro, Pa.</td>
<td>Ch. 41</td>
<td>Dec. 25</td>
<td>CBS</td>
</tr>
<tr>
<td>WHUM-TV Reading, Pa.</td>
<td>Ch. 61</td>
<td>Dec. 1</td>
<td>CBS</td>
</tr>
<tr>
<td>KGMB-TV Honolulu, T. H.</td>
<td>Ch. 25</td>
<td>Dec. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KTRM-TV Austin, Tex.</td>
<td>Ch. 7</td>
<td>Jan. 1</td>
<td>CBS</td>
</tr>
<tr>
<td>WITV-TV Roanoke, Va.</td>
<td>Ch. 34</td>
<td>Feb. 1</td>
<td>CBS</td>
</tr>
<tr>
<td>KJEN (TV) Denver</td>
<td>Ch. 7</td>
<td>Feb. 1</td>
<td>CBS</td>
</tr>
<tr>
<td>KXLR-TV Mobile, Ala.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WTJF-TV Jackson, Miss.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WABR-TV Scranton, Pa.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WSB-TV South Bend, Ind.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WAFB (TV) Baton Rouge, La.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WKAB -TV</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KGMB -TV</td>
<td>Ch. 55</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WPAG -TV</td>
<td>Ch. 55</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KROD -TV</td>
<td>Ch. 10</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WBSE-TV Los Angeles</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KMJW -TV</td>
<td>Ch. 24</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WCEE (TV)</td>
<td>Ch. 22</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KHQ -TV Spokane, Wash.</td>
<td>Ch. 2</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WGBI -TV</td>
<td>Ch. 55</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WPAG -TV</td>
<td>Ch. 55</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WNOW -TV Columbus, Ohio</td>
<td>Ch. 55</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KGNC-TV Amarillo, Tex.</td>
<td>Ch. 4</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WEEC-FM Fall River, Mass.</td>
<td>Ch. 30</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WHP-TV Harrisburg, Pa.</td>
<td>Ch. 35</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KTSB El Paso, Tex.</td>
<td>Ch. 24</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KHQ -TV Spokane, Wash.</td>
<td>Ch. 6</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WHER-TV York, Pa.</td>
<td>Ch. 4</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WICC-TV Bridgeport, Conn.</td>
<td>Ch. 47</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WRHU-TV New Britain, Conn.</td>
<td>Ch. 47</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KQH-TV Spokane, Wash.</td>
<td>Ch. 6</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WHAL-TV Youngstown, Ohio</td>
<td>Ch. 77</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WKBX-TV New Bedford, Mass.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WWJ-TV New York, N. Y.</td>
<td>Ch. 55</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KNX-KTVR, Los Angeles</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KNX -TV Hollywood, Calif.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WPTV -TV Asbury Park, N. J.</td>
<td>Ch. 58</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WKDO-TV Corpus Christi, Tex.</td>
<td>Ch. 21</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KAJI-TV Fresno, Calif.</td>
<td>Ch. 24</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KTLA-TV Los Angeles, Calif.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>Mountain States TV Co., Denver</td>
<td>Ch. 26</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WWSI (TV) Brooklyn, N. Y.</td>
<td>Ch. 49</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WGRB-TV Fort Lauderdale, Fla.</td>
<td>Ch. 57</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WBBW -TV Baltimore, Md.</td>
<td>Ch. 30</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WBBN -TV Chicago, Ill.</td>
<td>Ch. 72</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WPTF-AM Raleigh, N. C.</td>
<td>Ch. 47</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WPTV -TV Ashtabula, Ky.</td>
<td>Ch. 39</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>WBNBK-TV New Bedford, Mass.</td>
<td>Ch. 25</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KKWK-TV Sayre, Pa.</td>
<td>Ch. 37</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KTS-TV Springfield, Mo.</td>
<td>Ch. 10</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KLAC-TV Los Angeles</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KPTV (TV) Austin, Tex.</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KTV (TV) Austin, Tex.</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KXVR (TV) Austin, Tex.</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KXDL (TV) Austin, Tex.</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KKY (TV) Austin, Tex.</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
<tr>
<td>KVMA (TV) Austin, Tex.</td>
<td>Ch. 18</td>
<td>Feb. 15</td>
<td>CBS</td>
</tr>
</tbody>
</table>

* Educational permits.

SET DISTORTION

FCC Urges RTMA Action

FCC expects TV set manufacturers to make drastic efforts to eliminate interference caused by receiver radiation and spurious receiver responses. Chairman Paul A. Walker notified James D. Secrest, executive vice president of Radio-Television Mfrs. Assn. in a letter sent last week. Acknowledging RTMA’s report on efforts to cut down interference of this type, Chairman Walker said the Commission is awaiting results of tests of 1952 models which an RTMA committee (R-15) is conducting. Committee chairman is K. A. Chittick, RCA Victor Div.

The chairman said that uhf radiation limits of 50 uv/m at 100 feet low band and 100 uv/m high band were merely “a first effort on the part of the industry and were looked upon by the Commission as interim radiation limits only. The value of 15 uv/m as suggested by Commission engineers in the preliminary proposal of 1949 and 1950 is still considered to be a desirable objective for receivers in the vhf bands.”

The RTMA committee will meet Oct. 20, with William C. Boese attending as FCC representative of E. W. Allen, chief engineer.

PLAQUE recognizing “pioneering foresight” of WCAU-AM-TV Philadelphia in erecting new Radio-Television Center is presented to Donald W. Thornburgh (I), pres. and gen. mgr., by local Chamber of Commerce. J. Harry LaBram, chamber pres., presents certificate, pupil executive for “great faith” in future of city and 33-county coverage area.

VISITING Chicago, Mr. and Mrs. Rosco Karns meet with WGN-TV executives and discuss Rocky King, Detective on DuMont TV Network. L to r: Ted Weber, WGN-TV slg. mgr.; Mr. Karns (Rocky); Mrs. Karns; Frank Schreiber, mgr., WGN Inc.; Jay E. Faraghan, WGN-TV prog. mgr.

EDWARD R. MURROW (I), commentator and editor-narrator of CBS-TV's See It Now, receives Arts & Letters Award from National Assn. of Air Force Veterans at a Detroit banquet for his radio-programs. Award is presented by Lt. Col. James Doolittle, citing Mr. Murrow's contributions "to public understanding of airpower preparedness."


WORK on eight more films for The Doctor as now NBC-TV series, gets underway for Procter & Gamble. L to r: William F. Craig, assoc. TV dir., P&G; Warner Anderson, who has title role; Mario Parnass, prod. prod. P&G products (Camay, Cheer) are handled by Benton & Bowles.

KLAC-TV Los Angeles receives scroll from California’s Secretary of State for outstanding public service in keeping listeners informed. L to r: Joe Parkes, TV dir., Caroline Leonetti, Hollywood charm school, presenting scroll; Don Fodderon, KLAC-AM-TV v. p., gen. mgr.; Fred Henry, KLAC-TV prog. dir.
WRITERS WRANGLE
TWA Petitions NLGB
JURISDICTIONAL battle in Hollywood over live and film TV writers for network shows has been embittered because of a petition to the National Labor Relations Board by the newly-formed, unaffiliated Television Writers of America. Petition asks for an election to determine the bargaining union.

Authors League of America and Screen Writers Guild oppose the new TWA. They assert the petition might delay even for a year the signing of a bargaining agreement already negotiated by the National Television Committee of ALA. This pact is for writers of live TV shows, and was to have been effective last Wednesday.

This troubled labor picture is already clouded by the 11-week strike against the Alliance of Television Film Producers.

BARTLEY TALK
Wars Educators on TV
EDUCATORS are on notice from FCC Commr. Robert T. Bartley that when amendments are suggested to the Commission on the Sixth Report and Order "none will require more careful review than the suggestion that changes be made in the reservation of . . . assignments for exclusive use of non-commercial educational institutions."

Comr. Bartley spoke at the annual study conference of the Alabama Asn. of Broadcasters Oct. 10 at the U. of Alabama, Tuscaloosa [BT, Oct. 13]. He warned that unless greater activity is forthcoming by educators to acquire or use channels now set aside, "there will be slight basis for justifying all 242 channels now reserved for education."

Comr. Bartley said the problem will be before FCC next summer.

HARRINGTON, RIGHTER & PARSONS, INC.
The only exclusive TV Station Representative

<table>
<thead>
<tr>
<th>New York</th>
<th>Chicago</th>
<th>San Francisco</th>
</tr>
</thead>
<tbody>
<tr>
<td>WLTW</td>
<td>Atlanta</td>
<td>owned by Broadcasting, Inc.</td>
</tr>
<tr>
<td>WAAM</td>
<td>Baltimore</td>
<td>owned by WAAM, Inc.</td>
</tr>
<tr>
<td>WBEN-TV</td>
<td>Buffalo</td>
<td>owned by Buffalo Evening News</td>
</tr>
<tr>
<td>WFMY-TV</td>
<td>Greensboro</td>
<td>owned by Greensboro News and Record</td>
</tr>
<tr>
<td>WDAF-TV</td>
<td>Kansas City</td>
<td>owned by The Kansas City Star</td>
</tr>
<tr>
<td>WHAS-TV</td>
<td>Louisville</td>
<td>owned by the Courier-Journal &amp; the Louisville Times</td>
</tr>
<tr>
<td>WTMJ-TV</td>
<td>Milwaukee</td>
<td>owned by the Milwaukee Journal</td>
</tr>
<tr>
<td>WTTG</td>
<td>Washington</td>
<td>owned by Allen B. DuMont Labs, Inc.</td>
</tr>
</tbody>
</table>

CBS-TV EXPANSION
In Station Relations
EXPANSION of CBS-TV's station relations department, in anticipation of network growth following the lifting of FCC's TV freeze, was announced last week by Fritz Snyder, national director of the department.

He said Robert Wood had been promoted to the post of assistant director and that John M. Boylan and Edward Scovill had been added as staff representatives.

Mr. Wood, with CBS Television since 1946, has been a member of the station relations staff for the past 15 months.

Mr. Boylan has served with ABC-TV station relations department since March, 1951, and previously was with NBC station relations and station clearances for 17 years. Mr. Scovill has been in the CBS radio station relations department for the last 13 months.

CBS FILES
For St. Louis Ch. 4
CBS last Thursday filed with FCC an application for vhf Channel 4 at St. Louis, already applied for by both KWK and KXOK St. Louis.

The network, which is licensee of 50 kw KMOX there, estimates that construction cost will be $1,791,727, with first year operating cost of $800,000 and expected first year revenue of $1,270,000. CBS proposes effective radiated power of 100 kw visual, 50 kw aural, with a 1,000-ft. antenna. Cost of the antenna alone will be $216,000—nearly $65,000 more than it plans to pay for its GE transmitter. The application revealed CBS will spend $800,000 in constructing studio and transmitter buildings and another $411,300 for studio technical equipment. In addition, $151,000 is earmarked for miscellaneous equipment, excluding $7,700 for frequency and modulation monitors. Land cost is $55,000.

The proposed studio location is at 401 South 12th Blvd., in downtown St. Louis. Transmitter would be near the intersection of Lindbergh Blvd. and Gravois Rd.

In an attached balance sheet, dated Aug. 30, CBS showed total current assets of $53,815,232. Of this amount, $6,051,591 was in cash. Total broadcast investments total $223,539,021. There is $14,569,632 worth of tangible property other than broadcast, according to the balance sheet. Total assets are $398,415,260.

Total current liabilities of the network are $26,946,715. The long term debt, consisting mostly of notes payable from 1957 through 1971, is $26,542,185.

CBS net income last year (1951) was $6,360,097 after federal income taxes. This was a $2,254,768 increase over the 1950 income.


KQV has announced it will file for vhf Channel 4 at Irwin, Pa., when the allocation amendment is finalized [BT, Sept. 1, Aug. 19].

KPTV (TV) Names
KPTV (TV) Portland, Ore., first commercial uhf station to commence operation [BT, Sept. 22], has named NBC Spot Sales as its national representative. Station is owned by Empire Wire Co., licensee of WXEL (TV) Cleveland and also operator of KBTV (TV) Denver, and operates on Channel 27.
for the local advertiser
of a quality product . . .

Lilli Palmer,

"...the toast of television row"
—BEN GROSS, DAILY NEWS

Beauty plus charm plus talent . . . and informative, entertaining interviews with famous personalities. That's why this gracious lady of theatre and screen rocketed to overnight television success.

Now NBC presents "The Lilli Palmer Show," the perfect program to advertise a quality product. This brand-new film series is available to you on a market-to-market basis . . . 26 fifteen-minute shows filled with all the Lilli Palmer magic.

"The Lilli Palmer Show" is geared for the family audience . . . and this means a big audience.

The show was Hollywood-filmed expressly for television . . . they're 1952 pictures . . . of 1952 quality.

The films are backed by NBC—the network with the industry's longest, continuous experience in television programming.

For further information on "The Lilli Palmer Show"—and other NBC Quality films—write, call or wire:

NBC film programs

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

A Service of America's No. 1 Network
**KGMB-TV BID**

**Asks Dec. 1 Interim Status**

KGMB-TVR Honolulu, sole new TV granted in the Hawaiian Islands, filed with FCC this week a request for special temporary authorization to commence interconnection service Dec. 1 on vhf Channel 9 with effective radiated power of 266 w.

The request also indicated KGMB-TV plans later to seek authority to construct its regular facilities at a new, higher site in order to cover additional areas, including Hilo, possibly with the aid of a satellite transmitter or community antenna system. This is believed to be the first mention of commercial satellite operation at FCC even though experimental units are in operation at present in the U. S.

Filed by C. Richard Evans, KGMB-TV vice president and general manager, the request specified the interim operation would be established at KGMB-AM's site using an RCA 500-w transmitter and a single-bay RCA antenna atop the present KGMB tower.

Since the tower will not support a heavier antenna, the request noted, "the FCC requirements of minimum field strength are not quite met, but excellent service would be furnished to the principal population of Honolulu with these facilities, inasmuch as the antenna is in the center of population and ... the principal population does not extend more than 5 miles from the KGMB transmitter site. It is significant that one-half of the total population of the combined Hawaiian Islands, which extend over a range of several hundred miles, live within this 5-mile radius."

KGMB-TV's construction permit, granted in early August [8**, Aug. 11], calls for ERP of 34.8 kw visual and 17.4 kw aural with antenna height above average terrain 1,768 ft. The site is atop Tantalus Mt. KGMB-TV proposes to move this site 2.2 ml. northeast to Konohanauni Mt., about 1,000 ft. higher. The station said the new site would permit better coverage of Honolulu as well as "excellent coverage of the windward side of the Island of Oahu where, at present, only 8% of the population live but which is developing rapidly as Honolulu expands."

**BELL-WU TIE-IN**

**FCC Says Undesirable**

FCC issued a decision last week denying the necessity or desirability in the public interest of requiring interconnection of intercity video transmission facilities of Western Union Telegraph Co. with those of the Bell System companies.

The decision dismisses the investigation instituted in Docket 9539 to determine whether intercity video channels of the two companies should be interconnected.

On Dec. 21, 1949, FCC had decided that the American Telephone & Telegraph Co.'s tariff prohibiting interconnection of Bell System intercity lines with those of broadcasters (non-common carrier lines) was "unjust, unreasonable and unlawful." AT&T was thus required to interconnect its intercity video channel facilities with those of broadcasters "until such time as adequate common carrier intercity video channels are available to meet needs of the broadcasters."

Comr. Rosel H. Hyde issued a dissenting opinion in last week's decision, with Comr. Frieda B. Hennock concurring in the dissent. Comr. Hyde said that although the decision denies supporting any claim the Bell System may have made to a monopoly in intercity video transmission, the action "effectively does grant such a monopoly to Bell."

In the absence of interconnection of or a service parallel to the Bell System, no common carrier can compete with Bell in the intercity video transmission field, Comr. Hyde said. Comr. Robert T. Bartley did not participate in the 3-2 decision.

In a statement Thursday, Western Union officials said the decision would not diminish the companies' "keen interest" in furnishing TV channels by microwave. Stating that the company now owns sites for radio relay towers south and far west as Minneapolis, and as far south as Atlanta, officials said the FCC decision is being "carefully re-studied by the company to determine future planning."

**FILM PRODUCTION**

**Patie Labs. to Finance**

PATHE Labs., Hollywood, which has just completed construction on a new $1 million plant to process 16 mm. film for TV, has established a fund to finance video film products.

With two producers signed and ready to go into production at Eagle-Lion Studios, Hollywood, further backing is available to other with well thought-out series in mind, according to Charles M. Amory, recently appointed vice president of Pathe Labs. in charge of sales for Eagle-Lion. "Funds, though not unlimited, are sufficient to help discover the future Goldwyn or Selznick of television," said Mr. Amory. Chesapeake Industries is the parent company of Pathe Labs. and Eagle-Lion Studios.

---

**HOW TO COOK-UP SALES in the Quint-City Area**

"Today's Cooking" — 1:30-9:30 p.m., Monday thru Friday, conducted by capable home economist, Noridah Frank—has recipe for increased sales in WOC-TV area.

For example, Kaukauna Dairy Company, using three participations weekly, ran 8-week test.

**FREE & PETERS, INC.**

Exclusive National Representatives

The Quint Cities
COL. B. J. PALMER, President
ERNEST C. SANDERS, Resident Manager
Davenport, Iowa
KRON-TV serves one of the nation’s top TV test markets. In number of TV sets the San Francisco Bay Area now ranks in “First 10” market group.

You’ll sell more on Channel 4 in San Francisco Bay Area

tv

Of San Francisco’s 3 established TV stations, you can be sure that KRON-TV consistently puts more eyes on spots because...

KRON-TV has the market’s highest antenna, providing clearest signal and unparalleled “Clear Sweep” coverage of the San Francisco Bay Area, Northern and Central California.

KRON-TV serves the largest number of advertisers (Rorabaugh)

KRON-TV offers the greatest percentage of audience...both day and night, and throughout the week* (Pulse)

KRON-TV presents the largest number of top-rated shows — more than the other two stations combined (Pulse)

*except Saturday daytime

The San Francisco TV Station that puts more eyes on SPOTS

KRON-TV

Check with FREE & PETERS for availabilities! Offices in New York, Chicago, Detroit, Atlanta, Fort Worth, Hollywood. KRON-TV offices and studios in the San Francisco Chronicle Bldg., 5th and Mission Streets, San Francisco.

SAN FRANCISCO CHRONICLE • NBC AFFILIATE • CHANNEL 4
Hearings—FCC Rejects Pleas

(Continued from page 32)

to be consolidated in the hearing.

The Commission upheld the motions commissioner and ruled that an application filed 20 days before the hearing date is legal.

Pending as of Thursday was a joint petition by Orange and WDAE opposing the request of Tampa Television to amend its application to increase cost of construction, specify new transmitter site and increase antenna height. Competitors claim that this is a "substantial" amendment and is foreclosed by the 20-day policy, by which the Commission has refused to allow major amendments if tendered less than 20 days before the start of a hearing.

First moves in the Tampa-St. Petersburg hearing were the introduction of engineering exhibits and testimony for all applicants.

FCC Examiner Basil P. Cooper is hearing the Tampa-St. Petersburg applicants. FCC counsel is Max D. Paglin; engineering counsel, John E. Doane.

In Jackson, Mich., the following are applicants for uhf Channel 48: WIBM, WKHM and Sparton Broadcasting Co., owned by radio-TV manufacturer Sparks-Wilkinson Co. Hearing examiner is J. D. Bond. In Wichita, Kan., uhf Channel 3 and 10 and uhf Channel 16 are in hearing. Contesting for Channel 3 are KANS, owned by O. L. Taylor, radio station representative; Wichita Eagle's KFH and Wichita Television Corp. Inc., whose major stockholder is local businessman George M. Brown.

Seeking Channel 10 are KAKE; Sunflower Television Co., comprising oilmen E. V. Yingling and W. L. Hartman as well as Coca-Cola franchise holder Virgil S. Browne Jr., radio station representative George P. Hollinger, and Junction City (Kan.) Union publisher John D. Montgomery, and Mid-Continent Television Inc., whose major stockholders are Theodore Gore and S. O. Beren. Oklahoma City's WKY-AM-TV withdrew its application for Wichita's Channel 10 on Friday.

