Station WHO helps industrial manufacturer to sell other industrials!

INDUSTRIAL ADVERTISERS AND AGENCIES!

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

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

Many tractor manufacturers have long agreed that this brake is a big "plus", but have feared that its necessarily higher cost would price their tractors out of the market. So... Auto Specialties and their agency (Van Auken, Ragland & Stevens of Chicago) decided on a rather unusual plan. They would go directly to the farmer, tell their story, and depend upon consumer-demand to do their hardest job.

Spot radio, state farm papers, and direct-mail were used. WHO, one of two great farm stations employed, carried fifteen 1-minute announcements per week. 10,000 inquiries poured in from the farm market. Result: Auto Specialties has booked more tractor brake business during the past twelve months than during any other period in its history—and their brakes are now used as original equipment on over 100% more tractor models than before the start of the campaign—Though they had been selling brakes to tractor companies for fourteen years.

Whatever you make or sell—if it's good, if it makes a contribution to people's welfare or happiness, WHO can help you sell it. Put your problem up to us, and let's see what can be developed. You'll find our ideas and advice to be completely sound and sincere—fully reflective of the top position this great station holds in the heart of America's farm belt.
Go where there's GROWTH...

Coal and Chickens

More than 2 billion tons of coal have come out of Kentucky's mines — yet it's estimated that Kentucky's wealth in coal will last for more than seven centuries! The total value of Kentucky-mined coal in 1949 was $315,489,674. 1950 topped that by some $70,000,000. And 1951 production rose still higher to $395,426,000.

Kentucky's farm income also reaches to record highs. Kentucky farm land has increased in value 222% over pre-war values, topping all other states. Chicken and egg production grossed Kentucky farmers $57,157,000 in 1950—increasing to $60,000,000 in 1951. On its farms ... in industry ... growth is everywhere in Kentucky.

Go where there's GROWTH...

GO WHAS!

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

(Benson and Benson)
"Yes! Yes!

A THOUSAND TIMES YES!"

"A thousand times, yes, is right!

More than a thousand requests came in to vivacious Christina as a result of a single offer on her Christina’s Garden Club of the Air” program heard Mondays, 7:15-7:30 A.M. over KVOO. The offer? A little folder on "Beautify America with Roses". No wonder Christina is now in her 13th year with this great program over Oklahoma’s Greatest Station! People do enjoy Christina’s garden and flower hints . . . they do find it easy to hear it all over Oklahoma’s No. 1 Market Area . . . and they do respond! While Christina has used many forms of advertising during her 12 years on KVOO her 7:15 Monday morning program has been consistently a happy and effective vehicle which, in Christina’s own words “Really gets the job done!”

Congratulations, Christina, on a wonderfully interesting and highly successful program which you report has had a really important part in building your fine business to its present impressive stature . . . one of America’s largest retail florists operations!

KVOO is proud of your program! It’s a great fifteen minutes for everybody who loves flowers . . . and just about everybody does! And it proves again — a great program and a great station are an unbeatable combination!

Christina Tinger, owner and operator of Christina’s Flowers, is one of America’s top floral designers, in demand all over the country for demonstrations and classes. Holding many honors in State and National associations, Miss Christina still finds time to enjoy writing and presenting her own radio program each Monday morning over KVOO. On September 15th she began her 13th consecutive year with this program.

KVOO is proud of your program! It’s a great fifteen minutes for everybody who loves flowers . . . and just about everybody does! And it proves again — a great program and a great station are an unbeatable combination!
young golfers get some expert advice

Amateur Delaware golfers intently watched their TV screens when Golf Pro Willie Polumbo, in a series of eight golf lessons televised on WDEL-TV, recently instructed a group of Wilmington lads in the fine points of the game. In one of these instructive sessions, Mr. Polumbo taught young Richard Yeatman to perfect his stance, a demonstration which WDEL-TV's George Frick—and the television audience—found extremely interesting. "Young Golfers" is one of many stimulating sports programs which WDEL-TV brings regularly to its viewers, as part of its overall sports programming.

WDEL-T V
Wilmington, Delaware

A Steinman Station

Represented by

ROBERT MEEKER ASSOCIATES

New York Chicago San Francisco Los Angeles

Page 4  •  October 27, 1952
AT LEAST one top experimenter claims his system of recording pictures on magnetic tape for television is "an accomplished fact." Under development past two years by electronics division of Bing Crosby Enterprises it is now "90% perfected" and will be ready for demonstration within ninety days. Only "bug or two" remain to be worked out.

CONTRACT FOR acquisition of KMPC Los Angeles by Gene Autry, Robert O. Reynolds, present vice president and general manager, and associates, could be wrapped up this week in Los Angeles [CLOSED CIRCUIT, Sept. 29]. Gross price is $800,000 which includes dollar-for-dollar repayment of quarter of million dollar liquid assets as well as land. Sellers include Mrs. Frances Richards, widow of C. A. (Dick) Richards and Frank E. Mullen, former NBC executive vice president who holds 15% minority. Horace L. Lohnes, Washington counsel for KMPC and Mr. Autry, in Los Angeles this week to button up sale, subject to customary FCC approval.

AMERICAN FEDERATION of Television and Radio Artists (AFTRA) in negotiations with major networks understood to be seeking overall 20% raise in actors' fees for television. Union also pressing for reduction by almost half of minimum rehearsal time before overtime sets in. For example, one-hour show normally allowed 22 hours before overtime; AFTRA wants new provisions with overtime after 12 hours.

IS C. E. Hooper Inc. pulling out of San Antonio? Report from there last week was that rating service, which has been center of sticky competitive situation there, had decided to call it quits in Texas city. Hooper spokesman said only that company was hopeful that problems could be resolved.

SIGNIFICANT factor that may have bearing on whether or not NBC affiliates go ahead with own convention at Boca Raton, Fla., first week of December, in lieu of one cancelled by network (story page 26), is that Boca Raton management requires guarantee of registration of at least 400 persons before it will open up. Some 91 registrations had been made at time NBC called conclave off.

RESIGNATION of A. A. (Abe) Schechter as general executive of NBC's TV operations was not wholly unexpected after he completed his assignment on Today month ago. His new connection, under negotiation for several weeks, will be announced by Nov. 1.

HEWITT, OGILVY, BENSON & MATHER, New York, advertising agency for Good Luck Margarine, calling meeting Wednesday of station representatives to discuss advertising plans for Good Luck in 1953. Product was formerly called Jelke's Good Luck margarine

(Continued on page 6)

Third of Radio-TV from New York

MORE THAN third of total advertising investments in radio and TV network time comes from New York City, according to analysis of advertising origins made by Magazine Adverting Bureau. Using Publishers Information Bureau data on advertising expenditures for network time, MAB found Cincinnati (home of Procter & Gamble Co.), top purchaser of time on both radio and TV networks) in second place, accountable for nearly tenth of national total.

Analysis also revealed that during 1951 there were 625 accounts on national radio networks, with average g e expenditure of $270,500 for time, and 447 accounts on TV networks, with average time expenditure of $286,500. In contrast, MAB reported 13,729

BUSINESS BRIEFLY

39 SPONSORS BUY • NBC Radio announced Friday 39 sponsors have bought all or part of network's Saturday afternoon football schedule of 12 college games on 29 NBC-affiliated stations. Network offered schedule to stations as co-op package for local sale. Broadcasts to run to Dec. 6.

FLOOR MACHINE TEST • General Floorcraft Inc. (twin-12 floor cleaning, sanding & waxing machine), launching two-week spot radio campaign in eight test cities, starting dates staggered from Oct. 22 through Nov. 12. Company using minute and 20-second announcements stressing theme that machine "costs less to buy than to rent." Dealers have been supplied with prepared advertising copy for use, if desired, on local stations. Strong possibility of expansion to heavier and longer spot schedule depending on results. Agency, Hicks & Greist, N. Y.

WINE CAMPAIGN • Union Liquor Co., Chicago, for Hannah and Hogg wines, considering use of Radio and TV spots in Chicago area for Christmas holiday campaign. Agency, Ollan & Brennan, Chicago.

ALTERNATE WEEK SPONSOR • Toni Co., Chicago (From & White Rain), effective Oct. 31 sponsors on alternate weeks Don You Go on DuMont TV network, Friday, 10:30-11 p.m. Agency, Weiss & Geller, Chicago.

TONI ON ABC RADIO • Toni Co., Chicago (Tonette, White Rain and Toni home permanents), sponsoring A Crimefighter From Dan Dodge over ABC Radio (Fri., 8-8:30 p.m. EST) beginning last Friday. Agency, Foote, Cone & Belding, Chicago.

STAGG BEER TEST • Stagg beer, which recently cancelled spot campaign, is planning to use three or four programs in selected markets for radio test. Program most successful will probably be used in another campaign. Agency, Maxon Inc., N. Y.

NEW AM GRANTS

FCC Friday granted following construction permits for new AM stations:

- Geneva, Ala.—The Geneva County Reaper, 1150 kHz, 1 kw daytime; estimated construction cost $25,-

000. (Applicant is new newspaper.)

- Homewood, Ala.—Voice of Homewood, 1220 kHz, 1 kw daytime, 4 kw nighttime. (Principals include Messrs. McElroy. is automobile dealer.)

- Benton, Ark.—Benton Booster Service, 660 kHz, 250 w daytime. (Principals include W. R. Turck Jr., general manager of KVMA Magistola, Ark. and W. D. Turck, general manager of WITB Hot Springs, Ark.)

- Fort Myers, Fla.—FMy Radio Broadcasting, 1550 kHz, 5 kw daytime; cost $18,756. (Principal is

W. N. Powell, president of Florida News Journal Co., Fort Myers, Fla.)

- Prestonsburg, Ky.—Elkhorn Bestal, Corp., 1270 kHz, 1 kw daytime; cost $27,500. (Principal stockholder is

Duhan Moore, county court clerk. Floyd County, Ky.)

- Ramrod, Me.—Ramrod Pub. Co., 1450 kHz, 250 w fulltime; cost $15,078. (Applicant is newspaper.)

- Leavenworth, Ta.—Northern National Farmers, Inc., 1370 kHz 1 kw daytime; cost $23,437. (Principals include

J. L. Bittner, Warsaw, Va., resident.

- Milledgeville, Ga.—Milledgeville Broadcasting Co., 1450 kHz 25 w fulltime; cost $2,100. (Applicant is licensee of KIMP Milledgeville, Tex.)

- Punxsutawney, Pa.—Punxsutawney Bestal, Corp., 1460 kHz, 1 kw daytime; cost $18,425. (Principals include

S. W. Pruitt, owner of auto service and coal company in Bluefield, W. Va. and C. M. Ey-

es, Jr., a member of W HöSS Bluefield, W. Va.)

- Lubbock, Tex.—Hub Bestal, Corp., 1460 kHz, 500 w daytime; cost $4,420. (Principals include W. D. Tice, Jr. and J. J. Jarrett, program director and traffic manager, respectively, of KLBK Lubbock, Tex.)

- Narrow, N.C.—Gilles Bestal, Corp., 1260 kHz, 1 kw day-

time; cost $23,363. (Owner is H. J. Romanus, Narrow dry goods merchant.)

TV HEARING

TWO withdrawals in Jackson, Mich., TV hearing

left field wide open for grant of uhf Channel

48 to WIBM. Applicants withdrawing were

Sparton Broadcasting Co., owned by Spar-ks

Withington Corp., electronic manufacturers, and

WKHM.

Meanwhile, Motions Comr. George E. Ster-ling Friday referred to full Commission opposi-

tion of Wichita Beacon-KWBB to Broadcast Bureau petition that TV application be re-

turned to proceedings list. Withdrawal of KWBB

last week from unassigned Channel 16 contest left

KWBB unopposed. If Broadcast Bureau re-

commendation followed, said KWBB, additional

applications could be filed which would throw it

into hearing again. Wichita hearings began

Oct. 20.

FCC Friday also granted petitions to remove issue

of legal qualification from uhf Channel 6 hearing for

Beaumont, Tex., since all three applicants are existing AM licensees (see story

page 60). Commission denied denial of

issues in Channel 6 hearing at Duluth-Superior

but permitted addition of issue for Sec. 307 (b)

comparison (fair distribution of facilities)

between applicants in both cities.

AUDIT BUREAU ELECTS

WILLIAM A. HART, DuPont, appointed presi-

dent of Audit Bureau of Circulations by board

at final session of 38th annual meeting in

Chicago Friday. New vice chairman: John Platt,

Kraft Foods; H. H. Rimmer, Canadian Gen-

eral Electric; Robert Roy, General Fiction Pre-sets; with Vern Beatty, Swift & Co., secretary, and

E. Ross Gamble; Leo Burnett, treasurer. All

will serve one year. New directors, some suc-

ceeding themselves, for next two terms, term,

include Measra. Hart, Rimmer and Gamble; Wil-

sey I. Nunn, Standard Oil of Indiana; Lowry H. Crites, General Mills; Russell Z.

Eller, Sunbust Growers, and Ralph Robertson,

Colgate-Palmoive (see earlier story).

In this Issue—

THE drive for the finish in the political campaigns is bringing out big expend-

titures in radio-TV time by both parties. But the buyingwindfall is not put-

ting problems for broadcasters.

SOME NBC affiliates are up in arms over the network's cancellation of the

affiliates' convention that had been planned for early December in Boca


GEN. SARNOFF becomes chairman of task

force that will find out how mili-

tary manpower can be more efficiently


A B4T spot check of 27 broadcasters

finds the belief strong that the day of

the single rate card for day and

night radio broadcasting is coming,

and fast. Page 27.

THE Advertising Research Foundation's

committee on radio and television rat-

ing methods will expand its members-

ship and buckle down hard to the job

of figuring out better ways to measure

radio-TV. Page 27.

JUDGED by one-time, before-discount

rates, the billings of the four national

radio networks were bigger last Sep-

tember than in September, 1961. Page

28.

BFI issues fiscal year report that shows

strong financial position and domi-

nance of BFI tunes in popular music

field. It doesn't make ASCAP mem-

bers happy, and there's talk that

ASCAP is raising a fund to entice

hit-makers away from BFI. Page 30.

SOME television film makers have gone

abroad to do their filming. Is filmed in

foreign countries better or cheaper

than that made at home? These and

other questions are answered in a

special report. Page 65.

MOVIE exhibitors want FCC to give

them 360 mc band for theatre tele-

vision, as FCC hearings on question

begin. Page 68.

FOUR more TV stations granted. Page

63. New applications begin on Page 64.

Upcoming

Oct. 28-29: AAAA Eastern Conference

(New York, New England & Atlantic

Coast Convention, Roosevelt Hotel, New York.)

Oct. 30-Nov. 2: Final ABC- Affiliates Re-

gional Meeting (Ga., N. C., S. C., Va.,

and Fla.), Ponte Vedra, Fla.

Nov. 1-4: MBC Convention, Broadcasters

Asn. Annual Meeting, Royal York

Hotel, Toronto, Ont.

(Other Upcomings, Page 38)

Closed Circuit

(Continued from page 5)

but will be referred to as Good Luck, "felicit-

ings" being dropped due to recent unfavorable pub-

licity not related to marginal business. Among

things to be announced at meeting will be that

Good Luck files, this year's radio spot announce-

ment campaign to be launched about middle of

January.

ALTHOUGH HE'S 2,000 miles away, perhaps

best informed man on TV hearing proceedings

before FCC, notably those surrounding Denver

contests and station picture TV, is Senator

Edwin C. Johnson (D-Col.). "Big Ed," chair-

man of Senate Interstate & Foreign Com-

merce Committee, which under his gavel has

functioned as super FCC, gets regular intel-

ligence reports from Nick Zapple, committee

communications expert. He has been sitting in

on all sessions.

IF HIGH POWER becomes issue in TV, it

will likely be provoked by FCC's lady Com-

missioner Hennoch. She has steadfastly op-

posed anything more than power adequate to

cover immediate market for commercial TV

stations in FCC executive sessions. FCC major-

ity, however, is for maximum power to pro-

vide maximum service.

DESpite popular appeal, there's some ques-

tion whether TV will catch on as a new rele-

ved, housing seagoing "Voice of America"

transmitters, will be built. Capable of gener-

ating 150 kw, ship nevertheless has had re-

stricted operation because of necessity to

anchor when transmitting and also because of

interference with existing services. There was

talk about several additional ships but these

presumably will be held in abeyance until fur-

ther experience is obtained. Vagabond now

lies in European waters pumping 40 kw signal

into Red dominated areas.

THERE ARE nonbroadcasters in number of

new TV applications who will be surprised to

find they have few secrets after being put to

fire of comparative hearing before FCC. That's

observation of those who know chips are down

in TV hearings and see many newcomers

flinching when they're faced with quiz on personal affairs and finances. Question is:

How many "big names," already shy of excess publicity, will want to be turned inside out "on the record"?

TV ATTORNEYS can see that competitive

hearings, virtually shorn of technical compar-

ison which based findings in AM cases, more

and more are becoming arena for comparison

of applicants' "personal qualifications"—and

even personal "disqualification." Big money

potential of TV has lured wide variety of

persons never before in radio, they note, hence

many may be easy prey for new TV battle

tactics.

KNEW SUES ON SITE

SUIT to prohibit TV grantee KXLY Spokane from putting its TV antenna atop Mt. Spokane, about 55 miles north of city, has been brought by KNEW that city. TV applicant KNEW claimed that if KXLY is permitted to use Mt.

Spokane it will deliver signal so superior to KNEW's that station will have to join KXLY on Mt. Spokane. KNEW already has own site and presumably does not want TV to be forced to move if, as and when it gets TV grant. KNEW also claimed that TV tower in state-owned park will destroy beauty and rec-

reational use of park. Suit due to be heard in

week or so.

for more AT DEADLINE see page 98

BROADCASTING • Telecasting
All It Took was a Siesta...

Taken daily by a sizeable portion of Jamestown's population, to convince John Smith that communism couldn't produce the food direly needed by the settlement. "No work... no eat," was the doughty Captain's dictum cancelling out America's first Utopian experiment.

There's no snoozing in the competitive Omaha, Council Bluffs area either... yet wide-awake KOWH manages to stay head and shoulders over all comers. Cast an enterprising (free, of course) eye over the Hooper averaged below for the eleven-month period from October, 1951, to August, 1952.

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

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

...so is one-arm "park benching"

...but it takes two arms to get the best results

owned and operated by the Commercial Appeal
National Representatives - The Branham Company

Page 8 • October 27, 1952
SEE THE MOST THOROUGH AUDIENCE SURVEY EVER COMPLETED IN NEW ENGLAND!

If you’re selling in New England, you can’t afford not to use this new Whan report!
Tells you the best hours, the best programming, the best station!

WBZ / WBZ-TV

BOSTON

WESTINGHOUSE RADIO STATIONS Inc

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

National Representatives, Free & Peters, except for WBZ-TV; for WBZ-TV, NBC Spot Sales

Interviews conducted in one of every 181 homes

To give educators and advertisers a comprehensive picture of adult radio-TV listening habits in New England, Dr. Forest L. Whan has compiled a study that penetrates more deeply into this audience than any heretofore published. Interviewers visited more than 10,000 New England homes . . . one out of every 181 in the area. Each county, city, village and farm section received its proportionate share of the sample, based on the Federal Census of 1950. Sampling was also controlled on a basis of geography, urbanization, and economic standards.

A new diary technique

Part of the survey was achieved through the use of written diaries left in the respondents’ homes. A diary record of listening or viewing (by quarter hours) on each set (separately) was kept by selected families for a 7-day period. The results offer an excellent criterion for judging the effectiveness of various quarter-hours over the full range of the broadcasting week.

Set ownership and operation

Among the 70 pages of findings are these: 98.5% of the homes checked have radios. Almost 60% have two radio sets or more. About half of the families own a TV set. Simultaneous use of radio and TV sets is more common than might be anticipated. Other findings, expressed in tables and charts in the printed report, include data on out-of-home listening; “listened to most” and “heard regularly” ratings for both radio and TV stations; shares of audience by quarter-hours; size of customary audiences; preference for type of program.

With this report at hand, you can tell in advance just where and how an appropriation can be spent most effectively on New England airwaves. We invite you to use the study for this purpose, and to choose media impartially for your own best interests. If you haven’t a copy in file, get in touch with these stations, with Free & Peters, or with NBC Spot Sales.
MULTNOMAH, one of the gateways to the Portland area, is a bustling city serving both industrial and agricultural areas. It is part of a rapidly growing residential district that has increased its size tremendously during the post-war period.

CIVIC LEADER J. L. Whitcher of Whitcher Printing Company and Multnomah Chamber of Commerce president, asserts, "KGW brings us the top programs of the day, both national and local. It has demonstrated its interest in us and we in turn have always felt a loyalty to this pioneer radio station."

You cannot adequately cover the northwest without KGW! Listener loyalty available for your product in the ever-growing Oregon-Southwest Washington Market. Examine these picture captions for proof of the "putting". Yes, "put" your advertising dollars in KGW spots and reap the reward of the best radio salesmanship available anywhere!

KGW is the pioneer station in the Portland area with more than thirty years continuous service to the community.

Ask anyone in the Portland Metropolitan area and nine out of ten can tell you that KGW is 620 on the radio dial! This highly desirable low frequency delivers a listening audience in a 12,000 square mile area to you.

If you are not on the KGW band wagon, investigate now because it is true you cannot adequately "sell" this Greater Portland area without KGW!
IN MULTNOMAH THEY KNOW SIX TWO OH!

DRUGGIST Don Germain of Multnomah Drug says, "Public service and interest in our community activities has made KGW the outstanding favorite in Multnomah."

BUSINESSMAN Lynn Cavitt of Copeland Lumber Company, reports, "The highest type of service and programming have become KGW by-words. Our favorite for many years."

BUSINESSMAN Percy Hughes of Multnomah Variety Store, asserts, "KGW has been known in the Oregon-Washington area for so many years that it has naturally taken a place as a leader."

GROCER Bill Ryan of Ryan's Thriftway Market, declares, "KGW's merchandising promotion has helped sales on KGW-advertised national brands we handle. It's the best bet in Portland."

BANKER Dwight E. Gard, president of The Multnomah Bank, reports, "KGW listenership has always been superior in our community. A big station that still takes an interest in local activities. We think it's the best in the west."

DRUGGIST B. J. Adleman of Adleman's Rexall Drug Store, says, "KGW is the only station that takes such a local interest in our Portland communities. Prestige and popularity, no one can duplicate, result."

Multnomah...
Serving a retail trade area of more than 30,000 persons and within easy reach from downtown Portland, is becoming a new and rich area in residential and industrial expansion. The Choice here again is KGW!
If this looks like a cigar-store Indian to you, it's because you always think of cigar-stores when you see wooden Indians.

Blonde cigarette girls have probably sold more tobacco products than all the wooden Indians in the world, but would a blonde's picture have made you think of tobacco?

Further, if we'd shown an unidentified cigarette, you'd have probably thought only of the one you now use.

However, if we could have played the melody of a cigarette jingle, brand identity would have been instant, regardless of your preference.

The point is that although cigarettes (and other products) look alike and are used alike... on radio they don't sound alike!

So, what can you show smokers that you can't tell more of them, more often for less money than you can with radio?

IRENE HESS, timebuyer at Ruthrauff & Ryan, Chicago, is more interested in the sales patterns of her clients than in the Vogue patterns from which she makes her clothes. A business-like gal, Miss Hess nevertheless combines her radio-TV aptitudes with those along more aesthetic lines. She designs and sews her own clothes, has a musical training which passed the harmony and counterpoint stage, enjoys legitimate theatre and confesses to harboring a ravenous travel-bug.

At R & R where she buys for such clients as Demert & Dougherty (Heet), Staley, Reddi-Wip, Janney-Semple-Hill, Horlick's and Krey Packing, Miss Hess is concerned with making careful buys which bring the client dollar-for-dollar value.

Ever-increasing TV time charges make costs of upcoming campaigns hard to estimate, but business in both media is booming. On many AM stations, she notes, good time slots are completely closed. One major metropolitan station a fort-nigh ago could not offer a single daytime spot, she says.

The tightening broadcast trends, however, "are separating the men from the boys," and the aggressive station operator is checking his schedules more carefully, going into promotion and merchandising and offering better programming and the kind of service which clients now expect, in her opinion.

Irene Hess was born in Chicago, the only daughter in a three-son family. She lives now on the city's North Side with her father, who does the cooking, and a brother. Periodically, she junks off to distant parts, but these trips are less frequent since she entered the radio business. After graduation from high school, she habitually took off to the Indies on a banana boat, or the West Coast or Panama, returning only when her money ran out.

When the responsibilities of radio became a large part of her life, she relegated most of her travels to flying weekends to Bermuda and longer jaunts to regular vacations. Before the war, she spent three-and-a-half months driving through Europe. Last summer, at the last-minute suggestion of a friend, she visited South America, stopping in Panama, Peru and Bolivia in a fast three-week flying trip.

Miss Hess entered radio in 1943, working for Carl Wester on his...
OBVIOUSLY OUTSTANDING...

FOUR TOP PEORIAREA INDUSTRIES SELECT ONE MASS MEDIUM FOR MOST EFFECTIVE COMMUNITY RELATIONS.

Community relations is personal relations. That is why these industries use WMBD . . . reaching ALL the Peoriarea with the warmth and friendliness of the human voice.

"Careers Calling" . . . a panel of experts answer 'career' questions from high school students.

"Our Neighbors Sing" . . . Peoriarea vocal groups are provided an outlet for their talent.

"Sounds Of Our Times" a document in sound reflecting the ever changing events in the city, nation, and the world.

"Singing Rails" . . . music of general appeal is the vehicle for community messages.

These programs, developed by our special events department, are another example of WMBD's outstanding leadership and service to the Peoriarea community.

See Free & Peters . . .

WMBD
CBS Radio Network
5000 Watts

October 27, 1952  •  Page 13
Happy Birthday

EDITOR:

OBSERVANCE OF THE TWENTY-FOURTH BIRTHDAY OF WGH GIVES ME OPPORTUNITY TO CONGRATULATE YOU ON COMPLETION OF YOUR TWENTY-FIRST ANNIVERSARY OF UNSTINTED SERVICE TO OUR INDUSTRY AND THE LISTENING PUBLIC. SINCERE PERSONAL REGARDS AND BEST WISHES FOR MANY YEARS OF CONTINUED SUCCESS AND PERSONAL HAPPINESS.

EDWARD E. BISHOP
GENERAL MANAGER
WGH NEWPORT NEWS, VA.

EDITOR:

Congratulations on BROADCASTING * TELECASTING's 21st birthday. ... With all good wishes for many more years of the same fine type of objective reporting ... William S. Hedges Vice President NBC New York

EDITOR:

United, We Fall

Somewhere's wrong on that little item tucked away on page 58 of the Oct. 20 issue under "Aircasters." It states that Mary Holt has joined WJMO in our fair city. Mary, top woman disc jockey in this area, has been with us for three years and we look forward to a long, happy, profitable association from here on out. She not only has not left us but her schedule has been increased from an hour to an hour and a half each night, Monday through Friday, plus her special Sunday show.

Samuel R. Sugue
President
WSHS Cleveland

[EDITORIAL NOTE: B.T. regrets the error. Story was submitted by United Broadcasting Co., owner of WJMO.]

Switcheroo

EDITOR:

The enclosed item [from the Chadron (Neb.) Record] - a reverse twist to broadcasters who claim same when money is spent for space instead of time - might bring a smile. And then, again, it might not.

Our nomination for the most unphilosophical political candidate was the classic we heard of recently who sent publicity releases to all the newspapers in his area asking them to "give" him some space to plug his broadcasts. He informed his "hoped for" benefactors that he was spending so much money paying for broadcasts that he couldn't afford to buy any space with them.

Hugh McCoy News Dept. KFAB Omaha

Typo

EDITOR:

Your page on page 25 of the October 20 BROADCASTING * TELECASTING about the new spot telecasting contract is fine except for the typographical error at the top of the last column.

Cancellation of programs after first 13 weeks is on 28 days notice, not 21.

You may want to correct this in the interests of avoiding confusion.

Kenneth Godfrey
Senior Staff Executive American Assn. of Advertising Agencies
New York

New Testament

EDITOR:

... I've been reading BROADCASTING * TELECASTING for well nigh unto 16 years - through 10 years of commercial radio, five in educational radio and one year plus now in religious broadcasting. My ordained colleagues smile patiently when I refer to it as my "Bible."

John Groller
Secy. of Broadcasting Board of National Missions Presbyterian Church in the United States of America New York

Oops

EDITOR:

It happens in the best of well-regulated organizations - those little mishaps with print, or a slip of the lip, which puts tongue in cheek. Meaning, that I looked twice and read a paragraph three times which appeared on page 42 of last week's BROADCASTING * TELECASTING; then I found I was robbed.

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A. K. Redmond, General Manager WHP Harrisburg, Pa.

Chadron (Neb.) Record - a reverse twist to broadcasters who claim same when money is spent for space instead of time - might bring a smile. And then, again, it might not.

Our nomination for the most unphilosophical political candidate was the classic we heard of recently who sent publicity releases to all the newspapers in his area asking them to "give" him some space to plug his broadcasts. He informed his "hoped for" benefactors that he was spending so much money paying for broadcasts that he couldn't afford to buy any space with them.

Hugh McCoy News Dept. KFAB Omaha

Typo

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Your page on page 25 of the October 20 BROADCASTING * TELECASTING about the new spot telecasting contract is fine except for the typographical error at the top of the last column.

Cancellation of programs after first 13 weeks is on 28 days notice, not 21.

You may want to correct this in the interests of avoiding confusion.

Kenneth Godfrey
Senior Staff Executive American Assn. of Advertising Agencies
New York

New Testament

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... I've been reading BROADCASTING * TELECASTING for well nigh unto 16 years - through 10 years of commercial radio, five in educational radio and one year plus now in religious broadcasting. My ordained colleagues smile patiently when I refer to it as my "Bible."

John Groller
Secy. of Broadcasting Board of National Missions Presbyterian Church in the United States of America New York

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A. K. Redmond, General Manager WHP Harrisburg, Pa.
Hitching your sales program to NBC Radio plows deeper profit furrows in the fertile West

The farm-rich, industry-rich Pacific Coast, with the highest per capita income in the United States, is ready to buy your product or service. Make sure your sales message gets to this 16 billion dollar market. Use NBC, the network with top coverage in the Far West!

NBC Pacific Coast Network plants your product's selling points firmly in 83.5% of all Pacific Coast radio homes. Good business can't help sprouting with that sort of cultivation. And NBC costs-per-thousand are lower than those of any other far-western network!

Make this year's crop of profits your biggest! Call your NBC sales office for details on how to reap the most sales for the least money out west!
new business


Network


MURINE Co., Chicago, will sponsor nine five-minute segments of *Today* on NBC-TV, using three per week for three weeks from Nov. 4. Agency: BBDO, Chicago.

WELCH GRAPE JUICE Co., N. Y., renewing sponsorship of "Howdy Doody" over NBC-TV alternate Fri., 5:45-6 p.m., for 52 weeks effective Dec. 5. Agency: Doherty, Clifford, Steers & Shenfield, N. Y.


Agency Appointments


CAMPBELL PRODUCTS Co., Bensenville, Ill. (Shave-Whip brushless shaving cream), appoints Philip J. Meany Co., L. A.

EXCHANGE LEMON PRODUCTS Co., Covina, Calif. (bottled fresh orange juice), appoints Universal Adv. Agency Inc., Hollywood. TV spot announcement campaign has started on KENH (TV) Hollywood and KGO-TV San Francisco with more markets to be added.

STRATOSPHERE PRODUCTS, L. A. (Skyway anti-freeze), appoints Holser Co., that city. Spot announcements are being used in six mid-western radio markets.

MAGIC PANTRY Co., L. A. (built-in home freezers), appoints Walter McCready Inc., Beverly Hills. Radio-TV will be used. CHARLES B. GANZ is account executive.

Adpeople

PERRY L. SHUPERT, vice president in charge of sales for Miles Labs., Elkhart, Ind., elected vice president in charge of sales and advertising.

H. S. THOMPSON is new advertising consultant. Other changes: O. B. CAPELLE, advertising manager; L. E. WADDINGTON, assistant advertising manager.

JACK SIEGRIST, advertising and sales promotion manager, Admiral Corp., N. Y., to Motorola Inc., Chicago, as national advertising manager.

ROBERT B. QUICK, advertising department, Procter & Gamble, Cincinnati, to Morton Salt Co., Chicago, as assistant to advertising manager.

To hit your point of purchase? Harry Parnas, Cecil & Presbrey, New York, is the top decision-maker who can't miss your advertisement if it's in the 1953 Broadcasting Yearbook. It works for you every working day of the year—the annual one-time shot campaign.

RESERVE SPACE IN THE 1953 YEARBOOK TODAY! DEADLINE: NOVEMBER 20 FOR PROOF. DECEMBER 1, FINAL.
WAPI
“The Voice of Alabama”
already commanding the largest average total-week audience in the Birmingham area, month after month—now 10,000 WATTS
daytime (5,000 watts nighttime)—now twice the daytime power of any other network station in Birmingham!

REPRESENTED BY CBS RADIO SPOT SALES

*Pulse, Sept. 1950-Aug. 1952
Faith in television’s selling power has paid off for a Grand Rapids automobile dealer.

Learning that a Hudson dealer in Chicago had done well with TV, Marion Marsh of the Down Town Hudson agency thought he, too, could make the medium pay. Because TV prices were high, it took a lot of deliberation on his part. But after examining statistics of TV sales, he signed for a 13-week series over WOOD-TV Grand Rapids.

His program, Talent Quest, amateur show, aired 6:30-7 p.m. Thursday, featured Bill Roh as m.c. Mr. Marsh labored long over commercials, which he delivered in person. He gave time to a blood bank drive. He pushed everything of a civic nature. He adopted the theme of “Look, folks, the kids on Talent Quest” are wonderful. We are proud that your purchases of new sail and used cars make it possible for us to give them this break.”

Competitors in and around Grand Rapids seemed to be sure that Mr. Marsh entered a bad deal when he signed his first 13 weeks. When he signed again, they figured he was going out on a long, shaky limb.

Sales did not result immediately. During the first four weeks, Mr.

strictly business

Mr. Mayo, Basic training: Radio; Assignment: Selling

Back in 1936, Mr. Mayo, fresh out of Princeton U., applied at CBS for a position in the training program which the network was instituting for college graduates. When he made his appearance, CBS already had selected its quota of six promising graduates. He created such a favorable impression that CBS decided to raise its quota to seven.

This concession was but part of the career pattern Mr. Mayo had charted for himself. He made his first “sale” in the broadcasting industry by convincing CBS executives that his future lay in sales and not in programming which his college training program had encompassed. His first assignment was on CBS’ sales service staff.

That Mr. Mayo knew what he wanted was attested in his upward climb. By the time he left CBS in 1940 he had served as assistant to the sales service manager and as a member of WUSB New York’s sales department. He joined WOR New York in 1940 as a salesman, (Continued on page 48)
Consistent, convincing Bob Bean progressed steadily from one Carolina radio station to another until he made the Carolina “big time”—50,000 watt pioneer, WBT. In another and more important sense, Bob Bean and men like him make WBT. They give WBT local programs the network quality with local character that make goods move.
Adjustable Beam, High-Gain TV Antennas

Check these 9 features

Any power to 1000 KW
RCA UHF Pylons have ratings suitable for any transmitter power up to 50 kw... and for an ERP (Effective Radiated Power) up to 1000 kw.

Power gains up to 27
RCA UHF Pylons can be furnished with gains in the order of 3, 6, 9, 12, 21, 24 and 27.

Adjustable beam tilt
The "Beam Tilt" of the RCA UHF Pylon is a "built-in" feature. Easily adjusted in the field, you are assured of best possible coverage and maximum vertical pattern reinforcement. Mechanical "beam tilt" by leveling plates—electrical "umbrella" effect by sliding transmission line fitting.

Near perfect circularity
With the RCA UHF Pylon, you get equal signal in all directions. The measured and theoretical patterns are within 1% of a perfect circle!

No protruding elements
Nothing "sticks out" from the RCA Pylon. The smooth surface of the pipe itself is the radiator. There's nothing to bend or break under ice or wind load.

No tuning adjustments
The RCA UHF Pylon is "custom tuned" for your frequency—in the RCA plant. You put it up, connect the line, and throw the switch! Absolutely no tuning required.

Null fill-in
High-gain antenna measurements show the first null filled in about 10%—satisfactory for all except unusual mountain top locations. See the curves below.

Special matched transmission line
No UHF antenna will function properly unless the transmission line closely matches the antenna. RCA supplies specially designed lines, not available anywhere else. Factory tests on this line show VSWR better than 1.05 to 1.0.

Complete accessories available
RCA can supply transmission line fittings, towers, directional couplers, signal demodulators, UHF loads, wattmeters, filterplexers—all specifically designed to work with the UHF Pylon.

REMEMBER! Only by having everything matched from transmitter to antenna can you be sure of results. Why take a chance? Call your RCA Broadcast Sales Representative.
Typical calculated and measured vertical field pattern of a UHF Pylon. Phasing adjusted for 0.92 pattern unit.
If you want the truth about the impact a radio station has in its area—the truth about its effect on its listeners’ living and buying habits—ask the progressive jobbers, distributors and wholesalers in that station’s area.

Many of these businessmen may know very little about BMB figures, half-millivolt contours, hours per day spent with various media, etc. But oh!, what they know about the sales a station can produce!

That’s why we’re proud that most of the leading jobbers in Shreveport praise KWKH—recommend it to their sources—use it, themselves, when they spend their own advertising dollars. May we send you all the facts?
GM BUYS INAUGURAL

On NBC; Others Plan

You see, Eisenhower bought the time WOF-TV usually telecasts its cowboy picture.

**CAMPAIGN’S RADIO-TV FEVER**

By JOHN OSBON

BROADCASTERS are walking a political tightrope as a result of a scramble for prime time—sizable chunks of time to cap the 1952 Presidential campaign.

The wider of problems posed by political time—broadcasts could be compounded a thousand-fold if the politicos carry “equal time” requests to a literal conclusion.

The scope of the issue is only partly pointed up by the demand of the Volunteers for Stevenson for detailed data from radio-TV outlets in 63 “critical” counties on the extent of their time sales to the Republicans. Group last week reported progress on its quest for information from stations.