Only two applicants seek Channel 16: C.W.C. Co., owned by theatre exhibitor Stanley H. Durwood, and the Wichita Beacon's KWBD. Withdrawal last week was the Channel 16 application of KFBI.

Wichita hearing is being heard by Examiner H. B. Hutton. Denver Channel 7 hearing wound up last week with Denver Television Co.'s John M. Wolfberg, General Manager A. H. Constant and Technical Director Tom Morrissey testifying. Also on the stand was Harris P. Wolfberg, father of the principal Denver Television stockholder, and Guy Gadbots, business agent for actor James M. Stewart, 20% stockholder in Denver Television.

The younger Mr. Wolfberg testified that he would prefer home TV to theatre TV if a conflict arose between the systems. He also stated he had made a profit only on the Mariano-Walcott theatre TV fight program, when his Broadway Theatre charged $1.80 admission for large screen viewing.

Mr. Wolfberg Sr. testified as to his financial worth. He is lending his son $78,490 and is guaranteeing an equal amount for his son's loan. KLZ's Frank H. Rickerson Jr. resumed the stand to agree that he would relinquish his 8% stockholdings in Cheyenne Newspapers Inc. (Wyoming Eagle and State Tribune), which owns 65% of KFBC Cheyenne, if overlap between KLZ and that station gets to be 5% for KLZ and 7.5% for KFBC.

As of now, the Grade B overlap between the proposed KLZ and KFBC video stations amounts to 25 square miles, involving 60 people. Mr. Rickerson also said he had "no great confidence" in theatre TV and that he does not believe there is any basic conflict between home TV and theatre exhibition.

The Portland uhf Channel 21 hearing involves the competitive bids of Mt. Scott Telecasters Inc., owned by the principals of KRON Portland who already have testified (BCT, Oct. 15), and Vancouver Radio Corp., Vancouver, Wash., licensee of KVAN there. Majority stockholders in Mt. Scott Telecasters and KRON are Irwin S. Adams and his wife.

Principal in Vancouver Radio include Sheldon F. Sackett, president and 75% owner; D. Elwood Caples, vice president and 20%, and Fred F. Chitty, secretary and 5%. Mr. Sackett, KVAN manager, testified before Oct. 10 and appearing for cross-examination Wednesday, also is president and sole owner of KROW Oakland, Calif., pre-free TV applicant which has pending an appeal of FCC Sixth Report and Order; and president-95% owner of KOOS Coos Bay, Ore. Both of these stations also plan TV.

Mr. Sackett related that the estimated construction cost for the proposed KVAN-TV is $220,386 with first-year operating cost of $560,000. Estimated revenue is $600,000. Proposed Class A time hourly rate is $362.50.

Vancouver is the fourth largest city in Washington, it was pointed out, and is near Portland. KVAN-TV would be programmed for Vancouver, FCC was told.

KVAN's balance sheet as of July 31, presented by Mr. Sackett, showed current assets of $171,716.27 with total assets $87,879.10. Current liabilities were $16,968.78. Surplus of $10,920.32 was given. Capital stock totals $40,000.

Mr. Sackett said KVAN had a loss of $2,364 in 1950 but had a net income, after federal taxes, of $4,971 in 1951. In its latter year, gross revenue totaled nearly $130,000 with expenses about $123,700, he indicated.

To finance the proposed KVAN-TV, Mr. Sackett related KVAN will issue another $100,000 worth of stock, which will present capital and surplus of nearly $71,000 and deferred payments to DuMont for equipment totaling $133,000, would give KVAN a pro forma balance sheet showing of nearly $320,000 in total capital and liabilities.

Financial Data

The $100,000 in new stock would be divided: $20,000 to Mr. Caples; $10,000 to Mr. Chitty; $35,000 to Times Inc., owned by Mr. Sackett and publisher of the Coos Bay Times; $35,000 to Mr. Sackett.

Mr. Sackett reported his net worth to be in excess of a half-million dollars, his assets totaling nearly $660,000 with liabilities slightly more than $145,000. Assets of Times Inc. were reported as $442,163 with liabilities $191,598. KROWN assets totaled $424,818; liabilities $102,846. KROW Inc. is issuing $50,000 more stock for total issue of $300,000, an exhibit showed. KOOS assets totaled $165,354; liabilities, $28,262.

Other witnesses for the proposed KVAN-TV besides Mr. Sackett, Caples and Chitty included Vancouver Mayor R. E. Carter and Russ C. Coughlan, assistant manager of KROW who will be supervisor of TV programming for the proposed TV outlets at Vancouver, Oakland and Coos Bay.

Mr. Coughlan said KVAN-TV would be 73.5% commercial, with (Continued on page 74)
the nation's first commercial UHF television station...

KPTV

Portland, Oregon's first television station

announces the appointment of NBC Spot Sales as National Spot Sales Representative

KPTV - Portland - Oregon UHF Channel 27

Started Operations September 20, 1952
Owned by Empire Coil Company, Inc.
Hearings—FCC Rejects Pleas
(Continued from page 72)

The Portland vhf Channel 12 hearing began Wednesday with engineering testimony from the three applicants, Oregon Television Inc., Columbia Empire Telecasters Inc. and Northwest Television & Broadcasting Co.

Principals in Oregon Television include President Henry A. White (15.1%), industrialist-ship builder; Vice President Stephen Eberthy Thompson (15.1%), lumber executive; Secretary Robert L. Sabin (7.6%), attorney; Director Julius L. Meier Jr. (22.6%), division manager, Meier & Franks Co., department store; General Manager Walter J. Stiles Jr. (1.9%), consulting engineer, most recently with KECA-TV Hollywood, and Director William A. Healy (15.1%), vice president of Dorenbecher Mfg. Co.

Technical witness for Oregon Television was John Mullane, Washington consulting engineer. Mr. White began initial non-technical testimony in the hearing on Thursday. He reported on personal qualifications and general program policies.

Principals in Columbia Empire include Chairman of Board Philip L. Jackson, editor and publisher, Portland Oregon Journal; President and initially 60% owner Wesley L. Dumm, chief owner of KSFO and KPIX (TV) San Francisco and 37.5% owner of KKA Seattle; Treasurer Richard Brown, general manager of KPOJ Portland; Secretary Frank C. McColloch, and Vice President Richard Bell, assistant to Mr. Dumm. KPOJ, owned by The Journal, holds 26.67% interest in applicant and Journal Pub. Co. holds 13.33%.

Northwest Principals

Technical witness last week for Columbia Empire was Jules Cohen of Vandivere, Cohen & Wearn, Washington consulting engineers. Also to testify later is Alfred Towne, director of engineering of KPIX (TV) and director of Universal Research Labs., San Francisco.

Principals in Northwest Television & Broadcasting include President John D. Keating, 50% owner of KPOA Honolulu and KILA Hilo and half-owner of KYA San Francisco; Vice President Lester L. Hunter, owner of Pacific Stationery Inc., Portland; and Treasurer Winston W. Casey, partner in Walston, Hoffman & Goodman, Portland investment securities firm. Each is one-third owner.

Technical evidence was presented for Northwest by Glenn D. Gillett, head of his own Washington firm.

UHF SERVICE

RCA’s Package Plan

SERVICE and installation plan for uhf television stations, described as the first in the industry, was announced last week by RCA Service Co., Camden, N. J. Letters outlining the provision for every TV station in the country, according to W. L. Jones, vice president in charge of technical product service.

First to sign up for the basic package offer was KPTV (TV) Portland, Ore., first commercial uhf outlet. KPTV went on the air Sept. 20.

Mr. Jones said that under the plan an RCA Service Co. uhf broadcast engineer will aid station personnel, giving the same information offered in RCA TV symposiums at Camden. Uhf stations, he added, will get all the technical aid they need “to get a good picture on the air and keep it there.” Included in the installation-supervision part of the package are complete technical inspection and many other services.

SERIOUS interference to TV stations operating on Channels 4 (66-72 mc) and 5 (76-82 mc) will result if the FCC adopts its proposed policy of allocating operational fixed stations in the 4 mc space between 72 and 76 mc, splitting the two video channels the Commission was informed last week by NARTB and WCCO-TV Minneapolis.

Only experimental stations have been assigned the past two 72-76 mc space, conditioned on lack of interference to TV reception. NARTB observes, adding that the new proposals would allow fixed stations without any protection to TV reception if the stations or assignments are separated 80 or more miles.

NARTB also points out that operational fixed stations may operate at close as 10 miles from a TV station on Channels 4 or 5, under more restricted conditions. One of these conditions requires the fixed licensee to eliminate any interference to TV reception which may be found within a given radius prescribed by a family of curves developed by the FCC research department, according to NARTB.

Asks Informal Huddle

Calling of an informal conference among TV broadcasters, receiver manufacturers, parties proposing to use the band and the FCC was proposed in the NARTB petition by Neal Naughten, engineering director, and Thad H. Brown Jr., television counsel. NARTB explains it desires more accurate data as to actual transmitting conditions before allocation policies are made. Radio-Television Mfns. Assn. is asking a 120-day delay to develop such records.

John M. Sherman, technical director of WCCO-TV Minneapolis, asked amendment of the proposed

INTERFERENCE

FCC Warned of Trouble

To Ch. 4 and 5

In Los Angeles your best TV spot buy is KNBH. Participations are currently available in Komedy Klub, featuring Uncle Archie and hilarious old-time movies. Klub has membership of over 150,000, over 5000 weekly mail pull; is on Monday thru Friday, 6:30-6:55 PM.

For the best spot, at the right time, at the right place use KNBH Channel 4

Page 74 • October 20, 1952

BROADCASTING • Teletaking
**HOUSTON-FEARLESS ALL-METAL TRIPOD**

Combines extreme ruggedness, adaptability, rigidity, ease of operation and portability not found in any other tripod. For studio or field use. Levels automatically. Tubular steel legs are easily adjusted for height—lock positively to prevent slipping. Folds compactly. Two sizes: ½ and full length.

**HOUSTON-FEARLESS TRIPOD DOLLY**

Gives convenient mobility to tripod-mounted television cameras. In the studio, it offers a rapid means of moving camera. Wheels swivel for maneuverability or can be locked parallel for straight line tracking. In field, provides easy means for positioning camera. Strong, lightweight tubular steel. Folds compactly.

**HOUSTON-FEARLESS FRICTION HEAD**

Provides smooth, easy panning and tilting of TV cameras. Pans 360° on ball bearings. Tilts 45° up or down with camera counterbalanced at all times. Variable drag and brake are provided on both pan and tilt. Adjustable handle. Fits Houston-Fearless and other standard tripods, pedestals, dollies and cranes.

Write for information on specially built equipment for your specific needs.

The **HOUSTON FEARLESS Corporation**

"WORLD'S LARGEST MANUFACTURER OF MOTION PICTURE PROCESSING EQUIPMENT"
 Nielsen, ARB Surveys; More on ‘Hooperade’
(Report 238)

Less Reading Among Set Owners, Survey Claims

RESULTS of a Boston U. survey indicate that fewer TV owners read, and that those who do, read much less than non-TV owners. The survey was conducted among 350 families of Brightmon and Atkinson, Mass.

Other results showed that television viewers are more active in sports; that the average viewing time for families is 3.4 hours daily, and that persons of lower education, income and occupation tend to spend more time before video sets than persons who rank higher in these categories. Eagerness for TV in youngsters under 18 was shown to be a strong determining factor as to whether a family will purchase a set.

TV Preferences Differ In City-to-City Survey

WIDE city-to-city differences in program preferences were reflected in the September “Hooperade of TV Stars” released by sponsors C. E. Hooper Inc. Only one program—NBC-TV’s Your Show of Shows—was placed within the top 15 in all of the six cities measured. Of a total of 38 shows which made the top 15 in one or more of the six cities, 18 made the list in only one city. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Godfrey Leads ARB Sept. 7-13 Survey

ARTHUR GODFREY was the top TV attraction nationally in September, according to an American Research Bureau survey. ARB rating figures show that Mr. Godfrey’s Monday TV show, Talent Scouts, topped all other programs Sept. 7-13 with a rating of 60.2. His Wednesday show, Godfrey & Friends, reached more homes than any other program.

Following is the ARB list of the first 10 TV programs by rating and by homes reached:

Weekly Television Summary—October 20, 1952—Telescasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Nielsen, ARB Surveys; More on ‘Hooperade’</th>
<th>Less Reading Among Set Owners, Survey Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RESULTS of a Boston U. survey indicate that fewer TV owners read, and that those who do, read much less than non-TV owners. The survey was conducted among 350 families of Brightmon and Atkinson, Mass.</td>
<td>Other results showed that television viewers are more active in sports; that the average viewing time for families is 3.4 hours daily, and that persons of lower education, income and occupation tend to spend more time before video sets than persons who rank higher in these categories. Eagerness for TV in youngsters under 18 was shown to be a strong determining factor as to whether a family will purchase a set.</td>
</tr>
</tbody>
</table>

TV Preferences Differ In City-to-City Survey

WIDE city-to-city differences in program preferences were reflected in the September “Hooperade of TV Stars” released by sponsors C. E. Hooper Inc. Only one program—NBC-TV’s Your Show of Shows—was placed within the top 15 in all of the six cities measured. Of a total of 38 shows which made the top 15 in one or more of the six cities, 18 made the list in only one city. The cities: New York, Chicago, Los Angeles, Philadelphia, Boston and Detroit.

Godfrey Leads ARB Sept. 7-13 Survey

ARTHUR GODFREY was the top TV attraction nationally in September, according to an American Research Bureau survey. ARB rating figures show that Mr. Godfrey’s Monday TV show, Talent Scouts, topped all other programs Sept. 7-13 with a rating of 60.2. His Wednesday show, Godfrey & Friends, reached more homes than any other program.

Following is the ARB list of the first 10 TV programs by rating and by homes reached:

Weekly Television Summary—October 20, 1952—Telescasting Survey

<table>
<thead>
<tr>
<th>City</th>
<th>Nielsen, ARB Surveys; More on ‘Hooperade’</th>
<th>Less Reading Among Set Owners, Survey Claims</th>
</tr>
</thead>
<tbody>
<tr>
<td></td>
<td>RESULTS of a Boston U. survey indicate that fewer TV owners read, and that those who do, read much less than non-TV owners. The survey was conducted among 350 families of Brightmon and Atkinson, Mass.</td>
<td>Other results showed that television viewers are more active in sports; that the average viewing time for families is 3.4 hours daily, and that persons of lower education, income and occupation tend to spend more time before video sets than persons who rank higher in these categories. Eagerness for TV in youngsters under 18 was shown to be a strong determining factor as to whether a family will purchase a set.</td>
</tr>
</tbody>
</table>
Get Set with BOTH Barrels
to Get Your Limit -- Fast!

WHIO-TV coverage
1st in Dayton

The 12 top once-a-week shows
— seen on WHIO-TV. 7 of top 10
multi-weekly shows, with locally-
produced WHIO-TV "Front Page
News" the leading news show in
the area. (August Pulse)

WHIO coverage
1st in Dayton

37.9% of the total radio audience.
This compares with 13.5% for
Station B; 26.5% for Station C;
and 14.1% for Station D. (Hooper
average for the past year)

THE DAYTON MARKET

1,293,595 prosperous prospects—366,457
families. Payrolls in Dayton for 1951—
$630,951,822. Retail sales for Dayton and
Montgomery County—$475,000,000. Average
weekly industrial pay check—$83.67—highest
in Ohio, one of highest in the country. Dayton
has been designated a "Preferred City" by
Sales Management for the past 20 months.

YOU CAN DOMINATE THE DAYTON MARKET
WITH EITHER WHIO-TV OR WHIO—WITH
BOTH OF THEM TOGETHER, YOU CAN
SATURATE IT. ASK NATIONAL REPRESENTA-
TIVE GEORGE P. HOLLINGBERY COMPANY
FOR FULL INFORMATION

DAYTON OHIO

whio TV AM FM
An AMPEX is always ready to go
— Even after thousands of hours of service

Supreme reliability is the most important quality your tape recorder can have — whether your station is 250 watts or 50,000 watts. Countless operators have found that AMPEX eliminates the fussing, the adjustments and the uncertainty they had previously suffered in using tape recorders that were "built to a price."

The AMPEX 400 Series Recorder is the outstanding bargain in tape recorder service. It costs least per hour of use; it minimizes maintenance and adjustment; it protects your programs from the hazard of sudden failure; and its reliability frees your engineer's attention for other tasks.

Even after thousands of hours of service, your AMPEX Recorder will be reliable in these important ways:
- When you press the button, it operates
- Program timing stays accurate
- Starting, stopping and rewind will operate smoothly
- Fidelity will still be high
- Maintenance costs will still be low

If you plan for tomorrow, buy an AMPEX today.

For new broadcast application bulletin, write Dept. D

SET SHIPMENTS
RTMA Releases Figures

TELEVISION receiver shipments to dealers totaled 2,722,089 units during the first eight months of 1952, according to Radio-Television Mfrs. Assn., almost equaling the 2,744,831 sets shipped in the same period a year ago. August shipments this year totaled 315,332 sets compared to 156,015 a year ago.

New York led all states with 330,914 sets with California's 289,972 ranking second. RTMA's estimated shipments of TV sets to dealers by states for the first eight months of 1952 follow:

<table>
<thead>
<tr>
<th>State</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Alabama</td>
<td>33,635</td>
</tr>
<tr>
<td>South Carolina</td>
<td>11,347</td>
</tr>
<tr>
<td>Arkansas</td>
<td>2,620</td>
</tr>
<tr>
<td>California</td>
<td>263,999</td>
</tr>
<tr>
<td>Colorado</td>
<td>18,137</td>
</tr>
<tr>
<td>Connecticut</td>
<td>29,888</td>
</tr>
<tr>
<td>Delaware</td>
<td>9,747</td>
</tr>
<tr>
<td>District of Columbia</td>
<td>26,890</td>
</tr>
<tr>
<td>Florida</td>
<td>47,416</td>
</tr>
<tr>
<td>Georgia</td>
<td>54,402</td>
</tr>
<tr>
<td>Idaho</td>
<td>1,729</td>
</tr>
<tr>
<td>Illinois</td>
<td>153,292</td>
</tr>
<tr>
<td>Indiana</td>
<td>155,857</td>
</tr>
<tr>
<td>Iowa</td>
<td>46,374</td>
</tr>
<tr>
<td>Kansas</td>
<td>16,960</td>
</tr>
<tr>
<td>Kentucky</td>
<td>36,468</td>
</tr>
<tr>
<td>Louisiana</td>
<td>35,003</td>
</tr>
<tr>
<td>Maine</td>
<td>4,046</td>
</tr>
<tr>
<td>Maryland</td>
<td>46,529</td>
</tr>
<tr>
<td>Massachusetts</td>
<td>111,243</td>
</tr>
<tr>
<td>Michigan</td>
<td>112,015</td>
</tr>
<tr>
<td>Minnesota</td>
<td>38,474</td>
</tr>
<tr>
<td>Missouri</td>
<td>7,167</td>
</tr>
<tr>
<td>Montana</td>
<td>70,261</td>
</tr>
<tr>
<td>Nebraska</td>
<td>95</td>
</tr>
<tr>
<td>Nevada</td>
<td>13,781</td>
</tr>
<tr>
<td>New Hampshire</td>
<td>10,072</td>
</tr>
<tr>
<td>New Jersey</td>
<td>127,709</td>
</tr>
<tr>
<td>New Mexico</td>
<td>3,738</td>
</tr>
<tr>
<td>New York</td>
<td>209,914</td>
</tr>
<tr>
<td>North Carolina</td>
<td>54,247</td>
</tr>
<tr>
<td>North Dakota</td>
<td>4,194</td>
</tr>
<tr>
<td>Ohio</td>
<td>206,382</td>
</tr>
<tr>
<td>Oklahoma</td>
<td>46,618</td>
</tr>
<tr>
<td>Oregon</td>
<td>1,327</td>
</tr>
<tr>
<td>Pennsylvania</td>
<td>237,354</td>
</tr>
<tr>
<td>Rhode Island</td>
<td>7,231</td>
</tr>
<tr>
<td>South Carolina</td>
<td>13,349</td>
</tr>
<tr>
<td>South Dakota</td>
<td>217</td>
</tr>
<tr>
<td>Tennessee</td>
<td>39,848</td>
</tr>
<tr>
<td>Texas</td>
<td>125,276</td>
</tr>
<tr>
<td>Utah</td>
<td>13,630</td>
</tr>
<tr>
<td>Vermont</td>
<td>3,346</td>
</tr>
<tr>
<td>Virginia</td>
<td>49,556</td>
</tr>
<tr>
<td>Washington</td>
<td>40,688</td>
</tr>
<tr>
<td>West Virginia</td>
<td>20,067</td>
</tr>
<tr>
<td>Wisconsin</td>
<td>41,685</td>
</tr>
<tr>
<td>Wyoming</td>
<td>489</td>
</tr>
</tbody>
</table>

Grand Total: 2,722,089
TV PORTABLES
GE Unveils New Equipment

GENERAL ELECTRIC Co. in Cleveland last week unveiled new portable equipment for video pick-ups of such events as sports contests and parades.

The new equipment is so versatile and produces such high quality TV pictures, GE says, that it is being used as studio equipment for demonstrations of TV program improvement through better use of lighting.

Demonstrations are part of two-day Television Studio Lighting clinics begun last Monday at the GE Lighting Institute at Nela Park.

One or more cameras and associated control units form the new equipment, GE explains.

TWA's Labor Role
CLAIMING as members the majority of writers working on network shows, the newly organized and unaffiliated Television Writers of America will push its jurisdiction claim despite negotiations by Authors League of America for a bargaining agreement for writers with the networks. TWA seeks recognition as bargaining agency for writers in both live and film TV.
EDWARDS NAMED

 Heads CBS TV Film Sales

APPOINTMENT of Wilbur S. Edwards, manager of KNXT (TV) Hollywood, CBS-7 owned station, as general manager of CBS Television Film Sales was announced last week by Merle S. Jones, vice president in charge of CBS Television stations and general services.

Mr. Jones said the appointment of Mr. Edwards is a part of a planned expansion of CBS Television Film Sales. He explained that Fred Mahlstedt, who has been handling sales as well as operations, will continue in charge of operations, concentrating on business management, procurement and production of new film product.

Mr. Edwards will make his headquarters in New York, with sales offices in Chicago, Los Angeles and Memphis. He will retain at KNXT until Nov. 1, by which time a successor will be named.

WELCOME D to the 20,000-page chunk at the top of the page that appeared to be a page from a book or magazine. The text on the page is a mix of paragraphs, lists, and a table. The paragraphs are about various topics, including television production, film sales, and film series. The table is a list of TV shows and their networks.

The page also contains a section for the film report, which includes a list of sales and a brief summary of the film series on KKEA-TV that city, for 52 weeks from Oct. 27. The agency is Dan R. Minn Co., Los Angeles.

NEW FILM LABS

Two Plan Large Plants

NEW $1 million 16mm film processing plant, under construction for the past year by Consolidated Film Industries, Hollywood, will start operations in mid-November, according to Sidney Solow, general manager.

Reported to be the largest 16mm laboratory on the West Coast, it will be used for TV, religious, educational and industrial films. Immediately convertible to 16mm color processing, the laboratory will be able to handle from 3 to 4 million feet of film weekly.

Hollywood Film Co., with one plant recently completed, is readying construction plans for an even larger one. Planned building, estimated at a cost of $350,000, will house 50 vaults and 30 cutting rooms.

Already completed plant, representing an investment of approximately $170,000, contains 15 cutting rooms and 22 vaults.

LUCY'S GETS AWARD

CBS-TV's comedy program, I Love Lucy, has been given a Christopher award for "outstanding entertainment" by the Academy of Television Arts and Sciences. The show, which has been on the air for six years, is produced by Desilu Productions and distributed by Columbia Pictures Corporation.

Lucy's award is the latest in a series of honors received by the show, which has also been nominated for an Emmy Award and has won a number of other awards for its writing, acting, and production. The show's success is due in large part to the combination of talent and creativity of the cast and crew, as well as the show's ability to connect with audiences through its relatable characters and humorous situations.
**MOVIE FILMS**

*Wurtzel Releases to TV*

ARRANGEMENTS were completed last week between Sol M. Wurtzel, independent Hollywood producer, and Major Attractions Inc., New York, for leasing Mr. Wurtzel's entire group of motion picture films for television use. The transaction included existing pictures and any new productions.

Both parties approved the granting of distribution rights to Unity Television Corp., New York.


In a joint statement, Mr. Wurtzel and Arche Mayers, president of Unity, said: "This is the forerunner of many new Hollywood films to become available to the TV audiences from Unity. Although we cannot divulge the price involved in this deal, it represents more than six figures."

Commenting upon his entrance into the television field, Mr. Wurtzel remarked: "There is no basic difference between movie and TV production. The question of costs I regard as a challenge. I believe that the solution of this problem lies in the joint production and mutual participation between the stars and our company. More so, I believe we can bring to Newcastle by including in our TV productions new faces, new talents, new skills and new techniques."

The transaction and organizational plans were negotiated by Bertram A. Mayers, attorney for Major Attractions Inc. and I. B. Korblin, attorney for Sol. M. Wurtzel Productions Inc.

**PRINCIPALS in purchase of controlling interest in RKO Radio Pictures Corp. for $7,350,000 most to consummate deal and discuss long-range plans involving motion picture production for theatrical and TV use. Signing papers is (seated) Ralph E. Stolkin, Chicago industrialist; standing, (l to r) A. L. Koolish, Mr. Stolkin's father-in-law; Sherrill C. Corwin, Southern California theatre owner, Edward G. Burke and Ray Ryan, San Antonio oil men. Mr. Stolkin is president of Empire Industries (mail order house) and vice president of National Video Corp. (cathode ray tube manufacturer) as well as a co-owner, with Messrs. Burke and Corwin, of KOIN-AM-FM Portland, Ore. and KJR Seattle, Wash. Now executives plan to produce custom-built films for television and continue output of major motion pictures for theatres [BT, Oct. 6, Sept. 29, 22].**

**WEXLEY SUIT**

Ruling Expected in L. A.

RULING this month on the $20,000 copyright infringement suit brought by playwright John Wex-ley against KTTV (TV), Hollywood, ScreenCraft Pictures and Otto Video Productions, is expected to be rendered in Los Angeles by Federal Judge William M. Byrne. The court heard evidence earlier this month.

Suit, filed April 1951, charged KTTV with telecasting a film version of Mr. Wexley's play, "The Last Mile," without his prior knowledge or consent in November 1950. Although KTTV acknowledged telecasting the film, the station denied infringement. Besides damages, Mr. Wexley asks an injunction against further telecasting.

**BMI Talks Published**

TALKS on TV programming and related subjects totaling 22, transcribed at the three BMI television clinics in New York, Chicago and Hollywood last spring, have been put into book form by BMI and will be available shortly at a pre-publication price of $3.60 (subsequent editions, $6). The 200-page volume includes a foreword by FCC Chairman Paul A. Walker, question-and-answer periods condensed from the clinics, plus informal discussions.

**FOR SALE**

For television micro-wave relay use—one 200 foot "skyline" double guyed tower complete with required obstruction lighting. Could be used as two separate 200-ft. towers. Also, four reflecting screens which permit the mounting of micro-wave dishes on ground.

**FOR DETAILS, WRITE**

J. M. MCDONALD,
Assistant Director of Engineering
Crosette Broadcasting Corporation
Crosley Square, Cincinnati 2, Ohio

October 20, 1952 • Page 81

---

**HIT-AND-RUN VIEWERS**

Nielsen Revises Audience Measurement Base

**STATISTICS—they're wonderful.** A. C. Nielsen Co. has changed its method of measuring TV audiences from an average minute audience rating figure to a rating that includes only families viewing for six consecutive minutes or more.

The purpose of the change, which was made some years back in Nielsen Radio Audience Measurements, is to eliminate the viewers who tune in a program only momentarily and to count only those people who really want to watch it, according to a Nielsen statistician. He explained that this is a "real measurement," whereas the one-minute average figure is merely a "mathematical abstraction."

Somewhat harder for the non-statistical mind to grasp is that the effect of eliminating the hit-and-run viewers and concentrating on "real" viewers is to increase most ratings, with the increases larger for longer programs than for shorter ones.

Explanation given for this phenomenon, a happy one for both sponsors and station operators, is that if one viewer watched the first seven minutes of a quarter-hour program and then tuned it out, in the former viewer tuning in at that moment and watching the program's final eight minutes, an average-minute rating would show one viewer, while the six-minute-or-more rating would report two. Obviously, more people are apt to tune away from half-hour or full-hour shows after six minutes viewing than from 15-minute shows.

And so, by eliminating the tune-through audience and confining themselves to "real" viewers, the Nielsen measurers arrive at the higher ratings which are now reported in the Nielsen "Pocketpiece" along with the old average-minute ratings.

As we said: Statistics—they're wonderful.

---

**9000 RESPONSES!**

That many entries from all parts of the WOW-TV viewing area were received in a pony contest on "Uncle Tom" Chase's TRAIL TIME program. That's just one example of WOW-TV's pulling power! Hitch your product to this Western star, or other choice WOW-TV programs. Call, wire, or phone Fred Eberle, Sales Manager, or John Blair-TV, National Representatives.

---

**WOW-TV OMAHA**

A Meredith Station — Frank P. Fogarty, Gen. Mgr.

---

**BROADCASTING • Telecasting**
CROSLEY'S 'POP' PLAN

'Point-of-Purchase' Drive Is Expanded

MERCHANDISING technique of WLW and WLWT (TV) Cincinnati firmly is humming, according to latest reports from R. E. Dunville, president, Crosley Broadcasting Corp.

Stations' merchandising plan has been expanded and encompasses more than a thousand supermarkets and nearly 500 drug stores, Mr. Dunville announced last week.

WLW's "Point (point-of-purchase) Plan" was unveiled to Crosley executives by Mr. Dunville as part of the "Design Impact" audience-and-sales promotion begun Sept. 28.

Forerunner of the new operation was the "Shopper Stopper Plan," which was placed in effect last March for WLWT food advertisers.

This plan involves three aisle-end displays in Albers Supermarkets weekly.

Albers' operation area duplicates the Crosley video coverage area, based on WLWT, WLWD (TV) Dayton and WLWC (TV) Columbus.

WLW's "Shopper Stopper Plan" also includes display space in the double-truck Albers display ads Thursday in 19 metropolitan newspapers.

The "Shopper Stopper Plan" was a huge success, said Mr. Dunville.

"It verifies our research department's studies on product movement and further emphasizes the transition from clerk service to self-service," Mr. Dunville added.

"Advertisers are no longer interested in 'paper hanging' because modern merchandising at the retail level where the major portion of food and drug products is moved, no longer permits this," he declared.

"Thus, we have embarked upon a specific point-of-purchase plan which assures advertisers of product movement."

Mr. Dunville said also that WLW and WLWT were purchasing display space in major markets with an on-the-air tie-up to assure the stations' advertisers traffic displays.

Michelson Sales

CHARLES MICHELSON Inc., New York, radio and television transcription firm, announces it has sold its half-hour mystery shows to 10 radio stations and its Hepzibah Cassidy series to 10 additional stations. It also announced the sale of its one-minute Christmas Jingles spot announcement to E. N. Holmes Ltd., Hilo, Hawaii.

NPA UNIT CHANGE

TOP-LEVEL realignment of National Production Authority's Electronics Products Div., claimant group for defense requirements, was underway last week.

Transfer of J. R. Sypher Jr., who specialized in military work with NPA, to the staff of the Defense Production Administration was to be announced shortly. Mr. Sypher will serve as aide to Richard A. Cotton, DPA Electronics Production Board chief. Mr. Cotton also is NPA Electronics Div. head.

Remaining key posts in the NPA electronics division will not be affected.

Donald Parris will continue as deputy director under Mr. Cotton. Mr. Parris also will handle allocations and priorities duties. Other staff changes previously indicated involve electronic tube and components sections [BWT, Oct. 13].

These operating sections under Mr. Parris also remain unchanged: equipment (Robert Burton), broadcast and communications (Bernard Joseph), radio-TV receivers (Lee Goldfarb), capacitors and resistors (R. D. Parker), electron tubes (H. G. Butcherfield), components (George Crane), and transformers (E. M. Nyhen).

Among those who have returned to private industry is W. F. Anderson, who has rejoined DuMont TV Network after NPA service.

WTGB (TV) SIGNS

26 Programs, Spot Clients

CONTRACTS have been signed by 26 clients for programs and spot campaigns on WTGB (TV) Washington, General Manager Walter Compton has reported. The clients represent eight programs, seven participation buys and a dozen spot campaigns, with Arthur Murray studios represented in both program and spot categories.

Among new clients is General Foods, which will use Washington as a test market for participation sponsorship to promote Post Krinkles on "Children's Hour." AGENCY is Dancer-Fitzgerald-Sample.

Merrill Aides

NEWLY appointed FCC Comm. Eugene H. Merrill last week stated that for the present time he plans to retain as office aides Elizabeth L. Dannelly, Mary L. Moore and Isolene Corbett. Miss Dannelly was previously confidential assistant to Comm. Robert F. Jones, whom Comm. Merrill succeeds, while Mrs. Moore was secretary to Comm. Jones. Miss Corbett was Chun. Merrill's secretary at Defense Production Administration.

IRE SYMPOSIUM

Franklin Agenda Set

COMPREHENSIVE practical analyses of high-power u.h.f. broadcast systems and new production techniques plus the "inside story" of broadcast coverage of the national political conventions highlight the agenda of a second annual IRE Broadcast Symposium at Franklin Institute in Philadelphia next week. Symposium is under auspices of the IRE Professional Group on Broadcast Transmission Systems.

Among other topics slated for discussion are klystron amplifiers, u.h.f. power tubes, flying spot scanners (optics, circuitry, instrumentation), "A Paper of the Week" system, rear-screen projection and network audio facilities.

From 9 a.m., when registration begins, to 10 p.m. or later, when a wrap-up question and answer session concludes, Lewis Winner, chairman of the IRE group, has provided a program which the announcement described as a lively parade of timely-informative discussions of significant import to everyone in the field, the lab, and the transmitter."

Other Talks

Following Mr. Winner's introductory remarks, the morning session will include Alfred Jenkins, Trans-Lux Corp., speaking on "Screen Projection;" G. Edward Hamilton, ABC, "Gray Scale Considerations of a TV System;" R. Paulson, Audio-Videoc Products Corp., "TV Broadcasting Production Techniques;" R. H. Hammans, BBC, "Flying Spot Television Equipment and Its Use at BBC;" Mrs. B. A. McDowell, "The BBC's 'Aircraft' and their Use in Various Ways;" and Dr. R. E. McGuire, ABC, "The BBC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment." The afternoon session begins at 2:30 and will be devoted to "Low and Medium Frequency Transmission Equipment." Discussions and papers scheduled for the afternoon session will be given byShell, M. Shepherd, "The OKC's Experience in the Use of High-Frequency Transmission Equipment."

Charles Wilds, N. W. Ayer, is looking at a list of radio advertisers... OR, your advertisement in the BROADCASTING Yearbook.
GIANT electrical sign promot-
ing WNBC and WNBC (TV) New York, NBC outlets, is expected to begin operations at a site on Times Square about Nov. 15, according to Ted Cott, vice president and general manager of the sta-
tions. Thirty feet high letters will spell out "WNBC-WNET" and a 90-foot-long running sign under-
neath will give weather and news, information on stations' shows and personalities and sponsor iden-
tification for various advertisers.

"POPÇORN PLATOON"

REPRESENTATIVES of WDTV (TV) Pittsburgh, during a telecast of a Pittsburgh Steelers game, were sent with popcorn to homes in and around the city for the viewers to enjoy at halftime. Harold C. Lund, WDTV general man-
ger, headed the "popcorn platoon."

"MOTHER GOOSE"

"MOTHER GOOSE" is working for Arthur Murray Dance Studio in Racine, Wis. The manager of the studio told Bob Martin, WRAC Racine station manager, and Mike Starr, commercial manager, that he wanted something different in the manner of spot announcements. Dick Fitzgerald, WNBC copy chief, came up with an answer: He worked a plug for the studio into nursery rhymes.

TV 'MARCH OF TIME'

OPENING on TV the first week in October of Time Inc.'s March of Time was heralded by a photo-illus-
trated folder announcing the weekly show. Folder stated TV March is the answer to those who "sorely missed" the pictorial documen-
tary film "when it was withdrawn from the nation's theaters."

"MOST NEW YORK EYES . . .

WCBS-TV New York has sent scores of 112x40-inch posters throughout Long Island, West-
chester County, New Jersey and Connecticut (where more than half of New York's 3,026,000 TV fami-
lies reportedly live), saying that "most of the time, most New York eyes are on Channel 2."

STAR PROMOTION

TWO-COLOR blotters calling at-
tention to the return of CBS stars have been mailed to 1,000 key ad-
vertisers by WGAR Cleveland, CBS

INK CHANGE AT KBIG

SOUTHERN California agency men and clients are receiving surprise bottles of red ink, accompanied by sug-
gestions from KBIG Avalon that it be given to children for school or used to address Christmas cards. It seems that KBIG laid in a vast sup-
ply when it started oper-
ations in June but it is no longer necessary. The station switched to black ink in August.

SUCCESSFUL ONE-TIMER

NBC-TV Chicago has premiered a unique children's show, Ding Dong School, which brought in about 150 telephone calls of approval after an unscheduled half-hour debut as a one-timer. WNBQ is now airing the feature daily from 9:30 to 10 a.m. CT with Dr. Frances R. Hor-
wich, chairman of the department of education at Roosevelt College there, handling the show alone. Dr. Horwich, a specialist in pres-
school youngsters, speaks directly to the 2- to 5-year-olds on games, juzzles and pictures. Ding Dong School is supervised by Judith Waller, director of public affairs and education.

'*MONEY AT WORK'

KIDDER, Peabody & Co., member of the New York Stock Exchange, resumed Your Money at Work pro-
grams over WOR New York yest-
terday. Shows are aired at 3:30 p.m. Sunday. The series, continued from last spring, features a dis-

"BOOST UP LADDER"

A NEW feature, Make Your Break, begins tomorrow at 7:30 p.m. over WQAM Miami, Fla. The weekly half-hour show is designed to present talent to theatrical agents, producers, radio and TV scouts for that much-needed break into the big time. Combining the creation and playing the role of m. c. are Leonard Keller and Eve Tellegen, theatre and broad-
casting personalities.

FARM SERIES

SERIES of Saturday afternoon programs has been launched by KOIN Portland, Ore., as a service to farmers. Farm Facts features Art Kirkham presenting a dis-
cussion on a current farm topic with an authority in the field of agriculture. Series was planned in cooperation with a group of experts representing county, state and fed.

"OHIO'S VOTE"

CAPITALIZING on the current election fever, George and Marlis Case, husband and wife disc jockey team on WONE Dayton, Ohio, are inviting listeners to send in "their estimate of the total vote to be cast in Ohio on Nov. 4th." Some $2,500 in prizes has been provided by the team's sponsors.

'OPERATION COMBO'

WCOC - AM - TV Minneapolis-St. Paul have combined radio and television staffs for election night and from 6 p.m. to dawn will simulcast election coverage from a special news headquarters set up in the grand ballroom of the Hôtel Nicollet. Some 600 civic leaders will be guests of the stations at a banquet in the ballroom, beginning at 6 p.m. Nov. 4. After dining tables have been cleared away, the doors will be opened to the public to watch newsmen in action.
at a one-time rate. A small percentage of stations had charged a "special" rate.