Extensive network time purchases by both parties the past fortnight could raise additional problems for broadcasters bent on offering equal time to both parties and otherwise preserving a semblance of program balance.

Further news on Stevenson volunteer plans came amid these other developments:

- The Republican National Committee rounded out its nationwide radio-TV network, announcing plans for nine network simulcasts, seven in the last seven days of the campaign, climaxd by a heavy election eve schedule. Between $500,000 and $900,000 is involved in the commitments.

- The Democrats also announced firm speaking dates with extensive network coverage of major speeches, using principally the facilities of DuMont TV Network and CBS Radio.

- Both the Citizens for Eisenhower and Volunteers for Stevenson renewed last-fortnight appeals for money to buy more broadcast time.

- Various local political groups bought time on statewide network radio affiliates.

- ABC announced plans for technical coverage of election returns revealing the existence of a new “robot reporter.”

The volunteers have contacted some 300 stations seeking details of GOP radio-TV plans and asking whether equal time would be extended to the Democrats [Oct. 20, 13]. Stations have indicated they would make such time available.

With election day fast approaching, it was not known late Thursday what course of action the volunteers would pursue. A spokes-

man for the volunteers reported that most of the stations contacted have returned questionnaires. “Most of them have been extremely cooperative in supplying the requested data, while others have referred us to their attorneys,” he said. All stations noted they would sell equal time, he added.

**Refer to Answers**

The spokesman cited replies from New Haven (two out of three), Newark (three of five), Camden-Trenton, N. J. (all), South Bend (two of three), Cedar Rapids (two of five), Sioux City (two of three). The questionnaire had asked stations to furnish a statement of time sold to the Republican National Committee or related groups, and whether they would furnish equal time under similar conditions.

“The data accumulated thus far seems to substantiate the existence of the GOP $2 million spot blitz,” the volunteers’ spokesman told Broadcasting *Telecasting.*

FCC had advised the group and George W. Ball, executive director, it could make no determination on the original charge. But the Commission said “it will consider any specific information you are able to supply.” The volunteers protest charged possible collusion between corporations and stations involving pre-emption of choice time slots for GOP spot announcements.

Attorneys in Washington, D. C., have acknowledge inquiries from station clients throughout the country. They have advised stations to disregard the volunteers’ questionnaires on the basis that only FCC can elicit such data. Stations have been further advised of no compu-
tion to submit details of future sales to the Democrats on the premise that the latter seek to smoke out GOP radio-TV plans.

Stations need not feel concern if their time ratios sag heavily to either political side providing they are prepared to make existing time available and are fulfilling public interest requirements, attorney feel.

Last-minute pre-emption by either party to carry the radio-TV fight to the wire could cause some consternation. One attorney noted that the headache would be multipli-
ed—as would the cost to the interested party—where talent costs are involved. Limited availability of choice time on election eve may (Continued on page 24)
Campaign Radio-TV Fever Rages

(Continued from page 23)

prove harassing to broadcasters if one party should invoke equal time requirements on any one station.

The Citizens for Eisenhower, which originally had agreed to raise $2,500,000 for the creation of a GOB spot program, claims that it has about $120,000 available to buy radio and television time—far shy of the $2 million figure charged by the Democrats.

Spot material is being channeled to various political groups which, in turn through their own advertising agencies, are buying time on local radio and TV stations. State chairman are being supplied films and recordings. Spot campaign got under way last Tuesday. The citizens group also bought time for a 15-minute film on WRX (TV) New York. It had been initially advertised last Tuesday and will be telecast tomorrow evening again.

"How much we actually will spend depends, of course, on what money we are able to raise," Walter Williams, co-chairman of the committee, has said. He referred to the $120,000 available during his speaking tour which will be Oct. 15 edition of CBS-TV's Men of the Week.

Ted Bates & Co., which prepared a series of radio and TV spots each, is no longer in the picture. Its task was a creative one from the outset and the job of channeling the money and buying time is being handled from the national citizens' organization.

Warning Sounded

Democratic party workers are being warned that the GOP "$2 million radio-TV blitzes in the last two weeks of the campaign," and that the Republicans "will spend millions to try and buy victory by saturating all media." The warning was sounded in the official program of the Democratic National Committee, and in a telegram to national committee men by the state committee chairmen. Story bore a headline, "Radio-TV Monopoly Bought."

The Democratic also claimed to have unveiled another instance of GOP saturation efforts. James A. Finneghan, head of the Democratic Campaign Committee of Philadelphia, said the opposition planned to spend $3 million in Pennsylvania alone, with a considerable sum syphoned off to radio and television.

The campaign includes more than 1,300 spot announcements and five- and 15-minute radio and TV programs, Mr. Finneghan said, adding that the "this is an unprecedented expenditure for funds for radio and television locally in a political campaign."

Whether these funds actually were committed and whether they had been allocated through the Republican National Committee or the Citizens for Eisenhower was not readily ascertainable.

The spot campaign arranged through Kudner Inc., GOP national committee agency, calls for radio and TV spots to aid Senatorial and Congressional candidates. It has been extended to some "85 key markets," according to Kudner spokesmen and calls for five and one-minute radio spots as well as 20-second films (RT, Sept. 29).

It was learned, meanwhile, that the ambitious plans of the Democrats to blitz some 500 cities in 20 states with radio announcements have been held in abeyance for lack of money. This spot campaign is national in character, handled through the Joseph Katz Co., Baltimore and New York, and not to be confused with spot purchases by Democratic groups at the local level.

Originally, four or five states were mentioned including California, Ohio, Illinois, Minnesota and others, but at week's end the list was down to two—Ohio and California. If clearance is received in time, six spots per day will be purchased on all stations in some 20 cities of these two states in the last two weeks at a weekly cost of about $60,000.

These announcements comprise the theme of the "regular" spot drive. Plans also had been drawn up for rural and small-town or "grass roots" listeners. All three were to be undertaken by any one of the stations in the Stevenson campaign or the Volunteers for Stevenson.

Once again, Senate leaders in the administration party have appealed to prominent civil and industrial leaders for fund contributions, explaining that "one minute of nationwide television-radio time costs $2,000." They are asked to send their donations to headquarters for the Stevenson volunteers in Springfield, Ill.

Further light was shed on the high cost of political campaigning in a survey by the AP issued last Monday. "More than a million dollars have been or will be spent on national radio and television programs alone for the last three weeks of the campaign," AP estimated conservatively.

Using Oct. 15 as a starting date, AP recorded 12% hours of radio and 11% of TV for programs boosting Gov. Stevenson, and 4% hours of radio and TV each for those supporting Gen. Eisenhower. It estimated that if listed prices are paid for network time (exclusive of any pre-emptions), cost would run about $689,000 for Stevenson backers and $351,000 for Eisenhower supporters.

The survey was compiled and released on AP wires, however, before the Republicans announced additional network coverage last week. AP noted that the figures do not include programs carried by single stations or regional networks or any spot announcement drives.

Without reference in most cases to support for parties, AP listed these organizations and the amounts they have spent and hope to raise: Citizens for Eisenhower—to collect between $750,000 and $1 million; Volunteers for Stevenson—has spent $380,000, and hopes to collect about $750,000; CIO—hopes to raise $1 million; AFL—hopes to raise between $460,000 and $600,000; United Auto Workers—plans to raise $1 million; AFL-CIO, and raises $400,000; TV and radio program on 73 stations in 24 states.

The flurry of GOP network purchases covering the last 13 days of the pre-election campaign is expected to put the Republicans on a par with the Democrats in point of actual time expenditures. Here before, network commitments have been made exclusively on behalf of the administration party.

GOP campaign headquarters has whipped up simulcast plans which call for five featuring Gen. Eisenhower, and two for Mrs. Claire Boothe Luce, and two others for the election eve rally at the Boston Garden. Other network purchases for the General also were reserved for the General. Total simulcasts were aired last week.

Using Oct. 22 (last Wednesday) as a jumping-off point, the following is a breakdown on how campaign purchases of both parties line up:


For the Democrats—Oct. 22, 8:30-9 p.m. President Truman from Chicago, ABC radio, CBS radio, Oct. 22, 9-10 p.m., Cleveland, CBS, MBS, CBS, CBS Radio: Oct. 22, 10:30-11 p.m., Gov. Stevenson from Jersey City, N. J., CBS radio, DuMont, Oct. 22, 9-10:30 p.m., Gov. Stevenson, from Boston, CBS Radio, Oct. 22, 10-11 p.m., Illinois, WLS, NBC radio, Governor-James Farley, radio; Oct. 23, 10-11 p.m., Gov. Stevenson from New York, DuMont, 10:30-11 p.m., CBS, radio, Oct. 31, 11-12 p.m., Chicago, CBS radio, DuMont, 11-12 p.m., Gov. Stevenson, from Chicago, CBS Radio; DuMont TV, Nov. 1, 10-11 p.m., Gov. Stevenson, from Springfield or Chicago, four major radio and TV networks.

Luce Simulcast Yesterday

Mrs. Luce was scheduled for her simulcast yesterday (Sunday). This, it was said, was in response to letters, telegrams and telephone calls which had been made to her headquarters after her Sept. 29 telecast. Her second talk was titled, "Can Communism Destroy America?"

Gov. Stevenson also will appear on ABC radio, 2:45-3 p.m. Oct. 27-29; on CBS Radio, 12 noon, Oct. 29; and on NBC radio, 3:45-4 p.m., Oct. 30. DuMont TV Network, which has booked the governor's September nine stations, will also air the last half of the TV end of simulcasts, also will carry People's Political Poll, Westinghouse's Pick the Winner and assorted local talks through WABD (TV) New York.

DuMont confirmed that Westinghouse's CBS-TV coverage of election results would be carried, also under Westinghouse sponsorship, DuMont TV, 5-6 p.m., and WABD (TV) New York, WTGT (TV) Washington, and WDTV (TV) Pittsburgh—and on WGN (TV) Chicago, Sept. 29. As in the CBS-TV coverage, DuMont will start at 9 o'clock on election night. DuMont, meanwhile, scheduled: (Continued on page 38)
A hundred leading radio and television reporters and commentators were asked by BROADCASTING • TELECASTING to predict the outcome of the elections and to evaluate the radio-TV performances of the candidates. Here are the results.

Who Will Be Elected President?

56% picked Stevenson
44% picked Eisenhower

Who Will Control the Senate?

58% picked the Democrats
25% picked the Republicans
17% predicted 48-48 split

Who Will Control the House?

54% picked the Democrats
46% picked the Republicans

October 27, 1952 • Page 23
NBC STANDS PAT

On Boca Raton Cancelling

NBC officials reported late last week the network had no plans afoot to reschedule the cancelled early-December convention of its affiliates at Boca Raton, Fla., despite efforts of some members to stir up a convention of their own.

In response to a letter from P. A. Sugg of WKY Oklahoma City, chairman of NBC's Stations Planning & Advisory Committee, other members of SPAC were polling affiliates on whether they'd like to go ahead and have a convention themselves, at the same time and place at Boca Raton.

Last Friday it was reported unofficially that responses to the poll were running better than half in opposition to a re-scheduling of the meeting. Harry Bannister, NBC vice president in charge of station relations, said the preponderance of votes favoring the meeting apparently came from the eastern seaboard and not from the country as a whole.

Bannister's Statement Confirmed

Some confirmation of this statement came from E. R. Vadeboncoeur, WSYR-AM-TV Syracuse, TV member of SPAC, who said Friday that of seven TV affiliates in his area, five favored a meeting and two were opposed.

Mr. Bannister reported that Walter J. Damn, chairman of the NBC TV Affiliates Assn., had stated he was opposed to a meeting of his TV group.

Many affiliates were said to feel that, even though the radio rate question was settled at the meeting in Chicago in September, many important problems remain for the joint attention of affiliates and network officials.

Allen M. Woodall, WDAK Columbus, Ga., SPAC member, NBC District 1, told Broadcasting Telecasting he had sent copies of Mr. Sugg's letter to all affiliates in the district. "I will follow the wishes of the affiliates in District 4," Mr. Woodall said, explaining there hadn't been time to receive replies to the letter. He is taking no personal stand on the matter, he added.

B. T. Whitmire, WFBC Columbia, S. C., NBC District 2 SPAC member, has circulated a card to out what affiliates want to do about the convention proposal. At the weekend he had not received any replies.

Two TV problems were cited: (1) affiliates' current efforts to negotiate what they regard as a "better" system of compensation from the network, and (2) morning TV network programs, a target of a number of stations and stations.

One affiliate, who is participating in the negotiations toward a new system of compensation, said NBC's offer—made to NBC affiliates—was "so bad" the committee refused to submit it to the other affiliates. He said that affiliates carrying fewer than 162 hours of network commercial time per month would receive less compensation under NBC's counter-offer than they do now. He also criticized NBC's posture which he said would make a 10% cut in stations' compensation for programs which they carry on a delayed basis.

This affiliate said a further meeting between the affiliates' committee and network officials was expected in mid-November and that he hoped NBC would "come up with a better compromise" at that time.

NBC officials declined to comment on the compensation question on the ground that it would be "improper" to discuss it while the negotiations are pending.

In radio, a number of affiliates were said to take the position that the September settlement of the rate question, far from making a convention unnecessary, actually created a need for one. The affiliates were said to want to know what they can do to help their stations, and they want to know what's ahead in terms of sales, programs, and all the rest," one of them asserted.

NBC, in announcing cancellation of the convention, said affiliates suggested it [B&T, Oct. 13]. Officials reiterated this contention last week, saying it was not NBC's idea but had been suggested by a number of stations at the rate meeting in Chicago. As a result of those suggestions, they said, Station Relations VP President Harry Bannister contacted "20 leading stations" and found them all in favor of calling off the conference.

"Why didn't they send questionnaires to all affiliates?" a station executive asked last week, expressing resentment at what he termed the network's operating with "a clique of friends." "Every NBC affiliate is important to himself.

Additionally, it was maintained, a number of managers, especially those with smaller stations, had planned their vacations around the convention and, accordingly, had foregone summer vacations. Many managers also were said to look upon the convention as being "a part of station compensation." As evidence of many affiliates' attitude toward a convention, it was noted that 91 reservations had been made. NBC spokesman said this represented only 22 stations, however, and that close to 90 stations were represented in reservations the same time last year.

In his letter to SPAC members, Mr. Sugg said several affiliates indicated they would like to hold their own convention at Boca Raton. He asked members to contact stations in their districts to determine whether NBC affiliates should attempt to meet if the hotel is available; "should not business sessions be scheduled in order that proper deductions could be made for travel expenses," would the meeting "embarrass NBC through the attitude of the trade press or other sources."

Mr. Sugg proposed a telephone conference by the SPAC if enough stations desire to meet.

Writing to Mr. Bannister, Mr. Sugg expressed surprise that only 47 stations had indicated they were going to Boca Raton, citing political activity as a possible cause for the small number of reservations. He again raised the point that an affiliate-called meeting might embarrass NBC and asked for the list of early reservations.

IN A MOVE toward "the most economical and effective use" of the nation's military manpower, the Defense Dept. last week set up a fact-finding task force and installed Brig. Gen. David Sarnoff as chairman.

Appointed by the RCA board chairman to head a Citizens Advisory Commission on Manpower Utilization in the Armed Services was announced by Secretary of Defense Robert A. Lovett last Wednesday.

The commission will comprise a maximum of 11 "eminent citizens," the majority civilian, who will work with—and report to—Mrs. Anna M. Rosenberg, Assistant Secretary of Defense in charge of manpower and personnel. No date had been set for the group's organizational meeting.

Noting that manpower distribution is "one of the critical long-term problems facing the U. S.," Mrs. Rosenberg stated: "We are confident that the studies and deliberations of this commission will further advance our efforts to utilize to the maximum the manpower resources in the country."

Gen. Sarnoff took over his new desk February 26, 1952, at the Pentagon last Thursday. He is expected to share his time between Washington and New York. At a joint news conference, Gen. Sarnoff said:

"Americans who have the right and freedom to criticize their government have the obligation to respond to their government's call for help when the call comes. This is the principal reason why I have taken on this job. Another reason for my doing so is the deep respect I have for Secretary Lovett and Assistant Secretary Rosenberg, for their unflagging efforts and their devotion to their difficult tasks in the Dept. of Defense. I count it a privilege to work with them."

Mrs. Rosenberg said the Defense Dept. and all the military services are grateful to Mr. Sarnoff for accepting the chairmanship of this commission and welcome this responsibility."

While the composition of the commission remained undetermined last week, it was acknowledged in Pentagon circles that Gen. Sarnoff's appointment would ease Secretary Lovett's task of recruiting other members. The military members will be drawn from the reserved ranks of the Army, Air Force, Navy and Marine Corps.

Gen. Sarnoff is credited with considerable contact involving the armed services. During World War II he served as brigadier general in the Army Signal Corps. His service has been by the government on numerous occasions.

In recent years he has been a member of a Signal Corps advisory group looking into equipment and other procurement and personnel matters. He has been enlisted by the government on numerous occasions.

The commission was established at the request of the 82d Congress and Secretary Lovett evolved a charter in the form of a Defense Dept. directive. It was suggested by Sen. Lyndon Johnson (D.-Tex.), who headed a Senate "watchdog" committee checking progress of the nation's preparedness program.

Broadcasting • Telecasting

SARNOFF GROUP

To Check Military Manpower

"... obligation to respond . . ."
SINGLE RATE CARD

By J. FRANK BEATTY
THE single rate card for day and night broadcasting is coming—and fast.
That's the opinion of two-thirds of broadcasters in the mid-Atlantic and southeastern areas, judging by a credit section survey conducted by Broadcasting & Telecasting.
They believe that some version of the day-night rate formula is inevitable or provides the best way to meet the increasing competition offered by television.
Some experienced broadcasters can't buy this formula, however, and that includes operators of stations located in multiple-TV areas.

ARF BUDGET
Kobak Reassures on Funds
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Mr. Kobak urged commercial research organizations such as Pulse to support ARF as well as the advertisers, agencies and media members of the tripartite organization. ARF, Mr. Kobak stated, is in no way a competitor of the commercial research firms; its job is not to conduct research but to establish standards for research. In that way, he said, the buyer of research will be able to tell whether he is getting the return he is paying for, Mr. Kobak declared.

Speaking on the topic, "No Charts, No Graphs, No Data, Just Bare Hands," Mr. Kobak urged salesmen to learn the facts produced by research and to use them in selling, but to "talk" them rather than "ceen on a stack of card-
board." He briefly reviewed the story of the reorganized ARF, as he knew him last year in a luncheon at the Marketing Assn. [B&T, Sept. 29.]
Sydney Roelof, director of The Pulse, presided.

SINGLE RATE CARD

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Others argue that each market must be analyzed separately.
Personal interviews with 27 broadcasters at the District 3 and District 4 NARTB meetings seemed to confirm the trend in network rate cards toward equalized day-night rates. Their comments (see below) reflect broadcast situations in seven states (Pa., Md., Del., W. Va., Va., N. C., S. C.) and District of Columbia.
The majority views show that
many broadcasters agree, too, with those agency timebuyers and ad
tiser officials who contend night radio rates in TV markets must reflect audience inroads made by the visual medium.
Comments were obtained from broadcasters representing all types of operations—large, small, full-time, daytime, radio-only, AM-FM, AM-only, TV-radio, network affiliated and independent, as well as major and small markets and with and without TV service.
Equalization of day and night rates will come by different methods.

COMMITTEE on radio and TV ratings methods of the Advertising Research Foundation, meeting last week in New York, decided to make each of its four subcommittees a full
dledged working committee and at the same time to expand its membership by an overall total of perhaps ten additional members.

The overall committee, whose function is to establish standards for TV and radio broadcasting, will analyze present services to determine how well any service or combination of services approaches that ideal, is headed by Mr. E. L. Treyz, executive vice president and research director of Biow Co. [B&T, Sept. 29.]

Members of this committee include, in addition to Chairman Deckinger, H. M. Beviller Jr., NBC; Harper Carrine, CBS; Wallace Drew, Bristol- Myers Co.; Gordon Hughes, General Mills; Fred Manheux, BBDO; J. J. Neale, Dancer - Fitzgerald - Sample; Richard Poff, MB; Oliver Treyz, ABC; Maxwell Ule, Kenyon & Eckhard.

The purpose of each of the four working committees was defined and its method of attack was outlined by its chairman at the Monday meeting, with the full group discussing each report as it was given. It was out of these discussions that the chairmen then formed suggestions for larger committees became evi
dent if they are to accomplish their purpose without making undue call on their members. At any rate, the chairman is without compensation, in the interest of improving the rating methods of radio and television.

The first working committee, on standards and methods, is currently made up of Mr. Ule, chairman, Mr. Hughes, Mr. Treyz and Dr. Deckinger, who, as chairman of the overall committee, is also a member of each working commit

tee.

Purpose of this committee on standards and methods is to define what ideal audience size measurements are and to state what is reasonable limits of measurement of sponsors and their agencies in the way of such measurements.
The committee plans to list and analyze the various types of rat

ing methods available, whether now being used by the firms pro

viding such service or not, and to report on what each method does and does not do. It will then at

tempt to appraise each method from the viewpoint of how close, when it is practiced to perfection, it comes to delivering what is wanted.

Snowcroft Chairman

The second working committee, on inspection and review, has as its chairman Gordon Snowcroft of Campbell Soup Co., with Mrs. Arthur Anderson, BBDO; Mr. Carrine, and Dr. Deckinger as present members. Its function is to deter

mine how well each method is practiced. The committee will study the various rating systems in op

tion in office and field to deter

mine how close each comes in actual practice to the ideal and how the shortcomings, if any, may be eliminated.
Dr. Deckinger is chairman of the third working group, whose membership now includes Mr. Drew and Mr. Poff and whose function is to analyze the data already available in the reports of the various rating services now pro

viding reports on size of audience to the sellers and buyers of broadcast

cast facilities. Insofar as possible, this committee will measure to what extent the inherent factors of each method contribute to the differences which exist between the results reported by the services employing the various methods. Eventually this committee will compare audience measurements based on data collected from tele

phone homes with those based on information from homes without telephone service, on reports of listening and viewing by individu

als as against household measure

ments, on total and average-minute measurements and the like.

Fourth and final working commit

tee, on special projects, will deal with specific rating problems arising out of industry controversy or otherwise that may be referred to the ARF for determination.
First such problem, at which this working group is already at work, is the dispute between C. E. Hooper Inc. and John Blair & Co. over the validity of responses where the interviewer asks about both tele

viewing and radio listening [B&T, May 13].

Harry Wolfe of Colgate-Palmolive-Peet Co. is chairman of this working committee, with Mr. Neale, Mr. Beviller and Dr. Deck

inger as its other members at this time.

GIFT changed hands—from network to sponsor—during half-hour cere


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ARF RATINGS STUDY
Committees' Scope Set

GIFT changed hands—from network to sponsor—during half-hour cere


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**WRS SHIFT**

Mr. Rawlins, Mr. Tooke, and Mr. Vandagriff Head KDKA, KYW, WOWO

SHIFT of L. R. Rawlins from general manager of KYW Philadelphia to that of KDKA Pittsburgh, both Westinghouse Radio Stations Inc. properties, was announced last week by Joseph E. Baudino, WRS vice president and general manager.

Replacing Mr. Rawlins as KYW head will be Franklin A. Tooke, for the past two years manager of WOWO Ft. Wayne, Ind., also a WRS station. Carl A. Vandagriff, program head at WOWO, will become manager there. All the appointments take effect Nov. 10.

R. G. Duffield, manager of KDKA for the past year and a half, has resigned to enter another field, Mr. Baudino said. Mr. Duffield will remain until the end of the year as a consultant.

Mr. Rawlins, who was made general manager of KYW in February 1950, joined Westinghouse Electric Corp. in 1942 at the Louisville Ordnance Plant, serving during the war years as office manager of the projectile department, later becoming industrial relations supervisor. He transferred in 1946 to the broadcast subsidiary's offices, then in Philadelphia, as head of the industrial relations department, four years later becoming KYW head.

Mr. Tooke joined WOWO in 1935 after being awarded a B.A. degree at DePauw U. and studying at the American Academy of Dramatic Arts. He later became WOWO program manager and in 1942 transferred to KDKA as program director.

Mr. Duffield was appointed to the additional post of vice president of the station relations department, and Robert A. Sour, assistant to the additional post of assistant secretary. Mr. Sour also was elected secretary of BMI, a position formerly held by Mr. Tooke.

**MEDIA INFLUENCE 'Two-Way Process'—Eisenberg**

INFLUENCE in radio and TV programming "is a two-way process," with the media both influencing and being influenced by audiences, Philip Eisenberg, CBS-TV research psychologist, told the annual New York State Conference of Probation Officers at Utica last week.

Citing broadcasters' reliance on both research and public reaction in development of programs, Mr. Eisenberg said: "We try to provide entertainment, news, education, and culture. The public is quick to tell us whether [a program] has been a success or a failure. In that way, they guide us in new explorations in television."

While the influence of radio and TV often is spectacular, it is "limited," he said, citing the famed Orson Welles "invasion from Mars" broadcast of 1938. It caused "a nation-wide panic," he recalled. And yet, he continued:

"It was estimated that at least six million people heard the broadcast. About 28% thought the program was a real newscast. But only 20% were disturbed by it. Of the people who heard the show 80% thought it was a success."

Mr. Novik named Demo Radio-TV Consultant

MORRIS S. NOVIK, consultant and president of WLIB New York, was appointed last Wednesday a special radio-TV consultant to the Democratic National Committee. His appointment was announced by the committee's chairman, Stephen Mitchell.

Mr. Novik, a former director of radio for the City of New York, has been acting as liaison with the committee and labor groups on special programming projects. Mr. Novik has been responsible for rebroadcasts of major speeches by Gov. Al Smith and President Truman which are beamed to workers in their homes (CLOSED CIRCUIT, Oct. 13).

**NOVIK NAMED**
GROSS income of both the radio and TV networks will be higher in September of this year than in that month a year ago, according to figures compiled by Publishers Information Bureau. The networks increased their expenditure by 8.8% above their gross of $11,848,794 in September 1951. TV networks grossed $14,450,632 this September, up 21% from the September 1951 total of $11,905,618. Combined advertising time purchases on both the radio and TV networks totalled $27,517,629 this September, up 16% from the $23,774,310 grossed in September a year ago.

Lag in Radio
Cumulative totals for the first nine months of the year show radio network business for this year lagging behind last year's total, but the 1952 figures still lack the July political convention program billings, which will narrow the gap. In TV, the network volume for the three-quarter part of 1952 is roughly 50% ahead of last year and when the political convention sponsorship billings are added the

**NETWORK RADIO**

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**NETWORK TELEVISION**

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ABC affiliates

To Hold Last Region Meet
ABC will wind up its 1952 round of regional meetings with radio affiliates tomorrow (Tuesday) with a session at The Inn in Ponte Vedra, Fla., for officials of ABC stations in Georgia, North and South Carolina, Virginia, and Florida.

The meetings are held annually to acquaint affiliates with network plans and program, and to enable them to explore problems of common concern. A highlight of this year's agenda is ABC's plan to adopt, probably effective April 1, a new gross cost formula which would establish a single rate for day and evening time but maintain current net charges and station compensation payments [B&T, Oct. 20].

Four Other Sessions
Four meetings already have been held, starting with one in Hollywood Sept. 29. Subsequent sessions were in New York, Chicago, and Minneapolis.

The network delegation to Pente Vedra, as at the other sessions, will be headed by President Robert E. Kienzle. Others attending are Ernest Lee Jahncke Jr., vice-president and assistant to the president; Charles T. Ayres, vice president for the radio network; Ted Oberfeld, director of owned radio stations; Alfred K. Beckman and William Wylie, research and sales department director and Ralph Hatcher, regional manager of the radio and TV station relations department.

RALPH E. STOLKIN, new president of RKO Pictures Corp., re- signed as president and member of the board of directors last week and two other RKO board members.

The action followed publication by the Wall Street Journal of several articles in a series on the backgrounds of RKO's new owners. Those who resigned, in addition to President Stolkin, were his father-in-law, Abraham L. Koolish, and William Gorman. The trio also resigned from RKO Radio Pictures Inc. and all other affiliated corporations.

In a joint statement the retiring trio said:

Our only interest in acquiring stock of RKO Pictures Corp. was our belief that the company can be, under able and independent management, brought to the full realization of its great potential. We recognize that a volume of unfavorable publicity directed against us as owners or part owners or as any company is, is damaging to the company. Consistent with our original intent of doing that, it is best for the company and for that reason only, we have submitted our resignations.

Appointments Soon
Board Chairman Arnold M. Grant said the board "as soon as possible" would fill the vacancies with men of outstanding caliber who will be well qualified to represent the interests of stockholders of RKO. He said "it is hoped that this can be accom- plished within the next 10 days.

Earlier in the week, Mr. Grant reiterated to a news conference that RKO does not at this time plan to release its backlog of movies to television [B&T, Sept. 29]. He said it would take at least nine months' study before a decision could be reached on whether all films of the TV use, and that nobody had been assigned to make such a study.

In reporting the resignations of Messrs. Stolkin, Koolish, and Gorman, the Wall Street Journal said Thursday:

Mr. Stolkin and Mr. Koolish ... are veterans of the bookish distribution business, and have records of Federal Trade Commission citations and Better Business Bureau complaints.

They have become multi-millionaires, largely through mail-order sales of everything from coonskin caps to life insurance—but their activ- ities have also branched out into such ventures as oil and radio broad- casting. The two have conducted most of their ventures from Chicago.

Journal' Allegations
The Journal said Mr. Gorman had been a board member representing a third member of the pur- chase syndicate, William Ryan, and that "Mr. Ryan's business is oil, but he has been a heavy gambler and an acquaintance of big-time racketeers Frank Costello and Frank Erickson. In one petrol- ium lease venture he became—inadvertently, he said—a business asso- ciate of Costello and Erickson.

The Journal said two members of the original five-man purchase group were on the RKO board: Edward G. Burke Jr., "he is the youthful oil-company partner of Mr. Ryan," and Sherrill C. Corwin, film exhibitor.

Mesers. Burke, Corwin, and Stol-

kin recently acquired interests in KOIN Portland and KJR Seattle, in each of which the three own a combined 45.5% interest [B&T, Aug. 18]. They also own a total of 31% of the stock of XKB Stock- ton, Calif. [B&T, July 14].

The Journal on Monday said the three also "have each subscribed 10% of the capital stock of WMAY Inc, a concern which has applied to FCC for a permit to build a television station in Springfield, Ill." Both KOIN and KJR are seeking television station grants.

Comment Withheld
The Journal's Monday article also said "Mr. Stolkin's old troubles with the FCC's sister agency, the Federal Trade Commission," con- cerning a former bookish busi- ness, "were set out in an exhibit made up from the record" when the transfer of KOIN was up for FCC approval. The article continued:

"Asked late last week whether they cared to comment on this, FCC officials said they would merely add that all of the facts of the situation were made known in the record and the entire Commission approved the pur- chase on the basis of these facts. No one, or at least no one concerned, protested the purchase.

Mesers. Stolkin, Koolish, Burke, Ryan, and Corwin bought 1,013,420 RKO stock shares from Howard Hughes for $7,065,970, and the 96- 000 shares owned by former Pres- ident Ned Dipenent. The purchase represents about 30% of the company's stock, a controlling interest [B&T, Sept. 29].

ABC TRIO OUT

Resign After 'Journal' Expose

BROADCASTING • Telecasting

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BMI, ASCAP Discord?

BMI and its subsidiaries for the fiscal year ended July 31, 1952, earned a net profit after provision for federal and Canadian income taxes of $3,002,866, the highest in the history of the industry-owned music rights organization for the year was $5,607,842, of which $4,970,836 or roughly seven-eighths came from license fees paid by the broadcasting industry for the right to broadcast BMI and ASCAP stations. Operating costs totaled $4,672,150 and administrative expenses $694,234.

Annual financial statement has been sent to BMI stockholders along with a letter from Carl Hav- erlin, BMI president, reporting that as of Sept. BMI has a total of 3,002 commercial broadcasting stations, AM and FM, in the United States and Canada, plus 4,050 licensees in the non-broadcasting field, the latter figure representing an increase of 16% over the previous year.

In contrast to last year, when 12 BMI-licensed compositions "showed such strength as to merit their listing in our letter to stockholders," BMI's report this year was measured by the same standards of popularity, BMI writers and publishers produced 24 such hits this year. As a result, the number of members has increased by 45% since 1947, those BMI members who have contributed to the BMI weekly index of accomplishment, during the fiscal period BMI-licensed songs had 51% of all the first places and 66% of the total positions on the Lucky Strike Hit Parade."

BMI Dominance

The dominance of BMI tunes in the popular music field in the past year and a half has been a matter of growing concern to the writer and publisher members of ASCAP, accustomed to such rivalry. In less than two years an industry which BMI should have snatched the public fancy so thoroughly from the big name established writers and publishers in the ASCAP roster seems to them to be featuring their works and not theirs.

Music business circles in recent weeks have buzzed with rumors that a number of ASCAP members were banding together to do something to reverse the trend and were raising a war chest of sizable proportions to finance the project. Legal action has been mentioned, based on the smug theory that the only way BMI could possibly get more popular tunes than ASCAP would be through a conspiracy between BMI and its broadcaster owners. Cooler heads, however, have decried such action, pointing out that in the years immediately following the 1941 break between ASCAP and the broadcasters, when feelings certainly were running much higher than now, the broadcasters were glad to broadcast ASCAP music when they could purchase the right to do so at fees more reasonable than those demanded by ASCAP before the break occurred. Indeed, for some seven years following the return of ASCAP music to the air, tunes licensed by the society stood in the top places on the Hit Parade and were accordingly given more time on the air than the less popular BMI compositions.

What seems more likely is that what is feared from the ASCAP members collect will be used to entice the composers and publishers who today have the magic touch that makes their tunes top favorites to desert BMI and move over into the ASCAP camp. Just as BMI in earlier, leaner days used every power at its command to secure a better grip on victory by harrying the ASCAP ranks whenever the opportunity presented itself, so today the ASCAP members are planning counter-rallies. As a matter of fact, numerous reports, whose authors state positively that certain BMI publishers have already had offers to change their affiliation, but that they are holding on to their trust habits in a decided effort to raise the ASCAP flag in the midst of its worst outlook for winning new members.

One fear among the ASCAP members is that, if BMI continues to dominate the popular song field, garnering the lion's share of performances in radio and TV, ASCAP will be unable to collect its present license fees from the broadcasters who are far and away its best customers, accounting for some 90% of its gross revenue. Already, a sizable group of TV station owners have instituted court action in protest against the per program licenses issued by ASCAP, asking the court to determine what a fair fee for the use of ASCAP music on television should be. This case, after a long delay, is expected to come to court early next year.

Blanket Licenses

The blanket TV licenses which ASCAP has sought, in the same way networks and to some stations, expired at the end of 1953, a not too far distant date. And, while the ASCAP licenses to radio stations run on until the end of 1955, the outlook of having to accept low rates for a less desirable product is not a pleasant one for those who are now collecting each quarter their individual share of a distribution of ASCAP funds now aggregating some $12 million a year.

FCC Finalizes Proposal Extending AM Band

FCC last week finalized its rule making proposed last June 18 to add 540 kc to the AM broadcast band, thus leaving the way open for Class II stations in a few parts of the country to seek that frequency.

Adoption of the 540 kc frequency was hailed by broadcasters as a long sought after victory for Arthar B. Church, owner of KMBC Kansas City, Mo. The decision now permits KMBC to prosecute its application for 540 kc at Concordia, Mo. KMBC is the only AM station serving western Kansas and its rival, Midland Broadcasting Co., operates KPRM on 655 kc daytime only, with 5 kw directional. KPRM duplicates KMBC programming.

The AM broadcast band under the FCC finalization now is specified at 535 to 1605 kc instead of 560 to 1600 kc. FCC rules governing the AM band are amended accordingly effective 30 days after publication in the Federal Register.

Extension of the broadcast band to 540 kc was approved at the Atlantic City International Telecommunications Conference in 1947 after initiation by the FCC at that time. The 1961 Geneva agreement supplemented the approval and specified Dec. 1, 1949, as the date for bringing the 540 kc provision into effect.

The action climaxmed several years of attempts by U. S. and Canadian broadcasters to extend the AM band into the more desirable lower frequency area just above 500 kc, the international distress call channel. The first proposal for extending the band into the lower frequencies came at the Madrid Telecommunications Conference in 1932 when the Canadian delegation, backed by the government, were successful in having the AM band extended to 500 kc.

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Friction Seen

SMILING after first concert of the New York Philharmonic-Symphony Orchestra, sponsored by Willys-Overland Motors Inc. on CBS Radio, are (l to r) James M. Seward, administrative vice president, CBS Radio; Dimitri Mitro- pavlos, orchestra music director, and Raymond Rausch, vice president and executive assistant to the presi- dent, Willys-Overland.

KQV Control

Question Is Before FCC

WHO controls KQV Pittsburgh? FCC pondered this question as it studied a memorandum submitted last week in conjunction with CBS purchase of 45% interest in the Pittsburgh station.

Both KQV and CBS officials maintained when the network buy- out was announced last week (March 10) that it did not constitute trans- fer of control and therefore did not require prior FCC approval. Basis for that position was fact that CBS' 45% interest will be voted by a trustee, and always will be voted proportional to the votes of the 55% stockholders.

Stock Transfer

On the same date that CBS pur- chase was consummated, however, major stockholder E. F. Reed transferred 50 shares of his stock to his son, E. F. Reed Jr. This resulted in a decrease of the sharehold- ings of the original 23 stockhold- ers when the present ownership bought KQV in 1945, an FCC letter of Aug. 20 asserted. Thus, a trans- fer of control has taken place, the Commission said, and calls for FCC approval.

Commission cited a decision on the KWIK Fostello, Idaho, case which held that when more than 50% of licensee's stock leaves the hands of the original stockholders that is a transfer of control.

At issue is the question whether the CBS purchase plus the trans- fer of 50 shares by E. F. Reed to his son is transfer of control and required prior FCC approval.

KQV operates on 1410 kc with 5 kw. It is an MBS affiliate. It is reported that since selling a Channel 4 TV application for Irwin, Pa., a suburb of Pittsburgh.
NCAB REQUESTS
UNC Eschew Commercial TV

BROADCASTERS in North Carolina have voted overwhelmingly in favor of a resolution calling on U. of North Carolina to assure the state that "It intends to conduct the activities of its radio and/or television station at all times on a strictly non-commercial basis."