- Overwhelming majority of stations sell time to three types of applicants—actual candidates, authorized speakers and political party groups. Fewer will sell to "probable" candidates. Some stations refuse to sell political time other than during actual campaigns, preferring to set aside time for groups under certain conditions. Study also explores policy on forum-type programs.

- Transcribed or live "reports to the people" by elected officials pose a problem of real concern to station management. Amount of time given by stations is greater when a campaign is not in progress. Stations believe that reports during a campaign should be considered "highly political."

- Networks have been inclined since the 1948 campaign to accept dramatized political materials, but have reserved the right to refuse broadcasts which appear to be emotional or misleading. Previous codes frowned on such a format. CBS reversed its own policy in 1948 along that line.

- The majority of stations maintain a policy of restricting political expression by news commentators and religious speakers.

Citing the famous Port Huron decision, the study reported that radio-TV networks and stations require submission of political scripts in advance of broadcasts. Some outlets desire to edit copy to the extent allowed by the law. In a large southern city, applicants for political time are asked to sign a memorandum of agreement "in order that public interest be served and to safeguard the station license from liability from slanderous or libelous words."

The survey notes that while Sec. 516 of the Communications Act provides licenses with "no power of censorship," many stations maintain that other provisions of the Act require them to eliminate all obscene, indecent, profane or treasonable language. Broadcasters are not forbidden to examine scripts and recommend certain changes. About half of fulltime network radio stations and TV outlets have requested candidates to revise their scripts, the past four years, it was reported. For the most part, broadcasters have been successful in getting changes. Percentage was higher for candidates than non-candidates.

According to Mr. Mall's findings, some stations have been forced to "censor" talks, though this question was not put directly to them. He quoted one midwestern station manager: "In effect, you're asking me if I'll censor a political broadcast. You bet I will. I would rather risk the wrath of the Commission and wrangle over the issue with them than face a lawsuit in our state courts."

When speakers refuse to change their scripts, many stations will carry the broadcast in its original form. The study cites the case of KBOI Boise, Idaho, which carried a broadcast against its better judgment and found itself involved in a $100,000 libel suit.

Protective Measures

Faced with such a dilemma, stations can seek protection by carrying libel insurance, obtaining indemnity waivers from speakers, taking out a bond, using disclaimers or employing retractions, according to the survey.

Networks and their affiliates usually obtain indemnity waivers. But where speakers commit violations and are financially "irresponsible," the indemnity-waiver is not foolproof. Stations make heavy use of disclaimers, the study noted. Some 36.9% of TV and 22.2% of radio stations surveyed carry political liability insurance, it was estimated.

Retractions also can be used to mitigate damages recoverable for defamation. A few states have statutes providing specifically for retractions. Political broadcasters pose a special problem for network affiliates as reported in a special article, "How to Stay Out of Jail" [B&T, Nov. 19, 1951], cited by Mr. Mall. He noted that the local outlet "takes on the problems of the network and adds them to his own."

Problems include equal time-to-reply demands and libel. Affiliates are equally responsible along with networks on the latter.

- The majority of radio-TV stations surveyed "will not allow Communist candidates time for political broadcasts. Not many will even sell such time, but prefer to keep [them] off the air completely." (See Table IV.)

The survey found, in answer to a direct question, that some stations believe public opinion would sustain their position in refusing to grant the party time. The survey notes that where the party is legally on the ballot in certain states broadcasters must offer equal time—a point made in the political cahetie published by NARTB [B&T, Aug. 18].

The "refusal" of time extends to Communist candidates, party representatives, "a person suspected of being a Communist," and organizations believed to be Communist-fronts.

There is no issue involved here in this Presidential campaign year, it would be noted, since the Communist party has not been particularly active. Even in the case of the Socialist Workers of America and Progressives party, however, broadcasters have provided equal time for their candidates, even though stations had indicated a policy (in the survey) of refusing time to organizations which are suspected of "red" leanings.

Some stations look at the issue as a commercial proposition, the study said, while others claim they have no choice under FCC rules—providing the party is legally recognized in the state.

A number of broadcasters felt they had no choice but to sit on judgment on Communist or suspected Communist speakers and that their responsibility ended with presentation of all issues.

In conclusion, Mr. Mall suggests the FCC survey the field and assemble rules after calling for a report on political broadcasting activities from all stations. He recommends a voluntary code be pressed into use for the 1954 elections and modified for the 1956 campaign as needed.

Mr. Mall further suggests that the Commission should review program content and allow broadcasters to seek opinions on questionable cases before broadcasts are actually carried.

Mr. Mall's approach would be to make the broadcaster responsible for all political utterances over the air "...giving him full power to control the content of all materials so broadcast." This approach thus would subject stations to state laws.

This is the tack taken in a bill authored in the 82d Congress by Rep. Joseph P. O'Hara (R-Minn.). A second method would be to free broadcasters from state libel laws as advocated by Rep. Wilt Horan (R-Wash.). His amendment was offered to the McFarland Bill but rejected in floor debate.
PETITION asking revocation of the construction permit of WBRN Big Rapids, Mich., because of alleged overlap with commonly-owned WCEN Mt. Pleasant, Mich., was denied by the FCC last week on the ground that the petitioner, Nathan Williams, consulting engineer of Oskosh, Wis., is not a "party in interest." WBRN and WCEN are owned by Paul A. Brandt.

Mr. Williams charged that 29% of the rural area and 24.9% of the population living within the primary contour of WBRN is also within the primary contour of WCEN [B&T, Sept. 29]. He contended this violates the FCC duopoly ban. FCC's order denying the petition stated Mr. Williams has failed to state "what his interest is, if any, in the matter and has not attempted to make any showing of injury."

Jack Rubin

FUNERAL services were held in Hollywood Oct. 12 for Jack Rubin, 42, radio-TV writer, who died two days earlier after a heart attack. He wrote for the radio shows Hallmark Playhouse, Screen Guild Players and Andy Hardy among others and before his death completed the script for "The Gentle Baritone," to be included in the Ethel Barrymore Theatre TV series. He is survived by his wife, a son and a daughter.

Cioffi Wounded

CBS RADIO news correspondent Louis Cioffi suffered a leg wound while interviewing American soldiers on the Korean front last week. Mr. Cioffi was the first American correspondent hit by enemy fire in more than a year. He is convalescing in Seoul and is expected to be back on the air short- ly, according to CBS Radio officials in New York.

NEW MEDIA EQUALITY

Brookings Gives Radio-TV Better Treatment

A MINOR revolution involving reorientation of public relations policy and organization has begun at The Brookings Institution, a privately-endowed research organization which dabbles in the social sciences.

The public service agency, which touches the Rockefeller and Carnegie foundations, among others, for not inconceivable amounts of money, is taking a less medieval view of its relations with radio and television.

The institution had snubbed radio-TV last August in releasing its publication, Health Resources in the United States, on which both MBS and NBC-TV were denied equal treatment with the press [CLOSED CIRCUIT, Aug. 18].

Brookings' newest work, Major Problems in United States Foreign Relations, has been released to broadcasters and other media news- men in Washington, D. C., under a new limited distribution policy. Implied in the new concept, too, is the possibility that handling of the agency's future publications may be "farmed out" to a public relations firm. Even news conferences are being discussed.

The institution publishes about a dozen books a year, claiming influence through press releases, the sale and distribution of the printed volumes, special articles and addresses, and "radio, movie, and television programs." The releases are carried by AP, UP, INS and local newspapers, the institution explains.

Last Aug. 11, the philanthropic organization, which maintains no public relations department and maintains a dim view of other than the pencil reporting school of journalism, released its Health Resources in the United States.

Without fanfare—and perhaps without malice—the institution released the study to the wire services and newspapers. On the other hand, it flatly rejected bids by MBS and NBC-TV to bring the report to the American listening and viewing public. It made no routine effort, even, to send the releases to radio and television.

It was learned that Les Higbe, MBS Washington commentator, sought to have a Brookings representative explain highlights of the report in laymen's language. He is expected to record a two-minute report for inclusion in the Mutual Newscast. An NBC-TV repre- sentative in New York also sought the technical assistance of officials to film segments. He, too, was unsuccessful, it was reported.

Radio-TV newsmen confide that lack of procedure is typical of such organizations—the National Geographic Society and others. Brookings claims that its publications yield annual revenues ranging from $60,000 to $100,000 "in this most important means of affecting opinion in responsible quarters." The institution has made no attempt to popularize its findings in book form, nor to set up a public relations department as such, let alone a radio-TV division.

Robert D. Calkins, the second president of the Brookings Institution, was inaugurated on May 15, 1952, succeeding Harold G. Moul- ton, who retired. The possibility of appointing a public relations specialist—to deal with government as well as media—was raised at a meeting to bolster a claim of "30 years of achievement."

NAEB CONVENTION

Walker Heads Speakers.

FCC Chairman Paul A. Walker and Sen. Hubert Humphrey (D-Minn.) head a list of guest speakers to appear before the National Assn. of Educational Broadcasters 1952 convention in Minneapolis, Nov. 6-8.

Major topics to be aired at the convention include getting into educational TV; educational radio's survival, and the small school station.

Moffet to Silliman

JOHN A. MOFFET, formerly with Russell P. May and William L. Foss Inc., has joined the consulting radio-TV engineering firm of Rob- ert M. Silliman, Washington. An- nonounced recently, the association was made by Mr. Silliman last week.

GOVERNMENT of Yugoslavia has or- dered a 100 kw radio transmitter from Westinghouse Electric International Co. The transmitter is similar to a 50 kw unit ordered by the same nation in 1951.
CBFT (TV) Rate Increase

WITHIN two months of starting telecasts on CBFT (TV) Montreal, Canadian Broadcasting Corp. has announced effective Nov. 1, rate increases on the station, from $500 an hour to $750 an hour, and other time segments proportionately. There are estimated to be about 7,500 receivers in the Montreal area, compared to only a few thousand and when the station went on the air Sept. 6.

More 'Freedom' Sales

SALES of Freedom, U.S.A., new Frederic W. Ziv Co. transcribed radio program, has reached more than 860, Alvin E. Unger, Ziv radio sales vice president, announced last week. Latest purchaser is the Farmers Insurance Co., for showing over WCCO Minneapolis; KFWK Portland, Ore.; KEYS Corpus Christi, KFAB Omaha and WOA San Antonio.

KAB SESSIONS

Hardesty Hits Time Grabs

"FREE time grabs" in the guise of publicity handouts from advertisers and trade groups are depriving radio stations of millions of dollars in revenue. For instance, the Kentucky Assn. of Broadcasters was told last week at its seventh annual fall meeting in Ashland, Ky., about 100 KAB members attended.

This condition was cited in a luncheon address last Monday by John F. Hardesty, director of local promotion for KAB and program clinics dominated the Monday-Tuesday meeting, held at the Henry Clay Hotel, with J. W. Belts, WFTM Maysville, Ky., presiding as retiring KAB president. Mr. Hardesty also took part in the sales clinic.

Mr. Hardesty urged management to personally scan all incoming releases of questionable origin. He cited transcribed announcements and five-minute interviews as the "most deadly weapons in the arsenal of the free time boys."

Attention of KAB dealers and program clinics was referred to Mr. Hardesty to chain store managers who refuse daily to acknowledge stations as an advertising medium but who, when shown to give group turn to broadcasters for public service time.

Paul G. Blazer, board chairman of Ashland Oil & Refining Co., told how the greater part of a $1 million ad budget this year would go to radio.

Joe Eaton, WKLO Louisville, was elected president for 1955. Other officers named were Mike Layman, WSPC Somerset, first vice president; Sam Livingston, WKYB Paducah, second vice president; H. C. Potter, co-secretary-treasurer. Georgia Bates, WLBJ Bowling Green, was elected honorary secretary-treasurer.

KULA SNARES THIEF

Sponsors' Traps Self

ADVERTISING does pay and the exception which proves the rule turned up on KULA Honolulu.

Jack Irvine, KULA account executive, sold a program series entitled Best Buys to the Piggly Wiggly chain of stores. The series offers free broadcasts of listeners' ads on items they want to buy, sell or exchange.

In preparation for the first show, one store manager turned over to the station several items which had been tacked on the store bulletin board.

An alert policeman happened to be listening and recognized the description of a camera which had been stolen. The ad even contained the name and address of the person having possession of the camera.

The theft hadn't counted on the bulletin board advertising being multiplied by the power of radio.
**Canadian Sets**

**TV Sales Jump in August**

SALES OF TV receivers jumped in August in eastern Canada with advent of first two Canadian TV stations at Montreal and Toronto, according to a report of the Radio-Television Mfrs. Assn., Toronto. Sales in August were 12,799 sets valued at $6,689,208, compared with 7,492 sets valued at $3,398,844 in July. Prior to July, monthly sales had been averaging about 5,000 sets.

In the first eight months of 1952 a total of 60,868 TV receivers worth $23,387,009 were shipped by manufacturers. This compares with 21,367 sets valued at $11,678,062 in the same period in 1951. At the end of August, about 39% of all TV sets marketed in Canada since TV set manufacturing started have been sold in the Toronto-Hamilton area, about 31% in the Windsor area, opposite Detroit, 16% in the Niagara Falls area, close to Buffalo, and 9% in Montreal. Remainder was sold mostly in Vancouver area.

**RIAS Jammed**

TRANSMITTER power of RIAS, U. S.-operated radio station in West Berlin, will be stepped up to help counteract Soviet jamming, it has been reported. Walter Donnelly, U. S. High Commissioner in Bonn, Germany, disclosed the Russians are jamming German-language programs to East Germany. He told the Foreign Press Assn. that RIAS (Radio in America) broadcasts were jammed because of the effect they have had on Iron Curtain listeners. RIAS is used along with the Voice of America to undermine the U. S. "Campaign of Truth."

**MAB Convention**

MICHIGAN Assn. of Broadcasters will hold its annual convention Nov. 7-8 at Detroit's Port Shelby Hotel, D. E. Jayne, general manager, WJ-J-AM-FM Battle Creek, and MAB president, announced last week.

**Corny?**

WIBW advertisers don’t think our methods of selling to farmers are corny. Not when they check sales figures in Kansas and nearby states.

**Benton Likes TV**

And Hopes Viewers Like Him Nov. 4

SEN. William Benton (D-Conn.), candidate for re-election to the U. S. Senate, will stick to two type programs in his radio-TV campaign—the sidewalk appeal and the question-and-answer format—if he adheres to the suggestions of his Connecticut TV audience.

The Senator fortnight ago reported results of a contest designed to elicit comments on campaigning techniques and he simultaneously began a TV series incorporating those suggestions. The letters were in response to his experiment on WNBC-TV New Haven last month when he used six different program approaches [B*2, Oct. 6, Sept. 29]. The Connecticut Democrat also announced contest winners named by a panel of three judges, including Robert K. Richards, assistant to the president of NABTE. Contest was based on the Senator’s contention that video will revolutionize campaigning.

The question-and-answer format is patterned after NBC-TV’s Youth Wants to Know. After the program, he submits himself to queries from a panel of constituents from all walks of life. Sidewalk interviews feature the Senator in real-life meetings with his constituents.

The Senator launched two 30-minute programs two weeks ago. They were increased to three last week. Additionally, a 14-minute film, "Bill Benton, Fighting Senator," is to be shown on television six or eight times.

Sen. Benton’s recent seven-hour radio-TV talkathon evoked mixed comment, with objectors scoring repetitious questions. Reaction to a Meet the Press format also was varied. Some favored the incisive questions put by the reporters; others claimed newspapers did not typify the average citizen.

Among concrete suggestions put to Sen. Benton: "Don’t ever use howdy Doody’s time on TV"; "We want serious programs without any gimmicks"; "Give us the old-fashioned, down-to-earth straight political speech."

Some letters offering subject matter urged the Senator to speak on ways and means of making the Voice of America more effective overseas.

**WTOC Is Host**

WTOC Savannah, Ga., was host last fortnight to civic officials at a showing of the CBS Radio documentary film, "More Than Meets the Eye." Ben Williams, WTOC sales manager, presided.

**Congratulations**

CONGRATULATIONS are in order for a station personality as Westinghouse Electric Corp. observes third anniversary of its sponsorship of You Can Be Sure on KMOX St. Louis. Surprise party was given Sept. 25 for Curt Ray (seated), who conducts program. L to r: (standing) John Cox Jr., Westinghouse manager, and Bob Hyland, KMOX assistant manager. Seated, Mr. Ray, Vera Wegner of Westinghouse, and Gene Wilkey, KMOX manager.

**Radio Homes**

Canadian Listing Released

COMPLETE 1952 listing of radio homes in Canada has been released in pamphlet form by the Bureau of Broadcast Measurement, Toronto. It lists all radio homes by provinces, metropolitan areas, county and census divisions. This year for the first time BBM city areas are designated. They show each city with satellite communities which are included in the metropolitan coverage areas. There is also a list of all Canadian broadcasting stations as of August, 1952.

Total number of radio homes in Canada, estimated as of Jan. 1, 1952, is given by BBM as 3,454,000, or 94.4% of all Canadian households. By provinces, radio homes are 1,220,000 in Ontario; 869,000, Quebec; 349,000, British Columbia; 226,000, Alberta; 226,000, Saskatchewan; 198,000, Manitoba; 148,000, Nova Scotia; 112,000, New Brunswick; 61,000, Newfoundland, and 29,000, Prince Edward Island.

**Willson Appointed**

KENNETH B. WILLSON, executive vice president of National Better Business Bureau, has been elected president, succeeding the late Edward L. Greene. Allan E. Backman, a vice president of the Bureau, assumes Mr. Willson’s former post.

**Radio Homes**

... and for AM, FM and TV

It’s Marconi!

The ingredients are blended to perfection! You’ll be first with the latest equipment, first to receive the benefits of the latest technical advances, because Marconi are specialists in broadcasting equipment.

OPERATION—Marconi can bring a wealth of experience to your broadcasting problems because Marconi owns and operates one of the first radio stations in North America.

CONSULTING SERVICE—Marconi can help you with engineering plans and surveys because Marconi has more experience in this field than any one else in Canada.

EQUIPMENT—Everything from microphone to antenna, designed, installed, adjusted and guaranteed... that’s the experienced Marconi service.

**Marconi**

the greatest name in radio and television

**Canadian Marconi Company**

Established 1902

Vancouver * Winnipeg * Toronto

Montreal * Halifax * St. John’s

October 20, 1952 * Page 87
distribution of the guild sports library, group of 30-second film clips of 400 sports personalities, to an initial 10 TV stations. Total of 768,540 feet of film prints has been ordered from Mercury Film Lab. Inc., New York, based on a 52-sta-
tion subscriber estimate, according to guild president, Reub Kaufman. Contracts include unlimited use and receipt of 10 additional film clips per month [B.T, July 14].

Distribution rights to Guild Film Library have been acquired by Guild Films, following contract signing by Mr. Kaufman and part-
ners, Robert L. Lippert, Jr., and Holbrook N. Todd. New library, is reduced to 16mm.

Jamieson TV Productions, Dallas, announces the availability of a new quarter hour children's series, Betay and the Magic Key.

Association Films Inc., TV film producers and distributors, offering special Fire Prevention Week film this week to TV stations, titled Crusaders Against Fire, 20-min., 16mm sound film is presented by National Automatic Sprinkler & Fire Control Assn.


Association Films Inc., New York, offering a free 15-minute film, "Buttons Through the Years," giving Paris fashion hints and infor-
mation on the history and creation of buttons.

Association Films Inc., New York, offering TV stations free, 22-min-
ute film, "Let's Talk Turkey," giv-
ing suggestions on how to prepare bird for Thanksgiving.

Distribution . . .

Guild Films Inc., New York, has acquired distribution rights to Call the Play, quarter-hour live and film action sports TV quiz program. The series will ultimately consist of 152 programs to cover three years of weekly programming. Delivery of the first 13 shows will be made this week.

Pictorial Films Inc., New York, has acquired distribution rights (ex-
cluding the British Isles) for 18 color puppetoons produced by Toy Town Producers in England, and Western Hemisphere rights to five color cartoons produced by British Animated Films.

Production . . .