The resolution was adopted by voice vote at the Oct. 4 meeting of North Carolina Assn. of Broadcasters. It was then submitted to the membership for a mail referendum vote.

NCAB members had expressed concern that the university might be seeking endowment of funds to operate a commercial station.

Text of the resolution as adopted by the NCAB referendum follows:

RESOLUTION
WHEREAS the radio and the television stations of the State of North Carolina have individually and collectively worked to establish for themselves and for the public the good will which is so great to the people through the dissemination of information and educational and cultural material by radio and television, and
WHEREAS the radio and television industry in North Carolina and throughout the United States have enjoyed the whole-hearted support and cooperation of the people of the State including the Greater University of North Carolina so that business institutions operated in the American way of free enterprise have joined with educational institutions to foster the medium,
WHEREAS institutions such as the Greater University of North Carolina have been able to obtain license to operate a FM radio station and are contemplating the possibility of obtaining a license and operating a non-commercial educational radio station under the provisions of pre-allocations made by the Federal Communications Commission for the licensing and operation of educational commercial television stations,
BE IT RESOLVED that the North Carolina Association of Broadcasters hereby recognizes that such operation of a radio station and/or a television station is and will at all times be an adjunct to the functions of non-commercial institutions of learning and the public service and as such continuing cooperation between the educational activities of the University of North Carolina and North Carolina broadcasters engaged in the dissemination of educational information and television stations for the common good is highly desirable.
BE IT FURTHER RESOLVED that the North Carolina broadcasters (educational and commercial) recognize and declare that the preservation, development and growth of educational institutions as non-commercial and as financed and the status of radio and television broadcasters as American business men cooperating in the dissemination of free enterprise is vital and necessary at all times to the personal and constructive accomplishment for the common good.

BE IT FURTHER RESOLVED that in keeping with the spirit of the resolution the North Carolina Association of Broadcasters believes that the University of North Carolina has the duty and interest of the greater University of North Carolina to publicly assure the people of the state that in addition to the North Carolina Association of Broadcasters that it intends to conduct the activities of its radio and television station at all times on a strictly non-commercial basis.

NCAB

ALABAMA Broadcasters Assn. presidents, present and past, gather at the ABA fall meeting, Oct. 10-11, on the U. of Alabama campus where the associates repeatedly asked "What?"

Henry P. Johnston, WSGN-AM/AM

PROSPERITY KEEN
Nunn Claims Nation Depends on Sales

WITH today's economic emphasis on sales, the salesman has become "a key custodian of our national prosperity," according to Wesley I. Nunn, advertising manager of Standard Oil Co. of Indiana, Chicago. Mr. Nunn spoke Thursday at the first of two day-long sessions of the Audit Bureau of Circulations, meeting in the Drake Hotel, Chicago.

Success in the art of selling, he asserted, makes the difference between the "deepest depression and the greatest prosperity." Calling for closer cooperation between media and management, Mr. Nunn said advertising must shoulder much of the responsibility in the growth process by "selling, as such, and by helping in management decisions on vital functions such as product development, market planning and research."

Some responsibilities of the advertisers, primarily, he said, as "sympathetic observers," he said, with others "clearly in the province of media, as advertisers and agencies perhaps fill a counsel role.

Discussing media and costs, he cited as a most pressing "current problem" for advertisers the diversion of funds "by deals and gimmicks from advertising programs planned in advance to accomplish needed company objectives."

Such deals, he said, involve the purchase of time in "brokerage deals" by wholesalers and retailers. He noted a "sharp conflict" between the long-run buying view which stresses consistency and long-term development and the short-run practices of buying distribution and dealer support through "deals."

The attitude of advertisers toward such deals varies, Mr. Nunn said, but generally speaking they have "legitimate objections" to them. This practice, he said, leads to loss of control of "one of the most important functions in any business--pricing."

He referred to suggested TV studies, with analysis of the medium's effect on newspaper readership by newspaper groups. A city, for example, would be studied before and after the advent of TV. Mr. Nunn suggested the magazine industry might be interested in conducting a similar investigation. "We know there is a continuing need for this type of information because advertisers constantly ask for it," he said. Clients will have to continue estimating TV's impact on readership, and "with even greater urgency" as TV circulation grows, he added.

Other Thursday highlights were a panel discussion moderated by Martha Routnute, m.-o. of Meet the Press on NBC-TV, and a speech by John P. Cunningham, executive vice president of Cunningham & Walsh, New York, and board chairman of American Assn. of Advertising Agencies.

The 45-minute panel, interspersed with questions from a newspaper-man panel, was broadcast on WCFL Chicago.


RICHARD WIDMARK and Anne Baxter were presented with the first annual "Golden Mike" awards on CBS Radio's Suspense, Oct. 20. They were voted the best guest actors by the program's regular cast and crew.

REBROADCAST
Brown Charges 'Conspiracy'

GORDON P. BROWN, owner of WSAY Rochester, N. Y., lashed out again last week at those who request further postponement of the effective date of the FCC's new retransmission consent proposals. Mr. Brown requested Justice Dept. action should an FCC investigation disclose "conspiracy."

The rebroadcast rule, three-page document, would require stations to permit rebroadcasting of their signals upon request unless good and sufficient reason exists to deny permission. However, when a decision is made to prepare and present an FCC clearly points out that it was the purpose of the Act to protect the "one spending a large amount of time and money to produce a program" (quoted from Page 2380 of the February 3, 1927 issue of the "Congressional Record."

Charges Misinterpretation
Mr. Brown argued that "the point has many times before been brought to the attention of the Commission that certain networks and networks have, and still are, restricting rebroadcasting because of an intentional erroneous interpretation of the intent of Sec. 325(a), not by the Commission but by those licensees and networks who would monopolize the national radio sponsors' programs."

Mr. Brown's petition continued: Careful investigation and consideration should be given by the Commis- sion when a complaint is made of an effort to continue to restrain rebroadcasting. It is now quite evident through the stations' failure to act against the petitioning networks, NBC and CBS; NAB; the Broadcast Magazine; the attorneys of NAB and CBS and the stations which they represent, all of which are attempting to further restrain rebroadcasting that such united action as was relative to the Commission's report and order on Docket 989, seriously take on the complete and definitive shape of a conspiracy to deprive WSAY and thousands of other stations from obtaining rebroadcast revenue and stations' program which, in their inherent right to the most and best that radio and TV can afford them. If such FC investigation discloses con- spiration I request that it be turned over to the Justice Dept. and the Fed- eral Trade Commission for their action.

October 27, 1952  Page 31
FAITH IN RADIO

RADIO is selling itself short though it is stronger than ever before, NARTB District 1 (New England) broadcasters were told last week.

Special rates and under-the-table deals were criticized by Paul H. Provandie, vice president of Hoag & Provandie, Boston, addressing the closing luncheon of the Monday-Tuesday meeting held at the Hotel Statler, Boston.

These practices are "all too prevalent," Mr. Provandie said, and "put the agency in a bad position." He mentioned the practice of giving local dealers local rates after station representatives had quoted card rates to the agency. "We want the most for our money," he said, "but we want to pay the legitimate price."

"You get the impression that radio is dead," he continued. "Instead of positive selling, the approach is—if you have a few dollars left over, how about using radio?"

Powerful Sales Medium

"If properly used, radio is a powerful sales advertising medium that can bring exceptional results," he said. "Methods of using radio have changed. Today it's a question of saturation, of dominating a market." He mentioned a client on an all-radio budget, with 12,500 spots on 79 stations. The campaign is proving how well radio can produce for an account, he said. Of the 79 stations, he continued, only 21 were paid at the national rate. He said $24,000 was lost by the other stations and "there was no need for it." Representatives put in a lot of work but were cut out, he noted.

Dr. Sydney Reslow, director of The Pulse Inc., described merits of his firm's audience technique, reminding there is no chance of making a complete audience count at any given time.

W. Bruce McEwen, vice president of C. E. Hooper Inc., substituting for Mr. Hooper, said he was proposing a "practicable, workable" plan designed to show radio listening in and out of the home, describing parallel surveys in which out-of-home listening is measured by the diary method. Dr. Reslow said Pulse has been doing out-of-home measurement.

Participating in the Tuesday afternoon TV panel were W. C. Swartley, WBZ TV Boston; Craig Lawrence, WBZ-AM New York, and Robert D. Swezy, WSDU-TV New Orleans, NARTB TV board member.

Resolutions included a loyalty pledge by which members agreed to abstain from double billing. Others commended NARTB officials and William B. McGrath, WHDH Boston, district director. Appreciation was voiced for the vigorous support given broadcasting by the trade press. Resolutions committee members were Earle G. Clement, WBZ Brockton, Mass., chairman; Joe MacKenzie, WMGO Berlin, N. H.; Carlton D. Brown, WTML Waterville, Me.; William H. Rines, WCHS Portland; John D. Swan, WCAX Burlington, Vt. Presiding at the sessions was William B. McGrath, district director and managing director of WHDH Boston.

Robert D. Lilien, advertising manager of Whitehall Pharmaceutical Co., reported that radio gets a bigger share of its budget than any other medium. In presenting sales ideas today, he suggested that Whitehall's two levels of purchases, network and spot, be kept in mind.

Headache Remedy Sales

"Since headache remedy sales are somewhat concentrated in urban areas, and what we are looking for if we buy additional network time is audience extension rather than increased frequency against the same audience we reach so heavily in the daytime, the inroads of television become a very important factor," Mr. Lilien declared.

"Practically the only type of network time left to buy is at night, and it is just in urban areas where TV is hitting hardest at night. We are always extremely anxious to hear of any network plan which will crack this very tough nut, and we believe the network showed great creative media imagination in working out with their affiliates the "tandem" type operations which enabled advertisers like us to extend our daytime audiences with minimum talent charges, short-term commitments, and at reasonable cost-per-thousand levels."

Referring to spot buying, Mr. Lilien said that since "early morning time has suffered negligibly in most markets because of TV, we buy almost uniformly where we can reach not only TV homes, but also working women and a heavy male audience."

Whitehall is extremely measurement conscious, he said, and since it uses transcriptions almost exclusively in spot announcements, personalities as salesmen are not so important as how many people

(Continued on page 56)

RTES LUNCHEON

Sarnoff Sketches Aims

THE RADIO & Television Executives Society is going to be more than just a series of luncheon meetings, its president, Robert Sarnoff, told Thursday at the first luncheon of the new organization, formed by a merger of American Television Society and Radio Executives Club of New York.

Reading from the preamble of the RTES constitution, which calls for a forum for the exchange of ideas and discussion of industry problems and on the organization to promote the use of radio and TV broadcasting, Mr. Sarnoff said that plans now are being made to carry out these ends.

Some 80 persons attended the opening luncheon, held at the Roosevelt Hotel, New York, to hear the political scene discussed by four news commentators: H. V. Kaltenborn of NBC; John Daly of ABC, Douglas Edwards of CBS and H. R. Bakhage of ABC. Milton Berle spoke briefly.

CHATING with NARTB District 2 director E. R. Vedoncourage (I), WYSR Syracuse, at district meeting were (1 to r): George Bingham, WKPJ Pough-keepseie; Robert Peabody, WKNY Kingston; W. W. Carter Jr., WTRY Troy; Charles Phillips, WBFL Syracuse; Frederick L. Keese, WMBO Auburn. District 2 met at Rye, N. Y. (B*7, Oct. 20).

Sextet from New York and New Jersey at NARTB District 2 meeting (seated, 1 to r): Joel Scheier, WIRE Plattsburg; Alois A. Schmidt, WFBC Dunkirk; Earl R. Kelly, WNYW Watertown. Standing, Robert L. Williams, WCTC New Brunswick, N. J.; Stephen Ryder, WENE Binghamton; James W. Higgins, WNYW Watertown.
Like pretty girls go for sweets

Baltimore merchants go for WITH like pretty girls go for sweets! 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!
REFUSAL of Sen. Joseph R. McCarthy (R-Wis.) to delete a portion of his prepared speech containing allegations against two members of Drew Pearson's staff. The station announced the telecast had been canceled for reasons beyond its control.

Sen. McCarthy, told by KING-TV that the charges required proof, said he did not have the proof immediately available. He added that in a paid political telecast the station does not have any right to censor a speech. He said he would ask the FCC to revoke KING-TV's license.

Otto Brandt, vice-president-general manager of KING-TV, said the station was advised that if the material were false it would be libelous.

"Attorneys advised us that if the event there is a candidate for public office speaking in behalf of his own candidacy, the station cannot censor the script because of libelous insertions," he said. "However, where an individual speaks in behalf of another candidate, any libelous material on such a program would render the station liable to suit by any individuals so defamed."

Mr. Brandt further told BROADCAST • TELECASTING that the station "learned over backwards" in its dealings with the Wisconsin senator. The station has a 48-hour deadline on political scripts, he said, and the Senator's script was "almost 48 hours late."

Within an hour following receipt of the script, Mr. Brandt said, the agent was advised of the station's position, and that was nearly four hours in advance of air time. Inference had been made that the station had not advised the Senator until just prior to air time.

Hobby for like FORMATION of a Democrats-for-Eisenhower Committee headed by Mrs. Oveta Culp Hobby, KPBC-AM-FM, was announced at Eisenhow-Nixon headquarters last week. Mrs. Hobby, co-publisher of the Houston Post and first WAC director, will direct the new group from New York GOP headquarters, according to an AP story.

SEG-ATFP AGREE On Some Movie-TV Scales SCREEN Extrus Guild and Alliance of Television Film Producers last week agreed regular theatrical motion picture contract wage scales and working conditions shall apply also to TV films. Still to be worked out are re-payment for re-use of TV films and increased rates for multiple pictures. The new agreement is retroactive to Sept. 17, but ATFP will not pay increased rates until all phases of the contract are settled and approved by the Wage Stabilization Board.

P. Lorillard Signs P. LORILLARD Co., New York, has signed for two news programs on 328 stations on ABC radio effective yesterday (Sunday). Monday Morning Headlines (Sunday, 6:15-6:30 p.m.) will be underwritten by the company's Embassy cigarettes and the Taylor Grant-News show (Sunday, 9:15-10 p.m.) will be sponsored by Old Gold cigarettes. Lennen & Newell, New York, is the agency.

Bouquet to WAAM (TV) DETLEV W. BRONK, world-famed scientist and president of Johns Hopkins U., has paid tribute to Ben and Herman Cohen, president and vice president of WAAM (TV). Speaking, for "outstanding public service" in interest of education, religion, social service and arts. As chairman of WAAM Program Advisory Council, President Bronk arranged the testimonial and presented a scroll to WAAM executives. Members of the group were joined in signing the scroll. Its members include public, religious and civic leaders. Among WAAM achievements for education is Johns Hopkin's Science Review, award-winning telecast developed cooperatively with the university.

WOW-TV EXPANDS Will Up Power to 28 kw A $120,000 improvement and expansion program is underway at WOW-TV Omaha. Present construction is the first segment of a two-part program which WOW-TV hopes will lead to power increase to 100 kw. The initial program, already approved by FCC, will jump WOW-TV's power from its present 17.2 kw to 28 kw. The second step, which would up the station's power to the maximum 100 kw, awaits FCC approval, it was reported. Assembly and testing of the new antenna already have begun, with actual work on the modification of the WOW-TV tower slated to begin Nov. 5. All equipment is scheduled for installation by mid-November. Construction work will be under direction of WOW and accelerator Engineer W. J. Koteru and RCA engineers.

Frank P. Fogarty, general manager of Meredith WOW-TV, the parent of WOW-TV, said that in addition to improving WOW-TV's signal, the program also will extend the station's service area about 12 miles.


Fellows Heads Drive HAROLD E. FELLOWS, NATB president, has been named chairman of the National Radio & Television Committee. The committee marks the 1953-54 drive by the Dimes by Basil O'Connor, president of the National Foundation for Incontinent Paralysis.

CBS-TV SHIFT Aubrey to Head KNXT (TV) JAMES T. AUBREY Jr., for 10 months sales manager, has been named manager of KNXT (TV) Hollywood, CBS-TV owned station, and general manager of Columbia Television Pacific Network.

The appointment was announced Wednesday by Derlie S. Jones, vice president in charge of CBS Television stations and general service. Mr. Aubrey succeeds Wilbur S. Edwards, shifted to New York as general sales manager of CBS Tele vision film sales [B+T, Oct. 29].

Mr. Jones also revealed that Edmund C. Bunker, account executive in CBS-TV network sales, New York, is being transferred to Hollywood as sales manager of KNXT and CTPN, taking over the first week in November.

With CBS for more than four years, Mr. Aubrey joined KNXT in 1950 when it was purchased by the network from the Thomas S. Lee family. Previously, he was KNXT account executive for two years.

Mr. Bunker was account executive with Avery-Knodel Inc., New York, before joining CBS network sales in June 1949. Before, he had been regional sales manager of WIS Columbia, S. C. He at one time had been program director and chief announcer at WSCN Charleston, S. C. and account executive and copywriter at WTOP Savannah, Ga.

Philip Morris Looks PHILLIP MORRIS cigarettes, New York, through Biow Co., is looking for a new shingle, "The Little Margie on CBS Radio. Later program will be cancelled Nov. 26 but the firm will retain the Wednesday 9:00-10 p.m. time. Cigarette firm also plans to place its My Little Margie on CBS-TV but the time and exact starting date have not been set. Program is on NBC-TV for five weeks.

UBC Appoints Two GRAEME ZIMMER, formerly general manager of WCAV Norfolk, Va., and WXG Richardon, Va., has joined United Broadcasting Co., Washington, taking charge of real estate sales in New York City, according to Richard Eaton, head of the UBC operations. Robert L. Wittig continues in charge of the New York sales office. Eugene Miller, formerly manager of WRFD Wellington, Ohio, has been named UBC publicity di rector at Washington headquarters.
When you place your TV film shows on a Spot basis, you don't get tangled up in cable allocations, "must" stations or minimum group requirements. With Spot, you buy only the markets you wish ... find stations clear time more readily. And there's a saving in time charges—enough to cover film prints, their distribution and others costs.

Get the full details from your Katz representative.
Single Rate Card Favor ed

Single rates for day and night time deserve most of the credit for a three-year climb in gross receipts of WWDC Washington, according to Ben Strouse, general manager of the station (see rate card survey on this page). "Equal rates for the hours between 6:30 a.m. and 11 p.m. are a terrific attraction to national and local advertisers," said Mr. Strouse, one of the first to adopt the single rate formula.

"We equalized rates Feb. 1, 1950 when we went from 250 w to 5 kw and 6:30 a.m.," he continued. "Our daytime to night time, with the exception of special rates between 11 p.m. and 6:30 a.m. was 25% over 1949. In 1951, our biggest year up to date, our gross was 5% over 1950. Now 1952 looks still larger and our gross should be 15% over 1951." Mr. Strouse stated further:

We should have equalized our rates many years ago. TV was not an important factor in night radio in early 1958. As an independent station at that time, WWDC had a substantial share of the night audience, though bucking big-name radio programs. When we added it wasn't fair, however, to charge advertisers a substantially higher rate at night because the audience wasn't that much larger.

By the time we joined MBS in March 1951, television's influence had grown. Our audience was eroded. The situation had changed, the structure, however, and more than held our own with our daytime audience.

Night radio rates at that time were too high in proportion to the daytime scale. Stations should raise their daytime rates and lower their nighttime rates. It is equalizing the rates on the basis and the job done for the advertiser. Radio rates have long been too low.

Single Rate Card Credited

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Our first thirty years!

WOAI

19 22
500 Watts

19 25
5,000 WATTS

19 30
50,000 WATTS

1949

TQN

NATIONAL

Represented Nationally by
EDWARD PETRY & COMPANY, INC.
New York • Chicago • Los Angeles • St. Louis
Dallas • San Francisco • Detroit

Texas

19 20
4,663,000

19 30
5,824,000

19 40
6,414,000

19 50
7,711,000

San Antonio

19 20
161,000

19 30
232,000

19 40
254,000

19 50
455,000

CLEAR CHANNEL 50,000 WATTS

WOAI
SAN ANTONIO

October 27, 1952 • Page 37
Campaign Radio-Television Fever Rages

(Continued from page 21)

uled a "preview" tonight (Mon-
day), on its Johns Hopkins Science
Review (8:30-9 p.m.), of Remingt-
on's Ricks' new book, "The Nutra-

l brain" which CBS-TV will use in its
election coverage. The preview will
present the machine's inventor, Dr. John
p. 25, in addition to placing the CBS-
TV coverage on the four DuMont
stations, Westinghouse also has be-

The New York Republican State
Committee announced a number of
broadcasts on New York state sta-

tions last Thursday, Friday, and Sat-

day on behalf of Presidential and/or

The listings included a Thursday evening half-hour broadcast by Gen.
Eisenhower from Buffalo, a Friday
night broadcast from New York state radio affiliates of NBC, plus WPIX-TV Buffalo a quar-

ter-hour speech by Dean Aillaune on WQXR New York Friday night, with rebroad-
stcast Saturday night over WMCA New York; a 10-hour weekend Gov.

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stcast Saturday night over WMCA New York; a 10-hour weekend Gov.

In the meantime, ABC, outlining technical features of its coverage plans, estimated it would use a half-
million dollars worth of specialized equipment, including a new "Robot

Reporter" and at least 125 micro-
phones and 35 TV cameras in stud-
os and at key election points across the country. The network will head the staff of ABC com-

mentators.

Mutual, adding to its earlier an-

ouncement of plans, said some 26 regional centers are being set up throughout the nation to aug-

ment its five major news bu-

This Saturday, the two networks will present special coverage of the National

NIXON'S NIelsen

Aspirant Gets 48.9 Rating

REPUBLICAN Vice Presidential candidate Richard Nixon attracted an audience of 9,136,000 families to his Sept. 23 telecast on a 62-

station hookup of NBC-TV, accord-

ingly to A. C. Nielsen Co., which
gave the program a rating of 48.9.

Political speeches telecast on the

Network in the Sept. 15-24 period are reported on by Nielsen as follows:

<table>
<thead>
<tr>
<th>Speaker</th>
<th>Date</th>
<th>Time</th>
<th>Nielsen Rating</th>
</tr>
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<tbody>
<tr>
<td>Stevenson</td>
<td>NBC (45)</td>
<td>9/15</td>
<td>10:30</td>
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<tr>
<td></td>
<td>NBC (56)</td>
<td>9/17</td>
<td>11:30</td>
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<tr>
<td></td>
<td>NBC (51)</td>
<td>9/19</td>
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<td></td>
<td>NBC (56)</td>
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<td>CBS (48)</td>
<td>9/23</td>
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<td></td>
<td>NBC (52)</td>
<td>11/30</td>
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<td>Eisenhower</td>
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<td>11/30</td>
<td>9:30</td>
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</tbody>
</table>

The Nielsen ratings are for 100,000 households in the U.S., 60 of which are

In denoting the petition by Mr.

Barger, one-time chief investiga-

tor for the Committee of experts
on the FCC, and Henry Stratton,
also Washington, the Commission also

The Court has decided that it

would appeal the whole trans-

The Court has decided that it

would appeal the whole trans-

but has not involved in the dispute. TRA's pe-

lition last summer raised the point of

when transcribing is properly a broad

service within the meaning of the Communications Act.

DUEL OF CANDIDATES

PROPOSED by Columnist

Mr. Humphrey suggested it

be called Twenty Questions—and

NBC was said to have given a con-

ditional verbal offer, the condition be-

ing that the nominees file a protest

of policy. However, since he has
carried his false and malicious accusa-

tions for so long that they have be-

come a part of his daily speech, there is no

meant by the "Post." The Post has

no alternative except to resort to legal

action.

Spokesmen for ABC, which car-

ries Mr. Winchell's telecast at 6:45 p.m. (EST) Saturday and his radio

broadcast at 9 p.m. that day, re-

defined during the week the network had not been served papers.

Poll Predictions

SPEAKERS panel of pollsters Arch Crossey, George Gallup, Elmo Roper and Bud Wilson will discuss "Why the Polls Won't Go Wrong in 1952" at the New York chapter meeting of American Mark-

eting Assn. at New York's Bel-

mont Hotel Thursday. They will cite

improvements in polling techniques and will predict who will be the next U. S. Pres-

ident.
Mr. Ralph Stufflebeam
Radio Station KXOK-FM
St. Louis, Missouri

Dear Ralph:

When we started our Gardef campaign on KXOK-FM, you asked me to keep track of any results directly traceable to the announcement and let you know. Here are the facts.

(1) You will recall that we featured a “gimmick” in newspaper, t-v, and radio: Gardef Girls who asked everyone they met “Do you have a package of Gardef?” and if so, would award them $2.00 for the answer to a simple general interest question. Of the more than 100,000 asked, 10,000 plus were aware of the $5.00 offer – 67% had heard about it from the bus’ and the remaining 33% was about equally divided between television and newspaper.

(2) Daily reports from our twelve sampling girls, stationed at busy intersections and in front of key chain drug and department stores, reported hundreds of instances where people got off the bus and went directly to the candy counter to ask for Gardef. Mail Drug stores, who refused to stock it initially, reported so many calls that they bought 400 boxes the second week.

Seldom do you do an advertising campaign as satisfying as this Gardef campaign in St. Louis. Our sales have exceeded expectations; and because of the nature of the campaign, the client has been able to trace results clearly and concisely.

I thank you for insisting that we alter our plans and use KXOK-FM, and we appreciate your splendid co-operation in the campaign.

Charles H. Brown
President

Represented by FORJOE NATIONAL, INC.

What do you buy? ... time ... space ... or RESULTS?

You buy RESULTS ... and you buy the medium that produces the best RESULTS.

Your ad dollars go farther — with greater results in Transit Radio. Transit Radio sells RESULTS at the low ... low cost of $1.00, or less, per thousand impressions — with circulation audited — and impact only minutes before consumer purchasing. Get the full story from your nearest FORJOE rep.

Cincinnati ... WKRC-FM
Washington, D. C. ... WWDC-FM
Kansas City ... KCMO-FM
Pittsburgh ... WKJF-FM
Worcester ... WGTR-FM
Trenton ... WTOA-FM
Tacoma ... KTNT-FM
HERE'S

WLS
OPERATION GROCER

CERTIFIED

We enjoyed an average increase of between 13% and 14% on all items advertised during the sale, advises K. Stupp of Certified Grocers of Illinois, Inc.
Step up the sales of your grocery-sold product in the great Chicago market by making it a part of the time-tested, result-proven, OPERATION GROCER Merchandising-Advertising Plan. The above are typical accomplishments... many report far greater sales increases from their participation in OPERATION GROCER. Your John Blair man can supply all the facts... facts you should have if you're interested in increasing your sales in the nation's second largest market. Write, 'phone or wire today for complete information!
To a time buyer who wants zein

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

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

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

Strictly Business
(Continued from page 18)

was appointed sales manager of the station in 1948 and of WOR-TV in 1949 and assumed his present post last September.

Mr. Mayo credits his father and three of his uncles for his sales interest. As a youngster growing up in Erie, Pa., where he was born on June 8, 1913, he often had occasion to discuss his ambition with his uncles (all highly successful salesmen) and his father, who conducted a flourishing leather goods business.

He received his early education at Phillips Academy, Andover, Mass., and matriculated at Princeton in 1935. His major in college was political science and among his outside interests he was assistant manager of the football team and a member of the Triangle Club. It was his interest in dramatics, Mr. Mayo recalls, that prompted him to strike out for a career in radio broadcasting after his formal education.

To get a jump on his contemporaries, Mr. Mayo accepted a position with the Firestone Rubber & Tire Co. sales department the summers of 1934-5.

"Strangely enough, I started with a rubber company and have wound up with a rubber company," Mr. Mayo comments wryly, referring to WOR-TV's ownership by the General Teleradio Corp., a subsidiary of the General Tire & Rubber Co. His staff also serves as representative for KJH-TV Los Angeles, another General Teleradio property.

Respects Radio

As an executive who received his basic training in radio, Mr. Mayo expresses profound respect for radio as an advertising medium, but he sums up his attitude toward television this way:

"Television is the greatest advertising and sales medium, not only for the present but the future."

Mr. Mayo believes that an independent operation like WOR-TV keeps an executive like himself on his toes because it requires constant alertness to costs, a sharp eye for production value and an intimate knowledge of labor relations. But such problems hold no fears for Mr. Mayo, who survived four major invasions in both the European and Pacific theatres of operation during 1942-45 service as a Navy lieutenant, senior grade.

Mr. Mayo is married to the former Barbara Jacobs of Bethlehem, Pa. They live in Roslyn Estates, L. I., with their three children: John, 10; Jeff, 8 and Deborah, 4½.

He belongs to the Princeton Club of New York and the Sales Executives Club of New York and is a deacon of the Roslyn Presbyterian Church. He likes to garden and putter around the house.

Walker Tribute

FCC Chairman Paul A. Walker received a public tribute from Stephen Mitchell, Democratic National Committee chairman, when the latter spoke in Oklahoma City Oct. 16. Mr. Mitchell said he shared the pride of fellow Democrats in that state's "great contribution to the national scene." Chairman Walker was cited along with other officials of federal agencies and departments "whom the Democratic party has been sensible enough to put into positions of great responsibility." Chairman Mitchell also praised Sen. Robert Kerr (D-Okl.) for his speeches on radio and television to promote the Democratic ticket. Sen. Kerr is part owner of KRMG Tulsa and WEEK Peoria, Ill., with WEEK-TV expected to begin operation next January.

AGENCY NAMINGS
At St. Georges & Keyes

NAMING of a new president and appointment of three new vice presidents were announced last week by St. Georges & Keyes, New York.

Maubert St. Georges, president of the advertising agency since its formation in 1939, takes over the newly-created position of chairman of the board, while Stanley J. Keyes Jr., executive vice president, becomes president and chief executive officer.

New vice presidents are: James J. Freeman, media director and account executive; S. Ward Seeley, copy chief, and John L. Fitzgerald, account executive. They also will serve on the agency's executive committee.

KNOG To Join CBS

KNOG Nogales, Ariz., 250 w independent on 1340 ke, will join CBS Radio as a bonus affiliate and member of the Arizona group, effective Nov. 2. William A. Schudt Jr., national director of station relations for the network, announced last week. The station is licensed to Old Pueblo Broadcasting Co., of which CBS Radio and TV star Gene Autry is principal owner. H. C. Tovre is president. With the addition of KNOG, CBS Radio will have 215 affiliates.

'Touchdown Tips'

SALES of Touchdown Tips With Sam Hayes have increased from 40 to 100% in 1962, RCA Recorded Program Services Sales reported last week. Package now reaches estimated audience of 4,050,000, spokesman said. The transcribed 13-quarter-hour series is in its 11th season.
The fact that the audience comes FIRST continues to keep WREC out in front as Memphis No. 1 Station. In providing a service dedicated to public interest, WREC is proud of the engineering perfection, adequate power and prestige that work to the best interest of advertisers, too! Here are two facts that prove our point: WREC has the highest Hooper rating of any Memphis Radio station. Rates are 10.1% lower per thousand listeners than in 1946.
AES AUDIO FAIR
Set in N.Y. Oct. 29-Nov. 1
Audio Engineering Society's annual Audio Fair Oct. 29-Nov. 1 at New York's Hotel New Yorker will be attended by 15,000 high-fidelity hobbyists, professional audio engineers and music lovers, according to Harry N. Reizes, fair manager.
Admission is free to the fair, where purchasing agents and buyers will represent major jobbers, distributers and dealers, Mr. Reizes said, adding that more than 100 manufacturers have engaged exhibition space. The fair is held in conjunction with the annual AES convention. G. A. Briggs and Harold Leak, British audio authorities, will deliver talks, according to F. Sumner Hall, AES vice president.

Roger H. Nash
ROGER H. NASH, 44, district sales manager in Washington, D. C., for RCA Communications Inc. since 1948, died Oct. 20 while en route to work from his home in nearby Arlington, Va. Mr. Nash joined RCA Communications in New York during 1946 after serving in the Army Signal Corps in World War II. Survivors include his wife and a daughter.

HAROLD A. LAFOUNT, 72, radio consultant to Bulova Watch Co. interests and member of the former Federal Radio Commission, died Tuesday in Detroit at the home of his daughter, Mrs. George Romney. Widely known in the broadcasting and related industries, Mr. Lafount was an important influence in the early development of radio regulation. He was appointed to the FRC in 1927 by President Coolidge when the first separate radio agency was set up in the government. He served with the Commission until it was replaced by the FCC in 1934.
As a radio commissioner he was interested in improving reception by increasing the power of large stations and reducing interference from smaller outlets. He advocated creation of citizens advisory boards to guide stations in allocating sustaining time to community interests.
As far back as 1931 he was interested in development of television service and at one time suggested program supervision to prevent abuses through objectionable advertising or programming. He was an important factor in development of federal regulations requiring equal treatment to political parties and candidates.
When FRC was abolished Mr. Lafount joined the Arde Bulova radio station interests, becoming president of Atlantic Coast Network. His official capacities included president of WCOP and WORL Boston; vice president of WNEW and WOW New York, and WNBC New Britain, Conn.
Activities included presidency of Broadcasting Service Organization, Boston, and the unaffiliates' association, National Independent Broadcasters. He was vice president of Wodaam Corp., Greater New York Broadcasting Corp. and Fifth-Forty-Sixth Corp.

During World War II Mr. Lafount was chairman of the Radio Committee, New York City War Fund, and later a member of the National Radio Committee of the National War Fund.

Harold Arundel Lafount was born in Birmingham, England, going to Salt Lake City in 1883 as a boy. He attended Utah State Agricultural College, receiving a degree in civil engineering. From 1919 to 1924 he was a bishop in the Mormon church.

Following college, Mr. Lafount helped his father in a Logan, Utah, retail hardware business, later becoming manager of Pacific Land & Water Co. in Salt Lake City.

Mr. Lafount was a Republican but publicly refuted a Republican charge in 1933 that the Roosevelt Administration was planning to censor broadcasts.

Surviving are his mother, Mrs. Robert Lafount; four daughters, Mrs. Romney, Mrs. Earl Richards, Mrs. Ruth Colby and Mrs. John Scowcroft, and a sister, Mrs. Elsie Sullivan.

Friends were asked by the family not to send flowers. Contributions will be accepted to the Harold A. Lafount Tribute Fund, 51 W. Warren St., Detroit.

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**1880 Harold A. Lafount 1952**

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**THE WHLI STORY**

ONE STATION WHLI IN EVER GROWING LONG ISLAND

Delivers more listeners at a lower cost per 1,000 families than any network station— or all other independents combined!

YOU MUST USE WHLI... TO SUCCESSFULLY REACH THE $4,000,000,000 LONG ISLAND MARKET!

WHLI . . . . 27.5

“A” Network . . . . . 21.8

“B” Network . . . . . 18.1

“C” Network . . . . . 14.2

“D” Network . . . . . 8.3

All Others . . . . . 10.1

Monday thru Sunday-Daytime-Spring 1952
Conlan-Hempstead Town-Long Island-New York

DATA SOURCES

Sales Management Survey of Buying Power, May 1952
Conlan Study of Listening Habits, Feb. 1952

REPRESENTED BY RAMBEAU

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Page 44 • October 27, 1952

BROADCASTING • Telecasting
Radio news has always been a sensible advertising buy. Now it is a particularly brilliant advertising investment—especially when enhanced by the flexibility, prestige, impact and economy of these NBC CO-OP NEWS PROGRAMS.

Each is available to local and national advertisers on any one or more of the NBC affiliated stations at a minimum program cost predicated on the individual station's time rates.

H. V. KALTENBORN MON. WED. FRI. — 7:00-7:15 PM NYT — SAT. — 6:15-6:30 PM NYT. “The dean” with his informed, reasoned analysis of the news.

RICHARD HARKNESS TUES. & THURS. — 7:00-7:15 PM NYT. Expert, intelligent news reporting and interpretation.

NEWS OF THE WORLD with MORGAN BEATTY — MON. thru FRI. — 11:15-11:30 PM NYT. A late night roundup by one of America’s most popular interpreters of the news. (Not available to Pacific Zone).

WORLD NEWS ROUNDUP with WILLIAM SPRAGUE — MON. thru SAT. — 8:00-8:15 AM NYT. With BILL FITZGERALD — SUN. 9:00-9:15 AM NYT. Early morning news, highlighting reports from 26 NBC overseas correspondents.

HOME EDITION OF THE NEWS with MERRILL MUELLER — MON. thru FRI — 1:30-1:45 PM NYT. Midday news presentation designed for the daytime audience.

Among the advertisers using NBC CO-OP News programs are:

METROPOLITAN LIFE INSURANCE CO.
PETER PAUL CANDIES
SEARS ROEBUCK & CO.
SOUTH CAROLINA ELECTRIC & GAS CO.
STANDARD OIL OF INDIANA
THE BOSTON STORE
FIRST NATIONAL BANK OF AMARILLO, ELKHART, LEWISTON, ST. LOUIS, TAMPA

Other NBC CO-OP radio and television programs available for sale:

BILL STERN’S SPORTS REVIEW
DANGEROUS ASSIGNMENT WITH BRIAN DONLEVY
HOWDY DOODY
MEREDITH WILLSON
AMERICAN FORUM OF THE AIR (TV)
ROOTIE KAZOOTIE (TV)
WHO SAID THAT? (TV)

For further details consult your nearest NBC station or

NBC CO-OP SALES
NATIONAL BROADCASTING COMPANY
30 Rockefeller Plaza • New York 20, New York
## Comparative Network ShowSheet

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**NATIONAL NETWORK**

**November 1952**

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<tr>
<td>6:00</td>
<td>Alice</td>
<td>Too Hot</td>
<td>Roy Rogers</td>
<td>In the Mood</td>
<td>Sports Parade</td>
<td>The Downbeats</td>
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<td>6:15</td>
<td>C. J. Gordon</td>
<td>Family</td>
<td>Startled</td>
<td>Jack Benny</td>
<td>Top, Top, Top</td>
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<td>6:30</td>
<td>Mrs. Miniver</td>
<td>Shadow</td>
<td>The Bump</td>
<td>Captain Video</td>
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<td>6:45</td>
<td>The Map</td>
<td>The Lanny</td>
<td>The Spirit of '76</td>
<td>The Adventures of Superman</td>
<td>Johnny West</td>
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<td>Dragnet</td>
<td>The Real</td>
<td>The Admiral Collection</td>
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<td>Raffles</td>
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**Advertising**

*Program number of stations: National, 22; regional, 168; local, 80. As announced.*

*For Sunday afternoon: Airing*
That's right—240,000 new U.S. customers who may never have heard of your product! 240,000 more customers than there were in September... college students, brides and grooms, craftsmen and farmers and executives!