Lever Bros., New York, has again signed Gross-Kranse Inc., Culver City, to produce an additional 52 half-hour films for CBS-TV Big Town, upon completion of the production firm's current contract for the initial 26 programs. The con-
tract reportedly involves $1,196,000.

Ziv TV Programs Inc., Hollywood, has started filming half-hour TV version of its syndicated radio packagge, Favorite Story.

FilmeCraft Productions, Hollywood, has started filming It's a Small World, audience participation series of 39 half-hour TV programs, which is jointly owned by the firm and Al Gannaway, series' star.

Mutual Television Productions, Hollywood, now filming Jack London Theatre series, is completing the third half-hour film in Mexico City. Written by Aben Kandel and Herb Kline, and di-
rected by the latter, the proposed

26 programs also will be filmed in Alaska and the U. S.

Revue Productions, unit headquar-
tered at Motion Picture Center Studios, Hollywood, has acquired the pilot film in America's Finest, a half-hour TV series.

Screen Gems Inc., Hollywood, has completed "The Studebaker Story" for Studebaker Corp., South Bend. Filmed in color for TV and theat-
rical release, the half-hour film depicts the 100-year history of the manufacturer and stars Russell Hicks and Donald Woods. Jules Bricken is producer.

Random Shots . . .

Lucille Ball and Desi Arnaz, stars of CBS-TV's I Love Lucy, have formed Desilu Inc. for merchandis-
ing purposes. Edward Hamilton, merchandise consultant, in charge to deal with manufacturers.

Sarra Inc., New York, TV film com-
mercials producers, appoints David O. Alber Assoc. Inc., that city, as public relations agents.

Screen Gems TV Dept. has moved from 729 Seventh Ave., New York, to quarters at 235 W. 49th St.

Bing Crosby Enterprises, Culver City, Calif., has moved to Hal Roach Studios and goes into pro-
duction this week on the next series of half-hour films in Rebound for Packard Motor. The producer is the producer-
director. Also headquartered for the past year at RKO Pathe Studios, execu-
tive and story departments moved to 9028 Sunset Blvd., Hollywood.

Thomas J. Corradine & Assoc., Holly-
wood, has been named west coast film sales representative for DuMont Television Network. Mr. Corradine will purchase new video film product and distribute already acquired properties.

Johnny Maschio, head of Artists Ltd., Hollywood talent agency, has acquired TV film rights to the comic strip, "Casey Ruggles," from United Features Syndicate.

Inexpensive method of testing film commercials was claimed last week by American Film Producers, New York, which announced the delivery of a TV test film to Calkins & Holden, Carlock, Mc-
Clintone & Smith, New York. Bob Gross of American Film said the cost of each one-minute spot an-
ouncement was $39 as com-
pared with the standard price of $2,000 to $10,000. The films do not go on the air but will be seen by a test audience.

Reduction in price of the Old American Born Gems film series by as much as 29% in some markets was announced last week

WARD gets renewals because WARD gets results!

1st
RATINGS
FRANCE NETWORK
MARKET IN WESTERN PENNSYLVANIA

2nd
RATINGS
WEED & CO., Representative

Page 88 • October 20, 1952

WBTV (TV) CLINIC Larger Program Planned

PLANS were underway last week for a WBTV (TV) Charlotte TV Clinic, postponed once [B.T, Oct. 13] after industry reaction indi-
cated a more ambitious clinic would be justified.

Originally, the clinic was sched-
uled for Oct. 22-23 [B.T, Oct. 9]. After the industry greeted the an-
nouncement with widespread en-
thusiasm, it was decided to set back the clinic until Dec. 3-4. Some 150 to 200 persons are expected.

by King-United Studios, Chicago, producers, and United Television Programs Inc., Chicago, distribu-
tors.

PSI-TV Inc., New York, TV film producer and distributor, has opened a branch office at 240 Stuart Street, Boston, under the direction of Edward Ruff and Irving M. Farber.

Douglas Corp. has acquired exclusive rights to more than 2 million feet of film from The American Museum of Natural His-
tory, New York. The film, covering 30 years of world conditions, will be edited and released to TV, thea-
tres and schools.

Telenews Productions Inc. released to TV stations last week a special edition of Telenews Daily contain-
ing what was said to be the first direct statement made to the American public by Gen. Mohammed Naguib, prime minister of Egypt.

Film People . . .

Oliver Unger, executive vice presi-
dent, Snader Telecisions Sales and headquartereds in New York, has resigned to set up his own TV film distribution firm. He con-
tinues on Snader Telecisions Corp. board of directors.

Al Joyce, producer on KNBH (TV) Hollywood Your Big Moment, to Gross-Kranse Inc., Culver City, to handle publicity for CBS-TV's Big Town.

Pat Kane, production staff of Lewis & Clark Inc., Chicago, producers of filmed TV shows, has been named supervising producer of a new show, Nothing but the Truth, a five-minute continuing series, star-
ing Alexander Skwire.

Norman Retchin, assistant to Jac-
ques Braunstein, executive producer of Screen Televison Productions, Hollywood, adds duties as story editor.

William Sands, film division of NBC-TV Hollywood, joins produc-
tion department of Filmcraft Produc-
tions, that city.

Danny Cahn, film editor for Desilu Productions, Hollywood, on CBS-
TV's I Love Lucy, won the Ameri-
Can Cinema Editors quarterly award for TV film editing.

BROADCASTING • Telecasting

(Continued from page 80)
Grants authorized new stations and transfers, accompanied by a rundown of new stations and transfer applications, begin on page 99.

October 9 Applications... Accepted for Filing AM—1290 kc
WPIC Petersburg, Va.—Mod. CP, which authorized new AM, to change frequency, power and time of operation; to install new antenna, and operate radio facilities; ordered to submit new exhibits therefor.

October 10 Applications... Accepted for Filing License for CP
KFRB Fairbanks, Ala.—License for CP, which authorized change in frequency, power and time of operation; to install new antenna, and operate radio facilities; ordered to submit new exhibits therefor.

October 11... By Broadcast Bureau License Granted
WBSA Madison, Wis.—Granted license for noneducational educational FM CH 210, 50 kc, 450 ft.
WSFI Lakeland, Fla.—Granted license for new power 920 kw, 500 w-D.

October 12... By Broadcast Bureau License Granted
WCSA Silver City, N. M.—Granted license for new AM 1970 kc, 1 kw-D.
WSPS Stoughton, Mass.—Granted license for new AM 1740 kc 1 kw-D.
WWCC Manhattan, Kans.—Granted license for new AM 1380 kc, 1 kw-D.

October 15... By Broadcast Bureau License Granted
KVMY Omaha, Neb.—Granted CP to change frequency, power and time of operation from 1450 kc, 10 kw to 1520 kc, 500 w-D.
WNNY Watertown, N. Y.—Granted CP to make changes in licensed station to radio type 10.

October 16... By Broadcast Bureau License Granted
WFCN Frenchtown, Mich.—Granted CP for new AM 1580 kc, 1 kw-D.

October 17... By Broadcast Bureau License Granted
KSBW Yuma, Ariz.—CP to replace expired CP which authorized new AM.

October 18... By Broadcast Bureau License Granted
WSSA San Antonio, Tex.—Granted CP for new AM 1380 kc, 1 kw-D.

October 19... By Broadcast Bureau License Granted
WDUP Duluth, Minn.—Granted license for new AM 1580 kc, 5 kw.

October 20... By Broadcast Bureau License Granted
WCLW Baton Rouge, La.—Granted CP for new AM 1270 kc, 1 kw-D.

October 21... By Broadcast Bureau License Granted
WJAI Hagerstown, Md.—Granted CP for new AM 1350 kc, 1 kw-D.

October 22... By Broadcast Bureau License Granted
WORL Des Moines, Ia.—Granted CP for new AM 800 kc, 5 kw.

October 23... By Broadcast Bureau License Granted
KOSH Baltimore, Md.—Granted CP for new AM 1450 kc, 1 kw-D.

October 24... By Broadcast Bureau License Granted
KSLV Las Vegas, Nev.—Granted license for new AM 800 kc, 5 kw.

October 25... By Broadcast Bureau License Granted
WITL Wilkesboro, N. C.—Granted license for new AM 1450 kc, 1 kw-D.

October 26... By Broadcast Bureau License Granted
KWHQ San Bernardino, Calif.—Granted license for new AM 1450 kc, 1 kw-D.

October 27... By Broadcast Bureau License Granted
WMLH Shorewood, Ill.—Granted license for new AM 1340 kc, 1 kw-D.

October 28... By Broadcast Bureau License Granted
KJGW Reno, Nev.—Granted license for new AM 1230 kc, 1 kw-D.

October 29... By Broadcast Bureau License Granted
KTBX Corpus Christi, Texas—Granted license for new AM 1270 kc, 1 kw-D.

October 30... By Broadcast Bureau License Granted
KWHK San Diego, Calif.—Granted license for new AM 1330 kc, 1 kw-D.

October 31... By Broadcast Bureau License Granted
KCCN McAllen, Tex.—Granted license for new AM 1230 kc, 1 kw-D.

November 1... By Broadcast Bureau License Granted
WDRB Louisville, Ky.—Granted license for new AM 790 kc, 1 kw-D.

November 2... By Broadcast Bureau License Granted
WJAI Hagerstown, Md.—Granted license for new AM 1350 kc, 1 kw-D.

November 3... By Broadcast Bureau License Granted
WORL Des Moines, Ia.—Granted license for new AM 800 kc, 5 kw.

November 4... By Broadcast Bureau License Granted
KOSH Baltimore, Md.—Granted license for new AM 1450 kc, 1 kw-D.

November 5... By Broadcast Bureau License Granted
KWHQ San Bernardino, Calif.—Granted license for new AM 1450 kc, 1 kw-D.

November 6... By Broadcast Bureau License Granted
WMLH Shorewood, Ill.—Granted license for new AM 1340 kc, 1 kw-D.

November 7... By Broadcast Bureau License Granted
KJGW Reno, Nev.—Granted license for new AM 1230 kc, 1 kw-D.

November 8... By Broadcast Bureau License Granted
KTBX Corpus Christi, Texas—Granted license for new AM 1270 kc, 1 kw-D.

November 9... By Broadcast Bureau License Granted
KWHK San Diego, Calif.—Granted license for new AM 1330 kc, 1 kw-D.

November 10... By Broadcast Bureau License Granted
KCCN McAllen, Tex.—Granted license for new AM 1230 kc, 1 kw-D.
FCC Actions (Continued from page 88)

From 1400 kc to 2500 w unil to 1320 kc. 1 kw-D. AMENDED to make frequency change and change type trans.

Modification Expired CP
KSWB Yuma, Ariz.—CP to replace expired CP, which authorized new AM on 1400 kc, 2500 w.
License for CP
KBBF Needles, Calif.—License for CP, which authorized new AM, is transferred.

WTVB Coldwater, Mich.—License for CP, as modified, authorized changes in hours of operation, increase in power, and relocation of DA and change in ant. and trans. systems.

WEYV Sanford, N. C.—License for CP, which authorized new AM, is transferred.

Modification of CP
WBTF Breckton, Mass.—Mod. CP, which authorized changes in frequency hours of operation and installation of DA-N, and application to make changes in DA-N.

WPEL, Montrose, Pa.—Mod. CP, which authorized new AM, for approval of ant. trans. location and specify studio location.

Extension of Completion Date
RED Albuquerque, N. M.—Mod. CP, as mod., which authorized new AM, for extension of completion date.

TENDERED FOR FILING
WMC Memphis, Tenn.—Mod. CP to change effective height of NW tower of DA array.

October 15 Decisions... BY COMMISSION EN BANC

AM—1500 kc
WBKB West Palm Beach, Fla.—Granted CP to increase power from 1 kw to 5 kw and application to make changes in DA-N, and install new trans. operating on 1400 kc, 2500 w.
Change Antenna System
WBAM Montgomery, Ala.—Granted CP to make changes in ant. system.

Extension of Authority
KWIN Ashland, Oreg.—Granted extension of authority to remain silent for 90 days, in lieu of 30 days, for CP. Station not under construction. Commission approval if control is transferred.
KPRS Glocthe, Kan.—Granted extension of authority to remain silent from April 6, 1953, pending completion of move to Kansas City, Mo.

License Renewals
Continued from grant were renewed for 5 years.

October 15 Applications... ACCEPTED FOR FILING

Extension of Completion Date
KJNO Juneau, Alaska—Mod. CP, as modified by CP, for extension of completion date.

Sanford License for Palm Beach, Fla.—Granted CP to change from noncommercial to commercial and to operate (noncommercially) on Ch.

POLL GRANT

FCC Refuses Review

FCC Oct. 9 denied a petition by Valley Television Co., applicant for uhf Channel 21 in Youngstown, Ohio, asking reconsideration of the Commission's grant of authority to operate Channel 21 to Polan Industries on Sept. 19.

Valley Television had maintained in its petition [11 DEC, p. 711] that it had actually operated Channel 21 for 33 days before the Commission's grant, an extension of 17 working days after its final allocation to that city. Substitution of Channel 21 for 33 days at Youngstown was made by the Commission to correct an error in minimum spacing of uhf channels [B/T, Sept. 1]. Valley Television's petition agreed in effect with FCC Chairman Clark and members, and Robert Bartley, both of whom dissented in the FCC grant order on grounds the grant to Polan Industries was too high.

Valley Television also had suggested questioning of financial qualifications of Polan Industries to construct and operate the Youngstown station, plus a station in Ashtown, Ky., for which Polan has received a grant and bids for four other TV outlets.

200; ERP 400 w, ant. 175 ft. and waiver of sec. 2.581 of rules to permit station to remain silent Saturdays and to operate from 6 a.m. to 6 p.m. Sundays.

WFMU is making changes because operation on present channel caused interference in Flint area, reception of TV station on Ch. 4 in Lansing, a distant city, was also adversely affected.

Extension of Authority
WDEH-FM Chicago, Ill.—Granted extension of authority which will expire on April 1, 1965, pending study and decision as to future plant. Station not to resume broadcasting with the station approval if control is transferred.

October 15 Applications... ACCEPTED FOR FILING

Extension of Completion Date
KJNO Juneau, Alaska—Mod. CP, as modified by CP, for extension of completion date.

KLX Oakland, Calif.—Mod. CP, which authorized new AM, for extension of completion date.

WUC (FM) Urbana, Ill.—Mod. CP, which authorized changes in existing AM, for extension of completion date.

WBCX (FM) Parma, Tenn.—Grant of Authority for new FM station, which authorized new AM, for approval of ant. and trans. status.

Service Directory

For finest tape recording

WQAN
Scanton, Pa.

USES

Magnecone

For your catalog—write

Magnecone, Inc.
250 N. Michigan Avenue, Chicago 1, Ill.

BROADCASTING • Telecasting

Commerical Radio Monitoring Company

Engineering on duty all night every night

P. 0. Box 7037
Kansas City, Mo.

David & Berabeau
Television Consultants

Station Planning and over-all guidance

Em 099 X 999
New York, N. Y.
change ERP from 200 kw vis. 100 kw aur. to 158 kw vis. 95 kw aur.

KXLY - TV Spokane, Wash.—Mod. CP, which authorized new TV, to change ERP from 100 kw vis., 35 kw aur. to 47.9 kw vis., 28.8 kw aur.; trans. location from 46t & Regal Sts., Spokane, to Mt. Spokane, approx. 23 mi. N. 38.5° E. of center of Spokane.

KERN-FM Bakersfield, Calif.—CP to change ERP from 9.8 kw to 6.1 kw; ant. height above average terrain from 260 ft. to 238 ft.; move trans. to AM transit site 250 ft.

WKBW-FM Youngstown, Ohio—CP to change ERP from 18.5 kw to 25 kw;
HELP WANTED

COMMENTS

Closing date October 4, 1979

19x60]


card box number. Send box replies to

BROADCASTING TELECASTING, 870 National Press Building, Washington 4, D. C.

If transcriptions, photos, etc., sent to box numbers are sent at owner's risk.

BALLARD and TELECASTING.

Salesma

commercial manager—Major Southwestern station. New interviewing, high income, overdi

deals including photo, Box 728R, BROADCASTING TELECASTING.

Manager for new 500 watt daytime station. Send photo, resume and references, WCN, 94 North Broad Street, Nor

Salesmen

Aggressive salesman with good record. Advance opportunity, drawing account (amount open) against 15% commission. Happy, congenial staff, support your sales efforts. Excellent future prospects. Send complete information, references, photo. Replies confidential. Box 725R, BROADCASTING TELECASTING.

Special radio program telephone salesman (comm.) for GBA campaigns throughout U. S. Excellent commission. Send details. Full particulars.

Expanding operations: Immediate opening, aggressive salesman with imagination to handle permanent tape recorder. Must be able to work quickly, good voice for right man to earn extra money. Send full details, references. BROADCASTING TELECASTING.

Do impersonations famous stars. Crosby, Bugs Bunny, etc. Fast flowing ad copy. Amusingly

Announcer—special events man. Fast growing independent station needs full time announcer. Send photo, resume. BROADCASTING TELECASTING.

Senior announcer. Good voice, with imagination, ambition. Send photo, resume, references, salary requirements. BROADCASTING TELECASTING.

Announcer with first phone. Must have top announcing ability. CBS station opening available. Call or write Charles Garten, Radio Station WSAZ, Huntington, West Virginia.

Telephone sales—single. Age 30 to 60 willing to travel, sell high grade advertising services by local and long distance telephone. Traveling expenses paid. Salary and bonus opportunity to go. Write F. F. Kendall, National Research Bureau, Inc., NRB Building, Chicago 10, Illinois.

NBC station in highly competitive Southern city will add one salesman to present sales staff. Must be aggressive, on commission basis with earnings up to eight thousand. Box 297, Charleston, South Carolina.

FOR SALE

Florida coast station. Need two combination men. Both must be heavy on announcing, sell good, well known tape or disc, experience record, references, first letter. $60, Box 900R, BROADCASTING TELECASTING.

Announcer with first phone. Must have top announcing ability, CBS station opening available. Send complete information, salary requirement, telephone number, etc. Box 318R, BROADCASTING TELECASTING.

HELP WANTED

MANAGERIAL

Commercial manager—Major Southern station. Must have had experience with new interviewing, high income, overdrive, etc., and complete details including photo, Box 728R, BROADCASTING TELECASTING.

Salesman with proven sales ability capable of carrying responsibility of major accounts and directing activities of three U. S. Region salesmen. Investigate this one. It's much better than average, good full employment record, references, photo. Replies confidential. Box 725R, BROADCASTING TELECASTING.

FOR SALE

Announcing station needs announcer for 1st shift. $900, Box 900, Broadcasting Institute, New York 1, N. Y.

Traffic director—station needs experienced traffic director. Send full particulars, references, photo. Replies confidential. Box 725R, BROADCASTING TELECASTING.

SALESMEN

WANTED—Announcement salesman for Ohio and Indiana. Must be aggressive, with experience. Send photo, details, references. BROADCASTING TELECASTING.

Local sales manager—Midwest station. Must have experience in sal

WANTED—Announcement man for any type station. Excellent voice, experience. Send resume, references, photo. replies confidential. Box 725R, BROADCASTING TELECASTING.

Assistant station manager—Midwest. Excellent opportunity, reasonable salary, good prospects. Send resume, references, references, photo. replies confidential. Box 725R, BROADCASTING TELECASTING.

Assistant manager—Announcing station needs assistant manager. Must be aggressive, have good voice. Send photo, references, resume. Box 725R, BROADCASTING TELECASTING.

Radio station needs assistant manager with promotion ability. Excellent opportunity, competitive salary. Send resume, references, photo. Box 725R, BROADCASTING TELECASTING.

Radio station needs assistant manager. Good voice, must have good experience. Send full particulars, photo, references, resume. Box 725R, BROADCASTING TELECASTING.

WANTED—Announcement manager. Excellent opportunity. Send resume, references, photo. Box 725R, BROADCASTING TELECASTING.