We didn't invent the figure. It derives directly from Census Bureau statistics. And it proves once more that you must keep telling your advertising story over and over.

There isn't any short-cut. But there is a way to get the longest mileage from your advertising dollar. That's radio. And in six of the nation's biggest market-areas... Boston, Springfield, Philadelphia, Pittsburgh, Fort Wayne, and Portland, Oregon... you'll find powerful and popular Westinghouse stations to help reach both new and old customers at consistently low cost.

On the day this magazine was published, U.S. population totaled 158,029,409—according to the "electric scoreboard" in the Department of Commerce.
**1887 Francis P. Matthews 1952**

FUNERAL services were conducted last week for Francis P. Matthews, 65, broadcaster and high public official, who died Oct. 18.

Mr. Matthews, Ambassador to Ireland and former Secretary of the Navy, died following a heart attack while on a visit to his home in Omaha from his post in Dublin.

At one time, Mr. Matthews held a 9% interest in KODY North Platte, Neb., and WOW-AM-TV Omaha. He was president of WOW Inc. until its sale in August 1951 to Meredith Publishing Co. [B*T, Aug. 15, 1951]. In addition, Mr. Matthews had been a member of the Federal Communications Bar Assn.

Born March 15, 1887, and reared in Albion, Neb., Mr. Matthews rose to become one of Nebraska's proudest sons. Until President Truman asked him to come to Washington as Secretary of the Navy in May 1949, Mr. Matthews had for the two previous decades directed most civic activity in Omaha. Trusteeship he held included that of Boys Town.

Mr. Matthews, as Secretary of the Navy, presided over the Navy's incorporation into the overall unification of armed forces. In the battle over unification, Adm. Louis E. Denfeld, Chief of Naval Operations, was replaced because he disagreed with the Secretary on unification.

**SPOT BARRAGE**

In Get-Out-Vote Plans

PRE-ELECTION radio and TV barrage will be conducted as NARTB winds up its campaign to break registration records and bring out the vote on Election Day. The public service drive is conducted by NARTB in cooperation with American Heritage Foundation.

Reports of record registration continue to reach AHF headquarters in New York, with radio and TV getting a predominant share of the credit for a more than 15% increase [B*T, Oct. 18].

The last-minute drive will be directed to the vote-stimulating phase. John P. Patt, WGAR Cleveland, national chairman of the NARTB election committee, has asked broadcasters and telecasters to help local election officials prepare for the increased traffic at the polls by giving voting machine and ballot-marking instructions and announcing polling places and hours.

The last fortnight of the campaign will include 10 spots a day for 11 days on 3,090 radio and TV stations, or a total of 118% solid 24-hour days of time contributed. This total does not include the many hours of time devoted to the drive by radio and TV networks, nor special interviews and programs contributed at the community level.

Because of the growing use of voting machines, TV stations have been asked to demonstrate their operation. Where ballots are used stations will show how to vote.

AHF has asked all stations to contact governors and mayors, suggesting services that can be provided on behalf of election officers.

**NBS Report**

ENGINEERING and scientific inquiries conducted by the National Bureau of Standards during fiscal 1951 are summarized in a new booklet, Annual Report 1951, published by the bureau this month. Included in NBS research and development projects are radio propagation, electronics, missiles and other subjects. Report (No. 204) contains 106 pages and 28 illustrations, and is available for 50 cents from the Government Printing Office, Washington 25, D. C.

TWO articles by Russell E. Olsalus, general manager, WMPS Chattanoogas, appear in the October issue of Author & Journalist. Articles deal with selling the nation's Negro market.

**BOX OFFICES DON'T LIE**

Take the tip of men who know. Beaming from Califonia to the entire mainland is the new, inexpensive, productive way to focus your advertising on the $5,000,000,000 South California market. And KBIG coverage and listenership are accomplished facts.

Already 107 advertisers have gotten the KBIG Idea. So act. Nail down your K-BIG Moments now by calling Meeker or us.

**DARN!**

Only half the people in Calexico like KBIG! *

Does KBIG sell all of Southern California? You judge, from these comments of theatre managers all over the Southland. They were asked their opinion of KBIG by Western Amusement Company, which sponsors a 10-minute "Movietime" program daily on KBIG:

---

* "KBIG puts out a strong signal in our area...it is the center of conversation..." Paul Carlisle, Manager-Favored Theatres, Riverside Cal. Riverside County, 105 mi. north from Calexico

"KBIG comes in very clear here, in fact the reception is better than ...", which was the most listened to station prior to the advent of KBIG

Frank Justice, El Rancho & Mesa Theatres, Visalia Cal. Maricopa County, 132 mi. north from Calexico

"KBIG comes in with less interference than any other station and is fact, unquestionably the most popular of this location..." E. C. McLain, Don Theate, Yuma Cal. County, 45 mi. north from Calexico.

"About half the people like the station, the other half do not hear us...the majority of people in El Centro listen to KBIG..." General Manager Heber Green, El Centro Cal. Imperial County, 172 mi. north from Calexico

George Wright, Yuma Cal. Calipso Theatre, Yuma Cal. 18 mi. north from Calexico

Cicero Merhav, Yuma Cal. Mission Theatre, Yuma Cal. 18 mi. north from Calexico.

"KBIG is not the only one..." Mrs. R. C. Hughes, Riverside Cal. Riverside County, 105 mi. north from Calexico.


"I've heard a lot of people..." Louis Frey, San Ysidro Cal. San Ysidro Theatres, Imperial County, 17 mi. north from Calexico.

"I've heard people say that..." D. A. Morgan,-Huntington Beach. Huntington Cal. Fox Theatre, Huntington Cal. Orange County, 60 mi. north from Calexico.

---
STAR-SPANGLED EXCITEMENT!

SPONSORED IN OVER 500 MARKETS IN JUST 90 DAYS!

THE MOST AMAZING RECORD OF SALES IN THE HISTORY OF RADIO!

BANKS like these are grabbing "Freedom, U. S. A."
- FIRST AMERICAN STATE BANK, Wausau, Wisc. - WSMU
- PERPETUAL BLDG. ASSOCIATION, Washington, D. C. - WTOP
- CRUSHER FIRST NATIONAL BANK, San Francisco, Calif. - KSD
- PLANTERS NATIONAL BANK & TRUST, Rocky Mount, N. C. - WFTM
- RHINELANDER BLDG. & LOAN ASSOC., Rhinelander, Wis. - WJTW
- FIRST NATIONAL BANK, Odessa, Texas - KOSA
- FIRST NATIONAL BANK OF LEWISTON, Lewiston, Pa. - WMBF
- BUDGET FINANCE CO., Las Vegas, Nevada - KLAS
- FIRST CITIZENS BANK & TRUST CO., Fayetteville, N. C. - WMFC
- CITY NATIONAL BANK OF CENTRALIA, Centralia, Ill. - WMCN
- AMARILLO NATIONAL BANK, Amarillo, Texas
- MIDLAND NATIONAL BANK, Midland, Texas - KCRS
- FIRST NATIONAL BANK OF THE BLACK HILLS, Rapid City, S. D. - KOTA
- MOUNTAIN NATIONAL BANK OF CLIFTON FORGE, Clifton Forge, Va. - WCFT
- SOUTHERN ARIZONA BANK & TRUST CO., Tucson, Ariz. - KCHB
- FIDELITY NATIONAL BANK, Twin Falls, Idaho - KTFI
- FIRST NATIONAL BANK, Missoula, Mont. - KGVO

BAKERIES like these are presenting "Freedom, U. S. A."
- HOME BAKERY, Laramie, Wyoming - KOWB
- MULLER GROCERS BAKING CO., Saginaw and Bay City, Mich. - WSMN
- SUPREME BAKING CO., Des Moines, Iowa - KIOA
- HONEYCRUST BREAD, Somerset, Ky. - WSFC

BREWERS like these are signing up "Freedom, U. S. A."
- GREAT FALLS BREWERIES, Inc., Great Falls, Mont. - KERB
- VALLEY DISTRIBUTING CO., FOR GREAT FALLS, Livingston, Mont. - KPRK
- FLATHEAD DISTRIBUTING CO. FOR GREAT FALLS, Kalispell, Mont. - KGZ
- FRED KOCH BREWERY, Inc., Dunkirk, N. Y. - WFCB
- GEORGE F. PFALMER CO., Colorado Springs, Colorado - KRBO
Tyrone Power

STARRING IN

"Freedom, U.S.A."

FEATURING EDWIN C. HILL WITH THE DAVID ROSE ORCHESTRA, JIMMY WALLINGTON, AND AN ALL-STAR SUPPORTING CAST!

SPONSORS GET RESULTS BECAUSE ZIV MAKES THINGS HAPPEN!

Ziv doesn't just sell you the show and leave you to promote it the best way you can. Ziv provides brilliantly planned, elaborately produced, dynamic selling tools to assure you of tremendous listener response!

FREE!

THE GREATEST PROMOTION EVER BUILT AROUND ANY RADIO PROGRAM!

Just look at the attention-getting, audience-arresting promotional materials shown in this ad... all are salesmen-in-waiting... ready to go to work for you when you sponsor the most timely and important radio program on the air today!
ONE MUST assume that the members of the FCC have read with interest the articles published by the Wall Street Journal containing enlightenment, if not entirely complimentary, biographical notes on Ralph Stolkin, the 84-year-old millionaire who in recent months has become a tycoon of movies, radio and TV.

Only last August the FCC approved the purchase of KINN Portland and KJR Seattle by two companies in which Mr. Stolkin has substantial stock interest. Eventually it will be called on to consider television applications filed by those companies and another TV application for Springfield, Ill., filed by WMAY Inc., in which Mr. Stolkin has a 10% capital stock holding. He also has a minority interest in KXOB Stockton, Calif., likewise a TV applicant.

In deciding whether an applicant is entitled to be granted a license, it is obliged to examine not only the financial capacities of the petitioner but also the quality of its general character.

In all these companies Mr. Stolkin is associated with respected broadcasters. Whether his presence enhances the character of the licensees is something the FCC will have to determine.

In Meetings Assembled

THE 1952 cycle of NARTB district meetings is over. From August in Cleveland until last week in Boston, 17 two-day sessions spanning the nation were held. They served a most useful purpose. Over-all attendance broke all records. Iron-Man Hal Fellows, NARTB president, made sure they said that many speeches and presentations for better broadcasting as GOP and Democratic Presidential candidates have made campaigning for themselves.

But it should be pointed out that during 1952 broadcasters also broke all records as the most meetingest group of professionals extant. There were, in addition to the NARTB sessions, the meetings of state associations (38 of them now); clinics of BMI, AP and BAB; meetings of the American Women in Radio & Television; meetings of affiliates of networks, college institutes, engineering seminaries, conclaves, pow-pows, and meetings to organize other meetings.

All told, meetings have averaged about one a day, excluding Saturdays, Sundays and legal holidays.

Now we do not decry or view with alarm. There's no better way to keep informed than to meet the people in the know. NARTB's job is to know things about this business of broadcasting-telecasting, and this administration seems to know them on all fronts better than any of its worthy predecessors. It has more members and more of a budget with which to tell the members what it knows.

Our point is that there are just too darn many meetings for groups at different places and different times. Aside from the dollars spent and the man-hours dissipated, there's the matter of sheer physical stamina. Perhaps that's the reason the number of top men attending the sessions diminishes year by year.

It would seem to us that the job could be done by tying in the subsidiary sessions with the main district meetings. For example, the state associations could hold their sessions at the district meeting site a day ahead. The BMI and the BAB sessions, although these organizations are entirely separate and apart from NARTB, could be integrated in the NARTB programs. (Sidebar: It would bring to the NARTB scene non-members who would be available for "contact").

Through such a consolidation (and through elimination of many of the institutes and clinics under educational auspices) broadcasters would have time to attend other meetings. We have in mind the sessions of the American Assn. of Advertising Agencies, the Assn. of National Advertisers and the Advertising Federation of America meetings. There they would get the viewpoints of their customers and their competitors. They would not be eternally talking to themselves.

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Landslide (By Proxy)

UNLESS all present indications are proved wrong, unprecedented swarms of Americans will rouse themselves from the political apathy that has overcome them in past elections and will go to the polls Nov. 4.

One of the principal stimuli to voter interest has been the massive "Get Out the Vote" campaign conducted under the general guidance of the American Heritage Foundation. The evidence is incontrovertible that radio and television have done the best and biggest job of all media in the campaign.

As reported here a fortnight ago, Thomas D'Arcy Brophy, chairman of the board of Kenyon & Eckhardt and president of the foundation, calls the campaign "history's greatest citizen action program" and says that "a major reason for its success should go to the NARTB and to radio and television as a whole."

The foundation and the NARTB have been too busy planning and executing the last, and perhaps most difficult, phase of the campaign—persuading people who have registered to make the effort to go out and vote—to make a national survey of registration. Though details are lacking, it appears that registration for this election exceeds that of 1948 by 15 to 20%.

That means a lot of millions of Americans have been motivated to do something they haven't done before. It's a lesson here that cannot be ignored. If radio and television can exert such extraordinary influence in moving people to perform an action which, however important as an obligation of citizenship, is not one that brings direct, personal gain, they certainly have the capacity to move people to action which is of more immediate and personal meaning.

American broadcasters undertook and have vigorously carried out this "greatest citizen action program" for no other purposes than to satisfy their own sense of good citizenship. In doing so, however, they have unintentionally created for themselves a devastatingly con-

vincing sales talk for the commercial effectiveness of their media.

No other advertising vehicles have come with such obvious messages of the performance of radio and television in this campaign, though all have supported it to the full extent of their individual resources.

There is a perfect test case in which all media have to do some work to get the same message across. Of all of them, radio and television have transmitted the message most influentially to the most people.

The campaign was not conceived as a commercial proving ground and as far as we know no one anticipated it in this thought of it as such. The comparison in media effectiveness is an incidental by-product of the campaign. But the by-product should not be forgotten.

Raymond FitzHugh Herndon Jr.

TEXAS' claim that it has everything it needs right within its borders is backed to some degree by the career history of Raymond FitzHugh Herndon Jr., who reached success in his own hometown by becoming manager of KTRH Houston.

Born in Houston 43 years ago this Wednesday, the son of a successful physician, Mr. Herndon attended Houston public schools and was graduated from Rice Institute there in 1932.

The doctor's son decided early what he was going to be—a singer. As a singer he entered radio. Mr. Herndon's interest in the radio medium was whetted by his new job. From singing it was only a step to announcing; from announcing only a step to selling; from selling only a step to radio administrative positions—to complete his climb. All these took place during his radio career.

These facts speak pretty well as proof that Mr. Herndon landed in the right business. He is a member of CBS Affiliates Steering Committee and of the Texas Assn. of Broadcasters' board of directors. He is membership chairman of NARTB District 15. He is a member of the Houston Chamber of Commerce public-ity committee, the Houston Ad Club and the Houston Variety Club board of directors.

Mr. Herndon arrived at KTRH in October 1947 as commercial manager. He was promoted to assistant manager the next fall and was made manager in 1950, assuming fulltime administration of the 60-kw Houston CBS outlet.

"Radio," says Mr. Herndon, "has been a vital part of the American way of life since the early twenties. It has been so dominant in establishing our present standards of living that it now has become a part of our basic economy and will remain that way in the foreseeable future."

The KTRH manager feels that today radio's future is as bright as ever; that introduction of television into American homes will stimulate listener interest and affirmative results toward radio's growth and popularity.

KTRH, according to officials of the Houston Chronicle Publishing Co., which owns the station, has prospered under Mr. Herndon's leadership, and is an applicant for television in Texas' largest city.

Well known and well liked throughout the broadcast industry, the singer-turned-broad-

(Continued on page 68)
Yes, we at Station WNBQ (that's NBC Television in Chicago) have thought for a long, long time now that we have been doing a good job in holding our position as the number one television station in our area. Continual leadership in programs and audience and advertiser acceptance gave us good reason to think this. It's a natural result from always meeting each assignment from listener or sponsor as though it were the most important matter in the world.

However, it remained for a client to put our aims into words. Note this excerpt from a letter from Mr. Roderick Mitchell, radio-TV director of the Chicago office of N. W. Ayer & Son, Inc.:

"When you buy a show you expect to get a good show. After all, you're paying good money for it—you have the right to expect the best. But the same money does not give you the right to feel entitled to the wholehearted cooperation and friendly interest of all the members of the staff of the station involved. This must be freely given—and if it exists at all, it is born of that thing which is akin to artistry—a determination to do one's best.

"Last Saturday we got what we expected from WNBQ—a fine broadcast of the Little League Area finals. But beyond this, we received a cooperation and an interest in the success of the show that matched ours."

• Are you taking advantage of this extra interest in your success?

WNBQ
CHANNEL 5

REPRESENTED BY NBC SPOT SALES
speaking of platforms...

**Cutting Transcription Costs**—
is our **BIG** plank

**VOTE** for the SESAC Transcribed Library and you'll elect the service that will do the **whole job** for as little as **$45** a month (based on advertising rates).

And there's much more than economy in this candidate's platform. You can count on music for round-the-clock programming. You get over 4,200 varied selections — plus script shows, double-barreled sales aids, program notes, and 1,200 bridges, moods and themes.

It's easy to see why the SESAC Transcribed Library is the broadcasters' choice. Drop us a card for samples, discs and data.

**SESAC TRANSCRIBED LIBRARY**

SESAC Inc.  
475 Fifth Avenue, New York 17

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**front office**

**WILLIAM C. WHITLOCK** appointed general manager of KCLO Leavenworth, Kan., and coordinator of national sales for Mid-West Broadcasting System.

**B. GEORGE BARBER Jr.**, commercial manager, WCOG Greensboro, N. C., promoted to station manager, succeeding **HENRY SULLIVAN**, who moves to WGTM Wilson, in same capacity.

**WILLIAM FEILD**, Dallas, Tex., radio and public relations man, to KEVT Kerrville, Tex., as manager, replacing **DEAN TURNER**, who has resigned.

**ROBERT WOOD**, station relations staff, CBS-TV New York, promoted to assistant director of CBS Television Station Relations. **JOHN M. BOYLAN**, station relations department, ABC-TV, and **EDWARD SCOVILL**, station relations at CBS Radio, appointed staff representatives in CBS-TV's station relations.

**BILL HUNEFELD** to sales staff, KSFO San Francisco, after discharge from Naval Air Force, replacing **DOUG MINER** who has been recalled by U. S. Navy.

**BILL ENDICOTT**, KBRC Mt. Vernon, Wash., to KCRE Crescent City, Calif., as assistant manager.

**JETER C. PRITCHARD**, WNAX Annapolis, Md., to WPFR Baltimore on sales staff. **DON SPATZ**, continuity director at latter station, promoted to assistant to **ROBERT S. MASLIN Jr.**, vice president in charge of promotion.

**P. R. RANSOM** to KSIB Creston, Iowa, as sales manager after discharge from Marine Corps.

**GLEN McDANIEL**, former president of Radio-Television Mfrs. Assn., to law firm of Lundgren, Lincoln & Peterson, 63 Wall Street, N. Y., as member. Firm name has changed to LUNDGREN, LINCOLN, PETERSON & McDANIEL.

**RICHARD M. FANNING**, commercial manager, KSON San Diego, opens station representative office at 3757 Wilshire Blvd., L. A. Telephone is Dunkirk 2-2301.

**MARJORIE BOYLE**, executive secretary, WOR New York, to station's sales staff as assistant to **WILLIAM CRAWFORD**, sales manager.

**PETER MUSTAKI**, account executive, WQAM Miami, Fla., to KOTV (TV) Tulsa, Okla., in same capacity.

**Personal**s **...**

**FARRIS E. RAHALL**, president of WNAR Norristown, Pa., vice president, WWNR Beckley, W. Va., and WKP Allenstown, Pa., flying to Brazil to study TV operations in that country. **... JOHN D. GALE**, Southern California manager, Paul H. Raymond Co., station representative, elected to Hollywood Ad Club board of directors.

**LINCOLN W. MILLER**, assistant to the president, KIRO Seattle, re-elected president of Washington State Press Club.

**E. M. ROBERTS Jr.**, vice president, KXOK St. Louis, elected 2d vice president of city's Advertising Club. **... ROBERT T. TINCHER**, vice president and general manager, WNAV Yankton-Sioux City, S. D., elected to membership on U. of South Dakota development commission. **... DONALD L. CHAPIN**, assistant general manager, WKRY-TV Cincinnati, and **JOAN MARILYN GAMBLE**, TV performer, were married Oct. 10. **... MIKE MEEHAN**, salesman for WISN Milwaukee, and Bette Crownhart have announced their marriage. **... FRED RABELL**, president-general manager, KSON San Diego, and **DOCTOR JOHN. SON**, vice president-assistant general manager, same station, were married Oct. 8. **... FRED STUBBINS**, Los Angeles representative, KSDO San Diego, father of girl, Catherine Louise, Oct. 11. **... JAMES WEMPFLIE**, account executive, KNBB (TV) Hollywood, father of girl, Oct. 15.
HOW THE PROFIT SYSTEM BENEFITS YOU

1. Shortly after the end of World War II, we brought out a brand new super gasoline called 7600—a high octane aviation fuel adapted to automobile operating conditions. The performance of 7600 was so superior to anything the average motorist had experienced that it was months before we could supply our stations with enough to satisfy the demand.

2. Today 7600 is still the top-quality gasoline in the West by a comfortable margin. For its quality has steadily improved from year to year. But in one way 7600 has been a rather embarrassing success—for we haven’t always been able to keep pace with the demand for it.

3. In order to keep up with this demand, we were faced with doing one of two things: (1) reduce the quality of 7600 so that we could make more of it, or (2) undertake a program to increase our output of high octane super quality gasoline.

4. It didn’t take us long to decide on the desirability of increasing our facilities for making 7600—although the program represents an investment of many millions of dollars. For we reasoned that by maintaining the quality of 7600 we would get enough additional business to make a profit out of our investment.

5. This profit incentive is the driving force behind our whole competitive economic system. It has given the American people the best products, in the greatest abundance, at the lowest cost in the world. That’s why any attempt to tax away this profit incentive is bound to lower the standard of living of every American.
Faith in Radio Cited at Dist. 1
(Continued from page 39)

a program reaches, the area it covers, and its cost in relation to
other stations in the market. All other things being equal, he said,
"I'm personally inclined to favor a station which cooperates in making
listener surveys with other stations in its market, and which subscribes
to the Standard Audience Measurement of the Nielsen Coverage
Service."

Mary McKenna, group supervisor of timebuying, Benton & Bowles,
called for more surveys—not those measuring radio homes, the tra-
ditional yardstick—but surveys measuring radio listening in terms of
numbers of listeners: men, women and children.

She drew attention to the recent American Research Bureau survey
showing listening by rooms in the home, with the 78.2% in the kitch-
en for radio-only homes shifting to 50% in that room in radio-televi-
sion homes. Referring also to Dr. Forest Whan's survey in New Eng-
lnd, she noted a high percentage of two-set simultaneous listening
all day, she said that these show the new pattern of radio listening
in a TV market, but don’t consti-
tute enough data to continue to
 insure acceptance by clients of
radio's continued position of influ-
ence in such markets.

"That is," she continued, "so
long as stations continue to accept
and subscribe to local listening studies which measure the unreal-
istic unit of the so-called radio
home listening." Stressing the need
for a unified objective by all radio
stations in a market, Miss Mc-
Kenna emphasized that "in days
when the basic advertising value
of radio stations is being seriously
questioned, a pooling of resources
for responsible research to conclu-
sively prove the continued effec-
tiveness of radio should be the goal
of all stations."

Another selling job which sta-
tions should undertake in group
action, she suggested, is to sell dis-
tributors and retailers of drug and
grocery products on radio's effec-
tiveness as compared to other
media.

Package Rates

Discussing package rates, Miss
McKenna said she believes rate
structures should be competitive
but that such rates should be a
matter of open record available to
all advertisers on an equal basis.

Lewis H. Avery, head of Avery-
Knodel, station representatives,
compared factors regarded impor-
tant in timebuying ten years ago
with today. "There is idiosyn-
cratic worship of cost-per-thousand,
and much of the information used is
based on questionable facts and
figures," he said.

Harold E. Fellows, NARTE pres-
ident, warned that stations are now
operating under the threat of a
Federal "big stick." Future develop-
ments, he said, might include
controls limiting radio and TV in
broadcasting of public events and
a new standing Congressional
committee to investigate radio and
TV. The many problems facing broad-
casters, he asserted, is joint industry
action.

Mr. Fellows spoke at a luncheon
meeting held in conjunction with
the American Radio Club of New
England. Presiding was Rudolph
Bruce, club president and adver-
tising manager of New England
Coke Co.

Reporting on the nation's first
commercial uhf station, KPTV
(TV) Portland, Ore., John Taylor,
advertising manager of RCA's En-
ingeerings Products Dept., said that
in the station's total trading area,
with a population of 739,400,
the number capable of receiving a good
picture was 649,100 or 88%. Break-
down the figures, he said that in
the city, with a population of
383,700, the number getting a good
picture could be estimated at
384,600 or 98%, while outside the
city, with population figures of
356,700, a good picture would be
received by 384,800 or 86%.

Portland's Uhf Findings

In a slide presentation of "The
Portland Story," Mr. Taylor de-
scribed how measurements were
reached and pointed out some of
the findings thus far, based on
studies of the city's first uhf
commercial venture.

The KPTV transmitter, he said,
was set up on a ridge one and a
half miles from the center of town,
with its antenna tip at about 1,000
ft. above average terrain.

To measure performance, the
following factors were included:
finding out how far the signal goes;
determining how much signal is
needed for good reception; locat-
ing areas of poor or no reception;
drawing a map showing relation of
actual coverage to population and
shadow areas.

An RCA Service Co. portable truck
was rigged up with a low anten-
a and one which could be
extended to 70 ft. Traveling along
the roads, signal strength was
observed and was found to corre-
spond with the FCC predicted
curve of P (60.60).

Measuring field intensity in deal-
er stores and other places where
there were TV sets, it was found
that two mv per meter were needed
to get a snow-free picture. This
was slightly higher than the Com-
mision's 1.6 mv per meter.

Following comparison of uhf
coverage of 88% in Portland as
against an estimated 94% vhf, Mr.
Taylor posed the question, "Can
results in Portland be used to pre-
cdict coverage in other cities?"
Answering with a "yes, but," he
observed that factors to consider
were antenna height, terrain, dis-
tribution of population and signal
strength, and a low uhf channel.
These were all favorable in Port-
land, he declared.

From where I sit

by Joe Marsh

Left Ham Sandwich
40cé

Ambled over to Bob's Restaurant
Tuesday for lunch and noticed a new
sign "Left Ham Sandwich, 40cé . . .
Right Ham Sandwich, 30cé."

"Why the sign, Bob?" I asked.
"Don't tell me you believe the old story
that hogs scratch more with their right
leg than with their left—so's the left
ham is more tender?"

"No," he says. "I don't take any
stock in it. But, some people have
ordered those 'left' sandwiches. When
I explain to them that there's nothing
to that fable, that the sign is just a
business-getter, and I've only one
price, they enjoy an old fashioned,
plain ham sandwich all the more!"

From where I sit, stories like
"right" hams being tougher than "left"
ones are with us because some people
get ideas into their head and hang
onto them for dear life. It's like those
who think an adult like myself hasn't
the right to a glass of beer with my
supper. I say let's keep our opinions
free from being "sandwiched-in" by
misinformation.

Copyright, 1952, United States Brewers Foundation
"This new 'Scotch' Brand 7-inch professional reel cuts machine maintenance costs!"

Extra-large hub gives new "Scotch" Brand reel exclusive advantages

Lower Rotational Speed produced by new larger hub means less vibration, decreased machine wear. Recording equipment stays on the job longer with fewer stops for repairs and adjustments. The new 2¾" hub gives this 7" reel approximately the same ratio of outside diameter to hub diameter as the standard NARTB 10½" metal reel. Rewind speed is actually 10% faster than the ordinary 7" reel despite the slower rotating speed.

Cuts Timing Errors 50%! By reducing tension changes as tape is spooled off, this new reel reduces timing errors to a minimum.

Reduces Pitch Changes! Using this new reel, you can splice recordings of long musical programs with far greater stability of pitch.

See your distributor for a supply of "Scotch" Brand 7" professional reels and new dry lubricated tape!

Tape on new reel is improved 4 ways!

1. "Dry Lubricating" process gives you a tape that practically eliminates sticking, squealing and cupping... a completely dependable tape that turns in a flawless performance in extremes of heat and humidity.

2. 100% Splice-Free! Tape supplied on the new "Scotch" Brand 7" professional reel is guaranteed to be completely free of splices.

3. Thinner Construction allows a full 1200 feet of tape to be wound on the new reel despite its larger hub. Magnetic properties of this new tape are identical with "Scotch" Brand #111-A, the industry's standard of quality.

4. Guaranteed Uniformity! Output variation of tape wound on the new reel is guaranteed to be less than plus or minus ¼ db at 1000 cps within the reel, and less than plus or minus ½ db from reel to reel.

PERLMAN ELECTED
AFA Dist. 5 Governor

MEMBERS of the Fifth District of the Advertising Federation of America elected Ellis S. Perelman, director of public relations, Coleman Todd & Assoc., Mansfield, Ohio, to the post of governor at the organization’s annual business meeting Oct. 18 in Columbus.

Others elected were:

William T. Owens, public relations director, Girdler Corp., Louisville, and retiring governor, chairman of district’s board of directors; Martin W. Schuyler, Crystal-Lauderdale and Dry Cleaning Co., Dayton, first lieutenant governor; Samuel Rouda, The Kroger Co., Cincinnati, second lieutenant governor; Roger C. Fleming, director of advertising and public relations, Allino Morris, General Motors Corp., Indianapolis, third lieutenant governor; Virginia M. Hood, Cincinnati, fourth lieutenant governor; G. Patrick Wagner, space buyer, Dea-Anderson Agency, Louisville, secretary; Melvin R. Tharp, Columbus Dispatch, treasurer.

More than 300 advertising people and club members from Ohio, Indiana and Kentucky attended the meeting, which was held in conjunction with the ninth annual conference sponsored by Ohio State U.

Sports Charges

WESTERN UNION football and hockey “full-description” service to radio and TV stations may cost more in some sections of the country this season, less in other areas depending on component cost in each instance. FCC last week granted the common carrier permission to amend its tariff on not less than one day’s notice in certain respects. The football tariff becomes effective Nov. 7. FCC reported, while the hockey tariff runs until April 15. Component costs for each subscriber differ, it was explained, since they include variables such as telephone line charges and operator wages. On overall basis, costs this year are no more than before, Western Union said.

GULF, Colorado & Santa Fe Railway Co., has completed installation of a Philco multi-channel microwave communications relay system between Galveston and Beaumont, Tex., according to James D. McLean, general sales manager of Philco’s government and industrial division.

WORTH KRAMER (cl, general manager-vice president, WJR Detroit, receives two citations at the same time for outstanding service to veterans’ groups. To r are Morton Tice, national junior commander, Veterans of Foreign Wars; Mr. Kramer, and Jasper Kohn, Michigan VFW commander.

Our Respects To
(Continued from page 58)
caster is married and the father of three teen-agers, two boys, 17 and 16, and a girl, 13. His love for music and choral singing still are reflected in his hobbies.

Mr. Herndon’s personal plans for the future are essentially the same as those of many another broadcaster: “To remain in broadcasting—radio and television—as long as they will let me.”

RETAILER MEET
Being Planned in Chicago

HOW to make radio pay and how to use TV at moderate cost are problems which low-budget retailers will pose at the First Retail Advertising Conference now being planned in Chicago.

Conference, slated for between January and March, is being set up by Budd Gore, former advertising manager of Marshall Field & Co. who opened his own agency—public relations—consulting firm in September, and Ralph Heineman, co-director. Believed to be the first of its kind, the conference will be open to retailers nationally, to resource and media people and manufacturers.

Here’s Proof...
HOW DOES THE POWER GET INTO THE BOMB?

Uranium itself isn't enough. Preparing it for the bomb's A-power takes vast quantities of electric power. So do the planes, tanks and other huge Defense production jobs. On top of this, homes, farms and businesses are using twice as much electricity as before World War II. Will the electric companies develop enough power? The answer is YES!

As much electric power as Detroit uses will be needed by one A-bomb factory now nearing completion. Another new A-bomb project will use twice that much. Electric light and power companies are now building a giant power plant for one of these, and are ready to build a plant for the other — faster than the federal government could — and without a cent of your taxes!

New plants double U. S. power. The map pinpoints the new electric power plants and plant additions built by the nation's electric companies just since World War II. They give each American twice as much electricity as he had then. In spite of this, the people pushing for socialized electricity still talk "power shortages" as an excuse for getting government deeper into the electric business.

These facts are heartening proof that the experience and sound business management of the country's hundreds of electric companies are ready and able to meet the nation's biggest power needs. America's ELECTRIC LIGHT AND POWER COMPANIES*. *Names on request from this magazine

* "MEET CORLISS ARCHER"—ABC—Fridays—9:30 P. M., Eastern Time.

A-bomb test at Frenchman's Flat, Nevada

BATTLEFIELD IN THE STRUGGLE AGAINST SOCIALISM. On the Niagara River, five local electric companies are ready to build a big new plant to develop additional electric power. But the job is being held up by those who want government to build the plant — even though that would cost Americans $350 million in taxes. Similar delays hold up new power at Hell's Canyon, Idaho, Roanoke Rapids, N. C., and Kings River, Calif. — wasting time, money and power. America's electric companies can provide this power — without one cent of tax money — and without the threat of government monopoly or socialism!
MULTI-RADIO OWNERSHIP

Found in ‘Household’ Survey

PERCENTAGE of Household magazine subscribers who own two radio sets more than doubles the number who own only one set, and the figure for those who own three sets is almost two times of those who own a single set, the magazine reported last week after a sample survey of its readers.

Household’s third annual survey showed 98.9% of its subscribers owned radios, with 16.0% having one, 32.8% two, 30.6% three, 12.4% four and 6.5% five or more. The study polled every 400th subscriber of the magazine’s 2,100,000 circulation.

Of radios, 97.1% had radios in the home, while 59.0% had an auto radio. The survey listed 27.2% of the subscribers as owning television sets.

Canadian Gagwriters

PLANS were underway last week to organize chapters of the National Assn. of Gagwriters in both Toronto and in Montreal. Hank Karpus, Canadian comedy writer, was chosen to organize the Toronto chapter; Jaques Gauthier, radio and television gagwriter and production executive of Quebec Province, was selected to set up the Montreal branch.

Canadian Gagwriters to organize

Radio and television

The survey, which was reported last week, involved 27.2% of the subscribers who own an auto radio.

SANDWICH YOUR SPOTS!

CBS-WBNS Combination Is Tops On Listeners’ Menu!

From sign-on to sign-off, WBNS whips up a steady diet of good listening entertainment. By combining CBS programing and local personalities with tremendous Ohio appeal, WBNS gives Central-Ohio listeners the 20 top-rated programs. Your spot announcements sandwiched between these top-rated shows are heard on WBNS because your audience stays tuned program after program.

ASK JOHN BLAIR

POWER
WBNS — 5,000
WELD-FM — 5,300
COLUMBUS, OHIO

CENTRAL OHIO’S ONLY
CBS RADIO OUTLET

WNS WILSON, program director, KROW Oakland, named supervisory of television programming for Sackett Enterprises, for applying for TV stations in Oakland, Vandercook and Coos Bay.

ROBERT C. MILLER, farm service director, W R D Worthington, Ohio, to WLW Cincinnati, as farm program director.

BOB MORRISON, to WIRE Indianapolliannouncing staff.

RAY WALS HWTB Danville, Va., to continue staff, WSCS Charleston, S. C.

EDWIN T. CONNELL, staff member, NBC-TV’s Today program, to ABC-TV’s All-Star News staff.

JACK MILE, news director, KSB Creston, Iowa, named program director, in addition to other duties. LES WRIGHT appointed farm editor at station.

PEGGY SMITH added to staff as music director.

LEN CORBOSIERO, program department, KNX Hollywood, shifts to Columbia Pacific Radio Network as associate director.

LOWELL JACK, program director, KWGB Perry, Iowa, appointed studio manager there.

BOB OSTERBEG, WFGM Fitchburg, Mass., disc jockey, to WENE Keene, N. H., as staff announces.


RICHARD KISLINGER, advertising-promotion manager, KEBN (TV) Hollywood and ALBERT Y. COLE, program director there, have resigned.

BILLY MARGARET TOMLINSON, commercial traffic manager, WTOP Washington, to KCBQ San Diego, as promotion and merchandising director.

BARD MELTON, disc jockey at KING Seattle, to KENI Anchorange, Alaska, as announcer.

MARY LOU CONTE to Hollywood office of KWBK Milwaukee, as member of traffic department.


WILLIAM BIDELL, promotion-publicity director, KPOL Los Angeles, has resigned.

KIMBERLY JOHNSON, WILNA Pecksniff, N. Y., to WCSH Portland, Me., on announcing staff.

REG MERRIDREW, program director, KROSS Fairbanks, Alaska, to KTOE Anchorage, Alaska, as managing director.

GEORGE A. BROWN, production manager of CJOC Lethbridge, to CFAC Calgary, in same capacity.

MARCIA VAN CLEAVE to KXKQ St. Louis in traffic department.


JACK BRIGGS, announcer, KFMB San Diego, and MARY LOU LUDWIG, station secretary, were married Oct. 17.

RICHARD BROWN, Hollywood free lance radio-TV director, father of boy, Keith Robb, Oct. 18. Mother is MARGARET KERRY, who portrays Sharon on KCAK-TV, Los Angeles “The Ruggles.”

SCOTT PHOENIX, photographer, WSYR Syracuse, father of girl, Debra Jean, Oct. 11. Mr. and Mrs. MATT, staff announcer, father of girl, Mary Kathleen.


JOHN J. MCNULTY, associate producer, NBC-TV RCA Victor Show starring Dennis Day, father of girl, Marianne, Oct. 15.

News

JAMES TERRELL, news staff, WKY Oklahoma City, named news director, succeeding EWING CANADAY, now extension editor at Oklahoma A&M. College.

LYNN SUCHER, KTOP Topeka, Kan., appointed day news editor, KFBI Wichita, Kan.

JACK HANNON, KELO Sioux Falls, S. D., to news staff, WNYX Yankton-Sioux City, S. D.

GENE GODT, WHO Des Moines, and DON PADILLA, photo editor and news staff, WCCO-TV Minneapolis-St. Paul, appointed associate news directors at latter station.

HAROLD MEER to news staff of WSN Milwaukee.


JIM McGOVERN, director of news and special events, WINS Milwaukee, and Ruth Hale have announced their marriage.

ALASKAN DEBUTS

Two New Stations Added

Two new stations are being added to the Midnight Sun-Broadcasting System in Alaska, it was reported last week by Gilbert A. Keckman, national advertising manager.

KJNO Juneau went on the air for the first time on Oct. 18, on 630 kc and with 1 kw-D and 500 w-N. Present schedule is from 6:30 a.m. to midnight. Del Day, formerly with KFAR Fairbanks, is station manager.

The other new outlet, KABI Ketchikan, will be on the air by mid-November, Mr. Wellington said. On 530 kc, it will have the same power and the same broadcast day as the former Roall Erickson, also formerly with KFAR, is to be KABI manager.

Miriam Dickey, Fairbanks, Alaska, is president of the license company, succeeding the late Capt. A. E. Lathrop.

Both stations are affiliated with ABC, Mutual-Don Lee and NBC.

WSDC Men Injured

HEADING on assignment to town from transmitter-studios of WSDC Marine City, Mich., Stan Heiman, program director, and a co-worker, were injured in a car collision in which both were injured on Oct. 17. Station reports state police are searching for a hit-run car in the mishap.

THREE HUNDRED civic, professional and business leaders in Chicago will be invited by NBC Chicago to its election night open house in the network’s Merchandise Mart headquarters. Harry C. Kopf, Central Div. vice president, will host. Returns from NBC will be watched on an RCA-large-screen projection unit in Studio D. Combined radio and video returns will be seen and heard in Studio AA.
ON WOMEN

THE HIPPO:
"Starting out to find lady friends just at night-fall is a heavy job, I learn."

THE LEOPARD:
"Then try wooing them also in the daylight hours. They're most receptive then, you'll find."

THE MORAL:
Skillful TV advertisers will also find (like the wily Spotted Leopard) that daylight hours are profitable hours to woo important women.

Well-rated daytime Spot TV programs on the thirteen stations listed here woo women while they're planning daily shopping trips.

They inform. They entertain. They convince.

Their cost is low.

If you'd like to woo more lady friends for your product... then ask us for more facts about daytime Spot TV in the Petry markets.

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

REPRESENTED BY

EDWARD PETRY & CO., INC.

NEW YORK • CHICAGO • LOS ANGELES
DETROIT • ST. LOUIS • SAN FRANCISCO • DALLAS
WHEN-TV MOVES TRANSMITTER WITHOUT LOSS OF AIR TIME

A major electronics moving feat was recently accomplished by Station WHEN-TV, Syracuse, N. Y., when it moved the station's transmitter site during one night, without losing a second of broadcasting time.

Technicians and moving crews began the job as soon as the station went off the air at midnight. They moved tons of electronic equipment from the old site to the new one, which is nine miles away. The move was completed within 12 hours, in time for the station to go back on the air on schedule.

Engineers Aid Move
WHEN Chief Engineer H. Eugene Crow and his staff of technicians were aided by a crew of six engineers from General Electric. The equipment was largely G-E made and according to Crow, "every bit of it worked perfectly, at the new location despite the quick, jiggling move." The station went on the air with a temporary 100 ft. tower bearing a single bay antenna, at an elevation of 1,470 ft. above sea level.

During the following week the original six-bay antenna atop the former site was taken down and connected to the tower at the new location. The station is now operating at an Effective Radiated Power of approximately 30 kw.

WNBF-TV Obtains First ERP of Over 50 KW

Station WNBF-TV, Binghamton, N. Y., is the first station in the country to obtain ERP of over 50 kw. The Station is using a G-E 12-bay high channel antenna and is actually operating on 52.5 kw ERP on Channel 12.

'Strong Engineer' Lou Stantz recently said "Reports from our urban areas of Binghamton, Johnson City and Endicott indicate that our local coverage is good. Much improvement in signal level was noted in many locations. The signal in the suburban and fringe areas has been much improved—indeed better than was predicted."

Recent Antenna Installation
Station WNBF-TV expects to go to full allocated power in the near future. Other recent G-E antenna installations have been in WHAS-TV, Louisville, WKRC-TV, Cincinnati—all of which were 12-bay antennas, WBDZ-TV, Boston, and KPIX, San Francisco.

THREE G-E TUBES MAKE POSSIBLE NEW ALL-CHANNEL TUNER

Now In Full Scale Production To Meet UHF Expansion

General Electric recently announced substantial quantities of all tubes necessary for manufacture of an all-channel television tuner are now ready. This represents a major step forward in the field of UHF television because it keeps receiver development in step with those advancements G.E. has made in UHF broadcasting equipment.

G.E.'s Tube Department said any television set manufacturer who wishes to include an all-channel TV tuner in his set can now get the necessary tubes immediately.

This UHF receiver advancement goes hand-in-hand with such other G-E UHF developments as the 12 kw transmitter and the high-gain UHF Helical Antenna.

Three tubes are necessary for the design of a television tuner which will receive all channels. All three are now being produced on a full-scale basis at the company's Owensboro, Ky., Tube Works.

Sales Manager Cody famous for cold weather experience

Working with winds exceeding 70 miles per hour, in an 18 below zero temperature is but one of the many experiences Bill Cody, G.E. district sales manager, has had since he began his career in electrical engineering.

For three years he was engineer in charge of the Rensselaer Polytechnic Institute and New York University Observatory, atop the summit of Whiteface Mountain near Lake Placid, New York. His duties involved the construction of several radio communication systems, making meteorological observations for the United States Weather Bureau and airlines, research in atmosphere, radio and other fields, and the development of electronic weather equipment.

Of this period, Bill says, "For months we had the choice of being isolated on the mountain top or using skis or snow-shoes to travel back and forth to the village, eight miles down the mountain."

After this job Bill came to work with General Electric. During his first two years with G.E., he participated in the development, construction and operation of the first television relay. During the war he served as Commanding Officer of the 3362nd Signal Service Battalion in the Pacific, and then returned to work for G.E. after he left the service.
THEATRE TV'S REQUEST

MOTION picture industry flung down the gauntlet to AT&T last week when it asked the FCC for a 595-6875 mc band in the 5925-6875 mc portion of the spectrum for theatre TV. These frequencies are now allocated for common carrier (fixed) use.

The challenge was made during the first week of the FCC's ex parte hearings on the petition of theatre TV interests for the allocation of frequencies for exclusive, large screen movie theatre television.

Limited to engineering and cost accounting, the hearings are scheduled to continue this week. The formal, direct, policy case is scheduled to begin Jan. 12 in Washington. At that time, too, cross examination will be permitted.

Gist of the week-long testimony by movie technical executives and consulting engineers was that in order to achieve 35mm picture quality, theatre TV needs the following:

1. Video channel 10 mc wide.
2. Radio frequency channel 30 mc wide.
3. Two channels for a single system.
4. Six systems to ensure competitive services.

Theatre TV adherents asked that the Commission not set up standards for this service. However, if required, they recommended:

1. Scanning rate of 735 lines.
2. Signal to noise ratio of 46 db for monochrome; 42 db for color.
3. Linearity not to exceed 1% variation between the black and the white levels.
4. Video signal frequency modulated.
5. Audio signal multiplexed on the carrier, 9 kc wide.

Should the Commission be disposed not to allocate 360 mc in the

5925-6875 mc band, motion picture interests asked that theatre TV be classified as an industrial radio service and be permitted to use 6975-6975 mc. This would require, however, they pointed out, that the band be widened to accommodate 360 mc. They suggested, therefore, that the industrial radio service band be extended down to 6425 mc.

As a final alternative, theatre TV spokesmen asked for a band beginning at 10,700 mc. The band 10,700-11,700 mc is presently allocated to common carrier fixed circuit. This would require, they pointed out, a radio frequency channel of 85 mc instead of 30 mc they were asking for the lower portion of the spectrum.

At the bottom of the movie request, presented jointly by Motion Picture Assn. of America and the National Exhibitors Theatre TV Committee (a group of more than 100 theatre exhibitors), was the belief that the theatre TV frequencies, if allocated, could be used by a common carrier type of company, a limited common carrier organization similar to Aeronautical Radio Inc. or Press Wireless Inc., or by private licenses.

Audience was heavily sprinkled with AT&T executives (see photo) and with representatives of other services. Following first day's sessions at the National Museum, the hearing was continued for the remaining days at FCC. There was no meeting on Thursday.

Stressed by spokesmen for the motion picture industry was the theme that they had no designs on home TV or home TV programs. Theatre TV presentations would be special programs in which home TV would not be interested, they asserted.

Bulk of questioning was by Chairman Paul A. Walker and Commr. Frieda B. Henmock.

Mr. Walker's concern, made immediately at the onset of the meeting, was whether theatre TV aimed to take programs away from home TV. He said that the Commission had received "thousands" of complaints from Congressmen and the public regarding the exclusive theatre-TV showing of the Mariano-Walcott fight. He said people seemed to fear that motion picture houses would soon have a "monopoly" on sporting events and that there are not enough theatres to care for all who may want to get in.

Amount of spectrum space requested for theatre TV—360 mc plus 60 mc in mobile pickup bands—seemed to worry Mr. Walker and Miss Henmock. Miss Henmock's questions were directed toward post-

(Continued on page 97)

FOUR MORE commercial TV stations were authorized by FCC last week to push the post-thaw total of grants to 82, including 73 commercial stations and 9 non-commercial educational outlets.

Concurrently, the Commission finalized its allocation of uhf Channel 4 to Irwin, Pa., adjacent to Pittsburgh, and proposed to allocate uhf Channel 52 to Princeton, Ind.

The new construction permits were issued to the following:

Honolulu, T. H.—Radio Honolulu Ltd., granted uhf Channel 11 with effective radiated power of 125 kw visual and 74 kw aural with antenna height above average terrain 1,740 ft. Grant is conditional upon majority stockholder R. M. Richards divesting himself of all ownership and connection with Honolulu Star-Bulletin Ltd., 24% owner of newly authorized KGBM-TV Honolulu.

Duluth, Minn. (City priority Group A-2, No. 10)—Great Plains Television Properties Inc., granted uhf Channel 38, ERP 17 kw visual and 9.5 kw aural with antenna 630 ft.

El Paso, Tex. (Group A-2, No. 15)—KEPO Inc. (KEPO), granted uhf Channel 3, ERP 12 kw visual and 60 kw aural with antenna 1,000 ft.

Frederick, Md. (Group B-1, No. 184)—Monocacy Broadcasting Co. (WFM), granted uhf Channel 62, ERP 105 kw visual and 54 kw aural with antenna 1,150 ft.

The following applicants were notified respecting hearing:

Madison, Wis. (Group A-2, No. 30)—Monona Broadcasting Co. (WKOW) is being advised in connection with its application for uhf Channel 27 that the Commission "inadvertently omitted to include in its letter of Sept. 21 that the question of management contract

will be considered in addition to mutual exclusivity with application of Radio Wisconsin Inc. (WISC).

Waterloo, Iowa (Group A-2, No. 61)—Josh Higgins Broadcasting Co. (KKXL) and Radio Broadcasting of Iowa (KWWL), both seeking uhf Channel 7, are being advised of need for comparative hearing. FCC said it also intended "additional information re protest by President R. J. McRory of Black Hawk Broadcasting Co. against Joe McDoom, majority stockholder of Josh Higgins Broadcasting Co." Further question regarding corporate structure of Black Hawk was included.

The Channel 11 grant to radio Honolulu is the second authorization to that city. KGBM-TV, granted uhf Channel 9 in August, plans to commence operation Dec. 1 under interim power [B+T, Oct. 20].

WFMD Frederick, near to both Baltimore and Washington, ac-

(Continued on page 97)
**television grants and applications**

**Digest of Those Filed With FCC Oct. 17 through Oct. 23**

**Grants Since April 14:**

<table>
<thead>
<tr>
<th>VHF</th>
<th>UHF</th>
<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>20</td>
<td>13</td>
</tr>
<tr>
<td>Educational</td>
<td>7</td>
<td>9</td>
</tr>
<tr>
<td>Total</td>
<td>27</td>
<td>22</td>
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**Commercial television stations on the air:**

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<thead>
<tr>
<th>VHF</th>
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<th>Total</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
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<td>1</td>
</tr>
</tbody>
</table>

- Includes XELD-TV Matamoras (Mexico)-Brownsville.

**Applications Filed Since April 14:**

<table>
<thead>
<tr>
<th>New</th>
<th>Amended</th>
<th>Rejected</th>
</tr>
</thead>
<tbody>
<tr>
<td>Commercial</td>
<td>548</td>
<td>252</td>
</tr>
<tr>
<td>Educational</td>
<td>12</td>
<td>14</td>
</tr>
<tr>
<td>Total</td>
<td>560</td>
<td>266</td>
</tr>
</tbody>
</table>

**New Applications Listed by States**

- Indicates pre-thaw application amended Feb. 14th.
- Includes XELD-TV Matamoras (Mexico)-Brownsville.

**BELLEVILLE, Ill.—Signal Hill Tele- casting Corp., uhf Ch. 54 (710-716 mc): ERP 229 kw, visual 118 kw, aural; antenna height above average terrain 1,110 ft above ground 99 ft. Estimated construction cost $1,132,187, first year operating cost $252,625, second year $259,708. Post Office address St. Louis, Ill. Principal includes Theodore M. Jameson (25%), officer and treasurer. Application is noncommercial, educational applications.

**BRIDGEPORT, Conn.—State of Connect- icut, Hartford, Conn. Board of Education, uhf Ch. 24 (303-310 mc): ERP 231 kw, visual 118 kw, aural; antenna height above average terrain 789 ft, above ground 99 ft. Estimated construction cost $1,184,060, first year operating cost $1,152,990, revenue $1,104,600. Post Office address 1110 Cashmere St., Los Angeles, Calif. Principals include President Frank E. Sella (60%), chairman and treasurer; Managing Director William D. Meehan, Jr. (10%), account executive; Secretary E. Sella (20%), assistant secretary and treasurer. Application is noncommercial, educational applications.


**AT SIGNING ceremony for the new WHIO-TV Dayton 1,104-ft. tower, claimed to be tallest in Ohio, is (1 to r): Seated, James M. Cox Jr., station president, and William G. Hansher, Cincinnati, Ohio Valley district sales manager, Graybar Electric Co., which expects tower completion by spring. Standing, Robert A. Traum, Bow-Koa tower dip slip engineer, Williams, Biddle, Graybar sales engineer, Dayton, and Ernest R. Adams, WHIO-AM-TV chief engineer.

**GATHERED by Allen B. DuMont Labs, Clifton, N. J., for signing of contract to purchase DuMont vhf TV transmitter, studio equipment and mobile unit are (1 to r): Dr. Fernando de Souza, director, DuMont International Div., and Col. Laura A. Me- neiros, consulting engineer for Dr. Tude de Souza.

**KALAMAZOO, Mich.—Howard D. Steere (WGFG), uhf Ch. 31 (590-608 mc); ERP 1,000 kw, visual 575 kw, aural; antenna height above average terrain 267 ft, above ground 200 ft. Estimated construction cost $150,730, first year operating cost $150,300, second year $151,600. Post Office address 1911 Post St., Norwalk, Conn. Principals include President Theodore F. Wilson (10%), account executive at WCGX St. Louis, Vice President Theodore J. F. Weisbrook (10%), director of engineering. Application is noncommercial, educational applications.

**NEW YORK CITY — WNEW Inc. (WNW), uhf Ch. 11 (672-678 mc); ERP 425 kw, visual 216 kw, aural; antenna height above average terrain 1,283 ft, above ground 1,240 ft. Estimated construction cost $1,216,216, first year operating cost $1,205,000, second year $1,213,800. Post Office address 300 Fifth Ave., New York 17, N. Y. Principal includes President Robert C. Goshen (8%), president and managing director, WNEW Inc.; Vice President Edward J. Knowles (14%), publishing editor; George J. Tebbel, managing editor; and many other employees. Application is noncommercial, educational applications.

**CHARLOTTE, N. C.—Charlotte Tele- casting Corp., uhf Ch. 36 (690-698 mc); ERP 350 kw, visual 216 kw, aural; antenna height above average terrain 267 ft, above ground 200 ft. Estimated construction cost $150,730, first year operating cost $150,300, second year $151,600. Post Office address 101 Post St., Norwalk, Conn. Principals include President Theodore F. Wilson (10%), account executive at WCGX St. Louis, Vice President Theodore J. F. Weisbrook (10%), director of engineering. Application is noncommercial, educational applications.

**JEFFERSON CITY, Mo.—Capital Newspapers Co. (KWOS), uhf Ch. 12 (210-216 mc); ERP $100,000 kw, visual 60 kw, aural; antenna height above average terrain 300 ft, above ground 220 ft. Estimated construction cost $212,216, first year operating cost $211,000, second year $212,800. Post Office address 210 Monroe St., Jefferson City, Mo. Principals include President John P. Lowenstein (8%), president; Vice President William P. Stolar (25%), manager; Secretary E. C. Roer (25%), assistant manager. Application is noncommercial, educational applications.

**NEW YORK CITY — WNEW Inc. (WNW), uhf Ch. 11 (672-678 mc); ERP 425 kw, visual 216 kw, aural; antenna height above average terrain 1,283 ft, above ground 1,240 ft. Estimated construction cost $1,216,216, first year operating cost $1,205,000, second year $1,213,800. Post Office address 300 Fifth Ave., New York 17, N. Y. Principal includes President Robert C. Goshen (8%), president and managing director, WNEW Inc.; Vice President Edward J. Knowles (14%), publishing editor; George J. Tebbel, managing editor; and many other employees. Application is noncommercial, educational applications.

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IN an effort to meet the growing demand for program materials, TV film producers have not hesitated to go beyond the shores of the United States. The move has prompted some labor union difficulties here at home. Also the producers are encountering problems abroad in casting, staging, etc. Nevertheless, many firms are continuing their efforts over the border and across the seas to make quality films for TV while cutting down that big bugaboo—production costs.

By DAVE GLICKMAN

DESPITE threats of reprisals by unions and guilds against users of films made abroad, producers are making tracks for foreign countries in an effort to cut production expenses and meet advertisers' budget demands.

More than a score of Hollywood producers and several from the New York area have TV film production plans for Mexico or overseas.

Reasons for this trek abroad include lower production costs (music is a major item), and exotic and authentic backgrounds which enhance the value of the show in the eyes of the sponsor.

IATSE, hitting at such TV filming on grounds that it creates unemployment of technicians and craftsmen at home, at its recent Milwaukee convention in substance approved some sort of boycott on products of sponsors utilizing such shows for advertising purposes.

On penalty of suspension, AFM also prohibits musician members from aiding and abetting the growing practice. It forbids union members from supervising, conducting, arranging, orchestrating for and in any way assisting the recording outside the U. S. of incidental music, themes, bridges and cues for use in this country in TV, radio and motion pictures.

Networks' agreement with the AFM, however, is to record foreign filmed TV shows at home, thus eliminating use of soundtracks made abroad by non-union members.

Not only are production units going to Mexico, England and Europe, but North and Central Africa, South and Central America, India, Japan and Australia.

However, TV producers are finding that overseas film making inc-cludes its share of headaches.

That's the observation Alexander MacDonald, vice-president of Dougfair Corp., expressed upon return to Hollywood from England recently. Firm has just completed three half-hour pilot films in London. They are the first in each of three series being produced for NBC-TV distribution. The firm during week of Oct. 26 was to start the first of 39 half-hour dramatic shows in which Douglas Fairbanks Jr. appears as M. C. Working title is International Theatre. Network Vice President Robert W. Sarnoff returned in mid-October from London after completing arrangements for the series.

Not the least of the difficulties besetting American video film makers is the importance of establishing credit and acceptability, he told Broadcasting • TELECASTING. This picture has been clouded by the fact that some American producers, particularly in the smaller feature category in which TV production falls, have earned, for one reason or another, reputations for irresponsibility.

In the case of Dougfair Corp., this was overcome because of the presence of Douglas Fairbanks Jr., as president of the company. He is well known in Europe and has been decorated by several European governments.

Stage space throughout Europe is at a premium, Mr. MacDonald pointed out. Most movie production too begins in the spring, reaching a climax in early fall months, he said.

Thus the TV producer, with shorter shooting schedules, finds himself in competition for space with the movie producer.

At Scattered Points

Dougfair, for example, had to shoot its three pilots at as many different studios. International Theatre, in which Douglas Fairbanks Jr. appears as host, was filmed at Gates Studios: Silent Men was shot at Riverside Studios. Interiors for Foreign Legion were made at Wharton Hall.

Greatest misapprehension in the United States is in the matter of costs, Mr. MacDonald said. While it is true that there are favorable union rates for smaller productions—and these include half-hour TV efforts—schedules are necessarily longer because of the more leisurely pace of foreign production.

A 48-hour shooting schedule, fairly common among Hollywood and New York video producers, would be absolutely unthinkable in the British Isles or France where the same production would require at least five stage days.

Another vexing problem which should change as TV production in England increases is the lack of trained video personnel, it was pointed out by Mr. MacDonald.

On the credit side of the ledger is the fact that top creative talent is easier to try the new medium.

Following the announcement that Douglas Fairbanks Jr. had opened London offices, he and Mr. MacDonald were besieged by some of England's outstanding actors, writers and directors wanting to be associated with the enterprise. Thus for International Theatre, services of Laurence Huntington, one of England's veteran mega-

(Continued on page 80)
LUCKY?
Sure. We can't guarantee we'll win 7 of the top 10 every time, as we did the first time up.
(Let alone 4 of the top 5... or 13 of the top 20.) But when you add ratings like that to our usual
highest average nighttime audiences in all television... starting the new season even further
out in front than last year... a pattern begins to emerge. And the whole thing begins to look
less like good luck than good programming.  THE CBS TELEVISION NETWORK
OREGON HEARING

THE PRESSURE of comparative hearing among post-thaw TV applicants seeking the same channel in the same city took its first test last week as the general manager of one applicant in the Portland, Ore., Channel 12 case resigned.

The prospective witness who tendered his resignation Tuesday for "personal reasons" unexplained even to his employer was Walter J. Stiles Jr., general manager of Oregon Television Inc. Mr. Stiles was to have been a principal witness for Oregon Television, having assisted in preparation of the application and its exhibits.

Counsel for competing applicants unsuccessfully moved to strike large portions of the Oregon Television bid on ground that Mr. Stiles' resignation reflected a major amendment of the application.

Other highlights of the Portland Channel 12 hearing included:

- Testimony by Oregon Television's Director Julius L. Meier Jr. on the engineering took its first test last week as the general manager of one applicant in the Portland, Ore., Channel 12 case resigned.

- Disclosure that Oregon Televison's executive, Comdr. Mortimer W. Loewi and Herbert E. Taylor Jr. Mr. Meier, who said he was "a close personal friend" of RCA President Frank M. Folsom and whose technical advice he had sought, later testified Mr. Stiles preferred DuMont equipment over RCA.

- Observation by Hearing Examiner Elizabeth Smith, when controversy arose about producing Mr. Stiles' employment contract, that "he who applies for radio facilities or television station and goes to comparative hearing has few secrets.

- Aside from the Portland case, other TV comparative hearings continued last week. These were the Denver hearing and the Tampa-St. Petersburg case. On Monday, the Wichita hearing began. The Jackson, Mich., hearing, also scheduled to start Monday, was delayed until this Wednesday.

- The resignation of Mr. Stiles was reported Wednesday morning by Mr. Meier, who was recalled to the stand by Maurice Barnes, counsel for Oregon Television.

- "Yesterday, Oct. 21, Walter Stiles tendered his resignation as general manager," Mr. Meier testified, "and I accepted his resignation." The witness said Mr. Stiles relinquished his subscription to 50 shares of stock which Mr. Meier agreed to buy.

- "He gave personal reasons," Mr. Meier said. "I pressed him at length and he did not care to divulge his personal reasons and I could not, frankly find out what his reasons were."

- "This brought upon a suspicion in my mind," the witness said, "and you can well understand, this coming at a time when it did, in the midst of a hearing, I endeavored to find out what his reasons were. He gave me very little to go on. However, I did ask our counsel to contact one of Mr. Stiles' previous employers in Phoenix, Ariz., and this man reported an incident, or circumstances that were very distasteful or displeasing to me. Whether they are true or false I don't know, but as long as I now have this information, which I did not have before, I had no choice but to accept Mr. Stiles' resignation."

- Further testimony showed Mr. Stiles upon resignation returned his five year employment contract calling for an annual salary of $15,000. Mr. Meier said the general manager had been advanced six months' salary but indicated the applicant did not intend to ask for its return.

- Asked what he plans to do about general manager, Mr. Meier said, "I have contacted several good friends of mine in the television field and advised them of our predicament, the serious blow that occurred to us, and solicited their help in procuring the most qualified, capable and competent man that is available in the country today.

- Jack Blume, counsel for Columbia Empire Telecasters, moved "to strike all of this testimony as a major and material change in the application, coming too late in the game . . . a good deal of this application was prepared by Mr. Stiles and the testimony of the other witnesses to this predicated on that preparation."

- James Juntilla, FCC counsel, refused to join in the motion to strike. "I don't see how Oregon can proceed in this hearing without putting Mr. Stiles on the stand . . . a good deal of this application was prepared by Mr. Stiles and the testimony of the other witnesses to this predicated on that preparation."

- In defense of Mr. Meier's testimony on the resignation, Harold Mott, also counsel for Oregon Television, stated Mr. Stiles "was hired as an employee to frame the exhibits . . . but in no case was there any exhibit ever prepared that the directors themselves did not see and pass on. The direct case is still here."

- After the examiner denied the strike motion, Mr. Blume cross examined Mr. Meier about the resignation.

- "What do you mean you made a

(Continued on page 74)
In Philadelphia... people watch WPTZ more than any other TV Station!*

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

WPTZ
NBC - TV AFFILIATE

1600 Architects Building, Phila. 3, Pa. Phone LOcust 4-5500, or NBC Spot Sales
**CUT TV COSTS**

NON-COMMERCIAL educational TV stations can be built at a cost well below unrealistic estimates, FCC Comm. Frieda Hennock said Thursday in addressing the Minnesota Education Assn., meeting at St. Paul. She urged educators to speed up their TV activities.

Explaining there's no need for Taj Mahal structure to house video operations, Miss Hennock said schools can take the air with a modest operation just as commercial stations did in the early days of TV. “Start slowly but get on the air,” she said, “and later, when solidly established, extend range and hours of operation to win and keep desirable limits.”

Educational institutions can generally get a 10% discount on equipment, she said, in referring to catalog figures of $200,000 for 15 kw operation. A more modest operation would cost less, she explained.

A survey of existing stations shows that 17 reported investments in tangible broadcast property under $300,000, Miss Hennock said, with six under $200,000. “When

**WKZO-TV RATINGS**

**Beer Plugs, Crime Programs**

RATIONING of crime programs and beer commercials by WKZO-TV Kalamazoo, Mich., is bringing favorable audience response without creating any serious station operating problems, according to Carl E. Lee, administrative assistant to John E. Petzer, WKZO-AM-TV president. Mr. Petzer is chairman of the NARTB Code Review Board.

In setting the pace for TV stations, WKZO-TV doesn’t carry crime shows on Sunday or before 9 p.m. any weekday evening; limits crime programming between 9-11 p.m. to not more than a total of one hour; allows no full-hour crime program between 9-11 p.m. on two successive nights.

Beer and wine announcements are not scheduled on Sunday, excluding special sporting events. On weekdays not more than two beer or wine-sponsored programs are carried between 6-11 p.m., with total air time not to exceed ½ hours. Not more than four beer or wine announcements are allowed weekday evenings between 6-11 p.m. A program is considered as one spot in computing the total of four mentions.

Since the policy was adopted several weeks ago the station has received many unsolicited comments endorsing the restrictions, Mr. Lee said. “We analyzed viewers’ reactions last summer,” he said. “They objected to crime programs when children are viewing television and were opposed to too much crime. Others objected to scenes in which women drink beer.”

“We took the common sense approach in our area,” a study of our autumn scheduling showed that we were in danger of finding ourselves overloaded with crime. The new formula is working out successfully.”

**Hennock Urges Schools On Building**

**RE-ELECT DuMONT**
President of DuMont Labs.

DR. ALLEN B. DuMONT was re-elected president of Allen B. DuMont Labs. at the annual meeting of the company's common stockholders in Clifton, N. J., last week. Other officers re-elected were:

Stanley F. Patten, vice president; Paul Raibourn, treasurer; Bernard Goodwin, secretary, and Irving Singer, assistant treasurer.

Elected as directors by Class “A” stockholders were: Dr. DuMont, Mr. Patten, Dr. Thomas T. Goldsmith Jr., Percy M. Stewart, and Bruce T. DuMont; by Class “B,” Edwin Weis, Barney Balaban and Mr. Raibourn.

In a statement after the meeting, Dr. DuMont reported that company net sales for the 40-week period ending Oct. 5 totaled $52,-

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Four UPT Sales

UNITED Television Programs Inc., Chicago, has sold _Royal Playhouse_, half-hour film series, to WGN-TV Chicago and a re-run of _Fireside Theatre_ to the Golden Fashion Forum, Chicago, for showing on same station. Other UTP sales: _The Chimp_ to KPHO-TV Phoenix and _Heart of The City_ to KGO-TV San Francisco.
You can bank on wrestling. It packs them in...night after night...on channel after channel. By way of illustration, here is the way "Ringside With The Rasslers" monopolizes audiences in the face of earnest competition. Share of audience in Atlanta, 69%; in Omaha, 68%; in New Haven, 93%.*

Yes, wrestling on film is particularly adept at pinning down big audiences. All of the lulls and lags are snipped out. All of the temperament captured at the boiling point. And "Ringside With The Rasslers," produced in Hollywood by Jerry Fairbanks, Inc., is further distinguished by a superb cast of mighty grappling...the very best grip-and-groaners in the business: Lord Blears, Baron Leone, Gorgeous George, Hans Schnabel, Ali Bey, Argen-tine Rocca, Gino Garibaldi, Mr. Moto, Danny McShain—practically any other monarch of the mat you can mention.

"Ringside With The Rasslers" is amazingly adaptable. It may be shown in versions running 30 minutes...or a full hour. Its informal format makes it ideal for one sponsor...or many. And it sells at a starkly competitive price...low enough to give you a high profit in any market.

YESTERDAY and TODAY in Central Indiana at WFBM-TV

“First in Indiana”

On May 30, 1949 there were 2500 Sets in WFBM-TV’s coverage area.

Today... there are

**265,000**

Sets in use in WFBM-TV’s coverage area

In planning your TV coverage remember to TAKE A CLOSE LOOK at the Central Indiana Market—COMPLETELY COVERED BY WFBM-TV.

Represented nationally by The Katz Agency Inc.

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**Weekly Television Summary** — October 27, 1952—TELECASTING Survey

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**‘Lucy’ Tops Trendex Oct. 1-7 Ratings**

**TOP 10 Trendex ratings for network evening programs during week of Oct. 1-7 are as follows:**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Love Lucy (CBS)</td>
<td>60.2</td>
</tr>
<tr>
<td>2</td>
<td>Talent Scouts (CBS)</td>
<td>46.2</td>
</tr>
<tr>
<td>3</td>
<td>Gunsmoke (NBC)</td>
<td>45.4</td>
</tr>
<tr>
<td>4</td>
<td>Life With Luigi (CBS)</td>
<td>39.7</td>
</tr>
<tr>
<td>5</td>
<td>Studio One (CBS)</td>
<td>37.6</td>
</tr>
<tr>
<td>6</td>
<td>Toast of the Town (CBS)</td>
<td>36.0</td>
</tr>
<tr>
<td>7</td>
<td>Your Show of Shows (NBC)</td>
<td>34.2</td>
</tr>
<tr>
<td>8</td>
<td>Rocket Squad (CBS)</td>
<td>33.6</td>
</tr>
<tr>
<td>9</td>
<td>Jack Benny (CBS)</td>
<td>33.5</td>
</tr>
<tr>
<td>10</td>
<td>Top Mic (NBC)</td>
<td>33.0</td>
</tr>
</tbody>
</table>

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**Westerns Are Favoured By 70% of Parents**

ADULTS who are not parents are more outspoken than parents in charging that western programs on TV are injurious to children.

This was revealed by a survey by Advertex Research, New Brunswick, N. J. Total of 767 personal interviews with both viewers and non-viewers of western programs was conducted in the New York metropolitan area.

Results showed that 70% of families with children consider westerns as good entertainment for children. Only 59% of non-parents agreed.

Of the parents, only 23% in comparison to 36% of non-parents believe that westerns lead children to undesirable habits. Some 55% of the parents favored banning westerns while 13% of the non-parents were for such a ban.

In addition, the study showed a 6% increase in the number of families viewing western programs over 1961, with 18% more of the families with children viewing than those without children.

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**Ross Reports Surveys**

TV Filmed Commercials

NEARLY 5,000 TV film commercials are listed in the Ross Reports survey of TV commercials on film used between Aug. 1, 1961, and last July 31. Volume lists these film announcements by sponsor, agency and producer.

In a foreword, the report reviews progress made during the year, noting that filmed commercials are now marked by “simplicity and sincere salesmanship” and that “silk techniques and improvement in filmed results has sparked a move away from live commercials for many network shows.” The 66-page book is published by Television Index, New York, and sells at $5 a copy.

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**‘Lucy’ Back on Top**

**Say Nielsen, Trendex**

(Report 239)

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**Channel 6**

“First in Indiana”

---

**Lucille Ball and Desi Arnaz**

I Love Lucy led the parade of Nielsen’s top TV shows for the two weeks ending Sept. 27, it was reported last week. Sen. Richard-Nixon’s (R-Calif.) speech placed fourth in the number of TV homes reached and 105 in percentage ratings. The lists follow:

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**NUMBER OF TV HOMES REACHED**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Love Lucy (CBS)</td>
<td>12,193</td>
</tr>
<tr>
<td>2</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>11,700</td>
</tr>
<tr>
<td>3</td>
<td>Pepsi Blue Ribbon Bows (CBS)</td>
<td>9,366</td>
</tr>
<tr>
<td>4</td>
<td>Nixon Speech (NBC)</td>
<td>9,136</td>
</tr>
<tr>
<td>5</td>
<td>Godfrey &amp; Friends (Elegant &amp; Moyer Tobacco) (CBS)</td>
<td>9,099</td>
</tr>
<tr>
<td>6</td>
<td>Droplet (NBC)</td>
<td>8,986</td>
</tr>
<tr>
<td>7</td>
<td>Texaco Star Theatre (NBC)</td>
<td>8,911</td>
</tr>
<tr>
<td>8</td>
<td>Godfrey &amp; Friends (Toni-Dolitos Tobacco Co.) (CBS)</td>
<td>8,322</td>
</tr>
<tr>
<td>9</td>
<td>Godfrey &amp; Friends (Pilsbury Mills, Inc.) (CBS)</td>
<td>8,166</td>
</tr>
<tr>
<td>10</td>
<td>All Star Revue (NBC)</td>
<td>8,133</td>
</tr>
</tbody>
</table>

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**PER CENT OF TV HOMES REACHED IN PROGRAM STATION AREAS**

<table>
<thead>
<tr>
<th>Rank</th>
<th>Program</th>
<th>Homes</th>
</tr>
</thead>
<tbody>
<tr>
<td>1</td>
<td>1 Love Lucy (CBS)</td>
<td>66.0</td>
</tr>
<tr>
<td>2</td>
<td>Colgate Comedy Hour (NBC)</td>
<td>63.6</td>
</tr>
<tr>
<td>3</td>
<td>Godfrey &amp; Friends (Uptight &amp; Myers Tobacco Co.)</td>
<td>63.6</td>
</tr>
<tr>
<td>4</td>
<td>Pepsi Blue Ribbon Bows (CBS)</td>
<td>51.7</td>
</tr>
<tr>
<td>5</td>
<td>Nixon Speech (NBC)</td>
<td>49.1</td>
</tr>
</tbody>
</table>

Copyright 1952 by A. C. Nielsen Co.
WMAR-TV FIFTH ANNIVERSARY
SUNPAPERS TELEVISION BALTIMORE • MARYLAND

For your free copy of WMAR-TV’s Fifth Anniversary Publication, Write to:
Anniversary Brochure
WMAR-TV
Baltimore 3, Md.

FIVE YEARS OF TV SERVICE TO MARYLAND
Oregon Hearing Highlighted by Resignation
(Continued from page 68)

mistake?” Mr. Blume questioned the witness.

“That we did not conduct a more thorough investigation of Mr. Stiles and perhaps make a further attempt to discover his background,” was the reply.

“Are you pretty familiar with his background now?” the attorney asked.

“No, I am not,” the witness said.

“The only thing there that he won’t tell me, and I can’t find out.”

Relating that his counsel on Monday had checked Mr. Stiles’ previous employer in Phoenix, the witness testified, “I say I don’t know whether it is true or not, but it seems when Mr. Stiles left his employment at this station in Phoenix, KPHO, I believe, the engineers, the technicians, or some of the station personnel walked off the job with him and the station had to go off the air until they could fly in a new crew. That is a pretty serious case of turnover.”

It was later explained Mr. Stiles said he once was with KPHO-TV when employed by the applicant but the reference was not checked at that time.

“Did Mr. Stiles make a recommendation to you at any time as to what type of equipment to use?” Mr. Blume asked the witness.

“Yes, he did,” Mr. Meier replied.

“I can recall very definitely my asking him why he preferred DuMont over RCA. Personally not knowing anything about it, I could not get into a technical argument, and he said ‘We have decided on DuMont equipment’ and I asked him why.”

Earlier in the week, on Monday, Mr. Meier testified he had met Mr. Stiles last April. He said the applicant needed bank’s advice and Mr. Stiles was recommended by DuMont executives Comdr. Loewi and Mr. Taylor.