WANTED—Announcing manager. Must have experience and high

Announcing manager—Midwest. Must have experience and high

Announcing manager

Announcing manager

Announcing manager

Announcing manager

Announcing manager

Announcing manager
Television

Salesmen

Time salesman for television station in Southeast, Old established outlet. TV experience necessary. If you're a radio newspaper salesman who wants to change, or who is anxious to improve your sales experience. Every detail is important. And your show is all to your credit. We want a man who wants to work with us and become a citizen of our community. Excellent climate, schools, churches, cultural atmosphere...weekly, and weekly commission. We want our account executives to grow and up. Send small photo. Box 787, BROADCASTING TELECASTING.

Announcers

Managerial

Situations Wanted (Cont'd)

Situations Wanted

Announcers

Have sold major and small markets, very strong commercially, excellent staff. Now seeking major market. Must have TV (whether its in your market or another). Experience desired. Presently located in Texas. Box 790R, BROADCASTING TELECASTING.

Salenman

Broadcaster (40) with sixteen years experience in management, sales, public relations. Typical station desires connection as manager with established station, preferably in warmer climate. He has the best of references and a reputation of respected family, sober, energetic, good reputation for sales, sound, live. Good management means profitable operation. Contact Box 790R, BROADCASTING TELECASTING.


Salesman

Salesman-Knows radio and can sell. Present employer due will change first of year if you have a good offer. Family man, good education, two years experience, no hot-shots. Stiff salary, small station and better income. South or Southeast preferred. Box 788R, BROADCASTING TELECASTING.

Situations Wanted (Cont'd)

Technical

Northeast indie TV applicant has im- mediate operating manager, with or without experience. Opportunity in salary, benefits. Box 787R, BROADCASTING TELECASTING.

Production-Programming, Others

Continuity writer for television station in Southeast. Established newspaper background essential but not requisite. Must be able to work on the air, both audio and video. Ability as artist helpful but not requisite. Box 786R, BROADCASTING TELECASTING.

Situations Wanted

Managerial

Experienced executive, knows sales and management. Desires job as manager of k Bijou, West Coast, with start, and trade paper background. Married, family, college, civic-minded. Area market trends dictate possible relocation. Se- rious inquiries managerial or sales level treated with complete confidence. South or Southwest preferred, especially Gulf Coast and Florida local area. Box 785R, BROADCASTING TELECASTING.

General manager. Available immedi- ately due to health. Ten years experience in radio. Young, energetic, years enrollsable both radio and television. Must have TV and newspaper. Will relocate anywhere. Box 784R, BROADCASTING TELECASTING.

Announcers

Announcer-

Managers

Experienced, successful manager de- sires change for good reasons. Presently manages one of most successful Northwest stations grossing $15,000 monthly in small town. Good com- munity. Experience includes sales, experienced, practical and reliable. An as- set to a community. Available 30 days notice. Box 783R, BROADCASTING TELECASTING.

Manager desires to make home in Southwest, 17 years experience all phases music, voice, commercial, and metropolitan. With present station for five years. Box 782R, BROADCASTING TELECASTING.

Manager-program director. 15 years radio experience, all branches, includ- ing network. Desires larger market. Sober, reliable, married. Will produce results with the help of references. Northeastern states pre- ferred, or South. Immediate view. Particularly interested in manager new station — preferably network. Or PD metropolitan indie or network. Send small photo. Box 781R, BROADCASTING TELECASTING.

Are you making money? Last year made $40,000 in small market independently. Inquire here and can buy interest. Sales, programming. Family. Want permanence and opportu- nity. Box 780R, BROADCASTING TELECASTING.

Television

Managerial

Engineer, 4½ years detailed expe- ri- ence AM, FM, 1 kw to 50 kw, past year. Currently at college, 2 family man. Box 779R, BROADCASTING TELECASTING.

Eastern North Carolina, AM-FM-TV. Chief or combination, BOX 778R, BROADCASTING TELECASTING.

Chief engineer: Twenty years expe- ri- ence all phases and positions, new stations, directional antenna operations, TV, records, broadcast components family. Box 777R, BROADCASTING TELECASTING.

Transmitter engineer 5000 watt sta- tion. Experienced, reliable. Box 776R, BROADCASTING TELECASTING.

Engineer experienced chief mainte- nance design. Box 775R, BROADCASTING TELECASTING.

2nd phone, radio broadcasting school graduate. Radio-TV technical school graduate. Young, friendly style. Some technical experience. Married, veteran, college graduate, 17, 18th Street, Brooklyn, N.Y. Box 774R, BROADCASTING TELECASTING.

First phone. Experienced in transmitter, studio—some announcing. Free- ler New York City or vicinity. Mar- ried. College graduate, 17th, 18th Street, New York, N.Y. Box 773R, BROADCASTING TELECASTING.

First phone. Good voice quality. West only. Minimum seventy-five. Box 772R, BROADCASTING TELECASTING.

Production-Programming, Others

Program director: experience: station executive. Young, energetic, program director, manager, announcer, technical. Box 771R, BROADCASTING TELECASTING. Will furnish highest references from past positions. General agency experience over NBC and CBS. College graduate. Box 770R, BROADCASTING TELECASTING.

First phone line, No broadcast ex- perience. Available immediately. Experienced radio mechanic. Sneak Success. Box 769R, BROADCASTING TELECASTING.

Program director: college graduate three years experience. Excellent ideas, smooth programming. Super knowledgability of music. Presently em- ployed. Box 768R, BROADCASTING TELECASTING.

Programmer—advertising director. Sales manager, 7 years experience. Supervise complete programming and advertising. Box 767R, BROADCASTING TELECASTING.

Programmer experienced in men- sixers and/or TV, Box 766R, BROADCASTING TELECASTING.

Programmer experienced manager and working both network and inde- pendent. Box 765R, BROADCASTING TELECASTING.

Programmer and/or sales manager and specials, 10 years experience, available immediately. Box 764R, BROADCASTING TELECASTING.

Radio PD, continuity director. Ex- cellent background. Box 763R, BROADCASTING TELECASTING.

Copywriter, no announcing. Over two years experience, presently employed. Will work anywhere. Available immediately. Box 762R, BROADCASTING TELECASTING.

Chief engineer to take complete charge of studio and television. Consider only professional engineering. Must be Army, Aeronauti- cal, State, full navigator. Box 761R, BROADCASTING TELECASTING.


Graduate E. E. 5 years Naval Elec- trician, 1½ years TV experience. CBT circuit design. First phone, first line. Must have position broadcasting industry. Box 759R, BROADCASTING TELECASTING.

First class phone. RCA and SRT-TV are your special interest or engineer- ing work. Box 758R, BROADCASTING TELECASTING.

Technical

Experienced television station engi- neer. 7 years experience. With technical coordinator. Licensed. Don Ken- nett, 1254 Amsterdam Avenue, New York, New York.

Television
For Sale

Stations

Midwest station, AM-FM, 1 kw metro- pollan market. Desirable location. Monolithic tube set up. Box 768R, BROADCASTING • TELECASTING.

Southwest Independent, 250 watt. Good station, ideal for former manager. Fast growing area. Terms. Box 768R, BROADCASTING • TELECASTING.

Equipment, etc.

Used heavy duty guyed 239 tower. Formerly supported heavy FM antenna. Suitable for coast or inland area. Dis- mantled. Midwest area. $1,500 cash. Box 769R, BROADCASTING • TELECASTING.

For Sale

California

$100,000.00

Controlling interest in successful network property located in one of California's beautiful and rich markets. Financing arranged.

Announcers

PERSONALITY DISK JOCKEY

Midwest network station in market of over 100,000 wants tenor morning DJ. Outstanding opportunity for a personality with proven ability in morning drive. Willing and able to build and sell on audience from 7 to 9 A.M.

Help Wanted

Television

Managerial

COLLEGE GRADUATE RADIO ENGINEER need help and experience in TV for UHF licensing and operation for thoroughly trained and competent young man. Education and practical experience in electronic engineering, electronics, transmission, television, and signal engineering. Excellent position available for the right candidate. Box 700R, BROADCASTING • TELECASTING.

Situations Wanted

Manager

PROMOTION MANAGER

50,000 watt radio and TV network affiliate wants to relocate in New York City or New England. Interested in publicity, promotion, merchandising or programming with AM, TV station, agency or station rep. Top references available. All offers given careful consideration.

Box 802R BROADCASTING • TELECASTING

ANNOUNCERS

OUR CHIEF ANNOUNCER WANTS TO MOVE

and we don't blame him. Our long-

held policy prevents the development of our chief announcer's abilities. He has a strong sense of "sell" and radio production. Should he do a top job as network staff, news or independent DJ. We'd like to see him in a station where he can grow. He's a family man with strong roots, and a hard worker. Runs boat. Write or wire M. E. Rogers, General Manager, WGOH, Washington, D. C.
FCC Actions (Continued from page 91)  
relocate FM ant. for overall height above ground, 490 to 539 ft.  
TENDERED FOR FILING  
WOJ Davenport, Iowa—CP to change in DA to incorporate taller tower into WQC-AM/WQC-TV.  
October 12 Applications . . .  
ACCEPTED FOR FILING  
Extension of Completion Date  
WKJY (TV) New York—Mod. CP as mod. which authorized new AM, for extension of completion date.  
WNIR Woosneck, R.I.—Mod. CP, which authorized new TV to change station location on October 15.  
License Renewals  
Followings stations request renewal: WMMR Aurora, Ill.—Weekend Peoria, III.; WBDR Sterling, III.; WAND Clinton,  
FCC round-up  
Joplin, Mo.; KBUI Brigham City, Utah; WHAR Clarksville, W. Va.  
Change Transmitter Location  
WJTV (TV) Jackson, Miss.—Mod. CP, which authorized new TV to change to new location on October 15.  
Change Studio Location  
WWEA-TV Fall River, Mass.—Mod. CP, which authorized new TV to change studio location on October 15.  
PERIODICALS  
WOI Ames, Iowa—Extension of SSA to Oct. 20, 1952, to continue operation of new station WOJ.  
KPIX (TV) San Francisco—Mod. CP, which authorized new TV to change to new location on October 15.  
WANTED  
TV ENGINEER for COLOR TV  
Smith, Kline & French Laboratories needs an engineer to direct the installation, operation and maintenance of its color television equipment (CBS system) in order to carry out its series of medical television programs. Must be well trained, experienced in operating TV chains and supervising technicians, willing to reside in Philadelphia and willing to travel. Salary: Excellent working conditions.  
Contact: Lewis M. Lang, Smith, Kline & French Laboratories, 1530 Spring Garden St., Philadelphia 1, Pa.; Local 4-5400.
(5-49%), manager and 35% stockholder of W. E. Spence (latter implement). McCulloch: Secretary-Treasurer of Wrenn Floyd Pierce (4%), executive vice president of National Development Corporation, Birmingham, Ala., and others with minority interest. Filed Nov. 29, 1951; Granted Oct. 15, 1952.

Bishop, Calif.—Into Bestg. Co. Granted 1200 kc. 250 watt fulltime antenna height 200 ft.; engineering condition. Estimated construction cost $10,499, first year operating cost $24,000, revenue $30,000. Principals include John W. Shults (49%), technical manager; general manager and 50% owner of.Transaction Services, Inc. of Bishop, Calif., and 50% owner of the Bishop, Calif, real estate company. Filed Dec. 6, 1951; Granted Oct. 15, 1952.

South Hill, Va.—Mecklenburg Bestg. Corp. Granted 1270 kc. 1 kw. day; antenna height 180 ft.; engineering condition. Estimated construction cost $24,000, first year operating cost $30,000, revenue $48,000. Principals include John W. Shults (49%), technical manager; general manager and 55% owner of the South Hill, Va. real estate company. Filed Dec. 6, 1951; Granted Oct. 15, 1952.

Transfer Grants

KATY—San Luis Obispo, Calif.—Granted assignment of license from John W. Shults to Rodney B. McDermott, owner of KOTY. Transfer granted Oct. 15, 1951.

WMVA—Va., May.—Granted assignee in interest in WMVA to M. T. V. Corporation, W. 36th street, Santa Monica, Ca., for $35,000. Principals include P. R. F. Blair, president (50%); Western Manager and 3% owner of World Bestg. System (transmission library) Los Angeles, 1st Vice President and 7.5% owner of KWTW Barstow, Calif., and independent real estate selling. Vice President; Glenn Porter (20%), sound engineer for Paramount Pictures Corp., Hollywood, and independent real estate buying and selling; Secretary, Louis Luten Marquard (20%), independent real estate buying and selling, and Treasurer. McMarquard (20%), independent real estate buying and selling.

WREN, Topeka, Kan.—Granted transfer of control from R. C. Jackman to M. M. Anderson, independent real estate selling, owner of KDSC, Liberal, Kan., his wife, (Mrs.) Theo C. Jackman, owner of Marquard, his mother, (Mrs.) T. C. Cob, Margaret Landon, M. M. Anderson's daughter, and Theo Landon as guardians or KDSC, Liberal, Kan., his wife, (Mrs.) Theo C. Jackman, owner of Marquard, his mother, (Mrs.) T. C. Cob, Margaret Landon, M. M. Anderson's daughter, and Theo Landon as guardians. Each will hold 1/6 interest. Landon's daughter, and construction plans. Filed Dec. 6, 1951; Granted Oct. 15, 1952.

Roswell, N. M.—Radio Station KRIM. Granted 50 kc. 1 kw. day; antenna height 200 ft.; engineering condition. Estimated construction cost $10,499, first year operating cost $24,000, revenue $30,000. Principals include John W. Shults (50%), technical manager; general manager and 50% owner of the Roswell station. Filed July 21, 1951; Granted Oct. 15, 1952.


Bennington, Vt.—Catamount Bestg. Inc. Granted 1770 kc. 500 watt; day engineering condition. Estimated construction cost $35,000, first year operating cost $60,000, revenue $85,000. Principals include President William H. Eddington (30%); general manager and 1/3 owner of W. H. Eddington, Inc. Chevrolet Auto Shows, Inc.; William R. Dobbs, president of the James W. Grayson; W. K. J. Eddington (30%); secretary and vice-president; Francis E. Morrissey (3%). Bennington (Vt.) attorney; Robert T. Holden (6.3%). Principal owner, a group of Bennington businessmen. Filed Jan. 25, 1952; Granted Oct. 15, 1952.

South Hill, Va.—Mecklenburg Bestg. Corp. Granted 1270 kc. 1 kw. day; antenna height 180 ft.; engineering condition. Estimated construction cost $24,000, first year operating cost $30,000, revenue $48,000. Principals include John W. Shults (49%), technical manager; general manager and 55% owner of the South Hill, Va. real estate company. Filed Dec. 6, 1951; Granted Oct. 15, 1952.

Transfer Grants

KATY—San Luis Obispo, Calif.—Granted assignment of license from John W. Shults to Rodney B. McDermott, owner of KOTY. Transfer granted Oct. 15, 1951.

WMVA—Va., May.—Granted assignee in interest in WMVA to M. T. V. Corporation, W. 36th street, Santa Monica, Ca., for $35,000. Principals include P. R. F. Blair, president (50%); Western Manager and 3% owner of World Bestg. System (transmission library) Los Angeles, 1st Vice President and 7.5% owner of KWTW Barstow, Calif., and independent real estate selling. Vice President; Glenn Porter (20%), sound engineer for Paramount Pictures Corp., Hollywood, and independent real estate buying and selling; Secretary, Louis Luten Marquard (20%), independent real estate buying and selling, and Treasurer. McMarquard (20%), independent real estate buying and selling.

WREN, Topeka, Kan.—Granted transfer of control from R. C. Jackman to M. M. Anderson, independent real estate selling, owner of KDSC, Liberal, Kan., his wife, (Mrs.) Theo C. Jackman, owner of Marquard, his mother, (Mrs.) T. C. Cob, Margaret Landon, M. M. Anderson's daughter, and Theo Landon as guardians or KDSC, Liberal, Kan., his wife, (Mrs.) Theo C. Jackman, owner of Marquard, his mother, (Mrs.) T. C. Cob, Margaret Landon, M. M. Anderson's daughter, and Theo Landon as guardians. Each will hold 1/6 interest. Landon's daughter, and construction plans. Filed Dec. 6, 1951; Granted Oct. 15, 1952.

Roswell, N. M.—Radio Station KRIM. Granted 50 kc. 1 kw. day; antenna height 200 ft.; engineering condition. Estimated construction cost $10,499, first year operating cost $24,000, revenue $30,000. Principals include John W. Shults (50%), technical manager; general manager and 50% owner of the Roswell station. Filed July 21, 1951; Granted Oct. 15, 1952.


Bennington, Vt.—Catamount Bestg. Inc. Granted 1770 kc. 500 watt; day engineering condition. Estimated construction cost $35,000, first year operating cost $60,000, revenue $85,000. Principals include President William H. Eddington (30%); general manager and 1/3 owner of W. H. Eddington, Inc. Chevrolet Auto Shows, Inc.; William R. Dobbs, president of the James W. Grayson; W. K. J. Eddington (30%); secretary and vice-president; Francis E. Morrissey (3%). Bennington (Vt.) attorney; Robert T. Holden (6.3%). Principal owner, a group of Bennington businessmen. Filed Jan. 25, 1952; Granted Oct. 15, 1952.
**APPLICATIONS MODIFIED**

**VICTORY AT SEA**

**BBc to Telecast NBC Film**

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary project, beginning Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be held Oct. 25 in New York City. The program is sponsored by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented at the White House for President Eisenhower. The broadcast will be by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

The film showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph N. Merrill, NBC President; and Rear Adm. John F. Detwiler, Chief of Naval Operations; John F. Burton, NBC executive; and Herbert Artskin, Assistant Secretary of the Navy for Aircraft and Television. L. C. Shepherd Jr., Commandant of the U.S. Marine Corps.

**APPLICATIONS MODIFIED**

APPLICATIONS MODIFIED

**VICTORY AT SEA**

**BBc to Telecast NBC Film**

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary project, beginning Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be held Oct. 25 in New York City. The program is sponsored by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented at the White House for President Eisenhower. The broadcast will be by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

The film showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph N. Merrill, NBC President; and Rear Adm. John F. Detwiler, Chief of Naval Operations; John F. Burton, NBC executive; and Herbert Artskin, Assistant Secretary of the Navy for Aircraft and Television. L. C. Shepherd Jr., Commandant of the U.S. Marine Corps.

**APPLICATIONS MODIFIED**

**VICTORY AT SEA**

**BBc to Telecast NBC Film**

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary project, beginning Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be held Oct. 25 in New York City. The program is sponsored by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented at the White House for President Eisenhower. The broadcast will be by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

The film showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph N. Merrill, NBC President; and Rear Adm. John F. Detwiler, Chief of Naval Operations; John F. Burton, NBC executive; and Herbert Artskin, Assistant Secretary of the Navy for Aircraft and Television. L. C. Shepherd Jr., Commandant of the U.S. Marine Corps.

**APPLICATIONS MODIFIED**

**VICTORY AT SEA**

**BBc to Telecast NBC Film**

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary project, beginning Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be held Oct. 25 in New York City. The program is sponsored by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented at the White House for President Eisenhower. The broadcast will be by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

The film showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph N. Merrill, NBC President; and Rear Adm. John F. Detwiler, Chief of Naval Operations; John F. Burton, NBC executive; and Herbert Artskin, Assistant Secretary of the Navy for Aircraft and Television. L. C. Shepherd Jr., Commandant of the U.S. Marine Corps.

**APPLICATIONS MODIFIED**

**VICTORY AT SEA**

**BBc to Telecast NBC Film**

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary project, beginning Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be held Oct. 25 in New York City. The program is sponsored by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented at the White House for President Eisenhower. The broadcast will be by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

The film showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph N. Merrill, NBC President; and Rear Adm. John F. Detwiler, Chief of Naval Operations; John F. Burton, NBC executive; and Herbert Artskin, Assistant Secretary of the Navy for Aircraft and Television. L. C. Shepherd Jr., Commandant of the U.S. Marine Corps.