Mr. Meier, who is also secretary of Portland’s Meier & Frank Dept. Store, testified on Monday respecting the Colwell incident. He is a next-door neighbor to Frank Belgrano, president of the First National Bank of Portland.

Asked if he talked with Mr. Belgrano respecting Mr. Colwell’s interest in Columbia Empire Telecasters, Mr. Meier replied, “If I may preface it by the use of a cliché, I believe a mountain has been made out of a molehill.”

The witness said he met Mr. Belgrano at a social function Sept. 21 at the home of Aaron Frank, president of Meier & Frank and Mr. Meier’s cousin.

“It was the day after KPTV had gone on the air and television was the main subject of conversation,” the witness said. “I mentioned I had just seen an amended application of Columbia Empire Telecasters and commented that they had a base of his associates appeared in that amendment.” The bank official was Mr. Colwell, the witness indicated.

Mr. Meier testified Mr. Belgrano was interested in the matter so Mr. White showed the bank president a photostat of the amendment the next day.

Mr. White had testified Oct. 16 of his visit to the bank president. Questioned by Columbia Empire’s counsel as to the reason, Mr. White said, “I was making inquiry verbally as to what the policy of the bank was in connection with officers of the bank making investments in a competitive situation. I happen to be a customer of the bank.”

Letter of Oct. 15

The witness testified he wrote a letter to Mr. Belgrano on Oct. 15 to solicit the bank’s advice at the request of the bank president. He did not have a copy with him at the hearing.

Columbia Empire’s counsel asked the witness, “Did you, on behalf of Oregon Television and your fellow-stockholders, ever attempt to bring any pressure on Mr. Belgrano to force Mr. Colwell out of Columbia Empire Telecasters?”

Mr. White answered, “No,” after his counsel objected to the question but was overruled by the examiner.

In the Wichita hearing, which began last week, applicants for Channel 10 argued engineering. The three applicants are KAKE, Sunflower Television Co. and Mid-Continental Broadcasting Co., located at Kansas City. The third applicant is shown.

Sunflower’s principals are ollin E. V. Yingling and W. L. Hartman, radio station representative George F. Hollingbery, 

Mr. Meier’s attorneys for Columbia Empire Telecasters are John D. Montgomery, and Coca-Cola franchise holder Virgil S. Browne Jr. Mid-Continental is owned by Theodore C. Brown, general manager.

Engineering for Wichita’s Channel 3 was stipulated and that hearing was tentatively scheduled to resume Nov. 12. The contesting applicants are KANS, owned by O. L. Taylor, broadcast station representative, Wichita Eagle’s KFH, and Wichita Television Corp. Inc., whose major stockholder is George M. Brown, local business-

The two applicants seeking Wichita’s Channel 16 are C.W.C. Co., owned by theatre exhibitor Stanley H. Durwood and the Wichita Beacon’s KWBB. Their hearing was recessed indefinitely.

In the Tampa-St. Petersburg hearing, the Tampa Tribune’s WF LA completed its case and St. Petersburg Times’ WTSF began its presentation for Channel 8.

WF LA proposed to spend $278,870 to build its station. For the first year of operation, expenses will be $355,165.64, with income estimated at $301,016.48. Station plan calls for TV service in the Class A rate charge of $150. WF LA profits before taxes were $76,345.63 for the first nine months of 1952, and $35,980.64 for the same months of 1951. Major Tampa Tribune owners are also principals in the Richmond (Va.) News Leader, which owns WRNL there. Tampa Tribune lists its current assets of $1,051,820 and current liabilities of $427,768.

WTSP Expenditure

WTSF plans to spend $1,057,801 in constructing its TV station. First year’s operations are estimated at $861,600; income at $450,000. A staff of 55 is proposed. Rate card is scheduled to carry a $300 Class A charge the first year, to be increased by $100 the second year and again the third year. WTSF listed current assets of $396,375.85; current liabilities of $251,438.61, and a surplus of $194,937.24. WTSP is 90% owned by Nelson Poynter, who also publishes the Congressional Quarterly, Washington, D. C. F. Joseph Kelley, general manager of the station, is a 3.5% stockholder. St. Petersburg Times listed current assets of $426,789.65; liabilities of $374,883.34.

The other Channel 8 contest is Tampa Bay Area Telecasting Corp., owned by Florida realtor Robert James, truck dealer R. W. Evans, WJZ-TV New York general manager John Trevor Adams, Sherman & Marquette executive Harry W. Bennett Jr., William Houseknecht and Ellington executive Hal James.

In the Channel 13 Tampa case, the WDAB and Orange Television Broadcasting Co. petition, asking that an amendment by Tampa Televisi-
which is 20% owned by W. Walter Tison (WALT Tampa), asked to be permitted to increase costs of construction, specify new trans- mitter site and increase antenna height. Opposition claimed that this is a substantial amendment and is foreclosed by the FFC's 20- day rule.

WDAE is owned by the Tampa Times, and Orange Television by department store executives David A. Falk and Frank E. Mandel.

Hearing for Denver’s Channel 4 last week saw the case for KMYR completed and the beginning of presentation by KOA. KMYR is owned by F. W. and A. G. Meyer, plus 20 other stockholders, mostly local businessmen.

It plans to spend $518,000-$541,000 on construction, depending on whether some facilities are leased or bought. It estimated its first year operating costs, with a staff of 50, to be $570,185. It proposed to establish a $500 Class A charge. Station listed current assets as $149,063.59; liabilities, $461,238.81. KMYR made $15,102.07 after taxes in 1950; $77,974.11 after taxes in 1951.

Hooper Adds Four
FOUR additional stations have been reported to have signed for C. E. Hooper Inc.'s new 40-city service, "TV-Area Hooperations." They were: WPAA-TV, KRLD-TV and WBAP-TV Dallas-Fort Worth, and KOTV (TV) Tulsa.

CBS-OUTLETS
KTBC, WAFT, KGMB Sign
CBS-TV has signed TV channel grantees in Texas and Louisiana as primary supplementary interconnected and one in Hawaii as a primary affiliate, Herbert V. Akersberg, vice president in charge of station relations, said last week.

KTBC-TV Austin, Tex., contract is effective Dec. 1. The station, assigned vhf Channel 7, is being constructed and will be operated by Texas Broadcasting Corp., licensee of KTBC. J. C. Kellam is general manager of both radio and TV outlets.

WAFB-TV Baton Rouge, La., pact becomes effective Jan. 1. Owned by Modern Broadcasting Co., licensee of WAFB, the station will operate on uhf Channel 28. Like its AM affiliate, it will be under the general management of Tom E. Gibbons.

Primary affiliation of KGMB-TV Honolulu, "farthest outpost of television," will be effective Dec. 1 when station officials expect to begin operations. Hawaiian Broadcasting System, licensee of KGMB, is assigned vhf Channel 9. C. Richard Evans, general manager and former general manager of KSL Salt Lake City, said RCA equipment is expected to arrive about Nov. 20.

ADMIRAL SIGNS
To Sponsor Bishop Sheen
ADMIRAL Corp. will sponsor Bishop Fulton J. Sheen’s Life Is Worth Living series on DuMont TV Network, it was announced last week by Admiral’s President Ross D. Siragusa.

The contract, extending for one year with options to renew for two more, represents an annual expenditure of $1 million and calls for 20 weekly talks by Bishop Sheen from November through May.

The series starts Nov. 18 and is scheduled in the time period it occupied last year, Tuesday 8:30 p.m., opposite Milton Berle on NBC-TV, and Eddie Albert’s Leave It to Larry on CBS-TV. ABC-TV does not program in that period.

It was understood arrangements call for opening commercials of the institutional type, with direct selling limited to the closing commercial. There will be no middle commercial.

The signing marks Admiral’s return to regular television sponsor- ship. The company sponsored ABC’s radio and television coverage of the national political conventions and it will sponsor election night coverage on the same networks.

The contract for the Bishop Sheen series was between Admiral and Mission Humanity and it was understood his fee would be turned over to the latter organization, of which he is national director. Mission Humanity is the subsidiary of the Society for the Propagation of the Faith, of which the prelate also is national director, and is a member of the voluntary agencies of the United Nations. It dispenses funds to hospitals, leprosaria, dispensary, homes for the aged, and orphanages throughout the world. Last year it aided an estimated 53 million persons of all creeds.

TEXAS-View Stores, San Antonio, Tex., distributor, will stage an audio show Nov. 3-8 as part of its Open House Week. High-fidelity products of more than 35 manufacturers will be demonstrated.

NARTB TV BOARD
Decides on Florida Meet
NARTB’s Television Board will meet Dec. 8-9 at Cat Cay Island, off the Florida East Coast, regardless of the outcome of efforts to revive the NBC affiliates conference originally scheduled for the first week of December at Boca Raton, Fla.

The combined Radio and Television Boards of NARTB will meet in Washington Dec. 3-4 instead of Miami Beach Dec. 5-6, as originally scheduled [B+T, Oct. 20]. A separate meeting of the radio board is slated Dec. 5-4, after the combined boards have acted on proposed amendments in the by-laws.

3,000,000
people in 103 counties spend
$1,828,557,000 in an area covered
by WSAZ-TV Home-town Station for Huntington and Charleston.

W4,000 WATTS ON CHANNEL 3
WSAZ-TV
HUNTINGTON, WEST VIRGINIA
For full details on rates and availabilities to stake out your claim in this rich new market, wire, call, or write Lawrence H. Rogers II, General Manager, or contact your nearest office of The Katz Agency, Inc.

"WORLD'S MOST POWERFUL TELEVISION STATION"
CROSLEY'S REPLY

THE PUBLIC will benefit far more from power boosts granted the three Ohio TV stations of Crosley Broadcasting Corp. than from a more "exacting" application of the FCC's multiple ownership rules. This is argued by Crosley in its reply to the Commission's notice of inquiry into the signal overlap problem. Crosley asks grant of the bids without hearing.

In behalf of WLWT (TV) Cincinnati, WLWC (TV) Columbus, and WLWD (TV) Dayton, together representing a multi-million dollar investment, Crosley pointed out that FCC considered the overlap problem once before when issuing the construction permit for WLWD in 1947. The petition also noted the applications were in strict conformance with the allocation plan and other requirements specified in the Commission's Sixth Report and Order.

FCC Ordered Changes

The three Crosley outlets were required to change channels, as were 27 other existing stations, in the final allocation order [B&T, April 14].

The Crosley petition was submitted to the Commission last week by Duke Patrick of Hogan & Harton, Washington counsel of Crosley, in response to FCC's notice in mid-September that the channel-change applications, because of the overlap situation, "involve multiple ownership question which indicatcs necessity of hearing" [B&T, Sept. 22]. FCC contended there would be Grade A overlap between the Cincinnati and Dayton stations and Grade B overlap between all three outlets.

At the same time, the Commission had notified WAGL-TV Lancaster, Pa., and WDEL-TV Wilmington, Del., both Steinman stations, of a similar problem of overlap involved in pending channel change and power boost applications.

At that time, FCC issued conditional grants for changes of frequency to the Crosley stations, requiring them to continue operation with their present power. Similar conditional grant was issued to WAGL-TV for change from Channel 4 to Channel 8.

Crosley's WLWT was conditionally granted changes from Channel 6 to Channel 5, WLWD from Channel 2 to 5 and WLWC from Channel 3 to 4.

In both cases, Comm. George E. Sterling disowned from the major- ity action. He argued full power should be approved along with the channel changes, indicating the overlap problem was created by FCC's new engineering standards.

not the applicants, and must be re- cognized as such.

The Crosley petition reviewed the firm's pioneering in TV since 1937 and pointed out the three stations were the first or among the first to begin operation in each city.

The petition submitted On July 5, 1947, at Cincinnati, being granted in Nov- ember 1946. WLWC, first in Col- umbus, was approved at the same time, the petition said, while the WLWD petition applied for at Dayton, was the second granted and put into operation there. This delay was caused by a stay in our inquiry, resisted in favor of Crosley with the grant in April 1947, it was indicated.

Crosley Didn't Object

The petition pointed out FCC's Sixth Report noted the Crosley stations did not object to the frequent changes proposed by the Commission and in each station's case said "an appropriate authoriza- tion will be issued" to specify the final channel change on the channel proposed by FCC.

"From the outset of Crosley's operations at Cincinnati, Columbus and Dayton every effort has been made to develop and promote it television broadcast service," the petition said, noting large sums were invested to provide the best facili- ties and programming. In making its investment, Crosley stated:

As of Nov. 30, 1951, the combined cost values of the fixed assets of the three stations, exclusive of fixed assets used jointly with radio- television in Cincinnati, total $2,309,906.78. An additional amount of $490,000 represents the cost of land, buildings and equipment devoted to television purposes but used jointly with its radio broadcast operations in the Cincinnati area. the actual operating cost, including program expenses, of stations WLWT, WLWC and WLWD, was $52,407.37.

In Cincinnati, the combined net operating loss of WLWT, WLWC and WLWD amounted to $911,577.96.

The petition explained that Sec. 3-636(a) of the Commission's rules provides that, "No person (including all persons under common control) shall, directly or indirectly own, operate or control more than one television broadcast station that transmits substantially the same area as another television broadcast station owned, operated or controlled by such person."

"Reduced to simplest terms," the petition said, "the operation of a second station would prevent Crosley from owning or operating any two of the three stations ... if any two of them served substantially the same area. That is the problem we do not manifest not only from the physical facts but from all considerations which the Commission has employed in construing and applying similar language for similar pur- poses in its AM multiple ownership rules."

The Crosley petition noted that while all three cities are in Ohio, "their individual markets, industries, populations and characteris- tics differ so much as to be inden- dent as if they were located in different states and separated by hundreds of miles rather than by fractions of that distance."

The petition said FCC "has given full recognition to these physical facts by allocating three vhf channels for use in Cincinnati, three in Columbus and two in Dayton; by making the broadcast for all the stations for processing purposes; and by not even computing the distances in miles to the main transmitters in use by stations located elsewhere."

The petitions contended that "throughout each stage in the con- struction and operation of its sta- tions, Crosley has recognized the separate and individual require- ments of the cities. Crosley maintained separate staffs and stu- dies and originated separate pro- grams for each of the cities in ques- tion."

The fact that certain signal contours of three stations overlap under the Crosley applications, and authorized by the Commission as a result of the Sixth Report, and 1947: the fact that there is some overlap with adjacent stations, is an indication that the overlap, does not the best facts of the case not. Crosley pointed out: "We do not, and never will serve substantially the same territory. The his- tory of service to the public, the quality of service, the quality of the service, the fallacy of predictions of service based upon signal strength alone and all the other uncertainties in this developing and growing serv- ice were recognized by the Commis- sion in its Sixth Report and the Seventh Report, 1951."

In interpreting and applying Sec. 3-636(a) of the rules, the petition stated, the Commission has made many pronouncements regarding the object and purpose of rules of this nature. The gist of what has been said amounts to this:

The Commission has decided each case involving multiple ownership on its merits after consideration of all pertinent facts. Sec. 3-636(a) of the Commission's rules is not an absolute bar to a station's operation in all cases, there is an overlap of service areas of two stations under control. How- ever, overlap of service areas of two stations under common control is a factor to be considered in determining cases in- volving comparative considera- tion between two or more stations.

The petition pointed out the sole question is whether or not the operation proposed by the firm involved in the petition may be an advantage to the public. The petition said FCC "has given full recognition to these physical facts by allocating three vhf channels for use in Cincinnati, three in Columbus and two in Dayton; by making the broadcast for all the stations for processing purposes; and by not even computing the distances in miles to the main transmitters in use by stations located elsewhere."

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Crosley explained the channel change costs will amount to $200,000 and the additional power boosts, when approved, another $300,000.

Points to Public Benefit

San Diego's First and only TV Station
Blankets California's Third Market!

KFMB-TV KFMB-AM
San Diego 1, Calif.
Represented by THE BRANHAM CO.

San Diego's 1951 BANK DEPOSITS were $407,613,259
TV Grants and Applications

(Continued from page 64)

297 kw visual. 124.7 kw aural; antenna height above average terrain 689 ft. above ground. Estimated construction cost $382,000. First year operating cost $225,000. Post Office address: Antelope, Calif. 14° 39' N. Lat., 121° 17' W. Long. Transmitter and antenna RCA. Legal counsel: Justin H. Marks. Consulting engineer: George E. Gauthier. Washington. Principals include President and General Manager, Frank A. DuMont, antenna R.C.A. Legal counsel: Robert B. Cohn, 46 TV. This facility is in an urban setting in line with real estate development. City priority status: Gr. A-2, No. 240.

KANSAS CITY, Mo. — The KCY Best Co. (K.C.Y.), uhf Ch. 3. ERP 100 kw visual, 50 kw aural. Change antenna height above average terrain to 774 ft. above ground to 704 ft. (For applications, see TV Applications, B-T, July 14.) City priority status: Gr. B-4, No. 186. Application seeks Kansas City, Mo. channel.


WACO, Tex.—Waco Television Corp. Amended application to show increased capitalization, additional financial data and proposed programming. For application, see TV Applications, B-T, July 7. City priority status: Gr. A-2, No. 36.

MILWAUKEE, Wis.—Milwaukee Area Telecasting Corp. uhf Ch. 12 (204-210 mc). ERP 215 kw visual, 118 kw aural; antenna height above average terrain 926 ft. above ground 916 ft. Studio location and antenna GE. (Change from uhf Ch. 12.) (For application, see TV Applications, B-T, July 14.) City priority status: Gr. A-2, No. 240.

APPLICATIONS MODIFIED


WICHITA FALLS, Tex.—R. E. Chambers, uhf Ch. 6 (82-88 mc); ERP 35 kw visual, 15 kw aural; antenna height above average terrain 447 ft. above ground. Estimated construction cost $325,000. First year operating cost $185,000. Revenue $225,000. Post Office address: 2219 W. Wichita Ave., Wichita Falls, Tex. Studio location to be determined. Transmitter location 1 mile west of Wichita Falls. Geographical coordinates: 34° 03' 44" N. Lat., 98° 21' 45" W. Long. Transmitter DuMont, antenna RCA. Legal counsel: Parke S. Becker, Washington. Consulting engineer Van- divers, Cohen & Wearn, Washington. Sole owner of applicant is R. E. Chambers, independent businessman. Houston (Tex.) attorney from 1942 to 1948 City priority status: Gr. A-2, No. 56.

SAN BERNARDINO, Calif.—KITO Inc. (KITO), uhf Ch. 18 (490-506 mc); ERP 18 kw visual, 8 kw aural; antenna height above average terrain 3,669 ft. above ground. Studio location 506 South St. Transmitter location in San Bernardino County. Geographical coordinates: 34° 14' 10" N. Lat., 117° 14' 25" W. Long. Transmitter DuMont, antenna GE. (For application, see TV Applications, B-T, May 12.) City priority status: Gr. A-2, No. 64.

WATERBURY, Conn.—WATR Inc. (WATR, Ch. 11), ERP 11 kw visual, 5 kw aural; antenna height above average terrain 743 ft. above ground. Studio location 497 Union St. Geographical coordinates 41° 27' 13" N. Lat., 73° 7' 1" W. Long. Transmitter location West Peak, Meriden. Construction: 900 kw visual, 400 kw aural. (For application, see TV Applications, B-T, June 26.) City priority status: Gr. A-2, No. 64.

NORTH ADAMS, Mass.—Graylock Best Co. (WHRK Pittsfield, Mass.), uhf Ch. 22, ERP 12 kw visual, 5 kw aural; antenna height above average terrain 1,130 ft. above ground. Transmitter location on Mohawk Trail near Sycamore 3 mi. above ground. (For application, see TV Applications, B-T, June 26.) City priority status: Gr. A-2, No. 64.

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

**"BALANCED" TV Tripod** mounted on 3-wheel platform is rugged, collapsible and fully illustrated.

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

WE RENT AND SERVICE CAMERAS + MOVIEKAS + DOLLYS ... Complete line of 15mm and 16mm equipment available for rental.


WE DESIGN and manufacture Lens Mounts and camera equipment for 15mm — 35mm and TV cameras.

UNION DISPUTE

 Cancels ABC-TV Program

ABC-TV canceled the weekly "United—Or Not to Program" Monday for the second time as mediation efforts with the National Assn. of Broadcasters Engineers & Technicians (CIO) failed.

NABET engineers employed at ABC-TV refused to take a "feed" from cameras operated by members of the International Brotherhood of Electrical Engineers (AFL), which handle the program for the United Nations Correspondents Assn. A similar dispute with NBC-TV was settled when the network made arrangements to send a camera to the UN meeting hall [B-T, Oct. 20].

118.9 kw aural; antenna height above average terrain 704 ft. above ground 447 ft. Estimated cost of new equipment $853,500. Transmitter GE.

WE THROW the book away and engineered a brand new "BALANCED" Tripod for every photograph and video need. The result—a revelation in effortless operation, super-smooth tilt and 360° pan action.

PERFECT BALANCE prevents mishap if the lock lever is not applied. Quick release pan handle locks into desired position. Mechanism is enclosed, rustproof, needs no lubrication. Tension adjustment for complete preference. Built-in spirit level. Telescoping extension pan handle. We defy you to get anything but the smoothest, most efficient operation out of this tripod beauty.

IF YOU WORK WITH FILM ... 

It will pay you to get to know us. The country's foremost professionals depend on our portable, versatile, adaptable equipment.
That nice "gal next door" knows all the latest recipes, all about what's new in the stores, what to do about beauty problems, is full of new ideas about decoration. Kay Larson is "the gal next door" to thousands of Central New York housewives who take time off each day at 3:15 for a friendly session with her in their TV rooms. You'll find this light-hearted participation show an ideal place to spot your product story.

FOR REAL RESULTS say "WHEN"
CENTRAL NEW YORK'S MOST LOOKED AT TELEVISION STATION
Represented Nationally By the Katz AGENCY
CBS • ABC • DUMONT

WHEN TELEVISION SYRACUSE
A MEREDITH STATION

Page 78 • October 27, 1952

Sales

Tele-Pictures Inc. has signed a $100,000 contract with KDLY-TV Salt Lake City, WCBS-TV New York and WMAR-TV Baltimore wherein each station may televise 46 feature films of Lippert Productions. Joseph P. Smith, eastern division vice president, represented Tele-Pictures.

* * *

PSI-TV Inc, New York, film programming distributors and producers, has sold Chica Smith to Lincoln-Mercury Dealers, Baltimore, for WAAM (TV) Baltimore; Iron City Beer Co., Pittsburgh, on WDTV (TV) Pittsburgh, and Weil Furniture Co., Detroit, on WXYZ-TV, Detroit.

* * *

Al Simon Productions, Hollywood, is completing live action and animated TV film commercials in units of 12 for Carnation Co., Los Angeles (evaporated milk), to be telecast on CBS-TV's George Burns and Gracie Allen Show. Agency is Erwin, Wasey & Co., L. A.

PHONEVISION PAY 3 Ways Possible—McDonald

PHONEVISION can be used with three collection systems, Condr. E. F. McDonald Jr., president of Zenith Radio Corp. and prime mover for the adoption of pay-as-you-see home TV, revealed in a letter to sports leaders recently.

"We have for a long period of time," Condr. McDonald wrote, "been testing various methods [of collection and billing]. Therefore, in the reception of pay-as-you-see home TV, revealed in a letter to sports leaders recently. We have been testing various methods of billing and collection methods in the same transaction to serve all homes in range of the television station, whether or not they have telephones.

"With this flexible system, Jones will be charged on monthly billing, Smith will use a card purchased at the corner drug store, and Johnson will pay for his program by a coin box in his home, etc."

Zenith petitioned the FCC last March for commercialization of its subscription-TV Phonevision system (B-T, March 3). The petition implied that then Phonevision could work by various methods, and was not irrevocably wedded to telephone line operation.

Other fee-television systems are Skatron's Subscriber-Visi-Vision, International Telemeter's coin-box method and RCA's system: Television.

Distribution

Producers Representatives, New York, is distributor of 40 motion pictures produced by Cathedral Films, Burbank, Calif.

* * *

Standard Television Co., Los Angeles, has acquired distribution rights to Pan-American Showtime, a half-hour musical TV series filmed in Central and South America by Kemp-Brighton Productions.

* * *

Availables


Cathedral Films, Burbank, Calif.

— LIPPERT FILMS

January Release Expected

SOME 107 Robert L. Lippert motion picture films may be released in January. It is believed that release of the films hinges on their sale to more than 20 of Mr. Lippert's former movie partners and associates. The transaction is expected to be completed in early January.

Unable to produce any theatrical features since being blacklistec by Screen Actors Guild for selling movies to video after SAG's Aug. 1, 1948, cutoff date, Mr. Lippert is reported to be contemplating heavy TV film production after disposal of the remaining backlog. Meanwhile, Mr. Lippert is reported to be conferring with CBS about his producing feature films exclusively for TV.

Snow Crop Signs

SNOw Crop Marketers, New York (frozen foods), signs for sponsorship of quarter-hour of CBS Radio and CBS-TV Arthur Godfrey Time is awarded basis, alternating with French Sardine Co. (Star-Kist Tuna), effective Dec. 2. Snow Crop will sponsor simulcast of 10-10:15 a.m. segment on Tuesday and Thursday one week, and on Monday and Wednesday, plus Friday radio broadcast, the next. Agency is Maxon Inc., N. Y.

Cascade Pictures of California Inc., Culver City, is completing six animated TV film commercials for Safeway Stores, Oakland (Parade detergent), Agency is Erwin, Wasey & Co., L. A.

has completed I Beheld His Glory and is offering the half-hour film for televising between Good Friday and Easter. The film is based on a story by Rev. John Evans, religion editor of the Chicago Tribune.

Production

Standard Television Co., Los Angeles, and Matty Kam, Hollywood producer-director, have completed arrangements for the filming of The World Is My Beat, a half-hour series of documentary TV films. The contract is estimated to ultimately involve $1 million.

SAG FILM TALKS

Break on Commercials

SCREEN Actors Guild last week broke off collective bargaining negotiations with the American Association of Advertising Agencies and New York film producers following failure of the groups to come to agreement on working conditions for actors in TV commercials.

Talks ended in a stalemate Tuesday night in New York when the guild's representatives, what the guild termed "virtually unlimited" of the filmed spots for the payment of the actor's original fee.

Strike action was expected to be voted immediately by the guild's board of directors and its New York council, with approval by SAG's general membership at a Hollywood meeting on Nov. 9.

Guild's proposals include that one showing of the film would be allowed for the actor's original fee on a network TV program. For each additional showing, the actor would be given added compensation, with no further telecasts of the commercial allowed beyond one year after making of the film.

For the original payment to the actor with a slight premium over minimum scale the agencies countered-proposed that it include rights to televise a filmed commercial on national networks (more than 30 stations) without limitation as to the number of times it could be shown on each network, and that the actor would be given added compensation.

For "wild spots" on station breaks, etc., on individual stations, SAG proposed that the actor's original fee allow unlimited use during first four weeks. The original fee would be paid for each added four-week use, with overall limitation of six months.

The agencies demanded that the original payment to the actor allow unlimited use for 13 weeks on a national basis and for 52 weeks on a local basis, with no restrictions on the overall life of the spot.
EMERSON URGES

Educational TV Aid

EMERSON Radio & Phonograph Corp. Thursday issued a pamphlet titled "Educational Television, a New Market for TV Receiver Sales," calling on 30,000 TV dealers to stimulate set sales by urging local communities to support non-commercial educational video stations.

The Emerson pamphlet is intended to show that FCC's allocation of 242 educational TV channels over 1700 vhf and uhf frequencies "is an at-risk new potential market for television manufacturers." If nothing is done, the pamphlet warns, more than 50,000 TV sets will go to waste, a loss that will be of more than $100,000,000. The pamphlet is in response to the TV flood.
TV Filming Abroad

(Continued from page 85)

phoners, were acquired. Directing The Silent Men is Terence Fisher. Third in the series, Foreign Legion is being produced and photographed by Anthony Barley who also de-

vised original story. Daniel Birt is directing. Allen Gray, who scored "The African Queen," is also conducting an original score for the TV series.

Greatest difficulty in shooting TV film abroad, for the American market, according to Mr. MacDonald, is problem of using European per-

sonnel without loss of American flavor. This, Mr. MacDonald said, requires direct supervision by an American producer. However, American accents aren't too hard to come by with hundreds of Can-

dian actors available to fill the breach if talent from the U.S.A. isn't available.

For Silent Men, midwesterner Robert Ayres, who is one of May-
fair's leading actors, was engaged. Charles McGraw, was imported from Hollywood to portray the lead in Foreign Legion. Interna-
tional Theatre, which seeks universal flavor, is using Clifford Evans, well-known British actor, in the lead.

Locations offer the choicest bait to American producers. This, says Mr. MacDonald, should be the major factor in determining Euro-
pian production. Douglas would limit its production to Hollywood, he points out, except for fact that backgrounds provided in England and on the continent and elsewhere were required for the three NBC

TV shows.

Foreign Legion, for example, was filmed at Busanda in French North Africa, where through cooperation of the French government actual forts and a regiment of Spahis were employed. By arrangement with the Belgian government, all exteriors for Silent Men were filmed in Antwerp. Virtually every European capital is on schedule for filming of International Thea-

tre.

Differing Opinions

Some other producers are of an opinion contrary to that of Mr.

MacDonald.

Savings in production costs vary, according to figures shown Broad-
casting • Telecasting by producers who declare the advantages outweigh disadvantages in filming outside the United States.

One estimated production costs on his half-hour musical features as around 33 1/3% less in Mexico than in Hollywood. Another showed that his company was saving "about 20%" on a series of 13 half-hour mystery shows being made abroad. Still another revealed that difference in production of a series being made in units of 13 half-hour shows will be "more than 25%.

From figures on hand, one TV film producer said that a series of full-length feature films to be made in England and France will be shot for "below $10,000 per program". Cost in this country, he declared, would be $20,000 per program.

Some of these projects are being financed with frozen funds and some with U. S. money. Others have a combination of European and American financial backing. Still others are "on their own." Much of the production however is still in the paper planning stage until the studio availability and/or money situation be worked out.

Hariam Thompson and Frank Chapman, both well known in U. S.

movie industry, in a tie-in with Thee Films, plan to produce a series of 26 half-hour musicals starring Gladys Swarthout, Doro-

thy Kirsten, Cesare Siepi and Ra-

mon Vinay in Italy. Actual shooting, however, has been postponed because of the financial situation.

It is reported that Margaret Bul-

lock, Los Angeles department store heiress, was to invest $500,000 in the venture. Her death cancelled the financial backing.

Another American group headed by Ralph Serpe and said to be well financed is reported to be setting up headquarters at Ponti,

DeLaurentis Studios in Rome to make a video film series. The D.

M. Grattan Co. recently announced plans to shoot a series of half-

hour operatic films in Rome.

Real Films' Release

It's a tie-up with a British film

producer, Real Films of Vienna expects to get underway shortly with a TV series for U. S. release.

Souvaine Selective Pictures, Paris, distributing foreign made theatrical films to art theatres and U. S. TV stations, also has plans to produce a video detective series in France. There is U. S. money backing this venture too.

Roland Reed Productions, Holly-

wood, has earmarked Italy as pos-

sible locale for an upcoming video series. It would be a joint financial venture by that company and an Italian production firm.

George F. Foley, president of the package firm bearing his name, is slated to leave New York Oct. 18 for a two-week trip to Paris and Rome to set up production units for a half-hour and 13 hour-long TV film dramas for syndication in the U. S.

The films, as yet untitled, are being financed partially by Euro-

pean capitals. Production is planned to start in early December; on the hour films, in mid-January. Rotat-

ing casts will be used, composed largely of Americans in Europe.

"The cost of producing such films in this country would be prohibitive," Mr. Foley asserted, "but European economies make such a project desirable. To pro-

duce half-hour dramas such as we have in mind would cost $22,-

000 per program in this country, while the hour-long programs would cost about $50,000 to pro-

duce here. We will bring in them for considerably less in Europe, where we will also be able to turn out a superior product."

Barry Series Planned

John Austin, former English mo-
tion picture producer, who recently formed John Austin Production with headquarters in New York, is readying an adventure series built around Steve Berry, fictional government investigator on overseas assignment. Three 30-minute films in the series are already completed, having been shot in Europe. They are "The Nelson Case," "An International Affair" and "International Rendezvous." Others in series will be filmed abroad.

He is also preparing a series of half hour subjects filmed in India and plans to shoot another in Japan. Sterling Television Inc., New York, will handle distribution.

His TV feature film "Intrigue," produced in England, is currently being released to stations.

Ziv Television Programs cur-
rently is shooting some location shots in Europe for use in future film programs. President John L. Sinn flew to Europe on Oct. 3 for about a month's visit, primarily on vacation but with possibility that he may supervise some location filming.

Jack Hoffberg, president Hoff-
berg Productions, and William Al-
bach, representative Video Inter-
film Corp., Berlin, months ago ar-
ranged for production in Western Germany for a 13 half-hour series of ballet and operetta films. In-
cluded are "Merry Wives of Wind-

dor," "Martha," "The Flying Dutchman," and "The Womb of the World." In addition 26 symphonic musi-
cals and ballets, running 15 min-
utes each, are to be filmed.
March of Time Inc., New York, recently completed a series of 26 quarter-hour ballet films, *Ballets de France*, in Europe which are now being offered to American TV stations.

Adolph Wenland Productions recently completed first in a series of half-hour TV musicals filmed at Cinematografica Guanatemoc, Mexico City. Title of series is *Around the World for a Song* and first film starred Andre Toffel, French actor-singer. Series will be produced under the direction of Ted Lewis.Is producer, and Fabian Andre, musical director. Burt Wenland heads the projected series as business manager.

Karl E. Moses, vice president in charge of production for Scandinavian-American Television Co., is currently in Denmark filming the TV half-hour *Hans Christian Andersen* series. First 18 are scheduled to be completed by January to Interstate Television Corp., Hollywood, which has secured distribution rights. Arthur Piersen directs. Thor Brooke is production manager with Malvin Wald script writer. Cooperation of Royal Danish Government and American Society and Museum has been secured in filming series which incorporates Royal Danish Theatre, Ballet and Symphony Orchestr.

Crown Film Productions was to start shooting in September 13 half-hour video films under title of *Secret Assignment in Stockholm*. Thor Brooke has been assigned as producer-director.

In German Production

Walter Klinger, in charge of sales for Scandinavian-American Television Co., is enroute to Western Germany (Nov. 1) to act as production supervisor and distribution head for a German motion picture production company which will enter the American TV market with new product.

Allegro Pictures Inc. and Bernard Tabakin, president, Tableau TV Ltd., Beverly Hills program packagers, and head of West Coast operations for PSI-TV Inc., have arranged with Jacques Gauthier, head of Entreprises Generale Cine-matographique, Paris, for a half-hour TV film series to be made in France and its colonies.

Hollywood group will supply star, director, script and writer as well as handle U. S. distribution. Paris firm is to furnish production facilities and make available $1 million in francs. Films will be in English for U. S. market. Michel Bernheim, French director, is acting as Gauthier's production supervisor and will direct several of the films.

Crown Pictures International, formerly Exclusive Distributors, besides distributing films to television, plans to produce several series in foreign countries. Two are scheduled for production in England and one in Mexico, according to Lew Jackson, vice president.

Slimm-Meservy Television Productions recently sent Jackson Winter, photographer, on a seven months' round-the-world trip to film in color unusual locales for *Yesterday's World Today*, new 18 quarter-hour TV series.

Carl Swanstrom, executive producer, Swanstrom Productions, Hollywood, and Melbourne Turner, Montreal producer-director, recently formed Swanstrom-Turner Corp. to distribute their films.

With shooting scheduled to start next spring, Mr. Turner will produce and direct a 13 half-hour as yet untitled video series in color, with story built around Northwest Mounted Police. They will be produced in Quebec at the same time he makes two feature films. U. S. distribution of both the features and TV films will be handled by Mr. Swanstrom.

Prominent Producer

Irving Friedman is a producer of *The Mystery of the Sphinx* currently being telecast from Fremont, Calif. Friedman is also a partner in Hollywood Pictures Corp., which distributes the film. The movie, directed by John H. Ireland, stars Joan Blondell and cocktail hi-jinks.

African Adventure Set

Breakston-Stahl Productions has started filming a 26 half-hour TV adventure series, *Safari Bill*, in color, in British East Africa and Belgian Congo. George Breakston and C. Ray Stahl will produce and direct from scripts by Mr. Stahl. Irene Breakston is associate producer. Cast includes Martha Hyer (Mrs. Stahl), film-TV actress, John R. Carter has been named technical executive. Series will be released through United Artists.

American and British interests represented by Forrest Judd, president of Film Group Color Productions, Hollywood, recently joined with K. M. Modin, chairman of Western India Theatres Inc. and on a four-year lease took over the Central Studios and Minerva Studios in Bombay. They have been revamped for color production.

Mr. Judd is planning a series of 30 half-hour as yet untitled TV films to be shot in color in India. Interiors will be shot at Central Studios with exteriors in northern India. Ernest Haller who was cinematographer on *Monsoon* and *Mississippi*, recently made by Mr. Judd in India, will act as producer-photographer on the TV series.

Ken Krippene, who filmed "Lost Emeralds of Illa-Pica" for Sol Leser Productions in Peru, has formed a TV production company with James Black, executive, Radio America, in Lima and Robert Colson of Panamair Airlines. They will produce 52 15-minute TV adventure films with South American locales. Mr. Krippene will write and direct.

Sheldon Reynolds, producer of *Foreign Intrigue*, half-hour TV film series, being shown on a regional basis in this country, has leased studios and established production units in Paris and Stockholm. He also has under consideration a new (Continued on page 87)
NEW SAG PACTS
Two Major Studios Sign
COLUMBIA Pictures Corp. and Universal International Pictures Corp. have signed new collective bargaining agreements with Screen Actors Guild covering actors in TV films and including an additional re-use payment clause.

They reportedly are the first of the major studios to sign such agreements.

Both firms are currently in TV film production through their respective subsidiaries, Screen Gems Inc. and Universal Films Inc.

RKO Radio Pictures and Republic Pictures were in negotiations with SAG but withdrew last July announcing they planned no immediate TV production.

In addition to the two major studios, 29 other video and theatrical film production units have signed similar agreements with SAG within the past few weeks.