**APPLICATIONS MODIFIED**

**VICTORY AT SEA**

**BBc to Telecast NBC Film**

BRITISH Broadcasting Corp. will telecast Victory at Sea, the joint NBC-U.S. Navy public service documentary project, beginning Oct. 27, the day after the program opens on NBC-TV.

Formal presentation of the film will be held Oct. 25 in New York City. The program is sponsored by NBC Vice President Robert W. Sarnoff, who flies to London for the occasion.

Preview of two episodes was presented at the White House for President Eisenhower. The broadcast will be by the U.S. Navy, RCA and NBC at the Anacostia Naval Station in Washington.

The film showing were Brig. Gen. David Sarnoff, RCA board chairman; Joseph N. Merrill, NBC President; and Rear Adm. John F. Detwiler, Chief of Naval Operations; John F. Burton, NBC executive; and Herbert Artskin, Assistant Secretary of the Navy for Aircraft and Television. L. C. Shepherd Jr., Commandant of the U.S. Marine Corps.
MOVIE PEOPLE URGE THEATRE TV FREQUENCIES

THEATRE TV needs its own frequencies because no one else can do it as well and as cheaply that is the point of motion picture interests' position on eve of hearing before FCC en banc which begins today (Monday) at National Museum in Washington as expressed at news conference in Washington Friday.

Expected to render week of hearings will concern themselves solely with technical and cost phases of issues. Subsequent hearing, scheduled to begin Jan. 12, will treat with lay testimony and cross-examination.

Essentially, theatre TV adherents—notably Motion Picture Assn. of America and National Exhibitors Theatre TV Committee (comprising exhibitors) seek to prove that 400 me band in microwave region (about 6-7,000 mc) is needed to provide four 10-me channels for theatre TV system capable of delivering 35mm-quality picture on movie screens. Also, they will attempt to show that AP&T can't provide these facilities now and for long good time and that even if it could charges would be exorbitant.

No conflict exists between home TV and theatre TV, proponents will insist. Theatre TV will supplement home TV, not compete with it, they will say.

Scheduled to testify during next two weeks are following:

- Earl L. Sponable, 20th Century-Fox; Paul H. Hough and Richard Hodgson, Paramount; John W. Clark, Yankee Assn. (take makers); Skipwith W. Allyn, General Precision Lab.

- Also engineers Richard L. Jansky & Bailey; and Frank H. McIntosh and Andrew F. Inglis, McIntosh & Inglis, Inc., Lawrence Fly, Vincent B. Welch and Marcus Cohn.

YOUNGSTOWN PROTEST

PROTEST against uncontrolled grant of Youngstown's chf Channel 21 to Polan Industries [B&T, Sept. 29] was registered with FCC Friday by Valley Television Co. is this first protest made under revised Sec. 509 of Communications Act, 1934, as amendments of McFarland Act. FCC is required to answer complaint within 15 days. In protest, Valley Television asked that FCC rescind Polan grant and set time for hearing. Valley Television also declared Polan Industries not qualified for grant. In previous request, Valley Television petitioned for reconsideration but Commission dismissed claim on ground that Polan grant was not premature and that Valley Television had not controverted Polan application.

UPT EARNINGS REPORT

ESTIMATED earnings of United Paramount Theatres for first nine months of 1952 totaled $8,435,000 including $1,465,000 in capital gains, as against $9,537,000, including capital gains of $3,483,000, for same period last year, President Leonard H. Goldenson announced Friday.

Report to market of UPT and ABC is still awaiting FCC approval. Also pointed out that UPT operating companies have added Theatre TV equipment in Dallas and Houston and that other installations are under way in Los Angeles, Salt Lake City and Buffalo. Theatre telecast of Walcott-Marciano boxing bout was carried in eight UPT subsidiary theatres and results were "good." During that quarter of year, he said, UPT disposed of 24 theatres, of which 10 were by termination of joint interests.

CONVENTION LISTENERS

REPORT showing 64.3% of U. S. homes heard radio coverage of at least one session of Democratic National Convention, compared to 60.6% in case of Republican convalcde, was released Friday by A. C. Nielsen Co. Listening of less than six minutes' duration not counted. Democratic convention figure represented 37,928,000 homes; 35,000,022 Average home tuned 3 GOP sessions, 3.1 Democratic sessions (day being divided into two "sessions": one, daytime to 6 p.m.; other, evening after 6 p.m.).

FPA, SAG NEGOTIATIONS

FILM PRODUCERS Assn. of New York and Screen Actors Guild will resume negotiations tomorrow (Tuesday) on contract covering actors in filmed spot commercials. Parties met three times last week to attempt to set up formula to solve such questions as actors completing several spottings in one day and 15-25 weeks' period depending on series. Parties seeking formula for payment above $70 scale per day if actor completes more than one spot with SAG asking for percentage higher than FPA claims it can afford to meet.

SELL MEDIUM AS WHOLE

RADIO broadcasting industry has banded together behind concept of selling medium as whole as well as stations individually, R. David Kimble, BAB national promotion director, told advertisers and advertising agency executives attending Friday's opening session of Ohio U.'s ninth annual Advertising & Sales Promotion Conference in Columbus. This approach, Mr. Kimble declared, has resulted in advertisers placing more stress on sales results, rather than competitive ratings, in judging effectiveness of advertising.

REPUBLICANS SPONSOR

FEDERATION of Women's Republican Clubs of New York state sponsoring discussion of Youth Deserves A Future, from 6:30-6:45 p.m. EST today (Monday) over seven NBC-affiliated radio stations in New York state.

NCAA BASKETBALL BAN?

DePAUL U., Chicago, which has highly successful basketball squad, has petitioned National Collegiate Athletic Assn. for same protective treatment from TV it gives football. Chicago lawyer Arthur Morse, DePaul graduate manager of athletics, has asked problem be placed on NCAA convention agenda in January (see earlier story). He says NCAA as all-athletic body should be as interested in aiding college cage teams as football squads. He claims DePaul, which plays top teams at Chicago Stadium without TV, is losing money to competing teams who appear on TV.

PEOPLE...

ALEX SHERWOOD, who resigned recently as vice president of Standard Radio Transcription Services [B&T, Oct. 6], has joined WCBS Amsterdam, N. Y., as general manager.


BILL EYNON, director of radio and television, Dowd, Redfield & Johnstone, N. Y., to St. George & Keyes, same city, as account executive.

WAFF, WAIT CHANGES

GEORGE HALLEMAN has resigned as general manager of WAAF Chicago and will move to West Coast to go into restaurant business. Before joining station 1½ years ago he worked as national radio and TV spot salesman at NBC Chicago. He is succeeded by Tom Davis, who resigns as manager of WATT there. Mr. Davis was general manager of WAAF for three years preceding Mr. Halleman's joining station. Earl Withrow becomes general manager of WATT. He worked some time ago as program executive there.

'Scare Tactics'

(Continued from page 6)

under no compulsion to supply data in response to telegraphed or mailed inquiries from private sources.

Mr. Ball had filed petition with FCC Oct. 3 calling on Commission to conduct investigation and then act to protect public interest. He had charged big corporations were cooperating with GOP, NUFC and companies in securing time for election programming [B&T, Oct. 6].

FCC had informed Mr. Ball it could make no determination because petition did not give specific facts.

Mr. Ball's latest telegram to stations said, "In response to our protest to the FCC against the projected Republican spot radio and TV blitz campaign, the FCC has advised that it will need additional information before taking action."

This sentence apparently was responsible for the expressed belief that the Democratic group was chiefly injecting FCC into its request to stations as means of intimidating them into supplying quick and complete replies.

Told of this reaction, Mr. Ball said, "We simply didn't have enough specific information for the Commission in our petition and we are asking for the facts."

Of about 30 replies received Friday afternoon, several refused to give requested information, Mr. Ball said, adding that none had refused to make time available and most of telegraphed replies definitely offered to provide time to Democrats.

Mr. Ball said he hopes "to obtain full information on how Republican blitz was carried out," feeling that replies already received "seem to confirm existence of a Republican blitz."

Telegram sent to stations by Mr. Ball contained these requests:

"In order that we can supply this information we request that you furnish us immediately, first, a statement of all time you have sold either to the Republican National Committee or to any citizens committee or local or state committee or group working for the Republican Presidential ticket."

"Second, whether you are in a position and prepared to make available to us during the next two weeks equal time under similar circumstances and conditions."

BROADCASTING * TELECASTING
Almost 10% of the nation's sales take place in WJR's primary coverage area. Get your share of sales in this rich market when you set your budgets and plan your schedules. Use WJR, the only single medium that reaches this entire market effectively and economically! Contact WJR or your Christa! representative today!

WJR MARKET DATA (Primary Coverage Area)

- Population: 12,601,300 (8.3% of U.S. Total)
- Radio Homes: 3,784,170 (8.1%)
- Retail Sales: $13,613,431,000 (9.3%)
- Food Sales: $3,266,766,000 (9.4%)
- Drug Sales: $464,447,000 (10.3%)
- Filling Station Sales: $739,614,000 (10.1%)
- Passenger Car Registrations: 4,116,934 (10.2%)

Almost 10% of the total U.S. (national) sales are made within WJR's primary signal area. Get your share of sales in this rich market. When you set your budgets and plan your schedules, use WJR, the only single medium that reaches this entire market effectively and economically! Contact WJR or your Christa! representative today!

Radio—America's Greatest Advertising Medium
WJR, Fisher Building, Detroit 2, Michigan
WJR Eastern Offices: 665 Fifth Avenue, New York 22, N. Y.
Represented nationally by the Henry I. Christa! Company
Canadian representatives: Radio Time Sales, (Ontario) Ltd.
It's The KMBC KFRM Team and It's Wholehearted and "Wise"

KMBC-KFRM is wise in the ways of a woman. So is Bea Johnson, newly appointed KMBC-KFRM Director of Women's programs and conductress of the "Happy Home." (8:30-9:00 AM, Monday through Friday). But that's not all. Women in the Heart of America know all about Bea Johnson, too. They know her as housewife and mother, and one whose wide experience can provide them with the answers to their problems. That is the reason why they requested her return to the air. As Joanne Taylor on KMBC from 1936 to 1941, she was one of their all-time favorites.

So now, more than ever before, the relationship between The KMBC-KFRM Team and the women of the Kansas City Primary Trade Area exists as a very effective cycle. These women are well acquainted with Bea Johnson. Bea and The Team are likewise well aware of the wishes of these listeners and are first to supply them with the program material that they want. The association of Bea Johnson, KMBC-KFRM and the lady listeners is an unbeatable combination—for the advertiser. Bea's sincere recommendation coupled with the prestige of KMBC-KFRM is certain to make sales of any product or service carried on "Happy Home."

This is the third of a series on The KMBC-KFRM know-how which spells dominance in the Heart of America.

Call KMBC-KFRM or Free & Peters for the story of Bea and the "Happy Home." BE WISE—REALIZE...that to sell the Whole Heart of America Wholeheartedly, it's "Happy Home" on...
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 [CLOSED CIRCUIT, Sept. 8], Fortune says, "That does 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-panielley 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 drew 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 1949, 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 $3,240,000, 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."

Fortune'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 $389,600, the net, $335,400."

"Though in 1951 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's principal admonition to WNEW's staff was, "Entertain, and while entertaining, sell." Another terse staff 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 1130 kc, has a CP to increase power to 50 kw. The outlet is owned by William Cherry, who also owns WPRO-AM-FM Providence."
SELL MORE IN THE SOUTH’S No. 1 State!

Program and news departments of WGAN Cleveland, WLS Chicago, WCAU Philadelphia, KFWB Los Angeles and WNYW 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 commentator on a four-minute analysis of the political race in his 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 saluted the five new CBS Radio West Coast affiliates Oct. 9 with a special 25-minute program, This Is Radio, encompassing radio from 1925 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 WXE 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 Brooke House 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.”

Stufflers 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-a-thon” 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 7,700 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 KITX (Dallas)—but it’s theirs!” 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

WCKY 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., flyer 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. Monday-Saturday. 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.”

Wod-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 of promotion of the twin appliances began. Patti Hubbs, m.e. of WDON-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 8:15-65 a.m. program.

The cornerstone of every advertising campaign in New Haven and New England

represented by the Xirt Agency
For the Mr. separate national stered costs.

The advertising agency buyer, Mr. Outler said, is the broadcouter's best friend. They depeop 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 $2,500 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 25 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.

Bon Voyage!

... little Bismarck doesn't real-ize that candy and flowers often lead to engagements and showers. It's a clear case of increased sales in a bright new market when you make a date with KFYR. Any John Blair man will tell you why.

KFYR

BISMARCK, N. DAK.

5000 WATTS-NBC AFFILIATE
Rep. by John Blair

The Perfect Companion Unit to your Continental Transmitter

The sleek, stylish Phasing Control and Power Division Unit shown above was designed and manufactured especially for Radio Station KWTO, Springfield, Mo. It is typical of Continental's high calibre engineering of electronics equipment geared to meet exact station requirements. Whatever the nature of the directional array involved, consult Continental for production of all types of antenna phasing equipment, custom-designed to meet your specific requirements.

Continental Electronics

MANUFACTURING COMPANY

4212 S. Buckner Blvd. Dallas 10, Texas
Profit-Making Tips
Given by Knabb

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, WRRF Washington, president at the sessions. New officers were elected as follows: Cecil Hoskins, WWNC Asheville, president; Jack Younts, WEEB Southern Fines, secretary; James MacNell, WTBS 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 fairs 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, if properly promoted, he said. He advised salesmen to know the special problems of each store so they can make intelligent presentations tailored to particular needs.

RCA 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, WRRF Washington, president at the sessions. New officers were elected as follows: Cecil Hoskins, WWNC Asheville, president; Jack Younts, WEEB Southern Fines, secretary; James MacNell, WTBS 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 fairs 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, if properly 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

It all started when Fred Stoye, 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. 28-29.

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 38 B.F.W. moved in at 7 a.m. Oct. 2, and stayed until 10:30 p.m., giving spincasts, making announcements, spinning records, checking ledgers and selling radio time. The latter was stimulated by a promise of a 50% commission.

The women unanimously decided that "there's more to operating a radio station and making announcements than we thought!"
Cultural program was awarded the and was the topic of professional level can Assn. of Sciences weekly is show is outstanding success. 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 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 readied 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 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, KELO 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 Trenor, 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. (BT, 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

ACCEP TED FOR FIL ING

AM—1969 kc

KILO Grant, p. D.—CP to change from 1460 kc, 500 w-n, 1 kw D to 1560 kc, 400 w-n, 1 kw to new location; install DA-N. AMENDED to change DA pattern.

Following stations request renewal or license extension:

WEBR Atlanta, Ga.; WKVO Maple Grove, Ohio; KSE-FM Salt Lake City; RFAM-FM St. Cloud, Minn.

APPLICATION DISMISSED

Extension of Completion Date

KMVC Marysville, Calif.—Mod. CP which authorized change in existing facilities, for extension of completion date.

October 7 Decisions

BY BROADCAST BUREAU

Modification of CP

WCHN Norwich, N. Y.—Granted mod.

Which Electric Plant?

This booklet helps you choose the right unit for your needs.

This free booklet will help you select the right type, the right size, starting method, etc. for your present or your next application. Whatever you do, start with the "U.S." line — for U.S. builds over 300 models, backed by more than 60 years of manufacturing experience!

US UNITED STATES MOTORS CORP.

354 Nebraska St. Oshkosh, Wis.

Please send me the free booklet on ELECTRIC TOWERS.

Gas powered, \( \Box \) Diesel, \( \Box \) Gasoline powered

Name

Address

City Zone State

FCC actions

OCTOBER 3 THROUGH OCTOBER 9

CP-construction permit

DA-directional antenna

ERP-effective radiated power

STL-studio-transmitter link

sync. amp.-synchronous amplifier vis.-visual

STA-special temporary authorization

SSA-special service authorization

October 8 Applications

ACCEP TED FOR FILING

License for CP

KGNK Denver City, Colo.—CP with assignment license for CP, as mod., which authorized power increase from 9 kw to 15 kw, change in trans., location, and installation in Denver City.

AM—1400 kc

WJHL, Hammond, La.—CP to change from 1480 kc to 1460 kc, 25 kw, from D to PLL. AMENDED to change name of applicant to Sidney S. Rosenblum.

Change Antenna Type

WJO1-FM Florence, Ala.—Mod. CP to change from 1490 kc to 1440 kc, Multi-V. CHANGE FROM 250 w to 140 w, Multi-V, ERP from 59 kw to 54 kw.

WHO-FM Orlando, Fla.—CP to change from 1530 kc, Multi-V, ERP from 1300 kc, 5-section, Multi-V, ERP of 5200 kw to 144 kw.

License Renewals

FILING

KXCV St. Cloud, Minn.—Filing for renewal of license.

License Revisions

WAFL-AM, Portland, Ore.—License revised to change terms of license.

Note: The table of license revisions is too large to print here. For complete table, see page 111.
<table>
<thead>
<tr>
<th>Name</th>
<th>Address</th>
<th>Phone</th>
</tr>
</thead>
<tbody>
<tr>
<td>JANSKY &amp; BAILEY</td>
<td>Executive Offices, National Press Building, 1339 Wisconsin Ave., N.W., Washington, D.C. 2414</td>
<td></td>
</tr>
<tr>
<td>JAMES C. McNARY</td>
<td>Consulting Engineer, National Press Bldg., Wash., D. C. 1205</td>
<td></td>
</tr>
<tr>
<td>A. D. RING &amp; CO.</td>
<td>26 Years' Experience in Radio Engineering, Munsey Bldg., Republic 2547</td>
<td></td>
</tr>
<tr>
<td>RUSSELL P. MAY</td>
<td>Consulting Engineer, 15th St., N. W., Washington, D. C. 1241</td>
<td></td>
</tr>
<tr>
<td>KEAR &amp; KENNEDY</td>
<td>Consulting Engineer, 1303 18th St., N. W., Hudson 9000</td>
<td></td>
</tr>
<tr>
<td>GUY C. HUTCHESON</td>
<td>Consulting Engineer, 1100 W. Abram, Arlington, Texas</td>
<td></td>
</tr>
<tr>
<td>ROBERT L. HAMMETT</td>
<td>Consulting Engineer, 2019 Bankers Investment Bldg., San Francisco 2, California</td>
<td></td>
</tr>
<tr>
<td>JOHN B. HEFFELFINGER</td>
<td>Consulting Electronic Engineers, 815 E. 83rd St., Milford 7010</td>
<td></td>
</tr>
<tr>
<td>HARRY R. LUBCKE</td>
<td>Consulting Television Engineer, 2443 Creston Way, Hollywood 28, California</td>
<td></td>
</tr>
<tr>
<td>JAMES R. BIRD</td>
<td>Consulting Radio Engineer, Fellowship Hotel, KYA, 33 Elm Ave., San Francisco 8, California</td>
<td></td>
</tr>
</tbody>
</table>

**Commercial Radio Equip. Co.:**
- Everett L. Dillard, Executive Offices, Bond Bldg., Executive 1319, Washington, D.C.

**GILLETTE & BERGQUIST:**
- 1402 F St., N.W., Washington, D.C. 2347

**GEORGE E. GAUTNEY:**
- Consulting Radio Engineer, 1052 Warner Bldg., Washington 6, D.C. 7757

**WELDON & CARR:**

**A. EARL CULLUM, JR.:**
- Consulting Radio Engineers, Highland Park Village, Dallas 5, Texas

**WILLIAM E. BENNS, JR.:**
- Consulting Radio Engineer, 3735 Kane Ave., N.W., Wash., D.C. 3244 Lakeside

**GRANT R. WRATHALL:**
- Aiptos, California

**RAYMOND M. WILMOTT:**
- Consulting Television Engineer, 1469 Church St., N.W., D.C. 1231 Washington 5, D.C.

**WALTER J. STILES:**
- Consulting Television Engineer, 1003 Loyalty Building, Portland, Oregon

---

**Radio and Television Engineers:**
- American Radio Relay League
- Engineering
- Consulting
- Television
- Communications

**TENDERED FOR FILING:**
- Change Transmitter Location
- KTSM-TV El Paso, Texas
- KMTR-TV San Antonio, Texas
- KWIN-TV Kansas City, Missouri

---

**Marshall, Mo.:**
- TENDERED FOR FILING
- Change Transmitter Location

---

**Broadcasting & Telecasting:**
- October 13, 1952 
- Page 107
Help Wanted
Managerial

Representative business long established, sales growth, offer aggressive type man 35-50 years old, general manager, requires $25,000 to $50,000 according to ownership interest desirable. Present owner has other interests and desires to delegate main responsibility. Exceptional opportunity. Replies to financially qualified only.

Box 700, BROADCASTING • TELECASTING.


Box 796, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city seeks local engineer to present station product. Good salary and an expense account. Apply now.

Box 605, BROADCASTING • TELECASTING.

Independence station alone in fast-growing, progressive city, seeks salesman who can sell and handle accounts, good salary and car expense. Part-time announcing duties.

Box 680, BROADCASTING • TELECASTING.

Wanted — Radio salesman for major Southern market. Box 690, BROADCASTING • TELECASTING.

Have opening for topnotch salesman and an independent program director. Good salary plus commission. We have no limits on what we will pay. Apply now.

Box 641, BROADCASTING • TELECASTING.

Wanted — Qualified salesmen to sell on commission. Excellent opportunities. Write in full giving references and available date.

Box 700, BROADCASTING • TELECASTING.

Wanted—Engineer Announcer, Station Letter.

Independent station in large market offers experienced man with engineering background. Must be capable of handling everything from an engineering standpoint. Good salary and expense account.

Box 727R, BROADCASTING • TELECASTING.

Wanted — Combination announcement engineer. Accept on announcing. Ability to handle talk show experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details announcing. $60.00 to $40.00.

Box 688, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.

Wanted: Announcement engineer, Station Letter.

Indie station in Southwestern city seeks experienced announcement engineer. Will work with young man, starts at $65.00.

Box 734R, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city seeks local engineer to present station product. Good salary and an expense account. Apply now.

Box 605, BROADCASTING • TELECASTING.

Independence station alone in fast-growing, progressive city, seeks salesman who can sell and handle accounts, good salary and car expense. Part-time announcing duties.

Box 680, BROADCASTING • TELECASTING.

Wanted — Radio salesman for major Southern market. Box 690, BROADCASTING • TELECASTING.

Have opening for topnotch salesman and an independent program director. Good salary plus commission. We have no limits on what we will pay. Apply now.

Box 641, BROADCASTING • TELECASTING.

Wanted — Qualified salesmen to sell on commission. Excellent opportunities. Write in full giving references and available date.

Box 700, BROADCASTING • TELECASTING.

Wanted—Engineer Announcer, Station Letter.

Independent station in large market offers experienced man with engineering background. Must be capable of handling everything from an engineering standpoint. Good salary and expense account.

Box 727R, BROADCASTING • TELECASTING.

Wanted — Combination announcement engineer. Accept on announcing. Ability to handle talk show experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details announcing. $60.00 to $40.00.

Box 688, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.

Wanted: Announcement engineer, Station Letter.

Indie station in Southwestern city seeks experienced announcement engineer. Will work with young man, starts at $65.00.

Box 734R, BROADCASTING • TELECASTING.

Help Wanted
Managerial

Representative business long established, sales growth, offer aggressive type man 35-50 years old, general manager, requires $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 700, BROADCASTING • TELECASTING.


Box 796, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city seeks local engineer to present station product. Good salary and an expense account. Apply now.

Box 605, BROADCASTING • TELECASTING.

Independence station alone in fast-growing, progressive city, seeks salesman who can sell and handle accounts, good salary and car expense. Part-time announcing duties.

Box 680, BROADCASTING • TELECASTING.

Wanted — Radio salesman for major Southern market. Box 690, BROADCASTING • TELECASTING.

Have opening for topnotch salesman and an independent program director. Good salary plus commission. We have no limits on what we will pay. Apply now.

Box 641, BROADCASTING • TELECASTING.

Wanted — Qualified salesmen to sell on commission. Excellent opportunities. Write in full giving references and available date.

Box 700, BROADCASTING • TELECASTING.

Wanted—Engineer Announcer, Station Letter.

Independent station in large market offers experienced man with engineering background. Must be capable of handling everything from an engineering standpoint. Good salary and expense account.

Box 727R, BROADCASTING • TELECASTING.

Wanted — Combination announcement engineer. Accept on announcing. Ability to handle talk show experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details announcing. $60.00 to $40.00.

Box 688, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.

Wanted: Announcement engineer, Station Letter.

Indie station in Southwestern city seeks experienced announcement engineer. Will work with young man, starts at $65.00.

Box 734R, BROADCASTING • TELECASTING.

Help Wanted
Managerial

Representative business long established, sales growth, offer aggressive type man 35-50 years old, general manager, requires $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 700, BROADCASTING • TELECASTING.


Box 796, BROADCASTING • TELECASTING.

Salesmen

CBS station in highly competitive Southeastern city seeks local engineer to present station product. Good salary and an expense account. Apply now.

Box 605, BROADCASTING • TELECASTING.

Independence station alone in fast-growing, progressive city, seeks salesman who can sell and handle accounts, good salary and car expense. Part-time announcing duties.

Box 680, BROADCASTING • TELECASTING.

Wanted — Radio salesman for major Southern market. Box 690, BROADCASTING • TELECASTING.

Have opening for topnotch salesman and an independent program director. Good salary plus commission. We have no limits on what we will pay. Apply now.

Box 641, BROADCASTING • TELECASTING.

Wanted — Qualified salesmen to sell on commission. Excellent opportunities. Write in full giving references and available date.

Box 700, BROADCASTING • TELECASTING.

Wanted—Engineer Announcer, Station Letter.

Independent station in large market offers experienced man with engineering background. Must be capable of handling everything from an engineering standpoint. Good salary and expense account.

Box 727R, BROADCASTING • TELECASTING.

Wanted — Combination announcement engineer. Accept on announcing. Ability to handle talk show experience. Pacific Northwest coastal town, small solid market. Send tape or disc, full details announcing. $60.00 to $40.00.

Box 688, BROADCASTING • TELECASTING.

Wanted: An announcer with experience, must have good voice for newscasting and commercials, full time job, opens in New York. No night work. Box 691R, BROADCASTING • TELECASTING.
Announcer—31, single, experienced New York City station. Available immediately. Tape ING.

Announcer—Veteran, 38, high school education. Football, baseball, basketball, jockey sportscaster. Excellent technical and operational knowledge. Excellent appearance. Solid radio background. Will work for small salary. Tape ING.

ANNOUNCER—31, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—34, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—33, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—20, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—37, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—38, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—35, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—37, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—36, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—29, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—34, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—35, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—33, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—25, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—31, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—26, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—28, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—31, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—28, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—32, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—34, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—36, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—35, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—33, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—32, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—34, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—27, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—31, single, experienced New York City station. Available immediately. Tape ING.

ANNOUNCER—33, single, experienced New York City station. Available immediately. Tape ING.
Appeals Costs High To FCC

(Continued from page 70)

its own photostating unit where additional people have been handling the duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

Mr. Wollenberg said a conference may be held with counsel for WSWW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WILC, WLOA or RYOL 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 duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

Mr. Wollenberg said a conference may be held with counsel for WSWW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WILC, WLOA or RYOL 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 duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

Mr. Wollenberg said a conference may be held with counsel for WSWW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WILC, WLOA or RYOL 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 duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

Mr. Wollenberg said a conference may be held with counsel for WSWW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WILC, WLOA or RYOL 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 duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.

Mr. Wollenberg said a conference may be held with counsel for WSWW to cut down the amount of record required to be filed at Philadelphia. No such meeting with counsel for WILC, WLOA or RYOL 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 duplicating of the record, but some outside photostat work has been necessary in order to meet the deadline, he indicated.
FCC Actions  
(Continued from page 107)

port to 6.9 mi. N of center of Bridge-

port.

APPLICATION RETURNED

WHVF Wausau, Ws.—Mod. CP, which

authorized new AM, for extension of

completion date.

October 9 Decisions  

 BY COMMISSION EN BANC  

AM—1070 kc

WAPW Birmingham, Ala.—Granted CP to increase power from 250 w to 500 w, and change type trans., power increase, install new trans., operating on 1070 kc, 5 kw N, DA—engineering condition.

AM—910 kc

KLCN Blytheville, Ark.—Granted mod. CP to increase power from 1 kw to 5 kw, and change type trans., operating on 910 kc—engineering condition.

AM—1220 kc

WPAX Falls Church, Va.—Granted CP to increase power from 250 w to 500 w, and change type trans., operating D on 1220 kc—engineering condition.

Advised of Hearing

Sumter Bstg., Ck., York, Ala.—Is being advised that application for new station on 1540 kc-unl. with 300 w DA-N indicates mutual interference with station KTBX Taylor, Tex. and advises against approval of program service, and indicates necessity of airing.

WHA Rosanoke, Va.—Is being advised that application to make changes in DA pattern indicates necessity of hearings because of interference to KFRC Charlotte, N. C.

KAFY Bakersfield, Calif.—Is being advised that application for mod. CP to increase power from 2 kw to 5 kw, indicates necessity of hearings because of interference to KFPG San Francisc0, Calif., and KFMI San Diego.

Replace Expired CP

KKEC Pittsburg, Calif.—Granted application for CP to replace expired CP for station on 1460 kc, to change frequency for AM to add new trans., and operating condition.

Advised of Hearing

WKWE Griffin, Ga.—Is being advised that application for CP to authorize additional transmitters to increase height of vertical radiator, indicates necessity for hearing because of channel interference to WMYG Milledgeville, Ga., and WMBN Cartersville, Ga.

Reinstall Expired CP

WBT-FM Salisbury, N. C.—Granted consent, reinstated expired CP for FM, change type trans., to add new trans., and change in trans. location.

When It's BMI It's Yours

Another BMI “Pin Up” Hit—Published by Simon House

I'M NEVER SATISFIED


MEMORANDUM OPINIONS AND ORDERS

American-Republican Inc., Waterbury, Conn.—FCC denied petition re- questing waiver of Sec. 326 of rules and amendment of Table of Television Assignments to assign additional unused time and channel to Waterbury. Memorandum opinion and order Sept. 25.

Orange Television Bstg. Co., Tampa, Fla.—FCC denied petition for change of type from Ch. 30 to Ch. 3, action of Commissions panel is based upon the fact that petition is without any merit. Order granting application of Tampa Bstg. Co. for new TV station on Ch. 9 in Tampa. Further petition to dismiss application of Tampa Television Co. for same channel, and designated latter application for consolidated hearing with those of Orange Television Bstg. Co., and Tampa Times Co. for that channel at time designated for Oct. 15 in Washington. Memorandum opinion and order Oct. 9.


Logansport Bstg. Corp., Logansport, Ind.—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Logansport Bstg. Co's proposal to assign Ch. 5 to either Des Moines, Iowa, or, in the alternative, to assign Ch. 10 to Dubuque, Iowa. Memorandum opinion and order Oct. 7.

Telegraph Herald, Dubuque, Iowa—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Telegraph Herald's counterproposal to assign Ch. 5 to either Des Moines, Iowa, or, in the alternative, to assign Ch. 10 to Dubuque. Memorandum opinion and order Oct. 7.

WBRN Big Rapids, Mich.—FCC dismissed petition filed by Nathan Williams, Owosso, both parties were granted leave to file reply briefs. Memorandum order (Continued on page 111)

ABC-NEWSPAPER

MEMORANDUM OPINIONS AND ORDERS

When It's BMI It's Yours

Another BMI “Pin Up” Hit—Published by Simon House

I'M NEVER SATISFIED


MEMORANDUM OPINIONS AND ORDERS

American-Republican Inc., Waterbury, Conn.—FCC denied petition re- questing waiver of Sec. 326 of rules and amendment of Table of Television Assignments to assign additional unused time and channel to Waterbury. Memorandum opinion and order Sept. 25.

Orange Television Bstg. Co., Tampa, Fla.—FCC denied petition for change of type from Ch. 30 to Ch. 3, action of Commissions panel is based upon the fact that petition is without any merit. Order granting application of Tampa Bstg. Co. for new TV station on Ch. 9 in Tampa. Further petition to dismiss application of Tampa Television Co. for same channel, and designated latter application for consolidated hearing with those of Orange Television Bstg. Co., and Tampa Times Co. for that channel at time designated for Oct. 15 in Washington. Memorandum opinion and order Oct. 9.


Logansport Bstg. Corp., Logansport, Ind.—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Logansport Bstg. Co's proposal to assign Ch. 5 to either Des Moines, Iowa, or, in the alternative, to assign Ch. 10 to Dubuque, Iowa. Memorandum opinion and order Oct. 7.

Telegraph Herald, Dubuque, Iowa—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Telegraph Herald's counterproposal to assign Ch. 5 to either Des Moines, Iowa, or, in the alternative, to assign Ch. 10 to Dubuque. Memorandum opinion and order Oct. 7.

WBRN Big Rapids, Mich.—FCC dismissed petition filed by Nathan Williams, Owosso, both parties were granted leave to file reply briefs. Memorandum order (Continued on page 111)

ABC-NEWSPAPER

MEMORANDUM OPINIONS AND ORDERS

When It's BMI It's Yours

Another BMI “Pin Up” Hit—Published by Simon House

I'M NEVER SATISFIED


MEMORANDUM OPINIONS AND ORDERS

American-Republican Inc., Waterbury, Conn.—FCC denied petition re- requesting waiver of Sec. 326 of rules and amendment of Table of Television Assignments to assign additional unused time and channel to Waterbury. Memorandum opinion and order Sept. 25.

Orange Television Bstg. Co., Tampa, Fla.—FCC denied petition for change of type from Ch. 30 to Ch. 3, action of Commissions panel is based upon the fact that petition is without any merit. Order granting application of Tampa Bstg. Co. for new TV station on Ch. 9 in Tampa. Further petition to dismiss application of Tampa Television Co. for same channel, and designated latter application for consolidated hearing with those of Orange Television Bstg. Co., and Tampa Times Co. for that channel at time designated for Oct. 15 in Washington. Memorandum opinion and order Oct. 9.


Logansport Bstg. Corp., Logansport, Ind.—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Logansport Bstg. Co's proposal to assign Ch. 5 to either Des Moines, Iowa, or, in the alternative, to assign Ch. 10 to Dubuque, Iowa. Memorandum opinion and order Oct. 7.

Telegraph Herald, Dubuque, Iowa—FCC denied petition for reconsideration of Commission's decision in Sixth Report & Order (B.T. April 14) which denied Telegraph Herald's counterproposal to assign Ch. 5 to either Des Moines, Iowa, or, in the alternative, to assign Ch. 10 to Dubuque. Memorandum opinion and order Oct. 7.

WBRN Big Rapids, Mich.—FCC dismissed petition filed by Nathan Williams, Owosso, both parties were granted leave to file reply briefs. Memorandum order (Continued on page 111)
CALL LETTER ASSIGNMENTS

AM STATIONS: WANA Aniston, Ala. (Aniston Radio Co., 1490 kc, 250 w—WRL, Orlando, Fla. (Pat M. Courington, 1510 kc, 250 w—WAMI, Opelika, Ala.).

FM STATIONS: WFMJ-TV Youngstown, Ohio. (FCC granted petition of WFMJ to amend its application for license to build a television station on 1460 kc, 500 w—WBNR, Cleveland, Ohio. (FCC granted petition of WBNR to amend its application for license to build a television station on 1460 kc, 500 w—WBNR, Cleveland, Ohio.).

MEMORANDUM OPINION AND ORDER

KOB Albuquerque, N. M.—FCC granted petition of KOB to amend its application for license to build a television station on 1460 kc, 500 w—WBNR, Cleveland, Ohio. (FCC granted petition of WBNR to amend its application for license to build a television station on 1460 kc, 500 w—WBNR, Cleveland, Ohio.).
Twin Lakes, which has a population of 900 people, public interest is so high that some 500 people attended the celebration. The next morning, WBEV Beaver Dam, Wis., which covers the Twin Lakes area, rebroadcast the program from tape recording as a public service.

Appearances in Milwaukee county stores average two per week. They are always from 7 to 9 p.m. and take the form of a quiz program. Food products are awarded contestants.

IGA sales success and expansion, which began with the use of the Coffee Club has been so great that the independents now rank second in sales volume among retail grocery groups in Wisconsin.

Station executives report that when the program was initiated in 1949 the morning share of audience was 8.4. The April-May 1952 Hooper rating gave the station 20.7, and May 1953 brought 21.8.

Although the IGA sponsorship is the principal reason for the Coffee Club’s success, there are many other products on the show. Currently in the enviable position of having the "coffee out" with a long "waiting list," the show’s sponsors include City Loan Co. and Household Finance Corp., which have purchased 15-minute segments since the show’s inception; Beyer Aspin, a participant for two years and Ray Haasch, local record and appliance dealer, who is currently scheduling two 10-minute segments.

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. Petition 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, petition asserted, but new FCC rule "takes what was obviously intended to be protection for licenses 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 to 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 WTOC Savannah, then serving as news and special events director of WPDK 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. Trewyn, headquarters in San Francisco as West Coast representative.

OVERLAP MADE ISSUE

OVERLAP between Harrisburg, Pa., TV applicant WGB and WFIL-TV Philadelphia was made issue in WFIL Channel 27 hearing scheduled to start Oct. 15, FCC ordered Friday. WGB is half-owned by Triangle Publications, licensee of WFIL-TV and cities are 94 miles apart. Action was taken by FCC on petition of Rossmoyne Corp., other applicant in Harrisburg, which claimed that substantial Grade B overlap would occur between proposed WGB station and WFIL-TV.

ABC STATEMENT

ESTIMATED loss of $559,000 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 $391,100, compared to net income of $454,400 for same period last year. Latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

WHTN ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Hunting- ton, W. Va., petitioned FCC Friday to dismiss TV station application of WPLH. 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. Petition 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, petition asserted, but new FCC rule "takes what was obviously intended to be protection for licenses 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 to 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 WTOC Savannah, then serving as news and special events director of WPDK 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. Trewyn, headquarters in San Francisco as West Coast representative.

OVERLAP MADE ISSUE

OVERLAP between Harrisburg, Pa., TV applicant WGB and WFIL-TV Philadelphia was made issue in WFIL Channel 27 hearing scheduled to start Oct. 15, FCC ordered Friday. WGB is half-owned by Triangle Publications, licensee of WFIL-TV and cities are 94 miles apart. Action was taken by FCC on petition of Rossmoyne Corp., other applicant in Harrisburg, which claimed that substantial Grade B overlap would occur between proposed WGB station and WFIL-TV.

ABC STATEMENT

ESTIMATED loss of $559,000 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 $391,100, compared to net income of $454,400 for same period last year. Latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.

WHTN ASKS DISMISSAL

CHARGING overlap with Polan Industries TV outlet at Ashland, Ky., WHTN Hunting- ton, W. Va., petitioned FCC Friday to dismiss TV station application of WPLH. 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. Petition 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, petition asserted, but new FCC rule "takes what was obviously intended to be protection for licenses 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 to 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 WTOC Savannah, then serving as news and special events director of WPDK 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. Trewyn, headquarters in San Francisco as West Coast representative.

OVERLAP MADE ISSUE

OVERLAP between Harrisburg, Pa., TV applicant WGB and WFIL-TV Philadelphia was made issue in WFIL Channel 27 hearing scheduled to start Oct. 15, FCC ordered Friday. WGB is half-owned by Triangle Publications, licensee of WFIL-TV and cities are 94 miles apart. Action was taken by FCC on petition of Rossmoyne Corp., other applicant in Harrisburg, which claimed that substantial Grade B overlap would occur between proposed WGB station and WFIL-TV.

ABC STATEMENT

ESTIMATED loss of $559,000 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 $391,100, compared to net income of $454,400 for same period last year. Latter is owned 20% by E. G. Polan. WHTN, WPLH both seek vhf Ch. 13.
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