WGES, WFEM (FM) Sign Contracts With IBEW
Two new contracts have been signed with Chicago stations by the Independent Brotherhood of Electrical Workers (IBEW), Local 1220, with substantial raises included in each. WGES, managed by Dr. John Dyer, agreed to a $10 weekly raise for engineers now, raising the top from $110 to $120, and another $5 per week one year from the effective date of the new contract, which is Nov. 20. Station also agreed to reduction of the escaler clause from four and one-half years to two.

Zenith FM station, WFEM (FM) signed a one-year contract which provides that all technicians receive a $7 per week increase, reduction of the escaler clause to three years, and a fourth week vacation for engineers with 10 or more years of service. Zenith negotiations were handled by Ted Leitl, firm's public relations director, who also acts as station manager, and by Joseph Wright, company attorney. IBEW was represented by Walter Thompson, president of Local 1220.

WALLACE A. ROSS, founder and publisher of Ross Reports on Television, to Music Corp. of America's television-radio department.

CHARLES W. NULLE, advertising manager, coated products div., Intechemical Corp., N.Y., named advertising manager, lighting div., Sylvania Electric Products Inc., N.Y.

DICK GEDNEY, former salesman for United Television Programs and United Artists, to Consolidated Television Sales, Chicago, as account executive.

KAY NORTON, formerly operator of her own publicity and public relations firm, to RKO Radio Pictures Inc., N.Y., as publicity manager.

JACK F. BREMBKE, national advertising manager, Western - Holly Co., L.A. (stove mfrs.), to Kaye-Halbert Distributors Inc., Culver City (TV sets), as advertising manager.

SAM GILL to J. A. Ward Inc., N.Y., national research organization, as member of executive staff.

DR. JOHN RUZE, Air Force Cambridge Labs., to Gabriel Labs., Needham Heights, Mass., as director of research.

JEROME PINZUR appointed commercial service manager, CBS-Columbia Inc., Brooklyn, N.Y.

GENE SCHROER to Spotlight Promotions Inc., N.Y., public relations staff, representing Walt Disney Productions, producer of Strike It Rich, The Big Payoff and Double or Nothing.

STEVENS - ARNOLD Inc., Boston, Mass., has issued Catalog 2080 on new 1963 models of firm's choppers which feature non-plug-in model.

W. HOWARD CHASE, director of public relations, General Foods Corp., N.Y., to Selvage & Lee, that city, public relations firm, which changes name to SELVAGE, LEE & CHASE.

LARRY E. LAYOS, head of Color Reproduction Co., Hollywood (motion picture laboratory), forms LAYOS REPRODUCTIONS, that city, to specialize in recordings of sacred music.

WRITERS ANONYMOUS, 830 N. La Brea Ave., Hollywood, has been formed by GEORGE BURG, head of George Burns' national TV receiver circuit, PHIL SEITZ, Los Angeles representative for trade publications, and professional business writers to handle writing chores for advertising agencies. Telephone is Hollywood 9-5739.

DANIEL STARCH & STAFF, research firm, relocates at Boston Post Rd. & Beach Ave., Mass., as director of research.

EDWARD W. GEDNEY, Jr., director of research for Television Shares Management Corp., Chicago, and Virginia Sparr of Chicago were married there Oct. 18.

ARTHUR PINE, head of Arthur Pine Assoc., N.Y., publicity-public relations firm, of father of boy, David Jay, Sept. 22.

Equipment

CONRAD Inc., Glendora, Calif., announces production of new line of remote control TV receivers today. "Fleetwood" with 21" or 24" picture tubes. Line is complete two chassis TV system built to professional standards and provides full remote control operation.

JOHNSON Mfg. Co., Boonton, N.J., announces production of new commercial radio receiver with maximum capacity of 35 mmfd and minimum capacity of 1 mfnd. New unit is high Q condenser at and above 200 mc.

HALL DIV., Aerovox Corp., Olean, N.Y., announces production of compact combinations of ceramic capacitors, resistors and printed conductors in units termed plate assemblies for miniaturization in TV.

ELECTRONIC TUBE DIV., Westinghouse Electric Corp., Pittsburgh, announces production of new high-vacuum diodes, type 6102 and 6103, for industrial use in high-voltage rectifier applications.

TECHNICAL APPLIANCE Corp., Sherburne, N.Y., announces production of short wave uhf antennas, Cat. No. 3008, known as Taco Bow-Tie. This is stacked four element antenna for maximum gain.

Technical

WILLIAM ZOLLMAN appointed chief engineer, KBIB Creston, Iowa, replacing ARNIE WILSON.

A. H. SAXTON, manager of radio operations, NBC Hollywood, promoted to manager of technical operations in charge of radio-TV engineering department.

NAEB CONVENTION

PLANS for the annual convention of the National Assn. of Educational Broadcasters, to be held Nov. 6-8 at the U. of Minnesota, Minneapolis, were announced last week by Seymour Siegel, director of New York's Municipal Broadcasting System and president of NAEB.

Speakers at the three-day meet will include FCC Chairman Paul A. Walker; Sen. Hubert Humphrey (D-Minn.); G. H. Griffiths, director of Mass Media for the Fund for Adult Education; Morris Novick, radio-television consultant; Sydney Roslow, director of The Pulse Inc., and I. Keith Tyler, director of the Institute for Education by Radio-TV at Columbus, Ohio.

After opening day sessions devoted to general business and a banquet, Nov. 7 will be "Television Day," with a progressive report on education TV as its theme, and Nov. 8 will be "Radio Day," with talks designed to answer the question: "How can educational radio compete?”

S. Humphrey will speak at the Nov. 6 banquet; FCC Chairman Walker at the one Nov. 7, and Dr. Tyler at the one Nov. 8.

"Joint problems and Problems" will be appraised, as part of the Television Day program, by a panel composed of Leonard H. Marks of the Washington law firm of Cohn & Marks, attorney for NAEB; Seymour Krieger of the Washington law firm of Krieger & Jorgensen, representing the legal staff of the Joint Committee on Educational Television (JCET), and Walter Emery, special consultant to JCET.

Paley Addresses Forum

IMPORTANCE of "increasing free world production of materials and importing more on terms that are advantageous to us and to consumers alike" was stressed by William S. Paley, CBS board chairman, in an address at the Herald-Tribune Forum in New York last Monday. All national radio networks carried portions of the Sunday afternoon broadcast and WNYC-AM-FM covered all sessions, and NBC-TV carried Forum addresses by Gov. Adlai Stevenson and Gen. Dwight Eisenhower.

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65 West Fourth Street, New York 14, N. Y.
SOMETHING SPECIAL IN STEEL FORGINGS

Giant Discs to Aid Study of Supersonic Flight

The steel disc on the trailer truck, like a coin from Brobdignag, is something special in steel forgings. It measures 18 feet across and weighs 48 tons. It is one of eleven discs we are making here at Bethlehem Steel for something equally special—a wind tunnel to help aviation engineers study supersonic flight.

This forging is so big it couldn't be shipped by rail. So it is being moved on the highway, with a police escort moving on ahead of it to clear a path. It is on its way from our plant at Bethlehem, Pa., where our forging people turned it out, to Philadelphia, where it will be shipped by boat to Newport News, Va., for further machining.

From there it will go by water to the Pacific Coast. Final destination is the Ames Aeronautical Laboratory, in California, where the wind tunnel is being built for the National Advisory Committee for Aeronautics.

The eleven Bethlehem forged discs will be the principal moving parts in the larger of two compressors that the designers say will create enough pressure to drive a blast of air through the wind tunnel's 8-foot-diameter throat at speeds of 2000 miles an hour and better. Models can be tested at speeds several times the speed of sound.

Power to whip up this torrent of air comes from four electric motors totaling 180,000 horsepower, which the designers point out is the most horsepower that has ever been harnessed to a single shaft.

NACA engineers are counting on this supersonic wind tunnel to help them learn more about flight at speeds faster than the speed of sound. They expect that it will have a powerful influence on future designs of supersonic fighter planes and guided missiles.
CONTEST which offers a trip to the Rose Bowl game on New Year’s Day as the top prize is being sponsored by Admiral TV dealers in the Portland, Ore., area on KEX Portland’s Sports Edition and Football Score Board. Dealers are supplying weekly football selection sheets which list many of the prominent games of the week. Special “selectors” for all weekly winners will be available for the last week of the season. Winner will make the Rose Bowl trip via Western Air Lines.

KGNC BROCHURE

SOUVENIR brochure celebrating the 30th anniversary of KGNC Amarillo, Tex., has been prepared by the station. It contains a chronology of the station’s three decades on the air, including a large number of illustrations. A history of radio traces the medium back to electricity experiments in 640 B.C. The brochure is dedicated to the late Gene A. Howe, president of the station, who died last June 25, and John G. Ballard, sales manager, who died July 18.

COMEDY SERIES

WDSU New Orleans rounds out new morning schedule with addition of Phil and Jack, in comedy-songs series, 11 a.m.-12:30 p.m. daily. Phil Gordon and Jack Alexander are billed as station’s “a double threat to the sanity of New Orleans” on basis of their popularity as stars of WDSU Coffee Club show last year.

SERVICE MAN CONTEST

Some lucky serviceman will be wearing a complete outfit from Lansburgh’s, Washington, D.C., department store, as the result of the “Bill Mauldin Willy and Joe Serviceman’s Popularity Contest” featured on Allen Jeffery’s Ladies Day program on WTOP-TV Washington, Jefferys asks viewers to send him the name of their favorite serviceman. Nominations went over in the air and then sent to the store where they are displayed in the men’s clothing section. Viewers cast their votes at the store.

FRESH PROMOTION

PLASTIC boxes to keep food fresh in the refrigerator are being distributed by WIBW Topeka, Kan. Analogy was drawn in the promotion copy between the box and WIBW which “keeps your Kansas selling methods fresh . . .”

DON’T BE A RETOVNON

GIMMICK worked out by KSIB Creston, Iowa, to “Get Out the Vote” in that area kept listeners guessing for a week, according to the station. Spot announcement featuring three voices was broadcast regularly. Two belonged to a Democrat and a Republican, who stated they would vote for Gov. Stevenson and Gen. Eisenhower, respectively. Third voice stated “I’m a Retovnon—I might as well vote for Joe Stalin.” Mystery of the origin of the third party was cleared up when listeners spelled Retovnon backwards.

SIGNAL RECORD

LONG distance record for FM stations of its class and power is being claimed by WITJ(FM), 10 w Ithaca College outlet in Ithaca, N. Y. Fred Brewer, chairman of the radio department there, reports that residents of the Bethlehem-Allentown-Easton, Pa. area some 155 miles away are receiving WITJ programs.

TIME ON YOUR HANDS

NEW public service program dedicated to the interest of hearing aging population in the Balti-more area” has been scheduled by WBAL-TV Baltimore. Series, titled Time on Your Hands, is telecast weekly and strives to find employment for so-called “over-age” people who can work but are unable to obtain jobs because of the age bar-rier set up by many employers.

STUDENTS AID PROMOTION

STICK-ON bumper strips for automo-biles are being used as a promo- tion device by KITE San Antonio. To make certain that stickers were placed on as many cars as possible, various nicknames for local foot-ball teams were carried in the copy, along with station call letters. Station reports that students, more than pleased to advertise the old school team, were glad to use the bumper cards.

SILVER ANNIVERSARY

SILVER money clips with Cana-dian 25 cent piece in the center are being presented to advertising agency personnel by CPRD Toronto-to marking the station’s 25th an-niversary.

FREE ENJOYMENT

“LIFETIME Entertainment” pass-es are being distributed to clients and potential customers by KLRA Little Rock, Ark. Copy on the wallet-size card stresses the “free enjoyment” offered by radio-TV industry.

FLOWERS TO VOTERS

A FREE flower will be given to each resident of Cincinnati who goes to the polls on Election Day, according to an announcement made by WLWT(TV) that city. Station, in cooperation with 10 florists in the area, is boosting its “Get Out the Vote” with the flower promotion. WLWT will spark the campaign by encouraging per-sons to vote on such programs as Play Magic and other popular shows.

ADS CONGRATULATE WFIL

EIGHT page ad plugging service and expansion of WFIL-AM-TV Philadelphia was used by the station in an issue of The Philadelphia Inquirer fortnight ago. Prominent in the copy were comments made by topic civic leaders as well as radio-TV people on the stations’ new radio-TV center. Business combinations carried ads in the section extending congratulations to the outlets.

‘TRIPLE THREAT PLAN’

NEW “triple threat plan with guar-anteed product distribution” has been announced by WBZ Boston. The promotion service to the drug trade is designed to deliver radio advertising plus day-to-day mer-chandising service in 500 New Eng-land drug stores. Details about the plan are contained in a bro-chure released by the station.

NEW WJR PROGRAM

A NEW WJR Detroit program, Mel-O-Time, starring the Jimmy Clark Quartet and songstress Judy Carroll, has begun. The program, sponsored by the Frankenmuth Brewing Co., is aired every day, including Sunday.

SWITCH GETS PUBLICITY

UTILIZING bus cards, newspaper space, spot announcements and an 18-foot blimp, WAVZ New Haven, Conn., has announced its switch to 45-rpm. Station reports in-stallation of three complete RCA units and a full library of the latest RCA-45 recordings.

IDENTIFICATION DISCOUNTS

NEW discounts in station identification announcements in all time periods is being offered by WSTP-TV Minneapolis-St. Paul: A 15% discount on three announcements per week; 25% on six announce-ments per week.

MAGAZINE FEATURE

SEPTEMBER 13 issue of Collier’s magazine carried an article on Grand Ole Opry and WSM Nash-ville station where the program originates. Similar spread was given to the program in July 1951 by the same magazine and on a sticker promoting the article WSM claimed “this is the story that made the magazine twice in the space of fourteen months. But that’s what happened.”

FIRE WARNINGS

FIVE sirens have been sounding on all programs on WMT Cedar Rapids, during the past week to call attention to announcements cautioning listeners about the haz-arards of fires this time of year. News director Dick Cheverton and farm service director Chuck Wor-cester introduced the idea follow-ing disastrous fire reports from several eastern Iowa communities.
CBF MONTREAL FIRE
50 kw Transmitter Damaged

CBF Montreal, was burned out on Oct. 14 when a fire started in the 50 kw transmitter at Vercheres, outside Montreal, causing serious damage. Cause has not yet been determined.

By the following evening CBF was back on the air with a small temporary RCA transmitter, giving reception in a limited area. CBF programs were put on sound channel of Vercheres' new (TV) Montreal, when no TV programs were being aired: At 7 a.m. Oct. 17 station was on the air with temporary 1 kw connected to regular antenna, and a bigger transmitter at transmitter is now being installed.

MATERIALS

RADIO-TV set manufacturers will receive about the same quantity of control panel materials next January-March as they were allowed during the current quarter.

This was indicated last Tuesday by R. A. McDonald, head of the National Production Authority (NPA), who announced 1963 first quarter allotments for civilian goods. New quotas are similar to fourth quarter allocations: 50% copper, 55% aluminum and 33% steel, based on pre-Korea use.

Possibility was held out for more materials sometime in the next quarter, depending on fulfillment of military needs and resulting relaxation of curbs. Mr. McDonald said more steel may be allocated if there is "evidence that steel production is cutting into the large backlog of civilian steel orders."

It also was noted that copper and aluminum have become more plentiful for radio-TV sets and other goods than it was for the first quarter of 1951. The steel strike was responsible for cutbacks in that metal. Manufacturers have been urged to spread steel deliveries and not pre-empt limited steel now for civilian goods.

Sewell problems of the radio-TV industry are pointed up, however, in the case of set-makers and loud-speaker producers alike. An industry advisory group has informed NPA that steel allotments for this and the next quarter are inadequate because of seasonal demands. The steel industry depends on concentration of material to meet civilian demands, it reported. Despite this forthcoming, speaker-makers report their civilian business is excellent after meeting defense requirements.

NPA authorities reminded the

ADVISORY COUNCIL

International Panel Formed

FORMATION of the International Radio and Television Advisory Council to aid the free international flow of outstanding radio and television programs and films was announced last week by Seymour N. Siegel, director of communications for the City of New York and president of the National Assn. of Educational Broadcasters.

The newly-established council, formed under NAEB sponsorship, will review exportable radio and television material from the free world and advise on problems of export, import distribution and clearance. Council members include:

- Peter Aylen, UN Radio; James Fisher-Northrup, Voice of America; L. Cmbr., H. A. Spindt, Armed Forces Radio; Lieut. J. Basil Thornton, British Broadcasting Corp.; Pierre Crennec, Canadian Broadcasting Corp.; Leonard Bellemare, Canadian consulate; Hartney Arthur, Australian consulate; Max Tal, Netherlands consulate; John Embleton, Norwegian Information Service; Licurgo Costa, Brazilian consulate; Sam Eilers, Israel consulate; Vernon Heidenreich, Radio Free Europe; C. McSlane, Norwegian Information Service; Carl Sander, Finnish consulate; Philip Barbou, Radio Free Europe and Mr. Siegel.

NPA Sees Status Quo For Set Makers

WFAK SALE

Price Put at $50,000 Plus

SALE of WFAK Memphis to a group of Memphis businessmen including Dr. Cary Middlecoff, famed golfer-dentist, was announced last week.

Mr. Keegan, sole owner of the 1 kw outlet on 1460 km, placed the purchase price at $50,000, plus 10% of the net profit before taxes for five years after the date of sale. Transaction is subject to FCC approval.

Purchaser of WFAK Chiekkawah Broadcasting Inc., owned principally by E. C. Krausnick Jr., investor; Tom O'Rany, advertising executive; Dr. George Cours; physician; Charles DeVois, formerly sales manager, WMPS Memphis, and Dr. Middlecoff. Mr. DeVois is to assume active management of WFAK following FCC approval.

Mr. Keegan will continue operation of Keegan's School of Radio & Television in Memphis and will retain other electronics industry holdings.

SALES of $2,424,610 for the nine months ended Sept. 30, 1958, for WJR Detroit reported by John F. Patt, president. Sales for a comparable 1957 period were $2,629,611.

BRITT'S INCORPORATED

Local appliance store handling G. E. equipment.

started with TEN spots a day as a trial on January 3, 1949 and TODAY THEY ARE STILL USING TEN SPOTS A DAY...

ERNIE KELLY owner and manager says...

"I am positively sold on saturation spot radio. It has done an excellent job merchandising my product and I plan to continuously saturate the air with Britt announcements, over Orlando's WHOO."

October 27, 1952 • Page 85
NATHAN LEVINSON

Ex-Radio Executive Dies

FUNERAL services were held in Hollywood Tuesday for Col. Nathan Levinson, 64, former radio executive and most recently head of Warner Bros. sound department. A pioneer in the development of sound motion pictures, he died in his sleep at his home in North Hollywood on Oct. 18.

Prior to the Warner Bros. sale of KFWB Hollywood to Harry Maitlish in October of 1950, Col. Levinson was for several years vice president in charge of plant and engineering for that station.

Col. Levinson in 1922 became Pacific district radio specialist for Western Electric Co. Three years later he was named managing director of KPO (now KNBC) San Francisco. Surviving are his wife, Edna, and three sons, Edwin, John and Robert.

‘Guest Star’ Slate

TREASURY DEPT. last week released the November schedule for Guest Star, transcribed radio program designed to stimulate sales of U. S. Defense Bonds. The schedule: Hoagy Carmichael, Nov. 2; Barbara Luddy, Olan Soule, Nov. 9; Nat (King) Cole, Nov. 16; Kay Armen, Nov. 23, and Igor Gorin, Nov. 30.

Temper, Temper!

... Easy little Bismarck—just tie a string around that sore finger and remember next time that KFYR, in agriculturally-wealthy North Dakota, will build an active market for you. Remember Bismarck, KFYR!

KEYR

BISMARCK, N. DAK.

5000 WATTS-NBC AFFILIATE

Rep. by John Blair

ELMER DAVIS (second from l.), cooperatively-sponsored ABC commentator, pauses at WMPS Memphis while on tour with the Eisenhower campaign entourage. L to r are Harold Krelstein, WMPS president; Mr. Davis; Norman Brown, General Electric dealer, and T. K. Edenfield, GE distributor. General Electric Supply Corp. is a local sponsor.

VOICE SETUP

Compton Studies Decentralization

PROGRESS of the U. S. International Information Administration's plan to decentralize field operations of the Voice of America and other media will be viewed first-hand in forthcoming weeks, the State Dept. has announced.

Dr. Wilson Compton, IIA administrator, left Washington, D. C., Oct. 18 on the first leg of a projected round-the-world trip. He will meet in various countries with public affairs field officers of the U. S. Information Service.

One purpose of the tour; Dr. Compton explained, is to determine the degree to which decentralization may be carried IIA has been reshaping its operations, with an eye to localizing media operations. Under the plan, workers “on the firing line” would play a greater role in determining local needs for radio, press and publications, Dr. Compton said.

Decentralization is part of a two-pronged re-evaluation of shortwave radio and other activities. Localization envisions more program originations as needed in the field and a reappraisal of those from the U. S., particularly at New York headquarters.

The other phase of the re-analysis is consolidation of domestic VOA operations on a technical scale. Inherent in this streamlining is the consolidation of certain shortwave transmitter plants, improvement of others and counter-measures for Soviet jamming—where indicated as the decentralization plan develops.

Exploratory plans were devised the past fortnight at a meeting of the Radio Advisory Committee of the U. S. Advisory Commission on Information [Closed Circuit, Oct. 20].

Greater emphasis on field operation of the Voice and other activities in strategic countries has been pursued by Dr. Compton ever since he took office. Congressional cuts in appropriations for proposed new domestic plants—some of them high power transmitters—have been a factor in the thinking of IIA along decentralization lines.

Another is the belief that one of the best ways to sell the U. S. “Campaign of Truth” or “Crusade of Ideas” is to enlist the support of the radio nationals (broadcasters, technicians, etc.) of friendly countries working with U. S. field representatives.

Dr. Compton plans to look into all phases of the international information program. Communist aggression has raised a welter of new problems affecting field operations of U. S. public affairs officers, the State Dept. announcement noted. Upon the results of his re-evaluation may depend the extent to which the IIA streamlining program is carried out.

Among the countries Dr. Compton is slated to visit are Japan, the Philippines, Burma, Thailand, India, Egypt, Pakistan, Italy, Germany, Austria, France and Belgium.

TWO INDICTED

In Starrett Corp. Case

TWO persons have been indicted by a District of Columbia grand jury on charges of conspiracy and making false statements to the Reconstruction Finance Corp. in connection with the financial status of a manufacturing firm, Starrett Television Corp., New York. The indictment was announced the action Oct. 17. Charges were the outgrowth of attempts by Jacob Freidus and Larry Knohl, both New York, to purchase assets of Aireon Mfg. Co., Kansas City, Kan., in 1950.

Individuals offered RFC $700,000 through Starrett Television, department said. Atty. Gen. James P. McGraney said the indictment charged that through their efforts, letters and statements falsified the financial status of Starrett. Mr. Knohl was described as vice president and Mr. Freidus as a controlling stockholder of the firm. Mr. Freidus is now serving a prison term for tax frauds.

Amateurs Warned

AMATEURS have been warned by FCC of provisions in the radio Dept. of Justice Atlantic City, 1931, which forbid communication with amateurs of countries whose governments object to such communication. The countries who presently forbid outside communication by their amateurs are Austria, Cembodia, Indonesia, Iran, Laos, Thailand and Viet Nam. Russia and its satellites have no such restrictions, it was indicated, since they were not listed.

ALA and SWG Ratify

AUTHORS League of America and Screen Writers Guild membership in New York voted Oct. 15 to ratify the first contract covering freelance television writers and NBC-TV, ABC-TV and CBS-TV. The pact, which went into effect Oct. 16, also includes composers of music and lyrics for television (B&T, Oct. 6).

SELL YOUR PRODUCT

IN CINCINNATI ON

W K Y,

The “SELLINGEST” Station in the nation

Buy WCKY and Sell your product in Cincinnati, with
50,000 Watts of selling Power

BROADCASTING • Telecasting
video adventure series which will be laid in France.

Already completed are 13 half-hour films of Pan-American Show Time, co-starring Gale Robbins and Bob Savage. Made in Mexico by Kemp-Bright Productions, and other 13 programs are yet to be produced.

With pilot film produced in Hollywood, Rosamond Productions, headed by David Chudnow as president-executive producer, will make some 25 half-hour films in France, with stories based on case histories from files of French Surete, crime detection agency. Akim Tamiroff, stage and film actor, will star in series. Steve Sekely will direct first six films.

Mr. Sekely will also join Stanley Bergerman, Hollywood talent agent, in production of Paris After Dark, half-hour adventure series, scheduled to start in early January. Casting will be done in France.

Dudley Pictures Corp., filming documentary This World of Ours and World on Parade in different parts of the world for TV release, also has on schedule a new one-hour video adventure series. Titled International Detective it goes into production in early November. First film will be shot in Hawaii. Subsequent ones will be made in Mexico, Philippine Islands and Japan. Series will be shot in color.

On Location in Alaska

Having completed in Mexico three half-hour films in the proposed 26 Jack London Theatre TV series, Mutual Television Productions, Hollywood, will shoot further episodes in Alaska and the states before resuming production south of the border. Beside collaborating with Aben Kandel as writer, Herb Kindred as director.


In negotiation is a deal between Robert Brees, Hollywood writer, and Ninon Karoff, head of Interfilms, for production of European Zone, the video series to be filmed in various European cities. Maurice Dufrane and Alberto Lopez, under banner of Tele-Voz Co., are scheduled to start production on Judge Bean at Churubusco Studios, Mexico City, at the month-end (October). The half-hour TV series, based on true stories of the judge who conducted court in his Red Lily Bar during the early 1800s in Pecos, Texas, is to star Chil Willy.

Lamarr in Starring Role

Going into mid-November production is Victor Pahlen on Great Loves, 39 half-hour TV films in color. Starring Hedy Lamarr in historical love stories, interiors will be shot in London and exteriors in the actual European set.

Allowing a 10-day schedule for each film, Edgar Ulmer will direct from scripts by Salka Vier- teel, Aeneas MacKenzie, Hans Kas- ka, Noel Coward and others. Miss Lamarr will be costumed by such European couturiers as Fath and Dior. She will receive residual rights plus salary. American talent will make up cast.

Several films in NBC-TV The Doctor series for Procter & Gamble are being produced in Mexico City by Marion Parsonnet, directed by Peter Godfrey.

In filming CBS-TV Schlitz Playhouse of Stars, producer Edward Lewis has already utilized Mexi- co's facilities in shooting "The Trial," "This Plane for Hire," "Port of Call," "Marriage of Lit-Lit," and "Calamity Jane." Each of the films may be developed into an independent TV series.

Television Varieties Inc., Hollywood, is shooting background foot- age, consisting of acts, circuses and locales, abroad to be converted to video film programs around the first of the year.

Background and animal footage is also being filmed in India for incorporation in CBS-TV Smile.

Ed McConnell and His Butler Brown Gang by Ellis Dungan, pro- gram's technical advisor. Pro- duced by Frank Ferrin, filmed show is sponsored by Brown Shoe Co.

Filmmakers Inc., independent production group, is preparing to make 13 half-hour puppet films in Salzburg, Austria. Featured will be the Salzburg Marionette Thea- tre. Films will include fairy tales from the troupe's repertoire as well as original stories. Release will be to theatres as well as TV.

Combinations for Economy

Not to be forgotten, as has been pointed out, is that several of these production companies will or are combining their TV filming abroad with making of feature length motion pictures, thus cutting overhead costs. Among those following this procedure are Break- through Productions, Douglas Corp. and Forrest Judd, to name but a few.

South American Motion Picture Projects, Inc., which was recently formed in Hollywood to act as intermediary in the production of TV and feature films abroad, Group, concerned primarily with Latin-Americans, will secure equip- ment, technicians, stars and raw celluloid for films made outside the U. S. SAMPPA will also act as representative in arranging distribution.

W F M J

Duplicating on 50,000 Watts FM

the NBC station serving greater YOUNGSTOWN, O.

5,000 WATTS

broadcasting * telecasting

SERIES AUDIENCE

Word Survey Released

APPROXIMATELY 53 million persons in about half of the nation's 44 million radio homes heard one or more of the seven 1952 World Series baseball games on Mutual, Richard J. Puff, the network's re- search director, said last week on the basis of a special survey made by J. A. Ward Inc.

This figure represents home lis- tenership only. It has been esti- mated unofficially that at least 100 million persons heard at least one of the games, which were carried by 650 Mutual stations, 100 other U. S. outlets, the CBS net- work in Canada, a Latin American hookup, and Armed Forces Radio Service and the Voice of America around the world, and that 70 to 75 million persons saw one or more of the series teletcasts, which were carried by 64 NBC-TV affiliates and four TV stations owned by Mutual stockholders [B*7, Oct. 13].

Point IV: Pakistan

CERTIFICATES of merit for com- pleting a program of study in the telecommunication field sponsored by the FCC under the government's Point IV foreign economic aid pro- gram were awarded four repre- sentatives of the Pakistan govern- ment last Wednesday. FCC Chair- man Paul A. Walker made the pres- entations.

Miss Patsy Welthaus, Compton Adc. Inc., Manhattan Island, New York City

dr. Patsy: "Pol Vickie is much in th' news these days and folks here to th' west wants to know what they're favorites.

W: "Miss, this is the same train I've been on all the time..." W: "That's the train I've been on..." Miss Patsy shuns. Maybe news is one of th' reasons my boss him say we get more listeners in th' west then any other station.

W: "Mr. Ward, I need a " hurting."

W: "Mr. Ward, I need a " hurting."

W: "Mr. Ward, you're getting a talking."

W: "Mr. Ward, you're getting a talking."

W: "Mr. Ward, I need a " hurting."

W: "Mr. Ward, you're getting a talking."

W: "Mr. Ward, you're getting a talking."

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W: "Mr. Ward, just a minute..."

W: "Mr. Ward, just a minute..."

W: "Mr. W..."
"Everywhere You Go ..."
E. S. Whitlock, manager, WRNL, Richmond, believes that a letter he has just re-
ceived proves that, "Every-
where You Go, There’s
Radio." The letter said, in part, "I turned on radio to your station and
heard a remedy for bad kid-
neys. I shall be very much
delighted to have a bottle of
this remedy sent to me by air, C. O. D." The letter was
posted at the Guiana.

**IBS TO PRODUCE**

Hazen Foundation Series INTERCOLLEGIATE Broadcasting System, an association of some 90 campus radio stations, has been granted $3,600 by the Edward W. Hazen Foundation of New Haven, to produce three program series, George Abraham, IBS president, said last week.

Two of the series are to be taped. The first, UN Review, will include 26 weekly-on-the-spot news, back-
ground and interview programs, produced by Joseph P. Bier, WKCR (Columbia, N. Y.) New UN correspondent, at UN headquarters. The second, International House Forum, features eight forums from various international houses. The third, Religion at the Newa Desk, is a series of weekly scripts to be produced at Yale Divinity School, New Haven, and coordinates by Howard C. Hansen, professor of radio at McMurray College, Jacksonville, Ill.

**Price to FTC**

DUNCAN PRICE, veteran of newspaper, trade press and government public information posts, has been appointed director of information for the Federal Trade Commission. He succeeds Nick M. Carey, who has retired. Appointment was an-
nounced Tuesday by FTC Chairman James M. Mead. Mr. Price’s government service comprises public in-
formation posts with the Housing & Home Finance Agency, Dept. of Commerce and the National Pro-
duction Authority. He joins FTC from NPA.

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**RCA SERVICE**

Special Plan Detailed

NEW nation-wide service for RCA-
equipped television stations was
announced last week.

In a letter and four-page bro-
cure, W. L. Jones, vice president
in charge of RCA Service Co.’s
technical products service, detailed the plan to owners of RCA-equipped outlets.

The service plan provides for complete reconditioning and incor-
poration of the latest factory mod-
ifications in RCA studio and field

cameras.

When a camera is scheduled for
overhaul, the RCA Service Co.
will furnish the TV station with special packing cases for use in shipping the equipment to Camden. Reconditioning, the letter stated, will include inspection of all elec-
trical components and replacement of worn or deteriorated parts, and such repair or replacement as is warranted.

All modifications for improved design that are not already incor-
porated in the camera will be made during the reconditioning opera-
tion, the letter said.

A fortnight ago, RCA Service Co. announced its plan for service and installations for uhf outlets [B+T, Oct. 20].

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**KMA Cruise Jan. 29**

PLANS for the third annual Friend-ship-Goodwill Tour of KMA Shenedoah, Ia., were announced last week by Edward May, KMA president. Tour will be a 14-day cruise to the West Indies and South America. KMA tourists will leave Omaha Jan. 28. The cruise is open to all midwesterners and will be accompanied by Mr. May and Mer-
riel Langfitt, KMA farm service director. In 1960, 75 KMA tourists visited the Pacific Northwest, Can-
ada and Alaska. Last year, 60

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officials of new broad-
casting studies and facilities at
WAMU Washington. American U.'s campus outlet, was held Friday. Sta-
tion is completely operated by stu-

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**factions**

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**OCTOBER 17 THROUGH OCTOBER 23**

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**October 17 Applications ...**

**ACCEPTED FOR FILING**

KAGH Crosscut, Ark.—CP to change from 1320 kc. 100 kw. to 1340 kc. 250 w.

Extension of SAA

WOI Ames, Iowa—Extension of SAA to operate from 6 a.m. to local sun-
rise CST, to 600 kw. 1 kw. per hour ending Feb. 1, 1953.

Extension of License

WOKE Oak Ridge, Tenn.—CP to change from 1 kw-D. to 1 kw. U.

Recondition of License

WPAF-FM Rome, Ga.—Mod., as mod., to change name of to WOR, for extension of complete date.

License Renewals

Following stations request renewal of license:

License for CP

WKBH-TV Bloomington, Ind.—License for CP, as mod., which authorized changes in existing TV.

License Renewals

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**October 17 Applications ...**

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**OCTOBER 21 DECISIONS**

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**BY BROADCAST BUREAU**

License Granted

WKJO Fort Wayne, Ind.—Granted license for AM and specify station loc-
ation; 1380 kc. 5 kw-DA unil.

WKFB-FM Manteno, III.—Granted license for FM Ch. 26; 790 w. 110 ft.

WMLQ Versailles, Ind.—Granted license for AM 1570 kc. 250 w-D.

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**October 21 Decisions ...**

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**Grant CP**

KERN-FM Bakersfield, Calif.—Grant C.

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**Action Against Station**

WBNC-TV Birmingham, Ala.—Grant C.

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**Grant CP**

C.Gray, Jr., Grant C. for change type of station.

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**Grant ER**

KKLY-FM Symmes Best, Co., et al., d/b/a KKLY-FM Station, Wash—

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**Grant ER**

PRTK-KLTV Dunts, N. C.—Grant C. for change type of station.

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**Grant CP**

KFPM Tulsa, Okla.—Grant C.

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**Political Report**

POLITICAL broadcast problems which confront radio and television broadcast owners will be analyzed by Richard S. Salant, CBS vice presi-
dent, in an informal interview on Dwight Cooke’s You & the World program on CBS Radio on Friday (16-20 p.m. EST). He also will report on some of the methods used by CBS to meet these election year problems.

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**Action Against Station**

By Comm. George E. Sterling

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**Action Against Station**

By Comm. George E. Sterling

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**Merle V. Watson**

---

**Over $5,000,000,000 in successful sales campaigns that generated from $5,000 to $156,000 for some 400 radio and TV stations from coast-to-coast since 1931.

---

**411 AVALON PLACE, PEORIA, ILL.**
Regardless of conditions—BLAW-KNOX CAN BUILD YOU A BETTER TV TOWER

Years of experience—more than four decades, in fact—have given Blaw-Knox the edge in designing, fabricating and erecting antenna towers for any purpose and any location. Blaw-Knox TV towers are on the job in widely separated geographical areas...in wide open fields, atop buildings in crowded cities and even grounded in salt water. Some have TV antennas already mounted—others have built-in provisions for TV when licenses are granted—all are heavily galvanized for longer life.

Whether you need a 100 ft. self-supporting structure or a 1000 ft. guyed tower to meet your requirements—whether for AM, FM, TV or Microwave—write or call today for capable engineering assistance with your plans.

BLAW-KNOX COMPANY
Blaw-Knox Division
2038 Farmers Bank Bldg.
Pittsburgh 22, Pa.
AUSTIN'S BRINGING IN A GUSHER
Set Makers Prepare for KTBC-TV's Dec. 1 Debut

WITH regular television programming to make its debut around Dec. 1, the boom is on in Austin, Tex. Every major manufacturer of receiving sets has trained his most powerful promotion guns on the 15-county area. The existing avenues of approach—radio stations and printed media—are reapin the first harvest.

Radio stations report loaded schedules. Special TV sections have been published by newspapers. Others are planned.

The Texas Broadcasting Co., owner of KTBC and holder of the permit for KTBC-TV, has set a target date of Dec. 1 for the debut of KTBC-TV.

KTBC-TV started the ball rolling several weeks ago by bringing executives of all major manufacturers, and their distributors, into Austin to discuss plans.

Industry men will be watching the KTBC-TV operation closely because of uncertain, fringe area reception. C. Kellem, KTBC general manager, said the 500-ft. tower for KTBC-TV is in transit. Other equipment already has arrived from RCA. The transmitter house is complete. A 12-bay antenna will be shipped last.

Canada Meeting

In cooperation with the U. of Texas radio- TV department, KTBC-TV has launched a series of programs on radio to explain video to radio listeners—and, incidentally, to urge those listeners to buy TV sets now.

W. VA. ZONING

WHIS Again Asks Change

WHIS Bluefield, W. Va., last week petitioned the FCC to amend its television rules so as to place all of West Virginia within Zone I and allocate vhf Channel 6 to Bluefield. WHIS contended the Commission improperly denied the earlier petition on the sole ground of insufficient reason to waive the one-year ban on amendment requests.

WHIS pointed out the part of the state within Zone I has a population per square mile of 76.7 persons. That part of West Virginia within Zone II has a population of 110.6 persons per square mile. In short, that part...within Zone III has almost a 50% greater density of population than the part...within Zone I. WHIS contended that "it is clear that if the Commission adheres to its criterion relating to the density of population...all of West Virginia should be in Zone I."

The WHIS petition explained that if the state is placed wholly in Zone I, it would be possible to add Channel 6 at Bluefield, now assigned only uhf Channel 41, by substituting vhf Channel 4 for Channel 6 at Beckley. This would be a more efficient use of spectrum space, the petition argued.

Quebec Censorship

IT IS expected that legislation will be introduced to provide for censorship of all TV programs aired in Quebec, live as well as on film, when the provincial legislature meets at Quebec City on Nov. 15. This is interpreted in informed circles as the latest move by the Que- bec provincial government to obtain broadcasting privileges. To date it has been unable to obtain broadcasting or TV station licenses under its own jurisdiction because the Canadian courts have ruled radio broadcasting in all forms comes under federal government regulation. Quebec censors all moving picture film coming into the province, and advance notice of the TV censorship plans has placed TV in the same category as moving pictures.

Scroll to Hope

NBC comedian Bob Hope received a special scroll from President Truman at a White House ceremony last week in appreciation of Mr. Hope's 10-year record of entertaining American servicemen all over the world. The scroll was signed by thousands of servicemen and heads of all the U. S. armed forces' commands.

Paul Godofsky (a), president-gen- eral manager, WHLI Hempstead, Long Island, accepts a special award from George W. Hayman, of George W. Hayman Advertising Agency, on behalf of the Long Island Home Builders Assn. WHLI was awarded the certificate of merit "for incip- tation of its outstanding contributions to all residents of Long Island. . . ."

FCC Actions

(Continued from page 88)

October 21 Applications...

ACCEPTED FOR FILING

License Renewals

Follow-up stations request renewal of license:

WWWG Palm Beach, Fla.; WLBK Muncie, Ind.; WHFI Columbus, Ohio.

TENDERED FOR FILING

Change Transmitter Location

WVIY -FM Grants application for amendment to an application for change of location to change transmitter location and method of financing such increased costs.

By Hearing Examiner William G. Butts of the FCC, who granted application for TV station licenses in the New York market.

License for CP

License for CP

WWY-FM Jacksonvile, Fla.—License for CP, as mod., which authorized new

Service Directory

Custom-Built Equipment

U. S. RECORDING CO.

1121 Vermont Ave., Wash. 5, D. C.

Lincoln 3-2705

- TOWERS -

AM * FM * TV

Complete Installation

TOWER SALES & ERECTING CO.

4100 N. E. Columbia Blvd.

Portland 11, Oregon

Commercial Radio Monitoring Company

PRECISION FREQUENCY MEASUREMENTS

Engineer on duty all night every night

JACKSON 3202

P. O. Box 7037

Kansas City, Mo.

Vacancy

YOUR FIRM'S NAME in this "vacancy" will be seen by 15,000 readers—stun- dard among the most influential in the radio, television and related fields. Advertisements—appliances for AM, FM, Television and facsimile facilities.
Consulting Radio & Television Engineers

JANSKY & BAILEY
Executive Offices
National Press Building
Offices and Laboratories
1339 Wisconsin Ave., N. W.
Washington, D. C.
ADams 2414
Member AFCCE

Evans D. Dillard, Gen. Mgr.
INTERNATIONAL BDG.
DI. 1319
WASHINGTON, D. C.
P. O. BOX 7037
JACKSON 5302
KANSAS CITY, MO.

Craven, Lohnes & Culver
MUNSEY BUILDING DISTRICT 8215
WASHINGTON 4, D. C.
Member AFCCE

E. C. PAGE
CONSULTING RADIO ENGINEERS
BOND BDG.
EXECUTIVE 5670
WASHINGTON 5, D. C.
Member AFCCE

WILLIAM L. FOSS, Inc.
Formerly Colton & Foss, Inc.
927 15th St., N. W.
Republic 3863
WASHINGTON, D. C.

LYNNE C. SMEBY
"Registered Professional Engineer"
1311 G St., N. W.
EX. 8073
Washington 5, D. C.

ROBERT L. HAMMETT
CONSULTING RADIO ENGINEER
230 BANKERS INVESTMENT BDG.
SAN FRANCISCO 2, CALIFORNIA
SUTTER 1-7545

BERNARD ASSOCIATES
CONSULTING RADIO ENGINEERS
5010 Sunset Blvd.
Hollywood, Calif.
NORMandy 2-6715

JAMES C. McNARY
Consulting Engineer
National Press Bldg., Wash., D. C.
Telephone District 1205
Member AFCCE

GILBERT & BERGGQUIST
982 NATL. PRESS BLDG.
WASHINGTON, D. C.
Member AFCCE

There is no substitute for experience

GEORGE C. DAVIS
501-514 Munsey Bldg.—Sterling 011
Washington 4, D. C.
Member AFCCE

GEORGE E. GAUTNEY
CONSULTING RADIO ENGINEER
1002 Warner Bldg.
Washington 4, D. C.
National 7757

WELDON & CARR
WASHINGTON, D. C.
1605 Connecticut Ave.
Dolles, Texas
Seattle, Wash.
4312 S. Buckner Blvd.
4742 W. Ruffner
Member AFCCE

A. EARL CULLUM, JR.
CONSULTING RADIO ENGINEERS
HIGHLAND PARK VILLAGE
DALLAS 5, TEXAS
JUSTIN 6108
Member AFCCE

ROBERT M. SILLMAN
John A. Moffet—Associate
1011 New Hampshire Ave., N. W.
Republic 6644
Washington 7, D. C.

WILLIAM E. BENNS, JR.
Consulting Radio Engineer
3738 Kansas Bldg., N. W., Wash., D. C.
Phone O'DOway 8071
Box 2465 Birmingham, Ala.
Phone 1-300
Member AFCCE

RAYMOND M. WILMOTTE
1449 Church Street, N. W.
December 1131
Washington 5, D. C.
Member AFCCE

WALTER J. STILES
Consulting Television Engineer
1003 Loyalty Building, Portland, Oregon
Atwater 4285
Washington, D. C.—Republic 6160

JAMES R. BIRD
Consulting Radio Engineer
Fairmont Hotel, KYA.
51 Elm Ave.
Boca Raton, Calif., Hill Valley, Calif.
D'Ouville 5-5220
D’Ouville 1-8771

BROADCASTING • Telecasting

October 27, 1952 • Page 91
Help Wanted

Managerial

Commercial manager for local station in Southeastern competitive market. Network affiliate with affiliation for The Voice of America, with local experience. Box 657R, BROADCASTING TELECASTING.

Sales

Salesman—Special program radio telephone salesmen. 40% overtime, 25% commission. Immediate opening. Box 659R, BROADCASTING TELECASTING.

Announcer

Florida coast station. Needs combination announcer-engineer. Excellent living conditions. Box 657R, BROADCASTING TELECASTING.

Announcer—position for man with proven experience for new West Coast station. Good voice and pleasant personality. Box 659R, BROADCASTING TELECASTING.

Help Wanted

Help Wanted (Cont'd)

Morning man with emphasis on strong DJ shows. New studio daytime Indie, 30 sec., 60 sec., complete department. Write for position. Box 660R, BROADCASTING TELECASTING.

Wanted—Announcer for William Tell and Tom Sawyer. Pays $60.00 per month, plus commission. Box 660R, BROADCASTING TELECASTING.

Wanted—Announcer with first class license for work staff at Virginia (500 watt) station. Box 660R, BROADCASTING TELECASTING.

Wanted—Top announcer for new Southern market. Box 660R, BROADCASTING TELECASTING.

Wanted—Announcer-engineer with first class license for work staff of New England station. Box 660R, BROADCASTING TELECASTING.

Technical


Technical

Transmitter engineer. Box 660R, BROADCASTING TELECASTING.

Help Wanted (Cont'd)

Wanted—Two combo men and one straight announcer for new North Carolina daytimer. Good salary. Write full details, Box 661R, Rock Hill, South Carolina.

Wanted—Top announcer, copy writers for our stations. Southeast Broadcasting System, Cordele, Ga.

Wanted—One combo man and one straight announcer. Box 641, BROADCASTING TELECASTING.

Wanted—Top announcer, top newscaster, combination. Box 661R, BROADCASTING TELECASTING.

Wanted—Wanted immediately—Top newsmaster to gather, edit and deliver local news and weather. Excellent living conditions. Box 661R, BROADCASTING TELECASTING.

Wanted—Staff announcer for progressive independent, contact Manager, KAFM, Winnfield, La.

Wanted—Announcer must be good announcer. Start $80.00 a week, excellent living conditions. KYTN, Pocatello, Idaho.

Wanted—Top announcer. Box 629R, BROADCASTING TELECASTING.

Wanted—Announcer-engineer must be experienced. Looking for permanent man. Station KFLB, Red Bluff, California.

Wanted—Announcer-engineer with emphasis on commercial work and experience. Excellent living conditions. WCPG, Tarboro, North Carolina.

Wanted—Immediate need combination announcer-engineer with emphasis on commercial work and experience. Good voice and first class license are required. Box 661R, BROADCASTING TELECASTING.

Wanted—Quality announcer. Must be experienced. Box 661R, BROADCASTING TELECASTING.

Wanted—Immediate need combination announcer-engineer for new Southern clear channel independent. Box 661R, BROADCASTING TELECASTING.

KTNM, Santa Fe, N.M., is looking for a first class announcer. Letter, Box 661R, BROADCASTING TELECASTING.

Wanted—Announcer, 1000 watt Michigan station. First class license required. Box 661R, BROADCASTING TELECASTING.

Wanted—Announcer. Box 211R, BROADCASTING TELECASTING.

Technical

Transmitter engineer, single. Some experience, Ohio. Pleasant working conditions. Box 657R, BROADCASTING TELECASTING.

Transmitter engineer. Box 660R, BROADCASTING TELECASTING.

Wanted—First class transmitter engineer. Have more experience than average opportunity. Position now open. Write or call Station WGRG, Bay City, Michigan.

First class operator or combo transmission men needed for new radio station opening soon. Contact J. Greeves, Jr., WDUN, Gainesville, Georgia.

Engineer—First phone, no experience necessary. Has at least $400.00 a month. Box 661R, BROADCASTING TELECASTING.

First class operator or combo transmission men. Box 661R, BROADCASTING TELECASTING.

Help Wanted

Help Wanted (Cont'd)

Wanted, combination engineer—announcer plus full time announcer, and newscaster. Need also two transmission men and construction. For details write WMAM, Martinez, California.

Wanted with first class license capable of taking over chief's job in 250 watt network station. Write full qualifications. Box 661R, BROADCASTING TELECASTING.

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First class operator or combo transmission men. Box 661R, BROADCASTING TELECASTING.
Help Wanted (Cont'd)

Production-Programming, Others

Continuity writer for television station in Philadelphia. Must have some experience in television. Experience desirable in all phases of television, especially in matters related to programming and production. Good copywriting ability a must. A knowledge of video tape or a willingness to learn it is necessary. Give complete information concerning training and experience. Box 200R, BROADCASTING \ TELECASTING.

Situations Wanted

Managerial

BROADCASTER (46) with sixteen years experience in management, sales, public relations and consultant capacity desires position in management or engineering of a station or network. Has wide experience in all phases of radio and television. Willing to relocate. Box 855R, BROADCASTING \ TELECASTING.

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Announcers

Experienced announcer, first class ticket, good selling voice, prefer West. Box 745R, BROADCASTING \ TELECASTING.

Announcer, Good voice, control board operator, adaptable, willing. Available immediately. Box 899R, BROADCASTING \ TELECASTING.

Announcer, experienced all phases. Sober, married, veteran. Desire permanent position. Southeastern market preferred. Box 897R, BROADCASTING \ TELECASTING.

Announcer, disc jockey, control board operator, salary secondary. Wish changes or additional work available. Good prospects for business. Not adverse to small community. Box 857R, BROADCASTING \ TELECASTING.

Announced - Solid staff personality. Some sports. 2 years experience. Urban, suburban. Well qualified, veteran, married. $60.00 minimum. Box 849R, BROADCASTING \ TELECASTING.

Newscaster. Male. Will work anywhere. Excellent references. Box 851R, BROADCASTING \ TELECASTING.

Announcer, experienced all phases. Sober, married, veteran. Desire permanent position. Southeastern market preferred. Box 897R, BROADCASTING \ TELECASTING.

Announced - Disc jockey, control board operator, salary secondary. Wish changes or additional work available. Good prospects for business. Not adverse to small community. Box 857R, BROADCASTING \ TELECASTING.


Announced - Expired combo man with first phone. Will relocate. These are permanent positions. 3 weeks' notice necessary. Will work anywhere. Box 858R, BROADCASTING \ TELECASTING.

Announced - First class license, above average newscaster, married. South preferred. Box 856R, BROADCASTING \ TELECASTING.

Announcer, radio school graduate seeks staff announcer position. Can operate board. Single. Disc on request. Box 854R, BROADCASTING \ TELECASTING.

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Help Wanted (Cont'd)

Announcers

**WE NEED DISC JOCKEYS**

We need two ambitious colored disc jockeys with ability for a new station, **WBKQ**. They must be a wild, frantic type. Must be able to develop an audience, do voice work, and play records. Must be able to instruct and motivate. Must be a master of}
CBS PETITION
Presented on WBKB Status

FEAR that its purchase of WBKB (TV) Chicago might be "foiled" by Zenith Radio Corp. petitions— if and when the FCC approves ABC-United Paramount Theaters merger—caused CBS last week to petition the Commission to (1) deny the Zenith petitions or (2) put conditions on the WBKB license if and when its transfer to CBS is approved.

Situation is outgrowth of fact that WBKB license, which CBS seeks to purchase for $6 million, may be in jeopardy because of Zenith petitions asking for (1) compulsory purchase of Channel 2, and (2) declaratory ruling on the status of Channel 2 in Chicago.

Under the terms of FCC's Sixth Order and Report, WBKB was ordered to cease operation, and a Channel 2 application pending, and insists it has a right to a comparative hearing with WBKB for that channel.

Calls For Transfer
Agreement with WBKB owners calls for transfer of a "regular license" to CBS, network's petition pointed out. Because of Zenith contentions WBKB may not have a "regular license" to transfer to CBS if and when approval to merger and subsequent sale of WBKB to CBS is given, CBS said.

If a merger of ABC and UPT is approved, the new company must relinquish one Chicago TV station—since ABC already owns WENR-TV there. This is in line with the FCC's duopoly rules, which forbid the same owner having more than one station in the same community.

Possibility of legal hassle with WBKB was also raised by CBS.

CBS said it does not want to pay $6 million for the right to a comparative hearing with WBKB—since ABC already owns WENR-TV there. This is in line with the FCC's duopoly rules, which forbid the same owner having more than one station in the same community.

In outlining legal reasons for denying the Zenith petitions, CBS referred to the Lancaster case and its implications to the Chicago situation. In the Lancaster situation, the Commission ordered WGNAL-TV to change from Channel 4 to Channel 8, but because 8 WALL was an applicant for Channel 8, the case was held a comparative hearing (BA.T., Sept. 22).

If FCC does not deny Zenith petitions, or if Zenith takes denials to court and a court decision is still pending, CBS asked that the Commission state in its order approving the transfer of WBKB to CBS that:

The petition for sale or permit will be granted, subject to agreement between RKO (now owned by UPT and licensee of WBKB) or its successor and CBS for interim operation and subject to withdrawing if any negotiated license or permit for commercial television broadcasting on WHF Channel 2, Chicago is granted to some one other than CBS, but instead of a comparative hearing the right to which is a press release, in whole or in part, on the shift from Channel 4 to Channel 2, for the Commission in its Sixth Report and Order.

BROADCASTING  *  Telecasting

COLOR television receivers will be placed on the market in limited numbers by Sylvania Electric Co. in late 1954 if FCC approves a compatible system, John K. McDonough, new general manager of the company's radio and television division, told a news conference Wednesday.

He said the sets would be manufactured along the lines suggested by the National Television Systems Committee, an industry-wide group working on the development of a compatible color system acceptable to the FCC. Production would begin at the division's Buffalo plant by mid-1953 to be ready for distribution late in 1954, he added. Announcement of Mr. McDonough's promotion from general sales manager to general manager was made by Arthur L. Chapman, vice president. The new general manager purchased a table of at least 6 million television sets in both 1953 and 7 million in both 1954 and 1955.

SHIPLEY PETITION
Asks WNBW Renewal Hearing

PROTEST was filed with FCC last week by Carl L. Shipley, attorney for Betty Lou Summers, against renewal of the license of WNBW (TV) Washington, NBC O & O TV outlet, on charges that the station promised the winner of a contest on one of its shows $4,000 to $5,000 in prizes, then refused to keep its promise.

Mrs. Summers said she won the contest by distributing 20,000 post cards and having individuals mail them to the station in the form of popularity votes for her, acting on the advice of Irga Rundvold, who conducted the show. The protest also charged Eugene E. Juster, WNBW manager, with writing a "sneer" letter against Mrs. Summers to the FCC. The Juster letter was in reply to an earlier complaint filed with the Commission by Mr. Shipley in the case.

New petition asks hearing c WNBW renewal, granted Sept. 24.

PLANS COLOR SETS
Sylvania to Be Ready

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New petition asks hearing c WNBW renewal, granted Sept. 24.
Newsmen Pick Winners

(Continued from page 25)

bership of the new Senate will be divided?

Average of the answers:

Republicans (now 46) ... 47
Democrats (now 50, including McMahon seat) ... 49
Total ... 96

In the Newsweek poll, the newspaper writers, on the average, gave the Republicans 46 and the Democrats 50, retaining the status quo.

Almost all the radio-TV newsmen in the BCT poll were consistent in believing that the winning Presidential candidate would carry his party to victory in the Senate. Among those predicting an Eisenhower victory only four guessed that he would have a Democratic Senate on his hands. Among those predicting a Stevenson victory only one thought he would have a Republican Senate.

Of all the radio-TV newsmen, 17% thought the Senate would be split 48 to 48 between the parties.

3. How do you think the membership of the new House will be divided?

Average of the answers:

Republicans (now 202) ... 211.6
Democrats (now 223) ... 222.9
Other (now 1) ... .5
Total ... 435

The average of the radio-TV newsmen’s answers and that of the newspaper correspondents in the Newsweek poll were almost identical on this question. Newsweek’s newspaper people gave the Republicans 212 seats and the Democrats 223.

Again, the radio-TV respondents to the Broadcasting - Telecasting poll felt, for the most part, that the winning Presidential candidate would have a sympathetic House. Only four who predicted an Eisenhower victory thought he would have a Democratic House. Only two Stevenson forecasters thought he would have a Republican House.

WEAVER SPEAKS

In N. Y.

Television was pictured as the means of communication and culture in the world of the future by Sylvester L. Weaver Jr., NBC vice president in charge of radio and television networks, in a speech at the Manhattan College (New York) Centennial Symposium Thursday night.

He said that "not this Christmas, but we hope that by next Christmas Americans will be able to view the Pope celebrating a Mass from the Vatican."

In a talk that prophesied wonderful developments in all fields of electronics, Mr. Weaver asserted that the day will come when television will enable people "to attend every gathering around the Planet that is significant to you as a human being." He described television as an equalizer that would eliminate preferential treatment because of "position, or wealth, or influence, or luck."

He declared that television will be in color and on a "compatible basis...so that all sets can view all shows without change."

Despite the pre-eminence of TV in the world of the future, Mr. Weaver voiced confidence that "radio will continue to be an important part of the communications system." Working hand in hand, he said, radio and TV will "offer both a family attraction plus the personal services to meet the requirements and wishes of each member of the family."

He envisioned a television screen usable for showing material recorded in the machine from transmissions during the night so that news, music, weather, time and features will be available by push button on arising. He added that additional screens will be available in other rooms of the house to "make television follow the radio pattern of multiple programming, offering services for each individual's wants and needs."

Other things-to-come foreseen by Mr. Weaver were: Electronic equipment to answer your phone, clean the house, get rid of waste paper, air condition the house, cook the food, baby-sit, read books or papers aloud to you, take down your orders or diary or thoughts, open and close doors and keep your house moving along with the sun.

He predicted that advances in electronic calculators will enable machines to replace men to do the drudge thinking and working of the past in all fields, releasing the intellectual and physical effort of those men for other works more productive and more satisfying."

Among the "miracles of television" that the everyday man will experience, as envisaged by Mr. Weaver, will be a visit to the moon via TV.

Mr. Weaver spoke as substitute for Joseph H. McConnell, NBC president, who was forced to cancel his appearance because of a conflicting business appointment.

GARDNER ANNIVERSARY

FIFTIETH anniversary celebration honoring Herbert S. Gardner Sr., founder and board chairman of Gardner Adv. Co., was held last week at the agency’s St. Louis headquarters. Media, advertiser, agency, and other industries were represented at the three-day fete. Guests were shown the newly enlarged three-story headquarters suite at 915 Olive St.

CROSLEY BUYS

Tarzian Tube Plants

AS part of an expansion move in television and radio operations, the Crosley Division of Avco Mfg. Co. last week purchased the manufacturing facilities of the tube divisions of Sarks Tarzian Inc., Batavia, Ill. The plan is manufacture television picture and miniature receiving tubes.

John W. Craig, vice president of Avco and general manager of the Crosley Div., said the plants will aid in "alleviating critical shortages as they have occurred in the past and will undoubtedly occur in the future." He noted that during the month, September shipments of Crosley TV and radio sets were "almost double those for the same last year."

Sarks Tarzian Inc., former owner of the plants, manufactures tuners and selenium rectifiers at its home base in Bloomington, Ind. It also owns WTVT (TV) in that city.

WTVJ (TV) PLANT

FORMAL opening of the new WTVJ (TV) Miami television plant, described as the finest in the South," will be held during the 10 days beginning Nov. 5, according to Mitchell Wolfson, president and principal owner of the station.

The new WTVJ studios are housed in the Capitol Theatre, built 26 years ago by the Wometco Theatre chain, of which Mr. Wolfson is head.

The Capitol Theatre was remodeled and two stories added to its single floor. The first floor accommodates executive offices, program sales and receiving departments and storage and prop space.

Most of the second floor is occupied by a 6x 100 ft. studio, the third floor are control and master control rooms, projection room, maintenance shop and engineering research and engineering offices. The new building is connected to the former WTVJ building by a third building, 25 x 25 ft.

Size of the new plant and its equipment will permit WTVJ to undertake many types of local programming heretofore impossible, Mr. Wolfson said.

FARM STATION?

Yes! For over a quarter-century our entertainment and services have been planned for farmers in Kansas and adjoining states.
Four New Grants
(Continued from page 63)
quires the city’s only facility in uhf Channel 62. FCC’s city priority listing
for San Francisco, Oakland, and Berkeley, shows five out-of-town signals at the pres-
ent time.

Great Plains’ uhf Channel 38 grant is the first facility for Duluth, Minn., and Channels 3 and 6 are in competitive hearing status while no bid opens for uhf Channel 32.

KEPO’s grant for uhf Channel 13 in the third-schedule for El Paso, the earlier grants being vhf Channel 4 for KROD-TV and vhf Channel 9 for KTSM-TV.

Miller C. Robertson, president and general manager of KEPO, stated the new uhf outlet would be put on the air as soon as possible. RCA equipment has been ordered, he said.

The Commission’s order to finalize the allotment to Channel 1 to
Irvin, Pa., will become effective 30 days after publication in the Federal Register. The proposal to add the uhf channel to the Pitts-
burg area was reported several weeks ago [B&T, Sept. 1], stemming from the suggestion of Pitts-
burgh Mayor David L. Lawrence. In the Sixth Report and Order finalizing the TV reallocation plan, FCC refused to add Channel 4 to Pittsburgh itself because of less than sufficient channel spacing from Columbus, Ohio.

KQV Pittsburgh earlier announced it will seek Channel 4 at Irvin.

WLOA Dismissal

FCC also dismissed a petition by WLOA Braddock, Pa., request-
ing reconsideration of the Sixth Report so as to assign Channel 4 to Braddock. Both Irvin and Brad-
dock adjoin Pittsburgh. WLOA has an appeal of the case pending before the U. S. Court of Appeals in the Ninth Circuit.

In proposing to assign uhf Channel 52 to Princeton, Ind., FCC acted upon petition of M. R. Lank-
ford, licensee of WRAY there. Comments may be filed by Dec. 2.

FCC also adopted a memorandum opinion and order denying the peti-
tion of KROW Oakland, Calif., requesting the Commission to re-
consider the Sixth Report with respect to vhf allocation for the San Francisco area and to re-
consider its action in removing KROW’s pre-freeze TV application from hearing status.

KROW, one of several applicants to go through the original San Francisco-Oakland-Berkeley hearing, asked FCC to reconsider its application to hearing status. The station has an appeal of the Sixth Report pending in court at San Francisco.

The Commission also denied petition of WTVS Owensboro, Ky., for waiver of FCC’s rules so as to amend the allocation table now to

## The New Grantees’ Commencement Target Dates

<table>
<thead>
<tr>
<th>Grantee</th>
<th>Ch.</th>
<th>Date</th>
<th>Net Serv.</th>
<th>National</th>
<th>Representative</th>
</tr>
</thead>
<tbody>
<tr>
<td>KFEL-TV Denver</td>
<td>2</td>
<td>Oct. 2</td>
<td>NBC, Dumont</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KFIV-TV Portland</td>
<td>30</td>
<td>Dec. 2</td>
<td>ABC, DuMont</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KFSTV (TV) Denver</td>
<td>9</td>
<td>Oct. 2</td>
<td>ABC, CBS</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WLSA-TV York, Pa.</td>
<td>43</td>
<td>Dec. 4</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KOUP (TV) Lebanon, Mo.</td>
<td>15</td>
<td>Nov. 15</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KSHJ-TV Springfield, Mo.</td>
<td>57</td>
<td>Dec. 25</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WHLM-TV Reading, Pa.</td>
<td>40</td>
<td>Dec. 24</td>
<td>CBS</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WAKR-TV Akron, Ohio</td>
<td>49</td>
<td>Late 1953</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WTVL-Walkill, Pa.</td>
<td>34</td>
<td>Jan. 10</td>
<td>CBS</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WTVZ-Pittsburgh, Pa.</td>
<td>11</td>
<td>Feb. 1</td>
<td>CBS</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WTVX-TV Harlingen, Tex.</td>
<td>23</td>
<td>Feb. 25</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KTVB-El Paso, Tex.</td>
<td>16</td>
<td>Feb. 25</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WRAY-TV Roswell, N. Mex.</td>
<td>75</td>
<td>Feb. 25</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WDBN-TV Mountain City, Tenn.</td>
<td>76</td>
<td>Feb. 25</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WJTV (TV) Steubenville, Ohio</td>
<td>52</td>
<td>Dec. 25</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WMAZ-TV Macon, Ga.</td>
<td>20</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WCYC-TV Cleveland, Ohio</td>
<td>11</td>
<td>March 2</td>
<td>ABC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WCCO-TV Minneapolis, Minn.</td>
<td>16</td>
<td>March 1</td>
<td>ABC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WIBW-TV Topeka, Kan.</td>
<td>61</td>
<td>March 2</td>
<td>ABC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WCPO-TV Cincinnati, Ohio</td>
<td>10</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WTVB-TV Buffalo, N. Y.</td>
<td>44</td>
<td>March 2</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WWA-Baton Rouge, La.</td>
<td>26</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WTVH-TV Huntsville, Ala.</td>
<td>32</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KTVN-Tulsa, Okla.</td>
<td>26</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WTVK-TV Kinston, N. C.</td>
<td>42</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WXAS-TV Augusta, Ga.</td>
<td>28</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
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<tr>
<td>WTVX-TV Chattanooga, Tenn.</td>
<td>43</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KTVG (TV) Galesburg, Ill.</td>
<td>10</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>KTVJ-TV Topeka, Kan.</td>
<td>24</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WTAE-TV Pgh., Pa.</td>
<td>15</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
<tr>
<td>WTVK-TV Macon, Ga.</td>
<td>20</td>
<td>March 1</td>
<td>NBC</td>
<td>Free &amp; Peters</td>
<td></td>
</tr>
</tbody>
</table>

## Exponents of Theatre TV during a hearing halt: S. H. Fabian (U), chairman of National Exhibi-
tors Theatre Television Committees, and Nathan Halpern, presi-
dent of Theatre Network Television Inc.

**Theatre TV**
(Continued from page 63)

The possibility of compromiss in bandwidth to save spectrum space.

Majority of motion picture testimony was presented by Frank H. McIntosh and Andrew F. Inglis, of the Washington consulting engi-
neer firm of McIntosh & Inglis, and by Stuart L. Bailey of the Wash-
ington consulting engineer firm of Jansky & Bailey.

Also testifying were Paul Rabin-

## American Oil Show

**American Oil Show**

AMERICAN Oil Co., Baltimore, will sponsor its annual version of Year of Crisis, New Year’s Day of CBS-TV, and NBC Radio. Afternoon hour, 4:30-5:30, will probably be bought for radio. The TV segment is undecided. Agency is Joseph Katz Co., New York.

October 27, 1952 • Page 97
DENY TIME EXTENSION FOR ELECTION RETURNS

HOPE that FCC might permit daytime only stations to remain on air all night to report election returns was dashed Friday when FCC denied waiver of Sec. 1.324 for that purpose requested by a few group headed in its decision, the Commission advised:

The Commission gave full consideration to the factors brought out in the hearing and Oct. 8, 1953, which requested the waiver but concluded that notwithstanding those factors it would not make an exception to its established policy declining to permit any waiver of this section. It was felt that if any exceptions were made to the requirements of the rules prohibiting intermingling of special temporary authorizations to broadcasting stations there would be no reason for refusing to grant waivers in any instance and thus the very purpose for which the amendment to this rule was adopted would be defeated.

HOPE ON STAND

POSITION of Don Searle, executive vice president and general manager of KOA Denver, was probed by KMYR and FCC counsel Friday at Denver TV hearing on new AM. Feature of day's hearing was appearance of businessman Bob Hope. Mr. Hope owns 85% of Bob Hope Productions, which originally was 50% owner of KOA.

Point at issue was who "controls" KOA. Until recently, KOA was half-owned by Bob Hope and Denvers and Denver group headed by Mayor Quigg Newton. New lineup includes Mr. Searle, former ABC Western Division chief, as stockholder—with 2,000 shares from Hope Class B stock and 2,000 shares from Denver group's Class A shares.

Also brought out in testimony by Mr. Hope was that Hope Productions paid half of the $2.25 million plus purchase of KOA from NBC last year with $175,000 in cash and a $1,250,000 note at 47 1/4% interest to NBC. Denver group put up its $1 million plus in cash. Serious Mr. Hope also said he hoped to lend his talents in the program and production side of KOA-TV. He admitted his interest in KOA was primarily as an investment. Friday's hearing was held at 1IC hearing room, with more than 150 in attendance.

SKYWAVE QUESTION

Basic question in oral argument scheduled for Nov. 3 by FCC on complaint of WCKY Cincinnati and KFBK Sacramento against 60 kw daytime grant to KSSO Harlingen, Tex. [Bit, Dec. 10, 1951] is whether daytime skywave of Texas station interferes with normally protected contours of dominant 1500 kc Cincinnati and Sacramento stations to extent their licenses were modified without hearing. FCC added in reply to request for elucidation on oral argument issues that any other questions of law or policy are also relevant in this matter.

KSSO, owned by Rippy & Hensley, one of four candidates for Mayor of Houston, got 60 kw daytime grant in November 1951, and program test authority following month. The 60 kw grant permitted non-directional operation from sunrise in Harlingen to sunset in Cincinnati. Both WCKY and KFBK petitioned FCC for revocation of grant and program authority of applicant hearing was held in which they were permitted to intervene.

DENY RCA PETITION

JUDGE EDWARD WEINFELD handed down decision Friday in U.S. District Court in New York against New York denying RCA's motion to quash government subpoena regarding investigation of possible anti-trust law violations in radio and television manufacturing industry [BT, Sept. 8].

AT&T BLOCS COST EXHIBITS OF THEATRES

THEATRE TV hearing Friday saw AT&T move in to block acceptance of cost exhibits presented by motion picture industry technicians. FCC Chairman Paul A. Walker ruled that admissibility of exhibits may be argued at main portion of hearing, scheduled to begin Jan. 12, following objection by AT&T counsel. Exhibits involved estimated capital and current costs for intercity trunk system, mobile pickup facilities and linkage of about 100 Washington, D. C. theatres as example of theatre TV system in one metropolitan area. Scheduled for today is Manfred K. Toeppen, economic consultant, who will tie-up cost estimates. (For earlier story, see page 63.)

WLAN ANSWER

OVERLAP of proposed Steinman TV station at Bethesda, Pa., with Steinman stations WRLX-TV Lancaster and WDEL-TV Wilming- ton should be made issue in comparative hearing on bids of WRLX-TV and WLAN Lancaster for Channel 3, WLAN contended Friday in answer to FCC letter advising of hearing [BT, Sept. 22]. WLAN asked for immediate hearing, charging WRLX-TV doesn't need ex- tension to Nov. 16 to prepare its answer to notification of mutually exclusive proceeding. WRLX-TV and WDEL-TV overlap, plus question of financing by WLAN principals, already are hearing issues.

WLAN also filed petitions (1) asking reconsideration of order permitting a switch from Channel 3 to Channel 8 and (2) seeking acceptance of second Channel 8 bid by WLAN which it claims will better serve public interest than provisional low power operation of WRLX-TV on Channel 8. WLAN charged interlock grant to WRLX-TV prejudices WLAN's competitive position in comparative hearing since WRLX-TV is spending $100,000 on charge. WLAN said the existing equipment it can provide quicker, higher power operation via its No. 2 bid for only $60,000 pending hearing outcome.

BEVO'S STRONG STAND

NOVEL platform for re-election to NBC SPAC Committee adopted by B. T. (Bevo) Whitmore, WBFC Columbia, S. C., member representing NBC District 2. Circularizing members, he said, "In my first year I got you a 11% reduction. Last year I got you a 14% cut. Next year I'll get you on a bonus basis." Mr. Whitmore refused to disclose nature of replies to letter but indicated they were eloquent.

PEOPLE

HUBERT J. SCHLAFLY Jr., board member of TelePrompTer Corp., New York, elected vice president in charge of engineering.

ALFRED HOLLENDER, vice president of Louis G. Cowan program package firm, New York, after November political elections will take over additional duties at Gray Adv. as vice president and chief executive for radio and television [CLOSED CIRCUIT, Oct. 20], it was confirmed Friday. He will retain his Cowan affiliation.

HARRY FRIEDMAN, labor relations counsel of DuMont TV Network, has opened offices at 22 West 40th St., New York, as consultant in industrial relations and labor law.

EDWARD L. NORTON, chairman of board of WAP, Warner-Amex Cablevision, and WMBR- AM-TV Jacksonville, married Oct. 18 to Mrs. Corinne Troy at Anniston, Ala. He is fellow member of Federal Reserve Board.

CHARLES E. HINDS Jr., assistant to film manager, WCBS-TV New York, joins station staff directors.

NEW TV APPLICATIONS

FOLLOWING are new and amended television station applications submitted to FCC Friday:

NEW APPLICATIONS

Fayetteville, N. C.—Fayetteville Beters Inc. [WFPF], Ch. 6,忿 206; 8, $10,000. Proposed service area includes Fayetteville, Robeson County, and Cumberland County.

Lancaster—WLAN, Inc. (WLAN), vhf Ch. 39, ERp $9,000 kw visual, 51.4 kw audio; antenna height above average terrain 555 ft., above ground 453 ft. Estimated construction cost $90,000. (Does not include land or water for $6,000.) First-year operating cost $184,500. WALW contended that WLAN has one application pending for channel three, but it is in hearing. Anheuser-Busch seeks waiver of rule forbidding multiple applications; see story, this page.) Priority: Gr. 1.2, No. 138.

Broadcast—Seven-Stars, Inc. (W7B), vhf Ch. 39, ERp $22,500 kw visual, 27,500 kw audio; antenna height above average terrain 390 ft., above ground 453 ft. Estimated construction cost $190,000. Initial construction cost $200,000. First-year operating cost $210,000. 781500; (does not include land or water for $6,000 monthly.) Priority: Gr. 1.6, No. 139.

Providence, R. I.—Television Associates of Rhode Island Inc., uhf Ch. 13, ERp 90 kw visual, 92 kw audio; antenna height above average terrain 555 ft., above ground 453 ft. Estimated construction cost $90,000. Initial construction cost $600,000. First-year operating cost $184,500. 7101930; (does not include land or water for $6,000.) Priority: Gr. 1-B, No. 144.

WMBM TO ROUNSAVILLE

WMBM Miami Beach, Fla., sold Friday to Robert W. Rounsvaile, owner of WQXI Atlanta, subject to FCC approval. Price was $100,000. Station was sold by Kenneth S. Keyes Sr., real estate operator, president and owner. Blackburn-Hamilton Co. handled trans- action. Mr. Rounsvaile said WMBM will feature music and news programming. Station is 1 kw daytimer on 800 kc.

KYA APPROVAL

LICENSE renewal of KYA San Francisco granted by FCC Friday in approving station's petition for action without hearing. Commission noted KYA "has discontinued all regular daily broadcasts of horse racing information.”

BROADCASTING Telecastin
The American farmer has always been the backbone of America. Through far-reaching changes in the last twelve years, the farmer has become one of America's most important consumers as well. Here are some of the factors that have made him "Your Best Customer:"

In 1940 income from farming was less than $11 billion; in 1951 it was $37.5 billion.

In 1950 the farmer's purchases of consumer merchandise were 2 1/2 times what they were in 1940.

In 1940 total farm assets were $54 billion. By 1951 they were $153 billion. In this same period, mortgages, in relation to assets, were reduced 67%.

In 1940 the spendable cash held by farm families was $4 billion; in 1951 it was nearly $20 billion—$3,178 per family—many times the liquid assets of the average city dweller.

These are just a few of the statistics that illustrate how important it is to reach the rural market—your best customer. In WLW-Land, WLW radio reaches more of them more often for less than any other medium. Ask to see the WLW story of "Your Best Customer."
Thirty years of faith and works built the WHB tradition of friendly public service.

But yesterday is past. TODAY is the only day that counts. Right now is the time to give the best you have! WHB is doing that: Continually proving its worth, day after day, year after year, in campaign after campaign. With alert programming and superb coverage, attracting an ever-growing and responsive audience! Your John Blair Man can offer WHB availabilities that will deliver the results you deserve from this rich market.

KANSAS CITY's OLDEST CALL LETTERS

DOTTED LINE ON MAP • WHB 0.5 mv/m CONTOUR